

Weald Forest Ridge Landscape Partnership Scheme

'The Four Maidens Of The Weald'



Volume II

Technical Appendices

prepared for

High Weald Area Of Outstanding Natural Beauty Unit

by

**Parkin Heritage & Tourism, CONNOR AND CO.,
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**your *lifescape*
landscape**



June 2006



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Appendix A

List Of Consultees

APPENDIX A : LIST OF CONSULTEES

Simon Kerr	Tourism and Information Officer East Grinstead Town Council
Juliet Steinmetz	Tourism Officer Tunbridge Wells Borough Council
Sarah Pascoe	Economic Development Manager Wealden District Council
Roger Budden	Development Executive Tourism South East
Linda Johnson	AFTA Chairman Llama Park
Mike Ridley	Proprietor Pooh Corner Hartfield
Dr Mike Bruton	Chairman Disabled Ramblers Association
Peter Crawford	Organiser Gatwick Green Space
Steve Delahunt	Head Countryside Warden Horsham District Council
John Stafford	Forestry Commission
Jackie Lewis	Area Manager West Sussex County Council
Jo Godbolt	Property Manager National Trust
James Masters	Head Gardener National Trust
Simon James	Forestry Commission
Ken McMannamon	Ranger East Sussex County Council
Alice Parftt	Eastern Reserves Officer Sussex Wildlife Trust
Rob Gazzard	Recreation Development Manager Forestry Commission
Mr Cappelazzi	Owner High Rocks
Martin Allison	Wealden Heaths and Woodlands Manager RSPB
Will Farmer	Project Officer Kent High Weald Project

Barbara Nicol	Secretary Horsham and Crawley CTC
Janet Clarke	Manager Tomorrows People Tunbridge Wells
Christine Hardisty	Manager East Grinstead CVS
Judith Twigg	Manager Horsham Area CVS
Sharafat	Manager Crawley Ethnic Minority Partnership
Liz Roe	Scheme Manager Crawley Homestart
Liz Akenhead	Regional Access and Bridleways Officer British Horse Society
Mavis Wish	Matfield and District Riders Association
Tricia Butler	Crawley and District Bridleways Group
Sheila Dongray	Carers UK East Grinstead Branch
Sue Hill	Chair East Grinstead and District Access Group
Peter Tobutt	Leader, Healthy Walks Horsham
Jane Tickner	Activities Coordinator Springboard Project
Shelley Denman	Younger and Older Peoples Issues Officer Horsham District Council
Janice Hoad	Chief Executive East Sussex Association for the Blind
Bob Jupp	Ex Chair Ramblers Association, Sussex
Andrew le Gresley	Rights of Way Officer East Sussex County Council
Andy Seltzer	Secretary East Grinstead Cycle Club
Judith Williams	Office Manager SE England Regional Development Officer
Julianna Grant	British Orienteering Foundation Voluntary Action West Kent
Phil Murrell	Youth Worker Crowborough Drop-in Centre

Roy Sanderson	Chair Friends of Weir Wood
Celia Parrot	Secretary Mid Sussex Ramblers
David Kingdom	Development Officer Saxons Orienteering Club

Appendix B

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Appendix C

Structure Of The Initial Site Survey Work By Site Managers

Appendix C : Structure Of The Initial Site Survey Work By Site Managers

Audiences	Audience Tick Box	Organisational barriers	Sensory barriers	Intellectual barriers	Cultural barriers	Financial barriers	Physical barriers	Recommendations for Improvement
<i>Please consider the needs of both existing audiences and new audiences. If you have figures for the average number of visitors each year, please tell me. If you can provide the number of visitors split into the different audiences that visit your site that would be fabulous!</i>	<i>Please tick if the specific audience visits your site - based on frequent sightings</i>	Organisational (how an organisation presents itself. Visitor facilities may limit how people enjoy your site; staff may be unaware of some visitors needs) eg. your opening hours, no toilets/seats, the sort of information you have...don't do X notices	Sensory (barriers prevent or limit access for people with visual or hearing impairments) eg. the size of typefonts, how you print materials, the noise of an environment - ie loud machinery by the visitor centre audiotape	Intellectual (how well people understand your site, eg. children, people with learning difficulties) eg do you have leaflets? How easy are they to read? Do they use complex terms - biodiversity. Do you use symbols?	Cultural (can prevent or limit people from different social or cultural backgrounds from getting the most out of a site) eg. languages. Does your site make positive links to other cultures eg. nightjars migrate from Africa.	Financial eg. cost of travel, entry charges can limit people on restricted incomes. Do have to buy leaflets to find out about the site? Can equipment be borrowed for a returnable deposit rather than brought - binoculars, family packs/activities?	Physical eg. steps, steepness of slopes, stairs, stiles, uneven surfaces, slippery surfaces, lack of public transport etc that physically hinder people from accessing your site	<i>Please describe what is needed to remove the barriers identified for each audience. If you already have good facilities/services in place for these different audiences please tell me and where possible say how many. For example, the number of disabled toilets, disabled car parking spaces, leaflets printed in different languages, a visit for free day to encourage people on limited incomes etc.</i>
Families with small children								
People with disabilities (mental or physical health issues)								
Ethnic Minorities								
Visitors - who may not be familiar with the site, landscape or symbols/language								
Young People								
People on a low-income								
Older People								
Local Residents								

Appendix D

Structure Of Discussions With Site Managers

APPENDIX D : STRUCTURE OF DISCUSSIONS WITH SITE MANAGERS

Questions for Site Managers (which will obviously vary depending on the nature of the site, existing provision etc)

1. General Qs to confirm extent of site, ownership and management if necessary.
2. Visitor data, satisfaction surveys?
3. Anecdotal - how do you know what visitors think?
4. Public transport?
5. Links with regional routes eg. walking and cycling?
6. What are your audiences?
7. Do you know where visitors come from, what they do and how long they stay?
8. Is there capacity to take more of any particular group?
9. Are there any recreation/conservation conflicts?
10. What are the constraints for you? Organisational, financial etc?
11. What are the constraints for visitors?
12. Are there contacts for under-represented groups you can suggest or for users?
13. What methods are used for informing and interpreting?
14. Do you target any particular groups? How do you reach current audience?
15. What messages do you aim to impart?
16. Is the site used for education? Is there an Education Officer? Expand to cover:
 - * do you provide an education service?
 - * have you produced educational resource materials?
 - * how many education groups come every year?
 - * are you providing a service to other groups?
 - * what about life long learning?
 - * what sort of attendance do your events attract? Who comes? Where from?
17. Do you use volunteers? (Enough, training needs, how used?)
18. Are events held at the site? (If not, why not? Who comes?)
19. Do you believe you are DDA compliant?
20. Have you or your staff had any disability/diversity awareness training?

Appendix E

User Group Survey

**WEALD FOREST RIDGE LANDSCAPE PARTNERSHIP PROJECT
USER GROUP SURVEY**

Hello!

My name is I am part of a small specialist team of consultants commissioned by the High Weald Area of Outstanding Natural Beauty to prepare what is called an Audience Development Plan to support a funding application to the Heritage Lottery Fund. The bid is for the area known as the Weald Forest Ridge which is the sandstone ridge between Horsham/Crawley and Tunbridge Wells which includes several public access sites including St Leonard's, Ashdown Forest, Broadwater etc. The objectives of the project are to:

- * undertake landscape and archaeological conservation and enhancement works
- * increase awareness and understanding of the area through education and interpretation
- * increase physical access to the area
- * encourage more people to use the area for recreation and enjoyment.

I would like to ask you a few questions which will take no more than 10 minutes of your time.

