



**SHERWOOD FOREST COUNTRY PARK**

**SPRING 2008**

**SURVEY OF VISITORS**

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**July 2008**

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## **EXECUTIVE SUMMARY**

### **1. Introduction**

This survey was undertaken in Spring (May) 2008 among visitors to Sherwood Forest Country Park. The survey involved 252 face-to-face interviews.

### **2. Visitor Characteristics**

- The most common postcode for Spring 2008 visitors to the country park was NG (40% of respondents), followed by S (18%) and DN (7%).
- Three quarters of visitors (74%) were day visitors travelling from home. 22% were tourists staying in holiday accommodation in the area and 4% were people staying with friends and relatives.
- Visitors were relatively evenly spread among all age groups. The main demographic groups that the country park is not attracting are teenagers and younger adults.
- The average party size was 3 people.
- About half (45%) of parties included children.
- The overwhelming majority of visitors regarded themselves as white British (96%).
- 10% of parties contained someone who was registered disabled.

### **3. The Visit**

- Three quarters of visitors (75%) had been to Sherwood Forest Country Park before. About 9% of visitors come on a weekly or more frequent basis.
- The vast majority of visitors (88%) arrived by car – this was a slightly lower proportion than previous surveys.
- In terms of information sources that prompted a visit, previous visits or the respondent's own local knowledge were the main information sources (75%). This was followed by other informal information sources – i.e. a recommendation from friends or relatives (19%) and signposts (4%). More formal information sources, such as leaflets and websites were less important although the internet (at 7%) was more important than in previous surveys.
- The Forest was the most visited place (91%), followed by the Major Oak (74%) and catering (55%).

- In terms of what people most enjoyed about their visit, a walk or stroll was most frequently mentioned (by 63% of visitors). Other important aspects of visits included less specific elements such as getting some fresh air, the scenery, peace and quiet etc. (49% of visitors) and the Major Oak (20% of visitors).
- Only 7% of visitors had seen the long horn cattle.

#### 4. Visitor Satisfaction

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

- For **shops**, levels of satisfaction were generally high with all aspects of the shops predominantly rated as good or very good. Quality of service received the highest rating<sup>1</sup> (1.7). Value for money (a rating of 2.4) and ease of getting around the shop (2.2) received the lowest ratings. Levels of satisfaction with the shops 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. Quality of service, length of queues, and ease of getting around (all 1.7) were the most highly rated aspects of the catering at the country park. Choice of food and drink for children received the lowest rating (2.8). Again, levels of satisfaction have remained broadly the same since 2004 – the main changes have been lower ratings in the 2006, and especially the 2008 surveys for choice of food and drink for children (although this is based on very small samples so margins of error are larger) and value for money.
- In terms of more **general facilities**, levels of satisfaction were generally rated as average to good. Cleanliness of the park as a whole received the highest rating (1.7). Signing to the country park and cleanliness of toilets received the poorest ratings at 2.6 (i.e. average).
- Aspects relating to **children** were rated as average (albeit based on a small sample). Specific areas that scored slightly lower on satisfaction were the availability of facilities and activities for children (2.9 and 3.0 respectively).
- Visitors ratings have stayed broadly the same for most general elements but there is some evidence of a decrease in visitor ratings with respect to cleanliness of toilets and signing to the country park. Facilities and activities relating to children also show some evidence of a decline in visitor satisfaction in the 2006 and 2008 surveys.
- 95% of respondents felt the country park was well or very well maintained and also generally felt safe in and around it.

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<sup>1</sup> 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.

- Respondents highlighted a wide range of potential improvements. The most common related to toilets with a need for them to be cleaner and refurbished.
- While comments in relation to catering and parking charges had decreased (compared to the 2006 survey), there were increased numbers of comments that the park was "tired" and there was a need for more for children.
- In terms of disabled access, the majority of respondents highlighted no problems and that access was good. Suggestions for improvements included wheelchair or mobility scooter hire, improving surfaces of paths and more seating.

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# 1 INTRODUCTION

## 1.1 Survey Overview

The following report provides an overview of the characteristics and opinions of visitors to Sherwood Forest Country Park during the spring of 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 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 around the Sherwood Forest Visitor Centre, and the Forest Table restaurant. A copy of the questionnaire is provided at Appendix 1. The overall sample size was 252. This is broken down as follows.

	<b>Sample size (no. of respondents)</b>	<b>% of respondents</b>
Monday (NB Bank Holiday)	24	10
Tuesday	45	18
Wednesday	78	31
Thursday	-	-
Friday	44	17
Saturday	21	8
Sunday	40	16
<b>Total</b>	<b>252</b>	

Counting the Bank Holiday Monday as a weekend, approximately two thirds of interviews took place during the week (i.e. Tuesday to Friday). This is a slightly higher proportion than in some of the previous surveys. As a consequence the data in this survey has been weighted slightly to mirror the weekend / weekday structure of previous samples (which was broadly a 50/50 split) to allow comparisons.

Unless specified, the sample base indicated in tables relates to the weighted sample.

