



RUFFORD COUNTRY PARK

SPRING 2008

SURVEY OF VISITORS

Prepared by:

ACK Tourism
and
RJS Associates Limited

July 2008

ACK Tourism
Mill Field House
Mill Fields
Bassingham
Lincoln
LN5 9NP

Tel: 01522 789702

RJS Associates
Dale View
Langdale End
Scarborough
North Yorkshire
YO13 0LH

01723 882338

EXECUTIVE SUMMARY

1. Introduction

This survey was undertaken in Spring (May) 2008 among visitors to Rufford Country Park. The survey involved 247 face-to-face interviews.

2. Visitor Characteristics

- The most common postcode for Spring 2008 visitors to the country park was NG (68% of respondents), followed by S (13%).
- The vast majority of visitors (93%) were day visitors travelling from home.
- Visitors were relatively evenly spread among all age groups. The main demographic groups that the country park is not attracting were teenagers and younger adults.
- The average party size was 2.7 people.
- About half (45%) of parties included children.
- The overwhelming majority of visitors regarded themselves as white British (97%).
- 10% of parties contained someone who was registered disabled.

3. The Visit

- Most visitors (91%) had been to Rufford Country Park before. About 17% of visitors come on a weekly or more frequent basis.
- The vast majority of visitors (99%) arrived by car.
- In terms of information sources that prompted a visit, previous visits or the respondent's own local knowledge were the main information source (89%). This was followed by other informal information sources – i.e. a recommendation from friends or relatives (13%). More formal information sources were not very important
- The catering facilities were the most used facility at the country park (used by 91% of visitors), followed by the gardens (50% of visitors), and shops (32% of visitors). About a quarter of visitors had visited the play area.
- Most repeat visitors (78%) had noticed some changes in the park – the key ones were the new play area, improved car park and the Mill tea shop.
- In terms of what people most enjoyed about their visit, a walk or stroll was most frequently mentioned (by 55% of visitors). Other important aspects of visits included less specific elements such as getting some fresh

air, the scenery, peace and quiet etc. (36% of visitors) and watching wildlife (21% of visitors). A key change over previous studies was the increase in the proportion of visitors citing the play areas / things for children as the most enjoyable aspect of their visit.

4. Visitor Satisfaction

Visitors were asked to rate their satisfaction with a range of aspects and facilities within Rufford Country Park.

- For **shops**, levels of satisfaction were generally high with all aspects of the shops rated predominantly as good or very good. Quality of service received the highest rating¹ (1.7). Value for money (a rating of 2.2) received the lowest. Levels of satisfaction with shop have stayed broadly constant since 2004, with some minor but not significant variations.
- Satisfaction with **catering** was similarly high – typically rated as good or very good. The most highly rated aspects were quality and choice of food (both 1.6). Choice of food and drink for children received the lowest rating (2.4). Levels of satisfaction, compared to previous surveys are generally broadly the same or slightly higher. Quality of service, ease of getting around and queues have showed the highest levels of improvement.
- In terms of more **general facilities**, levels of satisfaction were generally rated good. Cleanliness of the park as a whole received the highest rating (1.4). Signing to the country park received the poorest ratings at 2.4 (i.e. average). Aspects relating to **children** were generally rated as good or very good.
- In general, visitors' ratings have stayed broadly the same over the four visitor surveys. However there are a number of exceptions. Cleanliness of the park as a whole, cleanliness of toilets, and facilities for children have all improved ratings. Signing to the country park and, to a lesser extent at the entrance have lower satisfaction ratings.
- Maintenance of the country park was rated as very well maintained – an improvement on previous surveys.
- Visitors felt safe in and around the country park.
- Respondents highlighted a wide range of potential improvements. The most common related to the new play area – particularly in terms of seating. Catering attracted a wide range of comments.
- In terms of disabled access, the majority of respondents highlighted no problems and that access was good.

¹ The rating scale used for visitor satisfaction runs from 1 (for very good) through 3 (OK) to 5 (very poor). Averages scores are provided out of five – the closer the score is to one, the higher the level of satisfaction is.

TABLE OF CONTENTS

| | | |
|----------|--|-----------|
| 1 | INTRODUCTION | 1 |
| 1.1 | SURVEY OVERVIEW | 1 |
| 1.2 | METHODOLOGY | 1 |
| 2 | VISITOR CHARACTERISTICS | 3 |
| 2.1 | VISITOR ORIGINS | 3 |
| 2.2 | DAY VISITORS AND TOURISTS..... | 4 |
| 2.3 | AGE AND PARTY COMPOSITION..... | 5 |
| 2.4 | ETHNICITY..... | 6 |
| 2.5 | REGISTERED DISABLED..... | 6 |
| 3 | THE VISIT | 7 |
| 3.1 | FREQUENCY OF VISITS..... | 7 |
| 3.2 | MODE OF TRANSPORT..... | 8 |
| 3.3 | INFORMATION SOURCES..... | 8 |
| 3.4 | PLACES VISITED..... | 9 |
| 3.5 | NEW FACILITIES | 10 |
| 3.6 | MOST ENJOYABLE PART OF THE VISIT | 11 |
| 4 | VISITOR SATISFACTION | 12 |
| 4.1 | SHOPS | 12 |
| 4.2 | CATERING | 13 |
| 4.3 | GENERAL FACILITIES..... | 15 |
| 4.4 | MAINTENANCE OF THE COUNTRY PARK | 17 |
| 4.5 | SAFETY | 18 |
| 4.6 | SUGGESTED IMPROVEMENTS..... | 19 |
| 4.7 | DISABLED ACCESS | 21 |

1 INTRODUCTION

1.1 Survey Overview

The following report provides an overview of the characteristics and opinions of visitors to Rufford Country Park during Spring 2008.

The report is broken down into a number of sections. These cover:

- Visitor characteristics in terms of their origin, party composition, ethnicity and proportions of registered disabled people;
- Visits in terms frequency of visit, transport used, information sources, parts of the country park visited and facilities used, and what visitors most enjoyed about their visit;
- Levels of satisfaction with shops, catering, general facilities and services in the country park, safety, suggested improvements, and disabled access.

This survey was previously undertaken in:

- Winter 2004
- Early Summer 2005
- Autumn 2006.

Where appropriate, comparisons have been made with the findings of these previous surveys.