Name of Group _____

Contact Details	
Address: _____	

Tel: _____	

Fax: _____	

E-mail: _____	

What sites within the Weald Forest Ridge does your group and its members use?			
Buchan Country Park	<input type="checkbox"/>	Standen	<input type="checkbox"/>
Tillgate Country Park	<input type="checkbox"/>	Nymans	<input type="checkbox"/>
St Leonard's Forest	<input type="checkbox"/>	Gravetye Estate	<input type="checkbox"/>
Sheffield Forest	<input type="checkbox"/>	Pooh Woods Ashdown Forest	<input type="checkbox"/>

Eridge Rocks	<input type="checkbox"/>	High Rocks	<input type="checkbox"/>
Harrison's Rocks/Birchden	<input type="checkbox"/>	Broadwater	<input type="checkbox"/>
Tudeley Woods	<input type="checkbox"/>	Marshley Harbour	<input type="checkbox"/>
Barnett's Wood Local Nature Reserve	<input type="checkbox"/>	Other	<input type="checkbox"/>

Do your members use the general countryside of the Weald Forest Ridge?

Why do your members use these sites?

Close to home	<input type="checkbox"/>	Feel safe and secure	<input type="checkbox"/>
Beautiful Site	<input type="checkbox"/>	Good range of facilities (including all-ability trail)	<input type="checkbox"/>
Seasonal diversity	<input type="checkbox"/>	Excellent viewpoints	<input type="checkbox"/>
Access by public transport	<input type="checkbox"/>	Toilets	<input type="checkbox"/>
Adequate car park	<input type="checkbox"/>	Cafe	<input type="checkbox"/>

Any other reason?

What does your group use these sites for?

Walking	<input type="checkbox"/>	Cycling	<input type="checkbox"/>
Dog walking	<input type="checkbox"/>	Riding	<input type="checkbox"/>
Picnics	<input type="checkbox"/>	Climbing	<input type="checkbox"/>
Painting	<input type="checkbox"/>	Wildlife watching	<input type="checkbox"/>
Kite Flying	<input type="checkbox"/>	Other	<input type="checkbox"/>

Are there any sites which your members do not use?

(Interviewer to identify sites not mentioned from the checklist)

If not, why not?

Distance	<input type="checkbox"/>	No information	<input type="checkbox"/>
Reputation (litter, adult/nightlife activities/ vandalism)	<input type="checkbox"/>	No public transport	<input type="checkbox"/>
Remoteness	<input type="checkbox"/>	No staffing	<input type="checkbox"/>
No facilities : parking, waymarking, walking trails, bridleway network, cycle trail, all ability trail)	<input type="checkbox"/>	Cost of getting there	<input type="checkbox"/>
		Other	<input type="checkbox"/>

What do you like, or enjoy, about the sites?

(Focus on the ones specifically identified by the interviewee)

What do you not like, or enjoy, about the sites?

(Focus on the ones specifically identified by the interviewee)

Tends to avoid very muddy route in the valley bottoms

Are there any improvements that could be made to the Forest Ridge in general and/or..... that would make your visit/experience/use of the Forest Ridge or better/more enjoyable?

Better publications	<input type="checkbox"/>	Good visitor orientation	<input type="checkbox"/>
More information on web sites	<input type="checkbox"/>	Waymarking on site	<input type="checkbox"/>

Better white on brown signage	<input type="checkbox"/>	Network of trails of different lengths and difficulty	<input type="checkbox"/>
Entrance signage	<input type="checkbox"/>	On-site interpretation	<input type="checkbox"/>
More dog bins	<input type="checkbox"/>	Better cycle routes	<input type="checkbox"/>
Guided walks	<input type="checkbox"/>	Other	<input type="checkbox"/>

We would like your views on a number of the proposals that we envisage including in the bid. Please can you give an opinion/score on them (1 great idea : 5 do not like it)

Improvements to the landscape to encourage wildlife eg. heathland, gill woodland	<input type="checkbox"/>
More and enhanced information of heritage and cultural events in the Forest Ridge eg. archaeology, buildings, iron industry etc	<input type="checkbox"/>
Information on the historic parks and gardens of the Forest Ridge	<input type="checkbox"/>
Events, guided walks for families/special interest groups eg. nightjars	<input type="checkbox"/>
Educational activities for schools and adults to learn about the area eg. conservation, heritage trail, heritage skills etc	<input type="checkbox"/>
Volunteering opportunities	<input type="checkbox"/>
Access improvements – signage, trails, rights of way etc	<input type="checkbox"/>
Specialist advice to landowners on managing the landscape	<input type="checkbox"/>

Are there any other comments you would like to make?

Do you want to be kept informed on the Forest Ridge Scheme?

If yes, your details will be put onto the contacts database for newsletters etc

Name _____

Address: _____

Tel: _____

Fax: _____

E-mail: _____

Would you be prepared to write a letter of support for the bid?

If yes, please address to Janet Whitman, High Weald AONB Unit, Woodland Enterprise Centre, Hastings Road, Flimwell, East Sussex TN5 7PR

Would you be prepared to take part in a focus group to discuss these issues?

Appendix F

Non-User Survey

Appendix F : Non-User Survey

F.1 Schedule of meetings with non-user groups

Date	Organisation	
29 Nov	British Horse Society	
30 Nov	Janet Clarke Tunbridge Wells Tomorrows People Clovelly House 10 Upper Grosvenor Road Tunbridge Wells Horsham Area CVS Focus group being arranged by Nick Tinkler Crowborough Youth Club	Helping long-term unemployed
1 Dec	Christine Hardisty East Grinstead CVS The Old Court House College Lane East Grinstead Crawley Ethnic Minority Partnership The Tree 103 High Street Crawley	Elderly and disabled. Mainly Dial a Ride
2 Dec	East Sussex Association for the Blind Liz Roe Crawley Homestart 1 st Floor Barton House Broadfield Crawley Voluntary Action West Kent (formerly West Kent CVS)	Lone parents with young children

F.2 : East Forest Ridge - COMMUNITY SURVEY

INTRODUCTION

Parkin Heritage and Tourism is undertaking a study on behalf of the High Weald Area of Outstanding Natural Beauty. Part of this study requires us to gain an understanding as to why people living in the area do not visit tourist/recreational sites and attractions. Parkin Heritage and Tourism therefore wish to conduct a short survey of people living in the local community to help us identify some of the issues that prevent people from doing so. The outcome of the survey will inform a future application to the Heritage Lottery Fund for funding and if successful will address some of the barriers that are currently preventing people from using the sites.

We would be grateful if you could complete the following short survey, and return it to jon.matthews@freeuk.com

SURVEY The survey relates to a number of specific sites around the High Weald Area

Eridge Rocks

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

Harrison's Rocks/Birchden

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | <div style="border: 1px solid black; height: 40px; width: 100%;"></div> |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

High Rocks

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | <div style="border: 1px solid black; height: 40px; width: 100%;"></div> |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

Broadwater/The Warren

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

Tudeley Woods

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

Marshley Harbour

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

Barnett'S Wood

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | <div style="border: 1px solid black; height: 40px; width: 100%;"></div> |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

Other

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | <div style="border: 1px solid black; height: 40px; width: 100%;"></div> |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

About you

Which of the following groups are you representing?

- Young children/school children/teenagers
- Single parents/mothers with young children
- Young adults/young professionals
- Older people/pensioners
- Disabled/carers
- People without cars
- Unemployed/low income households
- Low achievers
- Ethnic minority groups
- Urban resident
- Rural resident

And can you tell me your postcode?

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THANK YOU

F.2 Central Forest Ridge - COMMUNITY SURVEY

INTRODUCTION

Parkin Heritage and Tourism is undertaking a study on behalf of the High Weald Area of Outstanding Natural Beauty. Part of this study requires us to gain an understanding as to why people living in the area do not visit tourist/recreational sites and attractions. Parkin Heritage and Tourism therefore wish to conduct a short survey of people living in the local community to help us identify some of the issues that prevent people from doing so. The outcome of the survey will inform a future application to the Heritage Lottery Fund for funding and if successful will address some of the barriers that are currently preventing people from using the sites.

