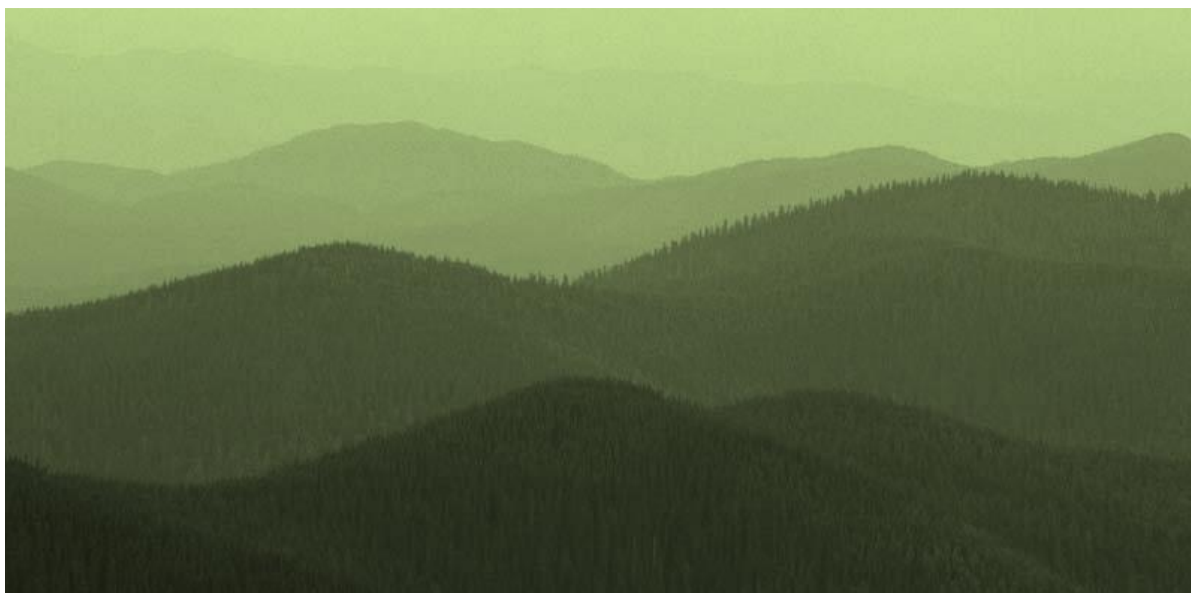




# *Research Report*



## **Quality of Visitor Experience Survey: Grizedale**

**Prepared for: The Forestry Commission**

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# Quality of Visitor Experience Survey: Grizedale

**Prepared for: The Forestry Commission**

**Prepared by: BMG Research**

**March 2011**

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**Produced by BMG Research**

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## 1 Executive summary

### 1.1 Quality of Visitor Experience research

BMG Research has been commissioned to undertake a Quality of Visitor Experience (QoE) survey on behalf of the Forestry Commission and from 2010-2013 will conduct approximately 10,000 surveys across fifty forest sites in England and Wales.

In 2010, BMG conducted interviews at twenty forest sites including ten high usage sites in England and three high usage, four medium usage and three low usage sites in Wales.

This report summarises findings from 236 visitor interviews completed at Grizedale in 2010; throughout the report, comparisons have been made between findings at Grizedale and the straight average across the ten high usage sites in England.

### 1.2 Grizedale Forest

Grizedale Forest is a 24.47 km<sup>2</sup> area of woodland in the Lake District of North West England, located to the east of Coniston Water and to the south of Hawkshead. It comprises a number of hills, small tarns and the settlements of Grizedale and Satterthwaite.

The forest is a popular tourist destination, with colour coded way-marked footpaths, mountain biking, an aerial assault course, a 16 bed hostel, and a visitor centre with a children's playground, education centre, café and shop. There is also a Sculpture Trail.

Grizedale forest is also used for two rallies each year, the Malcolm Wilson Rally and the Grizedale Stages Rally.

### 1.3 Perceptions of the site

More than nine in ten visitors said Grizedale was either excellent or very good as a place to visit (94%), which was consistent with the average across all sites (92%).

Furthermore, a similar percentage of visitors (93%) rated the site as either excellent or very good in terms of how safe and welcoming it is.

The majority of visitors would recommend Grizedale as a place to visit – more than seven in ten (73%) provided a rating of 9 or 10 out of ten, in terms of how likely they would be to recommend the site to friends or family.

### 1.4 Strengths of the site

Visitors' favourite things about Grizedale were the beautiful scenery/views, the walks/paths/trails and the cycle trails and opportunities to cycle.

Visitors said that choices of paths for walking at Grizedale were particularly important when they were deciding to visit the site, as well as cycling tracks and trails.

The majority of those who had used the mountain bike and cycling tracks or trails at Grizedale said these were excellent or very good; fewer visitors had used the Go Ape

facilities, but most of those who had rated them positively, and visitors were also very positive about the play area.

## 1.5 Areas for improvement

In terms of facilities, visitors were slightly less positive about car parking and litter bins.

Car parking facilities in particular were rated as more important than average, as well as being slightly below average in terms of how many visitors rated them as excellent / very good.

## 1.6 Visitor profile

Three in four visitors had been to Grizedale before, which was a slightly smaller proportion than the average across sites.

Visitors were much more likely than average to have come to the site as part of an overnight stay or on a longer holiday/visit compared to the average. This is reflected in their geographic dispersal across the country, the more infrequent than average visiting pattern, and the higher than average levels of spend.

Grizedale had a higher than average percentage of male visitors, and visitors were predominately younger although the age ranges were similar to those experienced across all England sites. Visitors were most likely to be classified as 'Families', with over half of visitors having children in their group.

The proportion of visitors taking part in cycling or walking activities was very similar to the average across sites, but the most popular activity at Grizedale was using the café / restaurant. The visitor centre / shop and the Sculpture Trail were also more likely to be used by visitors to Grizedale, compared with the average across sites.

## 2 Introduction

### 2.1 Background

The Forestry Commission (FC) is the non-Ministerial Department responsible for managing over 350,000 hectares of woodland estate in England and Wales on behalf of the UK and Welsh Assembly Government. Each year in Wales, somewhere in the region of 4 million visits are made to this estate, including 0.5 million to sites with visitor centres, whilst in England somewhere in the region of 40 million visits are made to the estate each year, including 3 million to sites with visitor centres.

The provision of a quality visitor experience is vital in encouraging both new and repeat visitors to the forests. Maintaining or improving the quality of experience at Forestry Commission managed sites is part of a wide-ranging programme of work by the Forestry Commission to encourage the development and promotion of woodland access throughout England and Wales, developing suitable infrastructure and well managed woodlands that feel safe and welcoming to visitors.

As part of this programme of work, BMG Research was commissioned to undertake a Quality of Visitor Experience (QoE) survey at selected sites across England and Wales. The aims of the survey are as follows:

- To provide the Forestry Commission with information on the quality of visitor experience at each site;
- To use a set of standard questions so that the quality of visitor experience at each site can be scored, benchmarked and tracked over time;
- To use a set of tailored questions at each site to give information on how the visitor experience at that particular site could be improved;
- At lower usage sites only (12 in total, and all in Wales), to conduct an additional survey of residents in the immediate area of the site, in order to provide information on how greater usage of the site could be encouraged.

### 2.2 Research programme

#### 2.2.1 2010-2013 programme

Between 2010 and 2013, BMG will conduct around 10,000 surveys across 50 forest sites in England and Wales. All selected sites in England are high usage, but sites in Wales will include a mix in terms of low, medium and high usage sites. All interviews are conducted face-to-face, with interviewers based at key forest access points, and conducting interviews with visitors who are coming to the end of their visit. Interviewing days are spread by season, day of the week and time of day, in order to capture the views of a range of visitors. For low usage forests (all of which are in Wales), on-site interviewing is supplemented with surveying of local residents to explore levels of usage and any barriers to accessing the site.

### 2.2.2 2010 programme

In 2010, BMG Research conducted interviews at twenty forest sites, including ten high usage sites in England:

- Hamsterley;
- Whinlatter;
- Grizedale;
- Cannock Chase;
- Sherwood Pines;
- Salcey;
- Wendover;
- Alice Holt;
- Westonbirt;
- Beechenhurst.

In Wales, interviews were conducted at ten sites, which were mixed in terms of level of usage:

- Coed y Brenin (High usage);
- Newborough (High usage);
- Garwnant (High usage)
  
- Gwydyr (Medium usage);
- Whitestone (Medium usage);
- Hafren (Medium usage);
- Moel Famau (Medium usage);
  
- Gethin (Low usage);
- Llan Wynno (Low usage);
- Cwm Saebran (Low usage).

At Grizedale, a total of 236 visitors were interviewed, over 20<sup>th</sup>- 21<sup>st</sup> August (100 interviews completed), 25<sup>th</sup> and 26<sup>th</sup> September (71), and 20<sup>th</sup> and 21<sup>st</sup> November (65).

## 2.3 Report

This report summarises results of the survey undertaken at Grizedale Forest during 2010, and includes site scores on key visitor measures. As mentioned, surveys have been undertaken at nine other forest sites across England, providing a total sample for England of 2566 respondents. Throughout this report, comparisons have been made between findings at Grizedale and the average across all English sites. Where any differences are statistically significant<sup>1</sup> this has been highlighted in the text.

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<sup>1</sup> At 95% level of confidence

In some instances, respondents who answered 'don't know' or who did not answer the relevant question have been excluded from the sample to ensure comparability of responses across different elements within each site, and across different sites, which results in a reduced sample base. The title of each table or graph will state whether data has been run on all responses, or if certain responses have been removed (valid responses only).

Results have been presented rounded to 0 decimal places, which may mean that in the reporting of percentages, some percentages may not add up to exactly 100%. For example, if there are 48.5% of males and 51.5% of females, these figures would be rounded up to 49% and 52%, totalling 101%. This explains the instances where summary text does not match a graph or table it is referring to.

Sections 3 to 7 of this report present the main findings from the Quality of Visitor Experience Survey. Appendix 1 provides a copy of the questionnaire used for the survey.

### 2.4 Data reporting

A separate data report is available, containing cross-tabulations by the following:

- Gender;
- Age;
- Economic activity;
- Size of group;
- Age of children in group;
- Lifestage (Family, Empty Nesters etc.)<sup>2</sup>;
- Type of visit;
- Frequency of visiting;
- Overall rating of site;
- Activities undertaken or planned to undertake.

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<sup>2</sup> Lifestage is defined as follows: Family - Has children aged 15 or under living in their household; Empty Nesters - Aged 45-65+ with no children in the household, and; Young Independents - Aged 16-34 with no children in the household.

## 3 Visitor profile information

### 3.1 Visitor profile

Visitors were asked a number of demographic questions to determine the types of people who are visiting Grizedale. Responses to these questions are shown in the table overleaf, compared with data for the average across all sites.

The sample of visitors at Grizedale was weighted somewhat more towards males than the average across all sites, with almost two thirds being male (64%) and around a third female (36%).

Results indicate that visitors surveyed at Grizedale were very slightly younger than average; almost a third were under 34 (32%), compared with around three in ten (28%) across the average of all English sites, whilst the proportion of visitors aged 55+ was around average (13% cf.15%).

Visitors to Grizedale were most likely to be Families (56%) with a fifth (20%) being Empty Nesters and 17% being 'Young Independents', much in line with the average across all sites.

Two thirds of visitors surveyed at Grizedale were employed full time (66% cf. 64% on average across sites in England).

In terms of disability, visitors to Grizedale were fairly consistent with the average across English sites; just 2% of those surveyed said they had a disability, whilst the majority said they did not (98%).

**Figure 1: Profile of visitors in terms of key demographics**

		Grizedale %	Average across all England sites %
<b>Gender</b>	Male	64	59
	Female	36	41
<b>Age</b>	16-24	7	5
	25-34	25	23
	35-44	37	38
	45-54	18	18
	55-64	10	9
	65+	3	6
	Refused	0	1
<b>Lifestage</b>	Family <i>(Children in household)</i>	56	54
	Empty Nesters <i>(Aged 45-65+ with no children)</i>	20	23
	Young Independents <i>(Aged 16-34 with no children)</i>	17	15
	Other	8	8
<b>Working status</b>	Employee in full time job (30 hours plus per week)	66	64
	Employee in part time job (under 30 hours per week)	13	14
	Self-employed full or part time	6	4
	On a government supported training programme (e.g. Modern Apprenticeship, Training for Work)	0	0
	Full time education at school, college or university	3	2
	Unemployed and available for work	<0.5	1
	Permanently sick/ Disabled	0	0
	Wholly retired from work	6	9
	Looking after the home	5	6
	Other	1	1
<b>Disability<sup>3</sup></b>	Yes	2	4
	No	98	96
<b>Sample base</b>		236	2566

<sup>3</sup> Whether respondent has any illness, disability or infirmity that has troubled them over 12 months or more.

