

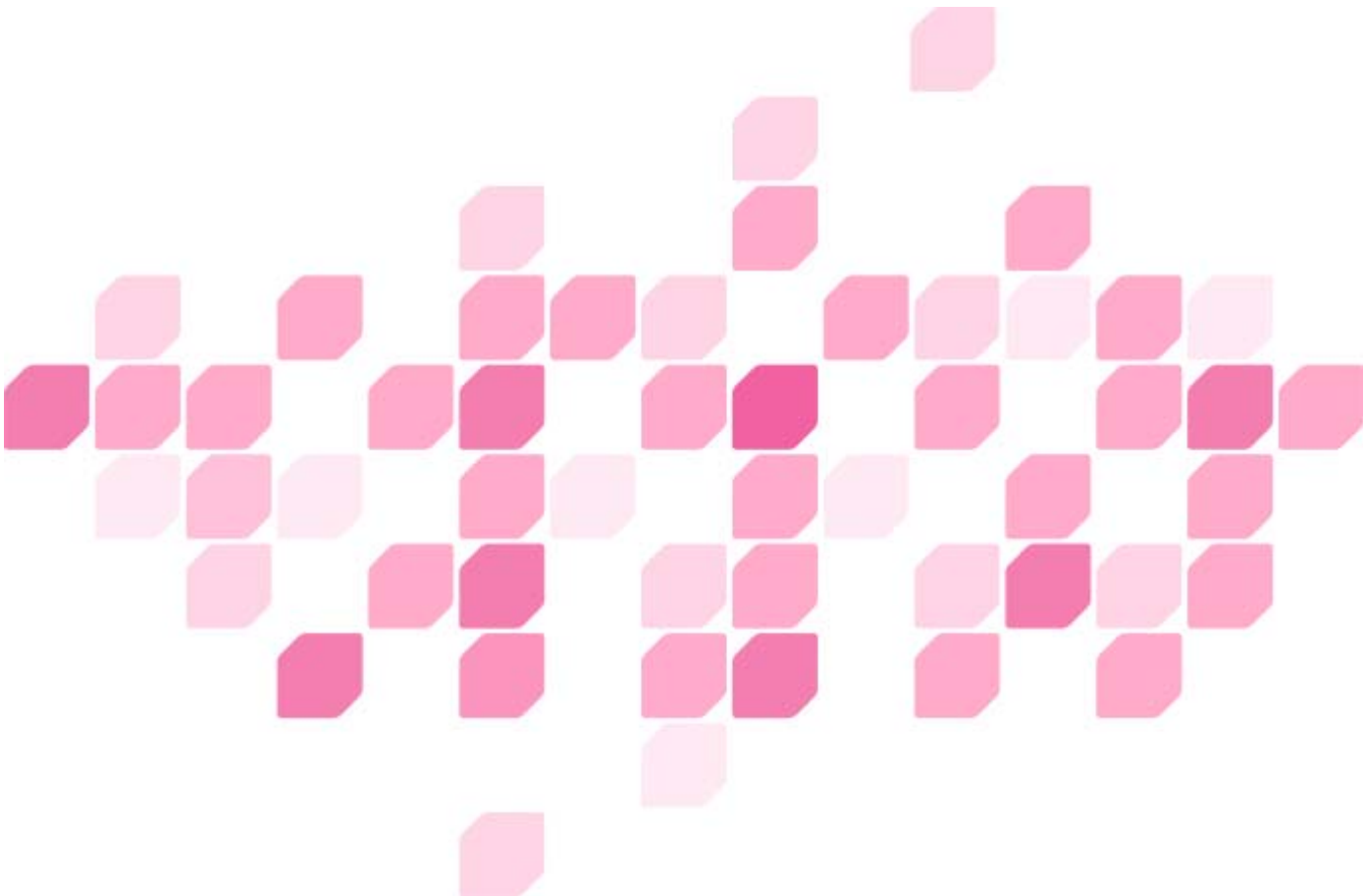


Monitoring the quality of experience in Bedgebury Forest

Final Report

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Content

A.	Background and introduction	1
B.	Main results	4
	Summary	4
	Visitor profile	5
	Origin.....	7
	Season ticket ownership	7
	Trip profile	8
	Frequency of visits	9
	Length of visits	10
	Favourite aspects of forest.....	14
	Importance of Bedgebury Forest.....	15
	Information sources used to plan visit.....	16
	Other visitors	17
	Disturbances to visit	18
	Improvements	19
	Expenditure	20
C.	TRI*M results	21
	Claimed importance of different aspects of visit.....	21
	Performance of different aspects of visit	24
	TRI*M Index	26
	TRI*M Typology	29
	TRI*M Grid	31
	Summary of key TRI*M Grid findings	38
D.	Appendices	39
	Questionnaire.....	39
	Results obtained at other Forestry Commission sites	40
	Responses to open-ended questions.....	41
	Technical appendix	52

A. Background and introduction

Background

Forestry Commission (FC) forests and woodlands offer many recreation opportunities such as walking, cycling and picnicking, as well as more formalised activities such as mountain biking, horse riding, car rallies and orienteering. They also offer log cabins, camping and caravan accommodation, with a number of sites also equipped with a visitor centre. Printed material is produced in order to maximise the visitor experience and the FC have worked alongside Ordnance Survey to incorporate information on land access into their maps.¹

In June 2002, TNS (then NFO) were commissioned to undertake a study which would investigate what constitutes quality of experience for visitors, addressing related concepts such as motivations, expectations and the needs of different groups. The output of this study was a survey method which could be used across Forestry Commission sites to effectively monitor quality of experiences. Since completing this study, on-site Quality of Experience (QOE) surveys have been undertaken using this survey method at 22 locations (Thetford Forest has been surveyed twice), with over 6,000 interviews undertaken with forest visitors.

The *Forestry Commission Corporate Plan for Wales and Great Britain* identifies a need for further evidence to demonstrate the benefits that woodlands and forests bring to society and it is on this basis that the FC continued the QOE survey programme through a series of on-site surveys during 2008. These surveys had the following key objectives:

- to undertake on-site surveying of a target of 300 visitors per site at 3 sites in England in 2008;
- to provide full reports and data to FC.

¹ 'Forestry Commission Corporate Plan for Wales and Great Britain Activities 2005/06'
[http://www.forestry.gov.uk/pdf/gbengcorp2005.pdf/\\$FILE/gbengcorp2005.pdf](http://www.forestry.gov.uk/pdf/gbengcorp2005.pdf/$FILE/gbengcorp2005.pdf)

Method

A total of 238 visitors were interviewed at Bedgebury Forest between 28th July and 28th October during 22 days of interviewing. Poor weather and an increased questionnaire length are thought to have impacted upon the number of interviews achieved.

In previous years, visitors who used the site at least once a month were interviewed and asked to rate both the levels of importance of different aspects of woodland and forest visits and their satisfaction with the same aspects at the individual forests surveyed. Visitors who came less often were interviewed for a shorter period before being given a questionnaire regarding their levels of satisfaction. This was completed and returned after the visit, using a reply-paid envelope. All visitors were interviewed at the start of their visit.

However, in 2008, it was decided that surveying at sites in England would involve all visitors being given the full CAPI interview on site at the end of their visit, with no self-completion questionnaires distributed. Due to declining response rates when using self-completion questionnaires and the potential for questions to be left blank, it was decided that a fully on-site methodology would be beneficial. This means that a number of questions, including the satisfaction and TRI*M analysis (see Section D), are now based on the full sample rather than on frequent visitors only.

Please bear in mind the change in methodology and the different sites surveyed when comparing the results for 2008 with those obtained in previous years.

Report

This report provides the results of the survey undertaken at Bedgebury Forest. As mentioned previously, similar surveys have also been undertaken in twenty-two other Forestry Commission sites to date (Thetford twice), providing a total 'database' of over 6,000 interviews with forest users. The results of the surveys undertaken at other sites have been used within this report, where appropriate, to help draw comparisons and to highlight the key variations at Bedgebury Forest. It should be noted that variations between the results obtained at Bedgebury Forest and at other locations may not always be statistically valid (i.e. are within margins of error) so should be treated with some caution.

The following section provides the survey results across the total survey sample and, where appropriate, compares the responses provided by visitors in different demographic groups and those taking part in different activities.

Throughout this report, regular visitors are defined as visiting at least once a month. Infrequent or first time visitors are those who visit less than once a month or who are on their first visit.

Answers to open ended questions have been appended.

B. Main results

Summary

The majority of visitors to Bedgebury Forest were in the Family and Empty Nester lifecycles. Families were more likely than those in the Empty Nester lifecycle to visit the forest for picnics or barbeques, while Empty Nesters were more likely than the average to have walked without a dog.

The majority of visitors to Bedgebury Forest lived locally and travelled for less than an hour to reach the site. A large proportion of visitors were from the South East region of England, with a significant amount from Tunbridge Wells and Rochester. The majority of visitors were on a repeat visit to the site, with half of repeat visitors tending to visit between 1 and 6 times per year.

The leisure activities most frequently undertaken at Bedgebury Forest included walking without a dog, visiting the café, cycling, having a picnic or barbeque and visiting the Pinetum. Peace, quiet and tranquillity, activities for children, the variety of trees, cycling facilities/freedom to cycle and the scenery and views are the aspects that are particularly appreciated by visitors to this site.

Bedgebury Forest was very important in the decision to visit the local area for a large proportion of non-locals and 'the only reason for visiting' for 39% of those living outside of a 15 mile radius of the site. Previous experience was the most commonly cited information source when planning a visit, especially amongst frequent visitors, while those on a day trip of 3 hours or more were more likely than the average to cite leaflets they had picked up and/or word of mouth recommendations as information sources that they had used.

As with other sites, the majority of encounters with other visitors were positive or had no impact on visitor enjoyment, with cyclists most likely to be the ones involved in a negative encounter. Vandalised, missing/damaged signposts, dogs and dog dirt and litter or fly tipping were the aspects most likely to have a negative impact on visitor enjoyment.

Improvements that visitors felt could be made to Bedgebury Forest included improving the car park, more/better signs, more/better toilet facilities, path

improvements, the children's play area and more information. Two-fifths of visitors could not think of anything that needed to be improved.

A summary of the TRI*M analysis regarding the visitor experience can be found at the end of Section C.

Visitor profile

To determine the types of people using the forest, visitors were asked to provide some information about their age, family situation and place of residence.

Demographics

Table B-1 – Age and lifecycle (%)

Base: All respondents (238); all sites surveyed to date (6,181)

	%	Average all sites surveyed to date%	% England adult population (aged 16+)*
Age			
16 – 24	4	5	14
25 – 34	23	18	18
35 – 44	36	31	19
45 – 54	13	17	17
55 – 64	12	16	13
65+	13	12	19
Lifecycle			
Young Independents	12	15	N/A
Families	53	42	N/A
Empty Nesters	28	37	N/A
Other	7	6	N/A

* Based on 2001 census data; percentages may equal >100% due to rounding

Just under two-thirds of visitors to Bedgebury Forest were aged 44 or under (63%), with 36% between the ages of 35 and 44 and the remaining 27% aged 34 or under. The proportion of respondents in the 45-54, 55-64 and 65+ age brackets were fairly similar (13%, 12% and 13% respectively), with a total of 38% of visitors aged 45 or over.

In terms of lifecycle, approximately half of visitors to Bedgebury were in the Family lifecycle (children in household, 53%), with just over a quarter of visitors in the Empty Nesters lifecycle (aged 55+ with no children in household, 28%). 12% of respondents

were in the Young Independent lifecycle (aged under 35 and no children in household), while 7% of visitors did not fit into the any of these lifecycle groupings.

It is also useful to compare these results with the averages obtained across all of the forests included in this programme of research to date. The profile of visitors at Bedgebury Forest is slightly younger than the average across all of the sites, with 63% aged 44 or under compared to 54% across all sites surveyed to date. Correspondingly, the proportion of visitors in the Empty Nester lifecycle was lower at Bedgebury than the average across all sites surveyed to date, while the proportion of those in the Family lifecycle was higher. In terms of specific locations, the age profile at Bedgebury Forest was fairly similar to that obtained at Sherwood Pines in 2006.

Table B-2 – Social grade (%)

Base: All responses (238)

	Visitors	UK Population
AB – ‘upper middle grade’ – higher/ intermediate managerial, administrative or professional	30	17
C1 – ‘lower middle grade’ – supervisory or clerical, junior managerial, administrative or professional	34	26
C2 – ‘skilled working grade’ – skilled manual workers	18	25
DE – ‘working grade’ and unemployed – semi and unskilled manual workers, state pensioners, unemployed	18	32

Just under two-thirds of those visiting Bedgebury Forest were in the ABC1 socio-economic groupings, a higher proportion than amongst the UK population as a whole (64% and 42% respectively). The proportion of visitors in the C2 social grade was lower than amongst the UK population as a whole (18% v 25%, as was the proportion of visitors in the DE social grades (18% v 32%).

The social grade profile of visitors to Bedgebury Forest was fairly similar to the overall average recorded across the other sites included within this programme of research.

Respondents were asked if they had an illness, disability or infirmity that had troubled them for a period of twelve months or more. 24 respondents at Bedgebury (17%) indicated that they did and of these, 11 indicated that this limited their daily activities in some way.

All of those interviewed at Bedgebury Forest described their cultural or ethnic background as white.

Origin

All visitors were asked to provide the postcode of their place of residence. The table below lists the regions mentioned by 1% or more of visitors.

Table B-3 – Area of residence (%)

Base: All respondents (238)

	%		%
South East England	82	East of England	4
<i>Tunbridge Wells</i>	46		
<i>Rochester</i>	24	North West England	1
<i>Dartford</i>	5		
<i>Brighton</i>	3	Yorkshire & Humberside	1
<i>Canterbury</i>	3		
<i>Other South East</i>	<1%		
Greater London	11		
<i>Bromley</i>	6		
<i>South East London</i>	2		
<i>Other Greater London</i>	2	<i>Don't know/not stated</i>	2

Percentages may equal >100% due to rounding

The majority of visitors to the forest were from the South East of England (82%) with Tunbridge Wells and Rochester the two areas visitors were most likely to have travelled from (46% and 24% respectively).

Smaller proportions of visitors had travelled from the Greater London area (11%), with Bromley the place most frequently mentioned within this region (6%).

Season ticket ownership

Just under a quarter of visitors (24%) indicated that they had a season ticket for Bedgebury Forest. Approximately two-thirds of visitors (67%) who came to the forest at least once a month owned a season ticket compared to just 7% of those who visited less frequently or who were on their first visit to the site. Please bear in mind the small sample size for frequent visitors (N=67) means this result should be treated with caution.

Trip profile

Visitors were also asked a number of questions about their current visit to Bedgebury Forest in terms of the length of time spent away from home, time spent in the wood and activities undertaken.

Type of visit²

Some 56% of visitors to Bedgebury were on a short trip of an hour or less from home, with a further 29% on a short trip of between 1 and 3 hours from home. 16% of visitors were on a day out of 3 hours or more, while a very small proportion were on holiday staying away from home (<0.5%).

Compared to the average for of the sites surveyed to date, visitors to Bedgebury Forest were more likely to be on a short trip of up to 3 hours from home (85% v 73%) but much less likely to be on holiday (<0.5% v 18%).

Table B-4 – Type of visit (%)

Base: All respondents (238); all sites surveyed to date (6,181)

	%	All sites surveyed to date %
On a short trip of less than 1 hour from home	56	n/a
On a short trip of 1-2 hours from home	21	n/a
On a short trip of 2 to 3 hours from home	8	n/a
Day trip (<3 hours)	85	73
On a day out for more than 3 hours from home	16	10
On holiday away from home	*	18

* = less than 0.5%

² Please note that this question refers to the type of trip respondents were taking (short trip, day trip or holiday), with short and day trips further broken down by distance travelled from home. Times mentioned do not relate to time spent in the forest.

Frequency of visits

Approximately three-quarters of visitors had been to Bedgebury Forest previously (76%). Amongst those who had visited before, half of visitors indicated that they visited the forest between 1 and 6 times a year (51%), with 12% indicating that they visited less often than that. Just under a quarter (24%) said they visited 1 to 3 times a month while 11% visited 1-3 times per week. 3% indicated that they visited 4 times a week or more.

Table B-5 – Frequency of visits to forest (%)

Base: Respondents who have been to Bedgebury Forest before (180);

All site surveyed to date – those who had visited before (5,027)

	%	All sites surveyed to date %
Every day	1	6
4 to 6 times per week	2	-
1 to 3 times a week	11	-
1 to 6 times per week	13	14
1 to 3 times a month	24	22
4 to 6 times a year	18	-
1 to 3 times a year	33	-
1 to 6 times per year	51	48
Less often	12	12

- = no responses

Compared to the averages recorded across all of the sites included in this programme of research, a similar proportion of visitors to Bedgebury were on their first visit to the site (24% and 25% respectively). Repeat visitors to Bedgebury were less likely than the average to visit the site every day (1% v 6%).

Length of visits

On average, visitors to Bedgebury spent 3 hours and 8 minutes visiting the forest. The average length of time spent varied between visitor groups with infrequent or first time visitors spending an average of 3 hours and 20 minutes on site compared to an average of 2 hours and 36 minutes amongst frequent visitors.

Table B-6 – Length of visit (%)

Base: All respondents (238); All who walked (123); All who cycled (101)

	Total time on site %	Time spent on any walking %	Time spent cycling %
Up to 15 minutes	-	2	2
15 – 30 minutes	*	2	-
30 minutes – 1 hour	2	16	3
1 hour – 2 hours	13	43	32
2 hours – 3 hours	39	29	50
3 hours – 5 hours	40	6	14
More than 5 hours	6	2	-
<i>Average</i>	<i>3 hrs 8 mins</i>	<i>1 hr 49 mins</i>	<i>1 hrs 17 mins</i>
<i>Proportion of time on site</i>	<i>100%</i>	<i>61%</i>	<i>69%</i>

- No responses

Table B-6 also illustrates the amount of time spent walking or cycling by those visitors who took part in such activities. Overall, visitors who took part in walking spent an average of 1 hour and 49 minutes undertaking this activity, 61% of their time on site. Visitors who took part in cycling spent an average of 1 hour and 17 minutes undertaking this activity, slightly more than two-thirds of their total time on site (69%).

Overall, the average length of visit to Bedgebury Forest was longer than the average across all of the sites included in this programme of research (3 hours and 8 minutes v 2 hours 30 minutes).

Activities undertaken

When asked what they did during their visit, approximately two-fifths of visitors walked without a dog while in the forest (42%). A similar proportion had visited the café while on site (38%), while equal proportions had cycled on surfaced roads and/or off-road (21% each). Smaller proportions cycled on an un-surfaced road, track or trail (19%), had a picnic or barbeque (15%) and/or visited the Pinetum (15%).

Table B-7 – Activities undertaken during visit to forest (%)

Base: All respondents (238); all site surveyed to date (6,181)

	%	All sites surveyed to date %
Total walking**	52	-
<i>Walking without a dog</i>	42	46
<i>Dog walking</i>	13	19
<i>Hill walking/ rambling</i>	3	-
Total cycling**	42	31
<i>Cycling on surfaced roads</i>	21	-
<i>Cycling on un-surfaced roads/tracks/trails</i>	19	-
<i>Off-road cycling</i>	21	-
Visited the café	38	-
Use play trail	20	-
Picnic or barbeque	15	18
Visited Pinetum	15	-
Follow the seasonal trail	7	-
Go Ape course	5	-
Other wildlife watching	4	-
Hire bikes	4	-
Seeing something in the forest (e.g. a sculpture)	3	8
Freeride & dirt jump area	3	-
Bird watching	2	10
Photography	2	7
Nature/ natural history visit	2	-
Children's play area	1	11
Running	1	-
Orienteering	1	-
Educational visit	*	-
Using showers	*	-
Used tramper/mobility scooter	-	-

** Respondent may have taken part in more than one type of cycling and/or walking

- = no responses; * = less than 0.5%

Compared to the average across all of the sites included in this programme of research, visitors to Bedgebury Forest were less likely to take part in walking with a dog (13% v 19%) and using the children's playground (1% v 11%) but were more likely to participate in any type of cycling (42% v 31%).

