

Forest of Bowland AONB Visitor Survey Report Summer 2009



Prepared by Hannah Snowden September 2009



Table of Contents

1. Visitor Survey for the Forest of Bowland AONB	4
a. Aims of the visitor survey.....	4
b. Background	4
c. Methodology.....	4
2. Survey Results	4
2.1 Visitor Profile (Q1 – 4).....	5
2.2 Accommodation (Q5)	7
2.3 Trampler routes (Q6)	10
2.4 Transport (Q7).....	10
3 Frequency of visits (Q8).....	10
4 Visitor Spend (Q9)	11
5 Reasons for visiting the Forest of Bowland (Q10).....	11
6 Forest of Bowland website (Q14)	13
7 Local facilities and services (Q15)	14
8 Forest of Bowland leaflets (Q17).....	15
10 Events (Q19)	16
11 Conclusions and Recommendations	16
11.1 Key Findings.....	16
11.2 Conclusions.....	18
11.3 Recommendations	19
<i>Appendix 1</i>	21

Table of Figures

Figure 1 – Response by age.....	5
Figure 2 - Where visitors have come from	6
Figure 3 – Type of visitor	6
Figure 4 – Types of accommodation.....	7
Figure 5 – Length of stay	8
Figure 6 – Searching for accommodation	8
Figure 7 – Booking accommodation.....	9
Figure 8 - Awareness of Green Accomodation	9
Figure 9 – Frequency of visits to the Forest of Bowland	11
Figure 10 – Usefulness of web information.....	14
Figure 11 – Visitor rating of local facilities and services.....	14

1. Visitor Survey for the Forest of Bowland AONB

a. Aims of the visitor survey

1. To carry out a survey of visitors, as part of ongoing monitoring of tourism in the Forest of Bowland AONB

b. Background

A visitor and enterprise survey was first conducted in August 2004 as part of research carried out for the development of a sustainable tourism strategy for the Forest of Bowland AONB. The resulting strategy (action point 5.2.11) recommends that this survey is repeated at regular intervals in order to better understand our target markets and their needs. A visitor and enterprise survey with relevant updates was repeated in summer 2006 and 2008 and again summer 2009 to assist in the preparation of the Forest of Bowland sustainable tourism strategy 2010-2015.

Increasing opportunities to enjoy the Forest of Bowland AONB by providing excellent access opportunities is a key remit for the AONB partnership and access projects have received public funding from organisations such as NWDA and Natural England as well as the AONB partnership.

c. Methodology

The following methods were used in achieving the above aim:

- A survey was devised (*Appendix 1*) which was administered face to face with 123 visitors in allocated sites across the Forest of Bowland AONB including Gisburn Forest, Beacon Fell, Slaidburn, Dunsop Bridge, Newton, Downham, Barley, Scorton, Crook O' Lune and Wray.
- The survey was made available online and linked from the Forest of Bowland home page; however, only 1 response was completed online.

2. Survey Results

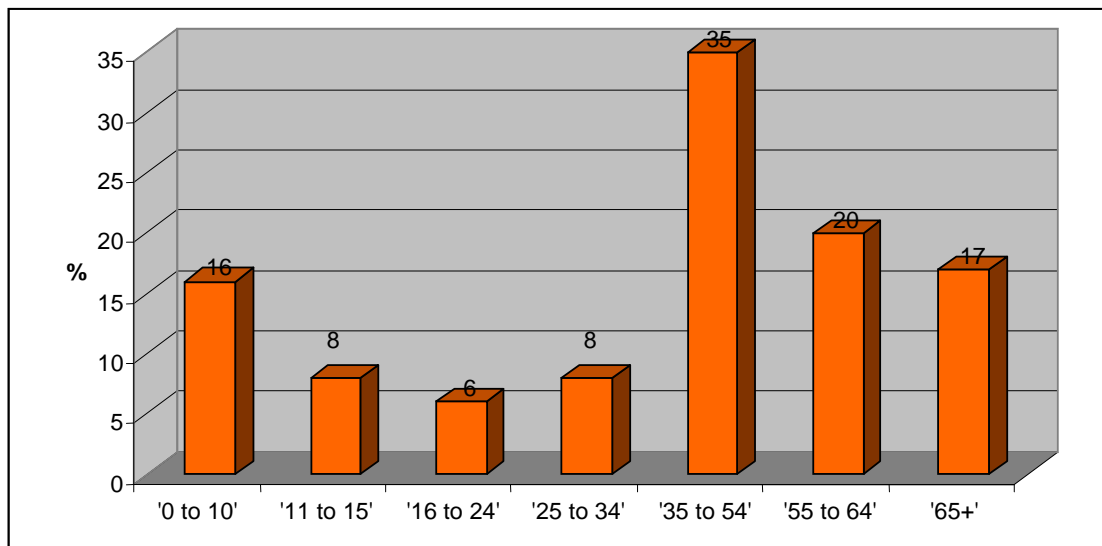
Appendix 1 shows the questions and results from the survey, a total of 123 visitors responded to the survey. A response of 197 was gained in 2008, (however, this included 37 surveys administered by accommodation providers, which was not done for the 2009 survey).

The majority of questions were designed to elicit closed responses; however there were opportunities for visitors to offer more qualitative type responses. The qualitative responses to questions 10, 11, 13, 14b, 14d, 16, 18a, 19 and 20 can also be found in *Appendix 1*.

Comparisons to the data from 2006 and 2008 are made in the results section however, the questionnaire in 2009 was redesigned to take into consideration development of projects and work undertaken by the AONB over the last year, therefore some of the less relevant questions from 2006 and 2008 were omitted and comparisons are not always possible.

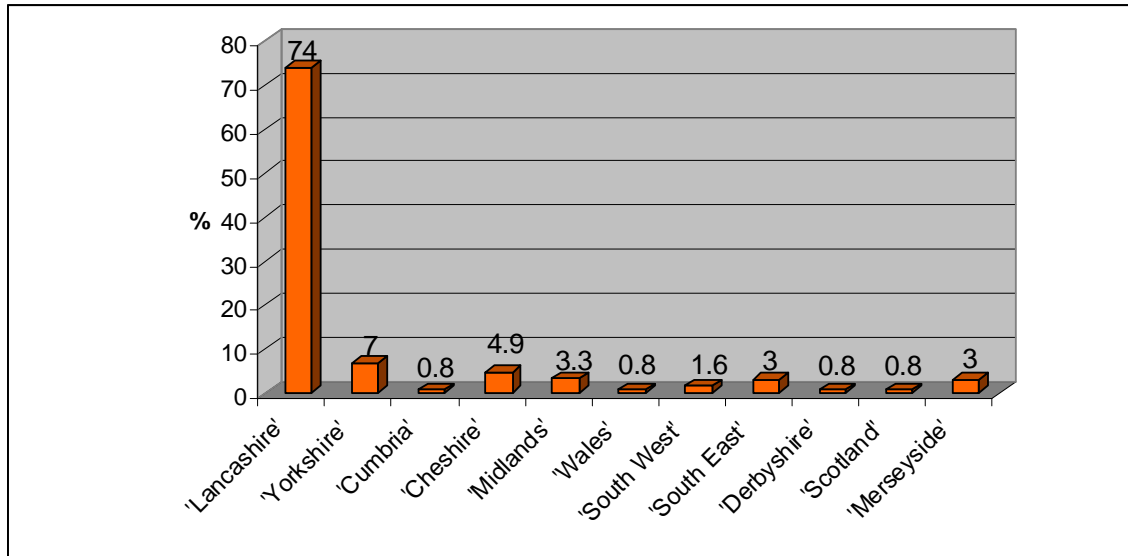
2.1 Visitor Profile (Q1 – 4)