1.2 Methodology

The survey was based on face-to-face interviews with visitors to the country park. Interviews were conducted during May 2008 at locations primarily around the Courtyard area. A copy of the questionnaire is provided at Appendix 1. The overall sample size was 247. This is broken down as follows.

| | Sample size (no. of respondents) | % of respondents |
|--------------|---|-------------------------|
| Monday | 16 | 7 |
| Tuesday | - | - |
| Wednesday | 5 | 2 |
| Thursday | 58 | 23 |
| Friday | 36 | 15 |
| Saturday | 71 | 29 |
| Sunday | 61 | 25 |
| Total | 247 | |

The midweek sample was slightly skewed to the half term week (May 26th to 30th) and the data has been weighted accordingly. No interviews were undertaken at Rufford on either of the Bank Holidays in May.

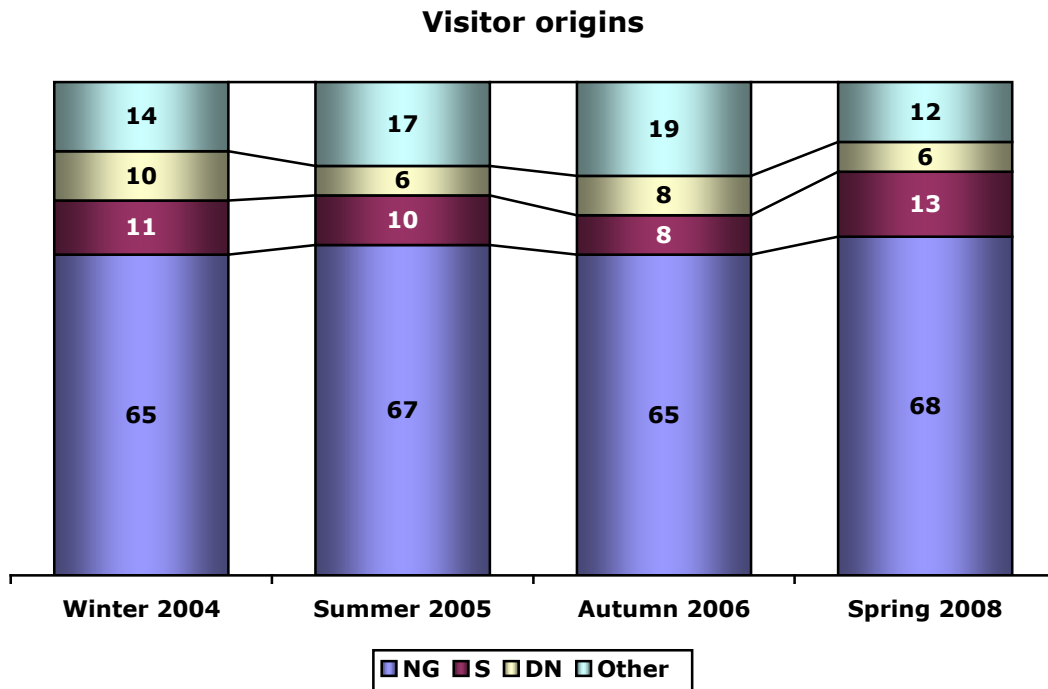
1.3 Notes to Reader

- All percentages are rounded to the nearest whole figure – sometimes figures may not therefore add up to exactly 100%;
- An asterisk (*) indicates a value of less than 0.5%;
- A dash (-) indicates no value.

2 VISITOR CHARACTERISTICS

2.1 Visitor Origins

The following chart highlights the origins of visitors in terms of their postcodes.



There was a wide geographic spread of visitors. The NG postcode was the most significant area from which visitors came (accounting for 68% of visitors in Spring 2008). Common NG postcodes included:

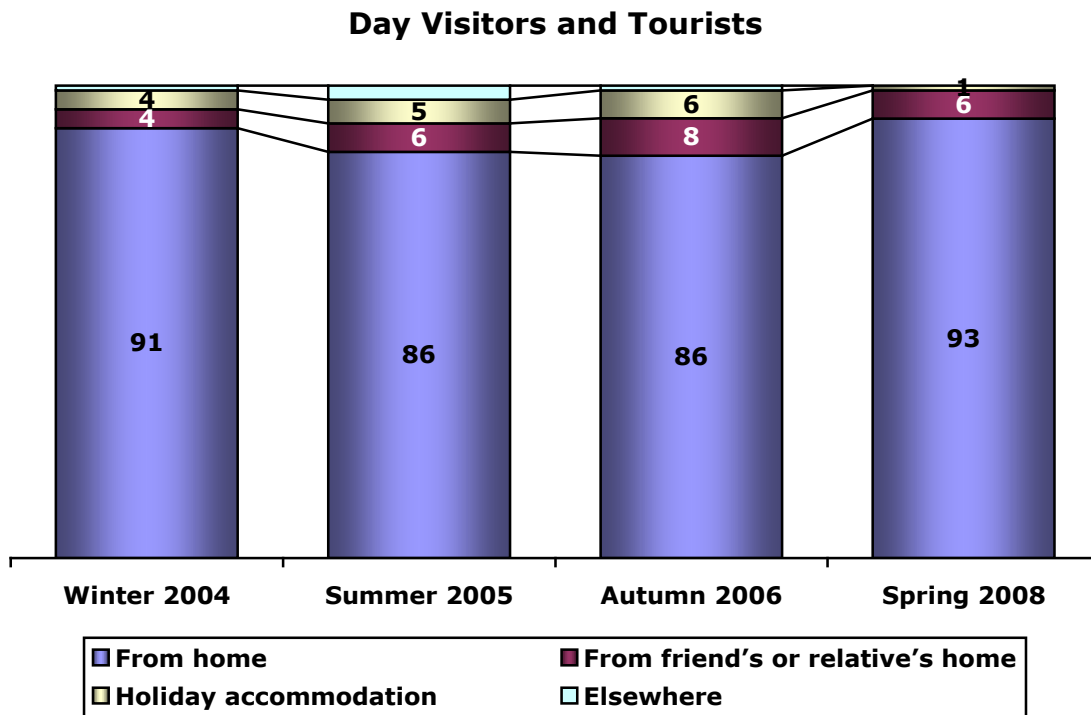
- NG19 – 11% of visitors
- NG21 – 6%
- NG20, NG22, NG18 – 5%

The next most common postcodes were S (representing 13% of visitors) and DN (a further 6% of visitors). Approximately 12% of visitors came from the rest of the UK.

