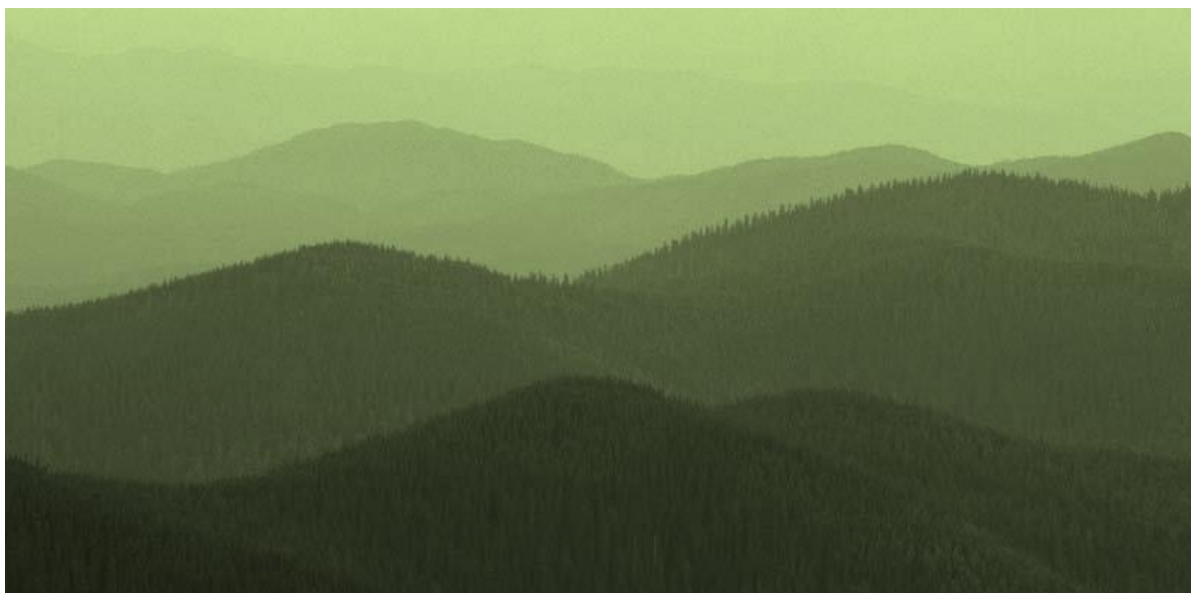




# *Research Report*



## **Quality of Visitor Experience Survey: Sherwood Pines**

**Prepared for: The Forestry Commission**

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# Quality of Visitor Experience Survey: Sherwood Pines

**Prepared for: The Forestry Commission**

**Prepared by: BMG Research**

**April 2011**

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**Produced by BMG Research**

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Investors in People Standard - Certificate No. WMQC 0614

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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 333 visitor interviews completed at Sherwood Pines in 2010; throughout the report, comparisons have been made between findings at Sherwood Pines and the straight average across the ten high usage sites in England.

### 1.2 Sherwood Pines

Sherwood Pines Forest Park is the largest woodland open to the public in the East Midlands. It is 3300 acres and the largest single tract of forest open to the public in the East Midlands, having a wide variety of off road cycling trails for all abilities. The park also hosts events and trail building seminars.

There are a number of marked walking trails through some of the oldest parts of the forest, with many other tracks and trails to be explored.

There are several play areas and the site includes a visitor area which has a cafe, toilets, cycle hire and Go Ape high wire forest adventure facility.

### 1.3 Perceptions of the site

Nine in ten visitors said Sherwood Pines was either excellent or very good as a place to visit (89%), which was consistent with the average across all sites (92%).

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 Sherwood Pines as a place to visit – seven in ten (71%) 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 Sherwood Pines were the cycle trails and opportunities to cycle, as well as the walks, paths and trails and the beautiful scenery / views.

Visitors said that cycling tracks and trails at Sherwood Pines were important when they were deciding to visit the site, as well as the car parking, café / restaurant and the toilets.

The majority of those who had used the cycling tracks or trails at Sherwood Pines said these were excellent or very good; fewer visitors had used the Go Ape facilities, but

most of those who had said they were excellent or very good, and visitors were also generally positive in relation to the play area, car parking and cycle hire.

## 1.5 Areas for improvement

In terms of facilities, visitors were slightly less positive about dog waste bins, litter bins, conference/event facilities, staff available at the site, baby changing facilities, printed information available and clear sign posting of paths and trails.

While these facilities received lower than average ratings in terms of how many visitors rated them as excellent, very good or good, they were also (with the exception of the toilets) rated as less important than average by visitors.

## 1.6 Visitor profile

Over eight in ten visitors had been to Sherwood Pines before, which was similar to the average across sites. Visitors were more likely than average to come to the site frequently i.e. on a weekly or monthly basis.

Sherwood Pines had a higher than average percentage of male visitors, and seven in ten visitors surveyed were male.

Visitors to Sherwood Pines were also slightly younger than average; most were aged under 34 and less than average were aged over 55 years.

Similarly, visitors were more likely than average to be classified as 'Young Independents' i.e. aged 16-34 with no children, and less likely to be 'Families' or 'Empty Nesters'.

Around two-fifths of visitors had children in the group, compared with around half on average across all sites in England.

Few visitors at Sherwood Pines said they were staying overnight in the area or visiting the site whilst on holiday, and most of those who provided their postcode said they lived in or around the East Midlands and Yorkshire and The Humber, with few visitors travelling from further afield.

Around seven in ten visitors had taken part in cycling / mountain biking either on or off tracks and trails, and other popular activities included using the café or restaurant facilities, using the adventure play area, or walking on sign posted trails.

## 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 Sherwood Pines, a total of 333 visitors were interviewed, over 7<sup>th</sup>-8<sup>th</sup> August (35 interviews completed), 16<sup>th</sup>-17<sup>th</sup> October (138) and 30<sup>th</sup>-31<sup>st</sup> October (160) 2010.

## 2.3 Report

This report summarises results of the survey undertaken at Sherwood Pines 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 Sherwood Pines 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 Sherwood Pines. Responses to these questions are shown in the table overleaf, compared with data for the average across all sites.

The sample of visitors at Sherwood Pines was weighted towards males, with seven in ten being male (70%) and three in ten female (30%). This distribution was less equal than the average across all sites, where 59% were male and 41% female.

Visitors surveyed at Sherwood Pines were fairly similar to average in terms of age; three in ten were under 34 (30%), compared with a similar proportion (28%) across all English sites, although the proportion of visitors aged 55+ was slightly lower than average (9% cf.15%).

Similarly, visitors to Sherwood Pines were more likely than average to be 'Young Independents' (21% cf. 15%), and slightly less likely to be 'Families' (49% cf. 54%) or 'Empty Nesters' (19% cf. 23%).

Visitors surveyed at Sherwood Pines were also more likely than average to be employed full time (78% cf. 64% on average across sites in England).

In terms of disability, visitors to Sherwood Pines 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**

		Sherwood %	Average across all England sites %
<b>Gender</b>	Male	70	59
	Female	30	41
<b>Age</b>	16-24	7	5
	25-34	23	23
	35-44	44	38
	45-54	19	18
	55-64	7	9
	65+	2	6
	Refused	0	1
<b>Lifestage</b>	Family <i>(Children in household)</i>	49	54
	Empty Nesters <i>(Aged 45-65+ with no children)</i>	19	23
	Young Independents <i>(Aged 16-34 with no children)</i>	21	15
	Other	12	8
<b>Working status</b>	Employee in full time job (30 hours plus per week)	78	64
	Employee in part time job (under 30 hours per week)	10	14
	Self-employed full or part time	2	4
	On a government supported training programme (e.g. Modern Apprenticeship, Training for Work)	<0.5	0
	Full time education at school, college or university	1	2
	Unemployed and available for work	2	1
	Permanently sick/ Disabled	0	0
	Wholly retired from work	2	9
	Looking after the home	3	6
	Other	0	1
<b>Disability<sup>3</sup></b>	Yes	2	4
	No	98	96
<b>Sample base</b>		333	2566

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

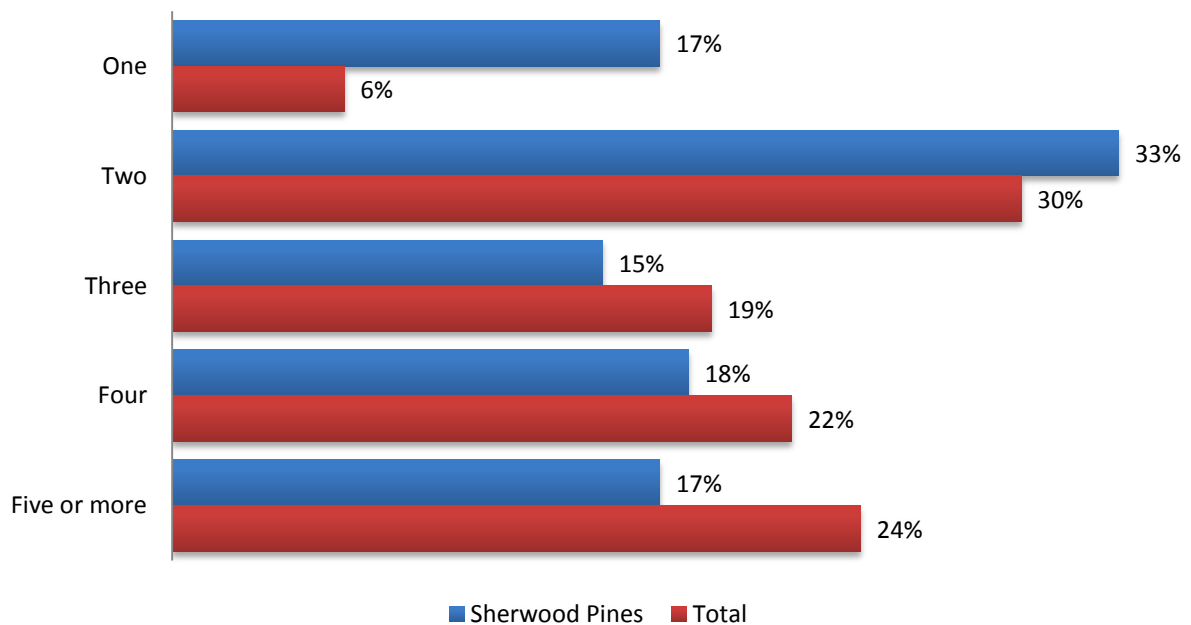
### 3.2 Group profile

#### 3.2.1 Size of group

The mean number in a group at Sherwood Pines was three, which was lower than the average across English sites (four), with group sizes at the site ranging from one to twenty-two.