Figure 1 – Response by age



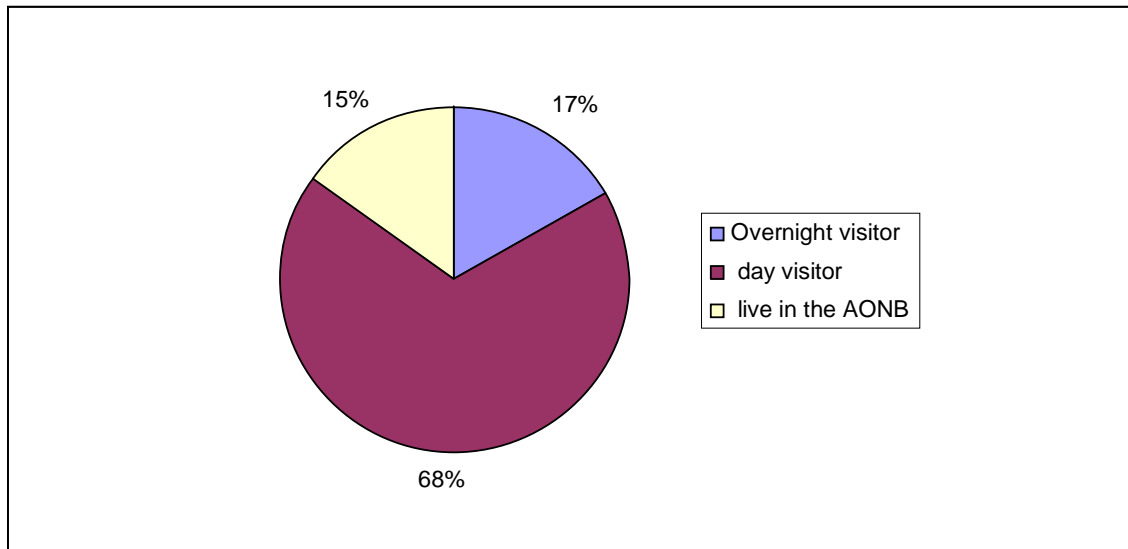
123 surveys were conducted face to face with visitors during the summer of 2009, there were many surveys that were completed with groups of people and families, so overall the number of visitors that undertook the survey totalled 234. The respondents were broken down into age categories to enable a more in depth view of the visitors that come to the Forest of Bowland. The highest number of respondents were aged between 35 and 54, followed by 55 to 64 and then the 0 to 10 group, this is a reflection of the 2008 and 2006 results with the higher age categories accounting for 62% of the total respondents. Although, there was a higher response in the 11 to 14 and 16 to 24 categories which may be due to recommendations carried out from last year and certain events in the area such as the Tour of Britain that brought a different demographic into the area that might not normally choose to visit the Forest of Bowland.

Figure 2 - Where visitors have come from (Q3)



The visitors were asked to state which area of the country they had come from. As in 2008 Lancashire is where the majority of visitors come from, followed by Yorkshire and then Cheshire. However, some of the other regions are represented differently for 2009, such as Cheshire which shows the third highest representation and Yorkshire as the second. Some counties from last year were not represented this year (North East) and there were also visitors from new regions, such as Derbyshire, Merseyside and Scotland.

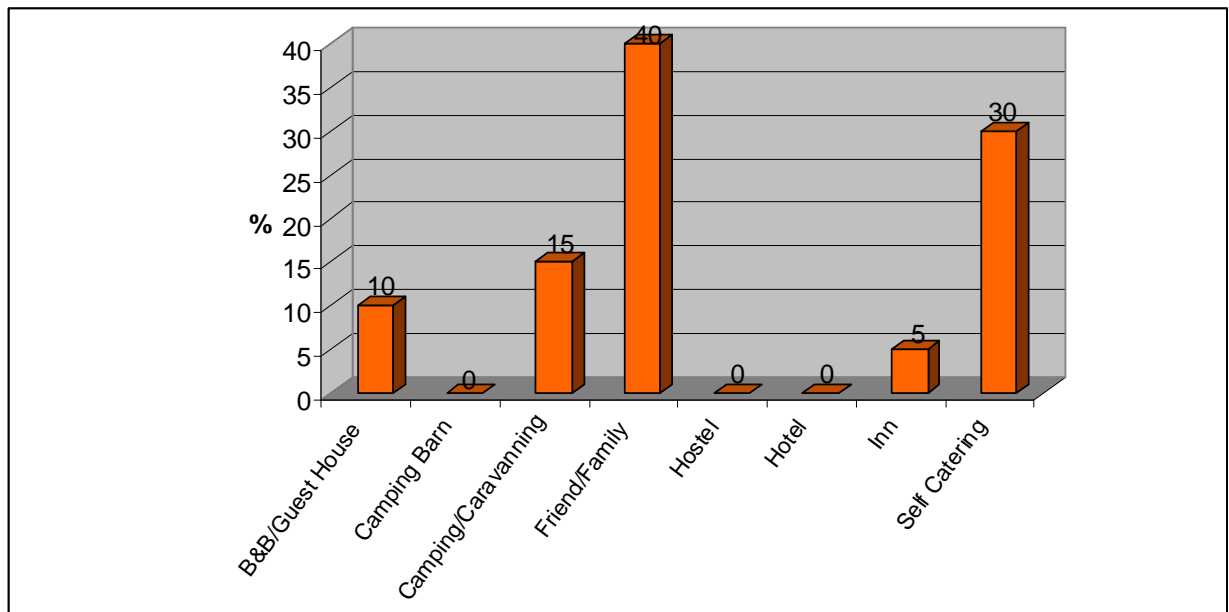
Figure 3 – Type of visitor (Q4)