The figures do not show particularly significant seasonal differences – summer and autumn show a slightly higher proportion of visitors from the “rest of the UK” – this reflects the patterns of day and staying visitors (see 2.2 below).

2.2 Day Visitors and Tourists

Visitors were asked where they had set out from on the day of their visit. The results are shown in the following chart for the last four surveys.



In Spring 2008, the majority of visitors were day visitors travelling from home (93%) with small minorities staying in friend's / relative's homes (6%) and holiday accommodation (1%).

Reflecting the origin of visitors, there is a slight seasonal pattern, with a slightly higher proportion of tourists staying in holiday accommodation in the summer and autumn.

2.3 Age and Party Composition

The following table highlights the age and structure of parties visiting Rufford Country Park.

| Age and Party Composition | | |
|-----------------------------------|---|--|
| | Average (2004 – 08 surveys) Base = 1097 (unweighted) | Spring 2008 % respondents Weighted base = 264 |
| Under 5 years | 12 | 14 |
| 5 -12 years | 12 | 15 |
| 13 – 17 years | 2 | 2 |
| 18 - 24 years | 3 | 2 |
| 25 – 34 years | 11 | 14 |
| 35 – 44 years | 14 | 16 |
| 45 – 54 years | 12 | 8 |
| 55 – 64 years | 16 | 15 |
| 65 + years | 20 | 15 |
| Male | 43 | 45 |
| Female | 57 | 55 |
| Average party size | 2.8 | 2.7 |
| Average no. of adults per party | 2.1 | 1.9 |
| Average no. of children per party | 0.7 | 0.8 |
| % parties with children | 37 | 45 |
| % parties without children | 63 | 55 |

Spring 2008 visitors were spread relatively evenly across all age groups with the exception of teenagers and younger adults (18–25 year olds), which each accounted for only 2% of visitors.

The average party size was 2.7 people. Just under half of parties (45%) included children.

The profile of Spring 2008 visitors is broadly the same as the average profile of visitors (based on the last four surveys). There are slightly higher proportions of children and (in relative terms) lower proportions of older adult groups (45+). The proportion of groups that included children was also higher. The demographic profile of the Spring 2008 survey is broadly the same as the summer 2005 survey and probably reflects a seasonal factor.

2.4 Ethnicity

The following table illustrates the ethnicity of visitors to Rufford Country Park during the interview period.

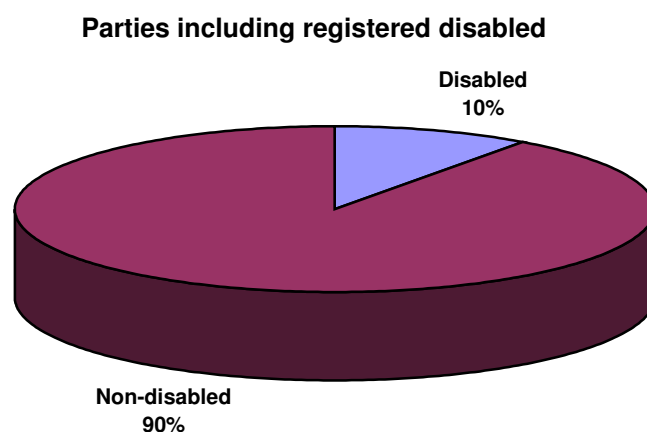
| Ethnicity | | |
|------------------|---|--|
| | Average (2004 – 08 surveys) Base = 1150 (unweighted) | Spring 2008 % respondents Weighted base = 264 |
| White British | 98 | 97 |
| Other white | 1 | 3 |
| Irish | 1 | - |
| Other | * | * |

* = less than 0.5%

As the table highlights, the overwhelming majority of visitors (97%) regarded themselves as white British.

2.5 Registered Disabled

The following chart illustrates that approximately 10% of parties included someone who was registered disabled. This is the same as in previous surveys (the average across all previous surveys is 12%).



3 THE VISIT

3.1 Frequency of Visits

The following table highlights whether visitors had been to Rufford Country Park before, and, if so, how often in the past 12 months.

| Frequency of Visits | | |
|--|---|--|
| | Average (2004–08 surveys) Base = 1097 (unweighted) | Spring 2008 % respondents Weighted base = 264 |
| First time visitor | 9 | 9 |
| Repeat visitors | 91 | 91 |
| No. of visits in last 12 months (Repeat Visitors) | | |
| Daily | 2 | - |
| 2 or 3 times a week | 5 | 6 |
| Once a week | 9 | 11 |
| Less than three times a month | 8 | 10 |
| Once a month | 21 | 28 |
| 3 times a year | 30 | 27 |
| Once every 6 months | 9 | 9 |
| Once | 8 | 2 |
| Not visited in last 12 months | 9 | 7 |

The majority of Spring 2008 visitors (91%) had been to Rufford before. This was the same as in previous surveys.

In Spring 2008 about 17% of visitors came on a weekly or more frequent basis – the same as the overall average (16%).

3.2 Mode of Transport

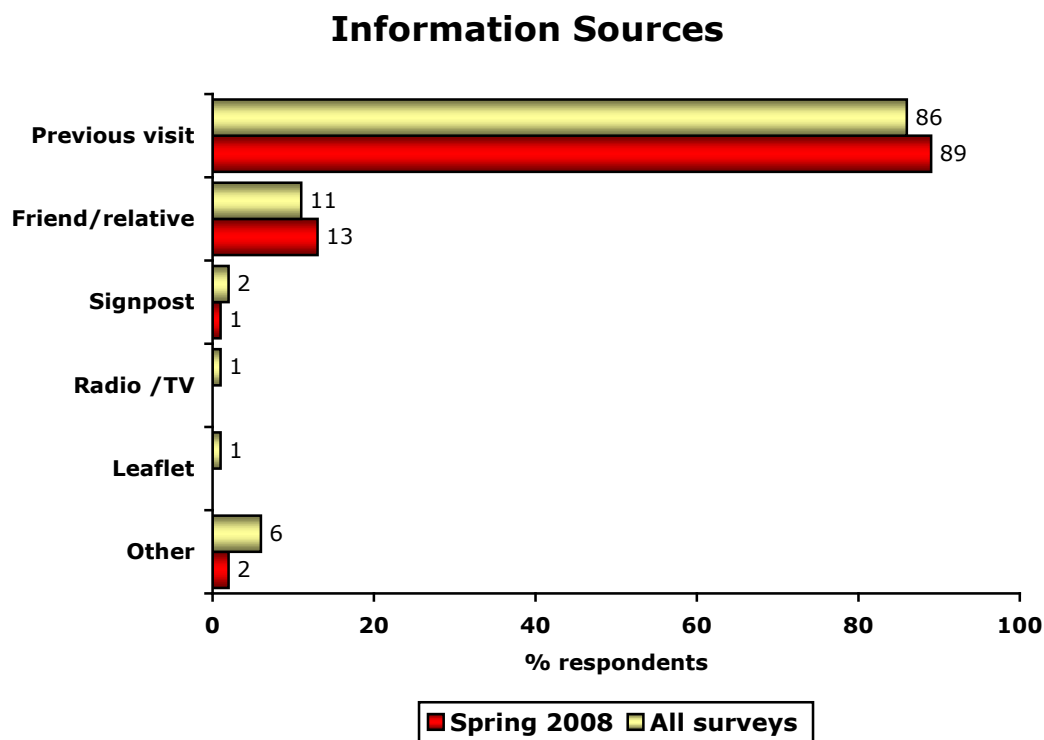
The following table highlights the mode of transport used by visitors.