It is useful to compare levels of participation in the main activities amongst different user groups:

- *Walking without a dog (42% overall)* – visitors aged 55 and over and those in the Empty Nester lifecycle group were more likely than average to undertake this activity (58% each).
- *Visiting the café – (38%)* – female visitors were more likely than men to have undertaken this activity while on site (45% and 32% respectively).
- *Cycling off-road – (21%)* – visitors in the Young Independents lifecycle were more likely than the average to have undertaken this activity (39%), with men more likely than women to have done so (26% v 15%).
- *Cycling on un-surfaced roads, tracks or trails – (1%)* – again, male visitors were more likely than females to have undertaken this activity (25% v 13%).
- *Picnic or barbeque – (15%)* – visitors in the Family lifecycle were more likely than Empty Nesters to have had a picnic or barbeque while on site (21% v 7%).
- *Visited the Pinetum (15%)* – this activity was more likely than the average to be undertaken by those walking without a dog (26%).

There were no significant variations between respondent groups for cycling on surfaced roads. Due to the small sample size, results for those aged 55 and over, Empty Nesters and Young Independents should be treated with caution.

Respondents who had taken part in any type of cycling and used a waymarked trail while visiting Bedgebury Forest were asked which of the available trails they had followed. 62% of these visitors had cycled on the Family Cycling Trail, while just over half had used the Singletrack trail (54%). A small proportion stated that they had not followed either of these (3%). Please note that respondents may have used both trails, therefore, the percentages equal more than 100%.

Children's play area³

As well as asking about their own participation in different activities, visitors were asked whether they were accompanied by any children who would use the play area during their current visit.

Overall, 39% of respondents indicated that they were with children who would use the play area. The proportion was higher than the average amongst those aged 35-44 (54%, caution small sample size) and those in the Family lifecycle, 58% of whom were accompanied by children who had used the play area.

³ Please note that respondents were asked here specifically about the play area, while this was one of a number of activity options at Table B-7, therefore, the percentage at Table B-7 is lower.

Favourite aspects of forest

When visitors were asked what they liked most about Bedgebury Forest, the most frequently provided responses were the peace, quiet and tranquillity (23%), the activities for children (18%), the variety of trees (17%), the cycling facilities or freedom to cycle (16%) and the beautiful scenery and views (13%).

Table B-8 – Most liked aspects of Bedgebury Forest (%)

Base: All respondents (238)

	%
Peace/quiet/ tranquil	23
Activities for children	18
Variety of trees	17
Cycling facilities/freedom to cycle	16
Scenery/ beautiful/ views	13
Good/well maintained pathways/trails	8
Open spaces	6
Variety of activities/lots of things to do and see	6
Nice walks	5
Safe environment	5
Clean area/well looked after	5
Away from crowds/people/traffic/not busy	4
Fresh air	3
Everything	3
Atmosphere/ ambience	3
Convenient/ easy to get to/close to home	2
Experience nature	2
Easy access/more accessible	2
Pinetum	2
Good for walking dog	1
Restaurants/catering/café/coffee shop	1
Natural/ unspoilt	1
The smell of the trees/pine	1
Good place to spend time with family/friends	1
Go Ape Course	1
Wildlife	*
Lovely park	*
Don't know/ not stated	5

* = less than 0.5%; multiple responses allowed so percentages may equal >100%

Other responses related to the cleanliness and maintenance of the forest and the variety of activities on offer.

Some of the specific answers provided were:

“Variety, peace and quiet, feel safe.”

“The forest itself – it’s natural and unspoilt. Also, the children’s play area is full of wooden things, not plastic, also children have the chance to observe wildlife.”

“Layout and shapes of tress, impressed by the redwoods.”

All visitors were asked whether, prior to their visit, they had been aware that Bedgebury Forest had a Pinetum. Around four-fifths of visitors stating that they had been aware of this (82%), with a similar proportion stating that they had been aware of what a Pinetum was before visiting (81%). As may be expected, frequent visitors were more likely than infrequent visitors to have been aware both of what a Pinetum was and that there was one on site (98% and 76% respectively).

Importance of Bedgebury Forest

To help determine the influence of Bedgebury Forest in the decision to visit the local area, visitors who did not live in the area were asked to indicate how important the site had been in their decision to come to the area:

Table B-11 – Importance of site and its facilities in decision to visit area (%)

Base: All respondents living outside of Bedgebury Forest area (99)

	%
The only reason for coming	39
Very important	24
Quite important	30
Neither important nor unimportant	1
Not very important	1
Not at all important	1
Don't know/not stated	3

Almost two-fifths of visitors who lived outside of the area stated that Bedgebury Forest was their ‘only reason’ for coming (39%), while a further 54% indicated that it was ‘very’ or ‘quite important’. In contrast, only 2% stated that the site was ‘not very’ or ‘not at all’ important.

Information sources used to plan visit

When visitors were asked about the sources of information they had used to plan their visit to Bedgebury Forest, the majority had relied upon previous experience (68%). 20% mentioned leaflets that they had picked up, while 18% mentioned word of mouth recommendations and 14% mentioned information found on the Internet.

Table B-12 – Information used to plan visit to Bedgebury Forest (%)

Base: All respondents (238)

	%
Previous experience/ knowledge	68
Leaflets picked up	20
Word of mouth recommendations	18
Information on the Internet	14
Road signs to the site	3
Leaflets or other information received in post	3
Tourist board or other brochures	2
None of these sources of information	3

- = no responses

As might be expected, visitors who went to the site at least once a month were the most likely to rely upon previous experience (92%). Visitors on a day trip of more than 3 hours in duration were more likely than the average to have picked up a leaflet about the site (35%). Those on a day trip of over three hours in duration were also more likely than the average to cite word of mouth as an information source (41%), with infrequent visitors also more likely than frequent visitors to mention this (23% v 6%).

Please note that due to small sample sizes, results for frequent visitors and those on a day trip of more than 3 hours should be treated with a degree of caution.

Other visitors

When asked which of a list of other users had been encountered during recent visits to Bedgebury Forest, the vast majority had seen walkers (98%), children (97%) and cyclists (91%). 12% encountered horse riders and a small proportion encountered vehicles driving in the forest (5%). None of those interviewed encountered motorbike/moto cross riders.

Respondents who encountered other users were asked to indicate the level of impact this had on their overall enjoyment. Mean scores were applied to results from +2 if a user group 'increased enjoyment a lot' to -2 if they 'decreased enjoyment a lot'.

Table B-13 – Other visitors encountered (%) and impact on enjoyment (row %)
Base: All respondents (238)

	%	Increased enjoyment a lot +2	Increased enjoyment a little +1	Made no difference 0	Decreased a little -1	Decreased a lot -2	Score
Walkers	98	5	8	86	1	-	0.16
Children	97	7	8	83	1	1	0.19
Cyclists	91	6	9	81	4	-	0.17
Horse riders	12	10	10	79	-	-	0.31
Vehicles driving in the forest	5	8	-	92	-	-	0.17

- = no responses

As the table above illustrates, while encounters with other users in general were predominantly positive. Vehicles driving in the forest were least likely to have impacted those encountering them either positively or negatively, while cyclists were the users visitors were most likely to have had a negative encounter with (4% decreased enjoyment 'a little').

9 respondents stated that cyclists had disturbed their enjoyment. Negative comments related to cyclists riding close behind visitors or bumping into them, pushing other users out of the way, cycling too fast and not staying within designated areas. Comments regarding decreased enjoyment caused by walkers (3 respondents) related to feeling that walkers should have separate paths or that there were too many, while those commenting negatively on children (3 respondents) felt that they were too loud and/or that there were too many running around.

Disturbances to visit

Respondents were also presented with a list of potential negative disruptions and asked what impact, if any, each had on recent visits to Bedgebury Forest. As the table below illustrates, the majority of respondents indicated that each of the potential impacts either 'didn't reduce their enjoyment' or that they did not know (suggesting the impact had not been encountered).

However, the disruptions most likely to have a more negative effect were vandalised, missing or damaged signposts, litter or fly tipping and dogs or dog dirt. These three disruptions decreased enjoyment a little amongst 4%, 1% and 2% of visitors respectively.

Table B-14 –Impact of potential disruptions on enjoyment (row %)

Base: All respondents (238)

	Didn't reduce enjoyment	Decreased a little	Decreased a lot	Don't know	Score
	3	2	1		
Forest operations such as felling	100	-	-	-	3.00
Noise from other users or motorised sports	100	-	-	-	2.94
Vandalised, missing or damaged signposts	96	4	-	-	2.96
Litter or fly tipping	98	1	*	-	2.98
Muddy tracks	99	*	*	*	2.99
Dogs and dog dirt	97	2	-	*	2.98

Percentages may equal >100% due to rounding

Respondents were asked to indicate what else, if anything had decreased their enjoyment. Encouragingly, three-quarters respondents could not think of anything or did not state any other issues (76%). However areas which were mentioned by small numbers of respondents were the weather, the café, vandalism and the toilets.

Improvements

When asked what, if anything, needed to be improved at Bedgebury Forest, two-fifths of visitors (40%) either stated that nothing should be improved or that they 'didn't know' what should be improved.

The suggestions that were made by 2% or more of visitors are listed below. The most frequent suggestions related to improving the car park, more or better signs, more or better toilet facilities, path improvements, the children's play area and the provision of more information.

Table B-16 – Suggested improvements (%)

Base: All respondents (238)

	%
Provide/improve café/too expensive	11
Improve car park (any mentions)	9
More/better signs	9
More/better toilet facilities	8
Improve/better paths/trails	5
More/ Improve children's play area	5
More information/maps/leaflets	5
More staff/security staff	3
Provide activities/demonstrations	2
More/improve cycle tracks	2
Keep facilities open longer/longer opening hours	2
Nothing/fine as it is	28
Don't know/not stated	12

Multiple responses allowed so percentages may equal >100%

Some of the specific suggestions provided are listed below. Full listings of the responses to this question are appended.

“Cafe is a bit small and could be more ambitious - more indoor seating. More selection of food and drinks.”

“Signs, ability to pay by card in car park and cafe with debit/credit cards.”

“Signs from car park to visitor centre. Not enough advertising of the facilities.”

Expenditure

To obtain an indication of the value of visitors to Bedgebury Forest, respondents were asked to specify the amount they had personally spent during the day of their visit to the forest (not necessarily in forest itself). A small proportion (3%) stated that they did not spend anything during their visit. The table below presents the average expenditure per person for different elements of their visit based upon those who spent anything in each category (for example the average accommodation spend amongst those who stayed away from home, excluding day trippers and others who spent nothing on this expenditure type).

Table B-17 - Average expenditure per person per day (incl. day trip and overnight stay)

Base: All respondents who spent something (232)

	Average spend (Based on those who spent anything on each category)	Base (Those who spent anything+)
Accommodation (incl. food and drink)	£10	7**
Food and drink (excl. at accommodation)	£9	179
Admission fees	£21	174
Shopping (non-routine, souvenirs)	£44	9**
Transport (incl. petrol, taxis, public transport)	£9	217
Equipment (e.g. hire of boat, horse-riding)	£29	22**
Miscellaneous	£27	11**
Overall average spend	£26	232

**very small sample size

Overall, visitors to Bedgebury Forest spent an average of £26 per person per day (this figure excludes those who did not spend anything). Shopping, equipment hire, miscellaneous items and admission fees were the aspects with the highest average expenditure amongst those who spent anything. Please note that the very small sample size for accommodation means that these results should be treated with a high degree of caution.

C. TRI*M results

A key objective of this survey was to identify issues relating to the quality of visitor experiences at Bedgebury Forest and priorities for improvements. In addition to the standard analysis of the responses to questions regarding satisfaction, the information collected from visitors to Bedgebury Forest has also been analysed using TRI*M.

The TRI*M system has been developed by TNS to measure, manage and monitor customer relationships with products and services and, for the purposes of this study, it has been possible to adapt it to the 'product' offered by Forestry Commission sites. The following sections provide details of the responses provided to the questions asked regarding the claimed importance of different aspects of the forest in decisions to visit, levels of satisfaction with these same elements and the results of the TRI*M analysis.

Claimed importance of different aspects of visit

To identify the drivers of quality, visitors were asked to rate how important different aspects were in their decision to visit the site. Visitors could rate each of a list of aspects as 'extremely important' (5), 'very important' (4), 'fairly important' (3), 'fairly unimportant' (2) or 'not at all important' (1). Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more important the aspect is across the sample as a whole.

It is important to note that these ratings are levels of claimed importance. The TRI*M analysis has also allowed the identification of which of these aspects have the greatest impact on overall levels of satisfaction, their real relevance to the overall quality of experience, as described later in this chapter.

Table C-1 – Importance of different aspects in decision to visit (mean score)

Base: All respondents (238)

	Importance score
Feeling happy to leave your car in the car park	4.00
Feeling safe in the forest	4.00
Being able to spend time with family and friends	3.95
Enough car parking	3.89
Clean toilets	3.88
Being able to enjoy scenery and views	3.86
Value for money of your whole trip or day out	3.85
Being able to get fit and healthy	3.71
Being able to enjoy the wildlife	3.67
Clear signposting on footpaths/trails	3.66
Solitude, peace and quiet	3.58
Litter bins	3.48
Friendliness of staff	3.40
Café/restaurant	3.30
Choice of paths for walking	3.25
Leaflets and maps - forest	3.23
Picnic areas	3.12
Pinetum	3.01
Choice of trails for cycling	2.99
Availability of staff at the site	2.97
Information provided by staff	2.92
Dog waste bins	2.84
Leaflets and maps - Pinetum	2.83
Children's play equipment	2.82
Availability of novice mountain bike trails	2.60
Interpretation panel	2.58
Open grassy areas for ball games, sunbathing etc.	2.44
Availability of a cycle shop	2.42
Baby changing	2.23
Educational activities	2.23
Choice of trails for other activities	2.21
Easy access/wheelchair friendly trails	2.20
Availability of cycle hire on site	2.17
Disabled access to other facilities on site	2.06
Freeride & dirt jump area	1.99
Bike wash	1.88
Tramper/mobility scooter	1.81
Orienteering	1.69
Showers	1.67

This analysis suggests that the aspects claimed to be of the greatest importance amongst most visitors were feeling happy to leave their car in the car park, feeling safe in the forest, being able to spend time with family and friends, enough car parking and clean toilets.

On the other hand, facilities claimed to be of less importance overall or only of importance to specific groups of visitors included showers, orienteering, the tramper/mobility scooter, bike wash and freeride/dirt jump area.

As shown in table C-2, overleaf, respondents were also asked to specify in their own words what else, if anything, had influenced their decision to visit. The most frequently provided responses were that Bedgebury Forest is a good/safe place for children to play, somewhere for fresh air or a day out, the cycle trails and the convenience of the site to where they live.

Table C-2 – Other influences on decision to visit (%)

Base: All respondents (238)

	%
Good/safe place for children playing	17
Fresh air/just out for the day	12
Cycle/mountain bike trails	11
Close to home/convenient	10
Scenery	10
Good for cycling/bike hire	8
The weather	8
Spend time with friends/family	7
Walk the dog	5
Been before	4
Like forests	4
Cost/ good value for money	3
Curiosity/ just to see what it was like	3
Nice place for walking	3
Recommended by family/friends	3
Safe place to be/friendly environment	3
Trails/paths – good quality/well marked	3
Exercise/ keeping fit	2
Good facilities – open-air concerts/café/toilets etc.	2
Just to relax	2
Lots to see and do	2
Peace and tranquillity	2
To visit Go Ape Course	2
To see the wildlife	2
Activities for children	1
Caravan/camping nearby	1
Information on leaflet	1
Open spaces	1
Picnic/barbeque	1
Plenty of parking available/cheap parking	1
Season ticket	1
Nothing/don't know/not stated	11

Some of the specific responses provided are listed below. The full verbatim comments provided to all of the open ended questions are appended.

“Something to challenge older children as well as being safe. Good for kids to go off and do something on their own.”

“Specifically for mountain bike trails, trails really well designed. Not that extreme.”

“The weather - it wasn't going to rain and not too hot to explore. Also its not too far from home for us. We want to support beautiful habitats in our own country.”

Performance of different aspects of visit

Visitors were next provided with the same list of elements of the site and asked to rate how satisfied they had been with each during their visit. Respondents could rate each of the elements on a five point scale which included 'excellent' (5), 'very good' (4), 'good' (3), 'fair' (2) and 'poor' (1). Also, if visitors had no experience of a specific element they were asked to indicate that they did not know.

Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more satisfied visitors were with this aspect. This analysis suggests that, overall, visitors were most likely to be satisfied with the children's play equipment, being able to spend time with family and/or friends, the solitude, peace and quiet, feeling safe in the forest and being able to enjoy the scenery and views.

Table C-3 – Satisfaction with different aspects at forest (mean score)

Base: All respondents (238)

	Satisfaction score	Base (those who rated aspect)
Children's play equipment	4.01	129
Being able to spend time with family and friends	3.89	235
Solitude, peace and quiet	3.89	235
Feeling safe in the forest	3.80	238
Being able to enjoy scenery and views	3.79	238
Feeling happy to leave your car in the car park	3.77	236
Pinetum	3.67	189
Being able to get fit and healthy	3.61	234
Choice of trails for cycling	3.61	159
Clean toilets	3.60	216
Value for money of your whole trip or day out	3.56	236
Being able to enjoy the wildlife	3.55	230
Availability of cycle hire on site	3.52	87
Freeride & dirt jump area	3.52	56
Choice of paths for walking	3.51	201
Availability of a cycle shop	3.49	118
Enough car parking	3.43	235
Availability of novice mountain bike trails	3.41	119
Friendliness of staff	3.41	213
Bike wash	3.35	54
Picnic areas	3.35	192
A café or restaurant	3.33	207
Easy access/wheelchair friendly trails	3.32	69
Choice of trails for other activities	3.31	77
Interpretation panels	3.31	142
Showers	3.28	22
Baby changing facilities	3.27	44
Leaflets and maps- Pinetum	3.27	189
Information provided by staff	3.23	163
Leaflets and maps- forest	3.23	218
Printed information about the forest	3.22	209
Orienteering	3.21	39
Clear signposting on footpaths	3.19	231
Educational activities	3.18	67
Open grassy area for ball games, sunbathing etc	3.14	138
Disabled access to other facilities on sit	3.13	52
Litter bins	3.07	216
Dog waste bins	3.06	109
Tramper/mobility scooter	3.00	24
Availability of staff at the site	2.99	198
Value for money at car park	2.96	232

When comparing these scores it is important to bear in mind that not all variations are statistically significant. This ranking should therefore be treated as providing an indication of what visitors are most and least satisfied with.