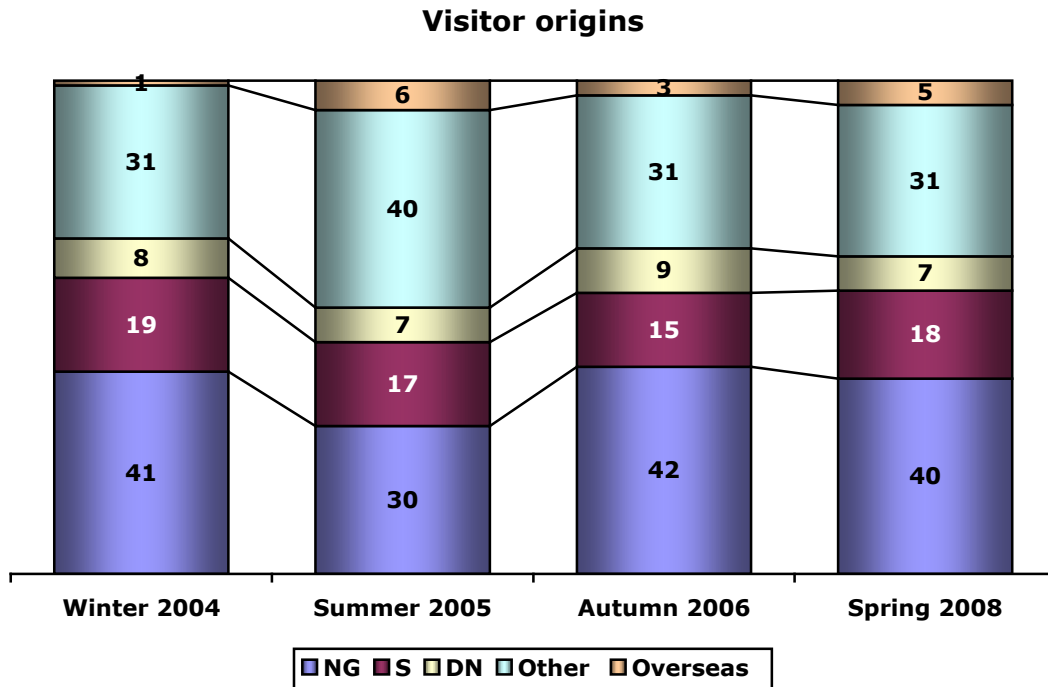
### **1.3 Notes to Reader**

- 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 40% of visitors in Spring 2008). Common NG postcodes included:

- NG19 –approximately 7% of visitors
- NG18 - approximately 5% of visitors
- NG21, NG 5- approximately 4%
- NG17, NG2, NG20, NG24, NG7 – approximately 2% of visitor respectively

The next most common postcodes were S (representing 18% of visitors) and DN (a further 7% of visitors).

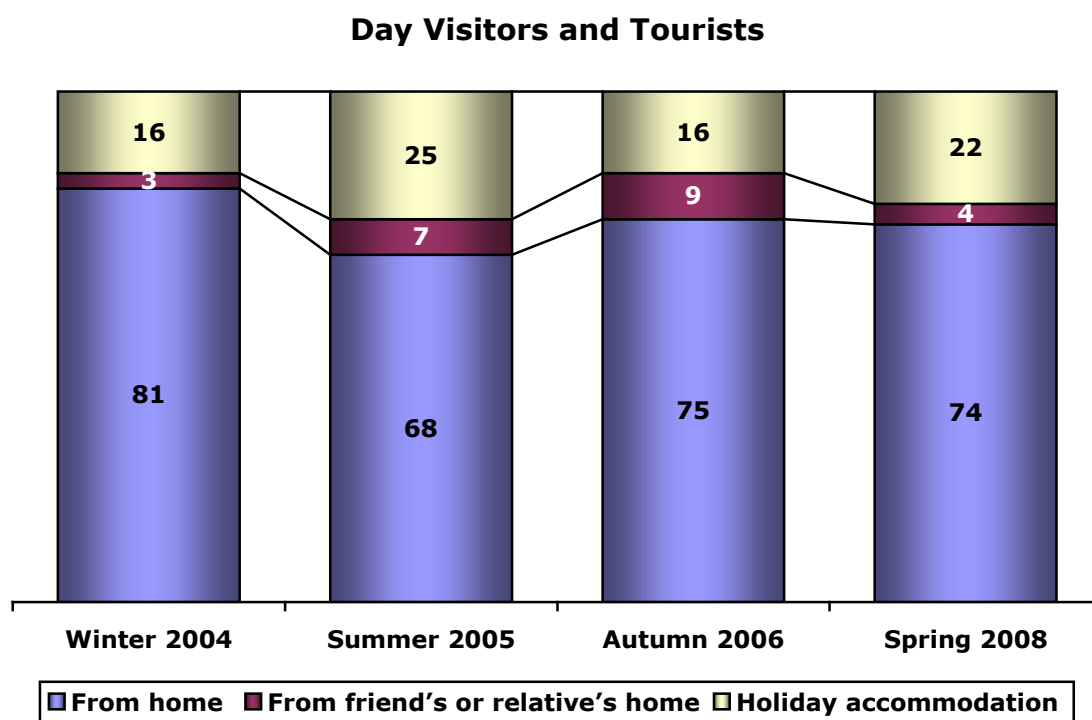
Overseas visitors accounted for 5% of respondents – these were mainly from Australia, but there were also visitors from the USA, France, Spain and New Zealand.