We would be grateful if you could complete the following short survey, and return it to jon.matthews@freeuk.com

SURVEY The survey relates to a number of specific sites around the High Weald Area

Gravetye Estate

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

Pooh Woods

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | <div style="border: 1px solid black; height: 40px; width: 100%;"></div> |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

Ashdown Forest

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | <div style="border: 1px solid black; height: 40px; width: 100%;"></div> |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

Sheffield Forest

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

Weir Wood Reservoir

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- By myself Young children Parents Friends or other relatives
 Partner Teenagers Grand-parents

Other

Which of these statements applies to you:

- I'm not aware of the place I've heard of it, but have never been interested in going I'd like to go, but have never been I go quite often
 I've been occasionally

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- Doesn't seem relevant to me Lack transport Cost Other (please state)
 Doesn't have any suitable facilities No public transport to the park Feel conspicuous
 Never seen any information Difficult to get around the site Feel vulnerable
 Too far away Sounds a bit highbrow Not cool

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- By myself
 Partner
 Young children
 Teenagers
 Parents
 Grand-parents
 Friends or other relatives

About you

Which of the following groups are you representing?

- Young children/school children/teenagers
- Single parents/mothers with young children
- Young adults/young professionals
- Older people/pensioners
- Disabled/carers
- People without cars
- Unemployed/low income households
- Low achievers
- Ethnic minority groups
- Urban resident
- Rural resident

And can you tell me your postcode?

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

THANK YOU

West Forest Ridge - COMMUNITY SURVEY

INTRODUCTION

Parkin Heritage and Tourism is undertaking a study on behalf of the High Weald Area of Outstanding Natural Beauty. Part of this study requires us to gain an understanding as to why people living in the area do not visit tourist/recreational sites and attractions. Parkin Heritage and Tourism therefore wish to conduct a short survey of people living in the local community to help us identify some of the issues that prevent people from doing so. The outcome of the survey will inform a future application to the Heritage Lottery Fund for funding and if successful will address some of the barriers that are currently preventing people from using the sites.

We would be grateful if you could complete the following short survey, and return it to jon.matthews@freeuk.com

SURVEY The survey relates to a number of specific sites around the High Weald Area

Buchan Country Park

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

Tilgate Country Park

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | <div style="border: 1px solid black; height: 40px; width: 100%;"></div> |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

St Leonard's Forest

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | <div style="border: 1px solid black; height: 40px; width: 100%;"></div> |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

Standen (National Trust)

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- | | | | |
|------------------------------------|---|--|---|
| <input type="checkbox"/> By myself | <input type="checkbox"/> Young children | <input type="checkbox"/> Parents | <input type="checkbox"/> Friends or other relatives |
| <input type="checkbox"/> Partner | <input type="checkbox"/> Teenagers | <input type="checkbox"/> Grand-parents | |

Nymans (National Trust)

Which of these statements applies to you:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> I'm not aware of the place | <input type="checkbox"/> I've heard of it, but have never been interested in going | <input type="checkbox"/> I'd like to go, but have never been | <input type="checkbox"/> I go quite often |
| | | <input type="checkbox"/> I've been occasionally | |

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Doesn't seem relevant to me | <input type="checkbox"/> Lack transport | <input type="checkbox"/> Cost | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Doesn't have any suitable facilities | <input type="checkbox"/> No public transport to the park | <input type="checkbox"/> Feel conspicuous | |
| <input type="checkbox"/> Never seen any information | <input type="checkbox"/> Difficult to get around the site | <input type="checkbox"/> Feel vulnerable | |
| <input type="checkbox"/> Too far away | <input type="checkbox"/> Sounds a bit highbrow | <input type="checkbox"/> Not cool | |

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- By myself Young children Parents Friends or other relatives
 Partner Teenagers Grand-parents

Other

Which of these statements applies to you:

- I'm not aware of the place I've heard of it, but have never been interested in going I'd like to go, but have never been I go quite often
 I've been occasionally

If you have never been OR if you have been occasionally - what puts you off going or going more often?

- Doesn't seem relevant to me Lack transport Cost Other (please state)
 Doesn't have any suitable facilities No public transport to the park Feel conspicuous
 Never seen any information Difficult to get around the site Feel vulnerable
 Too far away Sounds a bit highbrow Not cool

What could the owners of the site do to tempt you to visit or go more often?

If you went, who would you probably go with?

- By myself
 Partner
 Young children
 Teenagers
 Parents
 Grand-parents
 Friends or other relatives

About you

Which of the following groups are you representing?

- Young children/school children/teenagers
- Single parents/mothers with young children
- Young adults/young professionals
- Older people/pensioners
- Disabled/carers
- People without cars
- Unemployed/low income households
- Low achievers
- Ethnic minority groups
- Urban resident
- Rural resident

And can you tell me your postcode?

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

THANK YOU

F.3 : Findings From Questionnaire Survey

There were a total of 109 responses which came from the west region of the Weald Forest Ridge so only the sites in this area have results:

- * Ashdown Forest
- * Buchan County Park
- * St Leonard's Forest
- * Nymans
- * Leechpool and Owlbeech Woods
- * Tilgate Forest

NB. Percentages are given for the number of people responding to the questionnaire. Where the percentage total are over / under 100, this is due to respondents either not answering or responding to several answers.

Question 1 : How often do you visit

Nymans has the highest number of visitors who go often. The least known site was Buchan with 32% not knowing about the site. Ashdown was the site most people had heard about but never visited. Half of the respondents had visited Tilgate at some point.

	Ashdown		Buchan		St Leonards		Nymans		Owlbeech		Tilgate	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
I've been occasionally	42	39	44	40	35	32	34	31	14	13	56	51
I'm not aware of the site	12	11	35	32	30	28	18	17	26	24	11	10
I would like to go but have never been	27	25	16	15	14	03	14	13	5	5	8	7
I go quite often	12	11	4	4	10	9	30	28	8	7	19	17
I've heard of it but have never been interested in going	12	11	9	8	13	12	6	6	5	5	10	9
Total	105	96.3	108	99.1	102	93.6	102	93.6	58	53.2	104	95.4

Question 2 : Why do you not visit more often?

By far the most common reason for not visiting a site more often was the distance followed by a lack of information about the sites. Also important was "time", which accounted for 10-20% of the reasons for not visiting (This was recorded in the 'other' category to answer the question).

Difficulty in getting around the site is a problem for all sites (Ashdown, St Leonard's and Buchan receiving the most responses to this). A lack of facilities is also an issue for St Leonard's. Other more specific issues identified are 'Cost' at Nymans (entry and parking). Security (feeling vulnerable) is an issue in St Leonard's

	Ashdown		Buchan		St Leonards		Nymans		Owlbeech		Tilgate	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Never seen information about	24	22	33	33	31	28	19	17	16	15	16	15
Too far away	41	38	17	16	10	9	8	7	4	4	21	19
Other	11	10	20	18	17	16	9	8	8	7	16	15
Lack transport	8	7	10	9	9	8	8	7	0	0	14	13
No public transport to site	7	6	10	9	11	10	5	5	0	0	8	7
Doesn't seem relevant to me	5	5	8	7	7	6	5	5	6	6	7	6
Difficult to get around the site	4	4	4	4	5	5	2	2	2	2	1	1
Cost	4	4	0	0	1	1	8	7	0	0	2	2
Feel vulnerable	1	1	2	2	6	6	0	0	2	2	0	0
Doesn't have any suitable facilities	2	2	2	2	3	3	1	1	1	1	1	1
Not cool	1	1	1	1	2	2	1	1	0	0	2	2
Feel conspicuous	0	0	0	0	0	0	0	0	0	0	1	1
Sound a bit highbrow	0	0	0	0	0	0	0	0	0	0	0	0
Total	108	99.1	107	98.2	102	93.6	66	60.6	39	35.8	89	81.7

The issues at the sites from this table can be seen as:

Buchan No public transport to the site, hard to get around the site, lack of relevance to people and too far to travel

Tilgate Lack of public transport to site and no other transport available

St Leonards Lacks suitable facilities, has poor public transport and a lack of publicity. It has a significantly higher result for feeling vulnerable

Owlbeech Lack of time to visit and lack of relevance

Nymans The cost of entry is the significant limiting factor

Ashdown Most people had heard of but never been to, the reason for this appears to be the distance to travel to the site.