Visitors who stated that they were dissatisfied with any aspects of their visit were asked to indicate why. Key reasons provided and the numbers of respondents providing each comment were as follows:

- Car park too expensive (23 respondents)
- Not seeing any staff on site (15 respondents)
- Broken/missing/unclear signs (11 respondents)
- Not enough staff on site (10 respondents)

- Not enough dog waste bins (9 respondents)
- Not enough spaces in the car park (6 respondents)

TRI*M Index

The TRI*M Index is a weighted calculation based on responses to the following four questions:

- How would you rate your visit to Bedgebury Forest overall? (*Overall performance*)
- Based on your experience, would you recommend Bedgebury Forest as a place to visit to a friend or relative? (*Recommendation*)
- Based on your experiences on this trip, would how likely are you to visit Bedgebury Forest again in the next few months? (*Repurchase*)
- How would you rate Bedgebury Forest as a place to visit compared to the other forests, parks or outdoor recreation sites you could have gone to today instead? (*Competitive advantage*)

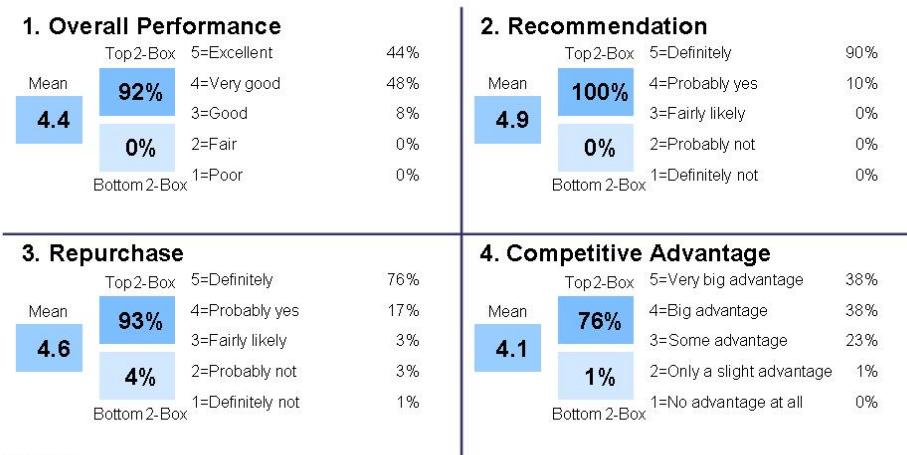
These four questions provide the TRI*M index score for overall visitor satisfaction with Bedgebury Forest (and the context within which all of the detailed satisfaction ratings are placed). It has been used in this report to benchmark Bedgebury Forest against other forest sites included in the 2008 survey programme, as well as with those surveyed in 2006 and 2007 and could also be used as a benchmark score for future comparison.

Figure C-1, overleaf, shows the overall results for each of these questions, as illustrated by the 4 quadrants in the diagram.

Figure C-1 – Overall satisfaction with Bedgebury Forest

TRI*M Index Questions Bedgebury Forest

TRI*M Index 108



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The overall TRI*M index figure for Bedgebury Forest was **108**, a very high index that suggests overall satisfaction with visits to the forest was very high. By comparison, the TRI*M index figures obtained at the other sites included in the 2008 survey were as follows:

- Wyre Forest - 108
- High Lodge, Thetford Forest - 96

The scores obtained at the four sites surveyed in 2007 were:

- Rosliston Wood - 112
- Coed y Brenin - 108
- Whinlatter Forest - 103
- Top Lodge, Fineshade Wood – 101

The scores obtained at the five sites surveyed in 2006 were:

- Sherwood Pines Forest Park - 108
- Nant yr Arian – 107

- Hamsterley Forest - 106
- Delamere Forest Park – 104
- Garwnant Forest - 104

The overall satisfaction data shows that the majority of visitors rated their trip very highly, with just over two-fifths (44%) claiming it was 'excellent' and 48% claiming that it was 'very good'. In addition to this high satisfaction with their trip, 90% of visitors interviewed indicated that they would 'definitely' recommend a visit to Bedgebury Forest and the remaining 10% that they 'probably' would. This is a very good indicator of the enjoyment of a visit and recommendation by friends and family was cited by just under a fifth of visitors (18%) as a source of information when visitors are planning to visit this location.

The vast majority of the respondents would return to Bedgebury Forest for a repeat trip – 76% would 'definitely' return for a repeat visit. When asked how the forest compared to other outdoor recreation sites, most of the sample stated that Bedgebury Forest does have an advantage over alternative sites, with over one-third (38%) claiming the site had a 'very big' advantage and two-fifths (38%) claiming that it had a 'big' advantage. A further 23% saw Bedgebury Forest as having only 'some' advantage over other sites which could have been visited.

All of the scores are very high which is encouraging and suggests that most people enjoy their visits to Bedgebury Forest, they would highly recommend it as a place to visit to friends and family, would return for another visit and are fairly likely to perceive it as a better place to visit than other, alternative outdoor recreation sites.

TRI*M Typology

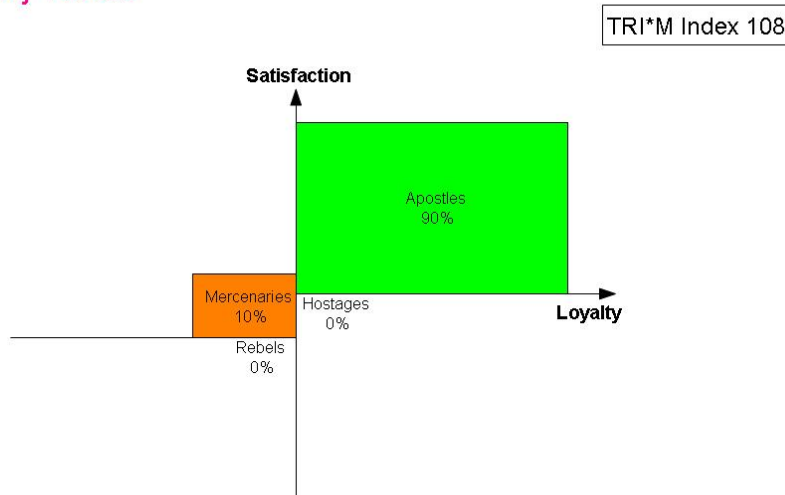
The next stage of the TRI*M analysis involved the categorisation of all respondents into four different groups. This categorisation is based upon responses to the four key questions described previously with respondents classified by level of satisfaction, based upon their overall performance and recommendation responses, and levels of loyalty, based upon their repeat visit and competitive advantage responses.

The four groups are as follows:

- *Apostles* – visitors with high levels of satisfaction and loyalty. Visitors essential to the long term success of the site. The focus should be on how to retain these visitors.
- *Hostages* – visitors with low levels of satisfaction but high levels of loyalty. These visitors may be visiting the site due to a lack of alternatives or barriers to travel elsewhere. The focus should be on how to satisfy these visitors, to ‘move’ them to the Apostles group.
- *Mercenaries* – visitors with high levels of satisfaction but low levels of loyalty. Typically these types of visitors are always looking for better options and are likely to visit a range of different locations to take part in outdoor recreation. The focus for this type of visitors should be to identify what will engender loyalty.
- *Rebels* – visitors with low levels of satisfaction and low levels of loyalty. These types of visitors are actively disruptive via negative word of mouth.

Figure C-2 – Visitors to Bedgebury Forest by TRI*M Typology

TRI*M Typology
Bedgebury Forest



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As Figure C-2 above illustrates, the majority of visitors to Bedgebury Forest (90%) were categorised into the Apostles grouping i.e. both satisfied and loyal. The remainder (10%) were classified as Mercenaries (satisfied but not loyal). None of those interviewed were classified as Rebels (neither satisfied nor loyal) or as Hostages (not satisfied but loyal).

TRI*M Grid

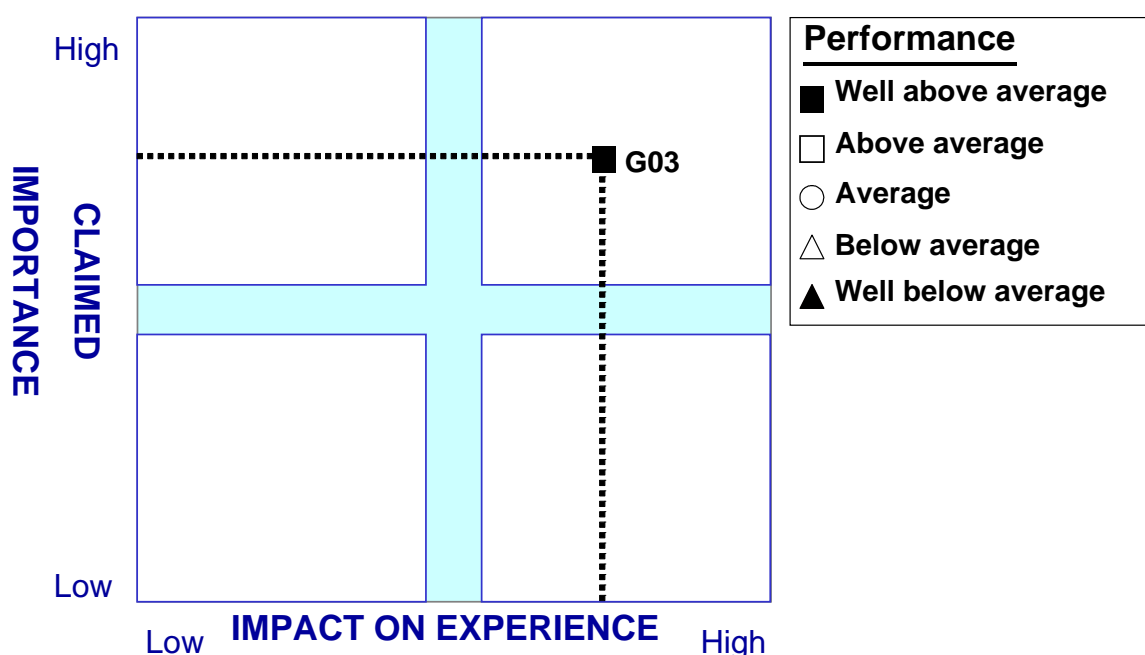
The third stage of the TRI*M analysis combined responses to the series of importance and satisfaction ratings (as detailed in Tables C-1 and C3) with the TRI*M index which was derived for each respondent on the basis of the four key questions described previously.

To produce each TRI*M grid each of the aspects of Bedgebury Forest was given a relative value in terms of the following three dimensions:

- *Levels of claimed importance* – as reported in Table C-1. This measurement provides an indication of the aspects that visitors believe to most important in their decision to visit Bedgebury Forest, those which should be reinforced in marketing communications.
- *Impact on experience* – this measurement is statistically derived from an analysis of the correlation of each aspect's performance (i.e. levels of satisfaction reported) with the TRI*M index. If there is positive correlation between the TRI*M index and the performance of a particular aspect it is rated as having a high impact on quality of experience. Conversely if there is no correlation between the TRI*M index and the performance of an aspect, it is rated as having a low of impact on quality of experience.
- *Levels of satisfaction* – as reported in Table C-3. This measurement provides an indication of the relative performance of each of the aspects which were rated. This measurement provides an indication of areas which require improvement.

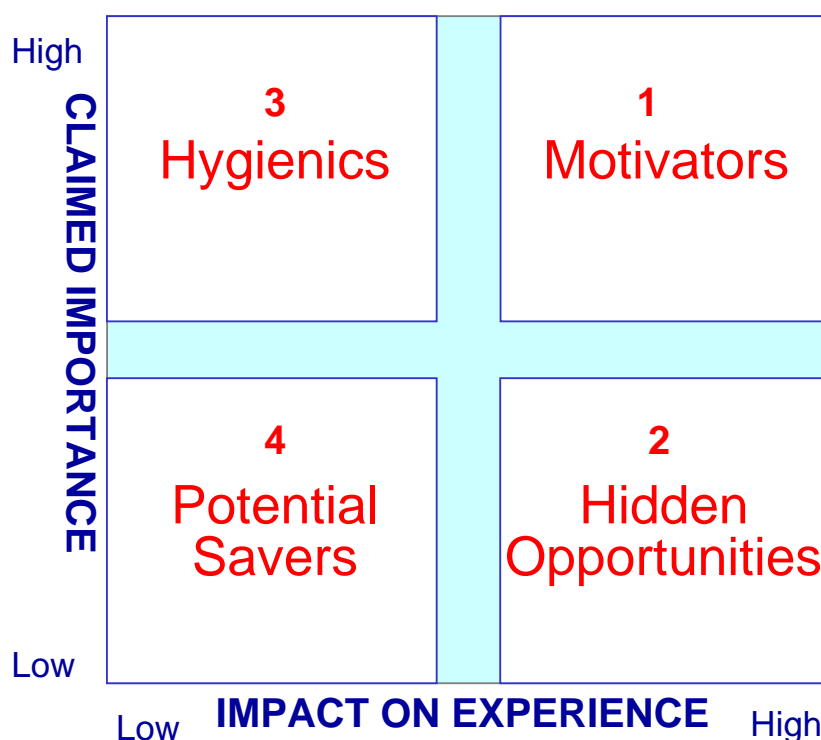
In the following TRI*M grids, each of these three dimensions is plotted as follows:

- *Levels of claimed importance* - this score is displayed on the vertical axis which runs along the left hand side of the grid. The closer to the top of the grid, the higher the claimed importance and the closer to the bottom of the grid, the lower the claimed importance.
- *Impact on experience* - this measurement is displayed on the horizontal axis which runs along the bottom of the grid (see below). The further to the right of the grid, the higher the impact on the quality of experience and the further to the left of the grid, the lower the impact on quality of experience.
- *Levels of satisfaction* – the previous two dimensions (claimed importance and impact on experience) tell us where on the grid each attribute falls. On the example below these are represented by the dotted lines. Where the two dotted lines cross is where on the grid the aspect of the forest is located. The third dimension is levels of satisfaction, the measurement of performance. The average satisfaction score respondents gave to each aspect is displayed by the shape plotted on the grid, for example the filled in square on the grid below. This tells us how well the forest is performing on each attribute. In the hypothetical example below the attribute **G03** has fairly high claimed importance (because it is near the top of the grid), a fairly high impact on experience (as it is to the right of the grid) and its performance is well above average (because it is has a filled in square).



As illustrated in Tables C-1 and C-3, a total of 41 aspects of Bedgebury Forest have been rated by respondents. The results of the TRI*M Grid analysis can provide an insight into which ones should be priorities for improvement or marketing. Each aspect's impact on experience rating should be considered to be a higher priority than the claimed importance rating as this measure has a direct relationship to overall levels of satisfaction. As such, aspects that are further to the right on the grid should be considered as higher priorities. However, claimed importance also has some bearing so things that are towards the top of the grid also have some priority. To help identify which aspects to prioritise, each of the four quadrants has been given a name indicating its relative priority.

The top priorities should be those that fall into the Motivators quadrant (top right hand corner of the grid) because these have both a high impact on experience and high claimed importance. Second priority should be any aspects in the Hidden Opportunities quadrant (bottom right hand corner) because these also have a high impact on experience. Third priority is aspects in the Hygienics quadrant (top left hand corner) because although these have high claimed importance they are less motivating and therefore have less influence on the quality of experience. The last priority is the Potential Savers quadrant (bottom left hand corner) where aspects have both a low impact on experience and low claimed importance.



*TRI*M Grids for Bedgebury Forest*

Over the following pages the strengths and priorities for Bedgebury Forest have been identified. Strengths and priorities are defined as those aspects which fall in or on the boundaries of the Motivators quadrant. The crossbars on the grid are there to remind us that there are no hard and fast dividing lines between quadrants. Each aspect must be interpreted in relation to the position of the other aspects in order to determine its relative priority in the overall assessment of quality of experience.

The TRI*M grids illustrating the results obtained across all visitors to Bedgebury Forest are presented on pages 36 and 37. For clarity the results are presented across 4 grids but all of these findings should be considered together.

Strengths - strengths are classified as attributes in or on the boundaries of the Motivators quadrant, in the top right hand corner of the grids that are represented by squares. An unfilled square denotes above average performance and a filled square means well above average performance.

At this overall level, 8 of the 41 attributes were considered as strengths for Bedgebury Forest. Of these, those with the greatest impact on experience were feeling safe in the forest (A01), feeling happy to leave your car in the car park (A02), being able to spend time with friends and family (G02) and being able to enjoy the scenery and views (G03).

Priorities - priorities, like strengths, are also found in or on the boundaries of the Motivators quadrant. They are indicated by triangles (below average performance) and circles (average performance). The aspects identified as priorities for Bedgebury Forest were the café/restaurant (F15, average performance), choice of paths for walking (F08, average performance), leaflets and maps for the Forest (F31, below average) and being able to get fit and healthy (G06, average performance).

Hidden Opportunities - hidden opportunities are indicated by any aspect that appears in or on the borders of the quadrant in the bottom right of the grid. These attributes have a high impact on quality of experience but have lower claimed importance than attributes in the Motivators quadrant. 7 of the 41 aspects are in this quadrant – choice of trails for cycling (F09), children's play equipment (F06), baby changing facilities (F05), availability of a cycle shop (F26), easy access/wheelchair friendly

trails (F24), disabled access to other facilities on site (F25) and the Tramper/mobility scooter (F35). Of these aspects, two (baby changing facilities and disabled access to facilities) were performing below average with one aspect performing far below average (tramper/mobility scooter). Please bear in mind the small sample sizes for the below average aspects mean these results should be treated with caution. However, improving the quality of these aspects could be the driver for further improving overall levels of quality of experience at Bedgebury Forest.

Hygenics – while the performance of aspects in this quadrant are important to the viability of the site, high levels of satisfaction will not improve retention in themselves. Aspects included in this quadrant or close to boundaries are enough car parking (F01), clear signposting on footpaths/trails (F02), friendliness of staff (F12), picnic areas (F17), availability of staff at the site (F11), litter bins (F20) and The Pinetum (F34). Notably two of these aspects are performing below average – the availability of staff on site and the litter bins.

Potential savers - aspects in this quadrant receive lower than average levels of claimed importance and have a lower than average impact upon the quality of experience. These aspects may be considered as lower priorities at the 'all visitors' level, although they may be of more importance to smaller groups of visitors. Aspects included in this quadrant are information provided by staff (F13), open grassy areas (F18), choice of trails for other activities (F10), availability of cycle hire on site (F18), availability of novice mountain bike trails (F28), interpretation panels (F33), educational activities (F30), freeride and dirt jump area (F29), bike wash (F22), showers (F23) and orienteering (F27).

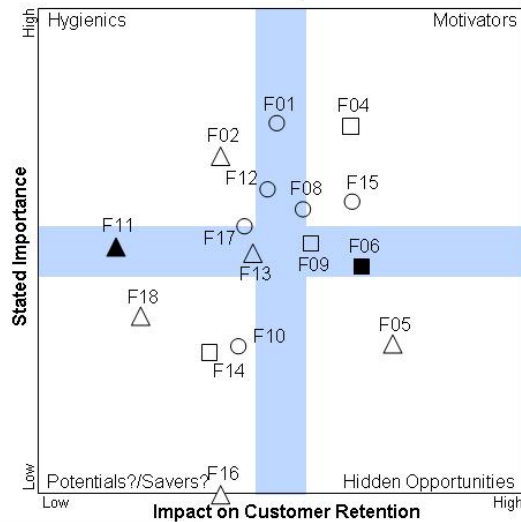
Please bear in mind the small sample sizes for some of these aspects (see Table C-3 for base sizes).

TRI*M Grid Bedgebury Forest

TRI*M Index 108

FACILITIES IN DECISION TO VISIT SITE

- F01 Enough car parking
- F02 Clear signposting on footpaths /trails
- F03 A shop *
- F04 Clean toilets
- F05 Baby changing facilities
- F06 Children's play equipment
- F07 Leaflets , maps and interpretation panels to help you find your way around *
- F08 Choice of paths for walking
- F09 Choice of trails for cycling
- F10 Choice of trails for other activities (e.g horse riding)
- F11 Availability of staff at the site (for example rangers)
- F12 Friendliness of staff
- F13 Information provided by staff
- F14 Availability of cycle hire on-site
- F15 Café or restaurant
- F16 Printed information about the forest
- F17 Picnic areas
- F18 Open grassy areas for ball games ,sunbathing ,etc.