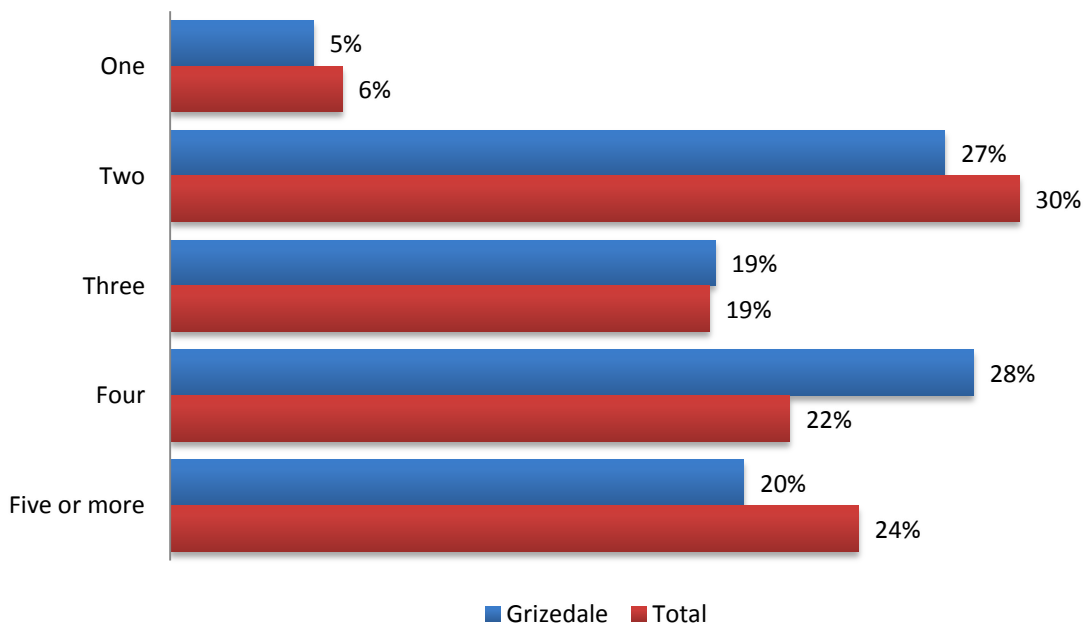
### 3.2 Group profile

#### 3.2.1 Size of group

In terms of group size, the profile of visitors at Grizedale was similar to the average across sites.

The mean number in a group at Grizedale was four, which was the same as the average across English sites, with group sizes at the site ranging from one to seventeen. Around one in twenty visitors came to the site alone (5%), and over a quarter visited in a couple (27%). A fifth (20%) came in a group of five or more visitors.

**Figure 2: Q1. Total size of group (All respondents)**



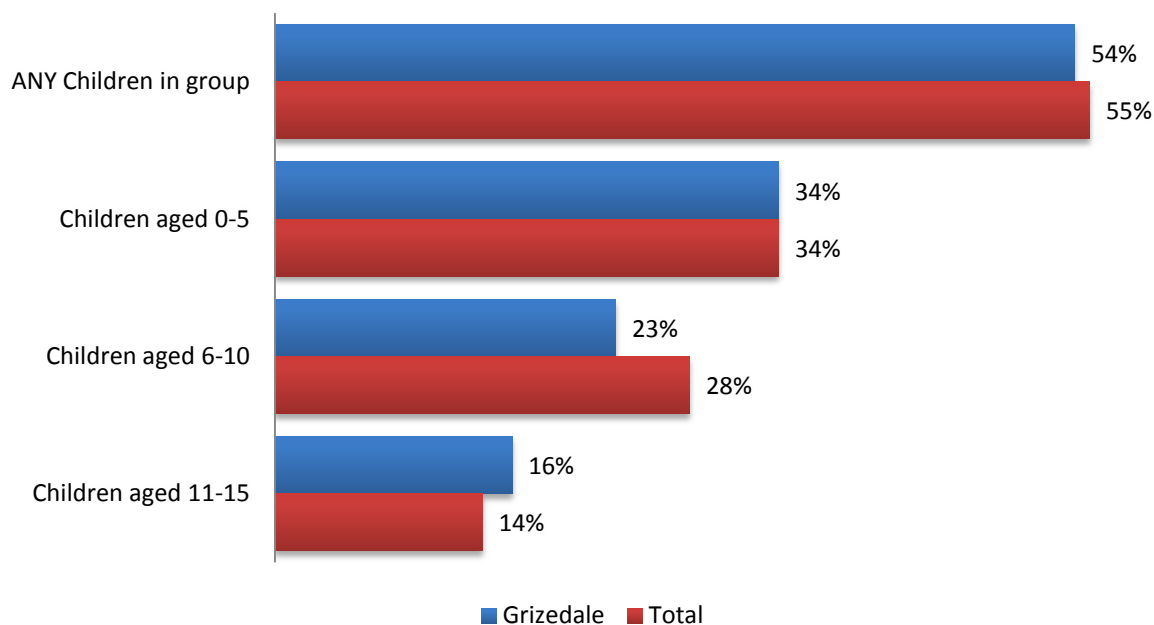
Sample base = Grizedale: 236/ Total sample: 2566

Males were more likely to be visiting Grizedale alone (8%), or in a pair (34%), whilst females were more likely to visit in groups of 4 or 5 (39% and 13% respectively). Those undertaking cycling activities at the site were also more likely to visit alone (12%), or in a pair (36%).

### 3.2.2 Composition of group

At Grizedale, over half of visitors (54%) had any children in the group. Around a third (34%) were visiting with children aged 0-5 years, whilst around a quarter (23%) had children aged 6-10 in the group and just over one in six (16%) were visiting with children aged 11-15 years. These figures were similar to the average across all English sites.

**Figure 3: Q1. Composition of group (All respondents)**



Sample base = Grizedale: 236 / Total sample: 2566

Females (76%) and those aged 35-54 (63%) were more likely to have children in the group; as well as families (82%), a notable proportion of Empty Nesters (32%) brought children to the site with them.

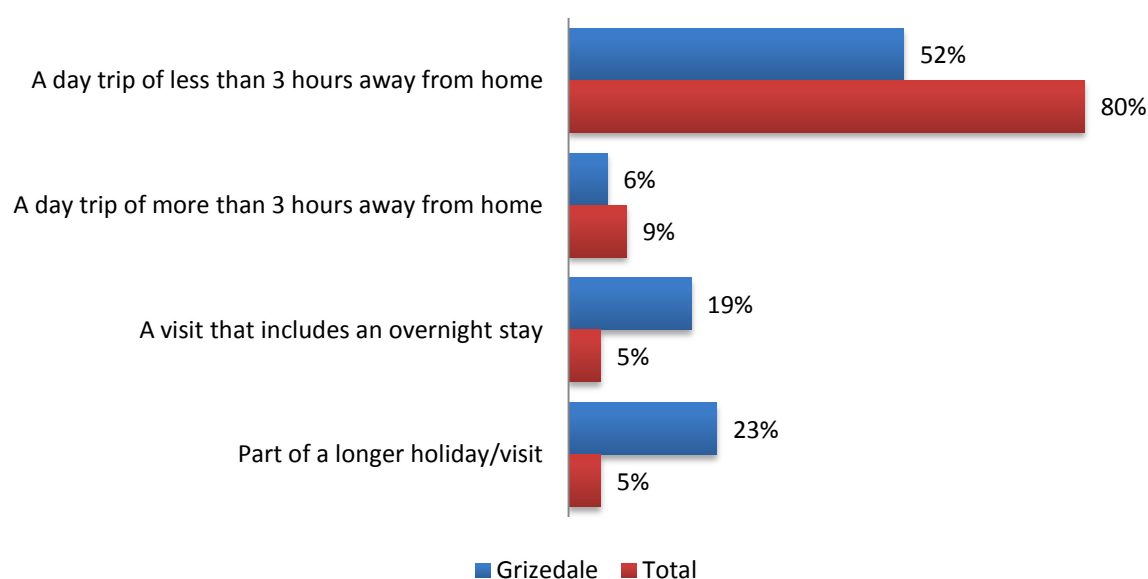
Respondents planning to undertake walking activities (65%) were significantly more likely to bring children to the site than those who planned to cycle (28%).

## 4 Profile of visit

### 4.1 Type of visit

The majority of visitors to Grizedale were visiting as part of a day trip of less than 3 hours away from home (52%), although this was significantly lower than the average across all sites (80%). However, visitors to Grizedale were significantly more likely than average to be visiting as part of a longer holiday/visit (23% cf. 5%) or as a visit that includes an overnight stay (19% cf. 5%).

**Figure 4: Q2. Type of visit (All respondents)**



Sample base = Grizedale: 236 / Total sample: 2566

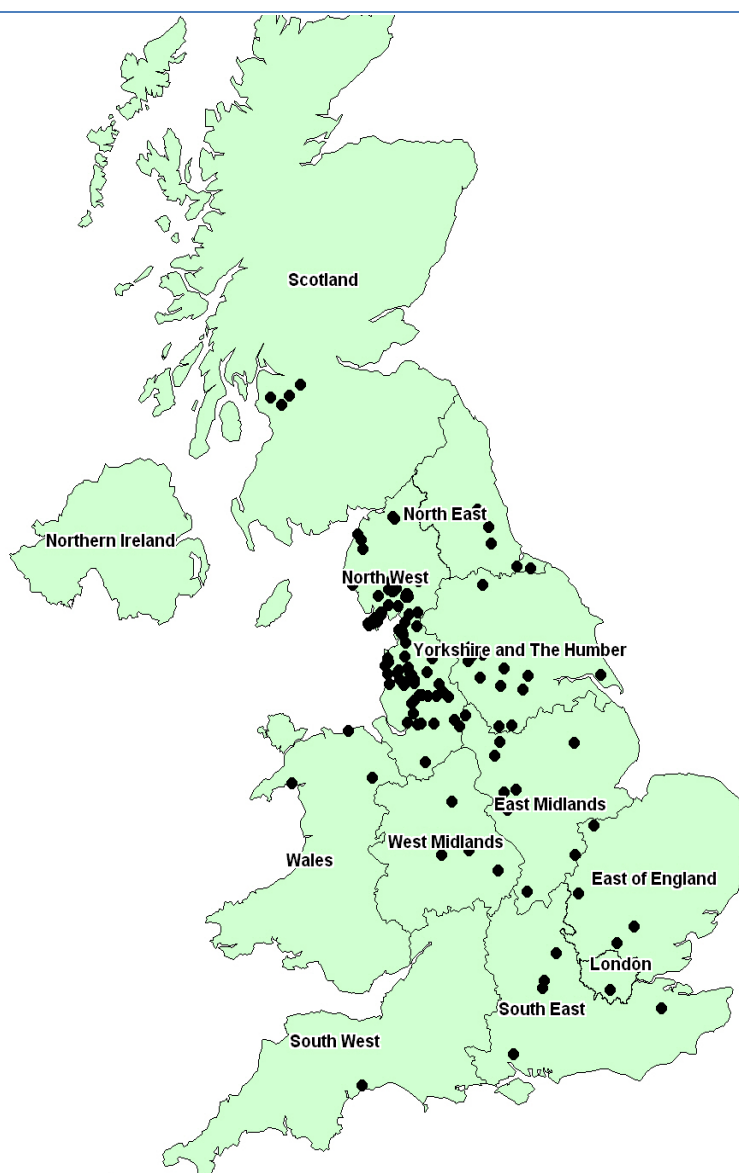
Visitors who had children aged 6-10 (33%) or 11-15 (41%) in the group were significantly more likely to be visiting as part of a longer holiday/visit than those who had children aged 0-5 in the group (16%). In fact, visitors with young children (aged 0-5) were significantly more likely to be visiting on a day trip of less than 3 hours away from their home (59%).

## 4.2 Visitor origin

All visitors were asked if they would be willing to provide their postcode for mapping purposes, and the map below shows how these postcodes are distributed across the UK.

The map below shows that most of those surveyed at Grizedale and providing a valid postcode live in or around the North West, although many respondents had come from further afield, reflecting the much higher proportion than average whose visit included an overnight stay, or who were visiting as part of a longer holiday.

