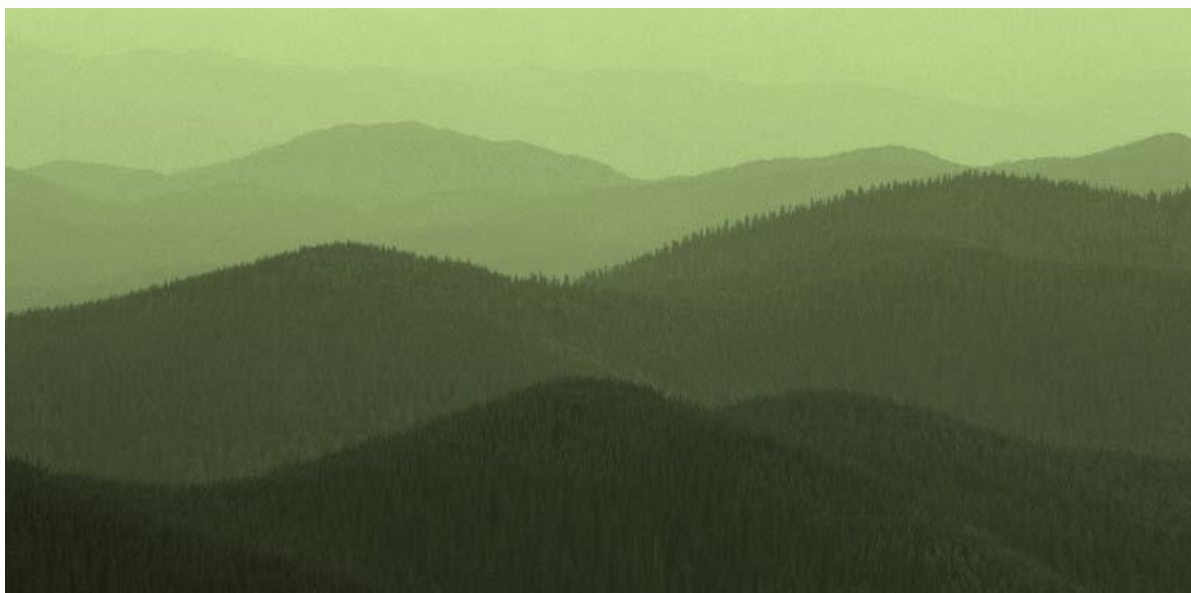




Research Report



Quality of Visitor Experience Survey: Newborough

Prepared for: The Forestry Commission

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Prepared for: The Forestry Commission

Prepared 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 in England and Wales, 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 250 visitor interviews completed at Newborough in 2010; throughout the report, comparisons have been made between findings at Newborough and the straight average across the seven high and medium usage sites in Wales (excluding low usage sites).

1.2 Newborough

Newborough Forest is a small forest of mainly corsican pine, which is planted on stabilised sand dunes on the southernmost tip of the Isle of Anglesey. To the seaward side is one of Wales' finest beaches, and to the south is an area of mobile sand dunes which are of high conservation interest.

Newborough Forest is important in terms of both recreation and conservation, and supports over 170,000 visits each year to the beach car park, as well as being used all year round by local residents. The forest is increasingly seen as a tourist destination, and has a range of facilities available for visitors, with access along the beach to the popular visitor destination of Ynys Llanddwyn (Llanddwyn Island).

In addition, red squirrels have recently been reintroduced into the forest as part of a larger red squirrel conservation plan.

1.3 Perceptions of the site

Almost all visitors (96%) said Newborough was either excellent or very good as a place to visit, which was higher than the average across sites in Wales (91%).

Furthermore, nine in ten visitors (89%) rated the site as either excellent or very good in terms of how safe and welcoming it is.

The majority of visitors would recommend Newborough as a place to visit - four in five (79%) 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 Newborough were the beautiful scenery, peace/tranquillity and the walks and paths available at the site.

Visitors said that car parking and access to the beach, as well as toilets and the choice of paths for walking, were particularly important when they were deciding to visit the site.

Most of those who had used the car parking and/or access to the beach at Newborough rated these facilities as either excellent or very good, and visitors were also generally satisfied with the choice of paths for walking and the toilets.

1.5 Areas for improvement

Around two-fifths of visitors suggested a way in which their enjoyment of the site could be improved, and the main comment (made by around one in ten visitors) related to providing a café, refreshments or catering.

A minority mentioned something that interfered with their enjoyment of the site during their visit; the issues mentioned by this group included dog fouling, the weather and a lack of / poor signposting.

When asked directly, most visitors said there was nothing that had a negative impact on their enjoyment of the site, although a small minority mentioned that dogs or dogs mess had a negative impact.

In terms of facilities, visitors were slightly less positive about disabled access, staff available and baby changing facilities, as well as dog waste bins and the printed information that is available to visitors; however it may be that visitors had less experience of these facilities, rather than being unhappy with them per se.

1.6 Visitor profile

Visitors to Newborough were mostly repeat visitors, and were more likely than average to have visited the site before. They were also somewhat older than average, and more likely to be 'Empty Nesters' i.e. older and with no children in the household. Around a third had brought children with them during their visit.

The majority were visiting as part of a day trip that was less than 3 hours away from home, and most of those who provided their postcode said they lived close by e.g. in or around North Wales and the North West.

However, visitors were also more likely than average to be visiting whilst on holiday, and reflecting this, some of those surveyed lived much further away, for example Scotland or the South East.

Participation in 'active' activities (e.g. cycling, running / jogging, walking for over half an hour) at Newborough was similar to the average across Wales, and popular activities at the site included walking, admiring the views, having picnics or barbecues, or taking part in photography or bird watching.

2 Introduction

2.1 Background

Forestry Commission Wales acts as the Welsh Assembly Government's (WAG) Department of Forestry, advising on the development of forestry policy and its implementation, and encouraging sustainable woodland management within the private sector. FCW is also responsible for managing a 124,000 hectare woodland estate on behalf of the 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.

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 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, 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 Newborough, a total of 250 visitors were interviewed, over the weekends of 7th-8th August (66 interviews), 11th-12th September (95 interviews) and 13th-14th November 2010 (89 interviews).

2.3 Report

This report summarises results of the survey undertaken at Newborough Forest during 2010, and includes site scores on key visitor measures. Throughout this report, comparisons have been made between findings at Newborough and the straight average across all high and medium usage sites in Wales, which represents a sample of 1178 visitors. Where differences are statistically significant¹ this has been highlighted in the text.

¹ 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 8 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.)²;
- Type of visit;
- Frequency of visiting;
- Overall rating of site;
- Activities undertaken or planned to undertake.

² 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 Newborough. Responses to these questions are shown in the table overleaf, compared with data for the average across all sites.

The sample of visitors at Newborough was fairly evenly split in terms of gender, with just over half being male (53%) and just under half being female (47%). This distribution was slightly more equal than the average across sites, where 58% were male and 42% female.

Results indicate that visitors surveyed at Newborough were somewhat older than average; around one in seven visitors were under 34 (13%), compared with one in five (20%) across the average of sites in Wales, whilst the proportion of 45-54 year olds at Newborough was slightly higher than average (28% cf. 21%).

Similarly, visitors to Newborough were more likely than average to be 'Empty Nesters' (50% cf. 40%), and slightly less likely to be 'Families' (32% cf. 35%) or 'Young Independents' (10% cf. 14%).

Considering working status, respondents at Newborough were very similar to the average across all sites, with the majority being employed full time (57% cf. 55% on average), although a sizeable proportion said they were wholly retired from work (18% cf. 14%).

In terms of disability, visitors to Newborough were consistent with the Welsh average with around one in twenty (4%) of those surveyed indicating that they had a disability, and the majority saying they did not (96%).

Figure 1: Profile of visitors in terms of key demographics

		Newborough %	Average across all Wales sites %
Gender	Male	53%	58%
	Female	47%	42%
Age	16-24	4%	3%
	25-34	9%	17%
	35-44	25%	25%
	45-54	28%	21%
	55-64	18%	18%
	65+	13%	12%
	Refused	2%	3%
Lifestage	Family <i>(Children in household)</i>	32%	35%
	Empty Nesters <i>(Aged 45-65+ with no children)</i>	50%	40%
	Young Independents <i>(Aged 16-34 with no children)</i>	10%	14%
	Other	9%	12%
Working status	Employee in full time job (30 hours plus per week)	57%	55%
	Employee in part time job (under 30 hours per week)	7%	12%
	Self-employed full or part time	7%	8%
	On a government supported training programme (e.g. Modern Apprenticeship, Training for Work)	0%	0%
	Full time education at school, college or university	2%	3%
	Unemployed and available for work	1%	1%
	Permanently sick/ Disabled	<0.5%	1%
	Wholly retired from work	18%	14%
	Looking after the home	6%	5%
	Other	1%	1%
Disability	Yes	4%	4%
	No	96%	96%
Sample base		250	1178

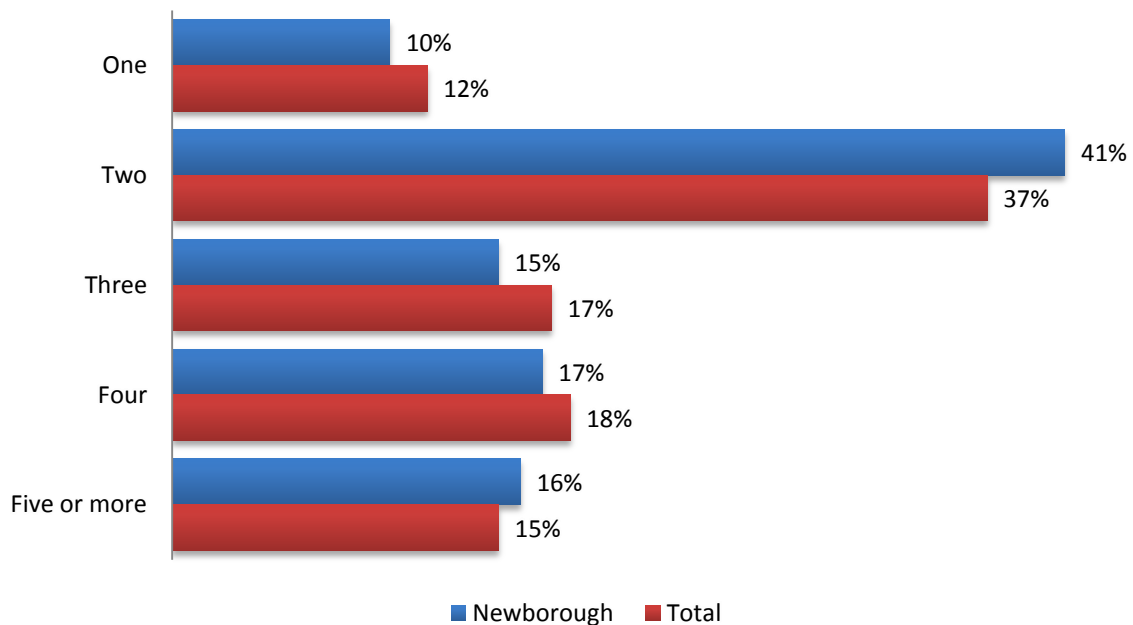
3.2 Group profile

3.2.1 Size of group

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

The mean number in a group at Newborough was three, which was the same as the Welsh average, with group sizes at the site ranging from one to eleven. Around one in ten visitors came to the site alone (10%), and around two in five visited in a couple (41%). About one in six (16%) came in a group of more than five visitors.