Base 238



* Element could not be calculated

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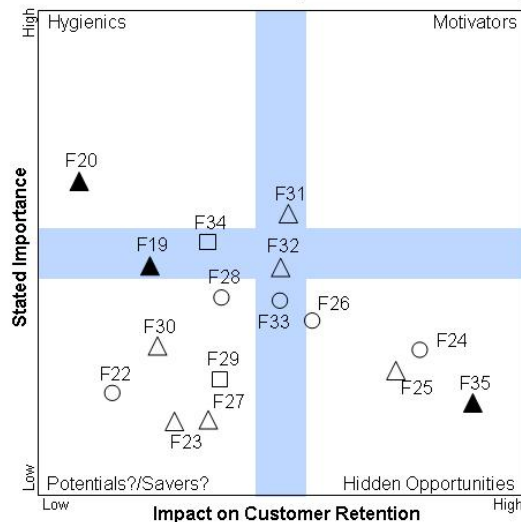


TRI*M Grid Bedgebury Forest

TRI*M Index 108

FACILITIES IN DECISION TO VISIT SITE

- F19 Dog waste bins
- F20 Litter bins .
- F21 A Forest Drive *
- F22 Bike wash
- F23 Showers
- F24 Easy access /wheelchair friendly trails
- F25 Disabled access to other facilities on site
- F26 Availability of a cycle shop
- F27 Orienteering
- F28 Availability of novice mountain bike trails
- F29 Freeride & dirt jump area
- F30 Educational activities
- F31 Leaflets & maps - Forest
- F32 Leaflets & maps - Pinetum
- F33 Interpretation Panels
- F34 The Pinetum
- F35 The Tramper /mobility scooter



Base 238



* Element could not be calculated

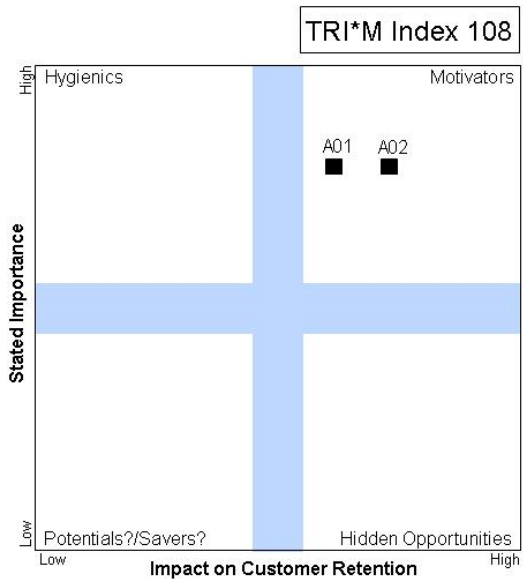
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TRI*M Grid Bedgebury Forest

ASPECTS OF PERSONAL SAFETY AND SECURITY IN DECISION TO VISIT

- A01 Feeling safe in the forest
- A02 Feeling happy to leave your car in the car park



Base 238



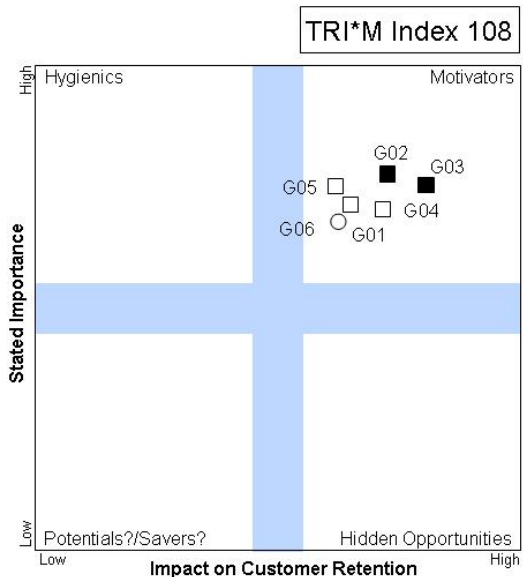
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TRI*M Grid Bedgebury Forest

GENERAL ASPECTS IN DECISION TO VISIT

- G01 Solitude, peace and quiet
- G02 Being able to spend time with family and friends
- G03 Being able to enjoy scenery and views
- G04 Being able to enjoy the wildlife
- G05 Value for money of your whole trip or day out
- G06 Being able to get fit and healthy



Base 238



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Summary of key TRI*M Grid findings

The TRI*M Grid analysis for Bedgebury Forest has highlighted the following key drivers of quality of experience and potential areas for improvement:

Strengths – these are the attributes of the site which are considered as important amongst most visitors, are proven to have a high impact on overall levels of satisfaction and are currently performing well. At Bedgebury Forest, the main strengths are being able to spend time with family and friends, being able to enjoy the scenery and views, feeling safe in the forest and feeling happy to leave a car in the car park.

It is vital that these strengths are maintained and communicated in promotional materials.

Immediate, top priority issues – these are attributes of the site which are considered to be important amongst most visitors, have an impact on overall levels of satisfaction but are currently performing below average. At Bedgebury Forest, leaflets and maps for the forest received a below average performance rating so should be considered a priority in the site's management and maintaining current levels of satisfaction.

Second priority issues – there are a number of attributes at this site which, although most visitors rated them as important, were found to have less impact on overall levels of satisfaction. Of these attributes, three were found to be performing below average – baby changing facilities, disabled access to facilities and the tramper/mobility scooter (caution, small sample sizes). These should be considered as second priorities in maintaining levels of satisfaction at Bedgebury Forest.

Future opportunities – these are attributes which, although most visitors do not perceive them as important in their decision to visit, have been proven to have an impact on the overall quality of experience of those who rated them. At Bedgebury Forest the aspects included in this category are enough car parking, clear signposting on footpaths/trails, the friendliness of staff, picnic areas, the availability of staff on site, litter bins and the Pinetum. Investing and improving these facilities in the future will provide opportunities to develop levels of satisfaction beyond those currently achieved.

D. Appendices

Questionnaire

FORESTRY COMMISSION – SURVEY OF VISITORS

MONITORING THE QUALITY OF FOREST EXPERIENCE 2008 (JN:181909)

Good Morning/Afternoon/Evening, I am an interviewer from TNS, an independent market research agency. We are conducting a survey of visitors on behalf of the Forestry Commission. Your views are very important. Could you spare a few minutes to answer some questions?

First of all, can I check that you have not been interviewed already at this site since July this year:

A.1	Yes – been interviewed already	1	Close
	-----	-----	-----
	No – not been interviewed	2	Continue

A.2	<u>SITE NAME</u>	
	High Lodge, Thetford Forest (HL)	1
	Wyre Forest (WF)	2
	Bedgebury Forest (B)	3

Q.1	Are you currently.....	READ OUT	
	On a short trip of less than 1 hour from home	1	
	On a short trip of between 1 and 2 hours from home	2	
	On a short trip of between 2 and 3 hours from home	3	
	On a day out (for more than 3 hours) from home	4	
	-----	-----	
	On holiday away from home in the area	5	
	Other (SPECIFY)		

**IF VISITOR IS ON HOLIDAY GO TO Q.2b)
OTHERS CONTINUE**

N.B. LOCAL AREA IS DEFINED AS FOLLOWS:

- HL: the area on the map**
- WF: the area on the map**
- B: the area on the map**

Do you live within <LOCAL AREA>?
SHOW MAPS.

Q.2a)		Yes	1
		No	2

Q.2b)	ASK ALL		
	Is this your first visit to <SITE NAME >?		
		Yes	1
		-----	-----
		No	2
			Go to Q4 (HL) Q3a WF & B
			Go to Q2c

**IF VISITOR IS ON FIRST VISIT TO FOREST (INFREQUENT USER) GO TO Q4
(HL) (Q3a B & WF)
OTHERS CONTINUE**

SHOW SCREEN

Q.2c) How often, on average, during the year do you come to <SITE NAME>?
SINGLE CODE

EVERY DAY	1
4 TO 6 TIMES A WEEK	2
1 TO 3 TIMES A WEEK	3
1 TO 3 TIMES A MONTH	4

4 TO 6 TIMES A YEAR	5
1 TO 3 TIMES A YEAR	6
LESS OFTEN	7
DON'T KNOW	Y

WF ONLY SHOW SCREEN WITH MAP AGAIN – GROW WITH WYRE BOUNDARY MARKED ON

Q.3a) Are you aware of a partnership scheme called 'Grow with Wyre'?

Yes	1
No	2

WF ONLY

Q.3b) Did you know that this Forest is a special landscape? By this we mean part of a landscape restoration scheme designed to reintroduce traditional landscapes such as orchards back into the area.

Yes	1
No	2

B ONLY

Q.3a) Were you aware before arriving that Bedgebury was home to the National Pinetum?

Yes	1
No	2

B ONLY

Q.3b) Did you know what a Pinetum was before arriving?

Yes	1
No	2

ASK ALL

Q.4 Do you own a season ticket for <SITE NAME>?

Yes	1
No	2

Q.5 How did you travel to the forest today?

CODE ALL MENTIONED

- | | |
|------------------------|---|
| Car | 1 |
| On foot | 2 |
| On bicycle | 3 |
| On a horse | 4 |
| Train | 5 |
| Public/ scheduled bus | 6 |
| Private coach/ minibus | 7 |
| Other (SPECIFY) | |

.....

ASK IF RESPONDENT WALKED OR CYCLED (CODES 1 TO 6 AT Q.6):

Q.7a) Did you use use any waymarked trails during your visit? By waymarked trails we means signposted routes within the forest.

- Yes
- No
- Don't Know

B ONLY

Q.7b) **ASK IF RESPONDENT IS CYCLED AT Q.6 & USED A WAYMARKED TRAIL at Q7a**
Did you use either of the following trails...?

- Singletrack
- Family Cycling Trail
- Neither of these
- Don't know

**ASK ALL
SHOW SCREEN**

Q.8a) Approximately how long did you spend in <SITE NAME> today?

IF RESPONDENT WALKED DURING VISIT ASK:

Q.8b) Approximately how much time did you spend walking during your visit?

IF RESPONDENT CYCLED DURING VISIT ASK:

Q.8c) Approximately how much time did you spend cycling during your visit?

	Q.8a) On-site	Q.8b) Walking	Q.8c) Cycling
UP TO 15 MINUTES	1	1	1
OVER 15 MINUTES - 30 MINUTES	2	2	2
OVER 30 MINUTES - 1 HOUR	3	3	3
OVER 1 HOUR - 2 HOURS	4	4	4
OVER 2 HOURS - 3 HOURS	5	5	5
OVER 3 HOURS - 5 HOURS	6	6	6
MORE THAN 5 HOURS	7	7	7
DON'T KNOW	Y	Y	Y

WF ONLY ASK Q8d IF RESPONDENT WALKED AND/OR CYCLED DURING VISIT

Q.8d) Did you use Sustrans Route 45? Locally this route runs from Bridgenorth to Kidderminster.

- Yes 1
- No 2
- Don't Know Y

ASK ALL

Q.9a) Are you accompanied by any children aged 15 or under today?

- Yes 1
- No 2
- Don't Know Y

ASK IF ACCOMPANIED BY CHILDREN

Q.9b) How many children are with you today?

Write in number

ASK IF ACCOMPANIED BY CHILDREN

Q.9c Have they used the children’s play area today?

Yes 1
 No 2
 Don't Know Y

SHOW SCENE

Q.10 Which of the following sources of information, if any, have you used to help plan your visit to <SITE NAME>?

CODE ALL MENTIONED

Newspaper advertisements 1
 Road signs to the site 2
 Leaflets or other information sent to you in the post 3
 Leaflets you picked up 4
 Tourist board or other brochures 5
 Information on the Internet 6
 Word of mouth recommendations 7
 Previous experience/ knowledge 8
 Other sources of information (SPECIFY)

.....
 None of these 0
 Don't know Y

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

Q.11 Next I will read you out a list of facilities that are often found at Forestry Commission sites such as this one.

Using one of the possible answers on the screen, I would like you to tell me how important each facility was in your decision to visit today.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START	Extremely important	Very important	Fairly important	Fairly unimportant	Not at all important	Don't Know
a) Enough car parking	1	2	3	4	5	Y
b) Clear signposting on footpaths/trails	1	2	3	4	5	Y
c) A shop (NOT B)	1	2	3	4	5	Y
d) Clean toilets	1	2	3	4	5	Y
e) Baby changing facilities	1	2	3	4	5	Y
f) Children’s play equipment	1	2	3	4	5	Y
g) Leaflets, maps and interpretation panels to help you find your way around (NOT B)	1	2	3	4	5	Y
h) Choice of paths for walking	1	2	3	4	5	Y
i) Choice of trails for cycling	1	2	3	4	5	Y
j) Choice of trails for other activities (e.g horse riding)	1	2	3	4	5	Y

k)	Availability of staff at the site (for example rangers)	1	2	3	4	5	Y
l)	Friendliness of staff	1	2	3	4	5	Y
m)	Information provided by staff	1	2	3	4	5	Y
n)	Availability of cycle hire on-site (NOT WF)	1	2	3	4	5	Y
o)	Café or restaurant	1	2	3	4	5	Y
p)	Printed information about the forest (NOT B)	1	2	3	4	5	Y
q)	Picnic areas	1	2	3	4	5	Y
r)	Open grassy areas for ball games, sunbathing, etc.	1	2	3	4	5	Y
s)	Dog waste bins (NOT WF)	1	2	3	4	5	Y
t)	Litter bins.	1	2	3	4	5	Y
u)	A Forest Drive (HL ONLY)	1	2	3	4	5	Y
v)	Bike wash (B ONLY)	1	2	3	4	5	Y
w)	Showers (B ONLY)	1	2	3	4	5	Y
x)	Easy access/wheelchair friendly trails	1	2	3	4	5	Y
y)	Disabled access to other facilities on site	1	2	3	4	5	Y
z)	Availability of a cycle shop (NOT WF)	1	2	3	4	5	Y
aa)	Orienteering	1	2	3	4	5	Y
bb)	Availability of novice mountain bike trails (B ONLY)	1	2	3	4	5	Y
cc)	Freeride & dirt jump area (B ONLY)	1	2	3	4	5	Y
dd)	Educational activities (WF & B)	1	2	3	4	5	Y
ee)	Leaflets & maps – Forest (B ONLY)	1	2	3	4	5	Y
ff)	Leaflets & maps – Pinetum (B ONLY)	1	2	3	4	5	Y
gg)	Interpretation Panels (B ONLY)	1	2	3	4	5	Y
hh)	The Pinetum (B ONLY)	1	2	3	4	5	Y
ii)	The Tramper/mobility scooter (B ONLY)	1	2	3	4	5	Y

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

Q.12 Next I would like to ask you how important the following aspects relating to your personal safety and security were in your decision to visit today?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Extremely important	Very important	Fairly important	Fairly unimportant	Not at all important	Don't Know
	a) Feeling safe in the forest	1	2	3	4	5	Y
	b) Feeling happy to leave your car in the car park.	1	2	3	4	5	Y

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

Q.13 Now I would like to ask you how important some other, more general aspects of the forest were to you in your decision to visit today?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Extremely important	Very important	Fairly important	Fairly unimportant	Not at all important	Don't Know
	a) Solitude, tranquillity peace and quiet	1	2	3	4	5	Y
	b) Being able to spend time with family and friends	1	2	3	4	5	Y
	c) Being able to enjoy scenery and views	1	2	3	4	5	Y
	d) Being able to enjoy the wildlife	1	2	3	4	5	Y
	e) Value for money of your whole trip or day out.	1	2	3	4	5	Y
	f) Being able to get fit and healthy	1	2	3	4	5	Y

Q.14 What else, if anything, influenced your decision to visit today?
IF RESPONDENT STATES WEATHER PROBE FURTHER

.....

.....

.....

.....

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

Q.15

Can you now let me know how you would rate each of the following aspects of <SITE NAME> during today's visit? Let me know if you have no experience of a particular aspect and cannot provide a rating.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	NO EXPERIENCE/ DON'T KNOW
a) Enough car parking	1	2	3	4	5	Y
b) Clear signposting on footpaths/trails	1	2	3	4	5	Y
c) Shop (NOT B)	1	2	3	4	5	Y
d) Clean toilets	1	2	3	4	5	Y
e) Baby changing facilities	1	2	3	4	5	Y
f) Children's play equipment	1	2	3	4	5	Y
g) Leaflets and maps and interpretation panels to help you find your way around (NOT B)	1	2	3	4	5	Y
h) Choice of paths for walking	1	2	3	4	5	Y
i) Choice of trails for cycling	1	2	3	4	5	Y
j) Choice of trails for other activities (e.g horse riding)	1	2	3	4	5	Y
k) Availability of staff at the site (for example rangers)	1	2	3	4	5	Y
l) Friendliness of staff	1	2	3	4	5	Y
m) Information provided by staff	1	2	3	4	5	Y
n) Availability of cycle hire on-site (NOT WF)	1	2	3	4	5	Y
o) Café or restaurant	1	2	3	4	5	Y
p) Printed information about the forest	1	2	3	4	5	Y
q) Picnic areas	1	2	3	4	5	Y
r) Open grassy areas for ball games, sunbathing, etc.	1	2	3	4	5	Y
s) Dog waste bins (NOT WF)	1	2	3	4	5	Y
t) Litter bins.	1	2	3	4	5	Y
u) Forest Drive (HL ONLY)	1	2	3	4	5	Y
v) Bike wash (B ONLY)	1	2	3	4	5	Y
w) Showers (B ONLY)	1	2	3	4	5	Y
x) Easy access/wheelchair friendly trails	1	2	3	4	5	Y
y) Disabled access to other facilities on site	1	2	3	4	5	Y

z)	Availability of a cycle shop (NOT WF)	1	2	3	4	5	Y
aa)	Orienteering	1	2	3	4	5	Y
bb)	Availability of novice mountain bike trails (B ONLY)	1	2	3	4	5	Y
cc)	Freeride & dirt jump area (B ONLY)	1	2	3	4	5	Y
dd)	Value for money at car park (WF & B)	1	2	3	4	5	Y
ee)	Educational activities (WF & B)						
ff)	Value for money at restaurant (WF ONLY)	1	2	3	4	5	Y
gg)	Leaflets & maps – Forest (B ONLY)	1	2	3	4	5	Y
hh)	Leaflets & maps – Pinetum (B ONLY)	1	2	3	4	5	Y
ii)	Interpretation Panels (B ONLY)	1	2	3	4	5	Y
jj)	The Pinetum (B ONLY)	1	2	3	4	5	Y
kk)	The Tramper/mobility scooter (B ONLY)	1	2	3	4	5	Y

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

Q.16 I would also like to ask you how you would rate the following aspects relating to your personal safety and security during today's visit to **<SITE NAME>**.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	NO EXPERIENCE/ DON'T KNOW
a)	Feeling safe in the forest	1	2	3	4	5	Y
b)	Feeling happy to leave your car in the car park.	1	2	3	4	5	Y

SHOW CARD E ILLUSTRATING POSSIBLE ANSWERS

Q.17 And how would you rate the following more general aspects of **<SITE NAME>** during today's visit?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	NO EXPERIENCE/ DON'T KNOW
a)	Solitude, tranquility peace and quiet	1	2	3	4	5	Y
b)	Being able to spend time with family and friends	1	2	3	4	5	Y
c)	Being able to enjoy scenery and views	1	2	3	4	5	Y
d)	Being able to enjoy the wildlife	1	2	3	4	5	Y
e)	Value for money of your whole trip or day out.	1	2	3	4	5	Y
f)	Being able to get fit and healthy.	1	2	3	4	5	Y

ASK Q.16 FOR EACH ASPECT RATED 'FAIR/POOR' AT Q.15, Q.16 and Q.17 (CODE 4 OR 5)

Q.18 Why were you not totally satisfied with (INSERT ASPECT)?
 IF MORE THAN THREE ASPECTS RATED 'FAIR/ POOR' ASK FOR THREE LEAST SATISFIED WITH (JUST THOSE RATED AS POOR – IF MORE THAN THREE RATED AS POOR ASK WHICH WERE WORST).