**Figure 5: Map of visitor origin showing postcodes of visitors (Where provided a valid postcode)**



## 4.3 Frequency of visits

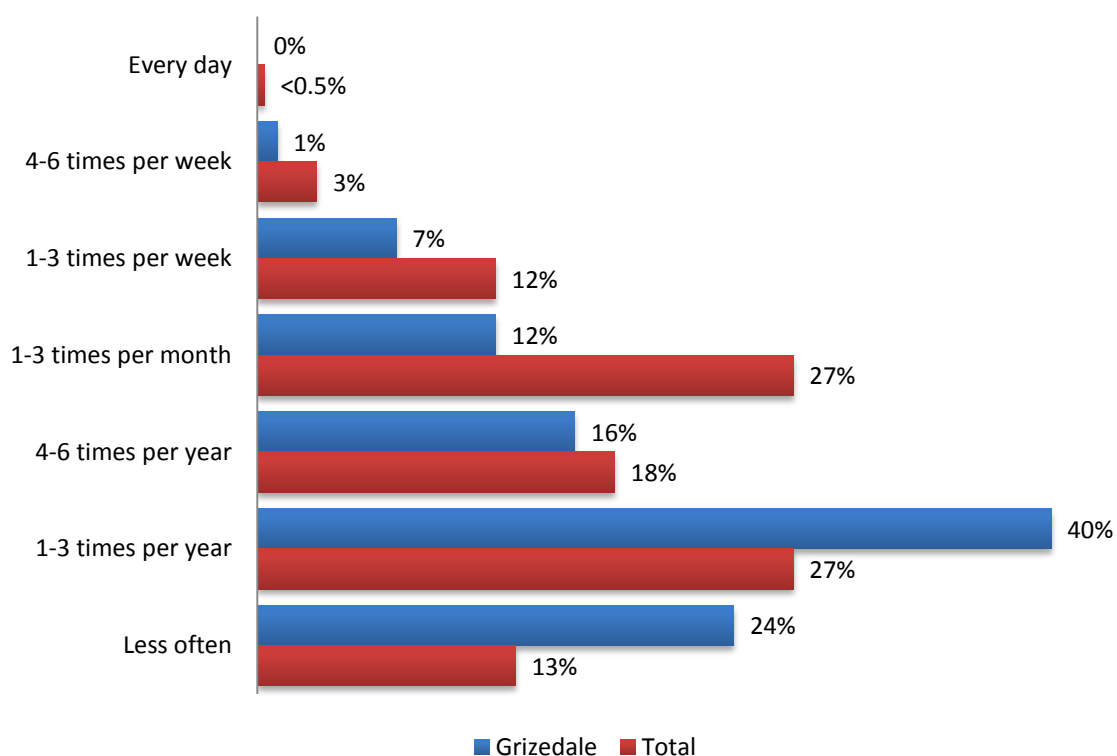
### 4.3.1 First time visitors

Three quarters of visitors had been to Grizedale before (75%), which was slightly lower than the average across all sites, where 83% of respondents had visited the relevant site on a previous occasion.

### 4.3.2 Repeat visitors

Excluding first time visitors, respondents at Grizedale were much more likely to visit infrequently compared to the average across England. Grizedale visitors were most likely to visit 1-3 times per year (40% cf. 27%) or less often (24% cf. 13%), again reflecting the site's greater likelihood to play a part in a longer holiday as opposed to a day trip.

**Figure 6: Q3. Frequency of visits (Where visited site before)**



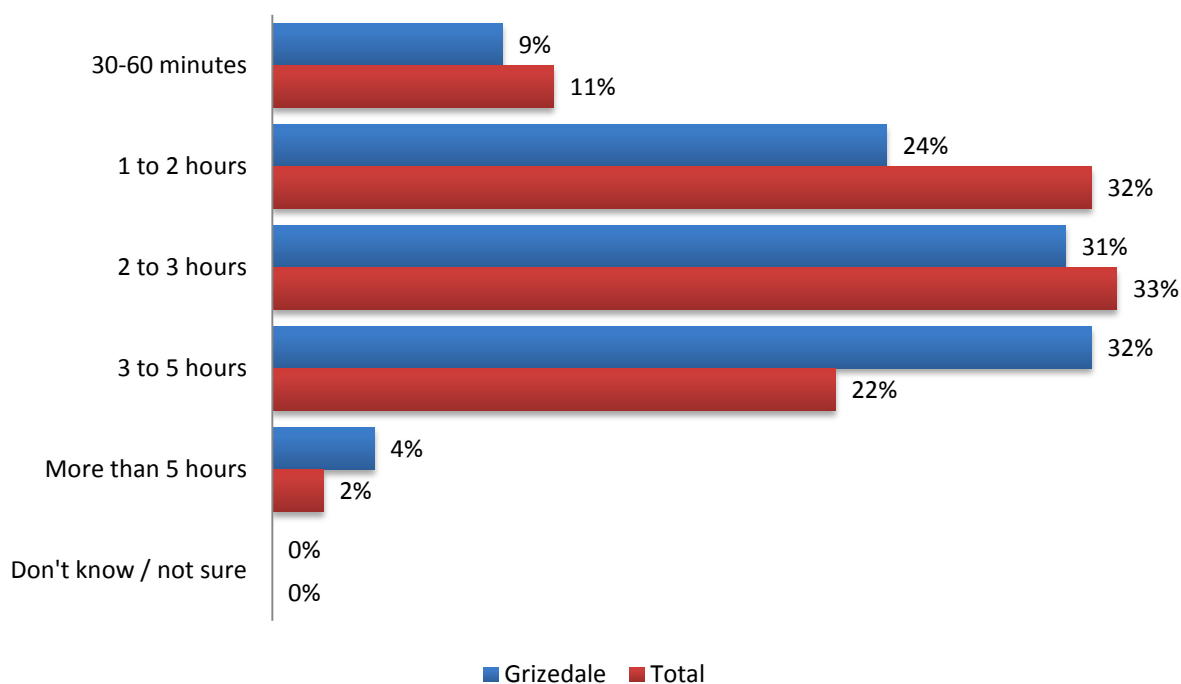
Sample base = Grizedale: 236 / Total sample: 2138

#### 4.4 Length of visit

Visitors to Grizedale had generally spent a considerable amount of time at the site. The average amount of time spent at Grizedale was 2 hours and 41 minutes, which was longer than the average across all sites (2 hours and 24 minutes).

Respondents at Grizedale were less likely than average to have been at the site for under two hours (33% cf. 43%), and significantly more likely to have been at the site for more than 3 hours (36% cf. 24%).

**Figure 7: Q7a. Approximate length of time spent at the site when interviewed (All respondents)**



Sample base = Grizedale: 236 / Total sample: 2566

## 4.5 Activities undertaken

All visitors who were interviewed were asked to say what activities they or other members of their group had taken part in during the visit, or were intending to take part in. Respondents were allowed to select as many activities as applicable, including where activities were of a similar nature, for example, they could walk a dog as well as walking on paths or trails. Responses to this question that were made by at least 1% of respondents are shown in the table overleaf.

Using the cafe, restaurant or catering facilities was the most popular activity at Grizedale, with almost two thirds (64%) of visitors doing so, which is significantly higher than the average across all England sites (48%).

A similar proportion to average took part in a cycling (36% cf. 35%) or walking (60% cf. 63%) activity.

A significantly higher proportion of visitors to Grizedale used the visitor centre/shop (29% cf. 13%) and Sculpture trail (12% cf. 6%) in comparison to the average across all England sites.

There was some variation among subgroups of respondents at Grizedale:

- Men (46%), Young Independents (60%) and those without children (55%) were among the most likely to have taken part in cycling activities;
- Women (75%) and visitors with children (72%) were most likely to have taken part in walking activities; and
- Groups with children (64%) were most likely to utilise the play area.

**Figure 8: Q4/5/6. Activities visitors / other members of their group have taken/intend to take part in during their visit (All respondents)**

	Grizedale	Total
Cycling/ mountain biking off tracks and trails	29%	24%
Cycling on forest roads, tracks or trails	14%	19%
<b>SUMMARY: ANY CYCLING</b>	<b>36%</b>	<b>35%</b>
Walking on a sign-posted trail	49%	47%
Walking but not following sign posts	13%	23%
Dog walking	16%	17%
<b>SUMMARY: ANY WALKING</b>	<b>60%</b>	<b>63%</b>
Using the café /restaurant/ other catering	64%	48%
Using the play area	34%	34%
Using the visitor centre/ shop	29%	13%
Picnic or barbecue	13%	10%
Sculpture Trail	12%	6%
Admiring the views	11%	11%
Photography	5%	6%
Bird watching	3%	3%
Nature/ natural history visit	2%	2%
Organised event/ trip	2%	1%
Seeing something in the forest (e.g. ancient tree or demonstration)	1%	1%
Educational visit	1%	1%
Running/ jogging	1%	2%
Other	11%	6%
<b>Sample Bases</b>	<b>236</b>	<b>2566</b>

## 4.6 Length of time spent on activities

Visitors who said they had taken part or intended to take part in certain activities were asked how long they had spent on that activity during their visit.

Walking and cycling were both popular activities at Grizedale, although on average respondents who took part in cycling spent longer on this (2 hours 16 minutes) compared with those who took part in walking (1 hour 41 minutes).

**Figure 9: Q7B. Approximate time spent on various activities (All respondents: 236; All who walked: 128; All who cycled: 78)**

	Total time on site	Time spent on any walking	Time spent on any cycling
0-15 minutes	0%	2%	1%
15-30 minutes	0%	3%	4%
30-60 minutes	9%	20%	8%
1 to 2 hours	24%	45%	31%
2 to 3 hours	31%	26%	36%
3 to 5 hours	32%	4%	15%
More than 5 hours	4%	1%	4%
Don't know/ not sure	0%	0%	1%
Average	2 hours 41 minutes	1 hour 41 minutes	2 hours 16 minutes

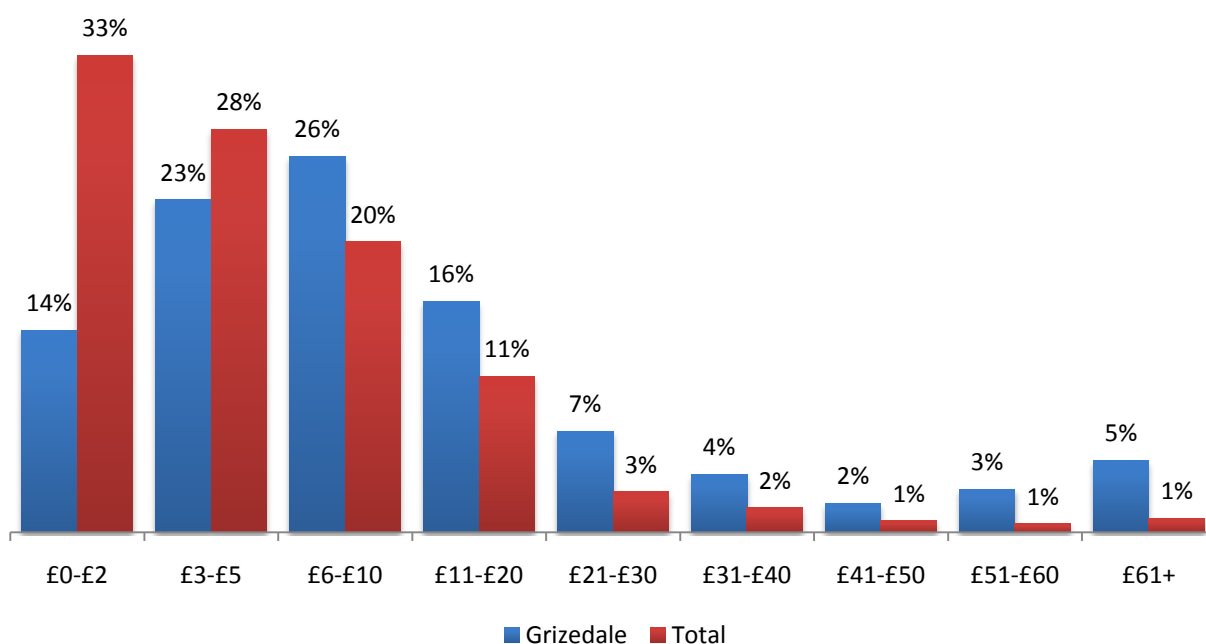
## 4.7 Overall spending during the visit

Respondents were asked how much they thought their whole group would spend in the local area as a result of their visit, across a number of items.

The mean amount spent by groups of visitors to Grizedale was £65.70, which was significantly higher than the average across English sites (£30.88).

The average spend per person at Grizedale was £18.63, which again was significantly higher than the average across all sites (where average spend per person was £10.19). The distribution of average spend per person is shown in the chart below.

**Figure 10: Q19. Average spend per person – frequency of spending within each price range (All respondents)**



Base: Grizedale = 236 / England = 2566

Visitors aged 16-24 were likely to have a higher average spend per person (£24.11 per person), as well as first time visitors (£29.57) and those visiting whilst on holiday (£29.57).

The table below shows the average amount that groups of respondents spent on individual items during their visits.

The majority of respondents spent something on parking during their visit (83%), and the average amount that was spent on parking £5.50 (among those who spent anything). Three-fifths (61%) spent money on transport, and visitors spent £11.76 on average on this aspect.

As almost half the visitors to Grizedale were visiting as part of a longer trip or holiday that includes overnight stays, it is unsurprising that the average spend is high on aspects such as accommodation, admission fees and hiring equipment (£128.06, £69.24 and £55.00 respectively).