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



Sample base = Newborough: 250 / Total sample: 1178

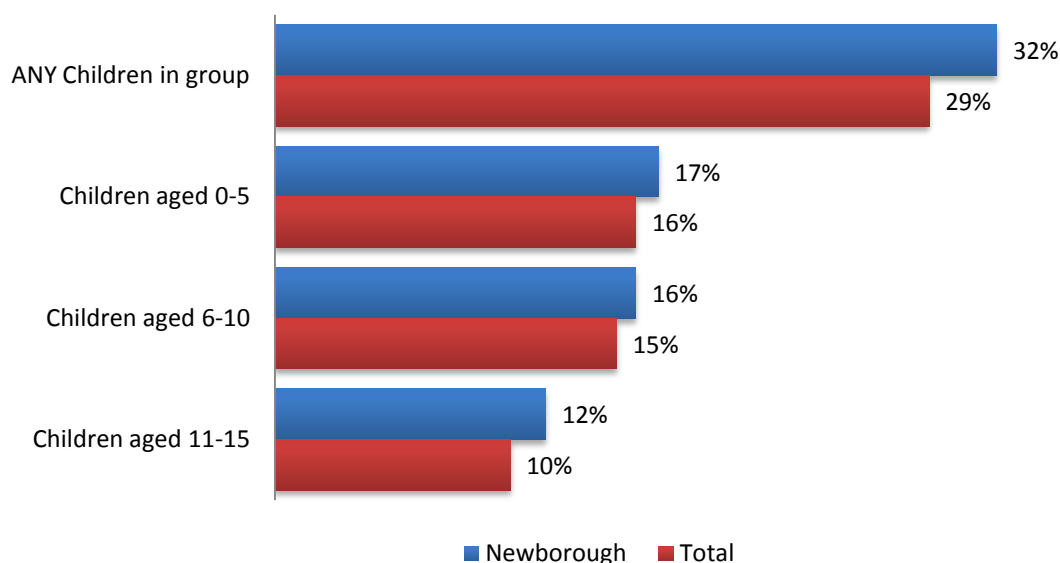
Those aged 35-54 were the most likely to be visiting in a group of 5 or more (23%), whilst frequent visitors to the site were more likely to be visiting alone (18% of those who visit at least monthly).

3.2.2 Composition of group

At Newborough, around a third of visitors (32%) had any children in the group, which was similar to the average across sites in Wales (29%).

Close to one in five (17%) were visiting with children aged 0-5 years, whilst around one in six (16%) had children aged 6-10 in the group, and just over one in ten (12%) were visiting with children aged 11-15 years. Again, these findings were consistent with the average across all Welsh sites.

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



Sample base = Newborough: 250 / Total sample: 1178

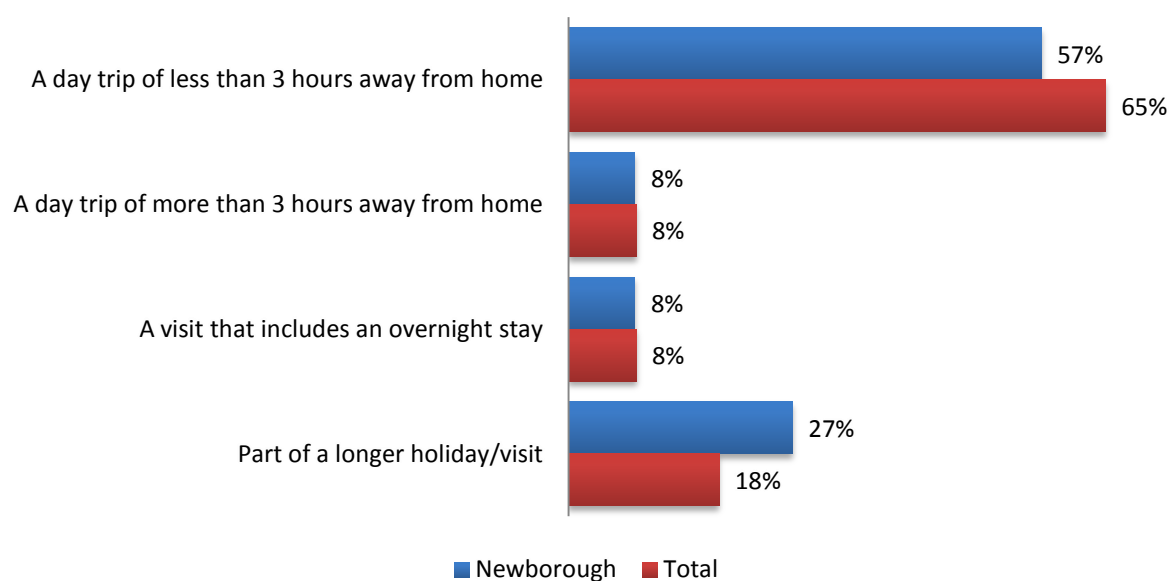
Those aged 35-54 years were more likely to have children in the group (47%), and those who visit on a monthly (38%) or yearly basis (39%) were also more likely to bring children with them, compared to respondents who visit less often.

4 Profile of visit

4.1 Type of visit

The majority of visitors to Newborough were visiting as part of a day trip of less than 3 hours away from home (57%), which was a smaller proportion than the average across sites in Wales, and respondents at Newborough were more likely than average to be visiting the site as part of a longer holiday or visit (27% cf. 18%).

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



Sample base = Newborough: 250 / Total sample: 1178

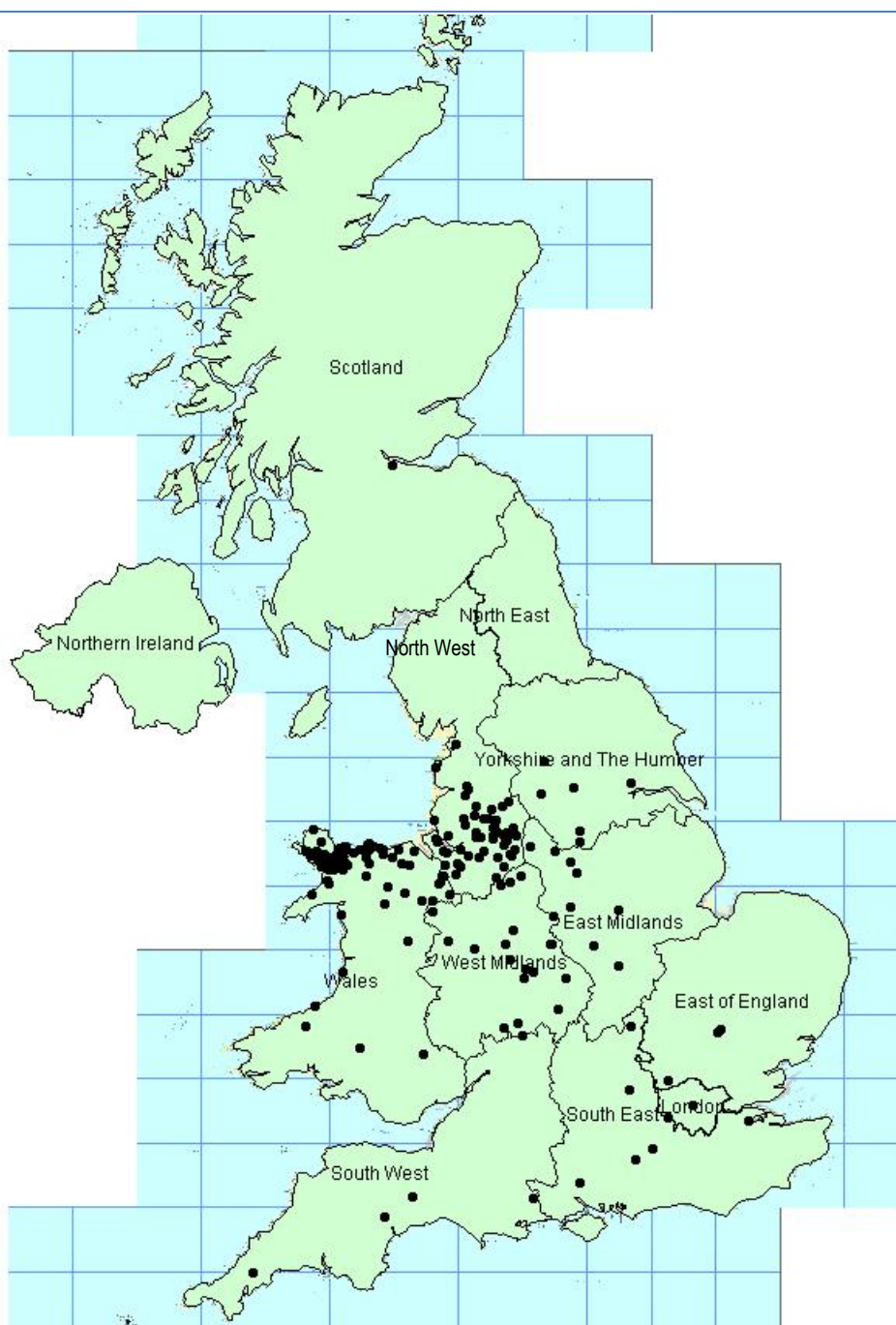
Those who visit the site at least monthly were more likely to be visiting as part of a day trip of less than three hours from home (80%). In contrast, first time visitors were more likely to be on a longer holiday or visit (38%). Respondents who said they visit at least yearly (30%) or less often than this (48%) were also likely to be visiting whilst on holiday.

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 many of those surveyed at Newborough and providing a valid postcode live in or around North Wales and the North West, although some respondents had come from further afield, such as Scotland, the East of England or the South West.