| Mode of Transport Used | | |
|------------------------|---|--|
| | Average (2004–08 surveys) Base = 1097 (unweighted) | Spring 2008 % respondents Weighted base = 264 |
| Car / van /motorbike | 96 | 99 |
| Coach / Bus | 2 | * |
| Walked | 2 | * |
| Bicycle | 1 | 1 |

The car remains the predominant mode of transport (99% in spring 2008) – a comparable level to previous survey periods.

3.3 Information Sources

Respondents were asked what information sources (read out by the interviewer) had prompted their visit. The results are provided in the following graph. NB. the question was multiple choice so respondents could indicate more than one answer.



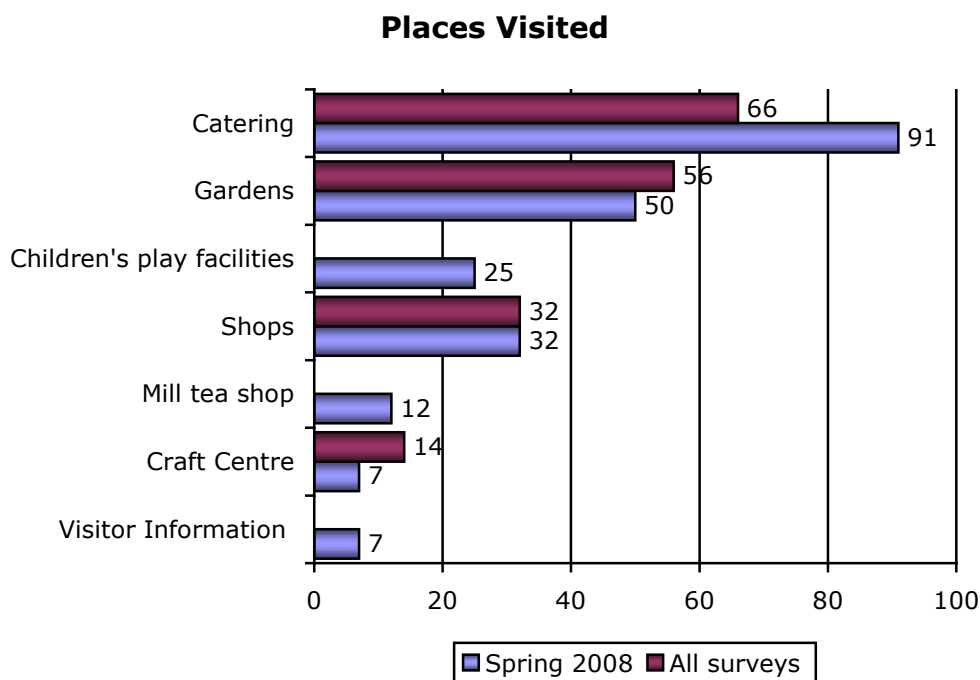
The "other" category included maps, guidebooks and group / coach visits.

A number of points can be highlighted:

- Previous visits or the respondent's own local knowledge is consistently the primary information source.
- This was followed by a recommendation from friends or relatives (referred to by 13% of respondents in Spring 2008).
- Other information sources were generally unimportant.
- There were significant differences between repeat and first time visitors and tourists. First time visitors and tourists made greater use of recommendations from friends and relatives and signposts. Repeat visitors overwhelmingly used their own knowledge.
- Sources of information are the same as in previous surveys.

3.4 Places Visited

The following chart highlights the parts of Rufford Country Park that visitors went to during their visit.



NB – this question was amended slightly in 2008 with the inclusion of some new categories (e.g. the Mill Tea Shop, visitor information in the craft centre courtyard, and children's play facilities – as such there is no historic data on these categories).

In Spring 2008, the catering facilities remained the most visited part of the country park (used by 91% of visitors), followed by the Gardens (visited by 50% of visitors).

The child’s play facilities attracted 25% of visitors (the proportion was higher among groups with children – 53%) and the shops 32% of visitors.

There were some differences between the results from the spring survey and the all survey average – noticeably the higher use of the catering

3.5 New facilities

Spring 2008 visitors were asked whether they noticed anything different in the country park. The question was unprompted. The following table summarises the result – NB this analysis **excludes** first time visitors and visitors that have not visited in the last 12 months. Responses are multiple choice so responses total more than a 100%

| New Facilities Noticed | |
|----------------------------------|--|
| | % respondents Weighted Base = 224 |
| Nothing | 22 |
| | |
| New children’s play area | 35 |
| Improved car park | 13 |
| Mill tea shop | 11 |
| New disabled ramps at café | 8 |
| Toilets at Mill | 8 |
| Paths resurfaced | 8 |
| Developments / pruning to garden | 6 |
| General refurbishment at Mill | 5 |
| Camera | 4 |
| Statues moved / new sculptor | 3 |
| General – park looks better | 3 |
| Area around the lake tarmaced | 3 |
| Boarding at Watersplash | 2 |
| Speed bumps on road | 2 |
| New signing | 2 |
| Other ¹ | 8 |

1. The other category includes a range of responses including: , less/more geese, improvements to café, wedding/conference suite, more benches, new fencing, and more disabled parking.