2.2 Accommodation (Q5)

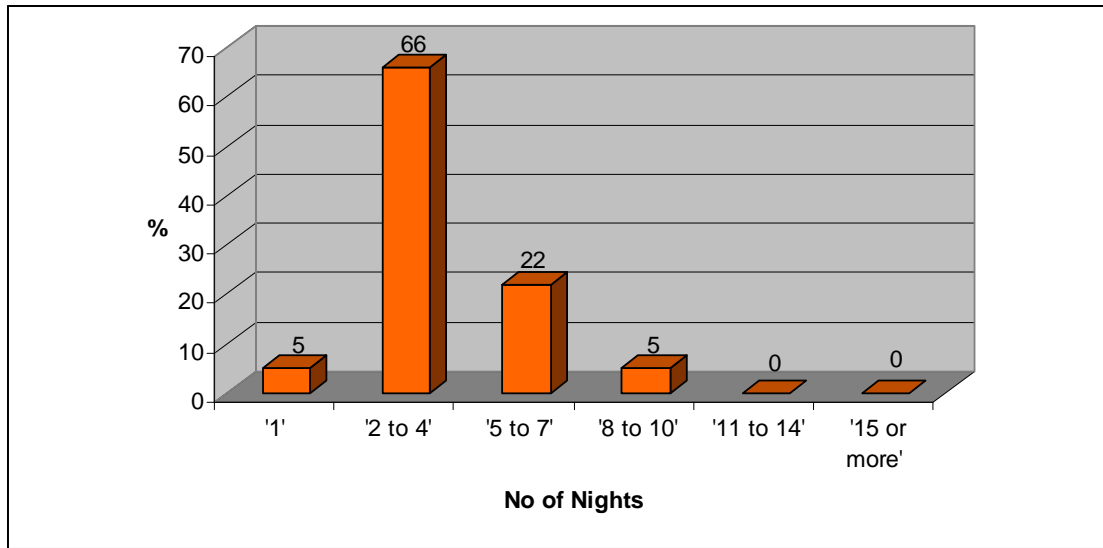
There was a reduction in the number of overnight visitors from 2008 (12% reduction, see Figure 3). Day visitors account for the highest number – 68%. Of the 17% that were overnight visitors a high percentage were staying with friends and family and self catering accommodation was the second highest response. In 2008 the most favourable accommodation was B&B/Guesthouses. This may be due to visitors wanting to spend less money on short breaks due to the economic climate so they are choosing to stay with friends and family.

Figure 4 – Types of accommodation (Q5)



The staying visitors were asked how long they would be staying in the Forest of Bowland; answers are shown in figure 5. Compared to 2008 there is a significant increase in the number of visitors staying for 2 to 4 nights (increased from 36% to 66%) and also a major reduction in the number of visitors staying for just one night, it now stands at 5% compared to 18% in 2008. A decrease in the number of one night visitors and an increase in longer lengths of stay can only be viewed as positive; this means more visitors to the area and more money into the local economy. However, a significant number of overnight visitors are staying with friends and family so this will reduce the amount of income from the visitors to the accommodation providers.

Figure 5 – Length of stay (Q5a)



Visitors staying in the area were also asked how they had found their accommodation of which the majority responded that it was via a search on "Google" (37.5%) which is an increase on the responses from last year (just 26%). 25% of respondents had stayed at their accommodation before or had been recommended to stay there.

Figure 6 – Searching for accommodation (Q5b)

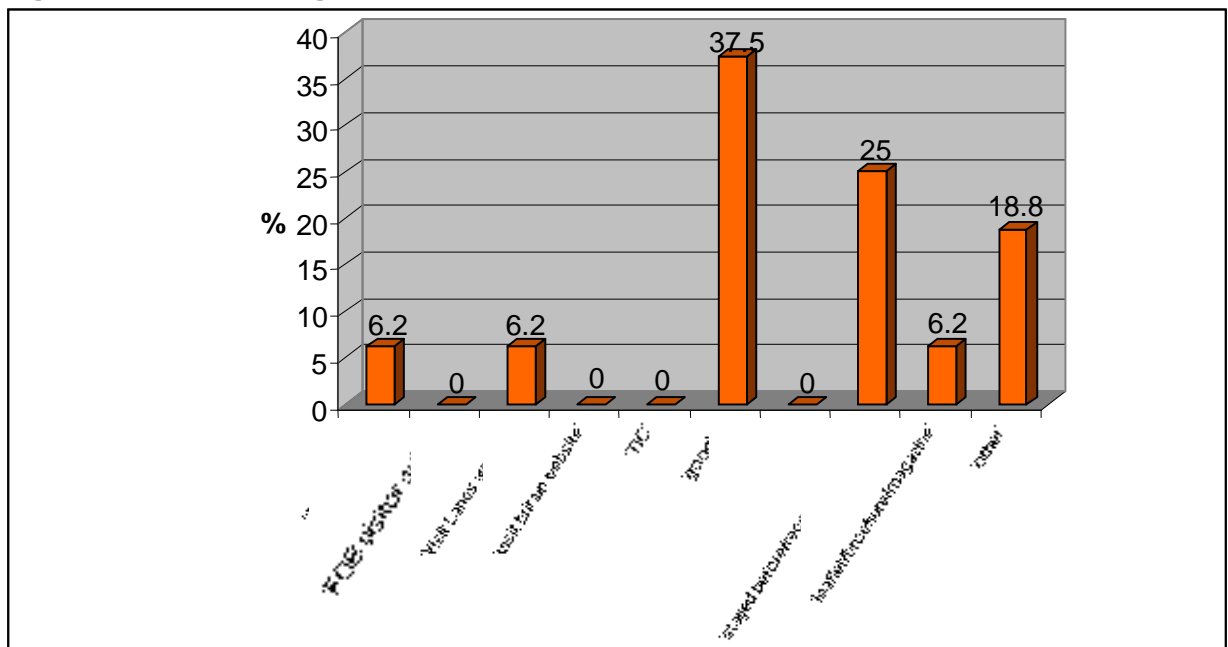
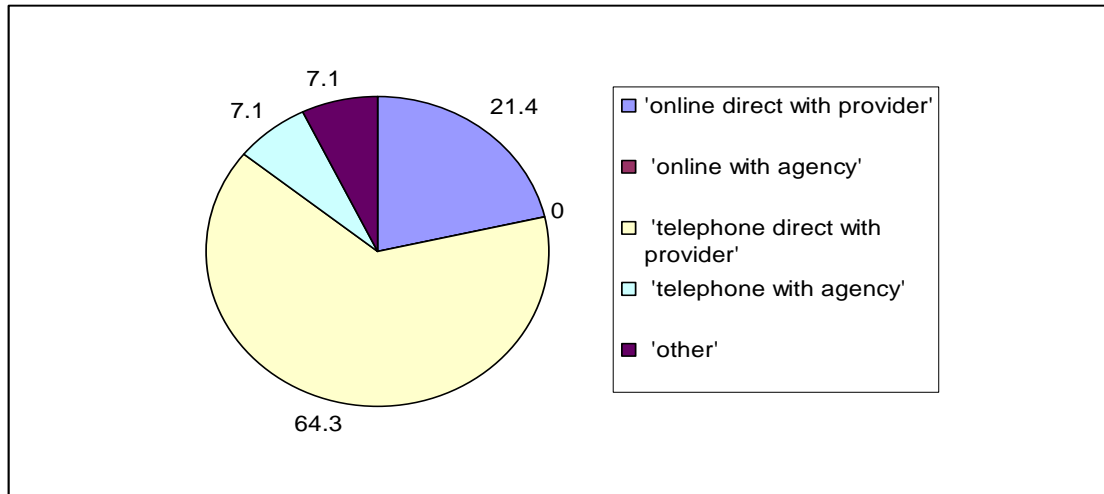


Figure 7 shows how the staying visitors booked their accommodation, the results almost mirror those of last year, with 64% booking direct with the accommodation