'Too far away' was a common reason for sites, the distance people are prepared to travel was found from the review of literature to be a significant factor in limiting people's visits. The distance should also be considered in the light of other sites nearby offering similar facilities/walks. People may have been prepared to travel further to some of the sites if an event; facility was present there that was not offered elsewhere.

Question 3 : What might tempt you to visit?

Advertising/publicity and information (including Maps and leaflets) are the things that people suggest could tempt them to visit sites more often. Specific events (fun days and concerts) were also thought would encourage people to visit.

Improved access and facilities are wanted at St Leonard's. Tilgate respondents wanted better disabled facilities and cheaper parking.

	Ashdown	Buchan	St Leonard's	Nymans	Owlbeech	Tilgate
Advertise	5	7	1	5	2	2
More information (leaflets)	5	7	5	3	3	3
Maps (directions to site and on site)	4		3		4	4
More publicity	2	7	2	3		1
Direct transport	1	1		1		
Fun days /events	1	1	1	4		4
Picnic facilities	1					
Would have to have suitable facilities to travel the distance	1					
Improved access (inc. wheelchairs)		2	3		1	
Better facilities (shop / café)		1				
Better disabled facilities			2	1		3
Lighting / improve security			1		3	
Reduce entry cost				2		
Less expensive parking						4
Clean up						1

Specific ideas for each site as to what could be done to tempt more visitors include:

Buchan	Tilgate	St Leonard's
Advertise (11)	Cater for special needs (2)	More publicity (8)
Skate park	More information (5)	Improve access (3)
Nothing	Electric wheelchair (2)	Information on wheelchair access (5)
Information on wheelchair access (2)	More for young people	
Good public transport directly to site	It should be free parking (3)	
Fun days, animals to see	More concerts (2)	
Clean up dog mess		
Better road signage		
A shop/cafe		

Owlbeech	Nymans	Ashdown
Better publicity	More publicity (9)	More information needed (8)
Remove inappropriate activities	More events/concerts (3)	Unaware of special events (2)
	Electric wheelchair	Would have to have suitable facilities to travel the distance (2)
	Better public transport from Horsham	
	More parking spaces	
	Reduce entry cost	

Question 4 : Who would you visit with?

Most people would visit with a partner. Tilgate was popular for visits with young children and Owlbeech the least popular place to visit alone. (Question 1.2 identified security as an issue at Owlbeech)

	Ashdown		Buchan		St Leonards		Nymans		Owlbeech		Tilgate	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Partner	42	39	46	42	31	28	35	32	17	16	33	30
Other relatives	23	21	36	33	25	23	27	25	10	9	20	18
Young Children	17	16	22	20	18	17	14	13	9	8	33	30
On my own	12	11	16	15	13	12	11	10	8	7	13	12
Parents	10	9	9	8	11	10	11	10	3	3	11	10
Teenagers	10	9	10	9	6	6	7	6	4	4	7	6
Grnd Parents	5	5	6	6	4	4	6	6	0	0	6	6
As a family	2	2	2	2	4	4	2	2	0	0	2	2
Total	121	111	147	135	112	103	113	104	51	46.8	125	115

Question 5 : What group do you belong to?

The groups most people belonged to were Pensioners, Disabled / careers and young people. Below are some of the different responses given by these groups as opposed to all respondents who said they represented a disadvantaged group. These results look at why sites are not visited and are for:

- * older people
- * disabled
- * younger people.

Older people / Pensioners

	Ashdown	St Leonard's	Buchan	Owlbeech	Nymans	Tilgate
Too far away	50%				17%	28%
Lack of transport	12%	17%	12%		12%	
Lack of information		25%		28%	22%	

More elderly people from Burgess Hill (13%) and East Grinstead (13%) postcode areas.

Disabled/Carers

	Ashdown	St Leonard's	Buchan	Owlbeech	Nymans	Tilgate
Too far away	52%				13%	28%
Lack of transport	20%	25%				
Lack of information		13%	29%	12%	17%	22%
No suitable facilities						
No Transport			17%			
No Public Transport			17%			

	Ashdown	St Leonard's	Buchan	Owlbeech	Nymans	Tilgate
Poor on site access			12%			
Difficulty getting around		22%				
Feel vulnerable		17%				
Cost					12%	

Young People

	Ashdown	St Leonard's	Buchan	Owlbeech	Nymans	Tilgate
Too far away	23%		26%			
Lack of transport						
Lack of information	43%	37%	33%		33%	27%
No Transport			13%			
Difficulty getting around		10%				
Feel vulnerable		13%				
Cost					10%	
Doesn't seem relevant					13%	10%

Which of the following groups do you belong to?

	Frequency
Older people / pensioners	46
Young children	30
Disabled / careers	23
Rural people	21
Urban people	12
Young adults	9
People without a car	8
Single Parents	6
Unemployed / low income	4
Low achievers	1
Ethnic minority	1
Other	1

Question 6 Postcode

Cranleigh (27%) and Horsham (17%) are the two primary areas where most respondents came from.

Conclusions

Only Nymans is visited frequently, although most sites were visited occasionally by respondents. Overall few respondents said that they had little interest in visiting any sites, which would indicate that there is a potential audience there to encourage to the sites.

Information is a key reason for not visiting. However when looking at specific user groups other issues can be seen, for elderly people transport is an issue, young people; information is important but so is the relevance of the site and transport availability and for disabled groups; information and distance away are important as are facilities on site and site accessibility.

There are issues for specific sites, St Leonards and Owlbeeche have some security issues, due to reputation of the area, enclosed nature of site and lack of lighting.

To improve use at sites a combination of advertising is needed. Information in the form of maps and leaflets being a popular option. Maps need to be of the site (location of facilities, paths (and quality/grade) as well as how to get there. Time (or a lack of it) is a reason given for not visiting. This suggests that to encourage visitors a special event need to be help to make the visit worthwhile. Concerts and fun days as well as specific events for disabled/ people with special needs were suggested.

Appendix G

Forestry Commission Accord With The Kennel Club On The Management Of Dogs On Forest Sites

Appendix G : Forestry Commission Accord With The Kennel Club On The Management Of Dogs On Forest Sites

The aims of this agreement are to:

- * encourage better understanding of the needs of dog owners and all forest users
- * ensure dog owners feel welcome in the forest and play a part in conserving its value for everybody
- * work with others to develop new ways to improve how dogs and their owners use the forest
- * make dog owners aware of opportunities and places that are particularly well-suited to their needs
- * only seek restrictions on dogs (such as them being kept on leads or prohibited) in specific circumstances such as around children's play areas and at particularly sensitive times or places for wildlife
- * accommodate dog-related sports in the forest while balancing the needs of all other interests
- * encourage dog owners to be sensitive to other forest users who may not be familiar with dogs and the benefits they can bring
- * help people understand and experience how dogs enhance people's lives through improved health, confidence and mobility.

Appendix H

Research Into Barriers To Accessing The Countryside

Appendix H : Research Into Barriers To Accessing The Countryside

In this section it has been possible to summarise research into the barriers to accessing the countryside by specific underrepresented groups

H1 Young People Southeast Hampshire Young People's Countryside Recreation Demand Survey December 2001

Hampshire County Council undertook a study of young people in Countryside Recreation. Level of Participation of young people is higher than that of adults but there is a significant drop off in the use of managed countryside in the transition between childhood and adulthood. 53% of respondents stated that they would like to visit the countryside more than they do at present. The study indicated that variations in the level of those wishing to access the countryside more often is not solely about supply but also about taste and preferences.

The constraints to participation that prevent increased use included:

- * lack of time
- * a preference to take part in other activities
- * dislike of being out in the rain or getting footwear dirty.

Interestingly, the traditionally perceived barriers such as lack of access to transport, cost, household composition and worries about safety were not shown to be as significant in affecting levels of demand. There were also differences in the choices made by males and those made by females in preferred activities.

For those young people not going to the countryside the reasons stated were that the 'countryside is boring' and 29% stated that 'there is nothing to do when you get there'. These were not views shared with participants who, in contrast, had a high level of involvement with the countryside.

Young people's understanding of the countryside was mixed. They were unclear where they were allowed to go, concerned about getting lost and only 20% knew the Country Code.