Around one in six visitors came to the site alone (17%), and this is a significantly higher proportion than the average across all sites (6%). A third visited in a couple (33%), a similar proportion to average (30%). About one in six (17%) came in a group of five or more visitors; a lower proportion than the average across all sites (24%).

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



Sample base = Sherwood Pines: 333 / Total sample: 2566

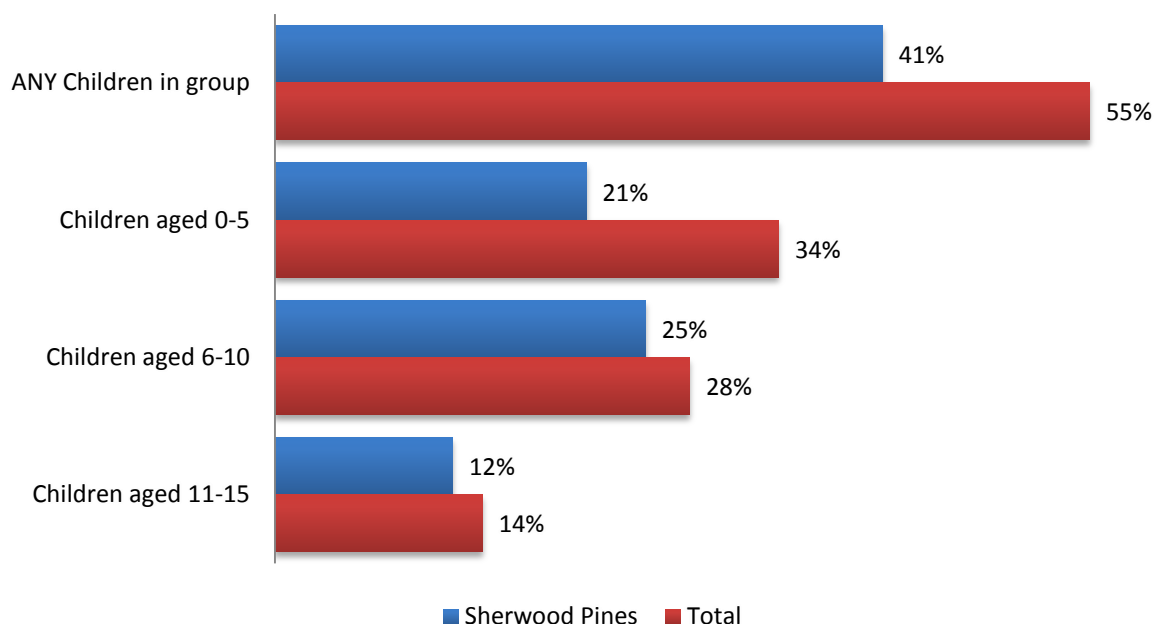
Males were more likely to be visiting alone than females (22%, compared with 4%). Those who visit at least weekly were more likely to be visiting alone (30%), as were respondents undertaking cycling activities (23%), particularly compared with those taking part in walking activities (7%). Respondents undertaking walking activities were more likely to be visiting in a group of five or more (27%).

### 3.2.2 Composition of group

At Sherwood Pines, around two-fifths of visitors (41%) had any children in the group, which was a significantly lower proportion than the average across all sites (55%).

Around one in five (21%) were visiting with children aged 0-5 years, whilst one in four (25%) had children aged 6-10 in the group and just over one in ten (12%) were visiting with children aged 11-15 years. These figures were somewhat lower than average.

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



Sample base = Sherwood Pines: 333 / Total sample: 2566

Females (54%) and those aged 35-54 (46%) were more likely to have children in the group; as well as Families (69%), a notable proportion of Empty Nesters (24%) brought children to the site with them. Those who visit on a monthly (46%) or yearly basis (49%) were also more likely to bring children with them, compared to respondents who visit more or less frequently.

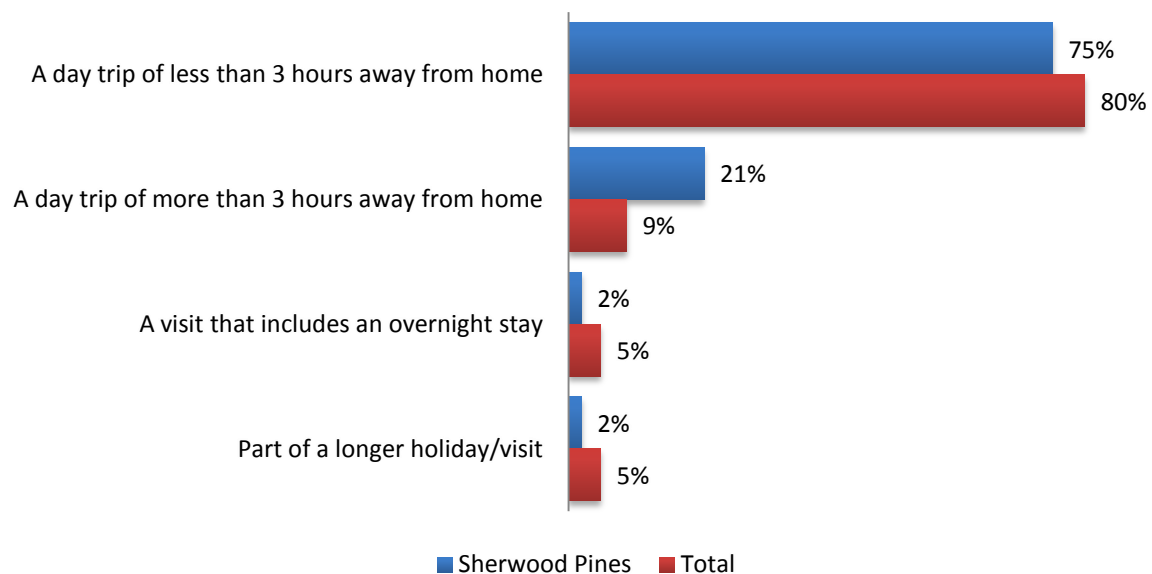
Respondents planning to undertake walking activities (65%) were more likely to bring children to the site than those who planned to cycle (30%).

## 4 Profile of visit

### 4.1 Type of visit

The majority of visitors to Sherwood Pines were visiting as part of a day trip of less than 3 hours away from home (75%), which was slightly lower than the average across all sites (80%). Few respondents at Sherwood Pines were visiting the site as part of an overnight stay or a longer holiday or visit.

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



Sample base = Sherwood Pines: 333 / Total sample: 2566

There was a link between type of visit and frequency of visit, with those who visit at least weekly (91%) or monthly (87%) being more likely to visit on a day trip of less than 3 hours away from home, and first time visitors (25%) or those who visit on a yearly basis (27%) being more likely than others to visit as part of a day trip more than 3 hours from home.

## 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 Sherwood Pines and providing a valid postcode live in or around the East Midlands and Yorkshire and The Humber, with few respondents coming from further afield.

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

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## 4.3 Frequency of visits

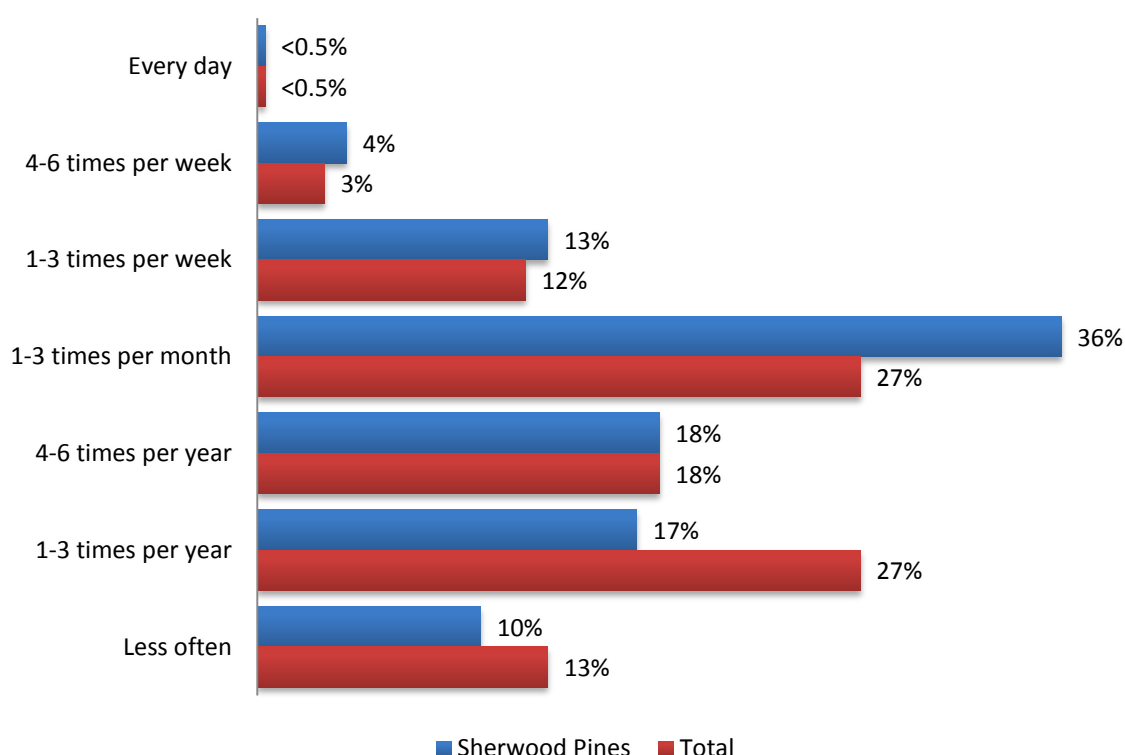
### 4.3.1 First time visitors

Around eight in ten visitors had been to Sherwood Pines before (83%), which was the same proportion as average across all sites.

### 4.3.2 Repeat visitors

Excluding first time visitors, respondents at Sherwood Pines were more likely than average to visit at least weekly (17% cf. 14%) or monthly (36% cf. 27%), and somewhat less likely to visit on a yearly basis (36% cf. 45%), so respondents at Sherwood Pines were more likely than average to be frequent visitors.