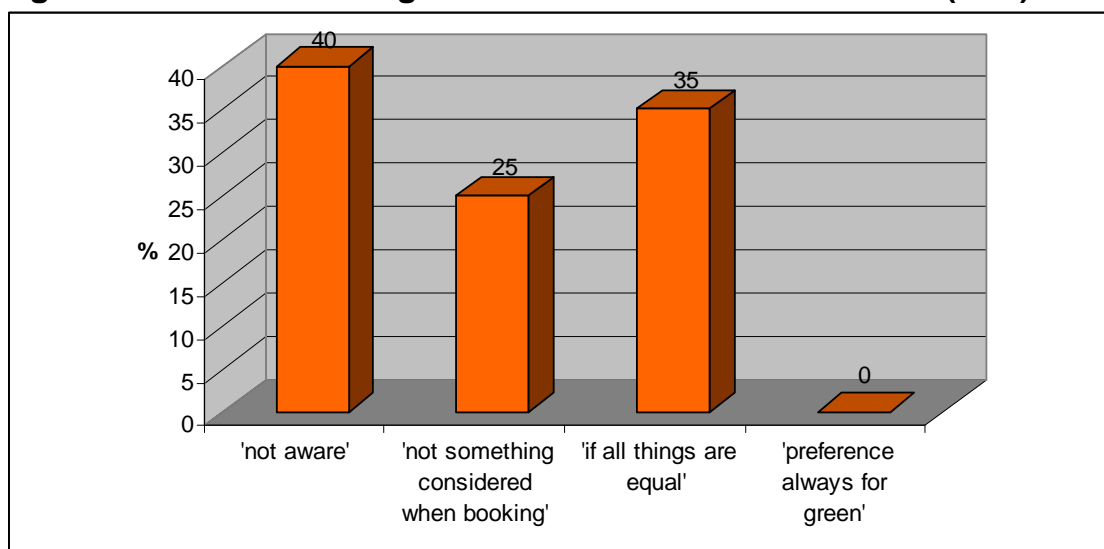
provider via the telephone and 21% booking online direct with the accommodation provider.

Figure 7 – Booking accommodation (Q5d)



The awareness of Green accredited accommodation question was changed slightly from that of last year, as many of the respondents were not aware of it so they had no opinion on whether it was important or not. This year over 40% of respondents were not aware of Green accredited accommodation but a promising 35% said if all things were equal they would choose Green accredited over none accredited, although a significant 25% said it was not something they would consider when booking. No visitors stated a preference for always choosing green when they booked their accommodation. Similar results emerged in 2008.

Figure 8 – Awareness of green accredited accommodation (Q5e)



2.3 Trumper routes (Q6)

The responses in this year's survey show a major decline in the awareness of trumper routes. In 2008 64% of the respondents that used a trumper or a pushchair were aware of the routes, whether they had used them or not. This year 0% of visitors used a trumper and only 6% used a pushchair, of those respondents none of them were aware of the trumper routes and had ever used them. This is mainly due to the fact of poor weather and a very low response at the main site in the Forest of Bowland – Beacon Fell, where visitors might hire and use a trumper.

2.4 Transport (Q7)

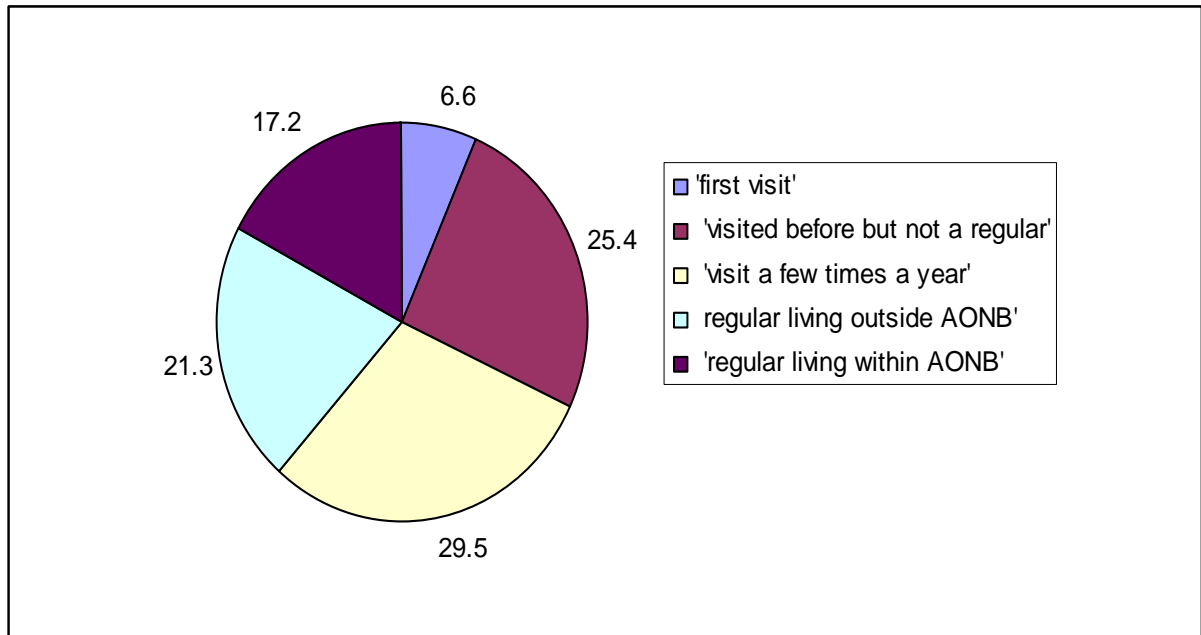
Mirroring the results from the survey in 2008 the most favourable mode of transport that was used to travel to the Forest of Bowland was the car, with 82% of respondents using a car this year. Unlike previous years, 11% of respondents had travelled to the area on push bike, this higher figure is possibly due to the Tour of Britain cycle race that took place through the Forest of Bowland, as many respondents had travelled on bicycle to the race. Other modes of transport had increased since last year, such as motorbike/moped, coach party and by horse.

3 Frequency of visits (Q8)

When questioned about their frequency of visits to the area, the most popular responses were "Visited before but not a regular visitor", "Visit a few times a year" and "Regular visitor living outside the AONB" 29%, 25% and 21% of the respondents. This reflects the answers given to where the visitors came from, as the majority of the visitors are from Lancashire so would be local enough to be regular day visitors.

Only 6% of respondents were here on their first visit, of which 75% of them stated they would return and the other 25% were undecided.

Figure 9 – Frequency of visits to the Forest of Bowland



4 Visitor Spend (Q9)

This year more visitors were open to discussing their spending in the Forest of Bowland, 85% of respondents completed this question, and under half completed it in 2008. The areas that the visitors would spend the most on a day out were "cafes/restaurants/pubs" and "take away food and drink" with 60% spending between £1 and £15 on cafes/restaurants/pubs and 45% spending between £1 and £15 on take away food and drink. The other areas did not receive as much spend as the food and drink categories, with only 28% of visitors spending between £1 and £5 on car parking, 14% spending between £1 and £5 on gifts/crafts/produce and 13% spending between £1 and £15 on petrol and garage services.

5 Reasons for visiting the Forest of Bowland (Q10)

From the following list, visitors were asked to select the 3 main reasons why they were visiting the Forest of Bowland:

Visit the Forest of Bowland as a destination:
Walking:
Cycling:
Horse riding:
Bird watching:
Fishing:
Using trampers:

Visit a particular attraction:
Visit a particular shop:
Visit a particular eating establishment:
Visit family/friends:
Pleasure visit/general sight seeing:
For Business:
I live here:
Other (<i>please specify</i>):

Extra options were added to the list this year due to a high number of respondents from 2008 stating other reasons for visiting the area. An option that was not on the list was dog walking and this seems to be the main reason for quite a few visitors who lived within the Forest of Bowland.