	ASPECT (WRITE IN)	REASON
i)
	
ii)
	
iii)
	

SHOW SCREEN LISTING TYPES OF VISITOR

Q.19a) During today's visit to <SITE NAME> which of the following types of visitors have you seen or heard?
 CODE ALL MENTIONED
 IF NONE MENTIONED SKIP TO Q.20a

SHOW SCREEN LISTING POSSIBLE ANSWERS

Q.19b) And how, if at all, did these encounters affect your enjoyment?
 ONLY ASK FOR THOSE TYPES OF VISITORS ENCOUNTERED DURING VISIT. READ OUT

	Q.19a		Q.19b					
			INCREASED ENJOYMENT A LOT	INCREASED ENJOYMENT A LITTLE	MADE NO DIFFERENCE	DECREASED ENJOYMENT A LITTLE	DECREASED ENJOYMENT A LOT	DON'T KNOW
WALKERS	1		1	2	3	4	5	Y
CHILDREN	2		1	2	3	4	5	Y
CYCLISTS	3		1	2	3	4	5	Y
HORSE RIDERS	4		1	2	3	4	5	Y
MOTORBIKERS/ MOTO CROSS	5		1	2	3	4	5	Y
VEHICLES DRIVING IN THE FOREST	6		1	2	3	4	5	Y
NONE OF THESE TYPES OF VISITORS	0							

ASK Q.19c FOR ANY TYPES OF VISITOR THAT DECREASED ENJOYMENT 'A LITTLE' OR 'A LOT' AT Q.19b) (CODE 4 OR 5)

Q.19c) Why did the <INSERT TYPE OF VISITOR> decrease your enjoyment?
 IF MORE THAN THREE TYPES OF VISITOR DECREASED ENJOYMENT
 ASK FOR THREE THAT DECREASED ENJOYMENT MOST.
VISITOR TYPE (WRITE IN) REASON

i)

ii)

iii)

SHOW SCREEN LISTING POSSIBLE ANSWERS

Q.20a) And during your visit, did any of these other potential issues decrease your enjoyment?
 Again please answer using the phrases on the card.
READ OUT. CODE ALL MENTIONED. IF PROBLEM NOT ENCOUNTERED OR NOT RELEVANT CODE AS DIDN'T REDUCE ENJOYMENT (CODE 1).

TICK START		DIDN'T REDUCE ENJOYMENT	DECREASED ENJOYMENT A LITTLE	DECREASED ENJOYMENT A LOT	DON'T KNOW
1	Noise from other users or motorised sports	1	2	3	Y
2	Litter or fly tipping	1	2	3	Y
3	Dogs and dog dirt	1	2	3	Y
4	Muddy tracks	1	2	3	Y
5	Vandalised, missing or damaged signposts	1	2	3	Y
6	Forestry operations such as felling	1	2	3	Y

ASK Q.20b) FOR ANY ISSUES THAT DECREASED ENJOYMENT 'A LITTLE' OR 'A LOT' AT Q.20a) (CODE 2 AND 3)	
--	--

Q.20b) Why did <INSERT ISSUE> decrease your enjoyment?

ASPECT (WRITE IN)

REASON

- i)
- ii)
- iii)

Q.20c) What else, if anything, decreased your enjoyment of <SITE NAME> during today's visit? IF RESPONDENT STATES WEATHER PROBE FURTHER

.....

.....

.....

.....

Q.21 Thinking about today's visit to <SITE NAME> and others you may have made in the past, what if anything would you like to see changed or improved to make any future visits more enjoyable?

.....

.....

PROBE What else?

.....

.....

Q.22 What do you like the most about <SITE NAME>?
 IF RESPONDENT STATES 'WEATHER' OR 'SCENERY' PROBE FURTHER

.....

What else? PROBE

.....

**IF VISITOR LIVES WITHIN LOCAL AREA (CODE 1 AT Q.2a), SKIP TO Q.24
 OTHERS CONTINUE.**

(HL, WF & B) SHOW SCREEN – LOCAL AREA IS CIRCLED.

Q.23 How important was the presence of <SITE NAME> and its facilities in your decision

DAY TRIPPERS: to visit <LOCAL AREA> for a day out?
THOSE STAYING AWAY FROM HOME: to visit <LOCAL AREA> while on holiday?

SINGLE CODE

- | | |
|-----------------------------------|---|
| The only reason for coming | 1 |
| Very important | 2 |
| Quite important | 3 |
| Neither important nor unimportant | 4 |
| Not very important | 5 |
| Not important at all | 6 |
| Don't know | Y |

Q.24 **ASK ALL**
 How would rate the overall performance of <SITE NAME> as a place to visit?

READ OUT
IF RESPONDENT SAYS "DON'T KNOW", PROBE FOR NEAREST PHRASE FROM SCALE

- | | |
|-----------------------------|---|
| Excellent | 1 |
| Very Good | 2 |
| Good | 3 |
| Fair | 4 |
| Poor | 5 |
| (DO NOT READ OUT) | 7 |
| REFUSED/ DON'T KNOW/ CR/ NA | |

Q.25 How likely are you to visit <SITE NAME> again in the next few months?

READ OUT.
IF RESPONDENT SAYS "DON'T KNOW", PROBE FOR NEAREST PHRASE FROM SCALE.

Definitely	1
Probably	2
Fairly likely	3
Probably not	4
Definitely not	5
(DO NOT READ OUT)	7
REFUSED/ DON'T KNOW/ CR/ NA	

Q26(i) TO BE ASKED AT BEDGEBURY AND WYRE FOREST (B & WF). Q26 (ii) TO BE ASKED AT THETFORD FOREST (HL) ONLY

Q.26 (i) Would you recommend <SITE NAME> as a place to visit to a friend or relative?

READ OUT. SINGLE CODE

Definitely	1
Probably	2
Fairly likely	3
Probably not	4
Definitely not	5
(DO NOT READ OUT)	7
REFUSED/ DON'T KNOW/ CR/ NA	

Q.26 (ii) **THETFORD FOREST (HL) ONLY**

How likely is it that you would recommend **Thetford Forest** as a place to visit to a friend or relative?

Please provide your answer to this question on a scale of 0 to 10 in which 0 means 'not all likely' and 10 means 'extremely likely'. **SHOW SCREEN**

Not at all likely	0
	1
	2
	3
	4
Neutral	5
	6
	7
	8
	9
Extremely likely	10

ASK ALL

Q.27

How would you rate <SITE NAME> as a place to visit compared to the other forests, parks or outdoor recreation sites you could have gone to today instead?

READ OUT. SINGLE CODE

IF RESPONDENT SAYS "DON'T KNOW", PROBE FOR NEAREST PHRASE FROM SCALE.

Much better	1
Slightly better	2
The same	3
Slightly worse	4
Much worse	5
(DO NOT READ OUT)	7
REFUSED/ DON'T KNOW/ CR/ NA	

ASK ALL. SHOW MAP for LOCAL AREA – same as Q2.

Next I would like to ask you about your spending **TODAY** within <LOCAL AREA>

IF NOT STAYING AWAY FROM HOME (CODE 1 OR 2 AT Q1) DO NOT ASK Q.28a)

Q.28a) How much, if anything, did you **personally** spend on accommodation (including food and drink at the accommodation) **LAST NIGHT** within this area only?

OR

IF RESPONDENT HAS NOT YET SPENT A NIGHT AWAY FROM HOME

How much do you personally expect to spend on accommodation (including food and drink at the accommodation) **TONIGHT** within this area only? Please **include** the amount spent/you will spend on any others (adults and children) for whom you have paid/will pay. If you are on a business trip please include any expenditure paid for by your company.

WRITE IN BELOW UNDER APPROPRIATE AREA. IF RESPONDENT DOES NOT KNOW EXACT AMOUNT AN ESTIMATE WILL DO. DO **NOT** LEAVE BLANK. IF NOTHING SPENT WITHIN AREA SHOWN ON MAP WRITE IN 0 0 0. IF DON'T KNOW WRITE IN D/K

Q.28 **ASK ALL, SHOW SCREEN ILLUSTRATING CATEGORIES**

(b-h)

Can you tell me how much you **PERSONALLY** have spent/will spend **TODAY** on each of the following categories within <LOCAL AREA>. That is the amount you have spent today already plus that which you will spend later today. Please **include** the amount spent/you will spend on any others (adults and children) for whom you have paid/will pay. If you are on a business trip please include any expenditure paid for by your company.

IF RESPONDENT IS UNABLE TO GIVE SPENDING ON EACH CATEGORY ASK FOR THEIR TOTAL SPENDING TODAY

WRITE IN BELOW UNDER APPROPRIATE AREA. IF RESPONDENT DOES NOT KNOW EXACT AMOUNT AN ESTIMATE WILL DO. DO **NOT** LEAVE BLANK.

IF NOTHING SPENT WITHIN AREA ON MAP WRITE IN 0 0 0. IF DON'T KNOW WRITE IN D/K

		£		
a)	Accommodation (incl. food & drink)			
b)	Food and drink (excluding at accommodation)			
c)	Admission fees (to attractions)			
d)	Shopping (non-routine, e.g. souvenirs)			
e)	Transport (including, petrol, taxis, public transport etc)			
f)	Equipment (e.g. hire of boat, horse-riding, CB ONLY: hire of bikes)			
g)	Other miscellaneous items			
h)	TOTAL			

CLASSIFICATION INFORMATION

Name.....

Sex: Male 1
Female 2

Address.....

Postcode

--	--	--	--	--	--	--

Age:

SHOW SCREEN WITH AGE GROUPS

16 – 24 1
25 - 34 2
35 - 44 3
45 - 54 4
55 - 64 5
65+ 6

Place of residence.....

Telephone number.....

Occupation of chief income earner in household:

SEG:

AB 1
C1 2
C2 3
DE 4

.....

Date of interview

--	--	--	--

Month

July 1 Sep 3
Aug 2 Oct 4

Do you have any children aged 15 or under living in your household?

Yes 1
No 2

Do you have any illness, disability or infirmity that has troubled you over a period of 12 months or more?

Yes 1
No 2

IF YES:

Does this illness or disability (Do any of these illnesses or disabilities) limit your activities in any way?

Yes 1
No 2

Do you own or have access to a car?

Yes 1
No 2

How would you describe your cultural or ethnic background?

	<u>White</u>	
	English	1
	Welsh	2
	Scottish	3
	Other British	4
	Irish	5
	Any other White background (PLEASE SPECIFY)	6
	<u>Mixed</u>	
	White and Black Caribbean	7
	White and Black African	8
	White and Asian	9
	Any other Mixed background (PLEASE SPECIFY)	0
	<u>Asian or Asian British</u>	
	Indian	1
	Pakistani	2
	Bangladeshi	3
	Any other Asian background (PLEASE SPECIFY)	3
	<u>Black or Black British</u>	
	Caribbean	4
	African	5
	Any other Black background (PLEASE SPECIFY)	6
	<u>Chinese or other ethnic group</u>	
	Chinese	7
	Other ethnic background (PLEASE SPECIFY)	8
	

Can we contact you again to undertake further research on behalf of the Forestry Commission?

Yes	1
No	2

IF YES ASK FOR E-MAIL ADDRESS IF AVAILABLE.

COLLECT CLASSIFICATION DETAILS AND THANK RESPONDENT

Results obtained at other Forestry Commission sites

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
6	AGE					
7	16-24	3	8	5	1	12
8	25-34	17	35	19	13	19
9	35-44	32	29	36	19	21
10	45-54	14	12	18	17	15
11	55-64	17	10	15	26	23
12	65+	17	6	7	23	10
13						
14	LIFECYCLE					
15	Young Independent	11	58	18	8	15
16	Family	50	20	38	23	33
17	Empty Nester	39	23	33	63	42
18						
19	SEG					
20	AB			32	43	12
21	C1			44	40	15
22	C2			19	12	25
23	DE			6	5	48
24						
25	ORIGIN					
26	UK	100	100	98	100	100
27	Overseas	0	0	2	0	0
28						
29	TRIP TYPE					
30	Short trip, <3 hours	85	69	21	64	100

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
31	Day trip, 3+ hours	11	23	16	25	0
32	Holiday	5	8	63	11	0
33						
34	FREQUENCY OF VISITS					
35	Every day	16	24	1	1	40
36	1-6 times per week	15	5	2	11	34
37	1-3 times per month	20	10	10	29	8
38	1-6 times a year	38	48	37	35	6
39	Less often	6	11	18	23	0
40	First visit	5	3	31	26	12
41						
42	FREQUENCY OF VISITS (repeat visitors)					
43	Every day	17	24	2	1	46
44	1-6 times per week	15	5	3	11	39
45	1-3 times per month	21	10	14	29	9
46	1-6 times a year	40	49	44	35	7
47	Less often	6	11	26	23	-
48						
49	LENGTH OF VISIT					
50	Average (mins)	134	157	180	180	36
51						
52	ACTIVITIES					
53	Walking without dog	47	20	61	60	37
54	Walking with dog	39	13	15	12	63

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
55	Picnic/ BBQ	22	4	18	20	0
56	Cycling (any)	15	69	27	0	14
57	Bird watching	5	3	10	12	2
58	Nature/ natural history	3	1	4	7	0
59	Children's playground	22	0	0	41	0
60	Seeing something in woodland (e.g.sculpture)	10	0	34	0	0
61	Motor sports	13	0	0	0	0
62	Adventure playground	0	0	0	0	0
63	Driving on forest drive	0	0	0	0	0
64	Children's play activities	0	0	0	0	0
65	Photography	0	0	15	24	0
66						

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
67	IMPORTANCE SCORES					
68	A 'go ape' high rope course			2.47		
69	A cafe	3.12	3.96	3.53	3.78	
70	A forest drive					
71	A plant centre				3.09	
72	A shop	2.83	3.48	3.03	3.12	
73	Availability of cycle hire on-site			2.46		
74	Availability of staff at the site (for example rangers)	3.12	3.86	3.24	3.56	2.62
75	Baby changing facilities	2.56	2.37	2.67	2.69	1.71
76	Barbeque facilities					1.19
77	Being able to enjoy scenery and views	4.68	4.78	4.81	4.83	4.77
78	Being able to enjoy the wildlife	4.59	4.50	4.60	4.52	4.76
79	Being able to get fit and healthy			4.44		
80	Being able to learn about trees and the environment				4.33	
81	Being able to spend time with family and friends	4.48	4.21	4.51	4.41	4.02
82	Benches/seats					4.12
83	Bike Wash					
84	Children's play equipment	3.54	2.41	3.20	2.39	2.00

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
85	Choice of paths for walking	4.34	3.55	4.31	4.35	4.30
86	Choice of trails for cycling		4.42	3.00		
87	Choice of trails for other activities (e.g. horse riding)	3.74		3.00		2.32
88	Clean toilets	4.01	4.68	4.41	4.74	2.36
89	Clear signposting on footpaths	3.99	4.28	4.34	4.18	2.73
90	Enough car parking	4.54	4.47	4.32	4.49	1.69
91	Feeling happy to leave your car in the car park	4.74	4.82	4.65	4.57	1.91
92	Feeling safe in the forest	4.64	4.24	4.37	4.47	4.77
93	Information about the site's history and conservation					
94	Information panels about the place you are visiting				4.14	
95	Leaflets and information about the place you are visiting	3.62	3.80	3.98	4.00	2.72
96	Leaflets and maps to help you find your way around					
97	Restaurant				3.68	
98	Sculpture			3.80		
99	Showers					
100	Solitude, peace and quiet	3.89	4.23	3.34	4.21	4.75
101	Undercover picnic area				3.42	
102	Value for money of your whole trip or day out	4.48	4.50	4.36	4.32	4.27
103	Friendliness of staff					

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
104	Information provided by staff					
105	Litter and dog waste bins					
106	Litter bins					
107	Dog waste bins					
108	Open grassy areas					
109	Picnic areas					
110	Printed information about the forest					
111	Red Kite Hide					
112	Viewing Ospreys					
113	Red Kite cameras					
114	Easy access/wheelchair friendly trails					
115	Availability of cycle shop					
116	Orienteering					
117	Availability of novice mountain bike trails					
118	Availability of highly technical bike trails					

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
119	SATISFACTION SCORES					
120	Overall average	4.42	4.54	4.32	4.34	3.59
121	A 'go ape' high rope course			4.41		
122	A cafe	4.28	4.45	4.43	4.20	
123	A forest drive					
124	A shop	4.17	4.45	4.18	4.17	
125	A plant centre				4.09	
126	Availability of cycle hire on-site			4.30		
127	Availability of staff at the site (for example rangers)	3.89	4.49	3.82	4.13	2.05
128	Baby changing facilities	4.33	3.90	3.84	4.21	
129	Barbeque facilities					2.68
130	Being able to enjoy scenery and views	4.67	4.79	4.77	4.82	4.73
131	Being able to enjoy the wildlife	4.53	4.66	4.42	4.51	4.68
132	Being able to get fit and healthy			4.60		
133	Being able to learn about trees and the environment				4.34	
134	Being able to spend time with family and friends	4.76	4.63	4.76	4.66	4.41
135	Benches/seats				3.00	3.68
136	Bike Wash					
137	Children's play equipment	4.62	3.81	2.99	3.45	
138	Choice of paths for walking	4.58	4.54	4.54	4.54	4.24
139	Choice of trails for cycling			4.49		

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
140	Choice of trails for other activities (e.g. horse riding)	4.41	4.73	3.00		4.11
141	Clean toilets	4.41	4.65	4.22	4.53	
142	Clear signposting on footpaths	4.26	4.61	4.30	4.34	2.97
143	Enough car parking	4.45	4.74	4.32	4.77	2.43
144	Feeling happy to leave your car in the car park	4.42	4.65	4.41	4.75	2.00
145	Feeling safe in the forest	4.64	4.69	4.62		4.36
146	Friendliness of staff					
147	Information about the site's history and conservation					
148	Information panels about the place you are visiting				4.16	
149	Information provided by staff					
150	Leaflets and maps to help you find your way around					
151	Litter and dog waste bins					
152	Litter bins					
153	Dog waste bins					
154	Leaflets and information about the place you are visiting	4.06	4.73	4.07	4.19	2.38
155	Open grassy areas					
156	Picnic areas					
157	Printed information about the forest					
158	Restaurant				3.98	
159	Red Kite Hide					

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
160	Sculpture			4.30		
161	Solitude, peace and quiet	4.51	4.71	4.55	4.46	4.66
162	Showers					
163	Information about Ospreys					
164	Forest Lodges					
165	Red Kite cameras					
166	Easy access/wheelchair friendly trails					
167	Availability of cycle shop					
168	Orienteering					
169	Availability of novice mountain bike trails					
170	Availability of highly technical bike trails					
171	Undercover picnic area				4.12	
172	Value for money of your whole trip or day out	4.68	4.73	4.59	4.34	4.54
173						
174						
175	OTHER VISITORS - SCORES					
176	Walkers	0.41	0.20	0.24	0.12	0.36
177	Children	0.53	0.22	0.21	0.08	0.29
178	Cyclists	0.19	0.26	0.11	-0.41	0.07
179	Motorbikers	-0.68	-0.59	-0.50	-	-1.62
180	Horse riders	0.33	0.08	0.23	-0.03	0.18
181	Vehicles driving in forest	0.19	-0.16	-0.26	-	-2.00

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
182	Go Ape' high wire customers					
183						

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
184	DISTURBANCES - SCORES*					
185	Dogs and dog dirt	-0.41	-0.30	-0.30	-0.25	-0.30
186	Noise from other users/ motorised sport	-0.20	-0.24	-0.25	-0.15	-1.00
187	Litter or fly tipping	-0.46	-0.25	-0.26	-0.16	-0.30
188	Vandalised/ missing signposting	-0.10	-0.15	-0.18	-0.12	-0.50
189	Forest operations such as felling	-0.06	-0.28	-0.12	-0.09	0.00
190	Muddy tracks	-0.31	-0.20	-0.10	-0.07	-0.10
191						
192	EXPECTATIONS v REALITY					
193	Overall average	0.57	0.67	0.65	0.70	
194						
195	% with season ticket/parking permit					
196						
197	* Please note score indicate the difference between the highest mean of 3 and the mean score recorded in the survey. The greater the num					