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



Sample base = Sherwood Pines: 277 / Total sample: 2138

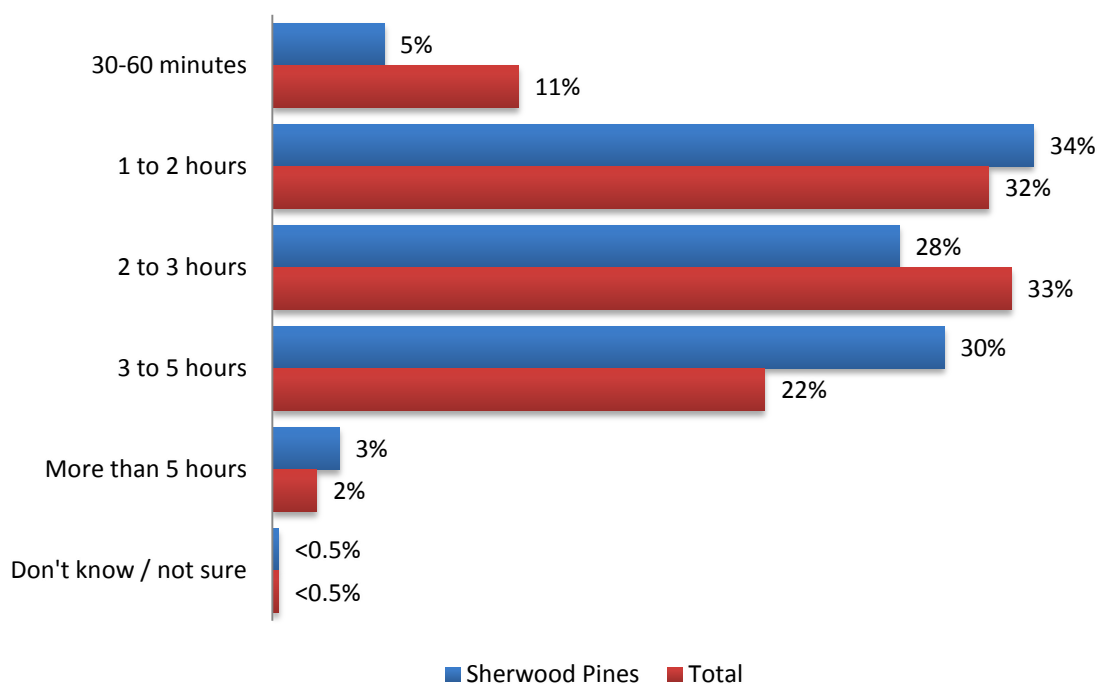
Empty Nesters were more likely to say they visit at least weekly (27%), whilst those classed as Families were the most likely to say they visit at least yearly (39%).

#### 4.4 Length of visit

Visitors to Sherwood Pines had generally spent a considerable amount of time at the site. The average amount of time spent at Sherwood Pines was 2 hours and 36 minutes, which was similar to the average across all sites (2 hours and 24 minutes).

Respondents at Sherwood Pines were less likely than average to have been at the site for under two hours (39% cf. 43%), and somewhat more likely to have been at the site for 3-5 hours (30% cf. 22%).

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



Sample base = Sherwood Pines: 333 / Total sample: 2566

Those who travelled for under three hours to reach the site were more likely to stay for 2-3 hours (33%), whilst those on a longer holiday or visit were more likely than other groups to stay for more than three hours (79%). First time visitors (48%) were also more likely to stay at the site for over three hours, including around one in ten (9%) that stayed for more than five hours).

## 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.

Cycling was a very popular activity at Sherwood Pines, with around seven in ten respondents (71%) taking part in some sort of cycling activity, compared with just 35% on average across the English sites. Around half of respondents (46%) had taken part in cycling / mountain biking away from tracks and trails, and two in five (40%) had used tracks or trails to cycle.

In contrast, the proportion of respondents who had taken part in walking activities was fairly low compared with the average across all sites in England (35% cf. 63%).

The café / restaurant facilities had been used by two in five visitors surveyed (40%), and respondents at Sherwood Pines were slightly less likely than average (48%) to have used these facilities. Around one in four (26%) had used the play area, and fewer than one in ten had used the visitor centre / shop (7%).

There was some variation among subgroups of respondents at Sherwood Pines:

- Young Independents (78%) and those without children (80%) were among the most likely to have taken part in cycling activities;
- Males (75%) and those visiting alone (89%) were also more likely to have taken part in cycling activities, as well as those who visit at least monthly (77%);
- Families (44%) and Empty Nesters (40%) were more likely to have taken part in walking activities, and few Young Independents (22%) had taken part in activities of this type;
- Respondents with children in their group were more likely to have taken part in walking activities (59%), or to have used the play area (62%, rising to 79% among those with children aged 0-5);
- Respondents visiting with children were also more likely to have had picnics or barbecues (9%), and this proportion is also higher than average amongst groups of 6+ (13%).

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

	Forest Pines	Total
Cycling/ mountain biking off tracks and trails	46%	24%
Cycling on forest roads, tracks or trails	40%	19%
<b>SUMMARY: ANY CYCLING</b>	71%	35%
Walking on a sign-posted trail	21%	47%
Walking but not following sign posts	13%	23%
Dog walking	11%	17%
<b>SUMMARY: ANY WALKING</b>	35%	63%
Using the café /restaurant/ other catering	40%	48%
Using the play area	26%	34%
Using the visitor centre/ shop	7%	13%
Picnic or barbecue	4%	10%
Admiring the views	4%	11%
Photography	4%	6%
Orienteering	2%	1%
Nature/ natural history visit	1%	2%
Organised event/ trip	1%	1%
Bird watching	1%	3%
Horse riding/ pony trekking	1%	<0.5%
Running/ jogging	1%	2%
Other	5%	6%
Sample Bases	333	2566

## 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.

On average, respondents who took part in cycling spent longer on this compared with those who took part in walking.

**Figure 9: Q7B. Approximate time spent on various activities (All respondents: 333; All who walked: 111; All who cycled: 221)**

	Total time on site	Time spent on any walking	Time spent on any cycling
0-15 minutes	0%	2%	<0.5%
15-30 minutes	0%	8%	<0.5%
30-60 minutes	5%	28%	10%
1 to 2 hours	34%	43%	40%
2 to 3 hours	28%	14%	31%
3 to 5 hours	30%	5%	18%
More than 5 hours	3%	0%	1%
Don't know/ not sure	<0.5%	1%	0%
Average	2 hours 36 minutes	1 hour 25 minutes	2 hours 21 minutes

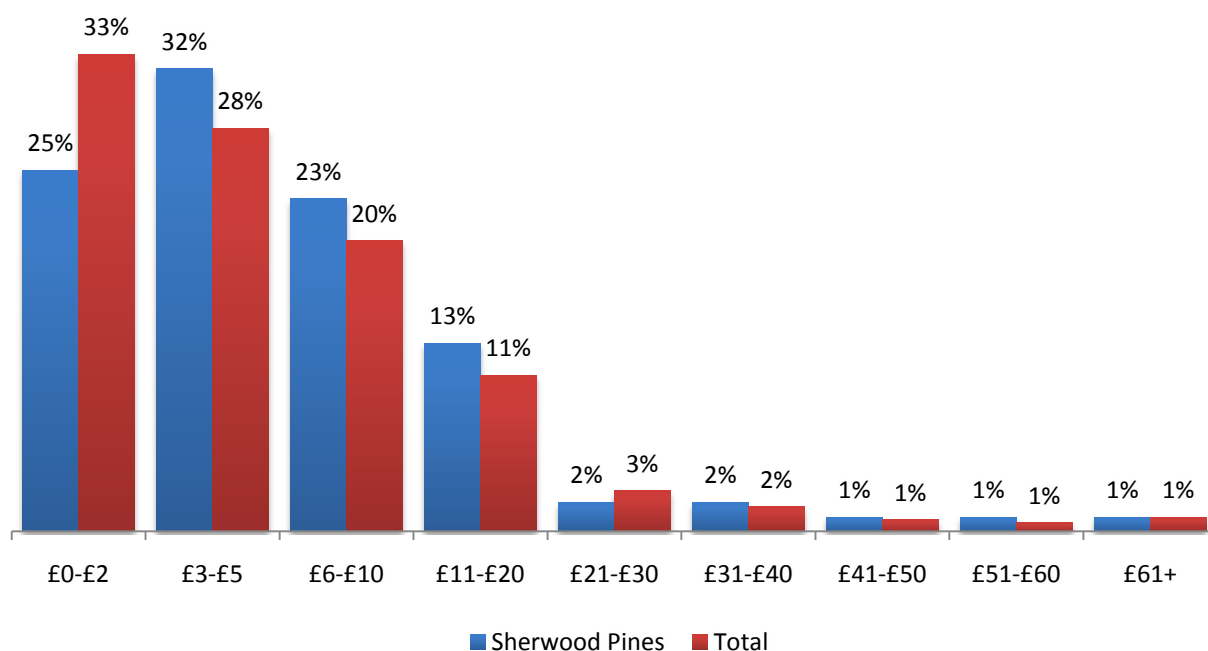
## 4.7 Overall spending during the visit

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 Sherwood Pines was £26.98, which was lower than the average across English sites (£30.88).

The average spend per person at Sherwood Pines was £9.70, which again was slightly lower than the average across all sites (where average spend per person was £10.19). 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: Sherwood Pines = 333 / England = 2566

Female respondents have a higher average spend per person than male respondents (£11.47 per person, compared with £8.94 amongst males). Those visiting Sherwood Pines at least weekly have the highest average spend per person (£16.96), but average spend is also higher than average amongst first-time visitors (£12.46) and those visiting less than yearly (£14.80). Those visiting at least monthly have the lowest average spend per person (£5.18).

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 (86%), although the average amount that was spent on parking was low (£3.25 among those who spent anything). Seven in ten (70%) spent money on transport, and visitors that spent anything on transport spent £9.00 on average on this aspect.

Just 12 respondents were visiting Sherwood Pines as part of a longer holiday or staying overnight, and this number is too small to allow analysis of average spend when considering only those who spent something on accommodation. Accommodation has therefore been excluded from the table below, as well as other items for which the proportion of the total sample who spent anything was too small for robust analysis, including admission fees, hiring equipment, miscellaneous items and non-routine shopping.