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



4.3 Frequency of visits

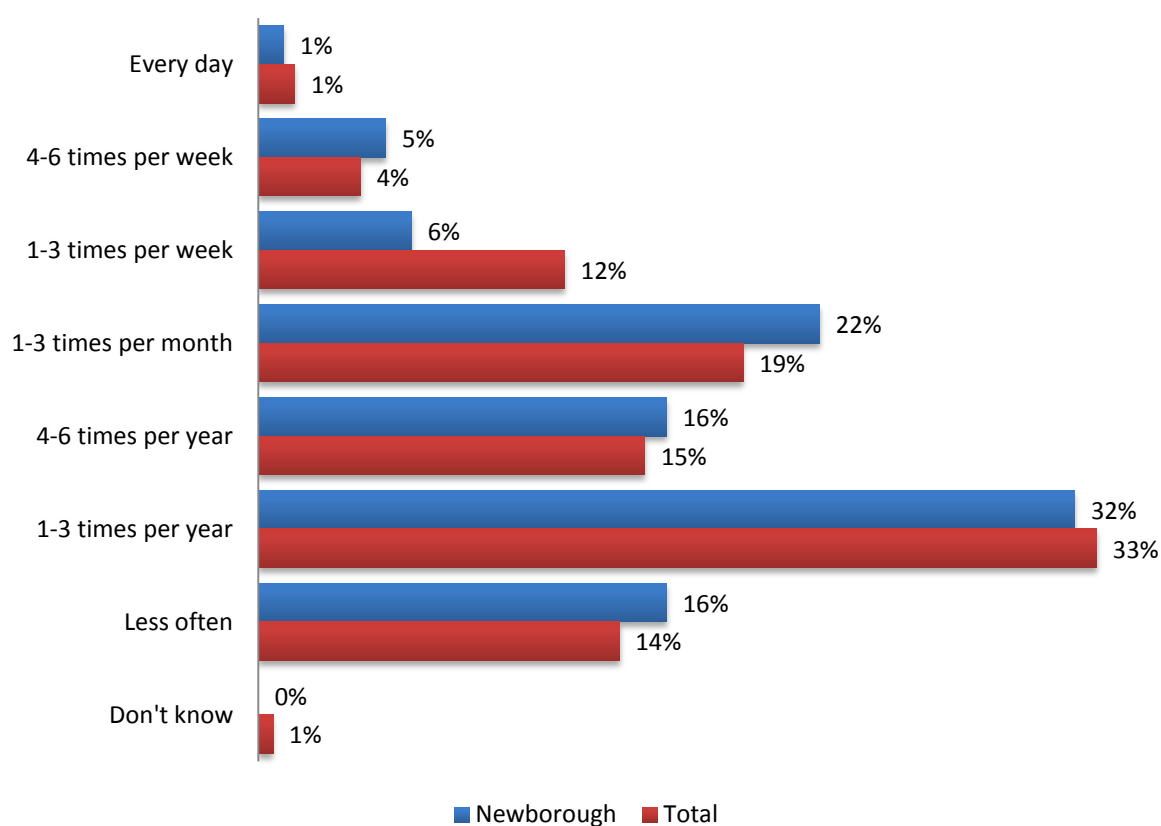
4.3.1 First time visitors

Eight in ten visitors had been to Newborough before (81%), which was a greater proportion than the average across all sites, where around seven in ten (73%) respondents had visited the relevant site on a previous occasion.

4.3.2 Repeat visitors

Excluding first time visitors, respondents at Newborough were somewhat less likely than average to visit at least weekly (13% cf. 18%), but slightly more likely to visit a couple of times a month (22% cf. 19%).

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



Sample base = Newborough: 202 / Total sample: 867

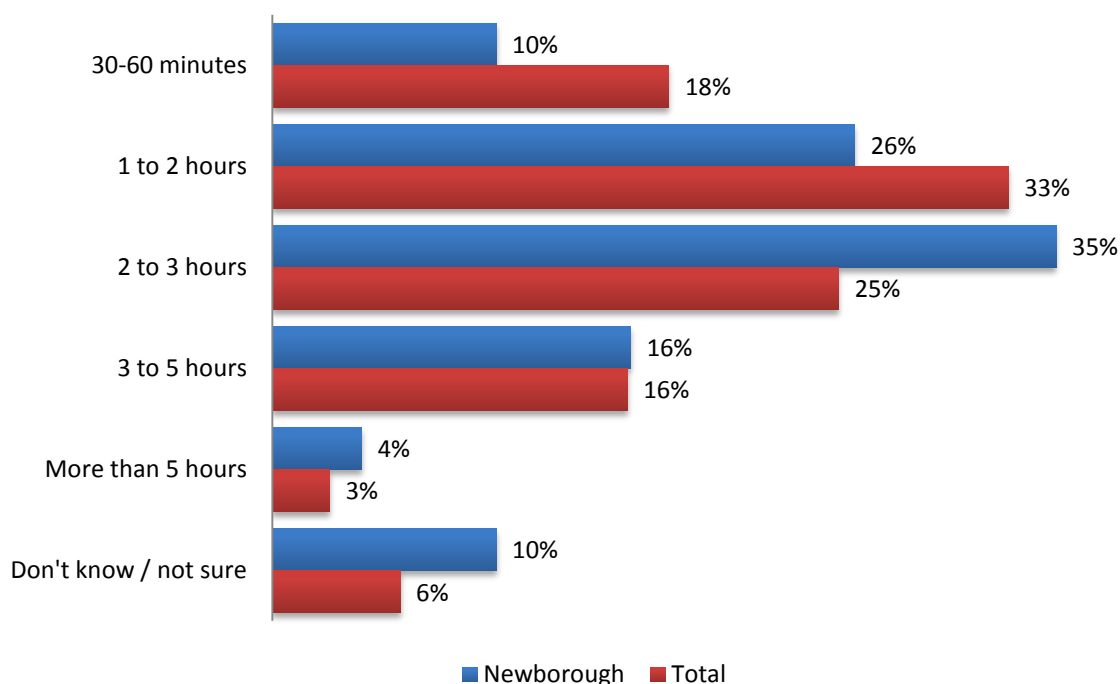
Older visitors at Newborough were more likely to visit at least weekly (20% of those aged 55+), whilst those aged 35-54 were more likely to visit on a yearly basis (57%).

4.4 Length of visit

Visitors to Newborough had generally spent a considerable amount of time at the site. The average amount of time spent at Newborough was 2 hours and 25 minutes, which was similar to the average across all sites (2 hours and 9 minutes).

Respondents at Newborough were less likely than average to have been at the site for under an hour (10% cf. 18%) or 1-2 hours (26% cf. 33%), and significantly more likely to have been at the site for 2-3 hours (35% cf. 25%).

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



Sample base = Newborough: 250 / Total sample: 1178

There was a link between frequency of visiting and length of time spent at the site, with those who visit at least monthly more likely to spend 1-2 hours there (36%), those who visit at least yearly more likely to stay for 2-3 hours (43%) and those who visit less than yearly more likely than others to stay for over 5 hours (12%).

Similarly, those who travelled for under three hours to reach the site were likely to stay for 2-3 hours (41%), whilst those on a longer visit were more likely than other groups to stay for 3-5 hours (27%).

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.

The majority (89%) had taken part in a 'active' activity e.g. cycling, running / jogging, walking for over half an hour, whilst just under one in ten (8%) had taken part in 'passive' activities e.g. walking for under half an hour, seeing something in the forest; these proportions were very similar to the average across sites.

Those aged 55+ (95%) were more likely to have taken part in active activities, as well as those with no children in the group (91%) and those on a day trip of less than three hours (92%). First time visitors (17%), those with children in the group (15%) and those visiting whilst on holiday (13%) were more likely to have taken part in passive activities.

Walking was a very popular activity at Newborough, with close to nine in ten (87%) respondents having taken part in some sort of walking activity. This included 32% who had walked a dog, 55% who had walked on sign-posted trail, and 40% who had gone on a walk somewhere other than the sign-posted trails.

Compared to the average across sites in Wales, the proportion of respondents at Newborough who had taken part in walking activities was high (87% cf. 75%), but visitors to Newborough were less likely to have taken part in cycling activities (5% cf. 19% across sites in Wales).

Other activities undertaken by sizeable proportions at Newborough included admiring the views (25%), picnics or barbecues (20%), photography (20%) and bird watching (16%), and proportions taking part in these activities were significantly greater than the average across sites.

There was some variation among subgroups of respondents at Newborough:

- Older respondents (those aged 55+) were more likely to have taken part in any walking activity (95%), or in bird watching (28%);
- Visitors on a day trip of less than three hours (42%), or those who visit frequently (44% of those who visit at least monthly) were more likely to have walked a dog;
- Those who visit less often (ie. less than yearly) were more likely to have taken part in bird watching (36%) or photography (33%);
- First time visitors (35%) and females (26%) were more to have had a picnic or barbecue;
- Those on a longer visit were more likely to have visited the beach (14%), as were those who visit infrequently (15% among both first time visitors and those who visit less than yearly);
- Families were more likely to have taken part in any cycling activity (10%).

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

	Newborough	Total
Walking:		
Walking on a sign-posted trail	55%	54%
Walking but not following sign posts	40%	19%
Dog walking	32%	26%
SUMMARY: ANY WALKING	87%	75%
Cycling:		
Cycling/ mountain biking off tracks and trails	3%	12%
Cycling on forest roads, tracks or trails	2%	11%
SUMMARY: ANY CYCLING	5%	19%
Other activities:		
Admiring the views	25%	8%
Photography	20%	10%
Picnic or barbecue	20%	11%
Bird watching	16%	7%
Organised event/ trip	9%	6%
The beach/activities on the beach	9%	1%
Nature/ natural history visit	6%	3%
Seeing something in the forest (e.g. ancient tree or demonstration)	4%	1%
Other	12%	5%
Taken part in ACTIVE activities	89%	89%
Taken part in PASSIVE activities	8%	9%
Sample Bases	250	1178

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 would spend on that activity during their visit. Ten respondents took part in cycling, one in horse riding and one in running/jogging, but base sizes are not sufficient here to show results for these activities.

However, walking was one of the most popular activities at Newborough and the mean time spent on this was an hour and fifty minutes, with respondents most commonly spending one to two hours on walking activities (39%).

Figure 9: Q7B. Approximate time spent on various activities (All respondents: 250; All who walked: 212)

	Total time on site	Time spent on any walking
15-30 minutes	0%	2%
30-60 minutes	10%	17%
1 to 2 hours	26%	39%
2 to 3 hours	35%	27%
3 to 5 hours	16%	6%
More than 5 hours	4%	1%
Don't know / not sure	10%	8%
Average	2 hours 23 mins	1 hour 51 mins

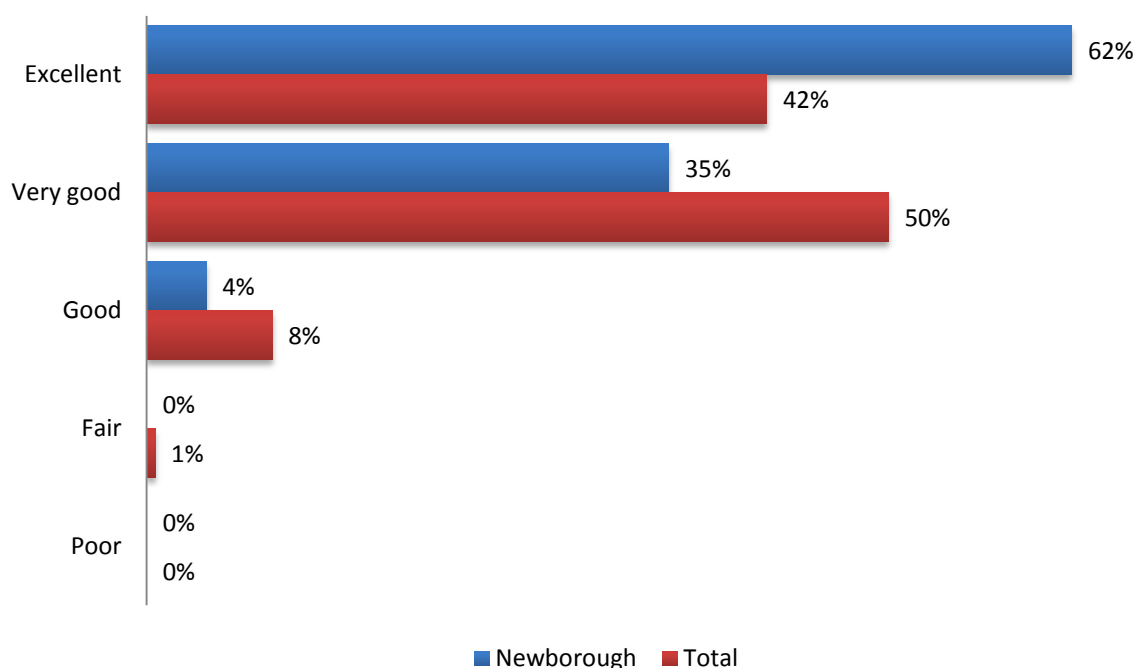
5 Perceptions of the site

5.1 Overall rating of the site as a place to visit

Newborough was rated very positively as a place to visit, with almost all visitors saying the site was either excellent or very good (96%).