**Table 1: Average spend across individual items (All respondents)**

	Average spend at Grizedale (All respondents)	Proportion at Grizedale spending anything on this item	Average spend, where visitors spent anything
Accommodation, including food and drink purchased at the accommodation	£27.74	29%	£128.06
Parking	£4.54	83%	£5.50
Transport including petrol, taxis, public transport etc.	£7.17	61%	£11.76
Food and drink purchased outside of any accommodation	£12.83	64%	£19.93
Admission fees to attractions	£7.33	11%	£69.24
Hiring equipment such as boats, bikes or horses	£5.36	10%	£55.00
Other miscellaneous items	£0.28	3%	-
Non-routine shopping such as buying souvenirs	£0.44	6%	-
Sample base	236	N/a	Sample bases vary

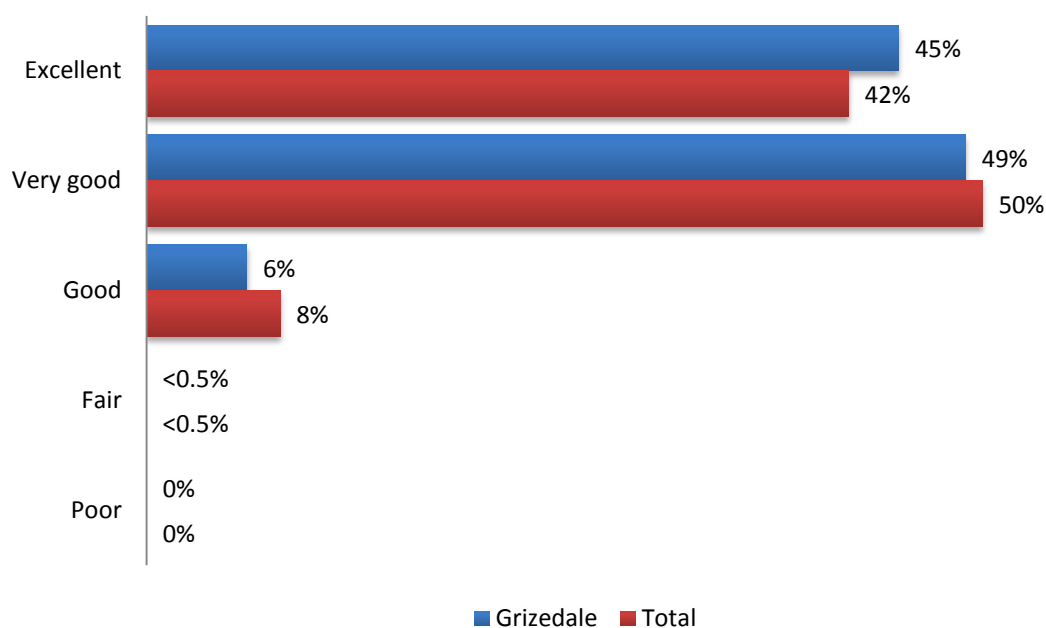
## 5 Perceptions of the site

### 5.1 Overall rating of the site as a place to visit

Grizedale was rated very positively as a place to visit, with more than nine in ten visitors saying the site was either excellent or very good (94%), including more than two in five (45%) who said the site was excellent, and half who said it was ‘very good’ (49%).

This figure is consistent with the average across all sites (92%).

**Figure 11: Q16. Overall rating of the site as a place to visit (Valid responses only)**



Sample base = Grizedale: 236 / Total sample: 2559

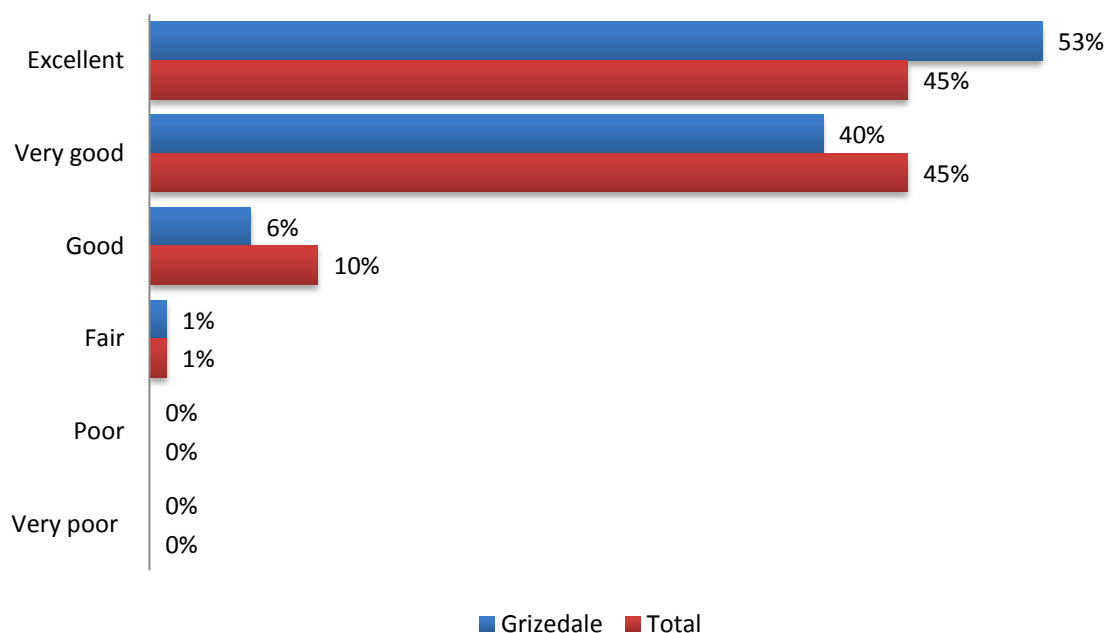
All first time visitors (100%) rated the site as ‘excellent’ or ‘very good’.

## 5.2 Rating of Grizedale as safe and welcoming

All respondents were asked how they would rate the site in terms of how safe and welcoming it feels.

Grizedale was rated very positively on this measure, with more than nine in ten (93%) visitors providing a rating of excellent or very good. This was consistent with the average across all sites, where 90% provided ratings of very good/excellent for the relevant site, however, respondents at Grizedale were significantly more likely than average to rate the site as excellent (53% cf. 45%) in terms of how safe and welcoming it is.

**Figure 12: Q13. Ratings of the site in terms of how safe and welcoming it feels (Valid responses only)**



Sample base = Grizedale: 236 / Total sample: 2562

Respondents visiting as part of a longer holiday / visit (97%) were more likely to say the site was excellent / very good in terms of how safe and welcoming it is, whilst those visiting on a day trip of less than three hours were more likely to say it was good / fair (11%).

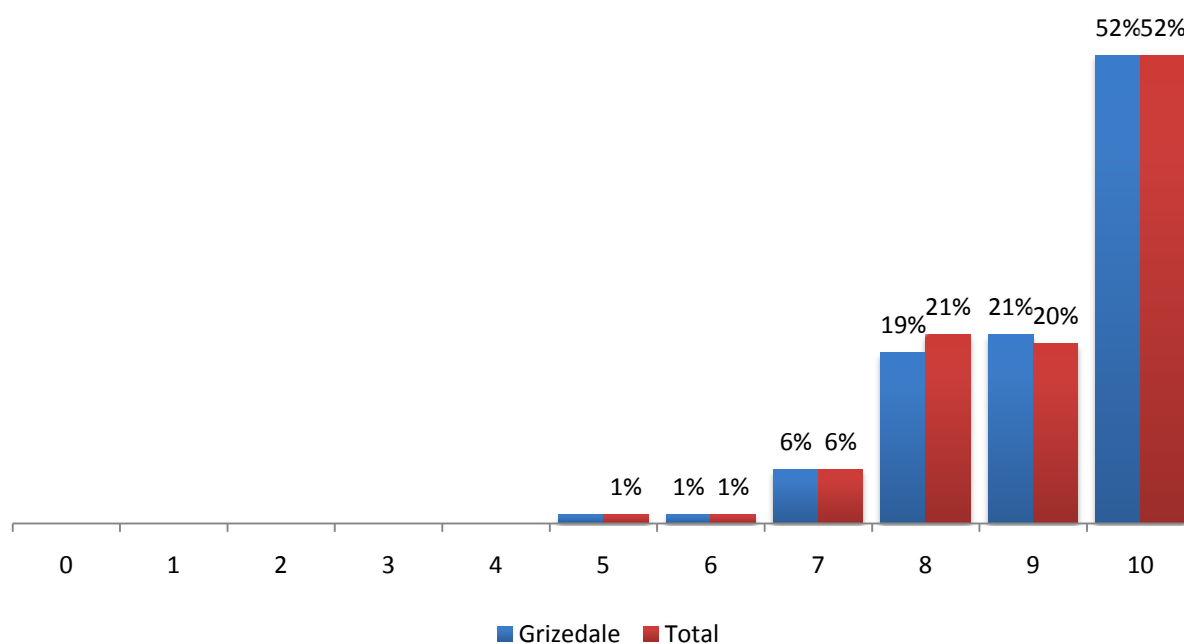
### 5.3 Recommending the site as a place to visit

Visitors were asked whether they would recommend Grizedale as a place to visit to a friend or relative. The overwhelming majority provided one of the top two ratings (73% provided a rating of 9-10) and the mean score was 9.1, so responses were very positive.

Results can be analysed further using a Net Promoter Score, which is based on the idea of dividing customers into three categories: Promoters (score 9-10) who are loyal enthusiasts, Passives (score 7-8) who are satisfied but unenthusiastic, and Detractors (score 0-6) who are somewhat less satisfied.

To calculate a Net Promoter Score (NPS) for Grizedale, the percentage of customers who are Detractors is subtracted from the percentage of customers who are Promoters. This produces a score of 70%, which is consistent with the average across English sites (70%).

**Figure 13: Q17. How likely it is that respondents would recommend this site as a place to visit to a friend or relative, where 0 is not at all likely and 10 is extremely likely (Valid responses only)**



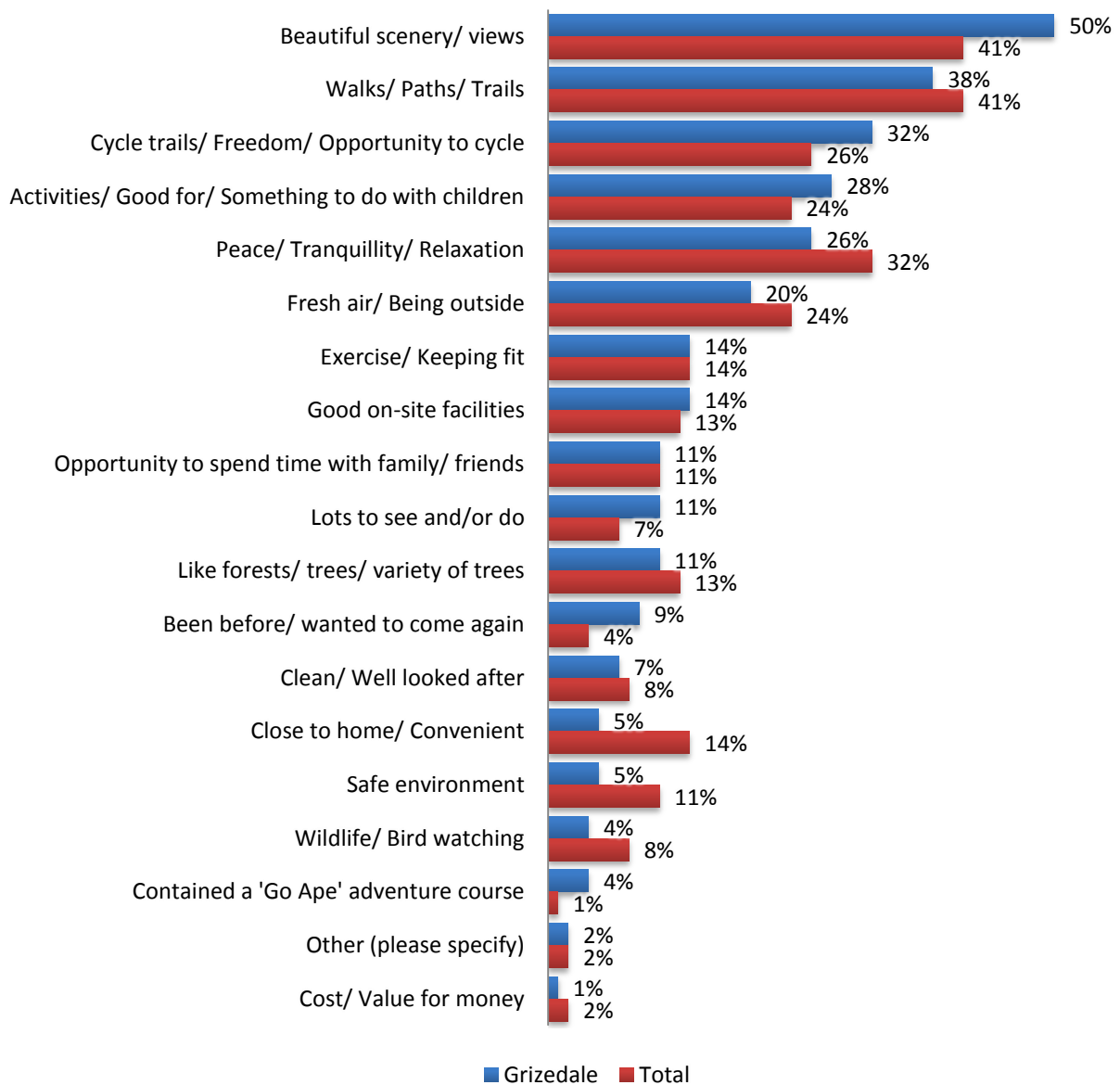
Sample base = Grizedale: 236 / Total sample: 2469

### 5.4 Favourite thing about the site

Respondents were asked what they liked most about Grizedale. This question was unprompted and respondents were allowed to mention as many aspects as they wanted. Comments made by at least 2% of respondents are shown in the chart below.