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
6	AGE					
7	16-24	6	9	5	1	6
8	25-34	13	20	20	17	16
9	35-44	32	38	33	53	33
10	45-54	18	16	18	11	21
11	55-64	14	8	12	10	14
12	65+	16	8	12	8	9
13						
14	LIFECYCLE					
15	Young Independent	9	16	16	2	16
16	Family	40	54	40	77	44
17	Empty Nester	40	23	33	18	33
18						
19	SEG					
20	AB	32	27	34	52	38
21	C1	38	41	34	29	36
22	C2	21	21	20	13	14
23	DE	9	11	12	7	12
24						
25	ORIGIN					
26	UK	100	100			
27	Overseas	0	<1			
28						
29	TRIP TYPE					
30	Short trip, <3 hours	30	76	91	94	70

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
31	Day trip, 3+ hours	30	15	3	4	3
32	Holiday	40	9	5	2	25
33						
34	FREQUENCY OF VISITS					
35	Every day	1	1	2	2	3
36	1-6 times per week	5	6	22	10	8
37	1-3 times per month	22	17	16	26	16
38	1-6 times a year	27	35	32	39	36
39	Less often	13	10	3	3	15
40	First visit	30	31	25	20	22
41						
42	FREQUENCY OF VISITS (repeat visitors)					
43	Every day	-	1	3	2	4
44	1-6 times per week	7	8	30	12	10
45	1-3 times per month	32	25	21	33	20
46	1-6 times a year	39	50	42	49	47
47	Less often	19	14	4	4	19
48						
49	LENGTH OF VISIT					
50	Average (mins)	187	204	141	147	199
51						
52	ACTIVITIES					
53	Walking without dog	55	52	36	59	43
54	Walking with dog	20	12	17	16	11

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
55	Picnic/ BBQ	43	32	20	32	23
56	Cycling (any)	30	46	44	29	42
57	Bird watching	9	5	5	4	18
58	Nature/ natural history	6	4	5	1	6
59	Children's playground	2	24	8	39	1
60	Seeing something in woodland (e.g.sculpture)	0	10	6	21	28
61	Motor sports	0	0	0	0	0
62	Adventure playground	20	0	1	0	0
63	Driving on forest drive	46	0	0	0	0
64	Children's play activities	0	13	0	2	0
65	Photography	0	0	4	3	13
66						

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
67	IMPORTANCE SCORES					
68	A 'go ape' high rope course		2.82			
69	A cafe		3.53	3.75	3.4	3.27
70	A forest drive	3.32	2.10			
71	A plant centre					
72	A shop	3.39	3.15	3.16	2.87	2.53
73	Availability of cycle hire on-site	2.86	2.44	2.1	2.41	1.75
74	Availability of staff at the site (for example rangers)	2.93	3.27	2.82	2.77	2.44
75	Baby changing facilities	2.93	2.08	2.29	2.61	1.78
76	Barbeque facilities					
77	Being able to enjoy scenery and views	4.15	4.14	4.12	3.97	4.24
78	Being able to enjoy the wildlife	3.74	3.93	3.92	3.76	3.92
79	Being able to get fit and healthy	3.52	3.68	3.96	3.56	3.51
80	Being able to learn about trees and the environment					
81	Being able to spend time with family and friends	3.92	4.23	3.88	4.07	3.94
82	Benches/seats					
83	Bike Wash					
84	Children's play equipment	3.65	3.17	2.82	3.72	2.2

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
85	Choice of paths for walking	3.61	3.68	3.2	3.44	3.1
86	Choice of trails for cycling	3.78	3.26	3.26	2.91	2.68
87	Choice of trails for other activities (e.g. horse riding)	2.82	2.58	2.26	2.1	1.74
88	Clean toilets	3.85	4.34	4.27	4.11	4
89	Clear signposting on footpaths	3.73	3.89	3.73	3.66	3.44
90	Enough car parking	3.85	4.04	3.99	3.89	3.78
91	Feeling happy to leave your car in the car park	4.11	4.48	4.08	3.91	3.86
92	Feeling safe in the forest	3.78	4.32	3.92	4.01	3.68
93	Information about the site's history and conservation	3.28				
94	Information panels about the place you are visiting					
95	Leaflets and information about the place you are visiting		3.50			
96	Leaflets and maps to help you find your way around	3.39		3.1	3.16	3.1
97	Restaurant					
98	Sculpture					
99	Showers					
100	Solitude, peace and quiet	4.03	3.65	3.54	3.32	3.52
101	Undercover picnic area					
102	Value for money of your whole trip or day out	3.75	4.15	3.75	3.95	3.45
103	Friendliness of staff			3.53	3.37	2.96

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
104	Information provided by staff			3.18	3.15	2.73
105	Litter and dog waste bins			3.82	4	3.3
106	Litter bins					
107	Dog waste bins					
108	Open grassy areas			2.75	3.27	2.53
109	Picnic areas			3.22	3.51	2.93
110	Printed information about the forest			3.26	3.03	2.96
111	Red Kite Hide					
112	Viewing Ospreys					
113	Red Kite cameras					
114	Easy access/wheelchair friendly trails					
115	Availability of cycle shop					
116	Orienteering					
117	Availability of novice mountain bike trails					
118	Availability of highly technical bike trails					

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
119	SATISFACTION SCORES					
120	Overall average	3.90	3.95	3.8	3.59	3.73
121	A 'go ape' high rope course		4.36			
122	A cafe		3.85	3.78	3.11	3.78
123	A forest drive	4.03	3.70			
124	A shop	3.78	3.71	3.42	3.58	3.34
125	A plant centre					
126	Availability of cycle hire on-site	3.76	3.81	3.79	3.71	3.86
127	Availability of staff at the site (for example rangers)	3.05	3.40	3.22	3.13	3.04
128	Baby changing facilities	3.50	3.81	3.79	2.9	3.86
129	Barbeque facilities					
130	Being able to enjoy scenery and views	4.31	4.15	4.22	3.95	4.15
131	Being able to enjoy the wildlife	3.89	3.89	3.96	3.7	3.81
132	Being able to get fit and healthy	4.11	4.06	4.31	3.86	4.05
133	Being able to learn about trees and the environment					
134	Being able to spend time with family and friends	4.26	4.32	4.2	4.16	4.14
135	Benches/seats					
136	Bike Wash					
137	Children's play equipment	4.04	4.05	3.84	3.93	3.84
138	Choice of paths for walking	3.89	4.00	3.9	3.78	3.78
139	Choice of trails for cycling	3.93	4.09	4.04	3.5	3.8

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
140	Choice of trails for other activities (e.g. horse riding)	3.59	3.70	4	3.47	3.73
141	Clean toilets	3.82	3.94	3.9	3.02	3.65
142	Clear signposting on footpaths	3.89	3.69	3.46	3.72	3.55
143	Enough car parking	4.35	4.09	3.6	3.95	3.92
144	Feeling happy to leave your car in the car park	4.09	4.15	3.68	3.86	3.77
145	Feeling safe in the forest	4.20	4.16	3.92	3.86	3.91
146	Friendliness of staff	3.68		3.64	3.58	3.74
147	Information about the site's history and conservation	3.42				
148	Information panels about the place you are visiting					
149	Information provided by staff	3.67		3.56	3.59	3.54
150	Leaflets and maps to help you find your way around	3.63		3.36	3.42	3.39
151	Litter and dog waste bins			3.08	2.89	3.21
152	Litter bins					
153	Dog waste bins					
154	Leaflets and information about the place you are visiting		3.71			
155	Open grassy areas			3.72	3.65	3.69
156	Picnic areas			3.73	3.52	3.72
157	Printed information about the forest			3.52	3.22	3.43
158	Restaurant					
159	Red Kite Hide					

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
160	Sculpture					
161	Solitude, peace and quiet	4.25	3.93	3.91	3.52	3.84
162	Showers					
163	Information about Ospreys					
164	Forest Lodges					
165	Red Kite cameras					
166	Easy access/wheelchair friendly trails					
167	Availability of cycle shop					
168	Orienteering					
169	Availability of novice mountain bike trails					
170	Availability of highly technical bike trails					
171	Undercover picnic area					
172	Value for money of your whole trip or day out	4.02	4.09	4.38	4.35	4.13
173						
174						
175	OTHER VISITORS - SCORES					
176	Walkers	0.31	0.13	0.18	0.17	0.19
177	Children	0.24	0.16	0.13	0.29	0.17
178	Cyclists	0.26	0.11	0.09	0.06	0.07
179	Motorbikers	-0.54	-0.71	-0.94	-0.5	-0.52
180	Horse riders	0.04	0.25	0.16	0.22	0.04
181	Vehicles driving in forest	-0.15	-0.20	-0.54	-0.53	0.00

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
182	Go Ape' high wire customers					
183						

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
184	DISTURBANCES - SCORES*					
185	Dogs and dog dirt	-0.27	-0.29	-0.37	-0.47	-0.47
186	Noise from other users/ motorised sport	-0.17	-0.14	-0.15	-0.08	-0.08
187	Litter or fly tipping	-0.17	-0.24	-0.3	-0.2	-0.2
188	Vandalised/ missing signposting	-0.11	-0.23	-0.2	-0.07	-0.03
189	Forest operations such as felling	-0.07	-0.01	-0.09	-0.01	-0.01
190	Muddy tracks	-0.16	-0.19	-0.11	-0.09	-0.09
191						
192	EXPECTATIONS v REALITY					
193	Overall average	1.02	0.85	0.94	0.77	0.63
194						
195	% with season ticket/parking permit	20%		7%	9%	11%
196						
197	* Please note score indicate the differeber, the more of a disturbance the aspect was.					

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
6	AGE					
7	16-24	6	10	6	3	5
8	25-34	16	21	22	17	15
9	35-44	34	36	28	21	22
10	45-54	16	14	16	21	20
11	55-64	19	11	17	20	21
12	65+	10	8	11	18	18
13						
14	LIFECYCLE					
15	Young Independent	16	17	14	15	7
16	Family	39	49	43	30	42
17	Empty Nester	38	27	37	49	48
18						
19	SEG					
20	AB	28	28	34	37	32
21	C1	44	36	28	33	32
22	C2	13	19	18	21	17
23	DE	15	17	21	9	19
24						
25	ORIGIN					
26	UK					
27	Overseas					
28						
29	TRIP TYPE					
30	Short trip, <3 hours	96	91	89	44	75

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
31	Day trip, 3+ hours	1	1	2	9	8
32	Holiday	1	8	9	48	17
33						
34	FREQUENCY OF VISITS					
35	Every day	2	2	1	-	1
36	1-6 times per week	11	11	8	6	10
37	1-3 times per month	26	17	22	14	19
38	1-6 times a year	34	33	37	33	34
39	Less often	6	6	9	9	3
40	First visit	20	31	22	38	33
41						
42	FREQUENCY OF VISITS (repeat visitors)					
43	Every day	2	3	1	-	1
44	1-6 times per week	14	16	10	10	15
45	1-3 times per month	33	24	28	23	29
46	1-6 times a year	43	48	48	54	50
47	Less often	7	9	12	14	4
48						
49	LENGTH OF VISIT					
50	Average (mins)	141	167	174	132	112
51						
52	ACTIVITIES					
53	Walking without dog	37	49	46	48	57
54	Walking with dog	20	20	15	16	19

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
55	Picnic/ BBQ	11	27	26	12	12
56	Cycling (any)	36	77	71	25	7
57	Bird watching	8	7	5	26	8
58	Nature/ natural history	3	2	3	2	2
59	Children's playground		11	7	2	7
60	Seeing something in woodland (e.g.sculpture)	3	5	3		
61	Motor sports		1		1	
62	Adventure playground					
63	Driving on forest drive			5		
64	Children's play activities		11	7	2	7
65	Photography	7	9	3	6	4
66						

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
67	IMPORTANCE SCORES					
68	A 'go ape' high rope course	2.53	2.7			
69	A cafe	3.52	3.37	2.99	3.66	3.62
70	A forest drive			2.64		
71	A plant centre					
72	A shop	3.15	2.96	2.86	2.93	2.63
73	Availability of cycle hire on-site	2.38	2.68	2.43		1.97
74	Availability of staff at the site (for example rangers)	3.06	3.27	3	3.19	2.99
75	Baby changing facilities	1.81	2.43	2.35	2.29	2.09
76	Barbeque facilities					
77	Being able to enjoy scenery and views	4.14	4.01	4.14	4.26	4
78	Being able to enjoy the wildlife	4	3.73	3.83	4.04	3.76
79	Being able to get fit and healthy	4.02	3.66	3.85	3.8	3.54
80	Being able to learn about trees and the environment					
81	Being able to spend time with family and friends	4.13	4.18	4.02	3.95	3.88
82	Benches/seats					
83	Bike Wash				2.45	
84	Children's play equipment	2.13	3.26	3.09	2.9	3.27

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
85	Choice of paths for walking	3.69	3.58	3.5	3.66	3.44
86	Choice of trails for cycling	2.88	3.37	3.19	3.06	2.3
87	Choice of trails for other activities (e.g. horse riding)	2.68	2.94	2.64	2.96	2.3
88	Clean toilets	4.18	4.33	4.18	4.24	4.07
89	Clear signposting on footpaths	3.83	3.73	3.87	3.78	3.51
90	Enough car parking	3.87	4.06	4.09	3.97	3.87
91	Feeling happy to leave your car in the car park	4.12	4.29	4.24	4.04	4
92	Feeling safe in the forest	4.24	4.28	4.13	3.87	3.97
93	Information about the site's history and conservation					
94	Information panels about the place you are visiting					
95	Leaflets and information about the place you are visiting					
96	Leaflets and maps to help you find your way around	3.55	3.39	3.31	3.64	3.18
97	Restaurant					
98	Sculpture					
99	Showers				2.32	
100	Solitude, peace and quiet	3.8	3.56	3.66	3.99	3.72
101	Undercover picnic area					
102	Value for money of your whole trip or day out	3.91	3.96	3.95	3.82	3.72
103	Friendliness of staff	3.8	3.76	3.67	3.8	3.59

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
104	Information provided by staff	3.12	3.17	3.01	3.38	3.04
105	Litter and dog waste bins					
106	Litter bins	3.88	4.05	3.86	3.83	3.81
107	Dog waste bins	3.59	3.88	3.47	3.49	3.38
108	Open grassy areas	2.49	3.25	3.15		2.69
109	Picnic areas	3.33	3.47	3.31	3.48	3.38
110	Printed information about the forest	3.56	3.21	3.18	3.54	3.12
111	Red Kite Hide				3.61	
112	Viewing Ospreys					
113	Red Kite cameras					
114	Easy access/wheelchair friendly trails					
115	Availability of cycle shop					
116	Orienteering					
117	Availability of novice mountain bike trails					
118	Availability of highly technical bike trails					

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
119	SATISFACTION SCORES					
120	Overall average	4.29	4.44	4.44	4.52	4.36
121	A 'go ape' high rope course	3.88	4.18			
122	A cafe	3.52	3.5	3.45	3.82	3.87
123	A forest drive			3.38		
124	A shop	3.4	3.23	3.38	3.48	3.29
125	A plant centre					
126	Availability of cycle hire on-site					
127	Availability of staff at the site (for example rangers)	2.9	2.98	2.89	3.31	3.32
128	Baby changing facilities	3.12	3.39	3.14	4	3.38
129	Barbeque facilities					
130	Being able to enjoy scenery and views	3.99	4.01	4.06	4.25	4.15
131	Being able to enjoy the wildlife	3.85	3.72	3.92	4.14	3.9
132	Being able to get fit and healthy	4.11	3.99	4.08	4.12	3.84
133	Being able to learn about trees and the environment					
134	Being able to spend time with family and friends	4.02	4.11	4.19	4.06	4.06
135	Benches/seats					
136	Bike Wash				3.74	
137	Children's play equipment	2.5	3.82	3.73	4.16	4
138	Choice of paths for walking	3.72	3.78	3.74	3.99	3.57
139	Choice of trails for cycling	3.55	3.75	3.86	4.06	3.4

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
140	Choice of trails for other activities (e.g. horse riding)	3.38	3.53	3.61	3.79	3.43
141	Clean toilets	3.62	3.63	3.21	4.12	3.29
142	Clear signposting on footpaths	3.24	3.47	3.57	4.02	3.36
143	Enough car parking	3.08	4.02	4.2	3.94	3.97
144	Feeling happy to leave your car in the car park	3.76	3.93	3.92	4	3.78
145	Feeling safe in the forest	3.8	4.04	4.01	4.06	3.85
146	Friendliness of staff	3.58	3.62	3.71	3.89	3.74
147	Information about the site's history and conservation					
148	Information panels about the place you are visiting					
149	Information provided by staff	3.39	3.96	3.75		2.4
150	Leaflets and maps to help you find your way around	3.18	3.17	3.28	3.86	3.36
151	Litter and dog waste bins					
152	Litter bins	2.55	2.71	2.14	3.31	2.78
153	Dog waste bins	1.97	2.56	1.84	3.23	2.21
154	Leaflets and information about the place you are visiting					
155	Open grassy areas	3.05	3.8	3.74		3.38
156	Picnic areas	3.26	3.68	3.72	3.9	3.63
157	Printed information about the forest	3.29	3.3	3.34	3.65	3.38
158	Restaurant					
159	Red Kite Hide				4.25	

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
160	Sculpture					
161	Solitude, peace and quiet	3.62	3.89	3.84	3.88	3.94
162	Showers				3.33	
163	Information about Ospreys					
164	Forest Lodges					
165	Red Kite cameras					
166	Easy access/wheelchair friendly trails					
167	Availability of cycle shop					
168	Orienteering					
169	Availability of novice mountain bike trails					
170	Availability of highly technical bike trails					
171	Undercover picnic area					
172	Value for money of your whole trip or day out	4.03	4.15	4.2	4.27	3.93
173						
174						
175	OTHER VISITORS - SCORES					
176	Walkers	0.22	0.18	0.06	0.2	0.22
177	Children	0.21	0.23	0.15	0.17	0.21
178	Cyclists	0.38	0.05	0.14	0.21	0.13
179	Motorbikers	0	-0.89	-0.38	-0.61	-0.67
180	Horse riders	0.08	0.1	0.06	0.1	0
181	Vehicles driving in forest	-0.07	-0.24	-0.24	-0.30	-0.55

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
182	Go Ape' high wire customers	0.42	0.28			
183						

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
184	DISTURBANCES - SCORES*					
185	Dogs and dog dirt	-0.54	-0.35	-0.38	-0.37	-0.37
186	Noise from other users/ motorised sport	-0.07	-0.14	-0.14	-0.22	-0.13
187	Litter or fly tipping	-0.33	-0.23	-0.26	-0.19	-0.24
188	Vandalised/ missing signposting	-0.18	-0.15	-0.14	-0.21	-0.1
189	Forest operations such as felling	-0.04	-0.07	-0.07	-0.07	-0.02
190	Muddy tracks	-0.09	-0.11	-0.09	-0.13	-0.16
191						
192	EXPECTATIONS v REALITY					
193	Overall average	1.13	0.84	0.61	1.08	0.73
194						
195	% with season ticket/parking permit	9%	6%	8%	3%	5%
196						
197	* Please note score indicate the difference					