Overall 78% of repeat visitors noticed some change in Rufford. The most common response was the new children’s play area – noticed by 35% of visitors.

3.6 Most Enjoyable Part of the Visit

Visitors were asked what they most enjoyed about their visit – the results are summarised in the following table.

| Most Enjoyed Part of the Visit | | |
|--|--|--|
| | Average (2005–08 surveys)¹ Base = 752 (unweighted) | Spring 2008 % respondents Weighted base = 260 |
| Walk / stroll / fresh air | 52 | 55 |
| General – nice place/scenery/fresh air / peace and quiet | 44 | 36 |
| Wildlife – watching or feeding | 29 | 21 |
| Food / drink | 16 | 18 |
| The Lake | 25 | 12 |
| Play area, things or space for kids | 7 | 10 |
| Meeting people / family day out | - | 4 |
| Exhibition | 2 | 2 |
| Craft Centre | 2 | 2 |
| Shop | 2 | 2 |
| Events / entertainment etc | - | 2 |
| Monastery / Abbey | 3 | 1 |
| Other ² | 15 | 10 |

1. NB the method of administering the question changed in 2005

2. The other category contained a range of responses including water splash, the Gardens, statues, ceramics.

The most enjoyable elements for people remain unchanged – the key ones are a walk or stroll (55% in Spring 2008) and a range of general elements such as getting some fresh air, the scenery, peace and quiet etc (36%) followed by watching and feeding wildlife (22%).

This reflects the results from previous surveys. The principal change from previous surveys was the higher proportion in Spring 2008 that indicated they most enjoyed the play area, things or space for kids (10% in Spring 2008 – this compares to 4% for the summer 2005 and 1% for autumn 2006).

4 VISITOR SATISFACTION

The following section examines visitor satisfaction with a range of elements of the country park including the shops, catering, general facilities, and safety. This section also looks at potential improvements, and measures to improve access for people with physical, sensory or learning impairments.

A number of the questions used in this section utilise a rating scale that runs from 1 (for very good) through 3 (OK) to 5 (very poor). Averages scores are provided out of five for these questions – the closer the score is to one, the higher the level of satisfaction is.

4.1 Shops

As section 3.4 highlights, 32% of respondents visited the shops at Rufford Country Park. The following table summarises their levels of satisfaction with different elements of the shops. NB. percentages should be read across. The weighted sample base is approximately 85.

| Satisfaction with the Shops | | | | | | |
|---------------------------------|-----------|--------|------|--------|-----------|----------------------------|
| | V. Good % | Good % | OK % | Poor % | V. Poor % | Average score ¹ |
| Quality of goods | 37 | 52 | 7 | 4 | - | 1.8 |
| Choice of goods | 30 | 57 | 9 | 4 | - | 1.9 |
| Quality of service | 41 | 52 | 7 | - | - | 1.7 |
| Ease of getting around the shop | 30 | 44 | 25 | 1 | - | 2.0 |
| Length of queues | 33 | 47 | 19 | 1 | - | 1.9 |
| Value for money | 22 | 47 | 25 | 7 | - | 2.2 |

1 Scores are out of five – 1 represents very good and 5 very poor. Therefore the **lower** a score, the better an aspect was rated.

A number of points can be highlighted with respect to this table:

- Levels of satisfaction were generally high with all aspects of the shops rated predominantly as good or very good.
- Quality of service received the highest satisfaction rating (1.7).
- Value for money (a rating of 2.2) and ease of getting around the shop (2.0) received the lowest ratings.

The following table summarises the score from all four surveys.

| Satisfaction with the Shop -Trends | | | | | |
|---|------------------------|----------------------------------|------------------------|------------------------|----------------|
| | Winter 2004 | Early summer 2005 | Autumn 2006 | Spring 2008 | Average |
| Quality of goods | 1.6 | 1.6 | 1.6 | 1.8 | 1.7 |
| Choice of goods | 1.9 | 1.9 | 1.6 | 1.9 | 1.8 |
| Quality of service | 1.7 | 1.7 | 1.8 | 1.7 | 1.7 |
| Ease of getting around the shop | 1.7 | 2.0 | 1.9 | 2.0 | 1.9 |
| Length of queues | 1.4 | 1.4 | 1.4 | 1.9 | 1.5 |
| Value for money | 2.0 | 2.0 | 2.1 | 2.2 | 2.1 |

In general levels of satisfaction with the shops at Rufford have stayed broadly constant since 2004, with some minor but not significant variations.

The main exception to this has been length of queues and ease of getting around the shops, which received poorer satisfaction scores (albeit they are still good) in 2008.

4.2 Catering

The following table highlights visitors' satisfaction with catering facilities at Rufford – 91% of visitors had used these. The weighted sample is approximately 230, with the exception of the question relating to choice of food and drink for children, where the sample was 57.

| Satisfaction with Catering | | | | | | |
|---|--------------------------|-------------------|-----------------|-------------------|--------------------------|--------------------------------------|
| | V. Good % | Good % | OK % | Poor % | V. Poor % | Average score¹ |
| Quality of food and drink | 46 | 48 | 5 | 1 | - | 1.6 |
| Choice of food and drink | 47 | 44 | 9 | * | - | 1.6 |
| Choice of food and drink for children | 9 | 42 | 48 | 1 | - | 2.4 |
| Quality of service | 55 | 41 | 3 | * | - | 1.5 |
| Ease of getting around the catering outlet | 38 | 45 | 15 | 1 | - | 1.8 |
| Length of queues | 39 | 42 | 17 | 3 | - | 1.8 |
| Value for money | 25 | 39 | 32 | 4 | * | 2.2 |

¹ Scores are out of five – 1 represents very good and 5 very poor. Therefore the **lower** a score, the better an aspect was rated.

Key points that can be highlighted from the above table are:

- Levels of satisfaction are good, with most ratings typically 1.6 to 1.8.
- The most highly rated aspects were quality and choice of food (both 1.6).
- Choice of food and drink for children (albeit based on a very small sample) received the lowest rating (2.4 – i.e. an average to good rating). Value for money rated 2.2.