The figures do show some seasonal differences. Patterns are generally consistent through the year with the exception of the summer period when a higher proportion of visitors are from the rest of UK and overseas, and a lower

proportion are from local NG postcodes. This reflects the differential proportions of tourists visiting Sherwood (see section 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 (74%). A significant proportion were tourists staying in holiday accommodation (22%).

As the chart shows the pattern has been broadly the same over the last four surveys – however, there are seasonal variations with a higher proportion of tourists in summer and a lower proportion in winter.

There are other variations:

- Visitors travelling from holiday accommodation were more likely to visit during the week (in the Spring 2008 survey 24% of weekday visitors were tourists staying in holiday accommodation compared to 18% of weekend visitors). This is the same across all seasons with the exception of winter (when tourists were more likely to be visiting at the weekend).
- First time visitors were more likely to be tourists staying in holiday accommodation (51% in spring 2008).

## 2.3 Age and Party Composition

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

<b>Age and Party Composition</b>		
	<b>Average (2004 – 08 surveys) Base = 1150 (unweighted)</b>	<b>Spring 2008 % respondents Base = 252</b>
Under 5 years	10	12
5 -12 years	15	14
13 – 17 years	3	2
18 - 24 years	5	4
25 – 34 years	12	12
35 – 44 years	17	20
45 – 54 years	11	11
55 – 64 years	13	15
65 + years	13	10
Male	47	45
Female	53	55
Average party size	3.1	3.0
Average no. of adults per party	2.2	2.1
Average no. of children per party	0.9	0.9
% parties with children	45	45
% parties without children	55	55

Spring 2008 visitors were spread relatively evenly across all age groups (generally each group accounted for between 10% and 15% of visitors).

The notable exceptions were teenagers (13-17 years old), and younger adults (18 –25 years old), which accounted for only 2% and 4% of visitors respectively.

There were some differences between weekday and weekend visitors – on weekdays under 5s (17%) and over 65s (12%) were relatively more important. At weekends 35 to 44 year olds were more important (24%) in relative terms.

The average party size was 3.0 people. Just over half of parties (55%) did not include children.

The profile of Spring 2008 visitors is broadly similar to the average profile of visitors (based on the last four surveys).

## 2.4 Ethnicity

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

<b>Ethnicity</b>		
	<b>Average (2004 – 08 surveys)</b> Base = 1150 (unweighted)	<b>Spring 2008 % respondents</b> Base = 252
White British	93	96
Other white	5	4
Irish	1	-
Other	1	1

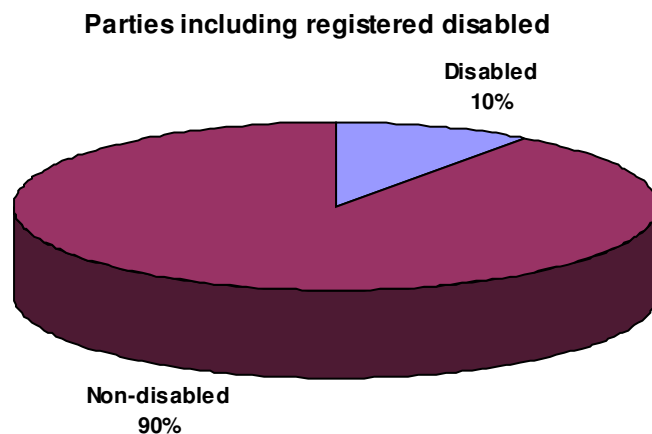
\* = less than 0.5%

As the table highlights, the overwhelming majority of visitors (both in spring 2008 – 96%- but also over all periods – 93%) regarded themselves as white British.

The only significant ethnic grouping was "Other White" – these were typically from overseas.

## 2.5 Registered Disabled

The following chart illustrates that approximately 10% of parties included someone who was registered disabled. This is consistent with previous surveys (the average across all previous surveys is 11%).



### 3 THE VISIT

#### 3.1 Frequency of Visits

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

<b>Frequency of Visits</b>		
	<b>Average (2004–08 surveys) Base = 1150 (unweighted)</b>	<b>Spring 2008 % respondents Base = 251</b>
First time visitor	28	25
Repeat visitors	72	75
<b>No. of visits in last 12 months (Repeat Visitors)</b>		
Daily	2	1
2 or 3 times a week	5	2
Once a week	6	6
Less than three times a month	6	4
Once a month	12	5
3 times a year	20	18
Once every 6 months	10	14
Once	11	10
Not visited in last 12 months	28	38

Approximately three-quarters of Spring 2008 visitors (75%) had been to Sherwood Forest Country before. This was broadly the same as previous periods.