The top aspect was beautiful scenery/views (50%), significantly more likely to be mentioned by visitors to Grizedale compared with the average (41%). Sizeable proportions mentioned walks, paths and trails (38%) and cycle trails/freedom/opportunity to cycle (32%), and visitors were also more likely than average to mention they had been before and wanted to come again (9% cf. 4%), or that there is lots to see/do (11% cf. 7%).

**Figure 14: Q12. Respondent’s favourite thing about the site (All respondents)**



Sample base = Grizedale: 236 / Total sample: 2566

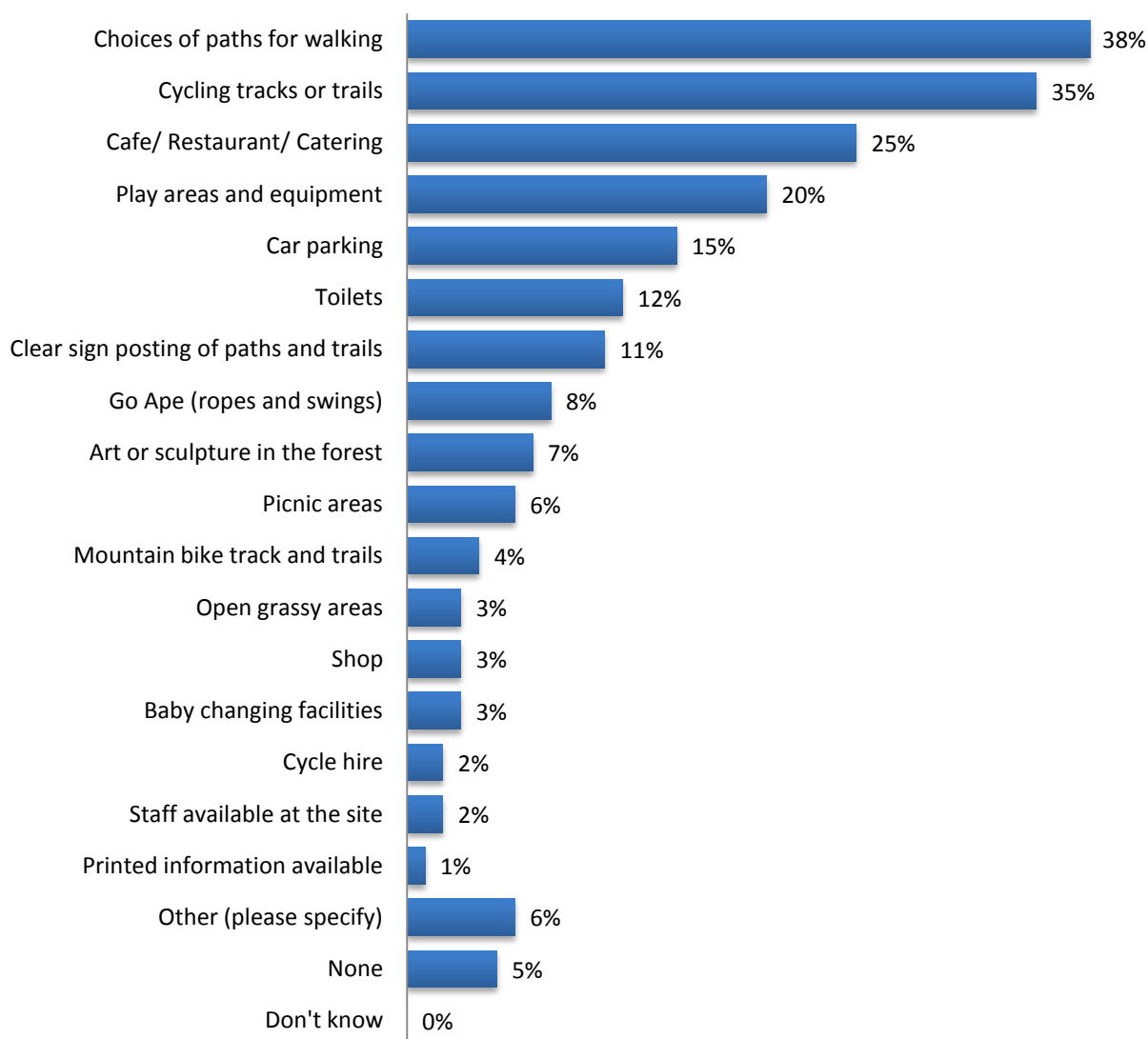
## 6 Site facilities

### 6.1 Importance of site facilities

Visitors were asked to say which of a number of different facilities were important in their decision to visit Grizedale. This question was prompted and respondents were able to select as many facilities as applicable.

Choices of paths for walking (38%) and cycling tracks and trails (35%) were particularly important in respondents' decisions to visit the site; around a quarter mentioned the cafe/restaurant/catering (25%) and a fifth (20%) the play areas and equipment.

**Figure 15: Q14. Importance of different facilities in deciding to visit the site (All respondents)**



Sample base: Grizedale = 236

Cycling tracks or trails were more important facilities to men (43%), Young Independents (55%), couples (48%) and visitors without children (54%). Unsurprisingly 86% of visitors who had cycled or who planned to do so mentioned that cycling tracks or trails were important in their decision to visit Grizedale.

Play areas and equipment were more important to women (31%), visitors with children (38%) and those classed as Families (32%).

Visitors with children were more likely than those without to consider the cafe/restaurant/catering facilities (31% cf. 17%) and picnic areas (11% cf. 0%) important.

The Go Ape facilities were considered more important for visitors with children aged 11-15 (35%).

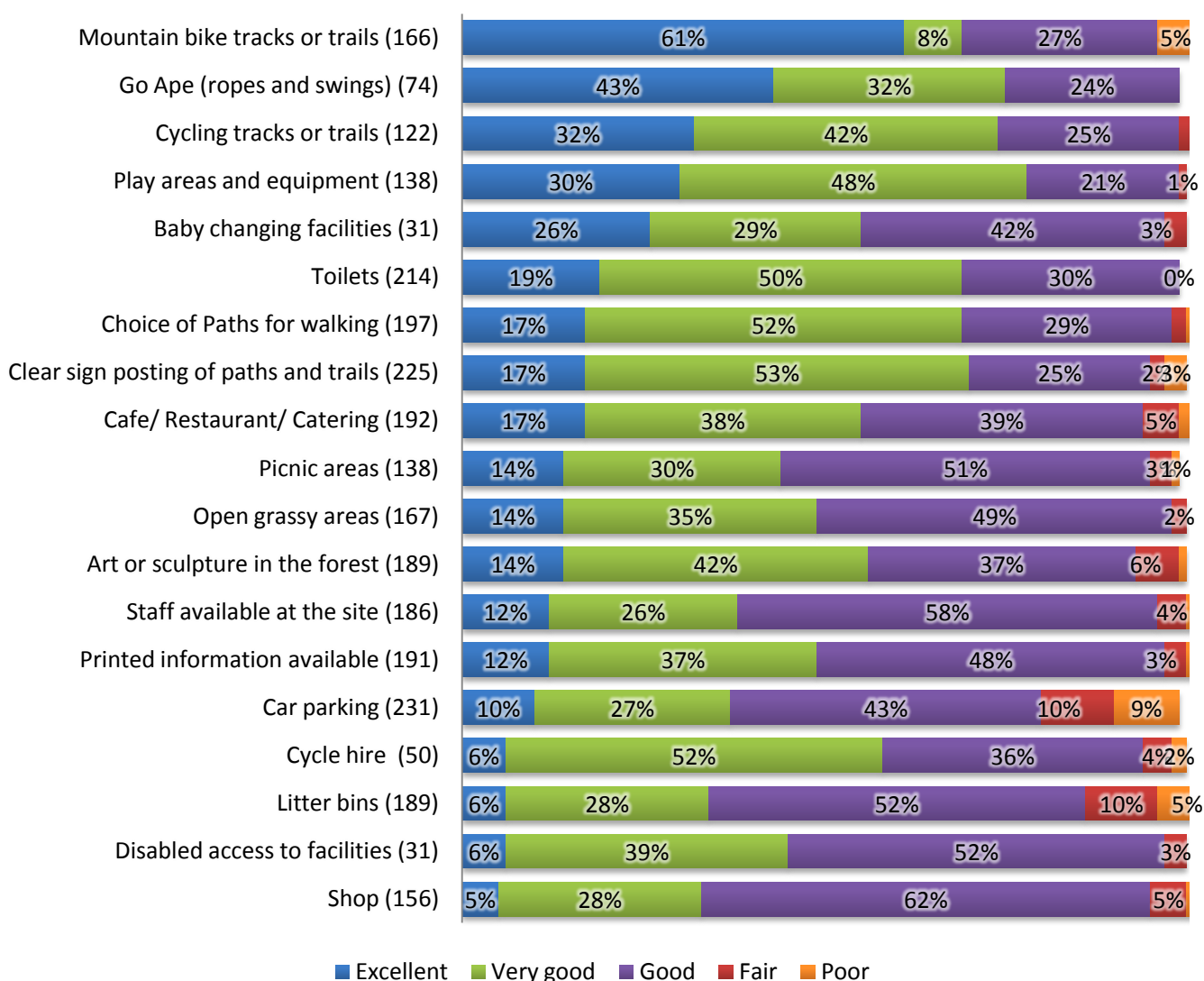
## 6.2 Rating of site facilities (where used)

The chart below shows visitors' ratings of each site facility where the facility had been experienced or used during the visit.

Mountain bike tracks or trails were rated highly, with over two-thirds (69%) of those who had experienced these rating them as excellent or very good. Fewer respondents had used Go Ape facilities, but three-quarters of those who had used them (76%) provided a positive rating, and cycling tracks or trails (74%) and play areas (78%) were also rated highly by the majority of respondents.

Ratings were somewhat less positive in relation to car parking (19% rate as fair/poor) and litter bins (15%).

**Figure 16: Q15. Ratings of site facilities (where respondent had used the facility)**



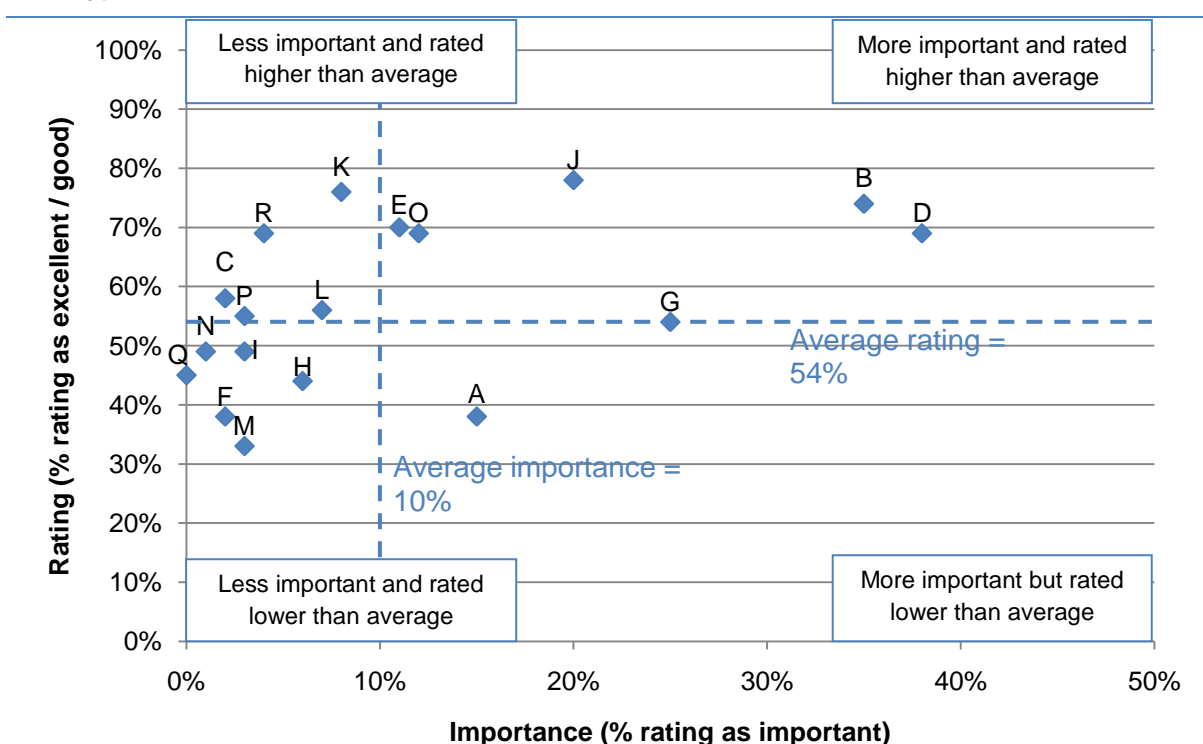
Unweighted sample bases in parentheses

### 6.3 Ratings of site facilities by perceived importance

The chart below shows, for each site facility, the proportion rating the facility as important in their decision to visit the site by the proportion of visitors who rate that facility as excellent or very good. The chart is divided into four quadrants based on the average ratings of facilities as very good to excellent, and as important.