This figure was even higher than the average across all sites (91%), particularly in terms of the proportion rating Newborough as ‘excellent’ (62%), which was significantly higher than the Welsh average (42%).

Figure 10: Q16. Overall rating of the site as a place to visit (Valid responses only)



Sample base = Newborough: 249 / Total sample: 1164

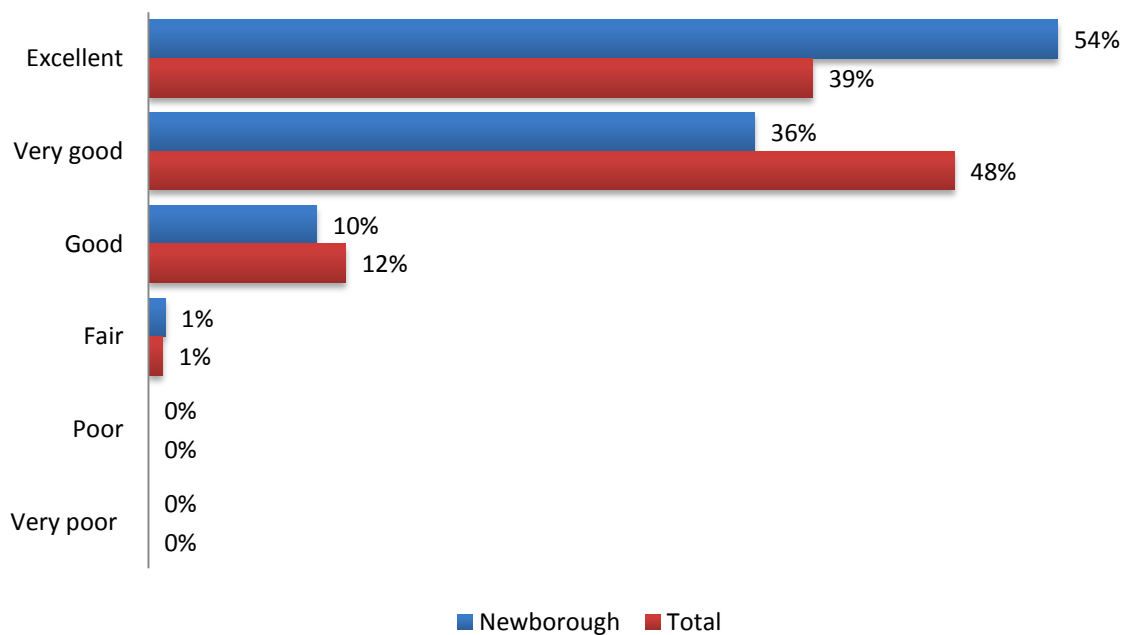
Unsurprisingly there was a link between overall ratings and frequency of visiting the site; around two-thirds (67%) of those who visit Newborough at least yearly provided a rating of ‘excellent’ overall, increasing to 76% of those who visit monthly. Those visiting Newborough for the first time were more likely than others to provide a rating of ‘very good’ (57%).

5.2 Rating of Newborough as safe and welcoming

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

Newborough was rated very positively on this measure, with nine in ten (89%) visitors providing a rating of excellent or very good. This was consistent with the average across all sites, where 87% provided ratings of very good/excellent for the relevant site. However, respondents at Newborough were significantly more likely than average to rate the site as excellent (54% cf. 39%) in terms of how safe and welcoming it is.

Figure 11: Q13. Ratings of the site in terms of how safe and welcoming it feels (Valid responses only)



Sample base = Newborough: 250 / Total sample: 1171

Again, there was a link between perceptions of how safe and welcoming the site feels and the frequency of visits to the site. Respondents who visit frequently (96% of those who visit at least monthly and 90% of those who visit at least yearly), or who were visiting for the first time (90%) were more likely to rate the site as excellent / very good, whilst those who visit less than yearly were more likely to provide a rating of good/fair (30%).

5.3 Reasons for ratings

Respondents were asked to explain the reasons for their rating of the Newborough site in terms of how safe and welcoming it is. This was an open-ended and unprompted question.

Among those who rated the site as 'excellent/very good' on this aspect (89% of respondents), around half (50%) provided a reason for their rating. Close to one in ten (8%) said they felt safe or there was a lack of crime; other reasons provided by at least 1% of respondents were as follows:

- One in five (20%) made a comment that was generally positive, for example that the site is good / pleasant etc. (7%);
- Close to one in ten (8%) mentioned the natural environment, for example the views / scenery / surroundings (5%);
- Close to one in ten (8%) said something about the facilities, for example that there are good parking facilities (3%);
- One in twenty (5%) mentioned the environment layout, for example that it was a good layout / well set out (2%);
- A similar proportion (4%) said something about the location, for example that the site is easily accessible / easy to find (1%);
- A minority also mentioned activities, for example the wide range of activities available (1%).

Among those who rated the site as 'good/fair' on this aspect (11% of respondents), around half (50%) provided a reason for their rating. Most of these comments were positive reasons, although 4% said they had rated the site this way due to a lack of sign posts. Reasons provided by at least 1% of respondents were as follows:

- Lack of problems (15%);
- Views / scenery / surroundings / greenery (11%);
- Good for the family / kids (7%);
- Feel Safe / lack of crime (4%);
- Good for walking the dog /exercising (4%);
- No sign posts / markings (4%);
- Other (15%).

No respondents rated the site as 'poor/very poor' in terms of how safe and welcoming they perceived it to be.

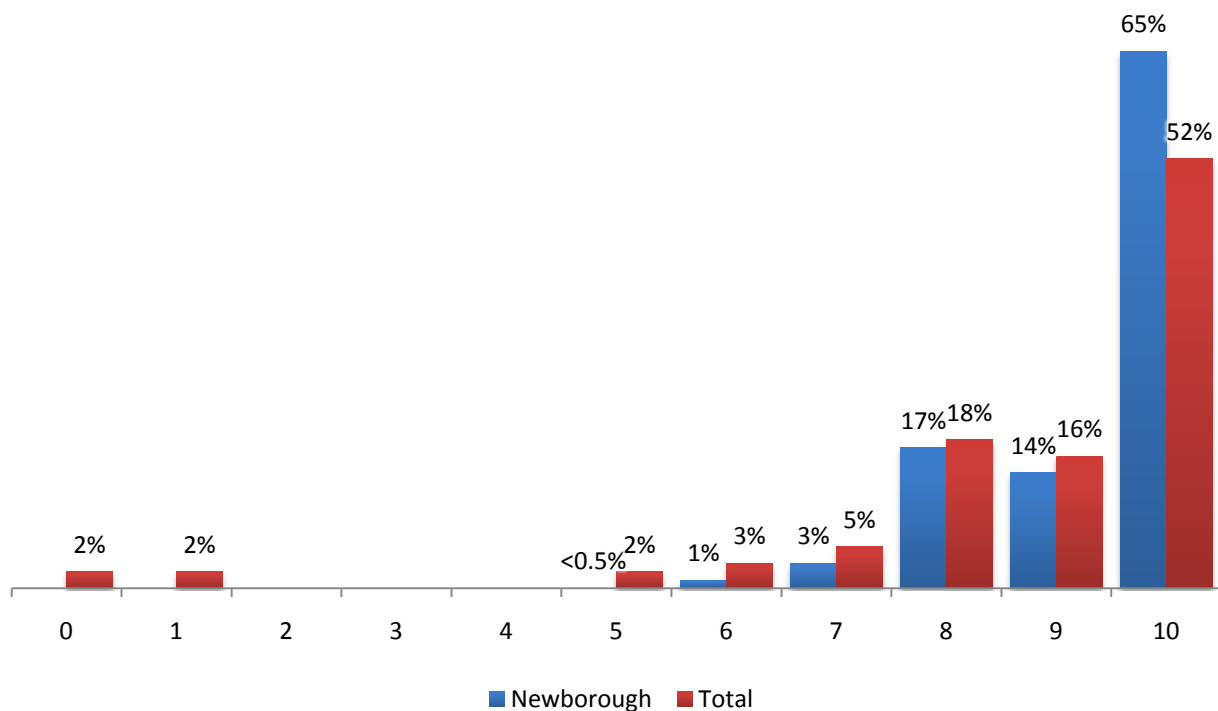
5.4 Recommending the site as a place to visit

Visitors were asked whether they would recommend Newborough as a place to visit, to a friend or relative. The overwhelming majority provided one of the top two ratings (79% provided a rating of 9-10) and the mean score was 9.4, so responses to this question were generally 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 Newborough, the percentage of customers who are Detractors is subtracted from the percentage of customers who are Promoters. This produces a score of 79%, significantly higher than the average Net Promoter Score across sites in Wales (59%).