In order to increase young people's participation in the countryside future initiatives and interventions should be aimed at improving the supply of quality countryside that is easy to access and also influencing tastes and preferences.

There were widespread parental concerns in research for the Forest Enterprise (2005) about children's safety. Parents stated that they were unwilling to let their children have the sort of freedom that they had been given when young, to roam and explore woodlands and natural spaces.

H2 Ethnic Minorities

Amongst ethnic groups fear of trespass and lack of knowledge about the opportunities for countryside recreation are frequently cited in a range of projects aimed at increasing participation in countryside recreation in the United Kingdom (Slee et al, 2001). But is this necessarily the case? Agyeman and Spooner, 1997; BEN, 2002 find that ethnic minority communities have no sense of belonging in, or ownership, of rural space and/or feel unwelcome there. The UK Day Visits Survey (1998) does not give a lack of knowledge as a reason for not going amongst those who did not visit the countryside in the previous 12 months:

- * work commitments (lack of time)

-
- * no particular reason
 - * not interested

were amongst the most frequently cited responses. Perhaps, therefore, it is this lack of desire rather than lack of knowledge that is at work.

This calls into question the role of literature produced eg. leaflets printed in ethnic languages as a way of addressing knowledge gaps. Further if people are not accessing the visitor centres, libraries or other distribution points in the first place how do they get hold of the information?

A report by the Black Environmental Network 'Access to the Countryside Trips' found that a lack of confidence was a barrier and there was a need for guidance and support. This also applied to workers with community groups who felt they themselves need to be introduced to the countryside to acquire the confidence to introduce it to others. A video about aspects of visiting the countryside would be very useful to help overcome some of these issues.

Additional research by BEN (Morris 2003) identified seven barriers to accessing the countryside by black and ethnic minority groups:

- * inability to shape strategies for the delivery of rural services
- * lack of (appropriate) interpretive information at sites, inadequate signage, and lack of publicity
- * lack of appropriate activities to attract minority ethnic and black communities and provide a positive experience
- * lack of awareness of local initiatives and lack of perceived relevance. For a significant percentage of black and minority ethnic communities communicating in English is problematic. Where agencies have translated leaflets the relative merits of the translation and actual distribution of the material is sometimes questionable
- * lack of confidence and negative perceptions of the environment. This includes fears of getting lost, not knowing where to go, lack of support, feelings of vulnerability, fears for personal security, and negative perceptions of regular users and groups. One of the biggest problems for the tentative black visitor to the countryside, and other natural open spaces, is that there are not many other black people there. The real, or perceived, risk of encountering animals and the wild fauna associated with natural open spaces is another major factor which dissuades minority ethnic groups from visiting the countryside
- * negative feelings associated with previous experience of the countryside
- * financial costs incurred and a lack of time and other commitments : free time of black and minority ethnic groups is often devoted to 'intra-community' activities, family life, and 'personal development' activities.

H3 People With Disabilities

The Countryside Agency report 'By all reasonable means' identifies the most common barriers to visiting the outdoors for disabled visitors:

- * physical barriers such as steps, steep gradients, stiles and gates
- * lack of accessible information

-
- * lack of accessible toilets
 - * lack of confidence, low expectations, not feeling welcome, fear over safety or of getting lost
 - * too far to walk
 - * lack of convenient and accessible public transport
 - * inaccessible café, shop or visitor centre
 - * lack of seating and opportunities to rest or take shelter
 - * cost of transport, parking fees and refreshments
 - * lack of staff awareness of the needs of disabled visitors
 - * a limited range of activities
 - * poorly maintained environment.

The Countryside Agency report 'Sense and Accessibility' (2000) looking at Countryside Mobility Schemes finds that information from sites rarely has enough detail to encourage, or enable, potential visitors with mobility impairments.

H4 Elderly

Many of the issues for disability apply to the elderly. In addition, elderly visitors have an anxiety concerning safety. Visits to countryside are also often part of a larger, or longer, trips to which the countryside site is just one element.

H5 Low Income

For those with low income barriers can exist around travel and associated cost of getting to sites and entry fees. Additionally, there are costs incurred on sites like ice cream for 'the kids' or other treats and souvenirs which, over a day, can substantially increase the cost of a visit.

The Forest Enterprise report 'A Sort of Magic Place' identified that cost is particularly significant for families, those on low incomes, the unemployed and non-car owners who felt that visiting green space or woodland was a relatively inexpensive day out and was, therefore, an important outlet for them.

H6 Women

Some of the reasons for fewer women visiting the countryside include a drop in the numbers of organised countryside activities (school or non-school based). This is perhaps due to increase legislation and fear of litigation should accidents happen. Other reasons include a lack of appropriate or attractive activities and a previous experience that was uninspiring.

The Forest Enterprise report 'A Sort of Magic Place' showed that one of the key gender differences across all areas and ages was that women would not feel comfortable visiting woodlands alone due to insecurity and personal safety.

Appendix I

Analysis Of Market Data Taken From Ashdown Forest Monitoring Survey (2004) And The UK Day Visit Survey (2004)

Appendix I : Analysis Of Market Data Taken From Ashdown Forest Monitoring Survey (2004) And The UK Day Visit Survey (2004)

Market data is described in detail as follows:

I1 Ashdown Forest Monitoring Survey

The Ashdown Forest Monitoring Survey was undertaken through 218 face-to-face interviews (covering 593 people) and visitor observation (of 2,751 people) between July 2004 and April 2005. The work was undertaken by Tourism South East. The locations for the interviews were Pooh Sticks Car Park, Friends Car Park, Kings Standing Car Park and Ashdown Forest Centre. The observation was limited to the first two sites.

The highest proportion of people (72%) were day visitors from outside the area 19% were local residents of the Ashdown Forest area, 3% visitors were staying overnight within the Ashdown Forest area and 7% visiting the Forest while staying in holiday accommodation located outside the area. Local residents were most frequently encountered at Kings Standing Car Park and Friends Car Park (31% and 24% respectively). Staying visitors and those visiting the Forest while on holiday elsewhere were most frequently encountered at Poohsticks Bridge Car Park.

Table I.1: Profile of Visitors to Ashdown Forest 2004/05

	Total	Poohsticks Bridge Car Park	Friends Car Park	Kings Standing Car Park	Ashdown Forest Centre
Local residents of Ashdown Forest	19%	6%	24%	31%	11%
Day visitors from outside the area	72%	62%	73%	66%	85%
Day visitors travelling from holiday accommodation outside the area	7%	21%	-	2%	2%
Visitors staying overnight in the area	3%	6%	2%	2%	2%

97% of people were on a leisure visit to Ashdown Forest. Other reasons for visiting were educational visits and driving through the Forest while en-route elsewhere. The average group size was 2.72 people.

Table I.1 : Group Size

	All groups	Poohsticks Bridge Car Park	Friends Car Park	Kings Standing Car Park	Ashdown Forest Centre
Average Group Size (people)	2.72	3.50	2.82	2.12	2.63
Adult Only Groups					
* One adult	15%	6%	22%	22%	9%
* Two adults	42%	22%	37%	57%	46%

	All groups	Poohsticks Bridge Car Park	Friends Car Park	Kings Standing Car Park	Ashdown Forest Centre
Three or more adults	11%	16%	10%	8%	11%
Groups with Adults and Children					
One adult with one or more child	8%	12%	6%	6%	9%
Two adults with one or more child	19%	32%	20%	9%	22%
Three or more adults with one or more child	6%	12%	4%	6%	2%

A high proportion of groups at Poohsticks Bridge car park included one or more children whilst, by contrast, the majority of those at Kings Standing Car Park consisted of adults only. Overall, there was a relatively even split between males and females but with a slightly higher proportion of females (54%). 76% were adults while 24% were children aged under 16 years. 34% of people were aged 55+, 28% were aged 35 to 54 and 15% were aged 16 to 34.