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

	Average spend at Sherwood Pines (All respondents)	Proportion at Sherwood Pines spending anything on this item	Average spend, where visitors spent anything
Parking	£2.80	86%	£3.25
Transport including petrol, taxis, public transport etc.	£6.29	70%	£9.00
Food and drink purchased outside of any accommodation	£5.56	47%	£11.71
Admission fees to attractions	£3.29	8%	-
Hiring equipment such as boats, bikes or horses	£0.64	3%	-
Other miscellaneous items	£2.01	5%	-
Non-routine shopping such as buying souvenirs	£4.39	4%	-
Sample base	333	N/a	Sample bases vary

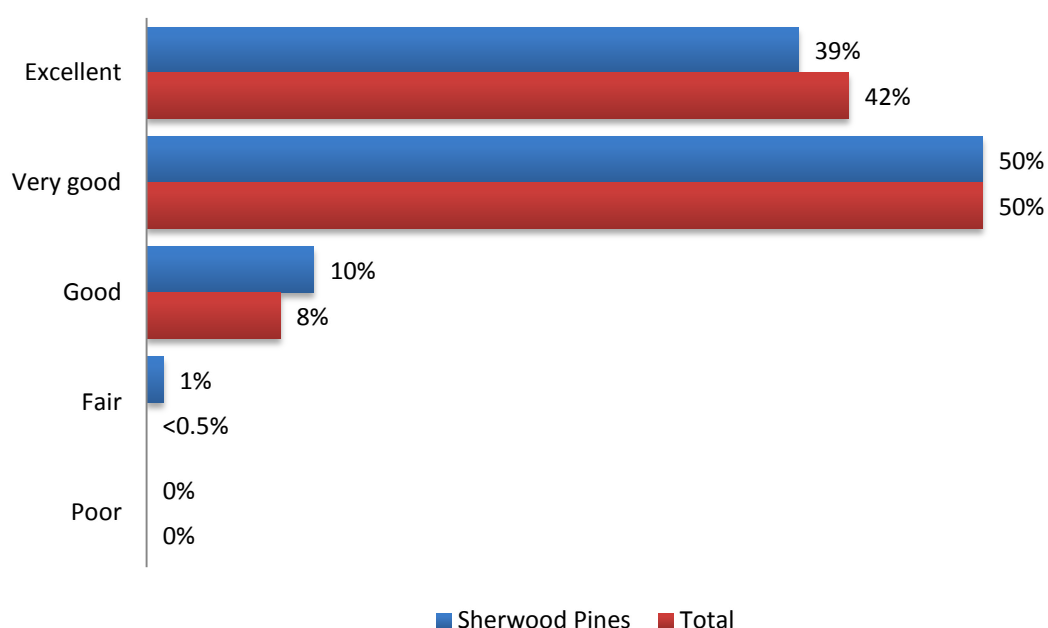
## 5 Perceptions of the site

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

Sherwood Pines was rated very positively as a place to visit, with nine in ten visitors saying the site was either excellent or very good (89%). This figure was relatively consistent with the average across all sites (92%).

This included around two in five (39%) who said the site was excellent, and half who said it was 'very good' (50%).

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



Sample base = Sherwood Pines: 333 / Total sample: 2559

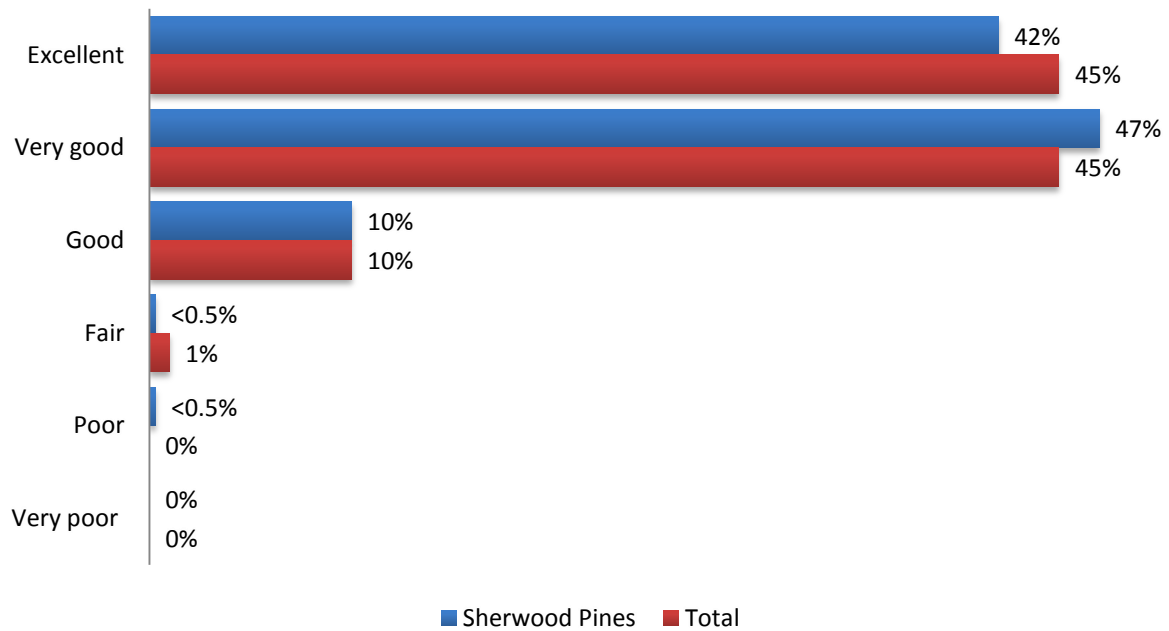
Respondents who were more likely to rate the site as 'excellent' included those with children (46%), those visiting as part of a longer holiday / visit (50%) and those undertaking or planning to undertake any walking activities (45%). Those who visit at least weekly (57%), those on a day trip of less than three hours (53%) and those without children (52%) were more likely to rate the site as 'very good'.

## 5.2 Rating of Sherwood Pines as safe and welcoming

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

Sherwood Pines 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 90% provided ratings of very good/excellent for the relevant site.

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



Sample base = Sherwood Pines: 333 / Total sample: 2562

Respondents visiting as part of a longer holiday / visit (49%) and those visiting at least weekly (57%) were more likely to say the site was excellent in terms of how safe and welcoming it is, whilst those visiting for the first time (54%) or on a day trip of less than three hours (48%) were more likely to say it was very good.

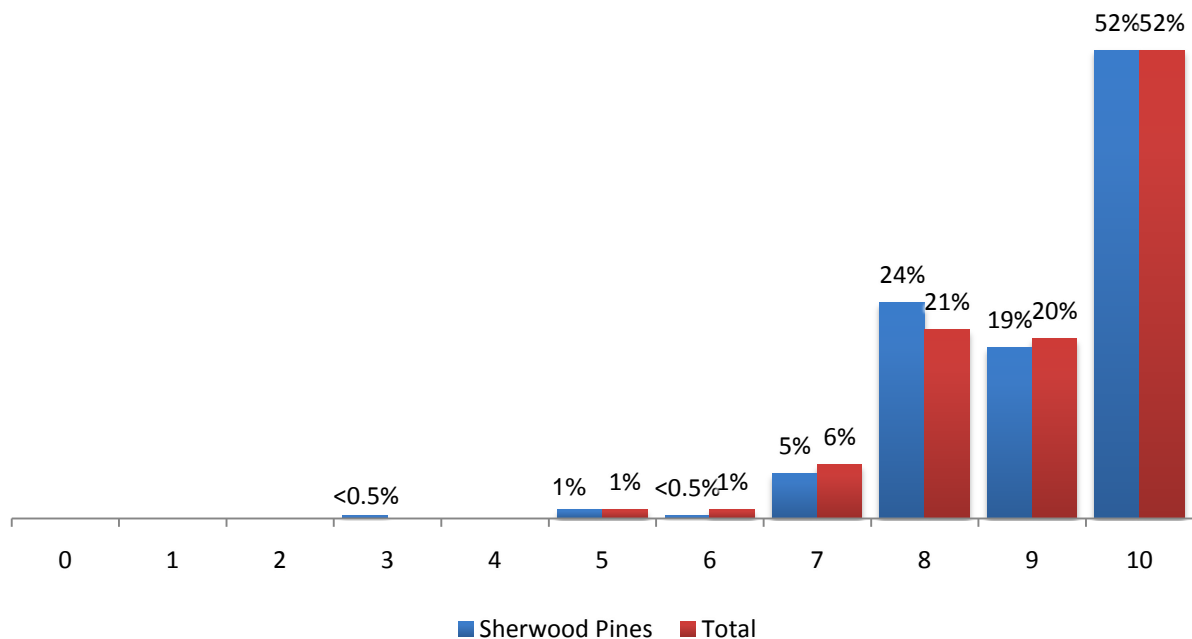
### 5.3 Recommending the site as a place to visit

Visitors were asked whether they would recommend Sherwood Pines as a place to visit to a friend or relative. The overwhelming majority provided one of the top two ratings (71% provided a rating of 9-10) and the mean score was 9.1, so responses 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 Sherwood Pines, 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 = Sherwood Pines: 333 / Total sample: 2469