In Spring 2008 about 9% of visitors came on a weekly or more frequent basis – a lower proportion than the overall average (13%). Winter attracted the highest of frequent repeat visitors (14%).

### 3.2 Mode of Transport

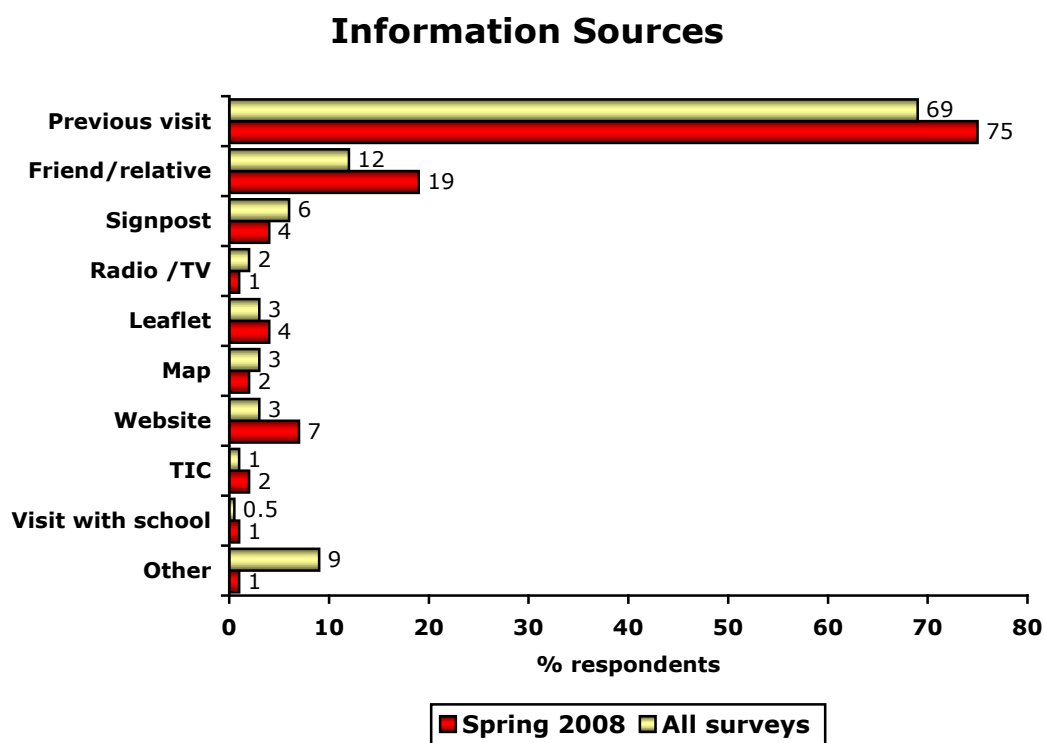
The following table highlights the mode of transport used by visitors.

Mode of Transport Used		
	Average (2004–08 surveys) Base = 1150 (unweighted)	Spring 2008 % respondents Base = 252
Car / van /motorbike	93	88
Coach / Bus	4	9
Walked	2	2
Bicycle	1	1

The car remains the predominant mode of transport (88% in spring 2008) but the Spring 2008 survey shows a higher than average use of coach / bus transport to reach the county park.

### 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.



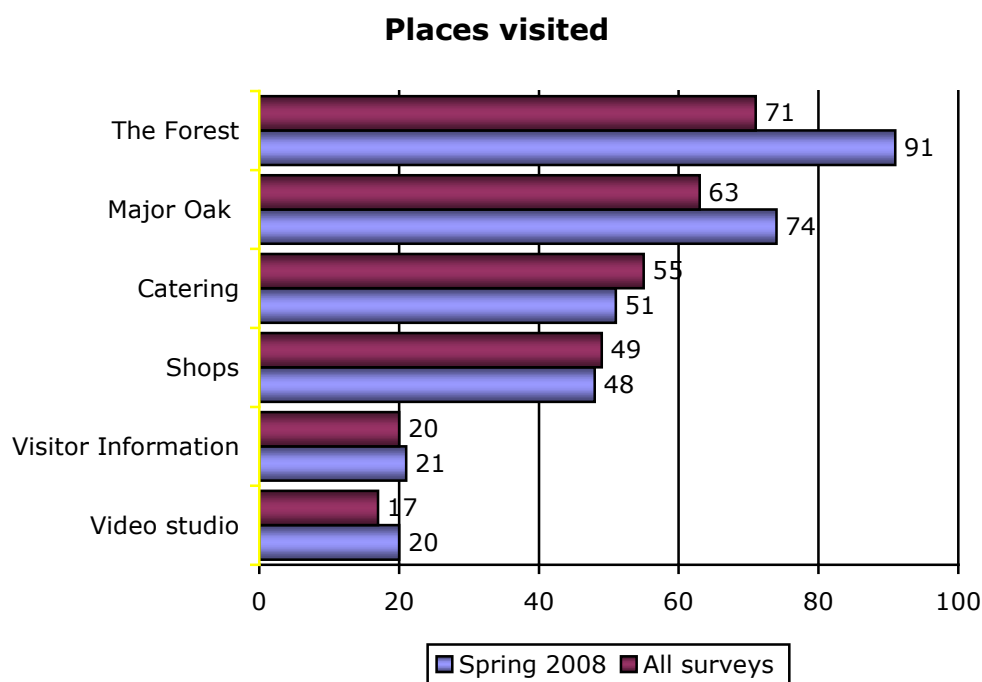
The other category included reasons such as Robin Hood, a tour, and bringing visitors.