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
6	AGE					
7	16-24	1	1	3	7	4
8	25-34	6	14	17	23	23
9	35-44	20	24	33	33	36
10	45-54	24	22	13	17	13
11	55-64	26	22	20	10	12
12	65+	23	18	15	10	13
13						
14	LIFECYCLE					
15	Young Independent	4	7	5	22	12
16	Family	25	32	55	38	53
17	Empty Nester	64	53	38	27	28
18						
19	SEG					
20	AB	30	41	33	37	30
21	C1	40	30	28	40	34
22	C2	16	18	23	13	18
23	DE	14	11	16	10	18
24						
25	ORIGIN					
26	UK	100	100	100	100	100
27	Overseas	0	0	0	0	0
28						
29	TRIP TYPE					
30	Short trip, <3 hours	77	35	88	36	85

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
31	Day trip, 3+ hours	14	9	8	5	16
32	Holiday	8	56	3	60	
33						
34	FREQUENCY OF VISITS					
35	Every day	1	-	3	-	
36	1-6 times per week	5	5	15	5	9
37	1-3 times per month	7	7	19	6	18
38	1-6 times a year	35	48	38	32	39
39	Less often	8	9	3	10	9
40	First visit	43	31	22	46	24
41						
42	FREQUENCY OF VISITS (repeat visitors)					
43	Every day	1	-	4	-	1
44	1-6 times per week	9	7	23	10	13
45	1-3 times per month	13	10	25	11	24
46	1-6 times a year	62	70	49	60	51
47	Less often	14	13	4	20	22
48						
49	LENGTH OF VISIT					
50	Average (mins)	94	131	131	183	188
51						
52	ACTIVITIES					
53	Walking without dog	59	31	66	31	42
54	Walking with dog	23	22	22	12	13

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
55	Picnic/ BBQ	11	9	27	14	15
56	Cycling (any)	8	6	9	52	42
57	Bird watching	37	22	18	6	2
58	Nature/ natural history	5	4	8	4	2
59	Children's playground		6	23	2	1
60	Seeing something in woodland (e.g.sculpture)	6	1	8	2	3
61	Motor sports		1		1	
62	Adventure playground					
63	Driving on forest drive		2			
64	Children's play activities		6	23	2	1
65	Photography	13	11	8	14	2
66						
67	IMPORTANCE SCORES					
68	A 'go ape' high rope course					
69	A cafe	2.98	3.24	3.35	3.62	3.3
70	A forest drive		1.76	1.38		
71	A plant centre					
72	A shop	2.47	2.82	2.54	3.15	
73	Availability of cycle hire on-site			1.87	2.64	2.17
74	Availability of staff at the site (for example rangers)	2.83	2.71	2.91	3.30	2.97
75	Baby changing facilities	1.75	1.57	2.14	2.50	2.23
76	Barbeque facilities					

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
77	Being able to enjoy scenery and views	4.12	4.14	4.04	4.18	3.86
78	Being able to enjoy the wildlife	4.05	3.83	3.84	3.86	3.67
79	Being able to get fit and healthy	3.77	3.54	3.62	3.99	3.71
80	Being able to learn about trees and the environment					
81	Being able to spend time with family and friends	3.66	3.64	4.06	4.03	3.95
82	Benches/seats					
83	Bike Wash			1.31	2.80	1.88
84	Children's play equipment	2.11	2.17	3.69	3.04	2.82
85	Choice of paths for walking	3.63	3.65	3.56	3.36	3.25
86	Choice of trails for cycling	2.30	1.89	2.20	3.70	2.99
87	Choice of trails for other activities (e.g. horse riding)	2.03	1.95	2.04	2.87	2.21
88	Clean toilets	3.89	4.06	4.23	4.21	3.88
89	Clear signposting on footpaths	3.64	3.74	3.47	4.11	3.66
90	Enough car parking	3.64	3.83	3.91	4.12	3.89
91	Feeling happy to leave your car in the car park	3.97	3.88	4.08	4.34	4.00
92	Feeling safe in the forest	3.84	3.69	3.96	4.10	4.00
93	Information about the site's history and conservation					

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
94	Information panels about the place you are visiting					
95	Leaflets and information about the place you are visiting					
96	Leaflets and maps to help you find your way around	3.46	3.34	3.10	3.97	
97	Restaurant					
98	Sculpture					
99	Showers		1.22	1.27	2.64	1.67
100	Solitude, peace and quiet	3.91	3.64	3.30	3.84	3.58
101	Undercover picnic area					
102	Value for money of your whole trip or day out	3.62	3.83	3.92	3.80	3.85
103	Friendliness of staff	3.55	3.40	3.53	3.94	3.40
104	Information provided by staff	2.98	2.99	2.89	3.51	2.92
105	Litter and dog waste bins					
106	Litter bins	3.50	3.39	3.92	3.97	3.48
107	Dog waste bins	3.22	2.67	3.54		2.84
108	Open grassy areas	1.97	1.96	3.23		2.44
109	Picnic areas	2.78	2.67	3.32	3.29	3.12
110	Printed information about the forest	3.31	3.13	2.95	3.60	
111	Red Kite Hide					
112	Viewing Ospreys		2.99			
113	Red Kite cameras	3.08				
114	Easy access/wheelchair friendly trails				3.02	2.20
115	Availability of cycle shop				3.15	2.42

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
116	Orienteering				2.25	1.69
117	Availability of novice mountain bike trails				3.11	2.60
118	Availability of highly technical bike trails				3.35	
119	SATISFACTION SCORES					
120	Overall average	4.26	4.48	4.46	4.49	4.36
121	A 'go ape' high rope course					
122	A cafe	3.39	3.98	3.31	3.83	3.33
123	A forest drive					
124	A shop	3.50	3.93	3.19	3.44	
125	A plant centre					
126	Availability of cycle hire on-site			3.54	3.85	3.52
127	Availability of staff at the site (for example rangers)	3.08	3.25	3.18	3.46	2.99
128	Baby changing facilities	3.81	3.94	3.47	3.71	3.27
129	Barbeque facilities					
130	Being able to enjoy scenery and views	3.89	4.33	4.14	4.31	3.79
131	Being able to enjoy the wildlife	3.86	3.99	3.96	4.06	3.55
132	Being able to get fit and healthy	3.93	4.05	3.92	4.25	3.61
133	Being able to learn about trees and the environment					
134	Being able to spend time with family and friends	4.00	4.11	4.07	4.19	3.89
135	Benches/seats					

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
136	Bike Wash				3.83	3.35
137	Children's play equipment	3.10	3.73	3.92	4.20	4.01
138	Choice of paths for walking	3.94	4.11	3.79	3.80	3.51
139	Choice of trails for cycling	3.64	3.67	3.53	4.07	3.61
140	Choice of trails for other activities (e.g. horse riding)	3.64	3.43	3.49	3.69	3.31
141	Clean toilets	4.23	4.14	3.79	4.06	3.60
142	Clear signposting on footpaths	3.94	3.89	4.07	3.88	
143	Enough car parking	4.30	3.94	3.78	3.94	3.43
144	Feeling happy to leave your car in the car park	3.87	4.01	3.98	4.16	3.77
145	Feeling safe in the forest	3.95	4.12	3.91	4.10	3.80
146	Friendliness of staff	3.69	3.85	3.73	3.96	3.41
147	Information about the site's history and conservation					
148	Information panels about the place you are visiting					
149	Information provided by staff	3.70	3.80	3.55	3.93	3.23
150	Leaflets and maps to help you find your way around	3.64	3.66	3.61	3.97	
151	Litter and dog waste bins					
152	Litter bins		2.99	3.16	2.88	3.07
153	Dog waste bins			3.08		3.06
154	Leaflets and information about the place you are visiting					
155	Open grassy areas	3.41		3.81		3.14

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
156	Picnic areas	3.51	3.49	3.61	3.83	3.35
157	Printed information about the forest	3.69	3.50	3.49	3.80	3.22
158	Restaurant					
159	Red Kite Hide					
160	Sculpture					
161	Solitude, peace and quiet	3.92	4.03	3.80	4.06	3.51
162	Showers		3.00	3.33	3.67	3.28
163	Information about Ospreys		4.10			
164	Forest Lodges			3.33		
165	Red Kite cameras	3.79				
166	Easy access/wheelchair friendly trails				3.80	3.32
167	Availability of cycle shop				3.57	3.49
168	Orienteering				3.85	3.21
169	Availability of novice mountain bike trails				3.16	3.41
170	Availability of highly technical bike trails				4.21	
171	Undercover picnic area					
172	Value for money of your whole trip or day out	4.01	4.16	4.03	4.22	3.56
173						
174						
175	OTHER VISITORS - SCORES					
176	Walkers	0.28	0.28	0.16	0.10	0.16
177	Children	0.18	0.17	0.16	0.20	0.19

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
178	Cyclists	0.00	0.03	0.02	0.34	0.17
179	Motorbikers	0.71	0.10	1.00	0.09	
180	Horse riders	0.07	0.14	0.00	0.00	0.31
181	Vehicles driving in forest	0.40	0.14	0.57	0.33	0.17
182	Go Ape' high wire customers					
183						
184	DISTURBANCES - SCORES*					
185	Dogs and dog dirt	-0.49	-0.12	-0.36	-0.37	-0.02
186	Noise from other users/ motorised sport	-0.06	-0.09	-0.04	-0.02	
187	Litter or fly tipping	-0.28	-0.13	-0.16	-0.24	-0.02
188	Vandalised/ missing signposting	-0.07	-0.10	-0.12	-0.20	-0.04
189	Forest operations such as felling	-0.10	-0.12	0.00	-0.13	0.00
190	Muddy tracks	-0.08	-0.09	-0.22	-0.08	-0.01
191						
192	EXPECTATIONS v REALITY					
193	Overall average	1.00	0.89	1.04	1.20	N/A
194						
195	% with season ticket/parking permit	2%	5%	10%	4%	24%
196						
197	* Please note score indicate the difference					

	A	V	W	Z
1	Forest	Wyre Forest	High Lodge, Thetford	
2	District			
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	
4	BASE	266	245	
5				
6	AGE			
7	16-24	2	11	
8	25-34	14	19	
9	35-44	41	38	
10	45-54	20	21	
11	55-64	12	7	
12	65+	11	5	
13				
14	LIFECYCLE			
15	Young Independent	3	22	
16	Family	62	47	
17	Empty Nester	32	22	
18				
19	SEG			
20	AB	43	33	
21	C1	30	40	
22	C2	14	18	
23	DE	13	9	
24				
25	ORIGIN			
26	UK		100	
27	Overseas			
28				
29	TRIP TYPE			
30	Short trip, <3 hours	94	83	

	A	V	W	Z
1	Forest	Wyre Forest	High Lodge, Thetford	
2	District			
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	
4	BASE	266	245	
5				
31	Day trip, 3+ hours	4	10	
32	Holiday	2	6	
33				
34	FREQUENCY OF VISITS			
35	Every day	2	1	
36	1-6 times per week	23	3	
37	1-3 times per month	27	9	
38	1-6 times a year	39	47	
39	Less often	2	7	
40	First visit	8	35	
41				
42	FREQUENCY OF VISITS (repeat visitors)			
43	Every day	2		
44	1-6 times per week	25	4	
45	1-3 times per month	30	13	
46	1-6 times a year	43	72	
47	Less often	2	11	
48				
49	LENGTH OF VISIT			
50	Average (mins)	117	164	
51				
52	ACTIVITIES			
53	Walking without dog	56	37	
54	Walking with dog	22	6	

	A	V	W	Z
1	Forest	Wyre Forest	High Lodge, Thetford	
2	District			
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	
4	BASE	266	245	
5				
55	Picnic/ BBQ	11	16	
56	Cycling (any)	17	37	
57	Bird watching	3	3	
58	Nature/ natural history	2	1	
59	Children's playground	21	6	
60	Seeing something in woodland (e.g.sculpture)			
61	Motor sports			
62	Adventure playground			
63	Driving on forest drive			
64	Children's play activities			
65	Photography	2	3	
66				
67	IMPORTANCE SCORES			
68	A 'go ape' high rope course			
69	A cafe	3.45	3.18	
70	A forest drive		2.33	
71	A plant centre			
72	A shop	2.91	2.71	
73	Availability of cycle hire on-site		2.63	
74	Availability of staff at the site (for example rangers)	2.83	3.15	
75	Baby changing facilities	2.70	1.93	
76	Barbeque facilities			

	A	V	W	Z
1	Forest	Wyre Forest	High Lodge, Thetford	
2	District			
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	
4	BASE	266	245	
5				
77	Being able to enjoy scenery and views	4.05	3.89	
78	Being able to enjoy the wildlife	4.00	3.72	
79	Being able to get fit and healthy	3.91	3.71	
80	Being able to learn about trees and the environment			
81	Being able to spend time with family and friends	4.07	4.01	
82	Benches/seats			
83	Bike Wash			
84	Children's play equipment	3.58	2.95	
85	Choice of paths for walking	3.77	3.35	
86	Choice of trails for cycling	2.74	3.21	
87	Choice of trails for other activities (e.g. horse riding)	2.45	2.48	
88	Clean toilets	4.13	4.02	
89	Clear signposting on footpaths	3.77	3.87	
90	Enough car parking	3.82	3.90	
91	Feeling happy to leave your car in the car park	3.90	3.98	
92	Feeling safe in the forest	3.98	3.89	
93	Information about the site's history and conservation			

	A	V	W	Z
1	Forest	Wyre Forest	High Lodge, Thetford	
2	District			
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	
4	BASE	266	245	
5				
94	Information panels about the place you are visiting			
95	Leaflets and information about the place you are visiting			
96	Leaflets and maps to help you find your way around	3.33	3.53	
97	Restaurant			
98	Sculpture			
99	Showers			
100	Solitude, peace and quiet	3.77	3.55	
101	Undercover picnic area			
102	Value for money of your whole trip or day out	3.85	3.86	
103	Friendliness of staff	3.67	3.66	
104	Information provided by staff	2.90	3.13	
105	Litter and dog waste bins			
106	Litter bins	3.74	3.75	
107	Dog waste bins		2.97	
108	Open grassy areas	2.39	3.22	
109	Picnic areas	3.32	3.40	
110	Printed information about the forest	3.16	3.12	
111	Red Kite Hide			
112	Viewing Ospreys			
113	Red Kite cameras			
114	Easy access/wheelchair friendly trails	2.95	2.41	
115	Availability of cycle shop		2.57	

	A	V	W	Z
1	Forest	Wyre Forest	High Lodge, Thetford	
2	District			
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	
4	BASE	266	245	
5				
116	Orienteering	1.97	2.03	
117	Availability of novice mountain bike trails			
118	Availability of highly technical bike trails			
119	SATISFACTION SCORES			
120	Overall average	4.34	4.20	
121	A 'go ape' high rope course			
122	A cafe	3.39	3.43	
123	A forest drive		3.50	
124	A shop	3.21	3.19	
125	A plant centre			
126	Availability of cycle hire on-site		3.71	
127	Availability of staff at the site (for example rangers)	2.70	3.32	
128	Baby changing facilities	3.12	3.50	
129	Barbeque facilities			
130	Being able to enjoy scenery and views	3.97	3.89	
131	Being able to enjoy the wildlife	3.85	3.58	
132	Being able to get fit and healthy	3.91	3.80	
133	Being able to learn about trees and the environment			
134	Being able to spend time with family and friends	3.97	4.03	
135	Benches/seats			

	A	V	W	Z
1	Forest	Wyre Forest	High Lodge, Thetford	
2	District			
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	
4	BASE	266	245	
5				
136	Bike Wash			
137	Children's play equipment	3.80	4.12	
138	Choice of paths for walking	3.71	3.70	
139	Choice of trails for cycling	3.45	3.90	
140	Choice of trails for other activities (e.g. horse riding)	3.34	3.53	
141	Clean toilets	3.31	3.60	
142	Clear signposting on footpaths	3.62	3.63	
143	Enough car parking	3.48	3.76	
144	Feeling happy to leave your car in the car park	3.66	3.86	
145	Feeling safe in the forest	3.77	3.94	
146	Friendliness of staff	3.31	3.61	
147	Information about the site's history and conservation			
148	Information panels about the place you are visiting			
149	Information provided by staff	3.28	3.66	
150	Leaflets and maps to help you find your way around	3.46	3.44	
151	Litter and dog waste bins			
152	Litter bins	2.55	3.31	
153	Dog waste bins		3.51	
154	Leaflets and information about the place you are visiting			
155	Open grassy areas	2.85	3.78	

	A	V	W	Z
1	Forest	Wyre Forest	High Lodge, Thetford	
2	District			
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	
4	BASE	266	245	
5				
156	Picnic areas	3.42	3.63	
157	Printed information about the forest	3.39	3.46	
158	Restaurant			
159	Red Kite Hide			
160	Sculpture			
161	Solitude, peace and quiet	3.66	3.50	
162	Showers			
163	Information about Ospreys			
164	Forest Lodges			
165	Red Kite cameras			
166	Easy access/wheelchair friendly trails	3.38	3.54	
167	Availability of cycle shop		3.67	
168	Orienteering	3.21	3.24	
169	Availability of novice mountain bike trails			
170	Availability of highly technical bike trails			
171	Undercover picnic area			
172	Value for money of your whole trip or day out	3.95	3.46	
173				
174				
175	OTHER VISITORS - SCORES			
176	Walkers	0.06	0.07	
177	Children	0.07	0.07	

	A	V	W	Z
1	Forest	Wyre Forest	High Lodge, Thetford	
2	District			
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	
4	BASE	266	245	
5				
178	Cyclists	0.02	0.08	
179	Motorbikers	-1.00	-1.00	
180	Horse riders	0.14	0.17	
181	Vehicles driving in forest	-0.09	-0.17	
182	Go Ape' high wire customers			
183				
184	DISTURBANCES - SCORES*			
185	Dogs and dog dirt	-0.38	-0.02	<i>Please note formatting inconsistent between some survey years on previous version, now corrected</i>
186	Noise from other users/ motorised sport	-0.04	-0.02	
187	Litter or fly tipping	-0.12	-0.07	
188	Vandalised/ missing signposting	-0.04	-0.03	
189	Forest operations such as felling	-0.02	0.00	
190	Muddy tracks	-0.04	-0.04	
191				
192	EXPECTATIONS v REALITY			
193	Overall average	N/A	N/A	
194				
195	% with season ticket/parking permit	11%	4%	
196				
197	* Please note score indicate the difference			

Responses to open-ended questions

Influences on decision to visit

Near to friends where we stayed last night. Saw the signs from Marden.
 Keeping fit.
 Memory of a previous visit.
 Live locally, come regularly.
 Live locally.
 Variety of facilities.
 Came last week and wanted to see more.
 Get out for some fresh air.
 Children really keen on cycling.
 Single track, best in area.
 Never been, heard good reports.
 Good day out.
 Nice walking in safe environment.
 New place to come.
 Bringing friends.
 Live locally, convenient to get kids out of the house.
 Nothing.
 Something to challenge older children as well as being safe. Good for kids to go off and do something on their own.
 Change of colours through the seasons.
 Nice to walk for ages. Dogs under control. Safe environmental areas.
 Just a day out with a friend.
 The woods and play areas.
 Cycle trails.
 Bike riding.
 The general appeal of Hedesbury.
 Walking the dog in a nice environment.
 Autumn colours, good weather.
 Play area.
 Go ape.
 Dog walking in a nice environment.
 The weather.
 The weather - it seemed it might be sunny.
 I wanted to see this particular type of forest environment, and for my son to be able to see it too.
 It was the nearest forest to our campsite (Hythe).
 We wanted somewhere where we could take our dogs.
 I had some free time and its a good place to walk my dogs.
 The weather - it was sunny. Also last night there was an event for the 'friends' which we attended.
 The weather - it wasn't going to rain and not too hot to explore. Also its not too far from home for us. We want to support beautiful habitats in our own country.
 We wanted to walk in the fresh air. It's nice to see the trees.
 The baby needed some fresh air and there are no cars, she can hear the sounds of nature and get used to nature. It's a relaxing place for me too.
 We wanted to go for a run and also bring our dogs and here they can run loose with us.
 There's an evening bike ride on today.
 Specifically for mountain bike trails, trails really well designed. Not that extreme.
 Friends leaving party (from work).
 Bike riding.
 Good weather close to visit.
 Weather - bike trails.
 Close to home.
 Disabled access child friendly.
 Good cycle trails.