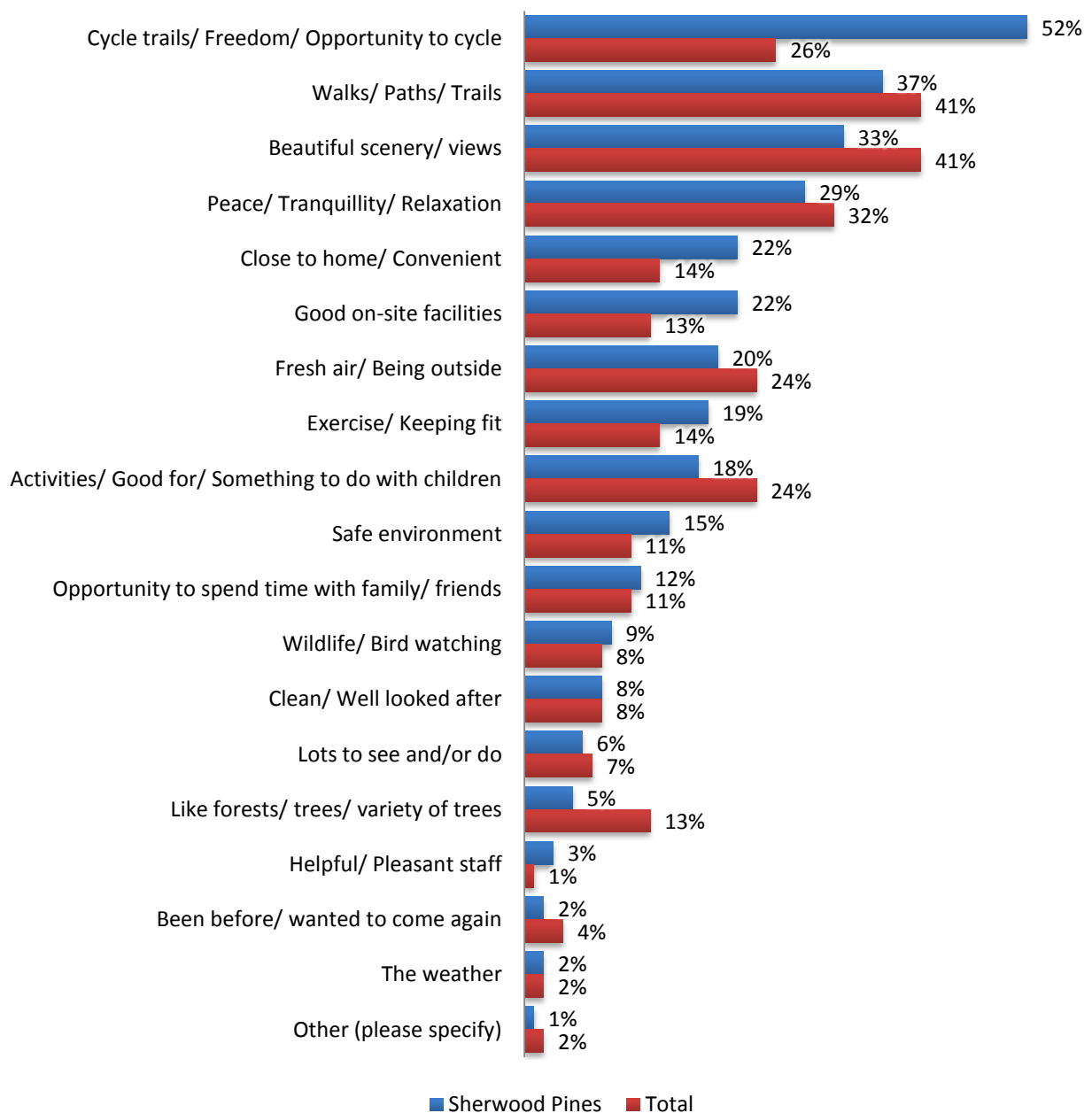
Those who rate the site as excellent overall (87%), as well as those on a day trip of less than 3 hours (76%) and those visiting the site at least weekly (79%) or at least monthly (81%) were more likely to be Promoters.

### 5.4 Favourite thing about the site

Respondents were asked what they liked most about Sherwood Pines. 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 cycle trails or opportunities to cycle (52%), significantly more likely to be mentioned by visitors to Sherwood Pines compared with the average (26%). Sizeable proportions mentioned walks, paths and trails (37%) and beautiful scenery / views (33%), and visitors were also more likely than average to mention the site being close to home / convenient (22% cf. 14%), having good on-site facilities (22% cf. 13%), or exercise / keeping fit (19% cf. 14%).

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



Sample base = Sherwood Pines: 333 / Total sample: 2566

There were some differences among subgroups:

- Those visiting the site alone (71%), those without children (65%) and male visitors (59%) were more likely to mention cycle trails or the opportunity to cycle;
- Frequent visitors (43% of those who visit weekly) and visitors with children (41%) were the most likely to mention beautiful scenery / views;
- The most frequent visitors (51% of those who visit weekly), as well as those visiting at least yearly (44%) were more likely to mention walks, paths and trails;
- Those who visit frequently i.e. at least weekly (38%) or monthly (29%) were more likely to mention the site is close to home / convenient;
- Larger groups (38% of those with 6 or more in their group) and those visiting with children (33%) were more likely to say they liked peace / tranquillity at the site;
- Females were also more likely to mention fresh air / being outside (27%) and the site being clean / well looked after (15%); and,
- Those with children in the group were more likely to comment in relation to activities / something to do with children (33%) or fresh air / being outside (29%), as well as the site being a safe environment (21%) and that there is lots to see and do (13%).

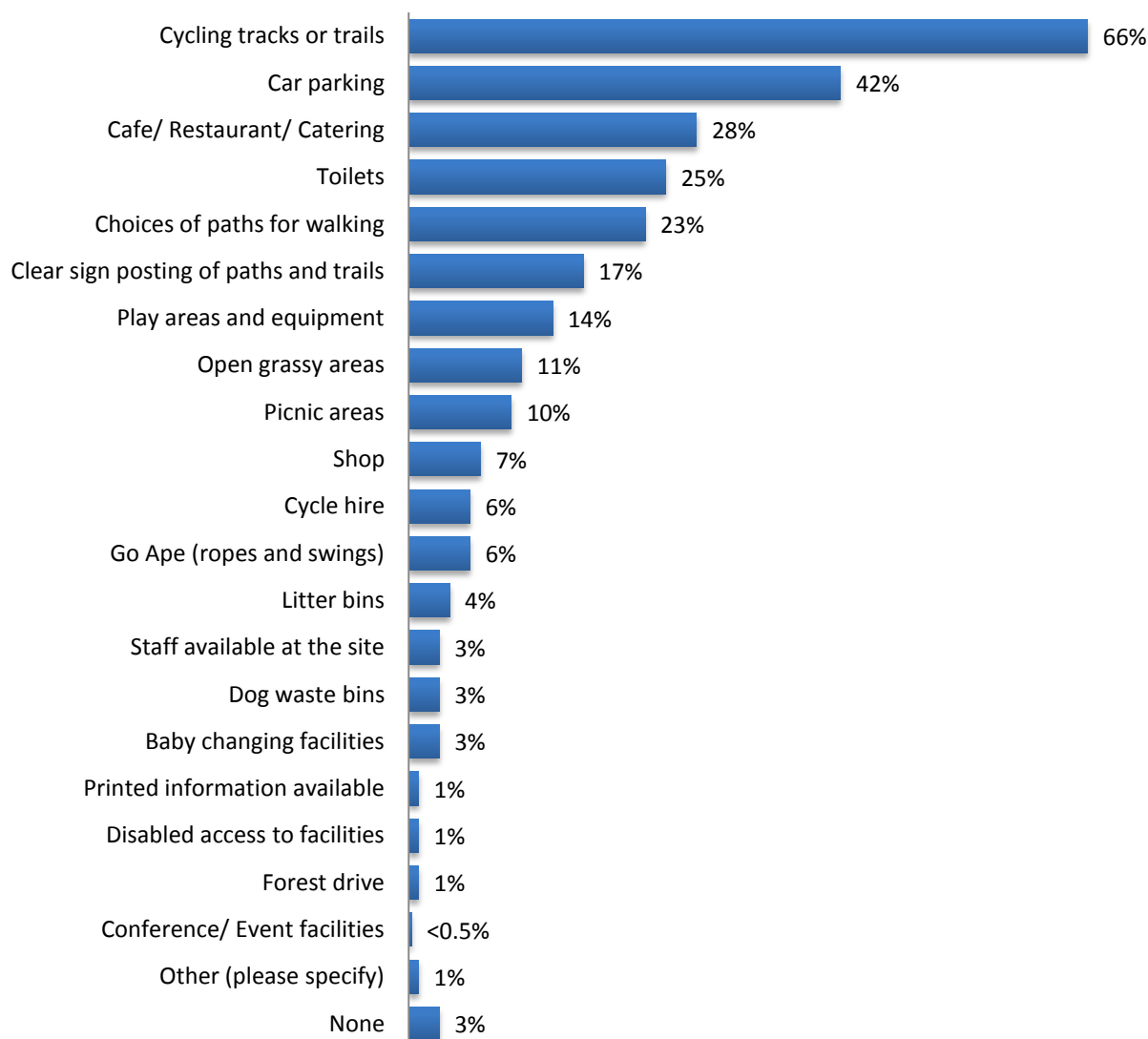
## 6 Site facilities

### 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 Sherwood Pines. This question was prompted and respondents were able to select as many facilities as applicable.

Cycling tracks and trails were particularly important in respondents' decisions to visit the site (66%); four in ten visitors said that car parking (42%) was important, and three in ten said that the café / restaurant (28%) was important. Around one in five rated the toilets (25%) and the choice of paths for walking (23%) as important in their decision to visit.

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



Sample base: Sherwood Pines = 333

## Quality of Visitor Experience Survey: Sherwood Pines

Male visitors (72%), those visiting the site alone (79%) and those visiting without children (76%) were more likely to mention cycling tracks or trails. First time visitors were more likely than average to mention cycle hire as important (14%).

Most of those who took part in cycling activities or who planned to do so mentioned that cycling was important in their decision to visit (89%), whilst amongst those who took part in walking activities, just over half (52%) said that the choice of paths for walking was important.

Those with children in the group were more likely to say that choices of paths for walking (35%), play areas and equipment (33%) and picnic areas (24%) were important in their decision to visit.

Similarly, Families (22%) were more likely to mention play areas, as well as picnic areas (16%) as important.

Those who visit at least weekly were more likely than average to mention the café / restaurant (49%) and also the shop (19%) as important.

Respondents visiting in larger groups were likely to say that play areas (28% of those with more than five in their group) and clear signposting of paths and trails (31%) were important in their decision to visit. They are also more likely than average to mention picnic areas (25%) and open grassy areas (22%) as important.