The following table summarises the results from previous surveys.

| Satisfaction with Catering - Trends | | | | | |
|---|------------------------|----------------------------------|------------------------|------------------------|-----------------------------------|
| | Winter 2004 | Early summer 2005 | Autumn 2006 | Spring 2008 | All survey average |
| Quality of food and drink | 1.9 | 1.8 | 1.7 | 1.6 | 1.8 |
| Choice of food and drink | 2.0 | 2.2 | 1.7 | 1.6 | 1.9 |
| Choice of food and drink for children | 2.2 | 2.4 | 2.4 | 2.4 | 2.4 |
| Quality of service | 2.0 | 1.8 | 1.5 | 1.5 | 1.7 |
| Ease of getting around the catering outlet | 2.3 | 1.9 | 1.7 | 1.8 | 1.9 |
| Length of queues | 2.2 | 1.8 | 1.6 | 1.8 | 1.9 |
| Value for money | 2.0 | 1.9 | 1.9 | 2.2 | 2.0 |

Levels of satisfaction, compared to the previous surveys are generally broadly the same or slightly higher. Quality of service, ease of getting around and length of queues have showed the highest levels of improvement.

4.3 General Facilities

The following table highlights satisfaction with a range of general facilities and aspects of Rufford. It also shows the level of **non-usage** of a particular facility. The percentages highlighting levels of satisfaction (the middle five columns of the table) are based on those people actually using a facility or expressing an opinion (they total 100%).

Questions relating to facilities for children were asked among parties with children only – the weighted sample base for these varied from 38 to 65.

| Satisfaction with General Facilities | | | | | | | |
|---|-------------|----------------------|------|----|------|--------|----------------------------|
| | % Non Users | % of users rating as | | | | | Average score ¹ |
| | | V Good | Good | OK | Poor | V Poor | |
| Signing to the country park | 8 | 11 | 51 | 25 | 12 | - | 2.4 |
| Signing at the entrance to the country park | 1 | 16 | 65 | 10 | 9 | - | 2.1 |
| Information about things to see and do | 7 | 14 | 65 | 19 | 2 | * | 2.1 |
| Information to help find way around | 5 | 28 | 60 | 12 | * | - | 1.9 |
| Cleanliness of the country park as a whole | - | 66 | 33 | 1 | - | - | 1.4 |
| Cleanliness of toilets | 18 | 54 | 35 | 9 | 2 | - | 1.6 |
| Quality of service from country park staff | 4 | 34 | 65 | 1 | - | - | 1.7 |
| | | | | | | | |
| Facilities for children | 75 | 48 | 37 | 13 | 2 | - | 1.7 |
| Activities for children | 86 | 37 | 60 | 10 | 3 | - | 1.9 |
| Way staff treat children | 86 | 34 | 58 | 8 | - | - | 1.7 |

1. Scores are out of five – 1 represents very good and 5 very poor. Therefore the **lower** a score, the better an aspect has been rated.

Key points that can be highlighted in relation to this table are:

- For general facilities, levels of satisfaction were generally deemed to be good or very good.
- Overall, cleanliness of the park was the highest rated aspect – 1.4 (very good)

- Signing to the country park received the poorest ratings at 2.4 (i.e. average to good).
- Aspects relating to children were rated as good or very good

The following table summarises results from the previous surveys.

| Satisfaction with General Facilities -Trends | | | | | |
|---|------------------------|----------------------------------|------------------------|------------------------|--------------------------------------|
| | Winter 2004 | Early summer 2005 | Autumn 2006 | Spring 2008 | Average score¹ |
| Signing to the country park | 1.9 | 2.0 | 2.4 | 2.4 | 2.2 |
| Signing at the entrance to the country park | 1.8 | 2.1 | 1.8 | 2.1 | 2.0 |
| Information about things to see and do | 1.9 | 2.1 | 2.0 | 2.1 | 2.0 |
| Information to help find way around | 1.9 | 2.0 | 1.7 | 1.9 | 1.9 |
| Cleanliness of the country park as a whole | 1.5 | 1.6 | 1.3 | 1.4 | 1.5 |
| Cleanliness of toilets | 1.9 | 2.0 | 1.4 | 1.6 | 1.7 |
| Quality of service from country park staff | 1.7 | 1.7 | 1.9 | 1.7 | 1.8 |
| | | | | | |
| Facilities for children | 2.0 | 2.2 | 2.2 | 1.7 | 2.0 |
| Activities for children | 1.7 | 2.4 | 2.6 | 1.9 | 2.2 |
| Way staff treat children | 1.6 | 1.7 | 2.2 | 1.7 | 1.8 |

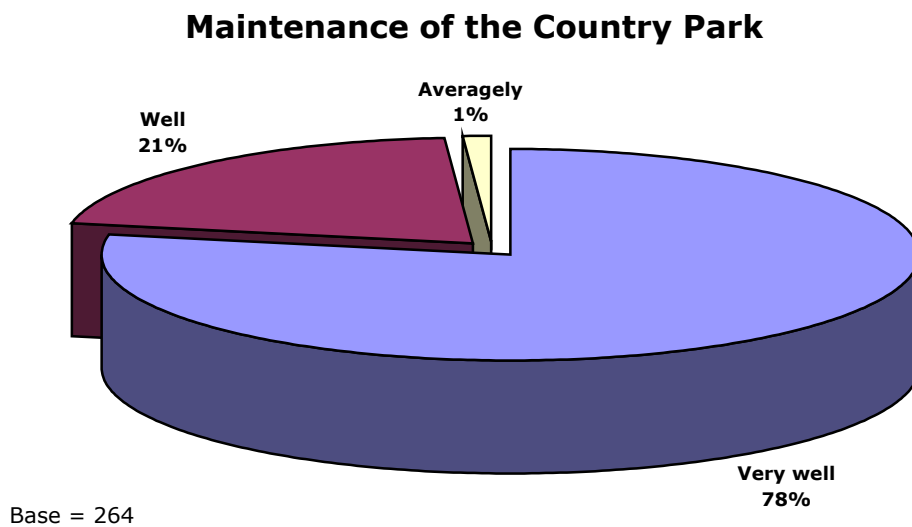
In general, visitors' ratings have stayed broadly the same. However there are a number of exceptions:

- Cleanliness of the park as a whole, cleanliness of toilets and facilities for children have all improved ratings
- Signing to the country park and, to a lesser extent, at the entrance have lower satisfaction ratings.

4.4 Maintenance of the Country Park

Visitors were asked how they rated the maintenance of the country park – a five-point scale was used (1 represents very good and 5 very poor). The overall rating was 1.2 – i.e. very well maintained - 78% of visitors highlighted that they felt that the country park was very well maintained. There were no respondents who thought that the country park was poorly or very poorly maintained

Visitor responses are summarised in the following chart.