Figure 12: 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)



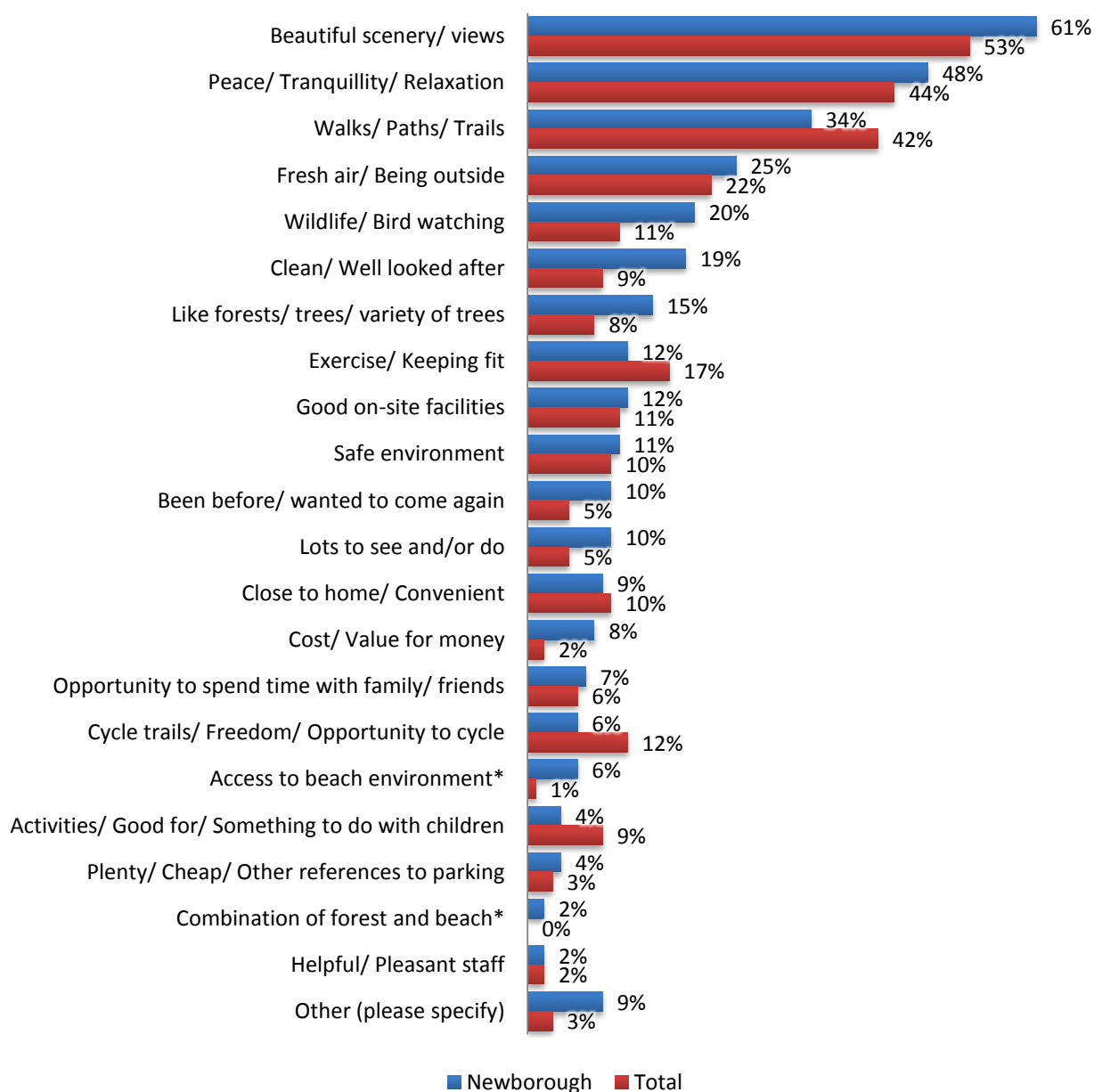
Sample base = Newborough: 249 / Total sample: 1081

5.5 Favourite thing about the site

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

The top aspect was beautiful scenery, which was significantly more likely to be mentioned by visitors to Newborough (61%), compared with the average (53%). Sizeable proportions mentioned peace/tranquillity (48%), and walks and paths available at the site (34%). Visitors to Newborough were also more likely than average to mention that the site was clean and well looked after (19% cf. 9%).

Figure 13: Q9. Respondent's favourite thing about the site (All respondents)



Sample base = Newborough: 250 / Total sample: 1178

NB. All responses were made unprompted, but those marked * were added to code frame after data collection.

There were some differences among subgroups:

- Those more than five in the group were likely to mention scenery / views (75%);
- Respondents in smaller groups were the most likely to mention peace / tranquillity (54% of those visiting alone or in pairs);
- Younger visitors (those aged 16-34) were more likely to mention fresh air/being outside (38%), and the opportunity to spend time with friends and family (12%), and females were also more likely to mention this latter aspect (11%);
- Respondents with younger children were more likely to mention there was lots to see and do (17% of those aged 0-5);
- Those without children were more likely to mention good on-site facilities (17%) and cost / value for money (10%);
- Those with older children (13% of those aged 11-15) or without children (15%) were more likely to mention exercise / keeping fit;
- Visitors with children aged 11-15 years were also more likely to mention cycling (13%), or that there were good activities for children (13%);
- Those aged 35-54 were likely to mention the site being close to home (13%);
- Visitors who are economically inactive were more likely to mention cost/value for money (15%).

5.6 Enhancing the visitor experience

Visitors were asked what, if anything, would enhance their enjoyment of the site, which was an open-ended and unprompted question. Close to one in five (17%) said 'nothing', whilst around a third (36%) did not provide a response and a further 4% were unsure.

Just over two in five (43%) provided a comment, although these were wide ranging in nature. Around a quarter (26%) made a comment in relation to improving facilities, for example provision of a café, refreshments or catering at the site (11%), or shopping facilities (4%).

Around one in six (16%) made a comment in relation to improving the general site environment, for example one in twenty (5%) mentioned avoiding commercialisation of the site, and 3% mentioned improving signage or providing clearer sign posting.

5.7 Factors interfering with the visitor experience

Respondents were also asked whether anything interfered with their enjoyment of the site. Again, this was an open-ended and unprompted question. Around half (51%) said there was 'nothing' that interfered with their enjoyment, but just over one in ten (12%) provided a comment. These generally related to:

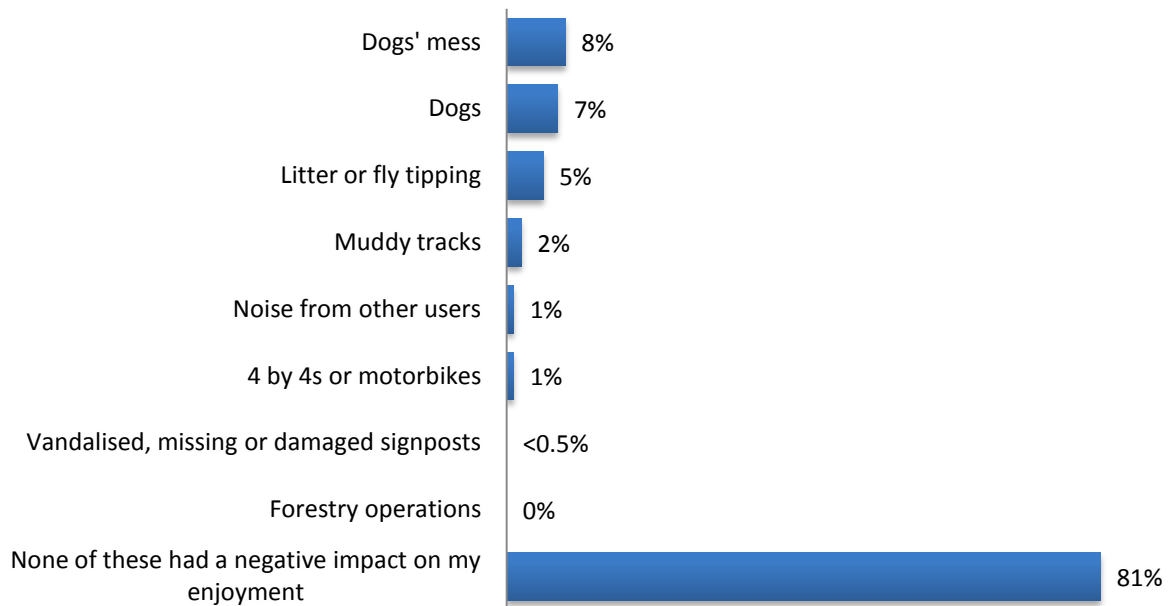
- Dog fouling (3%);
- The weather (2%);
- Lack of / poor signposts, including conflicting signage (1%);
- Litter issues, including not enough bins available (1%);
- Lack of cafe / restaurant, i.e. no ice cream or tea facilities (1%);
- Other (1%).

5.8 Impact of various factors on enjoyment of the site

Visitors to Newborough were also asked specifically whether a number of prompted factors had a negative impact on their enjoyment. Respondents were allowed to select as many factors as were applicable.

The majority (81%) of visitors surveyed said that nothing impacted negatively on their enjoyment, although around one in fourteen mentioned that dogs mess (8%) or dogs (7%) had a negative impact on their visit.

Figure 14: QN2. Whether any of the following had a negative impact on your enjoyment of your visit today (All respondents)



Unweighted sample base: Newborough = 250

Visitors with children in the group aged 0-5 years (17%) or 6-10 years (12%) were the most likely to say that dogs had a negative impact on their visit.

Those aged 16-34 (18%) were more likely to say that litter or fly tipping had impacted negatively on their experience, and females were also more likely to mention this than males (9% cf.1%).