The majority of the visitors that had come to the Forest of Bowland were here for walking or for pleasure visit/sightseeing (54% and 59%), followed by 34% visiting the Forest of Bowland as a destination.

There was an increase in the percentage of visitors choosing other reasons for visiting, which means that the area is attracting a more diverse range of visitors with more interests.

21% of visitors stated they came to cycle, 15% were visiting family/friends and 18% stated other reasons that were not on the list. From the "other" category, there were 3 predominant reasons for coming to the area; these were dog walking, for a picnic and to either watch or follow the Tour of Britain.

Visitors were asked to state their favourite place in the Forest of Bowland and why; Beacon Fell came out as the favourite place to visit this year with the main reasons being: 'it's a great day out', 'its close to home/easy to get to', 'it's a free area to take the children and it has great views'.

The Trough of Bowland was the second favourite because of the scenery and the walks. Gisburn Forest, Slaidburn and Dunsop Bridge were also favourites, as in 2008, Gisburn Forest was a favourite for those who liked to cycle, Slaidburn and Dunsop Bridge were favoured for days with the children, feeding the ducks and because they are quiet peaceful villages to spend the day in. There were a lot of visitors that did not state their favourite place, they said that they either like all of the area or as it is their first visit they do not have a favourite. The full list of visitor answers is in *appendix 1, question 11*.

The visitors were asked if they were aware that the Forest of Bowland was an Area of Outstanding Natural Beauty; in 2008 94% were aware that it was, but this year it reduced slightly to 88%. This decline in the awareness of the AONB could be due to the 6% of visitors this year being on their first visit, they may not be fully aware of the area they are visiting yet.

Visitors were also asked to select what they liked about the Forest of Bowland from the following list:

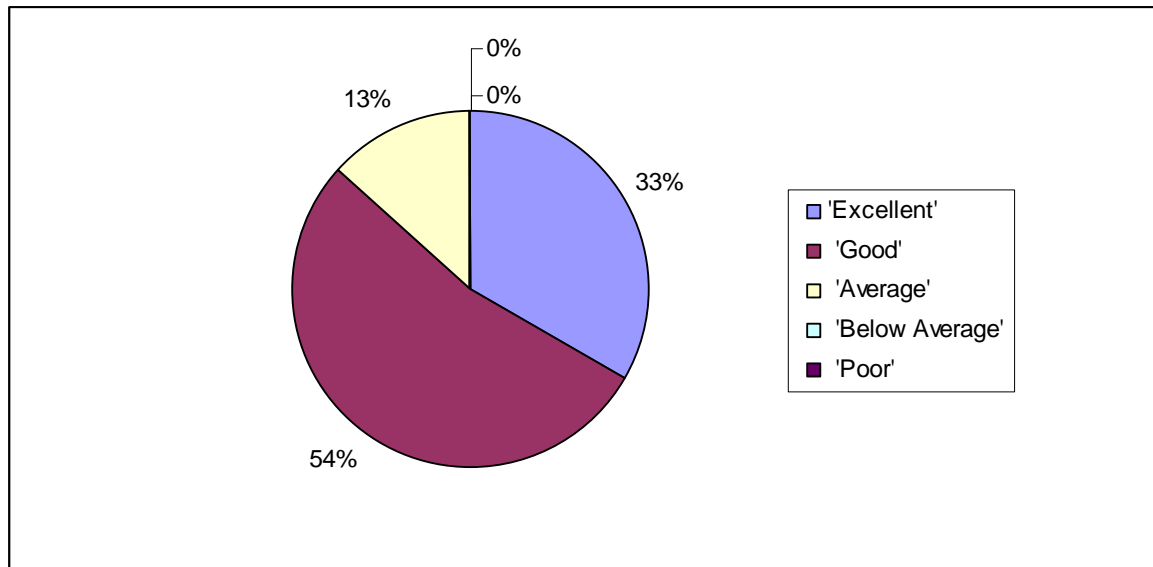
Peace and quiet:
Scenery/landscape:
Attractive villages/towns:
Cycling:
Walking:
Horse riding:
Bird watching:
Wildlife:
Food:
Easy to get to:
Good base for visiting other areas:
Other (<i>please specify</i>)

80% of visitors stated the peace and quiet is what they liked most, 79% stated the scenery/landscape, 67% said it was easy to get to, and 52% said they liked the attractive villages/towns the most. These results are similar to those in 2008, where the scenery/landscape was what visitors liked most, followed by the peace and quiet.

6 Forest of Bowland website (Q14)

There was a significant decrease in the number of visitors that had visited the Forest of Bowland website compared to 2008; this year only 12.4% of visitors had visited the website, with 86% of those who had, visiting the site since May which was the time of the re-launch. The visitors that had viewed the website were asked what parts of the website they had found most useful, the question was worded differently than in 2008, so it cannot be compared directly. The main responses given by the visitors were that they had visited the "what's on/what to do" section, bridleways and maps for walking.

Figure 8 – Usefulness of web information



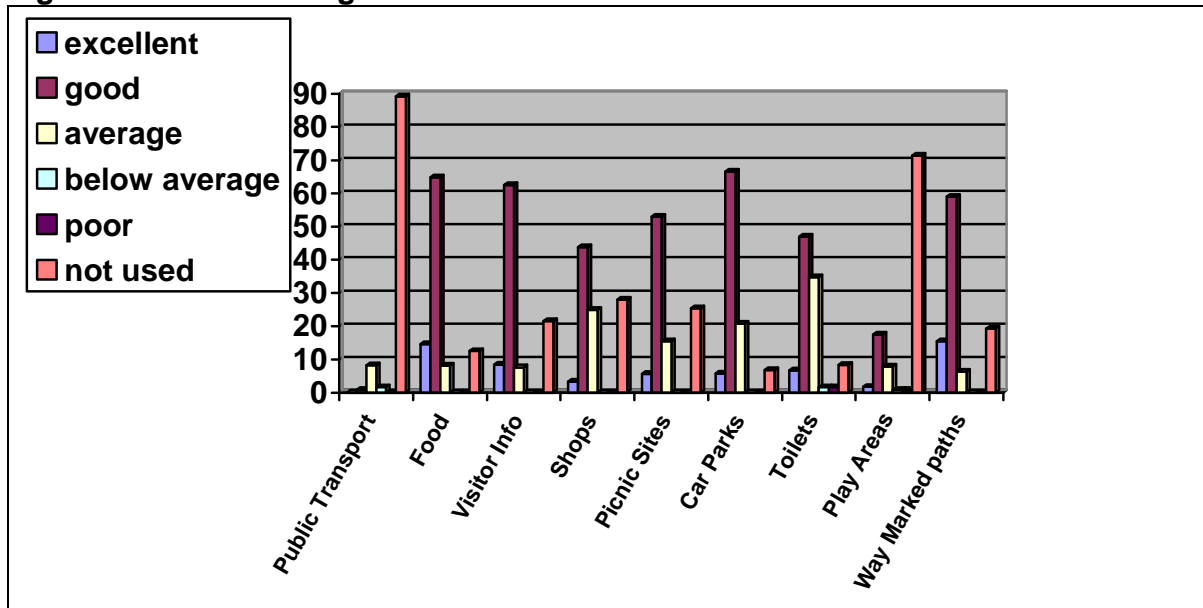
83% of those that had visited the website thought the information they had viewed was either excellent or good. In regards to any improvements or changes to the website, only 1 visitor stated they would like to see more child friendly ideas and events online.