This is better than previous surveys – the all survey average is a rating of 1.3.

4.5 Safety

Visitors were asked how safe they felt in various parts of the country park. The results are summarised in the following table.

| Safety | | | | | | |
|---------------------------------------|-----------|--------|------|------------|---------------|----------------------------|
| | V. safe % | Safe % | Ok % | Not safe % | Not v. safe % | Average score ¹ |
| Car park | 85 | 12 | 1 | * | - | 1.1 |
| In the country park / around the site | 87 | 12 | * | * | - | 1.1 |

1 Scores are out of five – 1 represents very good and 5 very poor. Therefore the **lower** a score, the better an aspect has been rated.

Overall, safety received high ratings – a general indication towards very safe.

This shows a higher rating than previous surveys (the all survey average ratings for safety are 1.3).

4.6 Suggested Improvements

Respondents were asked to suggest any potential improvements they would like to see – approximately 53% made suggestions (a significant increase from the last survey – 45% identified an improvement of some sort). The following table summarises the main (unweighted) responses.

| Suggested Improvements | | |
|-------------------------------|---|-------------------------|
| Subject area | Notes | No. of responses |
| Play area and children | <p>The new play area received a significant amount of praise – on the back of this there were a number of comments. The main one was for more seating / picnic areas near the play area (for adults- 23 comments).</p> <p>Other comments included: muddy around the play area, stop dogs in the play area, things for bigger kids / toddlers / disabled children in play area, a child safety contact point, free baby sitters, finish play area, more for kids in general.</p> | 46 |
| Catering | <p>There were a number of suggestions relating to catering. The most common ones were:</p> <ul style="list-style-type: none"> • Separate drinks / food queues (for speed of service) • Fresher / better quality • Catering/kiosk at play area • More choice • More staff <p>Other comments included: expensive, need for a microwave for baby food, heating outdoors, visible menu, shelter for dog walkers, label food for nut allergy.</p> | 31 |
| Information | <p>The main information requirement was around the parking refund that visitors could receive in the café (8 comments). Another common one was the need for more information on wildlife in Rufford. Other comments include too much information, more information on events, and the need for a leaflet with a map.</p> | 19 |

| | | |
|---------------------|--|----|
| Parking | <p>Comments in relation to parking varied. The most common was that it was expensive / should be free. Others include:</p> <ul style="list-style-type: none"> • More flexible charges / one fee all year • More parking / more disabled spaces • Better organised at the Mill end | 16 |
| Toilets | <p>Comments in relation to toilets were varied and included the need for paper towels (not blowers), a child's toilet, baby changing in ladies and gents, attention towards the end of the day, one near the play area.</p> | 9 |
| Dogs | <p>There were a number of comments and suggestions about dogs, the main one being that there should be more dog bins provided. The need for shelter for dog walkers was also highlighted.</p> | 9 |
| Road signs | <p>General comments were that road signs needed to be earlier and were situated too close to turnings, and there was a need for better signing from Nottingham.</p> | 5 |
| Paths | <p>The most common comment was in relation to rough or muddy paths (that were not ideal for push/wheel chairs). The need for dedicated cycle paths was also raised.</p> | 5 |
| Renovation of Abbey | <p>Restore the Abbey</p> | 5 |
| Other | <p>There were also a range of comments made by one to three individuals. These included:</p> <ul style="list-style-type: none"> • More picnic tables • Bird boxes • Road bumps too big • Sell duck/bird food • Boats on lake • More events • Fly fishing • More work in gardens • Croquet lawn • More trails in wood | 23 |

The play area and children attracted the most comments – mainly on the back of the new play area (which was positively received). The key one was the need for more seating (for adults) in the vicinity of the play area. This area represents a key change from the last survey.

There were also a significant number of comments in relation to catering but there were no significant areas of concern. Comments in relation to information requirements had increased from the last survey – the majority of these were in relation to providing more information about the potential parking refund in the café.

4.7 Disabled Access

Visitors were asked whether anybody in their party had any physical, sensory or learning impairments that could limit their use of the country park – overall 14% did².

They were asked what measures could be put in place to make the country park and its facilities more accessible. Responses were generally positive – the majority (71%) of respondents highlighted no problems and that access was good.. A number of respondents did make some suggestions – these included:

- More information on wheelchair or mobility scooter hire – especially at the Mill end (15%)
- More scooters (4%)
- Improving the surfaces of paths (4%)
- Wheelchair access to play area (4%)

² It should be noted that impairment, in this context, is slightly different to a registered disability. While there is a close correlation the figures in this section do vary slightly from in section 2.5 on registered disability.

APPENDIX 1
SURVEY QUESTIONNAIRE

Date: _____

Code No: _____
Office Use Only

Questionnaire No. _____

**NOTTINGHAMSHIRE COUNTRY PARK
- VISITOR RESEARCH SPRING 2008**

Good afternoon. My name is _____ and I work for Phoenix Fieldwork. We are undertaking some research into people visiting Sherwood Forest / Rufford Country Park. It should only take a few minutes. Would you be willing to take part?

Interviewer to complete:

Sample point

Sherwood Forest

Sherwood Forest Visitor Centre 1
Forest table restaurant 2

Rufford

Courtyard 3
The Mill 4

Time interview completed

| | |
|---------------|----------------------------|
| 10.30 – 13.00 | <input type="checkbox"/> 1 |
| 13.01 – 15.00 | <input type="checkbox"/> 2 |
| 15.01 – 17.00 | <input type="checkbox"/> 3 |

Day of the week:

| | | | |
|-----------|----------------------------|----------|----------------------------|
| Monday | <input type="checkbox"/> 1 | Friday | <input type="checkbox"/> 5 |
| Tuesday | <input type="checkbox"/> 2 | Saturday | <input type="checkbox"/> 6 |
| Wednesday | <input type="checkbox"/> 3 | Sunday | <input type="checkbox"/> 7 |
| Thursday | <input type="checkbox"/> 4 | | |

1. Which of the following best describes where you set out from today? **READ LIST**

Your own home 1
A friend's or relative's home 2
Holiday accommodation 3
Other (please specify) 4 _____

2. What was the main method of transport used to get here today? **ONE RESPONSE**

Car / van 1
Bus/Coach 2
Motorcycle 3
Bicycle 4
On foot 5
Other (please specify) 6 _____

3. Have you visited THIS country park before?

Yes 1
No 2 → **GO TO Q6**

4. **ASK ONLY IF RESPONDENT HAS VISITED THIS COUNTRY PARK** Approximately how many times have you visited in the past 12 months? **READ LIST**

- Daily 1
- 2 or 3 times a week 2
- Once a week 3
- Less than 3 times a month 4
- Once a month 5
- 3 times a year 6
- Once every 6 months 7
- Once 8
- Not visited in past 12 months 9

5. **RUFFORD ONLY (ASK ONLY REPEAT VISITORS)** – Have you noticed anything different about the country park over the last year?