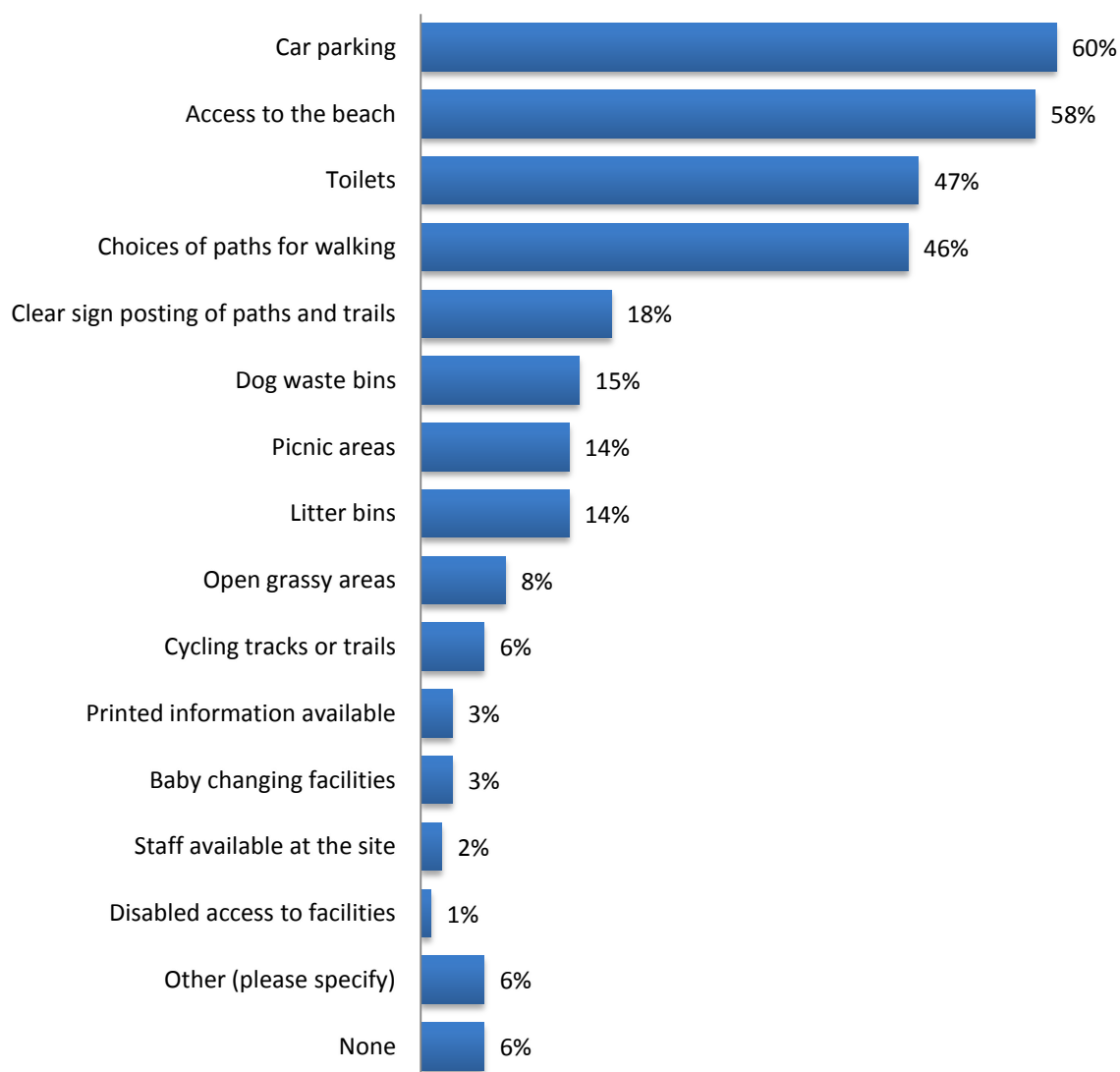
6 Site facilities

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 Newborough. This question was prompted and respondents were able to select as many facilities as applicable.

Car parking was particularly important in respondents' decisions to visit the site (60%), and close to three in five also (58%) said that access to the beach was important. Over two in five rated toilets (47%) and choices of paths for walking (46%) at the site as important in their decision to visit.

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



Sample base: Newborough = 250

Visitors on a day trip of less than 3 hours were more likely to say car parking was important (67%), as were frequent visitors to the site (71% of those who visit monthly).

Respondents who visit on a yearly basis were more likely to say that picnic areas were important in their decision to visit (26%).

Cycling tracks or trails were particularly important to younger visitors (12% of those aged 16-34), those with children aged 6-10 years (also 12%) and families (11%). Those aged 16-34 years were also more likely to rate open grassy areas as important (15%).

Respondents aged 35-54 years were more likely to say that clear sign posting (21%) and picnic areas (19%) were important.

Unsurprisingly, those with children aged 0-5 years were more likely to rate baby changing facilities as important (12%).

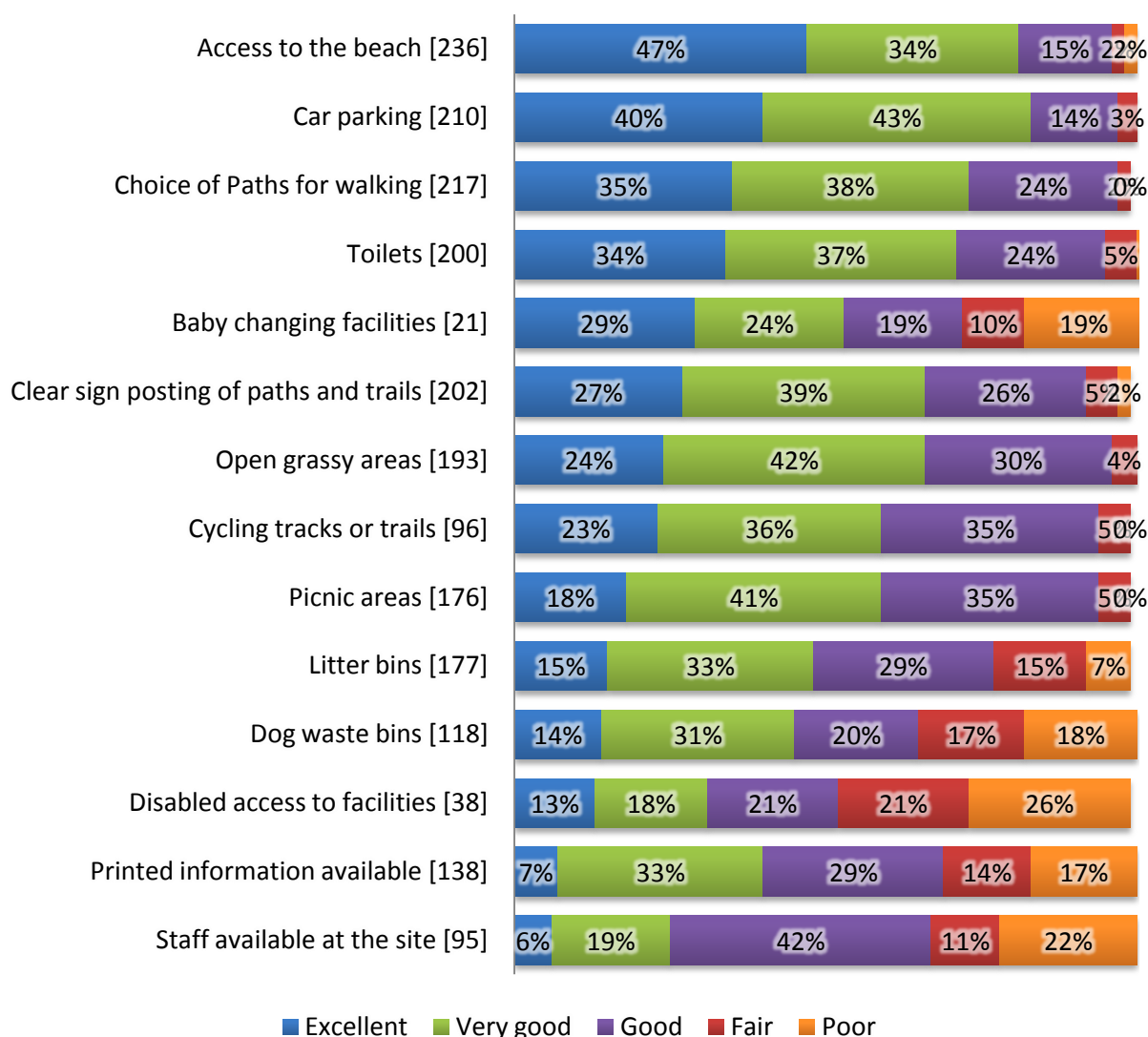
6.2 Rating of site facilities (where used)

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

Car parking and access to the beach were rated very highly, with at least four in five of those who had experienced these aspects rating them as excellent or very good (83% and 81% respectively). Around seven in ten respondents also rated the choice of paths for walking (74%) and the toilets (70%) as excellent or good.

Ratings were somewhat less positive in relation to disabled access to facilities (26% rate as poor), staff available at the site (22%) and baby changing facilities (19%). Around one in six rated dog waste bins (18%) and printed information available (17%) as poor.

Figure 16: Q15. Ratings of site facilities (where respondent rated the facility)



Unweighted sample bases in parentheses

6.2.1 Ratings of disabled facilities by those with a disability

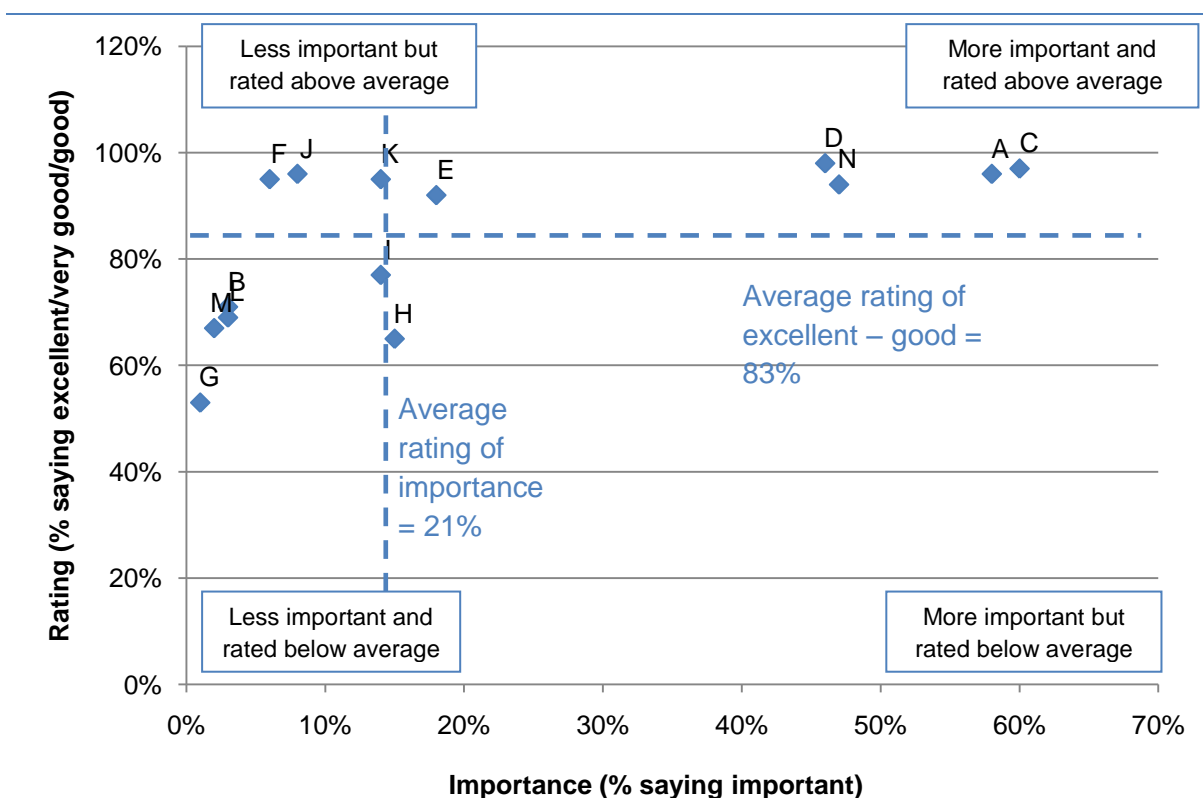
At Newborough, there were ten visitors (4% of total sample) who said they had a long-standing illness or disability. One of these respondents rated disabled access to facilities as excellent, one rated disabled access as fair and one as poor, however the remaining seven visitors either had no experience of disabled access at the site or were unsure how to rate this.

6.3 Ratings of site facilities by perceived importance

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

There was a clear link between usage and importance, with facilities that are considered to be more important (such as access to the beach and car parking) also receiving high proportions of positive ratings, and facilities that are perceived as less important (such as disabled access or staff available at the site) also being less positively rated. It is encouraging that there are no facilities in the lower right hand quadrant i.e. that are regarded as important but which receive lower than average ratings.