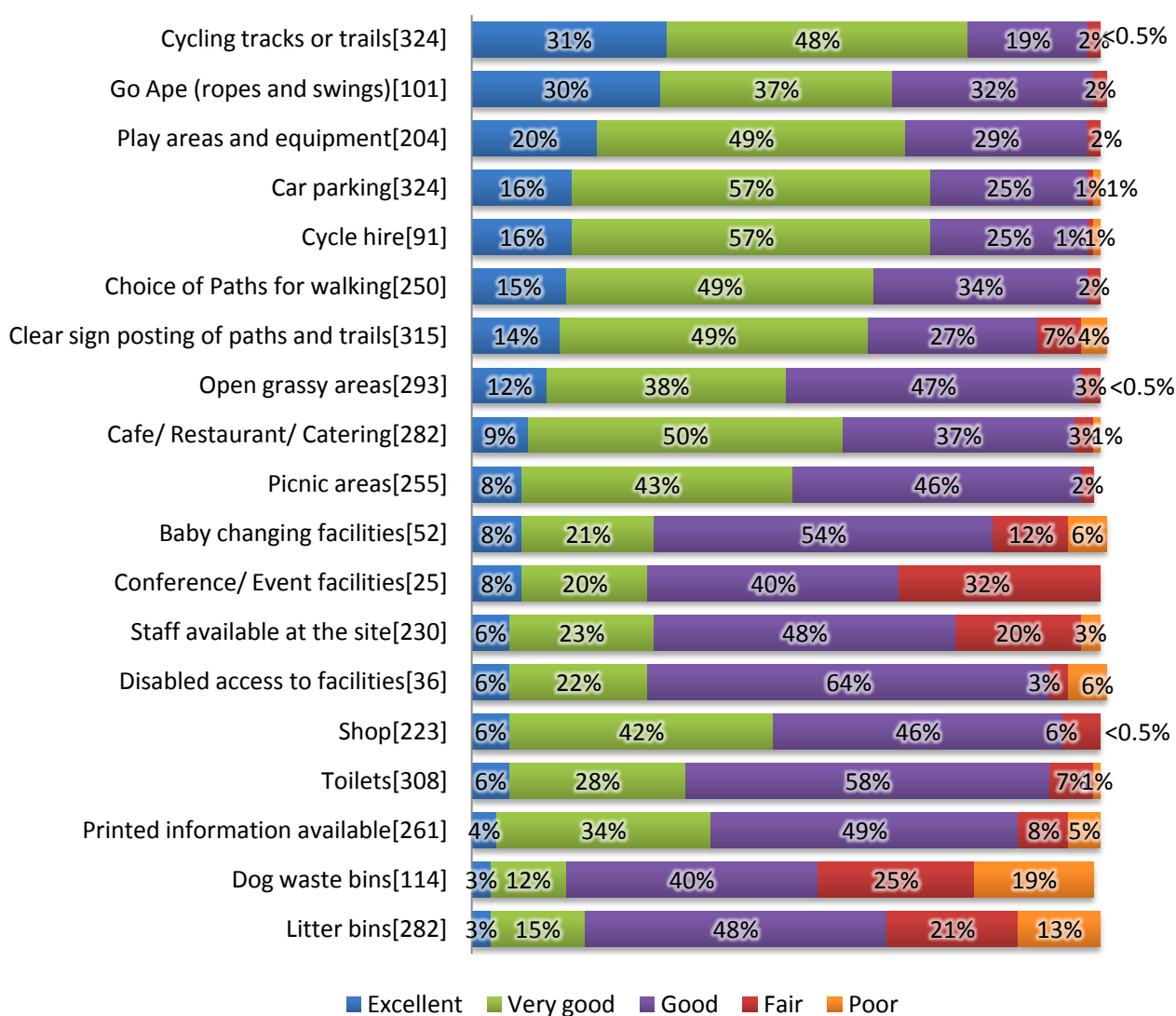
## 6.2 Rating of site facilities (where used)

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

Cycling tracks or trails were rated highly by more than three-quarters of visitors that had used them (78% gave a rating of excellent or very good), and car parks received a similarly positive rating (73%). Around two-thirds of those who rated play areas and equipment (68%) said this aspect was excellent or very good, and although fewer had used the Go Ape facilities, two-thirds (66%) of those who had rated this facility highly.

Ratings were somewhat less positive in relation to dog waste bins (45% rate as fair / poor), litter bins (34%), conference/ event facilities (32%), staff available at the site (23%), baby changing facilities (17%), printed information available (13%) and clear sign posting of paths and trails (11%).

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



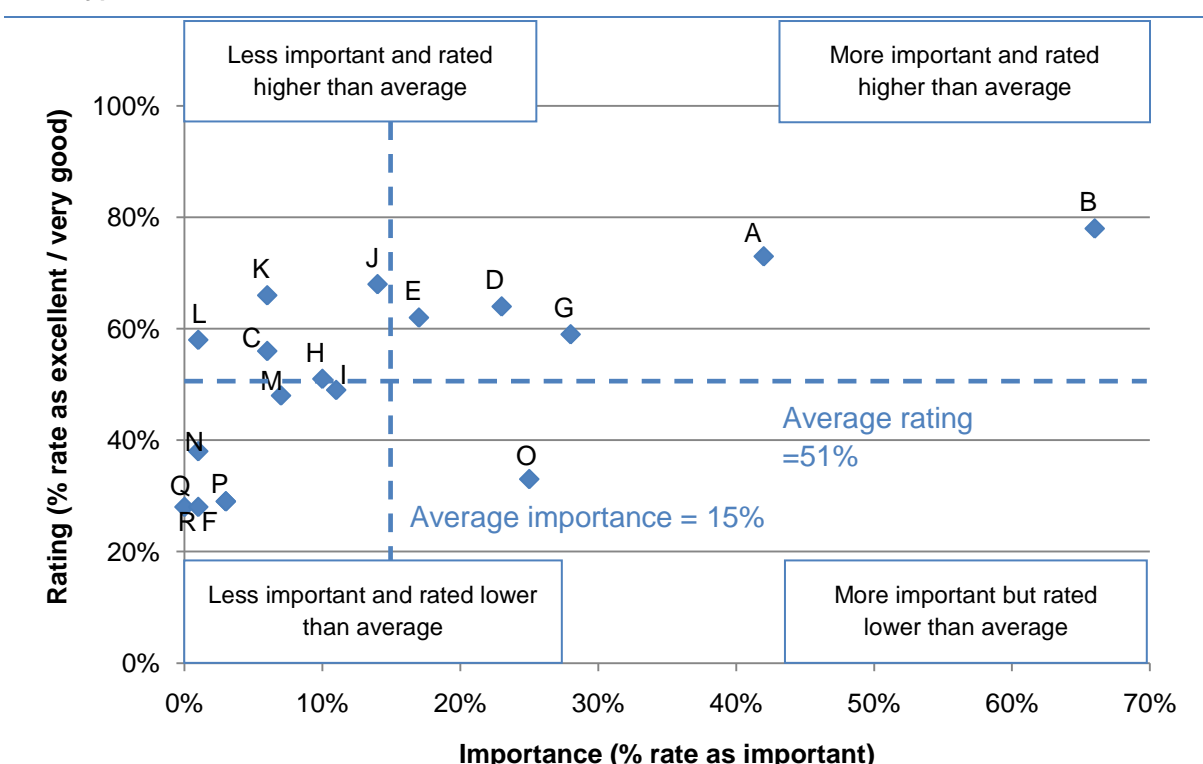
Unweighted sample bases in parentheses

### 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/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 most facilities were positively rated; however, it can be seen that some facilities, such as the cycling tracks and trails or car parking, were both important and highly rated, yet other facilities e.g. toilets 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> Choice 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> Conference/ Event facilities
<b>F</b> Staff available at the site	<b>L</b> Forest drive	<b>R</b> Disabled access to facilities

## 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 (50% at Sherwood Pines), or from the Internet or a website (23%). Around one in ten (9%) first time visitors said they had always known about it.

In contrast, those who had visited before were most likely to say they had always known about the site or had been before (49% at Sherwood Pines), or that they had found out through word of mouth (35%).

For both first time visitors and those who have visited before, the proportion saying they had always know about Sherwood Pines was lower than average across sites in England, but both groups were more likely than average to have found out about it from the Internet or a website.

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

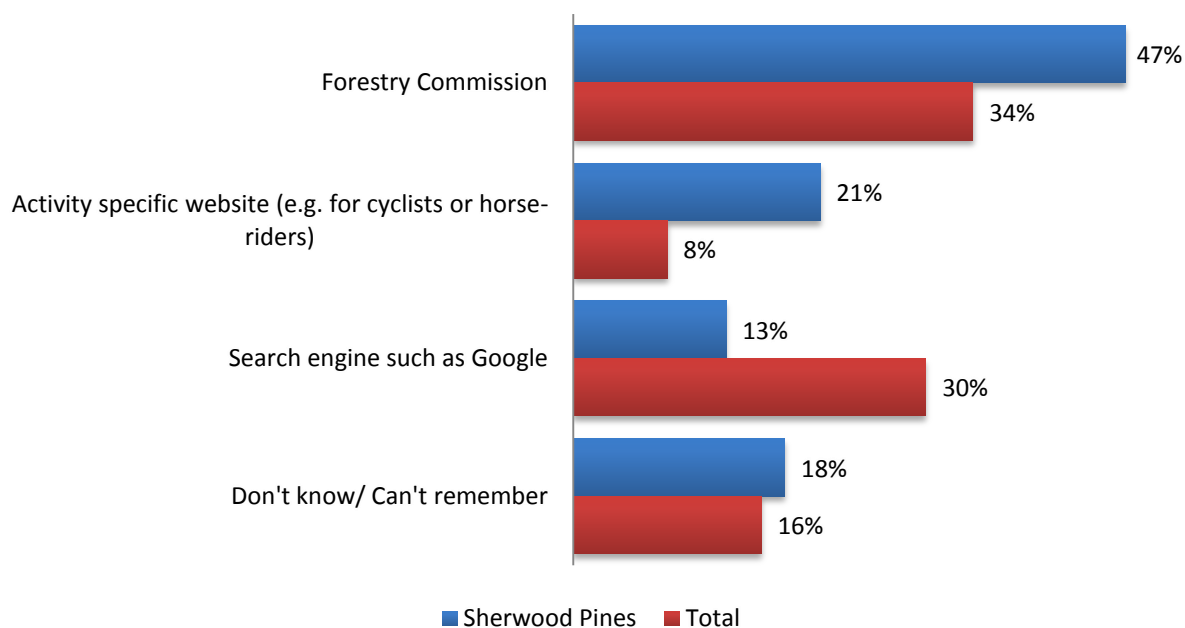
	First time visitors		Visited before	
	Sherwood Pines	Average across sites in England	Sherwood Pines	Average across sites in England
Always known about it/been here before	9%	17%	49%	71%
Word of mouth	50%	55%	35%	24%
Library	0%	0%	0%	0%
Internet/website	23%	16%	9%	4%
Local newspaper	0%	0%	1%	0%
National newspaper	2%	1%	<0.5%	0%
Leaflet	2%	5%	<0.5%	1%
Tourist Board	5%	2%	<0.5%	1%
Road signs	2%	3%	2%	1%
Just passing/ en route	2%	2%	1%	1%
Map	0%	1%	<0.5%	0%
Other (please specify)	7%	5%	4%	2%
None	0%	0%	0%	0%
Don't know/ Can't remember	0%	0%	0%	0%
Sample bases	56	426	275	2129

## 7.2 Use of Forestry Commission website

Visitors who said they found out about the site through an Internet website (11% of sample - 38 respondents) were asked which one this was.

Nearly half of this group said they had used the Forestry Commission website (47%) while a fifth (21%) mentioned activity specific websites (e.g. for cyclists or horse-riders). Just one in eight cited a search engine such as Google (13%).