Table I.3 : Age Groups

	Total	Poohsticks Bridge Car Park	Friends Car Park	Kings Standing Car Park	Ashdown Forest Centre
Adults 65+	18%	6%	15%	35%	20%
Adults 55-64	15%	9%	21%	19%	15%
Adults 45-54	11%	11%	12%	11%	9%
Adults 35-44	17%	20%	11%	14%	21%
Adults 25-34	9%	13%	9%	6%	8%
Adults 16-24	6%	6%	7%	6%	3%
Adults (total)	76%	65%	76%	90%	76%
Children 0-15	24%	35%	24%	10%	24%
Males	46%	42%	47%	49%	46%
Females	54%	58%	53%	51%	54%

Overall, 5% of visitor groups included one or more persons who were registered disabled. This included 11% of those at Kings Standing Car Park although less than 5% of those at other locations. The registered average for England is 17.9%.

Table I.4 : Disabled Audience

	Total	Poohsticks Bridge Car Park	Friends Car Park	Kings Standing Car Park	Ashdown Forest Centre
Registered Disabled	5%	-	2%	11%	4%
Not Registered Disabled	95%	100%	98%	89%	96%

The majority of visitors were from the UK with only 2% of all respondents coming from overseas. The highest proportion of visitors came from home locations in East Sussex (39%) or Kent (25%). This includes 41 groups (19% of all visitor groups) who were residents of towns or villages within Ashdown Forest.

Table I.5 : Origin of Visitors

	Local resident of Ashdown Forest area		Day visitor from outside the area
Number	41		97
Crowborough	24	Uckfield	9
Forest Row	4	Brighton	7
Chelwood Gate	2	East Grinstead	3
Fairwarp	2	Eastbourne	2
Hartfield	2	Seaford	2
Maresfield	2	Heathfield	2
Withyham	2	Wadhurst	2
Nutley	1	Ringmer	2
Colemans Hatch	1	Other East Sussex	15
Hérons Gill	1		
Sub Total Sussex	41	Sub Total Sussex	44
		Tunbridge Wells	10
		Tonbridge	6
		Sevenoaks	6
		Edenbridge	4
		Bromley	3
		Groombridge	2
		Other Kent	21
Sub Total Kent	-	Sub Total Kent	53

Almost everyone (98%) had arrived at their particular location by car. Only 1% had walked. All visitors to Ashdown Forest Centre had come by car. This is a reflection of the high car ownership and relatively poor public transport network.

28% were first-time visitors to Ashdown Forest which includes the majority of those who were staying overnight in the Ashdown Forest area or on holiday elsewhere.

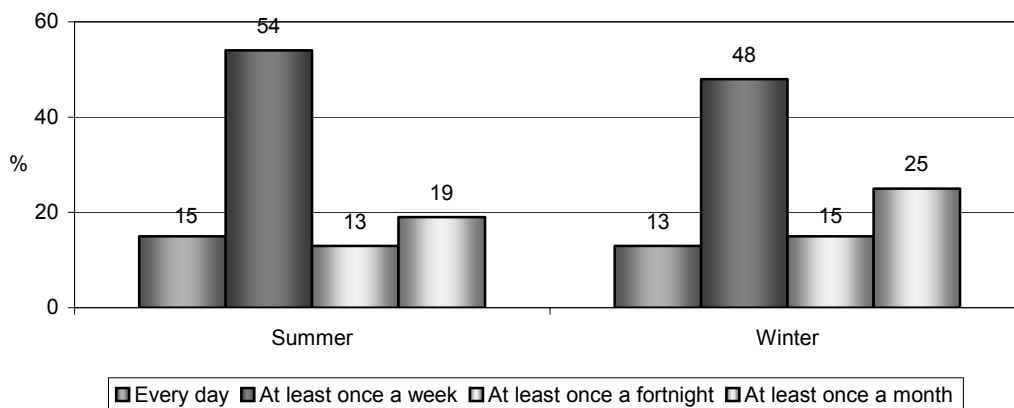
80% of local residents and 31% of day visitors from outside the area indicated they visit the Forest 'regularly' or 'frequently'. They were then asked what frequency meant. This is indicated in Tables I.6 and I.7 respectively.

Table I.6 : Frequency of Visitor : Ashdown Forest Residents



Base: 33 local residents who visited 'frequently' within the previous 12 months

Table I.7 : Frequency of Visits : Day Visitors from Outside the Area



Base: 48 day visitors from outside the area who visited 'frequently' within the previous 12 months

Patterns of visitation, particularly among local residents, were similar during the summer and winter. A high proportion of local residents visited the Forest either daily or at least once a week year-round (84%). Day visitors from outside the area visited slightly less frequently although a significant proportion were visiting the Forest at least once a week year-round. This offers scope to arrange a variety of events and activities to serve this regular audience.

The most frequently mentioned main reasons for visiting were 'going for a walk' (29%), 'visiting Pooh places' (18%) and 'walking the dog' (17%). 13% were mainly 'driving around sightseeing from the car' and a similar proportion (13%) were visiting mainly to 'relax, enjoy the views or have a picnic'.

'Going for a walk', 'relaxing, enjoying the views or picnicking' were also frequently mentioned as secondary reasons for visiting (27% and 28% respectively). 'Driving around sightseeing from the car' and 'visiting a pub, cafe or tea-room' were mentioned as secondary activities by a relatively high proportion of visitors (both 20%) as was 'watching wildlife or nature' (15%). Overall, 60 visitor groups (27% of all respondents) mentioned 'walking the dog' as their main or secondary reason for visiting for visiting the Forest. These visitors had an average of 1.2 dogs per group.

Table I.8 : Purpose of Visit

	MAIN purpose of visit	OTHER purpose of visit
No reply	-	27%
Going for a walk	29%	27%
Relaxing/enjoying views/ picnicking	13%	28%
Driving around/sightseeing (from car)	13%	20%
Visiting Pooh places	18%	10%
Walking the dog	17%	10%
Visiting a pub, cafe or tea-room	1%	20%
Watching wildlife/nature	1%	15%
Visiting friends or relatives	2%	5%
Visiting other attractions	-	5%
Educational trip	2%	-

Multiple responses permitted for secondary (other) purpose of visit

Most people at Poohsticks Bridge Car Park gave 'visiting Pooh places' as their main (76%) or secondary (20%) reason for visiting. 'Going for a walk' was also frequently mentioned (66%).

At Ashdown Forest Centre the activities most frequently mentioned were 'going for a walk' or 'relaxing, enjoying views or picnicking'. Those visiting the Forest for educational trips or outdoor courses were most frequently encountered at the Centre whilst around one third of all respondents at this location were 'walking the dog'.

Table I.9 : Purpose of Visit by Site

	Poohsticks Bridge Car Park		Friends Car Park		Kings Standing Car Park		Ashdown Forest Centre	
	Main	Other	Main	Other	Main	Other	Main	Other
No reply	-	6%	-	20%	-	51%	-	24%
Going for a walk	18%	66%	49%	20%	17%	9%	35%	17%
Relaxing/enjoying views/picnicking	4%	26%	14%	41%	11%	22%	22%	24%
Driving around/sightseeing (from car)	-	22%	10%	24%	31%	17%	7%	17%
Visiting Pooh places	76%	20%	-	2%	2%	2%	-	17%
Walking the dog	2%	8%	14%	10%	29%	8%	20%	15%
Visiting a pub, cafe or tea-room	-	42%	-	18%	5%	5%	-	19%
Watching wildlife/nature	-	6%	2%	24%	-	11%	2%	6%
Visiting friends or relatives	-	4%	-	4%	2%	5%	2%	15%
Visiting other attractions	-	8%	2%	2%	-	2%	-	7%
Educational trip	-	-	-	-	2%	-	6%	-

Multiple responses permitted for secondary (other) purpose of visit

Around 24% of people expected to spend less than an hour visiting the Forest while 45% expected to spend 1-2 hours and 19% expected their visit to last 3-4 hours. Ashdown Forest residents were most likely to spend less than two hours visiting the Forest while day visitors from outside the area and day visitors staying on holiday elsewhere expected to spend slightly longer in the Forest.