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



Sample bases vary

Table 1: Key to chart shown above

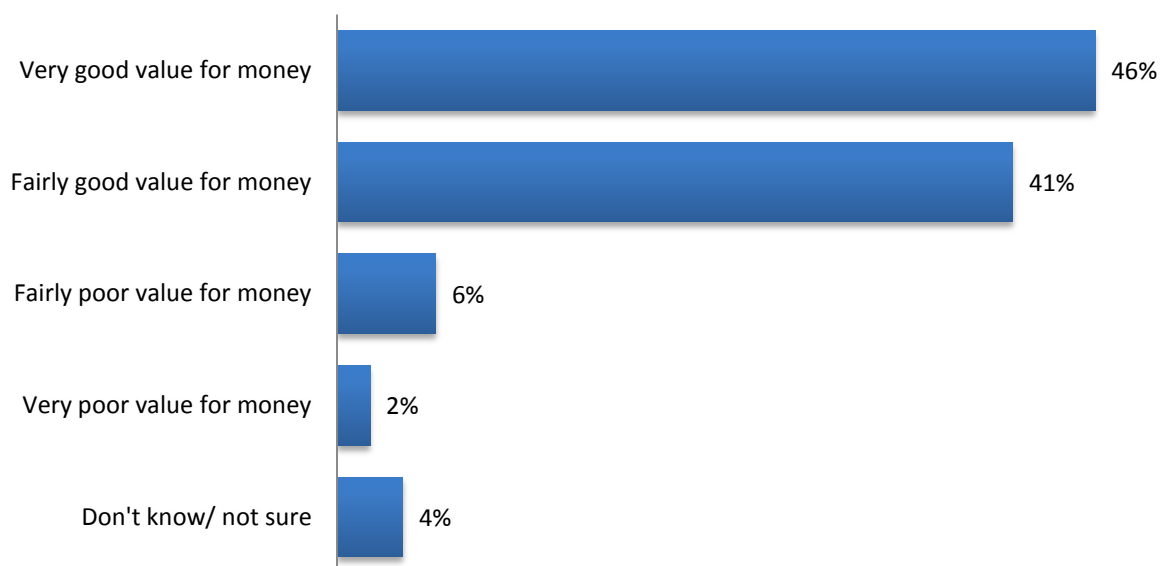
A Access to the beach	F Cycling tracks or trails	K Picnic areas
B Baby changing facilities	G Disabled access to facilities	L Printed information available
C Car parking	H Dog waste bins	M Staff available at the site
D Choice of Paths for walking	I Litter bins	N Toilets
E Clear sign posting of paths and trails	J Open grassy areas	

6.4 Car parking charge

Visitors were informed that there is a £3 charge for parking at the beach car park at Newborough, with money raised from the charge used to help manage the surrounding area. They were asked to rate the charge in terms of value for money.

The majority of respondents rated the £3 charge for parking as good value for money (87%), including close to half (46%) who said it was very good value for money, and two in five who said it was fairly good value (41%). Just under one in ten (8%) said it was very or fairly poor value for money.

Figure 18: QN1. How visitors would rate the £3 car parking charge in terms of value for money (All respondents)



Unweighted sample base = Newborough: 250

There were no significant differences among subgroups.

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 (48% at Newborough), via leaflets (15%) or from a map (15%). One in ten (10%) first time visitors found out from the Internet or a website.

In contrast, those who had visited before were most likely to say they had always known about the site or had been before (64% at Newborough), or that they had found out through word of mouth (29%).

For both first time visitors and those who have visited before, the proportion saying they found out about Newborough via word of mouth was somewhat higher than the average across sites in Wales.

Figure 19: Q8. How or where respondents found out about the site as a place to visit (All respondents)

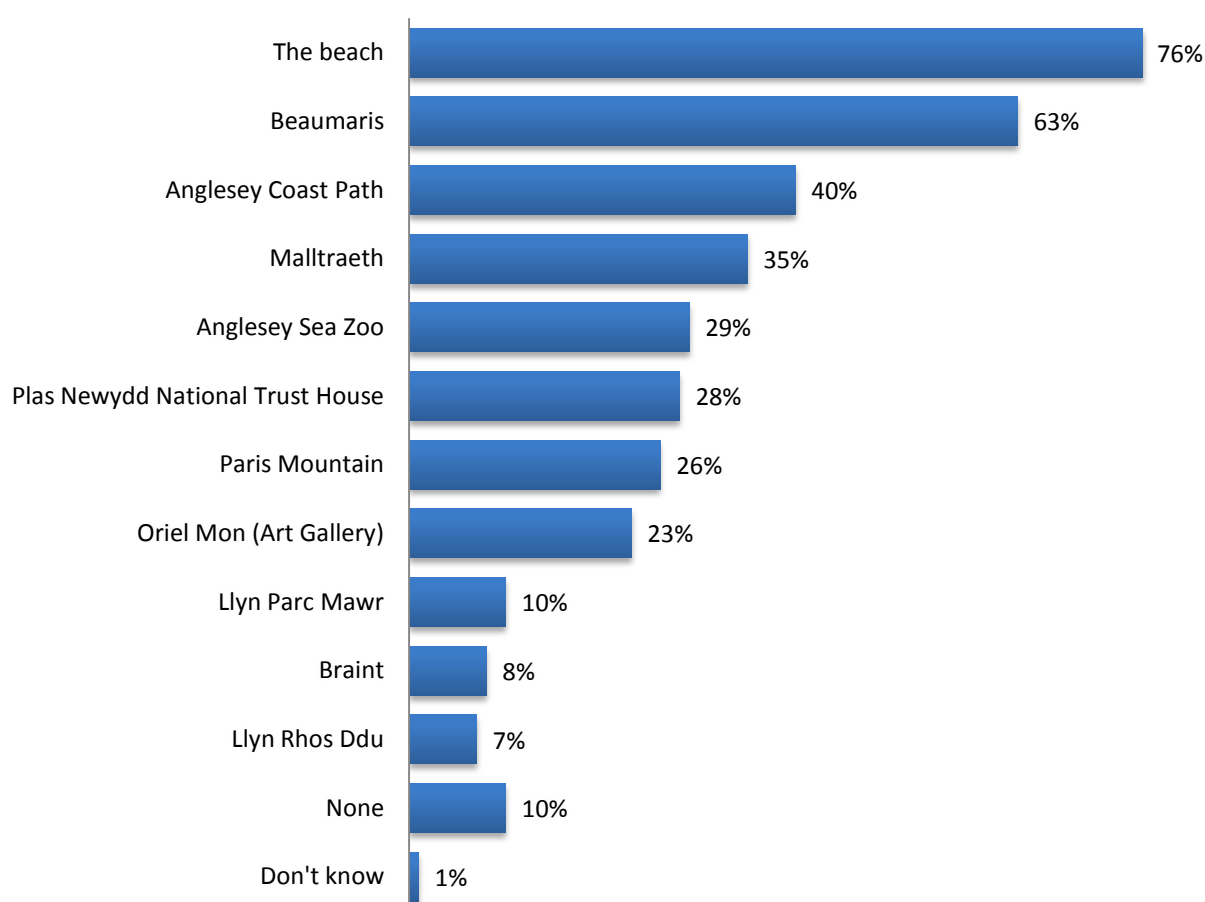
	First time visitors		Visited before	
	Newborough	Average across sites in Wales	Newborough	Average across sites in Wales
Always known about it/been here before	4%	13%	64%	67%
Word of mouth	48%	39%	29%	21%
Library	0%	2%	0%	<0.5%
Internet/website	10%	12%	2%	3%
Local newspaper	0%	<0.5%	0%	0%
National newspaper	0%	0%	<0.5%	<0.5%
Leaflet	15%	13%	1%	3%
Tourist Board	4%	4%	<0.5%	1%
Road signs	2%	7%	1%	2%
Just passing/ en route	4%	8%	4%	4%
Map	15%	8%	2%	2%
Other (please specify)	15%	7%	2%	3%
None	0%	<0.5%	0%	0%
Don't know/ Can't remember	0%	1%	0%	<0.5%
Sample bases	48	313	202	894

7.2 Visiting other attractions

Finally, visitors to Newborough were asked whether they had visited any of a list of nearby attractions in the previous twelve months. This question was prompted and respondents were allowed to select as many nearby attractions as applicable.

Over three quarters had been to the beach (76%), and after this the other most commonly visited site was Beaumaris, where over three in five (63%) had been in the past year. Two in five had visited the Anglesey Coast Path (40%), while at least a quarter had been to Malltraeth (35%), Anglesey Sea Zoo (29%), Plas Newydd National Trust House (28%) or Paris Mountain (26%).

Figure 20: Q18.2 Which other sites respondents have visited in the last twelve months (All respondents)



Sample base = Newborough: 250

Visitors aged 55+ were more likely to have been to various other attractions, including Beaumaris (73%), Paris Mountain (37%), Plas Newydd National Trust House (35%), Oriel Mon (31%), Anglesey Coast Path (26%) and Llyn Rhos Ddu (13%).

Visitors with children aged 0-5 years were more likely to have visited Anglesey Sea Zoo (43%).

8 Appendix 1: Questionnaire

Please do not hesitate to request the Welsh version of this questionnaire if required.

Pro: 8187_newborough

QV5 (11/11/10)

**FORESTRY COMMISSION
VISITOR SURVEY**

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

SITE REFERENCE NUMBER:	
------------------------	--

INTRODUCTION:

Good morning/afternoon/evening. My name is and I am from BMG Research/Wavehill, an independent research company based in Birmingham/Ceredigion. 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.