7 Local facilities and services (Q15)

As in 2008 the local facilities/services that were least used by the visitors were public transport and the children's play areas. The facilities that were rated the most highly amongst the visitors were the car parks, food, visitor information and way marked paths, which is similar to 2008. In the good/excellent categories, the highest rated facilities obtained the following percentages; car parks 72%, food 79%, visitor information 71% and way marked paths 74%. In 2008 very few respondents rated the facilities poor or below average, this is mirrored in the results from this year's survey.

With regards to any improvements to the facilities the visitor's main suggestions were to improve the cleanliness and tidiness of the toilets that exist already. Other suggestions were to have more seating on long walks that are along rivers, to increase the frequency of local buses to avoid lots of traffic on busy days and also to put notices in car parks and local villages when certain foot paths are closed.

Figure 9 – Visitor rating of local facilities and services



8 Forest of Bowland leaflets (Q17)

The visitors were asked if they had used any of the Forest of Bowland leaflets, 46% of visitors had used at least one of the leaflets; an increase from 2008. The leaflets that have been most popular with the visitors in 2009 are: Access Land, Village Leaflets (Welcome to), Bowland by Bike, Discover Bowland-Visitor Guide and the General Leaflet. 95% of those who had used the leaflets rated them as either good or excellent, the other 5% rated them as average; in 2008 99% of those who had used the leaflets rated them as good or excellent. 44% of visitors had obtained the leaflets from an information centre within the Forest of Bowland and 42% had obtained from an eating establishment/shop/attraction.

9 Bowland Branded Products (Q18)

In this year's survey, a question was added about Bowland branded products, to find out if there was much interest in products that might be sold under the Bowland name and which products might be of interest.

Of the visitors asked, 48% stated they would be interested in buying Bowland branded products, so there is a fairly substantial market interested, though over 50% of the visitors asked were not interested in the products.

The majority of the suggestions by the visitors related to local food produce (wine, cheese, meats etc) as well as other things such as local crafts and gifts and souvenir style items such as mugs, pencils, sweets etc. All suggestions can be read in *Appendix 1, question 18a*.

10 Events (Q19)

The visitors were also asked if they had attended any organised events or guided walks in Bowland, 93% of the visitors had not attended any events, of those that had attended some, most stated that they were organised walks but could not remember specific names. Other events attended were some from Festival Bowland, including the Hen Harrier walk and Pendle Witch events at Halloween. They were also asked if there would be any events that they would like to see in the future, the full list of answers can be read in *appendix 1, question 19b*. The most popular responses were children's events during the holidays, events in villages such as craft days and village fates, badger watching, otter spotting and longer guided walks such as weekend walks around the whole of Bowland staying at different places along the way. This are similar responses to what emerged in 2008.

At the end of the survey the visitors were given the opportunity to give any other comments on the Forest of Bowland, the majority of the responses were positive about the area, saying how lovely it is and how unspoilt it is, and how much they enjoy the area. There were a few comments in regards to some suggestions to advertise the area and the local activities more, and for extra signage in certain areas such as on the way to Beacon Fell. The full list of responses is listed in *appendix 1, question 20*.

11 Conclusions and Recommendations

11.1 Key Findings

- The majority of visitors to the area in 2009 fall into the 35 to 54 age group and the 55 to 64 age group; the same pattern emerged in 2008, although there was a higher representation in the 11 to 15 and 16 to 24 age group from 2008.
- The majority of visitors to the Forest of Bowland come from within Lancashire, again a similar pattern to what emerged in 2008. However, in 2009 there was some representation from different areas such as Derbyshire, Merseyside and Scotland.
- There was an increase in the number of day visitors from 2008 (+9%), and a decrease in overnight visitors (-12%), the amount of visitors that actually live in the AONB did not differ that much from 2008.
- In 2009 the majority of overnight visitors stayed between 2 to 4 nights, with a significant reduction in visitors staying for just one night compared to 2008. In turn the number of visitors staying for 2 to 4 nights increased from 36 to 66%.

- In 2008 the most popular type of accommodation was B&B followed by camping & caravanning and self catering. This changed significantly in 2009 with a high percentage of visitors staying with friends and family, followed by self catering, camping & caravanning and then B&B.
- As in 2008 the most popular way of finding accommodation in the Forest of Bowland was by using a Google search and the majority of visitors still prefer to book their accommodation direct with the provider on the telephone.
- With regards to green accredited accommodation, 40% of the overnight visitors were not aware of it at all (in 2008 it was over 50% of visitors), and 25% would not consider it when booking accommodation. As in 2008 a significant number of visitors would choose green accredited accommodation if all things were equal. No visitors in 2009 would always have a preference for green accredited accommodation.
- There was a disappointing response relating to the awareness of tramper trails for pushchairs and trampers, of the 6% that had come to the area with a pushchair, none of them were aware of the trails. In 2008 there was an encouraging level of awareness for the tramper trails; this however can be attributed to the low response rate at the Beacon Fell site where the trampers are normally hired and utilised.
- As in previous years the majority of visitors arrive to the area via car, however, there was an increase for travelling to the area on pushbike compared to previous years, which in part can be attributed to the visitors who had arrived by bike for the Tour of Britain Cycle Race through Bowland.
- In 2009 the area that received the most spending from visitors was café/pubs/restaurants with 60% spending between £1 and £5, in 2008 the same pattern emerged, however the amount of spend was higher with the majority spending between £6 and £15. The other areas with significant spending were car parks, gifts/crafts and petrol.
- As in 2008 the majority of visitors to the area are regular visitors living outside the AONB followed by people who visit a few times a year.
- The three main reasons why people visit the Forest of Bowland have not changed since the 2008 survey; the majority of visitors still visit the area for walking, pleasure visit and for visiting the Forest of Bowland as a 'destination' in its own right.
- Beacon Fell, Gisburn Forest, Trough of Bowland and Slaidburn were the visitor's favourite places to visit in 2009. Dunsop Bridge featured as a favourite place in 2008.
- With regards to what visitors like best about the area, peace and quiet and the scenery were the most popular options again the same result that emerged in 2008. Also a high percentage liked the fact that it was easy to get to.
- In 2009 there was a reduction in the amount of visitors that had visited the website from 2008, of the 12% that had, 83% had found the information good or excellent. This isn't however reflected in the

website statistics, which actually shows an increase in visitors since 2008.

- Mirroring last years findings, the local facilities and services were rated almost the same, with children's play areas and public transport being the least used services.
- There was a positive change in the number of visitors using Bowland leaflets this year, nearly 50% of the visitors had used at least one of the leaflets (compared to less than 25% in 2008). The most popular leaflets as in 2008 were the Discovery Guide, general leaflet and village leaflets, with the Bowland by Bike leaflet becoming more popular this year.
- 48% of visitors would be interested in buying Bowland branded products (this was a new question for 2009). Most suggestions related to local food and drink.
- 93% of visitors had not attended any guided walks or events, and as in 2008 of those that had, the majority had attended Festival Bowland events.
- General comments from the visitors were similar to those that emerged in 2008; requests for more advertising and publicity on events and the area, and more events held for children.