**Figure 19: Q9. Which website visitors found out about the site from (Where used Internet or Website to find out about the site)**



Sample base: Sherwood Pines = 38 / Total sample: 156

## 7.3 Ratings of the website

Where visitors said they had used the Forestry Commission website (just eighteen respondents) they were asked to rate it; two respondents surveyed at Sherwood Pines said the website was 'excellent', nine said 'very good', six said 'good' and one rated the website as 'fair'.

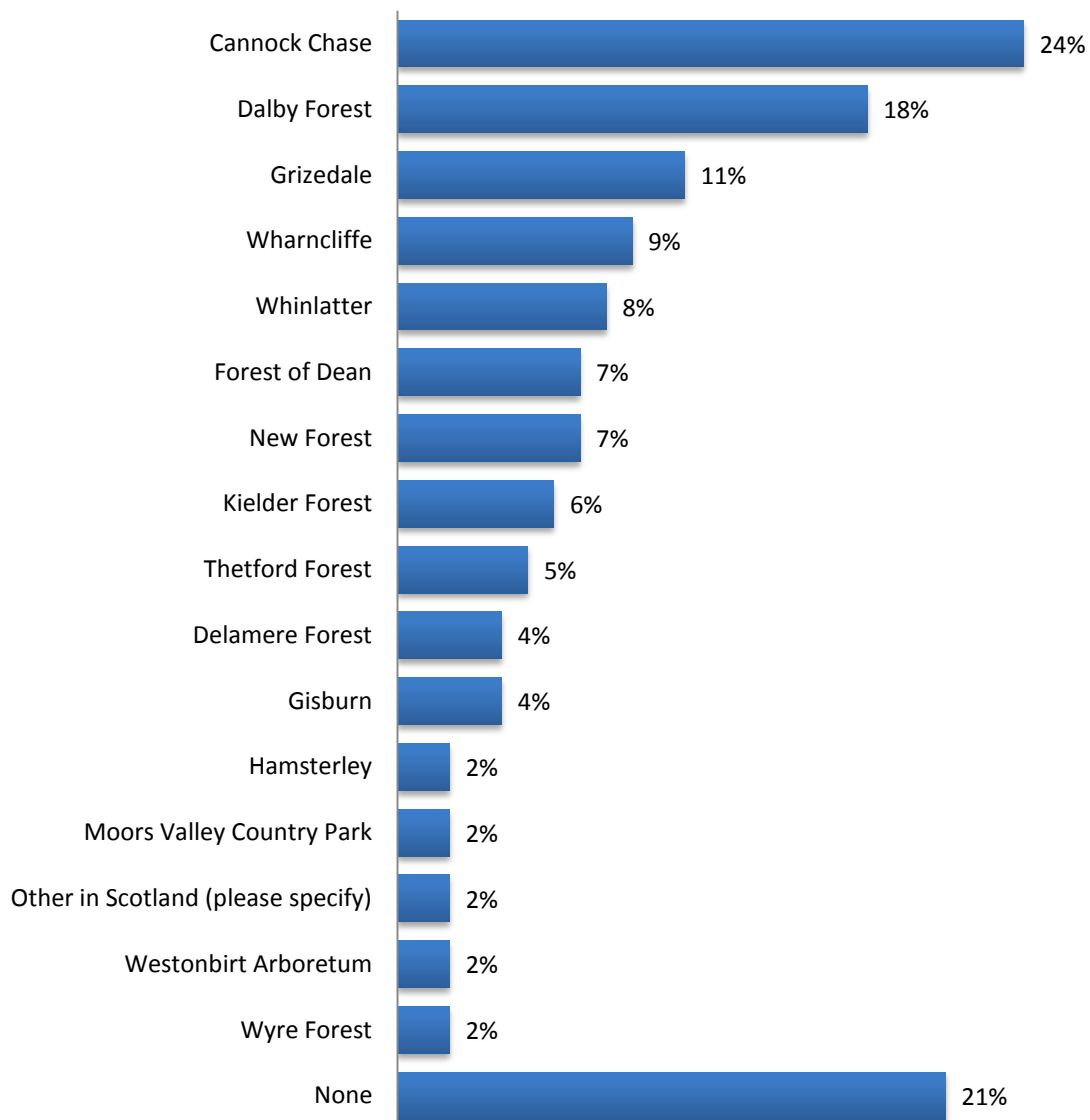
The same group were then asked to explain their ratings; there were a small number of respondents answering this question, but comments centred on the website being informative, containing the required information, being easy to use and being a generally good website.

## 7.4 Visiting other sites

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

Nearly a quarter had been to Cannock Chase (24%), and after this the most commonly visited sites were Dalby Forest (18%), Grizedale (11%), Wharnccliffe (9%) and Whinlatter (8%).

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



Sample base = Sherwood Pines: 333

There were some differences among subgroups:

- Young independents were more likely to have visited Cannock Chase (39%), Grizedale (17%) and Gisburn (10%);

## Quality of Visitor Experience Survey: Sherwood Pines

- Visitors visiting Sherwood Pines alone are more likely to have visited Cannock Chase (36%), Dalby Forest (32%) Grizedale (18%), Kielder Forest (13%) and the Forest of Dean (11%);
- The higher propensity to have visited these sites amongst Young Independents and lone visitors is reflected in the higher propensity for visitors without children to have visited these sites: Cannock Chase (30%), Dalby Forest (23%), Grizedale (16%), Kielder Forest (10%), but also Wharnccliffe (14%);
- First time visitors to Sherwood Pines are more likely to have visited Whinlatter (13%) and Kielder Forest (13%);
- Those who have made longer visits to Sherwood Pines are more likely than average to have visited Cannock Chase (32%), Grizedale (18%) and Whinlatter (13%);
- Those who took part in cycling activities at Sherwood Pines were more likely to have visited Cannock Chase (32%), Dalby Forest (24%) and Grizedale (15%).

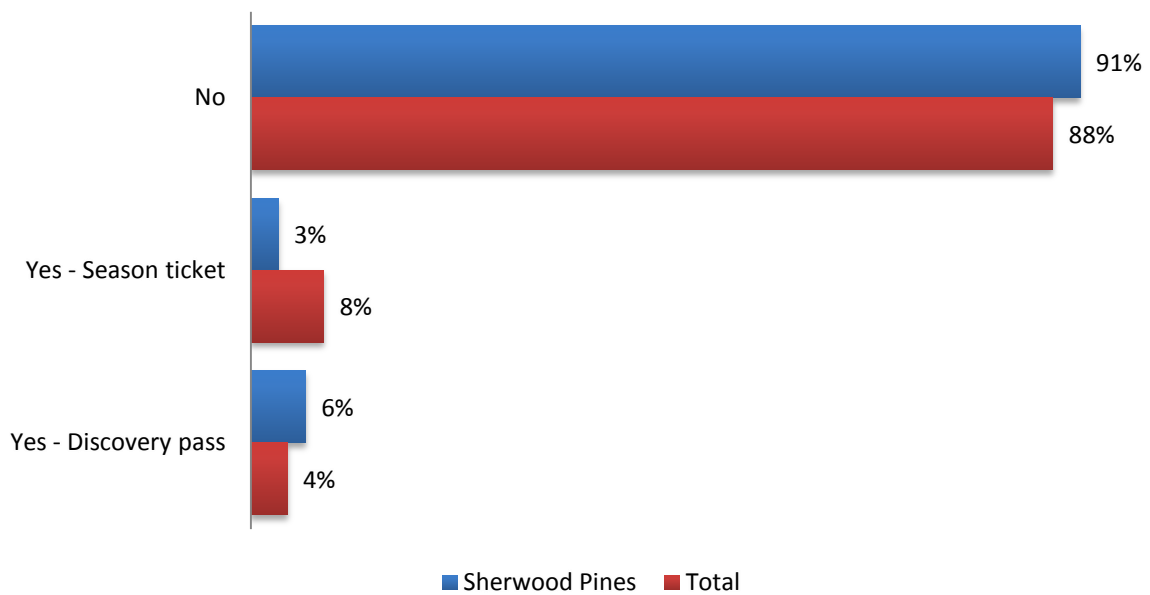
## 8 Season tickets & Discovery passes

### 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 (91%), which was a slightly greater proportion compared with the average across sites. Just 6% of respondents said they held a discovery pass and 3% held a season ticket.

**Figure 21: Q20. Whether respondents hold a season ticket or discovery pass for the site (All respondents)**



Sample base = Sherwood Pines: 333/ Total sample: 2566

Respondents who visit Sherwood Pines at least weekly were more likely to say they have a season ticket (13%); in contrast 98% of first time visitors and almost all of those who visit at least yearly (98%) or less often (96%) did not hold either season tickets or discovery passes.

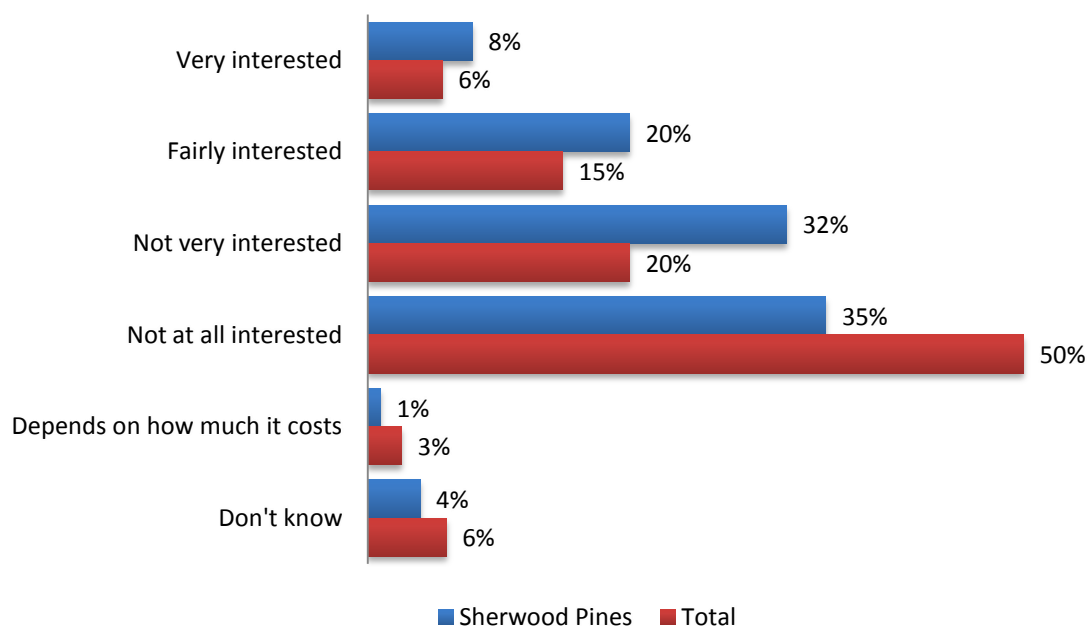
## 8.2 Interest in Season Tickets & Discovery Passes

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 Sherwood Pines said they were not interested (67%), including a third who said they were not at all interested (35%). This was similar to the average across sites, where 70% said they were not interested.