Table I.10: Length of Stay

	Total	Local resident of Ashdown Forest area	Day visitor from outside the area	Day visitor travelling from holiday accommodation outside the area	Visitor staying overnight in the area
Less than 1 hour	24%	40%	23%		
1-2 hours	45%	53%	41%	67%	33%
3-4 hours	19%	5%	22%	20%	17%
5-6 hours	10%		11%	13%	33%
7-8 hours	3%	2%	3%		17%

The majority (84%) of people at Kings Standing Car Park expected to spend less than 2 hours in the Forest. Those at Friends Car Park and the Ashdown Forest Centre expected to spend less than four hours in the Forest that day.

Table I.10 : Length of Stay by Site

	Total	Poohsticks Bridge Car Park	Friends Car Park	Kings Standing Car Park	Ashdown Forest Centre
Less than 1 hour	24%	2%	20%	42%	26%
1-2 hours	45%	55%	45%	42%	39%
3-4 hours	19%	20%	24%	9%	24%
5-6 hours	10%	18%	6%	6%	9%
7-8 hours	3%	4%	4%	2%	2%

Most people (91%) had visited (or were planning to visit) the open countryside and forest areas within Ashdown Forest including 95% of local residents and 94% of day visitors from outside the area.

Those visiting the Forest while staying on holiday elsewhere were less likely to visit open countryside or forest areas (53%) but much more likely than average to be visiting Pooh places (87%). A third of these visitor groups were also visiting Hartfield village during their visit. Visitors staying overnight within the Forest area indicated they were highly likely to visit open forest or countryside, local towns or villages and Pooh places during their visit.

21% of people were visiting the Ashdown Forest Centre on the day of their visit. Day visitors from outside the area and staying visitors were most likely to visit the Forest Centre (25% and 17% respectively).

The average spend among visitors to Ashdown Forest was relatively low at £3.12 per person per day. This includes £1.67 on catering and £1.28 on shopping. Staying visitors and those visiting for the day from holiday bases outside the area spent more on average than local residents or other day visitors. For instance, the spend on catering ranges from £1.11 for local residents, to £1.54 for day visitors and £4.80 for visitors staying overnight.

12 Awareness of Places

Awareness of Pooh places was relatively high. All four visitor types showed high levels of awareness of Poohsticks Bridge (83% overall), while day visitors on holiday and staying visitors were more likely than average to know about Pooh Corner (shop in Hartfield). Smaller proportions of visitors were aware of other Pooh places including Hundred Acre Wood, the Enchanted Place and Gills Lap (known as Galleon's Lap in the books) and the Memorial.

Around one third of people indicated that they were visiting Pooh places during their visit to Ashdown Forest that day. Day visitors on holiday and staying visitors were most likely to be visiting Pooh places (87% and 67% respectively) compared with 12% of local residents and 28% of day visitors from home. Poohsticks Bridge and Pooh Corner shop were most frequently mentioned as places visited and those visiting Pooh places tended to be visiting a combination of two or more Pooh places on the day of their visit.

Around 51% indicated that they would like to see more signposting of Pooh places in Ashdown Forest. 37% were not in favour of more signposting and 12% were unsure. Local residents were fairly evenly divided between those for and against more signposting (both 44%) while a small number were unsure or had no opinion (12%). Day visitors from outside the area, or those visiting for the day while staying elsewhere, were most likely to be in favour of more signposting (53% and 60% respectively would like to see more signposting of Pooh places).

Overall, awareness of the Ashdown Forest Centre was relatively high. 62% of people were aware of the Centre including 83% of local residents and 60% of day visitors from outside the area. Those visiting for the day from holiday bases elsewhere were least likely to be aware of the Forest Centre.

Table I.12 : Awareness of the Ashdown Forest Centre

	Total	Local resident of Ashdown Forest area	Day visitor from outside the area	Day visitor travelling from holiday accommodation outside the area	Visitor staying overnight in the area
Not heard of or visited the Centre	38%	17%	40%	87%	17%
Heard of but not visited the Centre	11%	22%	9%		33%
Heard of and have visited the Centre	50%	61%	51%	13%	50%

11% of people were aware of the Centre but had never visited. They were asked whether there was any particular reason why they had never visited. Their responses were 40% not got around to it or too busy, 36% no need or reason to visit and 12% were unaware of the Centre until today.

Those visitors who had been into the Centre, either on the day of their visit or previously, were asked to comment on the usefulness of information provided. Overall, responses were positive with 49% of those who had visited rating the usefulness of information as good and 38% very good. 12% considered the usefulness of information to be average.

13 Obtaining Information On The Local Area

Overall, around one third of people used information sources such as websites (3%), maps (17%) or guides (24%) to plan their visit to Ashdown Forest. These were most frequently used by staying visitors and those visiting from holiday bases outside the area, and less frequently

used by other day visitors or local residents. 71% rely of local residents on local knowledge and 29% require no information.

57% of people indicated that they would like more information to be available on the area. Areas of greatest interest included local walks (39%), information on local wildlife (33%), local heritage (28%), Pooh places to visit (28%) and other local attractions and places to visit (25%). Smaller numbers of people were interested in information on local cycle routes (17%) and places to stay (7%). 43% of people, including two thirds of all local residents, felt no need for more information on the area.

Among those who indicated a need for more information on the area visitor centre(s) were the preferred access point for information (72%) while 52% of people indicated that they would like to be able to access additional information via websites or the internet. Smaller proportions of people would like to access additional information on Ashdown Forest via information boards (35%), local pubs or restaurants (24%) or local village shops (22%). The preference for visitor centre(s) ranged from 79% of local residents to 100% of visitors staying overnight in the area.

If this research could be applied across the Weald Forest Ridge it highlights the need for visitor information, orientation and interpretation particularly for first time visitors. It also emphasises the value of visitor centres, web site and local information points (ideally electronic)

14 Individual Sites

There has been no visitor survey across all of the sites on the Weald Forest Ridge which can provide consistent and comparable data. Surveys, or counts, have been done from time to time at some sites whilst there is anecdotal evidence from Site Managers. Car park visitor numbers have been collected at Ashdown Forest. These are shown in the Table I.13 below.

Table I.13 : Estimated Visitor Numbers to Ashdown Forest

Period	POOHSTICKS BRIDGE CAR PARK			FRIENDS CAR PARK		
	<i>Weekday visitors</i>	<i>Weekend visitors</i>	<i>Estimated total visitors</i>	<i>Weekday visitors</i>	<i>Weekend visitors</i>	<i>Estimated total visitors</i>
Winter						
January (05)	1,180	671	1,851	1,500	2,354	3,854
February (05)	1,121	549	1,670	1,425	1,926	3,351
March (05)	1,239	610	1,849	1,575	2,140	3,715
Spring						
April (05)	1,197	3,195	4,392	1,491	2,844	4,335
May (04)	1,083	4,260	5,343	1,349	3,792	5,141
June (04)	1,254	2,840	4,094	1,562	2,528	4,090
Summer						
July (04)	7,313	4,212	11,525	2,222	2,916	5,138
August (04)	6,980	4,680	11,660	2,121	3,240	5,361
September (04)	7,313	3,744	11,057	2,222	2,592	4,814
Autumn						
October (04)	630	2,390	3,020	1,239	4,220	5,459
November (04)	660	1,912	2,572	1,298	3,376	4,674
December (04)	630	2,390	3,020	1,239	4,220	5,459
Total:	30,600	31,453	62,053	19,243	36,148	55,391

The total visitor numbers to Ashdown Forest is unknown. However, it is possible to make an educated guess from the car parking data. Pooh Bridge Car Park and Kings Standing Car Park are together attracting 120,000 annual visits. There are other significant car parks like Gills Lap and Friends that probably have similar numbers. The Llama Park TIC is attracting 45,000 visits. In addition there are some 40 other car parks – smaller but collectively important. There are known to be around 100,000 annual visits to the Pooh Corner Shop at Hartfield and 15,000 annual visits to the Ashdown Forest Centre.