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

QA	ALL	Have you come to the end of your visit, or are you about to come to the end of your visit here?	BASE: ALL
	Yes	1	CONTINUE CLOSE
	No	2	

Pro: 8187_newborough

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	INTERVIEWER RECORD Respondent is person with next birthday 1 Respondent is not person with next birthday 2	BASE: ALL
W	INTERVIEWER RECORD WEATHER CONDITIONS CODE ALL THAT APPLY Sunshine 1 Cloud 2 Rain 3 Wind 4 Other (SPECIFY) 95 _____	BASE: ALL MULTI
Q1	ALL Can I just check how many people there are in total in your group? CODE ONE ONLY 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	ALL Which of the following best describes your trip today? READ OUT AND CODE ONE ONLY 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	<p>ALL</p> <p>How often, on average, do you come to this site?</p> <p>READ OUT AND CODE ONE ONLY</p> <p>This is my/our first visit 1</p> <p>Every day 2</p> <p>4-6 times per week 3</p> <p>1-3 times per week 4</p> <p>1-3 times per month 5</p> <p>4-6 times per year 6</p> <p>1-3 times per year 7</p> <p>Less often 8</p> <p>Don't know 9</p>	BASE: ALL SINGLE																																																																																												
Q4	<p>ALL</p> <p>Which of these activities have you personally taken part in during your visit here today?</p> <p>SHOW CARD 1 AND CODE ALL THAT APPLY</p>	BASE: ALL MULTI																																																																																												
Q5	<p>WHERE PARTY IS GREATER THAN 1</p> <p>And which of these activities have other members of your group taken part in during your visit here today?</p> <p>SHOW CARD 1 AND CODE ALL THAT APPLY</p>	BASE: Q1=2+ MULTI																																																																																												
Q6	<p>ALL</p> <p>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?</p> <p>SHOW CARD 1 AND CODE ALL THAT APPLY</p>	BASE: ALL MULTI																																																																																												
	<table border="1"> <thead> <tr> <th></th> <th>Q4</th> <th>Q5</th> <th>Q6</th> </tr> </thead> <tbody> <tr><td>*Cycling on forest roads, tracks or trails</td><td>1</td><td>1</td><td>1</td></tr> <tr><td>*Cycling/mountain biking off tracks and trails</td><td>2</td><td>2</td><td>2</td></tr> <tr><td>*Dog walking</td><td>3</td><td>3</td><td>3</td></tr> <tr><td>*Walking on a sign-posted trail</td><td>4</td><td>4</td><td>4</td></tr> <tr><td>*Walking but not following sign posts</td><td>5</td><td>5</td><td>5</td></tr> <tr><td>*Orienteering</td><td>6</td><td>6</td><td>6</td></tr> <tr><td>Using the café/restaurant/other catering</td><td>7</td><td>7</td><td>7</td></tr> <tr><td>Using the visitor centre/shop</td><td>8</td><td>8</td><td>8</td></tr> <tr><td>Using the play area</td><td>9</td><td>9</td><td>9</td></tr> <tr><td>*Running/jogging</td><td>10</td><td>10</td><td>10</td></tr> <tr><td>Nature/natural history visit</td><td>11</td><td>11</td><td>11</td></tr> <tr><td>Bird watching</td><td>12</td><td>12</td><td>12</td></tr> <tr><td>Photography</td><td>13</td><td>13</td><td>13</td></tr> <tr><td>Motor sports</td><td>14</td><td>14</td><td>14</td></tr> <tr><td>Educational visit</td><td>15</td><td>15</td><td>15</td></tr> <tr><td>*Horse riding/pony trekking</td><td>16</td><td>16</td><td>16</td></tr> <tr><td>Picnic or barbecue</td><td>17</td><td>17</td><td>17</td></tr> <tr><td>Seeing something in the forest (e.g. ancient tree or demonstration)</td><td>18</td><td>18</td><td>18</td></tr> <tr><td>Organised event/trip</td><td>19</td><td>19</td><td>19</td></tr> <tr><td>Admiring the views</td><td>20</td><td>20</td><td>20</td></tr> <tr><td>Other (SPECIFY)</td><td>95</td><td>95</td><td>95</td></tr> <tr><td>None</td><td>96</td><td>96</td><td>96</td></tr> </tbody> </table>		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	Seeing something in the forest (e.g. ancient tree or demonstration)	18	18	18	Organised event/trip	19	19	19	Admiring the views	20	20	20	Other (SPECIFY)	95	95	95	None	96	96	96	
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Pro: 8187_newborough

QV5 (11/11/10)

Q7a	ALL	BASE: ALL																																																															
	Approximately how long have you spent here today in total?	SINGLE																																																															
	READ OUT AND CODE ONE ONLY																																																																
Q7b	FOR STARRED ACTIVITIES	BASE: Q4=*																																																															
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3 to 5 hours	6	6	6	6	6	6																																																											
More than 5 hours	7	7	7	7	7	7																																																											
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	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																																																															

Q9	<p>ALL What do you like most about the site? DO NOT PROMPT. PROBE FULLY AND CODE ALL THAT APPLY</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 (SPECIFY) 95 _____ Nothing 96 Don't know 97</p>	BASE: ALL MULTI
Q10	<p>ALL What, if anything, would enhance your enjoyment of this site? (IF SAYS WEATHER, PROBE FURTHER) PROBE FULLY AND WRITE IN VERBATIM</p> <div data-bbox="331 1317 925 1411" style="border: 1px solid black; height: 40px; width: 100%;"></div>	BASE: ALL OPEN
Q11	<p>ALL Did anything interfere with your enjoyment of this site today? (IF SAYS WEATHER, PROBE FURTHER) PROBE FULLY AND WRITE IN VERBATIM</p> <div data-bbox="331 1572 925 1666" style="border: 1px solid black; height: 40px; width: 100%;"></div>	BASE: ALL OPEN

Pro: 8187_newborough

QV5 (11/11/10)

Q12	<p>ALL</p> <p>How would you rate the site in terms of how safe and welcoming it feels? READ OUT AND CODE ONE ONLY</p> <p>Excellent 1 Very good 2 Good 3 Fair 4 Poor 5 Very poor 6 Don't know/not sure 7</p>	BASE: ALL SINGLE
Q13	<p>ALL</p> <p>What are the reasons for your rating? PROBE FULLY AND WRITE IN VERBATIM</p> <div data-bbox="331 792 927 887" style="border: 1px solid black; height: 42px; width: 373px;"></div>	BASE: ALL OPEN
N1	<p>ALL</p> <p>As you may know, there is a £3 charge for parking at the beach car park, with the money raised from this used to help manage the surrounding area. How would you rate this in terms of value for money? READ OUT AND CODE ONE ONLY</p> <p>Very good value for money 1 Fairly good value for money 2 Fairly poor value for money 3 Very poor value for money 4 Don't know/not sure 5</p>	BASE: ALL SINGLE
N2	<p>ALL</p> <p>Did any of the following have a negative impact on your enjoyment of your visit today? READ OUT AND CODE ALL THAT APPLY</p> <p>Noise from other users 1 4 by 4s or motorbikes 2 Litter or fly tipping 3 Dogs 4 Dogs' mess 5 Muddy tracks 6 Vandalised, missing or damaged signposts 7 Forestry operations 8 None 9</p>	BASE: ALL MULTI

Pro: 8187_newborough

QV5 (11/11/10)

Q14	ALL	BASE: ALL
	Looking at this list, which of these facilities were important in your decision to visit here today?	MULTI
	LIST TO BE TAILORED TO EACH SITE SHOW CARD 3 AND CODE ALL THAT APPLY	
	Car parking	1
	Cycling tracks or trails	2
	Choices of paths for walking	4
	Clear sign posting of paths and trails	5
	Staff available at the site	6
	Picnic areas	8
	Open grassy areas	9
	Printed information available	15
	Toilets	16
	Baby changing facilities	17
	Litter bins	18
	Dog waste bins	19
	Disabled access to facilities	21
	Access to the beach	22
	Other (SPECIFY)	95
	None	96
	Don't know	97

Pro: 8187_newborough

QV5 (11/11/10)

Q15	ALL 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... LIST TO BE TAILORED TO EACH SITE READ OUT AND CODE ONE ONLY PER ROW	BASE: ALL ROW SINGLES					
		Excellent	Very good	Good	Fair	Poor	Don't know/not experienced
	Car parking	1	2	3	4	5	6
	Cycling tracks or trails	1	2	3	4	5	6
	Paths for walking	1	2	3	4	5	6
	Sign posting of paths and trails	1	2	3	4	5	6
	Staff available at the site	1	2	3	4	5	6
	Picnic areas	1	2	3	4	5	6
	Open grassy areas	1	2	3	4	5	6
	Printed information available	1	2	3	4	5	6
	Toilets	1	2	3	4	5	6
	Baby changing facilities	1	2	3	4	5	6
	Litter bins	1	2	3	4	5	6
	Dog waste bins	1	2	3	4	5	6
Disabled access to facilities	1	2	3	4	5	6	
Access to the beach	1	2	3	4	5	6	
Q16	ALL Overall, how would you rate this site as a place to visit? READ OUT AND CODE ONE ONLY	BASE: ALL SINGLE					
	Excellent					1	
	Very good					2	
	Good					3	
	Fair					4	
	Poor					5	
	Don't know/not sure					6	

Pro: 8187_newborough

QV5 (11/11/10)

Q17	<p>ALL 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? CODE ONE ONLY</p> <p>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</p>	<p>BASE: ALL SINGLE</p>
Q18	<p>ALL Looking at this map can you tell me which, if any, of the sites marked you have visited in the last year or so? SHOWCARD 4 AND MAP AND CODE ALL THAT APPLY</p> <p>Llyn Parc Mawr 1 Malltraeth 2 Llyn Rhos Ddu 3 Braint 4 Anglesey Sea Zoo 5 Plas Newydd National trust House 6 Beaumaris 7 Paris Mountain 8 Anglesey Coast Path 9 Oriol Mon (Art Gallery) 10 The beach 11 None of these 12 Don't know 13</p>	<p>BASE: ALL MULTI</p>

Pro: 8187_newborough

QV5 (11/11/10)

Profile information

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

C1	ALL INTERVIEWER CODE RESPONDENT SEX READ OUT AND CODE ONE ONLY Male 1 Female 2	BASE: ALL SINGLE
C2	ALL Which of the following age bands do you fall into? READ OUT AND CODE ONE ONLY 16-24 2 25-34 3 35-44 4 45-54 5 55-64 6 65+ 7 Refused 8	BASE: ALL SINGLE
C3	Which of these best describes what you are doing at present? SHOWCARD 5 AND CODE ONE ONLY 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 (SPECIFY) _____ 95	BASE: ALL SINGLE
C4	ALL Do you have any children aged 15 or under living in your household? CODE ONE ONLY Yes 1 No 2	BASE: ALL SINGLE

Pro: 8187_newborough

QV5 (11/11/10)

C5	<p>ALL Do you have any illness, disability or infirmity that has troubled you over a period of 12 months or more? CODE ONE ONLY</p> <p>Yes 1 No 2</p>	<p>BASE: ALL SINGLE</p>
C6	<p>ALL WITH DISABILITY AT C5 Does this illness, disability or infirmity limit your activities in any way? CODE ONE ONLY</p> <p>Yes 1 No 2</p>	<p>BASE: C5=1 SINGLE</p>
C7	<p>ALL Which of the following best describes your ethnic background? READ OUT AND CODE ONE ONLY</p> <p>White British 1 White Irish 2 White East European 3 White other European 4 Any other White background (SPECIFY) 5 _____ Caribbean 6 African 7 Any other Black background (SPECIFY) 8 _____ Indian 9 Pakistani 10 Bangladeshi 11 Any other Asian background (SPECIFY) 12 _____ White and Black Caribbean 13 White and Black African 14 White and Asian 15 Any other Mixed background (SPECIFY) 16 _____ Chinese 17 Other (SPECIFY) 95 _____ DK/NA 97</p>	<p>BASE: ALL SINGLE</p>

Pro: 8187_newborough

QV5 (11/11/10)

C8	ALL	<p>So we can map where visitors have come from please can I have your postcode. IF NECESSARY: Please be assured that this information will only be used for analysis purposes and will not be used to identify individuals. ENSURE POST CODE IS COLLECTED IN FULL WHEREVER POSSIBLE, OR AS MUCH OF POST CODE AS RESPONDENT IS PREPARED TO PROVIDE</p> <table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> </tr> </table>								BASE: ALL SINGLE

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.

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

ADDRESS DETAILS

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

TELEPHONE

Landline number												
Mobile number												

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.