In general all facilities were positively rated; however, it can be seen that some facilities, such as the choice of paths for walking (D) and cycling tracks and trails (B), were both important and highly rated, yet some facilities such as car parking (A), were regarded as important, but received lower than average ratings.

**Figure 17: Chart showing ratings of each site facility in terms of importance, and ratings in terms of % saying ‘excellent/ very good’ (All respondents; Where used facility)**



Sample bases vary

**Table 2: Key to chart shown above**

<b>A</b>	Car parking	<b>G</b>	Cafe/ Restaurant/ Catering	<b>M</b>	Shop
<b>B</b>	Cycling tracks or trails	<b>H</b>	Picnic areas	<b>N</b>	Printed information available
<b>C</b>	Cycle hire	<b>I</b>	Open grassy areas	<b>O</b>	Toilets
<b>D</b>	Choices of paths for walking	<b>J</b>	Play areas and equipment	<b>P</b>	Baby changing facilities
<b>E</b>	Clear sign posting of paths and trails	<b>K</b>	Go Ape (ropes and swings)	<b>Q</b>	Disabled access to facilities
<b>F</b>	Staff available at the site	<b>L</b>	Art or sculpture in the forest	<b>R</b>	Mountain bike track and trails

## 7 Information about sites

### 7.1 Sources used to plan visit

Visitors were asked how or where they found out about the site as a place to visit, and were allowed to mention as many sources as applicable.

First time visitors were most likely to say they found out about the site through word of mouth (60% at Grizedale), or via the internet/website (14%). One in eight (12%) first time visitors said they had always known about Grizedale Forest.

In contrast, those who had visited before were most likely to say they had always known about the site or had been before (83% at Grizedale), or that they had found out through word of mouth (11%).

**Figure 18: Q8. How or where respondents found out about the site as a place to visit (All respondents)**

	First time visitors		Visited before	
	Grizedale	Average across sites in England	Grizedale	Average across sites in England
Word of mouth	60%	55%	11%	24%
Internet/website	14%	16%	4%	4%
Always known about it/been here before	12%	17%	83%	71%
Leaflet	9%	5%	0%	1%
Tourist Board	2%	2%	1%	1%
Road signs	2%	3%	2%	1%
Map	2%	1%	2%	0%
Library	0%	0%	0%	0%
Local newspaper	0%	0%	0%	0%
National newspaper	0%	1%	0%	0%
Just passing/ en route	0%	2%	0%	1%
Other (please specify)	2%	5%	1%	2%
Sample bases	58	426	178	2129

## 7.2 Use of Forestry Commission website

The sixteen visitors who said they found out about the site through an Internet website were asked which one this was.

Six had used a search engine such as Google, four had used the Forestry Commission site and three an activity-specific website.

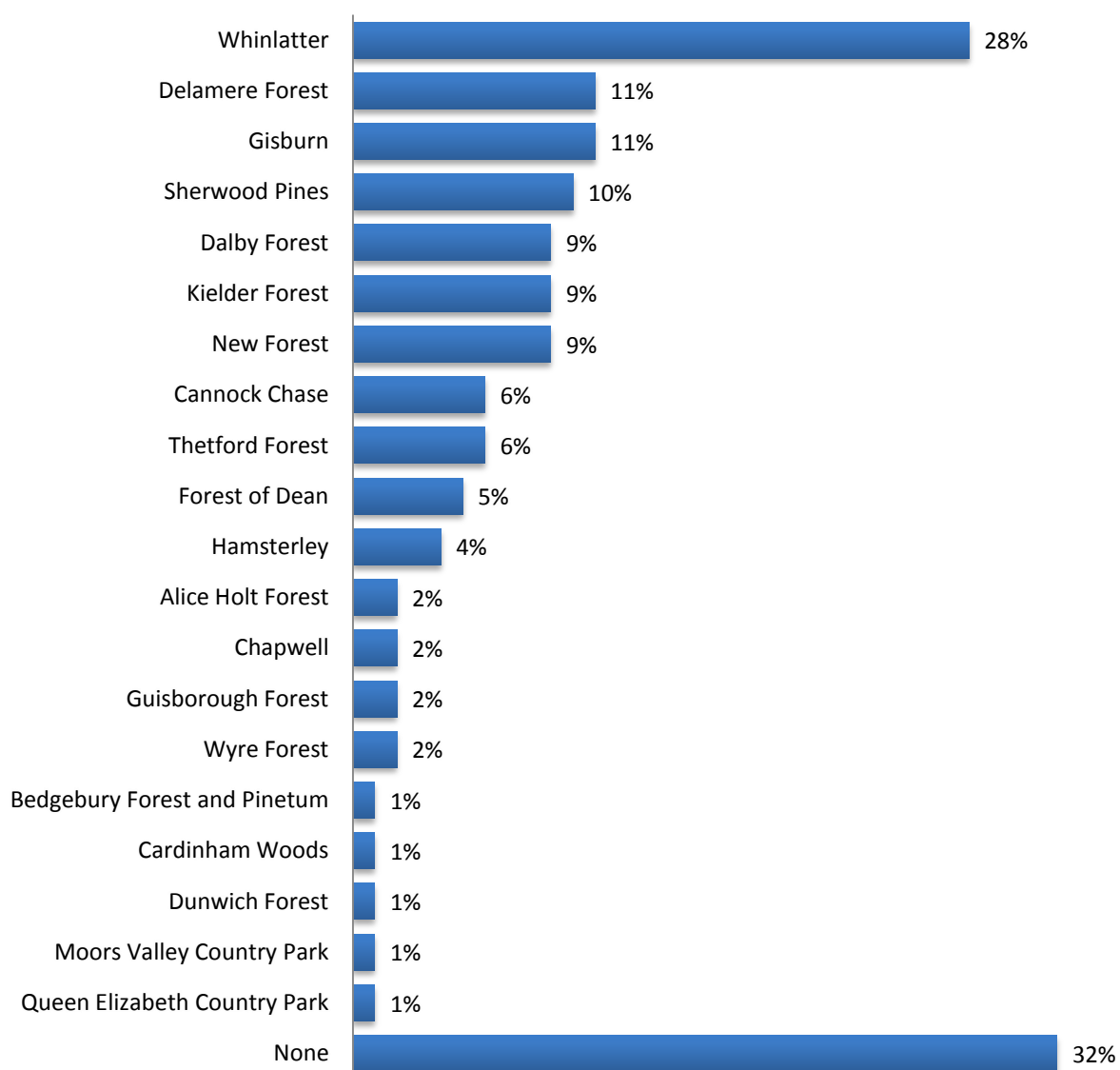
Where visitors said they had used the Forestry Commission website (just four respondents) they were asked to rate it; one felt the site was excellent and the other three that it was 'very good'.

### 7.3 Visiting other sites

Visitors to Grizedale were asked with the aid of a map showing their locations, whether they had visited any other Forestry Commission sites in the previous twelve months. This question was prompted and respondents were allowed to select as many sites as applicable.

Close to seven in ten had visited another site in the last 12 months, and over a quarter (28%) had been to Whinlatter. After this the most commonly visited sites were the Delamere Forest (11%), Gisburn (11%) and Sherwood Pines (10%).

**Figure 19: Q18 Other sites respondents have visited in the last twelve months (All respondents)**



Sample base = Grizedale: 236

Men were significantly more likely than women (34% cf. 19%) and day trippers were significantly more likely than those taking longer visits (36% cf. 20%) to have visited Whinlatter in the last 12 months.

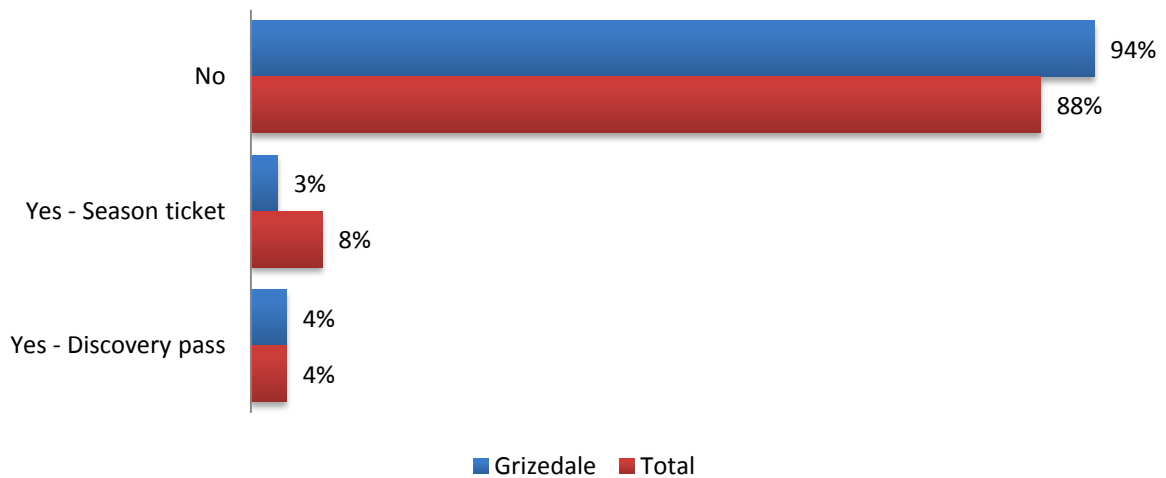
## 8 Season tickets & Discovery passes

### 8.1 Current uptake of Season tickets & Discovery passes

All visitors surveyed in England were asked whether they held a season ticket or discovery pass for the site they were visiting.

The majority said they did not (94%), which was a slightly greater proportion compared with the average across sites. Just 4% of respondents said they held a discovery pass and 3% held a season ticket.

**Figure 20: Q20. Whether respondents hold a season ticket or discovery pass for the site (All respondents)**



Sample base = Grizedale: 236/ Total sample: 2566

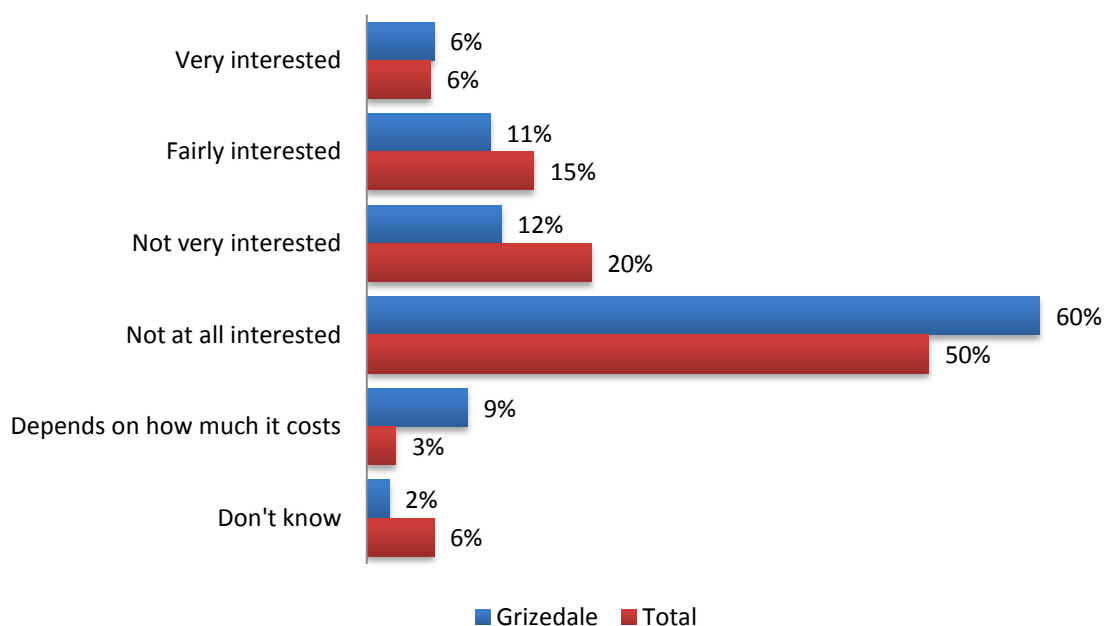
## 8.2 Interest in Season Tickets & Discovery Passes

Respondents were informed that currently it is only possible to get season tickets or Discovery Passes for individual Forestry Commission sites, or for a few sites in a local area. They were asked how interested they would be in having a pass that allowed free parking and discounts at all Forestry Commission sites nationally, based on a cost of around £60 to £70 per year.