A number of points can be highlighted:

- Previous visits or the respondent's own local knowledge (75%) remained the primary information source. This was slightly higher than the all survey average (69%), possibly reflecting the slightly higher proportion of repeat visitors in spring;
- This was followed by other informal information sources - i.e. a recommendation from friends or relatives (about 19% of respondents - much higher than the all survey average) and signposts (about 4%).
- More formal information sources, such as leaflets (4%), websites (7%) and TICs (about 2%) were generally less important. However the proportion of visitors in Spring 2008 using a website and TIC was greater than across all the survey average.
- There were significant differences between repeat and first time visitors/ tourists. First time visitors/ tourists made greater use of recommendations from friends and relatives, signposts, leaflets, maps, websites and other sources. Repeat visitors overwhelmingly used their own knowledge.

### 3.4 Places Visited

The following chart highlights the parts of Sherwood Forest Country Park that visitors went to.



In Spring 2008, the Forest remained the most visited place (91%), followed by the Major Oak (74%) and catering (51%).

The results are broadly the same as the all survey average, although the Forest and Major Oak show higher levels of visitation among Spring 2008 visitors.

Across all surveys, there were some differences between different groups. For example:

- Groups with disabled visitors were less likely to visit the Forest (52%) and Major Oak (40%) but more likely to visit the catering (63%)
- First time visitors were more likely to use visitor information (42%) and visit the shops (65%) and video studio (24%) but less likely to use the catering (55%)
- Repeat visitors used the catering more (59%)
- Visitors with children tended to visit the Major Oak (71%) and shops (56%) more. Visitors without children were more likely to use the catering (59%).

### 3.5 Most Enjoyable Part of the Visit

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

<b>Most Enjoyed Part of the Visit</b>		
	<b>Average (2005–08 surveys)<sup>1</sup> Base = 805 (unweighted)</b>	<b>Spring 2008 % respondents Base = 250</b>
Walk / stroll / fresh air	58	63
General – nice place/scenery/fresh air / peace and quiet	47	49
Major Oak	26	20
Events/entertainment/music etc	2	7
Wildlife – watching or feeding	6	6
Food / drink	11	6
Shop	5	4
Meeting people / spending time with family	1	3
Exhibition	5	3
Things or space for kids	4	2
Information	1	1
Other <sup>2</sup>	11	7

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

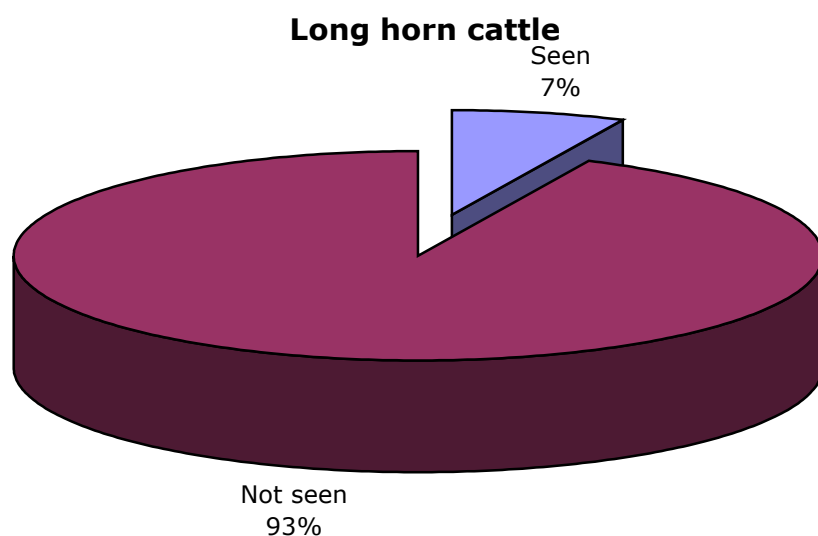
2. The other category contained a range of responses, including cycling, picnic, safety for children,

The most enjoyable elements for people remain unchanged – the key ones are a walk or stroll (63% in Spring 2008) and a range of general elements such as getting some fresh air, the scenery, peace and quiet etc (49%). The Major Oak was an important and enjoyable element of the day for 20% of visitors.