11.2 Conclusions

In some areas there have been some differences in the results from the 2008 survey. A key finding from last year was that there was a low representation of visitors aged between 11 and 24; this year there has been an increase, though small, of visitors in this age range.

There has been a significant increase in visitors travelling to the area on a pushbike and an increase of visitors that only visit the area a few times a year. This year there was a decrease in the number of visitors staying overnight in the Forest of Bowland.

One of the major differences from last year's survey was the decrease in the number of visitors that have viewed the website. Awareness of the website seems to have reduced, even after the new launch in May. This figure isn't reflected however in the web statistics which have seen an increase since the new launch, therefore this might be an unrepresentative sample of the population as a whole.

From the results of the survey a considerable number of visitors would be interested in buying Bowland branded products with the majority suggesting food produce from the local area or souvenir style gifts.

11.3 Recommendations

- Results from 2009 have highlighted an increase in the number of younger age groups visiting the Forest of Bowland. There is scope to further promote activities and events for younger people via the website or for family activities and walks.
- While 2008 highlighted a high awareness of the Trammer routes in the Forest of Bowland, 2009 showed a significant reduction. This can be partly attributed to the weather and the fact that a low response was gained at Beacon Fell where the majority of visitors would hire a Trammer. However, there is scope to further promote and highlight the routes on the website, especially for visitors with pushchairs who were particularly unaware of them. Awareness raising could also be implemented with the Sustainable Tourism Business Network so that businesses can pass such information directly to their visitors.
- Length of stay of visitors has gradually increased since 2006 in the Forest of Bowland with a significant reduction in visitors staying just for one night. In 2009 however a high percentage of staying visitors were staying with friends and family, which could be attributed to the current economic climate. Businesses could be encouraged to act on the recent 'stay-cation' trend to encourage visitors to spend their annual holiday in the area. This might include putting together suggestions for a week's itinerary, promoting possible activities and events for different types of visitors to inspire them to stay longer.
- Visitor's experience or understanding of Green accredited businesses is still limited. It is envisaged that as further businesses undertake GTBS accreditation and the marketing and promotion undertaken through the Lancashire Green Tourism project, it might be a trend that changes in future years. A continued partnership with Lancashire and Tourist Board will assist in promoting businesses with GTBS accreditation.
- The three main reasons why people visit the Forest of Bowland have not changed since the 2008 survey; the majority of visitors still visit the area for walking, pleasure visit and for visiting the Forest of Bowland as a 'destination' in its own right. Development of promoted downloadable walks on the website should continue, and encouragement of businesses to utilise these walks, especially if there are ones close to their business. Also, Sense of Place training and encouraging businesses to market themselves as being in a protected area have contributed to an increase in the number of visitors specifically visiting Bowland as a destination. Continued support for businesses in this way will ensure that the right messages about the Forest of Bowland reach the visitor.
- There was an increase in the number of visitors using Bowland leaflets this year, nearly 50% of the visitors had used at least one of the leaflets (compared to less than 25% in 2008). Because of limited resources continued printing of leaflets is an issue, therefore new ways of funding













the print will need to be identified for the future. Charging for businesses to be featured in a leaflet might be one way.

- 48% of visitors would be interested in buying Bowland branded products (this was a new question for 2009), therefore there is certainly scope to introduce sale of such products via businesses and tourist information centres.. Most suggestions related to local food and drink.

Appendix 1

Section 1: Questionnaire













1. The main location that you have most recently visited:




Barley:		5.7%	7
Beacon Fell:		11.5%	14
Crook O'Lune:		13.1%	16
Downham:		8.2%	10
Dunsop Bridge:		9.0%	11
Gisburn Forest - School Lane car park:		11.5%	14
Gisburn Forest - Cocklett Hill car park:		5.7%	7
Scorton:		4.9%	6
Slaidburn:		9.0%	11
Trough of Bowland:		0.8%	1
Wray:		6.6%	8
Other (<i>please specify</i>):		13.9%	17

Newton x 14

Wild Boar Park x 3




1.a. Date of visit

28 Jul 2009:		9.0%	11
31 Jul 2009:		9.0%	11
03 Aug 2009:		5.7%	7
06 Aug 2009:		1.6%	2
07 Aug 2009:		15.6%	19
08 Aug 2009:		9.0%	11
09 Aug 2009:		0.8%	1
11 Aug 2009:		8.2%	10
13 Aug 2009:		3.3%	4
14 Aug 2009:		4.1%	5
25 Aug 2009:		12.3%	15
28 Aug 2009:		2.5%	3




04 Sep 2009:		6.6%	8
15 Sep 2009:		11.5%	14
25 Sep 2009:		0.8%	1

2. How many people are in your group and which age bracket do they fit into?



2.a. No in group -- 0-10

1:		52.6%	20
2:		36.8%	14
3:		10.5%	4
4:		0.0%	0
5:		0.0%	0
6+:		0.0%	0




2.a.i. No in group -- 11-15

1:		89.5%	17
2:		5.3%	1
3:		0.0%	0
4:		0.0%	0
5:		0.0%	0
6+:		5.3%	1

2.a.ii. No in group -- 16-24




1:		76.9%	10
2:		23.1%	3
3:		0.0%	0
4:		0.0%	0
5:		0.0%	0
6+:		0.0%	0

2.a.iii. No in group -- AGE 25-34





1:		57.9%	11
2:		36.8%	7
3:		5.3%	1
4:		0.0%	0
5:		0.0%	0
6+:		0.0%	0

2.a.iv. No in group -- 35-54




1:		50.0%	36
----	---	-------	----

2:		43.1%	31
3:		5.6%	4
4:		1.4%	1
5:		0.0%	0
6+:		0.0%	0

2.a.v. No in group -- 55-64

1:		45.7%	21
2:		47.8%	22
3:		4.3%	2
4:		2.2%	1
5:		0.0%	0
6+:		0.0%	0

2.a.vi. No in group -- 65+

1:		52.9%	9
2:		41.2%	7
3:		0.0%	0
4:		5.9%	1
5:		0.0%	0
6+:		0.0%	0

3. Your postcode:

Accrington
Barley
Barton
BB2 7EX
Bingley
Birmingham x 3
Blackburn
Blackpool x 6
Bolton
Bromley Cross
Carlisle
Carnforth
Caton
Cheshire x 4

Claughton
Clitheroe x 11
Derbyshire
Downham
Essex x 2
Farnworth
Fleetwood
fulwood
FY5
FY8
Garstang x 2
Glasgow
Gloucestershire
Lancashire x 9
Leeds x 3
Liverpool x 2
Longridge x 5
Manchester x 4
Middlesex
Morecombe
Nelson
Newcastle
Newton, Lancashire
North Wales
Nottingham
PR1
PR1 and PR2
PR2
PR2
PR25 5TE
PR3
PR3
PR3
PR4
PR4
Preston x 10

Rossendale
Sawley, Lancashire
Skipton
Slaidburn x 3
Southampton
st annes
St Helens
Thornton-Cleveleys x 4
tosside
Waddington x 3
Westhoughton
Wirral, Cheshire
York
Yorkshire x 2

4. Which of the following is correct for this visit?

Overnight visitor (go to Q5):		17.2%	21
Day visitor (go to Q6):		68.0%	83
I live in the Forest of Bowland (go to Q6):		14.8%	18

4.a. Where in the Forest of Bowland do you live?