The majority of respondents at Grizedale said they were not interested (72%), including three fifths who said they were not at all interested (60%). This was similar to the average across sites, where 70% said they were not interested.

Around one in six said they would be interested (17%), which again was slightly lower than the average across English sites (21%). A further 2% were unsure, and almost one in ten (9%) said it would depend on the exact cost, and the latter comment was made unprompted as this option was not read out.

**Figure 21: Q21. Respondents' interest in a pass for all Forestry Commission sites nationally (All respondents)**



Sample base = Grizedale: 236 / Total sample: 2566

Respondents who were significantly more likely to *not be interested* were visitors aged 55+ (90%) and Empty Nesters (85%)

Respondents at Grizedale who were more likely to be interested included those who:

- Visited in large groups of more than five (33%);
- Visited at least yearly (21%); and
- Rated the site as excellent (23%).

## 9 Appendix 1: Questionnaire

Pro: 8187\_grizedale

QV5 (11/11/10)

**FORESTRY COMMISSION  
VISITOR SURVEY  
TOTAL QUESTIONNAIRE FOR ENGLAND SITES ONLY**

INTERVIEW DETAILS	
INTERVIEWER NAME :	
INT. I.D. NUMBER :	
INT. DATE:	/ /
START TIME (24HR CLOCK):	
FINISH TIME (24HR CLOCK):	
INTERVIEW LENGTH (MINS):	
SITE REFERENCE NUMBER:	
CAR PARK:	

**INTRODUCTION:**

Good morning/afternoon/evening. My name is ..... and I am from BMG Research, an independent research company based in Birmingham. We have been commissioned by the Forestry Commission to undertake a survey of visitors to this site, to find out how the site is being used, and your views on the site and the facilities it offers.

The survey will take no longer than 10 minutes to complete, and the results will help the Forestry Commission to ensure the sites they maintain are meeting the needs of visitors.

Anything you tell us will be entirely confidential. Your answers will be anonymous, and will only be reported in combination with the answers of other visitors.

<b>QA</b>	<b>ALL</b> Have you come to the end of your visit, or are you about to come to the end of your visit here?  Yes <span style="float: right;">1</span> No <span style="float: right;">2</span>	<b>BASE: ALL</b>  <b>CONTINUE</b> <b>CLOSE</b>
-----------	--	---

Pro: 8187\_grizedale

QV5 (11/11/10)

**INSTRUCTION TO INTERVIEWERS WHERE A GROUP:** Can I speak to the person in the group who has the next birthday?

**IF NO ASK TO SPEAK TO PERSON WHO IS WILLING AND NOTE BELOW**

BR	<b>INTERVIEWER RECORD</b>  Respondent is person with next birthday 1 Respondent is not person with next birthday 2	BASE: ALL
W	<b>INTERVIEWER RECORD WEATHER CONDITIONS</b> <b>CODE ALL THAT APPLY</b>  Sunshine 1 Cloud 2 Rain 3 Wind 4 Other (SPECIFY) 95 _____	BASE: ALL MULTI
Q1	<b>ALL</b> Can I just check how many people there are in total in your group? <b>CODE ONE ONLY</b>  Record number of adults 16+ (including respondent) <input type="text"/> Record number of children 0 to 5 <input type="text"/> Record number of children 6 to 10 <input type="text"/> Record number of children 11 to 15 <input type="text"/>	BASE: ALL
Q2	<b>ALL</b> Which of the following best describes your trip today? <b>READ OUT AND CODE ONE ONLY</b>  A day trip of less than 3 hours away from home 1 A day trip of more than 3 hours away from home 2 A visit that includes an overnight stay 3 Part of a longer holiday/visit 4 Don't know / refused 5	BASE: ALL SINGLE
Q3	<b>ALL</b> How often, on average, do you come to (REF)? <b>READ OUT AND CODE ONE ONLY</b>  This is my/our first visit 1 Every day 2 4-6 times per week 3 1-3 times per week 4 1-3 times per month 5 4-6 times per year 6 1-3 times per year 7 Less often 8 Don't know 9	BASE: ALL SINGLE

Pro: 8187\_grizedale

QV5 (11/11/10)

Q4	ALL				BASE: ALL MULTI
	Which of these activities have you personally taken part in during your visit here today?				
	<b>SHOW CARD 1 AND CODE ALL THAT APPLY</b>				
Q5	WHERE PARTY IS GREATER THAN 1				BASE: Q1=2+ MULTI
	And which of these activities have other members of your group taken part in during your visit here today?				
	<b>SHOW CARD 1 AND CODE ALL THAT APPLY</b>				
Q6	ALL				BASE: ALL MULTI
	And which of these activities are you (IF PART OF GROUP: or other members of your group) planning to take part in during your visit here today?				
	<b>SHOW CARD AND CODE ALL THAT APPLY</b>				
		Q4	Q5	Q6	
	*Cycling on forest roads, tracks or trails	1	1	1	
	*Cycling/mountain biking off tracks and trails	2	2	2	
	*Dog walking	3	3	3	
	*Walking on a sign-posted trail	4	4	4	
	*Walking but not following sign posts	5	5	5	
	Orienteering	6	6	6	
	Using the café/restaurant/other catering	7	7	7	
	Using the visitor centre/shop	8	8	8	
	Using the play area	9	9	9	
	*Running/jogging	10	10	10	
	Nature/natural history visit	11	11	11	
	Bird watching	12	12	12	
	Photography	13	13	13	
	Motor sports	14	14	14	
	Educational visit	15	15	15	
	Horse riding/pony trekking	16	16	16	
	Picnic or barbecue	17	17	17	
	Sculpture Trail	18	18	18	
	Seeing something in the forest (e.g. ancient tree or demonstration)	19	19	19	
	Organised event/trip	20	20	20	
	Admiring the views	21	21	21	
	Other (SPECIFY)	95	95	95	
	_____				
	None	96	96	96	

Q7a	<p><b>ALL</b>                  Approximately how long have you spent here today in total?  <b>READ OUT AND CODE ONE ONLY</b></p>	<p><b>BASE: ALL                  SINGLE</b></p>																																													
Q7b	<p><b>FOR STARRED ACTIVITIES</b>                  And approximately how long have you spent here today.....?  <b>READ OUT AND CODE ONE ONLY</b></p> <table border="1" data-bbox="339 533 1193 862"> <thead> <tr> <th></th> <th>Total at site</th> <th>Walking (3/4/5)</th> <th>Cycling (1/2)</th> <th>Running/ Jogging (10)</th> </tr> </thead> <tbody> <tr><td>0-15 minutes</td><td>1</td><td>1</td><td>1</td><td>1</td></tr> <tr><td>15-30 minutes</td><td>2</td><td>2</td><td>2</td><td>2</td></tr> <tr><td>30-60 minutes</td><td>3</td><td>3</td><td>3</td><td>3</td></tr> <tr><td>1 to 2 hours</td><td>4</td><td>4</td><td>4</td><td>4</td></tr> <tr><td>2 to 3 hours</td><td>5</td><td>5</td><td>5</td><td>5</td></tr> <tr><td>3 to 5 hours</td><td>6</td><td>6</td><td>6</td><td>6</td></tr> <tr><td>More than 5 hours</td><td>7</td><td>7</td><td>7</td><td>7</td></tr> <tr><td>Don't know/not sure</td><td>8</td><td>8</td><td>8</td><td>8</td></tr> </tbody> </table>		Total at site	Walking (3/4/5)	Cycling (1/2)	Running/ Jogging (10)	0-15 minutes	1	1	1	1	15-30 minutes	2	2	2	2	30-60 minutes	3	3	3	3	1 to 2 hours	4	4	4	4	2 to 3 hours	5	5	5	5	3 to 5 hours	6	6	6	6	More than 5 hours	7	7	7	7	Don't know/not sure	8	8	8	8	<p><b>BASE: Q4=*                  SINGLE</b></p>
	Total at site	Walking (3/4/5)	Cycling (1/2)	Running/ Jogging (10)																																											
0-15 minutes	1	1	1	1																																											
15-30 minutes	2	2	2	2																																											
30-60 minutes	3	3	3	3																																											
1 to 2 hours	4	4	4	4																																											
2 to 3 hours	5	5	5	5																																											
3 to 5 hours	6	6	6	6																																											
More than 5 hours	7	7	7	7																																											
Don't know/not sure	8	8	8	8																																											
Q8	<p><b>ALL</b>                  How or where did you find out about the site as a place to visit?  <b>SHOWCARD 2 AND CODE ALL THAT APPLY</b></p> <table border="1" data-bbox="339 981 1193 1420"> <tbody> <tr><td>Always known about it/been here before</td><td>1</td></tr> <tr><td>Word of mouth</td><td>2</td></tr> <tr><td>Library</td><td>3</td></tr> <tr><td>Internet/website</td><td>4</td></tr> <tr><td>Local newspaper</td><td>5</td></tr> <tr><td>National newspaper</td><td>6</td></tr> <tr><td>Leaflet</td><td>7</td></tr> <tr><td>Tourist Board</td><td>8</td></tr> <tr><td>Road signs</td><td>9</td></tr> <tr><td>Just passing/en route</td><td>10</td></tr> <tr><td>Map</td><td>11</td></tr> <tr><td>Other (SPECIFY)</td><td>95</td></tr> <tr><td>None</td><td>96</td></tr> <tr><td>Don't know/can't remember</td><td>97</td></tr> </tbody> </table>	Always known about it/been here before	1	Word of mouth	2	Library	3	Internet/website	4	Local newspaper	5	National newspaper	6	Leaflet	7	Tourist Board	8	Road signs	9	Just passing/en route	10	Map	11	Other (SPECIFY)	95	None	96	Don't know/can't remember	97	<p><b>BASE: ALL                  MULTI</b></p>																	
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Pro: 8187\_grizedale

QV5 (11/11/10)

Q9	<p><b>WHERE INTERNET/WEBSITE AT Q8</b>  Can you remember which website you found out about the site from?  <b>DO NOT PROMPT AND CODE ALL THAT APPLY</b></p> <p>Forestry Commission 1  Council website 2  Search engine such as Google 3  Activity specific website (e.g. for cyclists or horse-riders) 4  Countryside/nature website 5  News site 6  Family website (e.g. daysoutwiththekids.co.uk/places-to-go.org)  Other (<b>SPECIFY</b>) 95  _____ 97  Don't know/can't remember</p>	<b>BASE: Q8=4</b> <b>MULTI</b>
Q10	<p><b>WHERE FORESTRY COMMISSION AT Q9</b>  How would you rate the Forestry Commission website?  <b>READ OUT AND CODE ONE ONLY</b></p> <p>Excellent 1  Very good 2  Good 3  Fair 4  Poor 5  Don't know/not sure 6</p>	<b>BASE: Q9=1</b> <b>SINGLE</b>
Q11	<p><b>WHERE FORESTRY COMMISSION AT Q9</b>  Why do you say that?  <b>PROBE FULLY AND WRITE IN VERBATIM</b></p> <div style="border: 1px solid black; height: 30px; width: 100%;"></div>	<b>BASE: Q9=1</b> <b>OPEN</b>

Q12	<p><b>ALL</b>                  What do you like most about this site?  <b>DO NOT PROMPT. PROBE FULLY AND CODE ALL THAT APPLY</b></p> <p>Peace/tranquillity/relaxation 1                  Scenery/views/beautiful 2                  Walks/paths/trails 3                  Cycle trails/freedom/opportunity to cycle 4                  Wildlife/bird watching 5                  Fresh air/being outside 6                  Exercise/keeping fit 7                  Activities/good for/something to do with children 8                  Close to home/convenient 9                  Opportunity to spend time with family/friends 10                  Safe environment 11                  Lots to see and/or do 12                  Like forests/trees/variety of trees 13                  Good on-site facilities 14                  Clean/well looked after 15                  The weather 16                  Been before/wanted to come again 17                  Helpful/pleasant staff 18                  Plenty/cheap/other references to parking 19                  Cost/value for money 20                  Other (<b>SPECIFY</b>) 95                  _____                  Nothing 96                  Don't know 97</p>	<p><b>BASE: ALL                  MULTI</b></p>
Q13	<p><b>ALL</b>                  How would you rate the site in terms of how safe and welcoming it feels?  <b>READ OUT AND CODE ONE ONLY</b></p> <p>Excellent 1                  Very good 2                  Good 3                  Fair 4                  Poor 5                  Very poor 6                  Don't know/not sure 7</p>	<p><b>BASE: ALL                  SINGLE</b></p>

Pro: 8187\_grizedale

QV5 (11/11/10)