This reflects the results from previous surveys but there were some changes – e.g. in Spring 2008 a higher proportion indicated they most enjoyed events/entertainment/music etc. However, some elements seemed slightly less important – notably the Major Oak, and food /drink.

### 3.6 Long horn Cattle

Visitors were asked if they had seen the long horn cattle (and prompted with a showcard).



Generally visitors had not seen or noticed the long horn cattle – this was particularly the case among first time visitors (non had noticed them) and groups with children (only 1% had noticed them).

## 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, 49% of respondents visited the shops at Sherwood Forest Country Park. The following table summarises their levels of satisfaction with different elements of the shops. NB. percentages should be read across. The sample base is approximately 125.

Satisfaction with the Shops						
	V. Good %	Good %	OK %	Poor %	V. Poor %	Average score <sup>1</sup>
Quality of goods	19	63	16	2	-	2.0
Choice of goods	23	55	19	3	-	2.0
Quality of service	43	43	12	2	-	1.7
Ease of getting around the shop	21	48	21	9	1	2.2
Length of queues	26	49	19	6	1	2.1
Value for money	12	51	28	9	-	2.4

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 predominantly rated as good or very good.
- Quality of service received the highest satisfaction rating (1.7).
- Value for money (a rating of 2.4) and ease of getting around the shop (2.2) received the lowest ratings.

The following table summarises the score from all four surveys.

<b>Satisfaction with the Shops -Trends</b>					
	<b>Winter 2004</b>	<b>Early summer 2005</b>	<b>Autumn 2006</b>	<b>Spring 2008</b>	<b>Average</b>
Quality of goods	1.9	1.9	2.0	2.0	<b>2.0</b>
Choice of goods	2.1	2.0	1.7	2.0	<b>2.0</b>
Quality of service	1.8	1.8	1.9	1.7	<b>1.8</b>
Ease of getting around the shop	2.0	2.0	2.3	2.2	<b>2.1</b>
Length of queues	1.7	1.4	2.1	2.1	<b>1.8</b>
Value for money	2.2	2.2	2.3	2.4	<b>2.3</b>

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

The main exception to this has been length of queues, which received poorer satisfaction scores (albeit they are still good) in 2006 and 2008 than in 2004 and 2005.

## **4.2 Catering**

The following table highlights visitors' satisfaction with catering facilities at Sherwood Forest Country Park – 51% of visitors had used these. The sample is approximately 125, with the exception of the question relating to choice of food and drink for children, where the sample was only 25.

<b>Satisfaction with Catering</b>						
	<b>V. Good %</b>	<b>Good %</b>	<b>OK %</b>	<b>Poor %</b>	<b>V. Poor %</b>	<b>Average score<sup>1</sup></b>
Quality of food and drink	27	59	10	3	1	1.9
Choice of food and drink	26	57	14	3	-	1.9
Choice of food and drink for children	-	44	35	18	3	2.8
Quality of service	45	46	7	3	-	1.7
Ease of getting around the catering outlet	47	37	14	1	-	1.7
Length of queues	45	39	16	1	-	1.7
Value for money	13	44	32	7	3	2.4

<sup>1</sup> 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 ratings typically 1.7 to 1.9.
- The most highly rated aspects were quality of service, length of queues, and ease of getting around (all 1.7).
- Choice of food and drink for children (albeit based on a very small sample) received the lowest rating (2.8 – i.e. an average rating). Value for money rated 2.4 (average to good).

The following table summarises the results from previous surveys.

<b>Satisfaction with Catering - Trends</b>					
	<b>Winter 2004</b>	<b>Early summer 2005</b>	<b>Autumn 2006</b>	<b>Spring 2008</b>	<b>All survey average</b>
Quality of food and drink	1.7	1.6	1.9	1.9	<b>1.8</b>
Choice of food and drink	2.0	1.9	1.9	1.9	<b>1.9</b>
Choice of food and drink for children	2.1	1.9	2.4	2.8	<b>2.3</b>
Quality of service	1.6	1.6	1.7	1.7	<b>1.7</b>
Ease of getting around the catering outlet	1.6	1.6	1.8	1.7	<b>1.7</b>
Length of queues	1.6	1.5	1.8	1.7	<b>1.7</b>
Value for money	1.8	1.7	2.1	2.4	<b>2.0</b>

Again, levels of satisfaction have remained broadly the same since 2004 – the main changes have been lower ratings in the 2006, and especially the 2008 surveys for choice of food and drink for children (although this is based on very small samples so margins of error are larger) and value for money. The latter shows some evidence of a relative decline, from a good rating to an average to good rating.

### **4.3 General Facilities**

The following table highlights satisfaction with a range of general facilities and aspects of Sherwood Forest Country Park. 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%). Sample sizes vary from 205 to 251.

Questions relating to facilities for children were asked among parties with children only – the sample base for these varied from 31 to 47.