It is reasonable to assume in the absence of more reliable data that Ashdown Forest attracts between 500,000 and 1 million visits per year (work recently undertaken on the Ashdown Forest Centre has taken the mid point of 750,000)

Annual visitor figures are available for most, but not all, visitor attractions. This is collected by VisitBritain. Attraction operators are not obliged to disclose their data and the data submitted is self verified. Some are estimates. This is not comprehensive but gives an insight into visitor volumes and trends. All of these attractions charge for admission. It is clear from this data that the National Trust and Bluebell Railway dominate in terms of the volume of visits. Visitor numbers are stable and show some long term growth.

Table I.14 : Annual Visits to Attractions in the Area

	2004	2003	2002	2001	2000
Wakehurst Place	420,831	387,875	323,382	290,778	295,131
Sheffield Park Garden *	169,952	197,935	145,000	148,410	145,824
Bluebell Railway		179,386	179,595	173,768	184,235
Nymans Gardens *	153,492	175,606	151,003	136,813	138,886
Standen *	68,435	75,112	69,282	58,474	55,269
Wilderness Wood	31,000	30,000	28,000	28,000	20,000
Spa Valley Railway	27,525	26,700	25,469		
Ashdown Forest Llama Park	19,155	18,642			

*** National Trust**

In addition, information on specific sites (via Site Managers) indicates:

- * Owlbeech and Leechpool Woods attracts around 100,000 annual visits (thought to be 5,000 users coming on average twenty times per year)
- * Tilgate Forest benefits from Tilgate Park next door that attracts 300,000 annual visits
- * Nymans have around 150,000 visits : 34% come from under 15 miles and 60% come from 25 mile radius. 20% of visitors are thought to go to the woods (30,000 annual visits)
- * Barnetts is estimated to attract around 4,000 annual visits.

Overall, most of the sites on the Weald Forest Ridge offer no visitor data. Hence, there is little material available to identify users, which has clear implications on the difficulty of identifying non-users.

15 UK Day Visit Survey (2004)

The UK Day Visit Survey was published in 2004 by TNS Travel and Tourism on behalf of a consortium of national agencies including the national tourism organisations, Countryside Agency, Environment Agency, Forestry Commission and British Waterways.

It aims to measure the extent of participation in leisure day visits by the adult population (aged 16 and over) and identifies activities, destinations, time spent, transport, distance travelled and number of people. It is based on data collected between March 2002 and March 2003 from 6,600 interviews. The survey distinguishes between three types of destination:

- * towns and cities
- * countryside
- * seaside and coast.

Trips can be recorded according to three types of subsidiary destination within these three main types:

- * woods and forests
- * water with boats
- * water without boats.

Hence the survey is especially useful for countryside and forest/woodland locations.

Extent of Participation

- * 81% of all adults in England had made a leisure day visit in the previous two weeks with 21% of all adults going to the countryside and 8% of all adults going to forest/woodland
- * the average number of trips in the two week period for those taking trips (ie. 81% of all adults) was 4.4 for England
- * in the course of the year 62% of all adults in England had visited the countryside and 40% had visited forest/woodland.

Destination

- * 71% of all trips were to towns and cities, 24% to the countryside and 5% to the coast. The countryside figure includes 5% to forest/woodland.

General Characteristics of Visitors

- * Countryside (England) : 52% over 45 years, 51% female, 63% ABC1, 89% car owners, 31% with children in household, 50% full-time work
- * Forest/Woodland (GB) : 40% over 45 years, 48% female, 66% ABC1, 91% car owners, 43% with children in household, 51% full-time work
- * access to private transport was the key factor
- * those who had made a trip to the countryside compared to people who had not made a trip, were likely to be ABC1, over 35, in households with 2 cars

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- * those who had made a trip to forest/woodland, compared to people who had not made a trip, were likely to be male, ABC1, in households with 2 cars, in full or part-time employment, in a household with children under 10 and especially under 5
 - * in lifecycle terms fewer countryside and forest/woodland trips were taken by married couples under 34 with no children and single people over 55
 - * only 1% of trips to countryside and forest/woodland were from non-whites.

Expenditure

- * the average spend per trip was £13.70
- * the average spend per countryside trip was £8.60. The main categories of expenditure were meals £3.00, alcohol £1.40, fuel £1.10, plants 40p, souvenirs 40p and convenience goods 30p
- * the average spend per forest/woodland trip was much lower at £4.70. The main categories of expenditure were meals £1.50, fuel 90p, alcohol 50p and souvenirs 40p.

Activities

- * the main activities on a countryside trip were to walk/ramble (including dog walking) 32%, eat or drink out 15%, take part in sports 11%, visit friends and relatives at home 10%
- * the main activities on a forest/woodland trip are walking 62% followed by cycling 8%.

Activity Characteristics of Walkers

- * most popular for 55 to 64 year olds and 35 to 44 year olds : less popular with under 24s and over 75's
- * 45% male and 55% female
- * 50% ABC1 and 47% C2DE
- * 41% have one car in household, 33% have two, 13% have three and 13% have no car
- * 35% work full-time, 16% work part-time, 26% are retired, 6% self-employed and 4% unemployed
- * 76% have no children in the household
- * 86% of walks are under three hour duration
- * average distance is 8.6 miles
- * days of the week: Monday 10%, Tuesday 18%, Wednesday 12%, Thursday 16%, Friday 11%, Saturday 16%, Sunday 17%.

Length And Duration Of Trips

- * the average round trip to the countryside was 18.7 miles. However, this is skewed by a small number of longer trips. 16% are up to 1 mile, 10% are 1 to 2 miles, 24% are 2 to 5 miles and 17% are 5 to 10 miles

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- * the average round trip to forest/woodland was 15 miles. However, this is also skewed by a small number of longer trips. 12% are up to 1 mile, 14% are 1 to 2 miles, 36% are 2 to 5 miles and 14% are 5 to 10 miles
 - * the average duration of a countryside trip was 3 hours 10 minutes with 2 hours 20 minutes spent at the destination. These averages mask the fact that by 34% of countryside trips being less than 1 hour
 - * the average duration of the forest/woodland trip was 2 hours 30 minutes. Again these averages mask the fact that 59% of forest/woodland trips being less than 1 hour
 - * 57% of countryside trips were by car and 36% on foot (reflecting the frequent dog walking trips)
 - * 81% of forest/woodland trips and 73% of countryside trips were described as regular
 - * countryside visits are year-round but peak in July.

Party Mix

- * children were present in the party for 17% of countryside trips and 21% of forest/woodland trips
- * the proportion of people on their own was 38% for countryside trips and 50% for forest/woodland trips.

Locations

- * 30% of British adults had claimed to have visited National Parks over the last 12 months (although a fifth had not actually done so) and 13% had claimed to have visited an AONB (yet 44% had not actually done so) : they thought they had visited an AONB
- * the London population generated 43 million annual trips to the countryside. The figure for the South East region is 204 million trips. 246 million countryside trips were taken in the South East region which is the most popular region in England.

Tourism Trips (these are a subset of all leisure day trips)

- * tourism trips account for 21% of all leisure day trips
- * the characteristics of trips taken on holiday indicate they are slightly younger, more likely to be male, more likely to be ABC1s and to own a car, and slightly more likely to have children in the household
- * the average expenditure per tourism trip was £27.70 (double the expenditure of people on trips from home). The average expenditure for a tourism countryside trip was £20.70 compared to £8.60 for all countryside trips
- * 22% of all tourism trips were to the countryside (compared to 24% for all leisure day trips)
- * the main activities on a tourism countryside trip were different : 24% to eat or drink out, 18% to visit an attraction or event, 15% to visit friends or relatives at their home and only 8% to walk or ramble
- * the average round trip to the countryside for tourists was also much longer at 41 miles

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- * the average duration of the tourism countryside trip was also longer : 5 hours 30 minutes away with 3 hours 40 minutes at the destination
 - * tourism countryside trips were most common between June and August
 - * the main form of transport for a countryside tourism trip was the car 86% and walking 7%
 - * most tourism day trips were taken in the company of others. The average party size of 3.9 people. Parties of two or more adults accounted for 90% of all trips
 - * London generated 9 million annual trips to the countryside and the South East 54 million annual trips. The South East receives 62 million tourism countryside trips per year which is the highest region by far.