Around three in ten said they would be interested (28%), which was higher than the average across English sites (21%). A further 4% were unsure, and 1% said it would depend on the exact cost, and the latter comment was made unprompted as this option was not read out.

**Figure 22: Q21. Respondents' interest in a pass for all Forestry Commission sites nationally (All respondents)**



Sample base = Sherwood Pines: 333 / Total sample: 2566

Respondents at Sherwood Pines who were more likely to be interested included those who visit at least weekly (38%) or monthly (37%), and those taking part in cycling activities (33%). This proportion is higher than average amongst Families (31%), but also amongst those visiting the site alone (41%).

First time visitors (77%) and those who visit less often than yearly (89%) were more likely to say they were not interested, and this proportion was also higher than average amongst Empty Nesters (83%).

## 9 Appendix 1: Questionnaire

Pro: 8187\_gherwoodplines

QV4 (18/07/10)

### 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.

**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	BASE: ALL
	Respondent is person with next birthday	1
	Respondent is not person with next birthday	2

Pro: 8187\_sherwoodpines

QV4 (18/07/18)

W	<p><b>INTERVIEWER RECORD WEATHER CONDITIONS</b>  <b>CODE ALL THAT APPLY</b></p> <p>Sunshine 1                  Cloud 2                  Rain 3                  Wind 4                  Other (SPECIFY) 95                  _____</p>	<p><b>BASE: ALL</b>  <b>MULTI</b></p>
Q1	<p><b>ALL</b>                  Can I just check how many people there are in total in your group?  <b>CODE ONE ONLY</b></p> <p>Record number of adults 16+ (including respondent) <input type="text"/></p> <p>Record number of children 0 to 5 <input type="text"/></p> <p>Record number of children 6 to 10 <input type="text"/></p> <p>Record number of children 11 to 15 <input type="text"/></p>	<p><b>BASE: ALL</b></p>
Q2	<p><b>ALL</b>                  Which of the following best describes your trip today?  <b>READ OUT AND CODE ONE ONLY</b></p> <p>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</p>	<p><b>BASE: ALL</b>  <b>SINGLE</b></p>
Q3	<p><b>ALL</b>                  How often, on average, do you come to (REF)?  <b>READ OUT AND CODE ONE ONLY</b></p> <p>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</p>	<p><b>BASE: ALL</b>  <b>SINGLE</b></p>

Proc: 8187\_sherwoodplines

QV4 (16/07/10)

Q4	ALL				BASE: ALL MULTI
	Which of these activities have you personally taken part in during your visit here today? SHOW CARD 1 AND CODE ALL THAT APPLY				
Q5	WHERE PARTY IS GREATER THAN 1 And which of these activities have other members of your group taken part in during your visit here today? SHOW CARD 1 AND CODE ALL THAT APPLY				BASE: Q1=2+ MULTI
Q6	ALL 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? SHOW CARD AND CODE ALL THAT APPLY				BASE: ALL MULTI
		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	

<p><b>Q7a</b></p> <p><b>ALL</b></p> <p>Approximately how long have you spent here today in total?  <b>READ OUT AND CODE ONE ONLY</b></p> <p><b>Q7b</b></p> <p><b>FOR STARRED ACTIVITIES</b></p> <p>And approximately how long have you spent here today.....?  <b>READ OUT AND CODE ONE ONLY</b></p>	<table border="1"> <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: ALL</b> <b>SINGLE</b></p> <p><b>BASE: Q4=+</b> <b>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																																											
<p><b>Q8</b></p>	<p><b>ALL</b></p> <p>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> <p>Always known about it/been here before 1</p> <p>Word of mouth 2</p> <p>Library 3</p> <p>Internet/website 4</p> <p>Local newspaper 5</p> <p>National newspaper 6</p> <p>Leaflet 7</p> <p>Tourist Board 8</p> <p>Road signs 9</p> <p>Just passing/en route 10</p> <p>Map 11</p> <p>Other (SPECIFY) 95</p> <hr/> <p>None 96</p> <p>Don't know/can't remember 97</p>	<p><b>BASE: ALL</b> <b>MULTI</b></p>																																													

Proc: B187\_gherwoodplnec

QV4 (18/07/10)

Q9	<p><b>WHERE INTERNETWEBSITE AT Q8</b></p> <p>Can you remember which website you found out about the site from? DO NOT PROMPT AND CODE ALL THAT APPLY</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 (\$PECIFY) 95 Don't know/can't remember 97</p>	<p><b>BASE: Q8=4</b> <b>MULTI</b></p>
Q10	<p><b>WHERE FORESTRY COMMISSION AT Q9</b></p> <p>How would you rate the Forestry Commission website? READ OUT AND CODE ONE ONLY</p> <p>Excellent 1 Very good 2 Good 3 Fair 4 Poor 5 Don't know/not sure 6</p>	<p><b>BASE: Q9=1</b> <b>SINGLE</b></p>
Q11	<p><b>WHERE FORESTRY COMMISSION AT Q9</b></p> <p>Why do you say that? PROBE FULLY AND WRITE IN VERBATIM</p> <div data-bbox="339 1301 927 1391" style="border: 1px solid black; height: 40px; width: 100%;"></div>	<p><b>BASE: Q9=1</b> <b>OPEN</b></p>

<p><b>Q12</b></p>	<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 (SPECIFY) 95</p> <hr/> <p>Nothing 96                  Don't know 97</p>	<p><b>BASE: ALL</b>  <b>MULTI</b></p>
<p><b>Q13</b></p>	<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</b>  <b>SINGLE</b></p>

Pro: 8187\_sherwoodpines

QV4 (16/07/10)

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 SHOW CARD 3 AND CODE ALL THAT APPLY</b>	
	Car parking	1
	Cycling tracks or trails	2
	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
	Forest drive	12
	Shop	14
	Printed information available	15
	Toilets	16
	Baby changing facilities	17
	Litter bins	18
	Dog waste bins	19
	Conference/event facilities	20
	Disabled access to facilities	21
	Other ( <b>SPECIFY</b> )	95
	None	96
	Don't know	97

<b>Q15</b>	<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>						<b>BASE: ALL ROW SINGLES</b>
		<b>Excellent</b>	<b>Very good</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	
	Car parking	1	2	3	4	5	6
	Cycling tracks or trails	1	2	3	4	5	6
	Cycle hire	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
	Cafe/restaurant/catering	1	2	3	4	5	6
	Picnic areas	1	2	3	4	5	6
	Open grassy areas	1	2	3	4	5	6
	Play areas and equipment	1	2	3	4	5	6
	Go Ape (ropes and swings)	1	2	3	4	5	6
	Forest drive	1	2	3	4	5	6
	Shop	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
	Conference/event facilities	1	2	3	4	5	6
	Disabled access to facilities	1	2	3	4	5	6
<b>Q16</b>	<b>ALL</b> Overall, how would you rate this site as a place to visit? <b>READ OUT AND CODE ONE ONLY</b>						<b>BASE: ALL SINGLE</b>
		Excellent				1	
		Very good				2	
		Good				3	
		Fair				4	
		Poor				5	
		Don't know/not sure				6	

Proc: 8187\_sherwoodplines

QV4 (18/07/10)

<b>Q17</b>	<b>ALL</b>	<b>BASE: ALL SINGLE</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>	
	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



Proc: B187\_sherwoodpines

QV4 (18/07/10)

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? SHOW MAP AND CODE ALL THAT APPLY	MULTI
	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	
	Gulsborough 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	
	Savemake Forest 28	
	Sherwood Pines 29	
	Thames Chase 30	
	Thelford Forest 31	
	Wendover Woods 32	
	Westonbirt Arboretum 33	
	West Walk 34	
	Wharfedale 35	
	Whirlatter 36	
	Wyre Forest 37	
	Other in Wales (SPECIFY) 38	
	Other in Scotland (SPECIFY) 39	
	None 40	

Proc: 8187\_sherwoodpines

QV4 (16/07/10)

Q19a	<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?</p>	<p>BASE: Q1=2+ NUM</p>
Q19b	<p><b>READ OUT AND WRITE IN. PROBE FOR ESTIMATE TO NEAREST POUND</b>  <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 <b>at the accommodation</b></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>CAPI CALCULATES TOTAL COST</p>	<p>BASE: Q1=1 NUM</p>
Q20	<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>BASE: ALL SINGLE</p>

Proc: 8187\_sherwoodpines

QV4 (16/07/10)

<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 nationally? 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	

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

Proc: 8187\_cherwoodplines

QV4 (16/07/10)

C7	<p><b>ALL</b></p> <p>Which of the following best describes your ethnic background?  <b>READ OUT AND CODE ONE ONLY</b></p> <p>White British 1                  White Irish 2                  White East European 3                  White other European 4                  Any other White background (\$SPECIFY) 5</p> <hr/> <p>Caribbean 6                  African 7                  Any other Black background (\$SPECIFY) 8</p> <hr/> <p>Indian 9                  Pakistani 10                  Bangladeshi 11                  Any other Asian background (\$SPECIFY) 12</p> <hr/> <p>White and Black Caribbean 13                  White and Black African 14                  White and Asian 15                  Any other Mixed background (\$SPECIFY) 16</p> <hr/> <p>Chinese 17                  Other (\$SPECIFY) 95</p> <hr/> <p>DK/NA 97</p>	<p><b>BASE: ALL</b>  <b>SINGLE</b></p>							
C8	<p><b>ALL</b></p> <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.  <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" data-bbox="336 1377 949 1411"> <tr> <td style="width: 20px; height: 15px;"></td> <td style="width: 20px; height: 15px;"></td> <td style="width: 20px; height: 15px;"></td> <td style="width: 20px; height: 15px;"></td> <td style="width: 20px; height: 15px;"></td> <td style="width: 20px; height: 15px;"></td> <td style="width: 20px; height: 15px;"></td> </tr> </table>								<p><b>BASE: ALL</b>  <b>SINGLE</b></p>

**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.

Proc: 8187\_sherwoodpines

QV4 (18/07/10)

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

**ADDRESS DETAILS**

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