## Satisfaction with General Facilities

	% Non Users	% of users rating as					Average score <sup>1</sup>
		V. Good	Good	OK	Poor	V. Poor	
Signing to the country park	6	10	43	28	15	4	2.6
Signing at the entrance to the country park	4	10	67	17	5	2	2.2
Information about things to see and do	5	13	49	30	8	*	2.3
Information to help find way around	2	22	61	11	5	1	2.0
Cleanliness of the country park as a whole	*	40	52	7	1	-	1.7
Cleanliness of toilets	20	13	34	39	8	5	2.6
Quality of service from country park staff	18	15	75	10	-	-	1.9
Facilities for children	80	3	44	25	17	11	2.9
Activities for children	87	-	54	5	23	18	3.1
Way staff treat children	88	16	59	22	-	3	2.1

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.

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

- For general facilities, levels of satisfaction were generally deemed to be average to good.
- Overall cleanliness of the park was the highest rated aspect – 1.7 (good)
- Signing to the country park and cleanliness of toilets received the poorest ratings at 2.6 (i.e. average).
- Aspects relating to children were rated as average (albeit based on a small sample). Specific areas that scored slightly lower on satisfaction were the availability of facilities and activities for children (2.9 and 3.1 respectively).

The following table summarises the results from previous surveys.

<b>Satisfaction with General Facilities - Trends</b>					
	<b>Winter 2004</b>	<b>Early Summer 2005</b>	<b>Autumn 2006</b>	<b>Spring 2008</b>	<b>Average score<sup>1</sup></b>
Signing to the country park	1.9	2.0	2.2	2.6	<b>2.2</b>
Signing at the entrance to the country park	1.8	2.1	1.8	2.2	<b>2.0</b>
Information about things to see and do	1.9	2.1	2.1	2.3	<b>2.1</b>
Information to help find way around	1.9	2.0	1.8	2.0	<b>1.9</b>
Cleanliness of the country park as a whole	1.6	1.6	1.4	1.7	<b>1.6</b>
Cleanliness of toilets	1.8	2.0	2.3	2.6	<b>2.2</b>
Quality of service from country park staff	1.6	1.7	2.0	1.9	<b>1.8</b>
Facilities for children	2.3	2.2	2.6	2.9	<b>2.5</b>
Activities for children	2.1	2.4	2.5	3.1	<b>2.5</b>
Way staff treat children	1.9	1.7	2.1	2.1	<b>2.0</b>

Visitors ratings have stayed broadly the same for some elements - cleanliness of the country park, information to help find way around, quality of service from staff.

Ratings for entrance signing have fluctuated up and down over the last four years.

There is evidence of a decrease in visitor ratings with respect to the other elements - particularly cleanliness of toilets and signing to the country park.

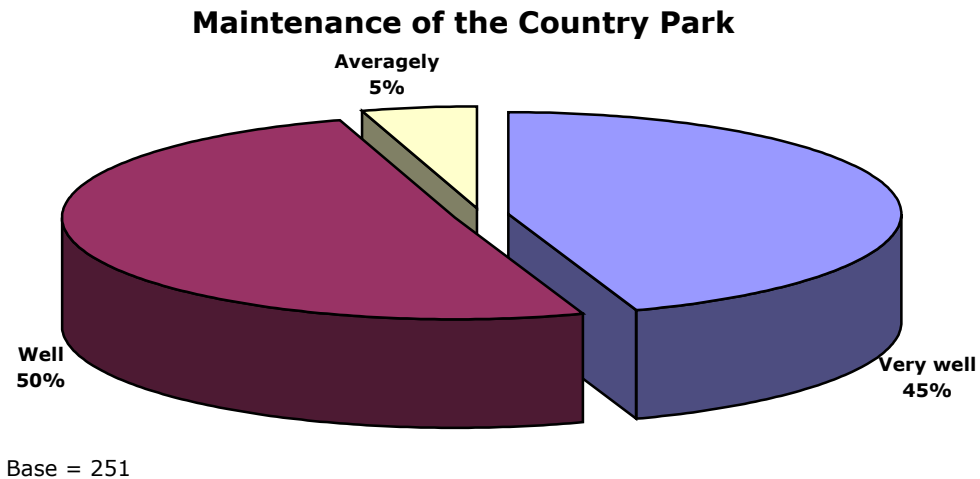
With respect to the toilets, the Spring 2008 survey shows a definite pattern of worsening cleanliness through the day (reflected in comments relating to improvements - see section 4.6). The satisfaction rating for 10.30 - 13.00 was 2.4 - by 15.00 -17.00 it was 2.7.

Facilities and activities relating to children also show some evidence of a decline in visitor satisfaction in the 2006 and 2008 surveys. The way staff treat children has remained broadly the same.

#### 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 1.6 – i.e. well to very well maintained, with 45% of visitors highlighting that they felt that the country park was very well maintained. There were no respondents who thought that the park was poorly or very poorly maintained

Visitor responses are summarised in the following chart.



This is broadly the same as in previous surveys – the all survey average is a rating of 1.5.

## 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 <sup>1</sup>
Car park	77	20	1	*	-	1.2
In the country park / around the site	77	20	2	*	-	1.3
Visitor Centre	83	17	*	-	-	1.2

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.