6. **ASK ALL** Which of the following prompted your visit today? **SHOW CARD 1**

- Previous visit/local knowledge 1
- Friend/relative's recommendation 2
- Guidebook 3
- Leaflet 4
- Newspaper/magazine 5
- Radio or TV 6
- Website (Internet) 7
- Signpost/when driving past 8
- Saw it on a map 9
- Child's visit with school 10
- Tourist Information Centre 11
- Other 12

→ Please specify: _____
 Special event 13

7. Which of the following have you visited today? **READ LIST – RECORD ALL RESPONSES**

- | | |
|----------------------|--|
| ASK ALL | Shops <input type="checkbox"/> 1 Catering outlets <input type="checkbox"/> 2 |
| RUFFORD ONLY | Mill Tea shop <input type="checkbox"/> 3 Craft Centre/Gallery <input type="checkbox"/> 4 Visitor information (in craft centre courtyard) <input type="checkbox"/> 5 Children's play facilities <input type="checkbox"/> 6 Gardens <input type="checkbox"/> 7 |
| SHERWOOD ONLY | Visitor Information <input type="checkbox"/> 8 Video Studio <input type="checkbox"/> 9 The Forest <input type="checkbox"/> 10 Major Oak <input type="checkbox"/> 11 |

8. **SHERWOOD ONLY** – Have you noticed the long horn cattle grazing in the country park? (**SHOWCARD 1.1**)

Yes 1
No 2

9. If you visited the shops how would you rate them, on the following scale (**SHOWCARD 2**) for....

| | Very good | Good | Ok | Poor | Very poor | Don't know |
|---------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Quality of goods | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Choice of goods | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Quality of service | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Ease of getting around the shop | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Length of queues | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Value for money | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |

10. If you have visited a catering outlet, how would you rate it, on the following scale (**SHOWCARD 2**) for....

| | Very good | Good | Ok | Poor | Very poor | Don't know |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Quality of food and drink | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Choice of food and drink | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Quality of service | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Ease of getting around the catering outlet | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Length of queues | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Value for money | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| For groups with children | | | | | | |
| Choice of food and drink for children | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |

11. How would you rate on the following scale (**SHOWCARD 2**) ..

| | Very good | Good | Ok | Poor | Very poor | Don't know |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Signing to this country park | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Signing at the entrance to this country park | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Information about things to see and do in this country park | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Information to help find your way around this country park | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Cleanliness of this country park as a whole | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Cleanliness of toilets | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Quality of service from any country park staff you have met | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |

| | Very good | Good | Ok | Poor | Very poor | Don't know |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| For groups with children | | | | | | |
| Facilities for children (e.g. play area, baby changing facilities) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Activities for children (e.g. events, quiz sheets) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| The way staff treat children | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |

12. On this trip today, how safe did you feel on the following scale (**SHOWCARD 3**)...

| | Very Safe | Safe | OK | Not safe | Not very safe | Don't know |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| In the car park | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| In the country park/around the site | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Sherwood only - in the Visitor Centre | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |

13. Do you or anybody in your party have any physical, sensory or learning impairment that could limit your use of this country park and its facilities?

Yes 1
 No 2 – **GO TO Q15**

14. Have you any suggestions about how the park could make things easier and more welcoming for disabled visitors?

15. **ASK ALL** Do you feel this country park is (**READ LIST**)...

Very well maintained 1
 Well maintained 2
 Averagely maintained / OK 3
 Poorly maintained 4
 Very poorly maintained 5

16. **ASK ALL** What was the most enjoyable part of your visit today? **DO NOT PROMPT - INTERVIEWER TO CODE – RECORD ALL RESPONSES**

- General – nice place/scenery/fresh air/peace and quiet 1
- Walk / stroll 2
- Major Oak (Sherwood only) 3
- The Lake (Rufford only) 4
- The Craft Centre 5
- Food / drink 6
- Wildlife – watching or feeding 7
- Things or space for kids 8
- Exhibition 9
- Shop 10
- Information 11
- Monastery /Abbey (Rufford only) 12
- Other 13 – pls specify?

Other _____

17. **ASK ALL** Are there any changes you would like to see, or comments you wish to make about this country park and its facilities? **PROBE – COMMENT NEEDED**

Finally can I ask you a few questions about yourself

18. Including yourself, how many in your immediate party are male/female and looking at the card provided, in what age groups are they? (**SHOWCARD 4**)

| | Male | Female |
|---------------|------|--------|
| Under 5 years | | |
| 5 -12 years | | |
| 13 – 17 years | | |
| 18 - 24 years | | |
| 25 – 34 years | | |
| 35 – 44 years | | |
| 45 – 54 years | | |
| 55 – 64 years | | |
| 65 + years | | |

19. What is your full home postcode?

20. Which of the following (**SHOW CARD 5**) best describes your ethnic group?

White

- British 1
Irish 2
Any other white background 3

Mixed

- White and Black Caribbean 4
White and Black African 5
White and Asian 6
Any other mixed background 7

Asian or Asian British

- Indian 8
Pakistani 9
Bangladeshi 10
Any other Asian background 11

Black or Black British

- Caribbean 12
African 13
Any other Black background 14

Chinese or other ethnic group

- Chinese 15
Other 16

21. Are you, or anyone in your party registered disabled?

- Yes 1
No 2

22. Finally, could I please have your name and a contact telephone number? I should emphasise that this will be treated in the strictest confidence and will only be used for the purpose of back-checking the questionnaire.

Name of respondent: _____

Home / Business / Mobile Tel No: _____

THANK AND CLOSE

Declaration: I declare that the respondent was unknown to me until the interview took place, and that this questionnaire has been conducted according to instructions and has been checked.

Interviewer name: _____ Interviewer no. _____

Signed: _____ Date: _____