Bike trails.
 Word of mouth - safe environment - good fun.
 Good weather - good to get out in the fresh air.
 Seeing it on a leaflet.
 The play area and picnic area.
 Did not plan on coming today - got stuck in traffic and took a detour.
 Kids play area.
 The bike trails are very varied.
 Go Ape.
 Season ticket already held.
 Value for money, play and picnic and cycle facilities.
 Well known to me.
 Nice for children.
 Leaflet.
 Sunny weather, good for kids, already have parking permit.
 Reasonable journey, day out.
 Sunny weather, convenience, freedom.
 Close distance, freedom to bring dog.
 Exercise the children.
 Cycling.
 Good cycling paths.
 The grandchildren.
 Walking.
 Kids play area.
 Something for the kids.
 Good riding trails, close to home.
 Good place to walk a dog.
 Locality inexpensive.
 Bike ride.
 Cycle tracks or jumps area.
 Give kids day out when weather not great.
 Play trail.
 Close to home.
 Close to home, already have parking ticket and nice to walk in fresh air.
 Can do as a group of many ages.
 New experience.
 Children wanting to do track.
 Value for money and crowd free.
 My mother-in-law has always wanted to visit.
 Unreadable.
 A good place for a day out.
 A walk and lunch at the site.
 Single track mountain bike trail.
 Recommendation from friend.
 Good parking, walk the dog and bike riding.
 Previous visit.
 Improvements good.
 Playground.
 Have friends staying with us and we knew they would enjoy it as we always do.
 Chance to get out on the bike with my brother.
 Lots to do for children - very child friendly. Play area is excellent.
 Nice day out with children.
 To show the forest to my in-laws.
 Having the information before we came very important to knowing what we could expect.
 Chose it from a number of options like Leeds Castle.
 Improving mountain bike trails - better every time we come.
 Near to home.
 We come in all weather - not much else in the area for mountain biking.
 Keep fit, exercise, relaxation, wildlife.
 I live nearby. Convenient.

A favourite place to relax and enjoy.
 Good activities and good play area.
 Proven.
 Plenty of space to let off steam.
 Good atmosphere and trees.
 A good variety of activities.
 Recommendation.
 A well known local beauty spot.
 Close proximity.
 To bring grandson to see wildlife.
 Kids like it.
 Go Ape, mountain bike.
 Other mums coming here.
 Wonderful local resort.
 Grandchildren.
 Children, nice weather.
 Exercise for boy.
 Good for children.
 Nature.
 Cycling.
 Cycling.
 Physical activities.
 To get out of house.
 Dog and cycling.
 Scenery.
 Cycling.
 People's opinion.
 Cycling.
 Playground.
 Cycling for children.
 Cost.
 Daughter.
 Only one local place.
 Just get out of city.
 We just need to go somewhere.
 Just somewhere pleasant to go.
 Locality.
 Children.
 Bank holiday.
 Bank holiday.
 Daughter.
 Good value day out.
 Friends.
 Friends.
 Good bike trails.
 Range of facilities.
 Keeping kids happy.
 Kid chose it.
 Good day out for the kids.
 Nice day out. Kids want to see the ducks.
 Close to home. Good for kids. Safe environment for the kids.
 Bike trails.
 Bike trails.
 Bike trails.
 Cycling.
 Local.
 Bringing granddaughter.
 Kids play area, the trails.
 Bike trails.
 Go Ape.

Autumn - colours. Was sunny when I left.
 The locality, the cafe.
 Bike trails.
 Nice day out. Paths are easy for pushchair.
 Photograph autumn colours.
 The easy bike trail.
 Cheap day out - season ticket.
 Safe place for children.
 Beauty spot, peace and tranquillity.
 Peace and tranquillity.
 Bike trails.
 Walk the dog. Play area for the kids.
 Bike ride trails.
 We haven't been here for several weeks. Also today there isn't too much traffic for cycling.
 It is a family outing.
 We came to see the autumn colours.
 The tracks for the pram are very important. Also it is near home.
 My dog needed good walk.
 Word of mouth recommendation.
 It is a regular outing. It is a chance to meet up with friends.
 We needed to get the children out for some exercise. Our children love the play areas. It is a natural habitat.
 Just to get out and about as a family.
 Getting cycle hire. Lovely area.
 New bikes and it is a nice day out.
 Relaxing day.
 Nice day - change from the recent wet weekends - love the tracks.
 Sunny day, looked for a place to spend time outdoors.
 Woods, children's play area. First fine day for a while.
 Ease of access.
 Weather - good forecast. Not very far to go.
 Sunshine. Close to home. Family cycling trail.
 The natural history society decided.
 Bring the bikes for kids.
 Checking out the area for future visits with grandchildren.
 Somewhere to take the kids.
 Great place to take the kids for a day out.
 Safe environment for the children.
 Nice in the woods in autumn.
 Photographing autumn colours.
 The season.
 The trees, autumn colours.
 Autumn colours.
 The bike trails.
 Go Ape.
 The bike trails.

Improvements

Signs from car park to visitor centre. Not enough advertising of the facilities.
 Keep it the same.
 More trails would be nice. Rule of minimum age on single track (too many young children can't cope).
 Hand rails on the slope up from the restaurant.
 Carry on the good work.
 How about a small nursery version of Go Ape for younger children.
 Better maps.
 No suggestions, leave it alone, wilderness.
 Bigger restaurant, more ambitious food.
 Keep it the same, just gradually expand.

Nothing except that the bridge goes over the lake was inadequate, safety rails at the ends.
 More of the same.
 Keep the same.
 Signs, ability to pay by card in car park and cafe with debit/credit cards.
 Children's play area - kids get bored quickly.
 More hours.
 Very happy as it is.
 More litter bins.
 Toilets by the play area.
 Would like not to see too much development.
 Differential rates for parking charges.
 Toilets in the kids play area.
 There should be toilets at children's play area, its a long way back to main toilets.
 Cheaper parking, its good value for families but a bit expensive for a visitor on their own.
 A map with numbers and signs saying 'you are here' so you can orientate yourself better.
 A national car parking scheme to make it less expensive. Also an on-site shop selling local products would be good.
 Cheaper car park.
 Better maintenance of the Pinetum.
 Keep cyclists out. They could do damage or cause an accident.
 Toilet facilities where I can take my pram in, and which has baby changing facilities. You can't get a pram into the ladies.
 The signposting - it doesn't tell you the shortest way back to the visitors centre and how far it is exactly. The signposts are put in at varying distances from one another. For running and training its not ideal.
 A new single track would be good.
 Extend the trails. Campsite - useful revenue.
 Nothing apart from car charges.
 Would like to be able to bring bikes to the visiting area so I can keep an eye on them.
 Swings for the children. To serve food later in the day.
 More signs with exit this way.
 More signs and more clearly marked routes.
 Maps to be clearer.
 Toilets around the play area - soft play area for babies.
 Improve the catering facilities.
 Move the baby change to the disabled toilet.
 Clearer signs.
 Different cycle routes.
 New play facilities.
 More facilities e.g. Toilets in children's area.
 Very good mix already.
 Drink facility in children's area.
 More toilets in outlying area.
 Restaurant improved facilities.
 Post timings of cafeteria opening hours, cafe opening longer.
 Horse riding facilities.
 Information boards on the wildlife.
 Cafe to sell more food, more parking space.
 More activities for the children.
 Toilets in the children's play area.
 Some signposting could be clearer.
 More rough walks.
 Clearer signposting.
 More hot food later in the day.
 Bigger jumps area.
 More staff.
 Cafe/toilet at play area.
 Leaflets improved.
 Close to home, already have parking ticket and nice to walk in fresh air.
 Smaller version of Go Ape for younger children, also, 10 is too young for existing facility.

Paddling pool for children.
 More warm food at cafe on cold days.
 Better signposting.
 Litter bin on the trail.
 Better weather - no shelter provided.
 More tree information.
 More time and track and lower tyres.
 Better signage at beginning of trails.
 A nice forest gift shop and better car parks.
 More information about trees and birds (identification).
 More variety in cycle tracks. Can see that improvements are being made.
 All extra activities are excellent.
 More play areas for children. Possibility of boats on the lakes.
 Nothing - larger car park perhaps.
 Free disabled parking or at least a discount.
 Slow down the cyclists.
 Cafe is a bit small and could be more ambitious - more indoor seating. More selection of food and drinks.
 More track enhancements and expansion of trails to give more variety.
 More responsible pricing in the restaurant.
 Happy as it is.
 Gradually improving every year. Carry on the good work. Perhaps more picnic areas.
 Nothing. Signage getting excessive. Perhaps do not detract from the wilderness experience.
 Weather.
 Weather.
 Better weather.
 Nothing - it is excellent. Better now.
 Weather.
 Don't increase entrance fee.
 More refreshment facilities - at other end of forest by walled garden.
 More catering facilities and clearer signposting.
 A few more activities.
 It is fine as it is.
 It is perfect.
 I am not critical of first time visit.
 Only the shade in children area.
 Safety of the footpath and cycle path crossing point.
 Few more swings for children.
 Less sand in the play area.
 More toilets.
 Toilets should be in children play area.
 Harder and single track.
 More choice of single trails.
 Cheaper car parking.
 Few more signposts.
 Everything is there.
 People must respect the rules and signs.
 Just more access to drink.
 Everything is there.
 Cafe should be bigger and could have more types of food.
 Cafe stay longer on Sunday.
 Should be more indoor places following the bad weather.
 No. They have done very well.
 Novice. Free ride and more signposts.
 Should be a big restaurant.
 I do not want to see more organised because to destroy the reason for coming.
 Nothing, quite happy.
 It is perfect.
 Should be different paths for everyone.
 They should have a dotto train.

Toilets in the play ground area.
 More suitable cycle trail for kids.
 Make more toilets near the play area and should be more friend areas for wheelchair and family areas and should be able to let children over 13 on Go Ape by themselves.
 Toilets in the play area.
 More upgraded play equipment.
 Car park prices could increase. Concessions for single riders.
 Big sign posts for the trails.
 Maps could be clearer, more numbered maps.
 Toilets in the play area.
 More signs to tell you where visitor centre is.
 More play equipment (maybe for adults).
 Phone number for people to call at certain points along the trails in case of accidents.
 Different walks.
 No should keep it how it is.
 Toilets in the play area.
 More details about the wildlife in the forest.
 More signposting.
 Toilets in the play area.
 Cheaper car park.
 There should be an hourly rate for the car park otherwise it is expensive.
 More organised walks or cycling groups to join.
 Perhaps more wardens around. Also a better organised car park with walkways.
 Some of the single tracks had badly laid gravel. It was a bit loose.
 Better signposting. Also some indication of the distance between points. That is important when you have got small children with you.
 Cheaper car park for short or late visits. No link to cycle hire shop on the web site. Signage generally.
 Better signage. A WC or two in the forest.
 Some signage bigger and simpler.
 Secure bike park near car park would mean less bikes at the restaurant.
 Leave as it is.
 Cafe not very well organised.
 Well run centre.
 More staff in the cafe. Trailwise wood - free ride needs to be developed a bit more.
 Clearer web site. Map - where is it. Cafe slow.
 More hot food.
 Clearer maps.
 Plant shop to buy young trees that you have seen on the walk.
 Make the run over car park more of a solid area.
 Hand rails for some of the steep parts.
 Hot snacks served later.
 No parking fees for Go Ape.

Likes

Water, lilies, spectacular trees.
 Scenery, natural environment.
 Just a nice day out.
 Plenty of choice.
 Peacefulness.
 Well planned, catering for all ages.
 Variety, peace and quiet, feel safe.
 Layout and shapes of trees, impressed by the redwoods.
 Smell, well laid out, unobtrusive, tastefully done.
 All good.
 Mountain bike trails.
 Walking through the trees.
 Peace and beauty. Access to all.
 Well looked after.

Cycling trail, single track, good fun without being too scary.
 Local, walks are nice, plants and trees.
 Cycle tracks.
 Trails are great.
 Wilderness atmosphere.
 Peaceful.
 Feeling safe.
 Play area, woods.
 Cycle trails, scenic.
 Peace and quiet.
 The peace and quiet/beautiful trees.
 Peace and quiet.
 Fresh, clean air, nature. Seed collection.
 Colourful play area.
 Peaceful Go-Ape.
 Peace and quiet.
 The forest itself - its natural and unspoilt. Also, the children's play area is full of wooden things, not plastic, also children have the chance to observe wildlife.
 Its well organised and the trails are very good. It has good children's facilities.
 The scenery.
 Peace and tranquillity. Also the freedom.
 The setting, the scenery, and the quiet.
 The peace, when I get right into the forest. My dogs love it and can run off leash in most areas.
 The bike trails.
 Being able to wonder in peace and quiet and see the beauty of the trees.
 The tranquil atmosphere and solitude, despite being near town.
 The peace and quiet.
 The peace and tranquillity.
 The freedom to roam, the peace, and the trees. The air here is very good because of the trees. Also there lots of hard paths with no mud, so you can visit all year round. In general the facilities are very good.
 The single track.
 The only mountain bike trail in Kent. Mixed use makes it easier to bring kids. Like the family orientation. More interaction with nature to attract schools.
 Scenery. Play parks. Peace and quiet.
 Close to where I live, nice to visit.
 Nice atmosphere.
 The bike trails.
 Peace and quiet. Not many restrictions as to when you can go.
 Peacefulness.
 Bike tracks and trails.
 The single track bike trails.
 Safe environment.
 The scenery - very relaxing.
 Enjoyed the bike riding.
 The play area - the sheltered area.
 Pleasant day out.
 Play area for kids.
 The single trail bike tracks.
 Variety for all ages.
 Variety for all ages.
 Family entertainment.
 Pinetum.
 Able to enjoy countryside with children.
 Walking, tranquillity.
 Layout and ease of access.
 Location and children's play area.
 Children's areas.
 Peaceful.

The playground, more access to the real forest.
 Peace and quiet.
 Enjoy the bike trails.
 Lovely scenery.
 Relaxing clean environment.
 Safe environment for the children.
 Easy family cycle trail.
 The single track.
 Single track (walking).
 Safe environment for children to roam free.
 The cycle routes.
 Jumps area.
 Children's activities.
 Everything.
 Trees.
 Local, big open area, play area.
 Peace and quiet. Freedom of movement.
 Walking in wilderness with play areas.
 Beautiful scenery, mature trees.
 Tranquil views.
 Quiet, lack of crowds.
 Variety of activities,- keeps children entertained.
 The forest.
 Scenery and quietness.
 Peace and quiet.
 Easy access and nice wood.
 Cycling trails and scenery.
 The play area.
 Tranquillity.
 The trees.
 Go Ape for under 10s please.
 Peaceful.
 The fact that it has a mountain bike track.
 Local people who have the card. Would use the cafe more if it was more comfortable - indoor seating etc.
 Variety and change of scenery.
 Mixture of different things to do. Good for all age groups. Plenty for children.
 Different species of trees.
 Dogs safe - no cars.
 Can plan a route to follow from one play area to another.
 It is improving all the time - keep it up.
 Wonderful facility.
 Single track trail.
 Peace and quiet. Walk and bacon rolls. Cycling.
 More broad leaved trees. Single track excellent.
 You can get away from everything.
 The scenery and forestry.
 Scenery - freedom to roam.
 Great variety.
 Variety of trees.
 Good walk and play equipment.
 The lake and woods all well kept.
 Peaceful.
 I like Go Ape.
 Pine trees.
 Kids play area.
 Children play area.
 Very peaceful nice and safe to bring children.
 The fact you really lose yourself regardless of how busy it is.
 Cleanliness.

Area of forest.
 Open spaces.
 Trees.
 Cleanliness.
 Single track.
 Single track.
 Trees.
 Cycle track.
 Single track.
 Scenery.
 Single track.
 Cleanliness.
 Trees and cycle track.
 Concrete path.
 Family cycling route.
 Walk, photograph, enjoy a lot.
 Park area.
 Single track.
 Cycle track.
 Mixture of water and tree.
 Children's area.
 The whole forest.
 I like everything.
 Pinetum.
 Trees.
 Pinetum.
 Space.
 Trees.
 Management.
 Bike trails. Quiet early morning.
 Cleanliness.
 Cycling and the play area.
 We like the forest the best.
 Good place to entertain the kids.
 Kids play area.
 Freedom for the kids.
 Out of the way. Peace and quiet.
 Bike trails (single track).
 The bike trails and peacefulness.
 Cycle routes.
 Cycling and play areas.
 Safety and security relaxed environment.
 The play area and the safety.
 Bike trails.
 The scenery and atmosphere.
 Scenery.
 The children's play area.
 Bike tracks.
 Easy paths for the buggy.
 Areas to walk where there are no cyclists.
 Good place for kids to ride bikes.
 Tranquillity.
 Nice place to walk with the children.
 Peace and tranquillity.
 The trees, peace and quiet.
 Bike trails.
 The play area - scenery.
 Bike trails.
 Peace and quiet.
 The space and the fact it is near to our home. Also there is no traffic.

The peace and quiet.
 The mixture of tranquillity and choice of activities, dog walking facilities and the play area.
 It is a pleasant environment - it is quite relaxing.
 The space and peace and quiet. The fresh air.
 The peace and quiet on days when it is not too busy.
 It is safe and a good place for children to play. I like the forest in autumn.
 The scenery - the variety of trees and the fresh air.
 Ease of use - easy to get around and various types of activities are possible.
 Tranquillity.
 The trails - they are very well laid out. There is nothing similar between where I live (Walmer) and this place.
 It is peaceful and very beautiful. Also it changes with the seasons.
 The smell of the pine trees. Also the friendliness of the place which makes it ideal for a family outing. It is very family orientated.
 Very clean. Well organised. Wide open spaces. Plenty to do.
 Fresh air - no worries about traffic for children, cycling.
 No worry about cars - safe to take children out cycling.
 Single tracks.
 Pinetum. Peace and quiet.
 Series of surprises.
 Well looked after. Children orientated.
 Single track.
 Appeals to a very wide spectrum - very safe.
 Fresh air. Nice countryside.
 The trees, nature.
 Variety of trees.
 Peaceful, scenic.
 The bike trails are good and the scenery.
 Great place for the kids to ride bikes.
 The play area for the kids.
 The trees and open space.
 The trees.
 The trees.
 The trees and the peace and quiet.
 The serenity.
 Good place to ride bikes safe and peaceful.
 All weather walking.
 The bike trail.

Technical appendix

Client	<ul style="list-style-type: none"> Forestry Commission
Conducted by	<ul style="list-style-type: none"> TNS Travel and Tourism
Objectives	<ul style="list-style-type: none"> To interview visitors to Bedgebury Forest regarding the quality of their experience to the site.
Universe	<ul style="list-style-type: none"> All visitors aged 16+
Sample size	<ul style="list-style-type: none"> 238 achieved against a target sample of 300. Questionnaire length and poor weather at the start of fieldwork thought to have impacted on this.
Fieldwork period	<ul style="list-style-type: none"> 28th July - 28th October.
Sampling method	<ul style="list-style-type: none"> Interviews with visitors at the end of their visit. Next visitor selected on completion of an interview with 'birthday rule' used to select respondents within groups.
Data collection	<ul style="list-style-type: none"> CAPI on-site.
Interviewer validation	<ul style="list-style-type: none"> A minimum of 10% of interviews are checked on every survey. Verification is carried out at TNS' head office, mainly on the telephone, by trained validators. Interviewer assignments are systematically selected.
Questionnaire	<ul style="list-style-type: none"> Appended to this report.
Analysis	<ul style="list-style-type: none"> Margin of error at the 95% levels of confidence is a maximum of +/-6.4%