These patterns are similar to previous surveys.

## 4.6 Suggested Improvements

Respondents were asked to suggest any potential improvements they would like to see – approximately 59% made suggestions (a significant increase from the last survey – 47% identified an improvement of some sort). The following table summarises the main responses.

<b>Suggested Improvements</b>		
<b>Subject area</b>	<b>Notes</b>	<b>No. of responses</b>
Toilets	<p>The bulk of comments relating to toilets highlighted the need for them to be cleaned more regularly and also be refurbished.</p> <p>They were also seen as being quite small (particularly in relation to baby changing facilities). A couple of comments highlighted the need for toilets elsewhere in the park (particularly near the Major Oak).</p>	46
Play areas/ kids' activities	<p>Comments were wide ranging and included having play areas specifically for younger children, an adventure play area, updating the play area, staff dressed in period costume, indoor facilities, more space, quiz and fact sheets.</p>	26
Catering	<p>There were a variety of comments regarding catering (but no strong patterns) – they included:</p> <ul style="list-style-type: none"> <li>• Bland food / coffee</li> <li>• More healthy food for kids in café</li> <li>• Cheaper food</li> <li>• Covered picnic area with heating</li> <li>• Separate food / drink queues</li> <li>• More tables outside</li> <li>• Out of date / needs refurbishment</li> <li>• Better service</li> <li>• A waitress service</li> <li>• Open in the evening</li> <li>• Kiosk at the Major Oak</li> <li>• Signs that breast feeding is okay / non smoking signs</li> <li>• Times and prices displayed outside</li> <li>• Food at medieval event</li> </ul>	24

Signage in the park	<p>A number of respondents highlighted that signage in the park could do with improvement – i.e. more signs (in general).</p> <p>Other more specific suggestions included signs for cyclists, and more signs at the Major Oak, particularly to indicate if a circular walk or not</p>	18
Information	<p>There were a variety of information related comments including:</p> <ul style="list-style-type: none"> <li>• Information centre closed</li> <li>• More information on events in the park</li> <li>• More information in the Arrow on the parks</li> <li>• Too much information on signs</li> <li>• Information signs faded</li> <li>• Cycling map poor</li> <li>• Need for a leaflet with map</li> <li>• More information that scooters are available</li> </ul>	16
Park – tired	<p>There were a number of comments highlighting that the park was looking tired / old fashioned</p>	12
Parking	<p>Comments varied in relation to parking – e.g.</p> <ul style="list-style-type: none"> <li>• Charges expensive</li> <li>• Charge for parking all the time</li> <li>• Better signs re. charges / free parking / disabled parking</li> <li>• A bigger car park</li> <li>• Better control of the car park</li> <li>• More lights</li> </ul>	11
Road signage	<p>Comments for road signage focused on two issues – the need for more on approach roads or at the actual entrance to the country park (where signs were obscured).</p>	11
Dogs	<p>Respondents highlighted the need for more dog bins.</p>	7
Litter bins	<p>More (especially near the Major Oak)</p>	7
Shop	<p>Range of comments including wipes for children, hand crafted things, more gifts, a bigger shop and discounts for pensioners.</p>	5
Seating	<p>Generally more.</p>	5

Baby changing	Specific comments included the need for baby changing facilities for men and women, and also facilities in the restaurant	5
Paths	Comments were generally concerned with need for a better surface.	5
Visitor Centre	There was a general feeling that the exhibition needed updating and modernising.	4
General	There were a wide range of comments also made by one or two respondents – these covered a range of areas including: <ul style="list-style-type: none"> <li>• More events</li> <li>• Statue old fashioned</li> <li>• Video studio buttons not working</li> <li>• Shorter walks</li> <li>• Enforcing rules about cyclists on paths</li> <li>• More scooters</li> <li>• Dust</li> </ul>	9

The main single area for improvement that Spring 2008 visitors identified was in relation to toilets – these were mentioned more frequently than in the previous 2006 survey (more than twice as often). Signage within the park remained a common comment.

There were some other changes in comparison to the previous survey, with some areas mentioned less frequently – for example:

- Parking charges
- Catering (particularly around speed of service)

However, there was an increase in some comments- for example:

- The need to generally refurbish the park and the fact that it was looking tired (this was not highlighted in the 2006 survey at all)
- More for kids

## 4.7 Disabled Access

Visitors were asked whether anybody in their party had any physical, sensory or learning impairment that could limit their use of the country park – overall 13% did<sup>2</sup>.

They were asked what measures could be put in place to make the country park and its facilities more accessible. Responses were mixed – the majority (62%) of respondents highlighted no problems and that access was good. This represents an increase on the last survey. A number of respondents did make some suggestions – these included:

- Wheelchair or mobility scooter hire (18%)
- Improving the surfaces of paths (9%)
- More seating (9%)
- More disabled parking (3%)

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<sup>2</sup> 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?

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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**

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

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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**

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**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: \_\_\_\_\_