Q14	ALL	BASE: ALL
	Which of these facilities were important in your decision to visit here today?	MULTI
	<b>LIST TO BE TAILORED TO EACH SITE</b>	
	<b>SHOW CARD 3 AND CODE ALL THAT APPLY</b>	
	Car parking	1
	Cycling tracks or trails	2
	Mountain bike tracks or trails	22
	Cycle hire	3
	Choices of paths for walking	4
	Clear sign posting of paths and trails	5
	Staff available at the site	6
	Cafe/restaurant/catering	7
	Picnic areas	8
	Open grassy areas	9
	Play areas and equipment	10
	Go Ape (ropes and swings)	11
	Art or sculpture in the forest	13
	Shop	14
	Printed information available	15
	Toilets	16
	Baby changing facilities	17
	Litter bins	18
	Conference/event facilities	20
	Disabled access to facilities	21
	Other ( <b>SPECIFY</b> )	95
	None	96
	Don't know	97

<b>Q15</b>	<p><b>ALL</b>                  Now I would like you to rate each of the aspects of the site that you have experienced during today's visit. So how would you rate...  <b>LIST TO BE TAILORED TO EACH SITE</b>  <b>READ OUT AND CODE ONE ONLY PER ROW</b></p>	<p><b>BASE: ALL ROW SINGLES</b></p>																																																																																																																																																			
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<b>Q16</b>	<p><b>ALL</b>                  Overall, how would you rate this site as a place to visit?  <b>READ OUT AND CODE ONE ONLY</b></p> <table border="1"> <tbody> <tr><td>Excellent</td><td>1</td></tr> <tr><td>Very good</td><td>2</td></tr> <tr><td>Good</td><td>3</td></tr> <tr><td>Fair</td><td>4</td></tr> <tr><td>Poor</td><td>5</td></tr> <tr><td>Don't know/not sure</td><td>6</td></tr> </tbody> </table>	Excellent	1	Very good	2	Good	3	Fair	4	Poor	5	Don't know/not sure	6	<p><b>BASE: ALL SINGLE</b></p>																																																																																																																																							
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Pro: 8187\_grizedale

QV5 (11/11/10)

<b>Q17</b>	<b>ALL</b> Using a scale of 0 to 10, where 0 means not at all likely and 10 means extremely likely, how likely is that you would recommend this site as a place to visit to a friend or relative? <b>CODE ONE ONLY</b>	<b>BASE: ALL SINGLE</b>
	0 – Not at all likely	1
	1	2
	2	3
	3	4
	4	5
	5	6
	6	7
	7	8
	8	9
	9	10
	10 – Extremely likely	11
	Don't know/not sure	12

Q18	ALL	BASE: ALL
	Looking at this map, can you tell me which, if any, of the sites marked you have visited in the last twelve months?	MULTI
	<b>SHOW MAP AND CODE ALL THAT APPLY</b>	
	Alice Holt Forest 1	
	Bedgebury Forest and Pinetum 2	
	Cannock Chase 3	
	Cardinham Woods 4	
	Chambers Farm Wood 5	
	Chapwell 6	
	Dalby Forest 7	
	Delamere Forest 8	
	Dunwich Forest 9	
	Fineshade Woods 10	
	Forest of Dean 11	
	Friston Forest and Abbots Wood 12	
	Gisburn 13	
	Grizedale 14	
	Guisborough Forest 15	
	Haldon Forest Park 16	
	Hamsterley 17	
	Haughmond Hill 18	
	Jeskyns 19	
	Kielder Forest 20	
	Moors Valley Country Park 21	
	New Forest 22	
	Queen Elizabeth Country Park 23	
	Rendlesham Forest 24	
	Roslington and Hicks Lodge 25	
	Rowney Warren 26	
	Salcey Forest 27	
	Savernake Forest 28	
	Sherwood Pines 29	
	Thames Chase 30	
	Thetford Forest 31	
	Wendover Woods 32	
	Westonbirt Arboretum 33	
	West Walk 34	
	Whamcliffe 35	
	Whinlatter 36	
	Wyre Forest 37	
	Other in Wales ( <b>SPECIFY</b> ) 38	
	Other in Scotland ( <b>SPECIFY</b> ) 39	
	None 40	

Pro: 8187\_grizedale

QV5 (11/11/10)

<p>Q19a</p> <p>Q19b</p>	<p><b>WHERE PARTY IS GREATER THAN 1 AT Q1</b> Thinking about the whole of the group you are with today, how much do you think the whole group are likely to spend in the local area on the following things as a result of your visit today? <b>READ OUT AND WRITE IN. PROBE FOR ESTIMATE TO NEAREST POUND</b></p> <p><b>WHERE RESPONDENT IS VISITING ALONE AT Q1</b> How much do you expect to spend in the local area on the following things as a result of your visit today? <b>READ OUT AND WRITE IN. PROBE FOR ESTIMATE TO NEAREST POUND</b></p> <p>Accommodation, including food and drink purchased at the accommodation</p> <p>Food and drink purchased outside of any accommodation</p> <p>Admission fees to attractions</p> <p>Parking</p> <p>Non-routine shopping such as buying souvenirs</p> <p>Transport including petrol, taxis, public transport etc.</p> <p>Hiring equipment such as boats, bikes or horses</p> <p>Other miscellaneous items</p> <p><b>CAPI CALCULATES TOTAL COST</b></p>	<p><b>BASE:</b> <b>Q1=2+</b> <b>NUM</b></p> <p><b>BASE: Q1=1</b> <b>NUM</b></p>
<p>Q20</p>	<p><b>ALL</b> Do you currently hold a season ticket or discovery pass for this site? <b>CODE ONE ONLY</b></p> <p>Yes - Season ticket 1</p> <p>Yes - Discovery pass 2</p> <p>No 3</p>	<p><b>BASE: ALL</b> <b>SINGLE</b></p>

Pro: 8187\_grizedale

QV5 (11/11/10)

<b>Q21</b>	<b>ALL</b> Currently you can only get season tickets or discovery passes for individual Forestry Commission sites, or for a few sites in a local area. How interested would you be in having a pass that allowed free parking and discounts at all Forestry Commission sites <b>nationally</b> ? This would probably cost around £60 to £70 per year. <b>READ OUT AND CODE ONE ONLY</b>	<b>BASE: ALL SINGLE</b>
	Very interested 1 Fairly interested 2 Not very interested 3 Not at all interested 4 Depends on how much it costs (DO NOT READ OUT) 5 Don't know 6	

**Profile information**

Finally I'd just like to ask some questions for analytical purposes.

<b>C1</b>	<b>ALL</b> INTERVIEWER CODE RESPONDENT SEX <b>READ OUT AND CODE ONE ONLY</b>	<b>BASE: ALL SINGLE</b>
	Male 1 Female 2	
<b>C2</b>	<b>ALL</b> Which of the following age bands do you fall into? <b>READ OUT AND CODE ONE ONLY</b>	<b>BASE: ALL SINGLE</b>
	16-24 1 25-34 2 35-44 3 45-54 4 55-64 5 65+ 6 Refused 7	

Pro: 8187\_grizedale

QV5 (11/11/10)

C3	<p>Which of these best describes what you are doing at present?  <b>SHOWCARD 4 AND CODE ONE ONLY</b></p> <p>Employee in full time job (30 hours plus per week) 1  Employee in part time job (under 30 hours per week) 2  Self-employed full or part time 3  On a government supported training programme (e.g. Modern Apprenticeship, Training for Work) 4  Full time education at school, college or university 5  Unemployed and available for work 6  Permanently sick/disabled 7  Wholly retired from work 8  Looking after the home 9  Other (<b>SPECIFY</b>)  _____ 95</p>	BASE: ALL SINGLE
C4	<p><b>ALL</b>  Do you have any children aged 15 or under living in your household?  <b>CODE ONE ONLY</b></p> <p>Yes 1  No 2</p>	BASE: ALL SINGLE
C5	<p><b>ALL</b>  Do you have any illness, disability or infirmity that has troubled you over a period of 12 months or more? <b>CODE ONE ONLY</b></p> <p>Yes 1  No 2</p>	BASE: ALL SINGLE
C6	<p><b>ALL WITH DISABILITY AT C5</b>  Does this illness, disability or infirmity limit your activities in any way?  <b>CODE ONE ONLY</b></p> <p>Yes 1  No 2</p>	BASE: C5=1 SINGLE

C7	<p><b>ALL</b> Which of the following best describes your ethnic background? <b>READ OUT AND CODE ONE ONLY</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>White British</td><td style="text-align: right;">1</td></tr> <tr><td>White Irish</td><td style="text-align: right;">2</td></tr> <tr><td>White East European</td><td style="text-align: right;">3</td></tr> <tr><td>White other European</td><td style="text-align: right;">4</td></tr> <tr><td>Any other White background (<b>SPECIFY</b>)</td><td style="text-align: right;">5</td></tr> <tr><td colspan="2"><hr/></td></tr> <tr><td>Caribbean</td><td style="text-align: right;">6</td></tr> <tr><td>African</td><td style="text-align: right;">7</td></tr> <tr><td>Any other Black background (<b>SPECIFY</b>)</td><td style="text-align: right;">8</td></tr> <tr><td colspan="2"><hr/></td></tr> <tr><td>Indian</td><td style="text-align: right;">9</td></tr> <tr><td>Pakistani</td><td style="text-align: right;">10</td></tr> <tr><td>Bangladeshi</td><td style="text-align: right;">11</td></tr> <tr><td>1Any other Asian background (<b>SPECIFY</b>)</td><td style="text-align: right;">12</td></tr> <tr><td colspan="2"><hr/></td></tr> <tr><td>White and Black Caribbean</td><td style="text-align: right;">13</td></tr> <tr><td>White and Black African</td><td style="text-align: right;">14</td></tr> <tr><td>White and Asian</td><td style="text-align: right;">15</td></tr> <tr><td>Any other Mixed background (<b>SPECIFY</b>)</td><td style="text-align: right;">16</td></tr> <tr><td colspan="2"><hr/></td></tr> <tr><td>Chinese</td><td style="text-align: right;">17</td></tr> <tr><td>Other (<b>SPECIFY</b>)</td><td style="text-align: right;">95</td></tr> <tr><td colspan="2"><hr/></td></tr> <tr><td>DK/NA</td><td style="text-align: right;">97</td></tr> </table>	White British	1	White Irish	2	White East European	3	White other European	4	Any other White background ( <b>SPECIFY</b> )	5	<hr/>		Caribbean	6	African	7	Any other Black background ( <b>SPECIFY</b> )	8	<hr/>		Indian	9	Pakistani	10	Bangladeshi	11	1Any other Asian background ( <b>SPECIFY</b> )	12	<hr/>		White and Black Caribbean	13	White and Black African	14	White and Asian	15	Any other Mixed background ( <b>SPECIFY</b> )	16	<hr/>		Chinese	17	Other ( <b>SPECIFY</b> )	95	<hr/>		DK/NA	97	<b>BASE: ALL SINGLE</b>
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C8	<p><b>ALL</b> So we can map where visitors have come from please can I have your postcode. <b>IF NECESSARY:</b> Please be assured that this information will only be used for analysis purposes and will not be used to identify individuals. <b>ENSURE POST CODE IS COLLECTED IN FULL WHEREVER POSSIBLE, OR AS MUCH OF POST CODE AS RESPONDENT IS PREPARED TO PROVIDE</b></p> <table border="1" style="width: 100%; height: 20px; border-collapse: collapse;"> <tr> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> </tr> </table>									<b>BASE: ALL SINGLE</b>																																								

**READ:** Thank you, those are all the questions I have. If you are concerned about whether BMG is a genuine market research agency, you can call the Market research Society on 0500 396 999 during office hours.

**READ:** This survey has been commissioned by the Forestry Commission. As part of BMG Research's quality control process, my employer will wish to contact some of the people I have interviewed. This is to confirm that I have undertaken the interview in an appropriate manner, and according to market research practice. Could you please provide me with your name, and a contact telephone number. This information will not be passed on, or used for any purpose other than our quality control processes. Your details will be deleted as soon as our quality controls process ends.

**INTERVIEWER:** Record name and take land line or mobile phone number, including the dialling code.

Pro: 8187\_grizedale

QV5 (11/11/10)

INTERVIEWER: Please remember to give the respondent a BMG card. Thank and close.

**ADDRESS DETAILS**

<b>TITLE:</b>	<b>1 MR</b>	<b>2 MRS</b>	<b>3 MISS</b>	<b>4 MS</b>	<b>5 DR</b>							
	<b>95 OTHER PLEASE SPECIFY:</b>											
<b>SURNAME:</b>												
<b>FORENAME / INITIALS:</b>												

**TELEPHONE**

<b>Landline number</b>												
<b>Mobile number</b>												

## Because people matter, we listen.

With some 20 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

Our business is about understanding people; because they matter. Finding out what they really need; from the type of information they use to the type of services they require. In short, finding out about the kind of world people want to live in tomorrow.

BMG serves both the social public sector and the commercial private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of technologies such as portals and information systems to ensure that market and customer intelligence is widely shared.