Barley
Barton
Caton
Downham
Halton
Hothersall
Nelson
Newton x 2
Sawley
Scorton
Slaidburn x 3
tosside
Waddington x 3

5. What accommodation are you staying in for this visit?			
B&B/Guest House:		10.0%	2
Camping barn:		0.0%	0
Camping/caravanning:		15.0%	3
Friend/family:		40.0%	8
Hostel:		0.0%	0
Hotel:		0.0%	0
Inn:		5.0%	1
Self catering:		30.0%	6
5.a. For how many nights are you staying?			
One night:		4.8%	1
2 to 4:		66.7%	14
5 to 7:		23.8%	5
8 to 10:		4.8%	1
11 to 14:		0.0%	0
15 +:		0.0%	0
5.b. How did you find your accommodation?			
Forest of Bowland website:		6.2%	1
Forest of Bowland visitor guide:		0.0%	0
Visit Lancashire website:		6.2%	1
Visit Britain website:		0.0%	0
Tourist Information Centre:		0.0%	0
Google search:		37.5%	6
Other website:		0.0%	0
Stayed before/recommendation:		25.0%	4
Leaflet/brochure/magazine article:		6.2%	1
Other (please specify):		18.8%	3
5.c. How would you rate the quality of accommodation in the Forest of Bowland?			
Excellent:		35.7%	5
Good:		42.9%	6

Average:		21.4%	3
Below Average:		0.0%	0
Poor:		0.0%	0

5.d. How did you book your accommodation?

Online - direct with accommodation provider:		21.4%	3
Online - via an agency or organisation:		0.0%	0
Telephone - direct with accommodation provider:		64.3%	9
Telephone - via an agency or organisation:		7.1%	1
Other (please specify):		7.1%	1

On arrival

5.e. How aware are you of 'Green' accredited accommodation?

Not Aware:		40.0%	8
Not something I would consider when booking:		25.0%	5
If all things are equal, I will choose a Green accommodation provider over one that is not:		35.0%	7
Irrelevant of cost or other facilities, my preference is always to opt for a Green accommodation provider.:		0.0%	0

6. Does anyone in your party use the following?

Pushchair/pram:		6%	7
Wheelchair:		0%	0
No, (go to Q7):		64%	114

6.a. If yes, are you aware of trampers and trails for wheelchair and pushchair users in the Forest of Bowland?

Not aware:		100.0%	7
Aware, but never used:		0.0%	0
Aware and have used:		0.0%	0

7. By which mode of transport have you reached the FoB for this visit?

Car:		82.0%	100
Motor bike/moped:		4.1%	5

Organised coach party:		1.6%	2
Push bike:		10.7%	13
Public transport:		0.0%	0
Walked:		0.8%	1
Horse:		0.8%	1

8. How often do you visit the FoB?

First visit:		6.6%	8
Visited before, but not a regular visitor:		25.4%	31
Visit a few times a year:		29.5%	36
Regular visitor (living outside the Forest of Bowland):		21.3%	26
Regular visitor (living within the Forest of Bowland):		17.2%	21

8.a. a. If it is your first visit will you return?

Yes:		75.0%	6
No:		0.0%	0
Undecided:		25.0%	2

9. Please indicate your total spend per person per day under each of the following headings.

9.a. Accommodation -- Amount













0:		88.5%	92
£1 to £5:		0.0%	0
£6 to £15:		3.8%	4
£16 to £25:		1.9%	2
£26 to £50:		4.8%	5
£51 to £100:		1.0%	1
£100+:		0.0%	0

9.b. Attractions/entertainment/events -- Amount

0:		92.2%	94
£1 to £5:		2.9%	3
£6 to £15:		4.9%	5
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0

£51 to £100:		0.0%	0
£100+:		0.0%	0
9.c. Car parking -- Amount			
0:		72.0%	77
£1 to £5:		28.0%	30
£6 to £15:		0.0%	0
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
9.d. Cafés/restaurants/pubs -- Amount			
0:		32.2%	39
£1 to £5:		23.1%	28
£6 to £15:		36.4%	44
£16 to £25:		8.3%	10
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
9.e. Food & drink (take out) -- Amount			
0:		54.5%	61
£1 to £5:		32.1%	36
£6 to £15:		13.4%	15
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
9.f. Gifts/crafts/produce -- Amount			
0:		84.9%	90
£1 to £5:		14.2%	15
£6 to £15:		0.9%	1
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0

9.g. Petrol/garage services -- Amount			
0:		76.8%	86
£1 to £5:		13.4%	15
£6 to £15:		7.1%	8
£16 to £25:		0.9%	1
£26 to £50:		1.8%	2
£51 to £100:		0.0%	0
£100+:		0.0%	0
9.h. Shopping -- Amount			
0:		92.3%	96
£1 to £5:		2.9%	3
£6 to £15:		4.8%	5
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
9.i. Local transportation (buses, trains, taxis, bike hire) -- Amount			
0:		99.0%	100
£1 to £5:		1.0%	1
£6 to £15:		0.0%	0
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
9.j. Other -- Amount			
0:		99.0%	99
£1 to £5:		1.0%	1
£6 to £15:		0.0%	0
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
10. What are your main reasons for visiting the FoB? Select up to 3 responses:			
Visit the Forest of		33.3%	41

Bowland as a destination:			
Walking:		53.6%	66
Cycling:		21.1%	26
Horse riding:		1.6%	2
Bird watching:		9.7%	12
Fishing:		1.6%	2
Using trampers:		0%	0
Visit a particular attraction:		6.5%	8
Visit a particular shop:		1.6%	2
Visit a particular eating establishment:		7.3%	9
Visit family/friends:		15.4%	19
Pleasure visit/general sight seeing:		59.3%	73
For business:		0%	0
I live here:		12.1%	15
Other (<i>please specify</i>):		17.8%	22
<p>Dog Walking x 6</p> <p>follow the tour of Britain x 13</p> <p>Peace & Quiet away from the noise of traffic</p> <p>Picnic x 2</p>			

11. Which is your favourite place to visit in the Forest of Bowland and why?

all child friendly places
all of it x 7
Backridge and Beacon Fell, nothing to buy or pay for, nice walks, children like to get muddy.
barley and beacon fell, nice areas
barley as it is peaceful and quiet
Barley as it is quiet
Barley, as it is close by and has nice walks
Barley, as its a lovely quiet village
Barton etc, for walks
Beacon Fell x 2 + 6
beacon fell and downham, easy to get to and peaceful

Beacon Fell as close to home
Beacon fell as it is easy to get to Wray as the tea rooms are nice
Beacon Fell as it is the nearest to get to.
Beacon Fell, close to family for day out, lots to keep children entertained
Beacon Fell, good area close to home
Boar Park and Hodder as they are good for children
Crook O'Lune x 4 + 2
Crook O'Lune and Catshaw
Crook O'Lune, Wray and Silversdale, good for walking the dog and close to home
don't have a favourite x 6
Downham - good walks from here
Downham and Beacon fell, easy to get to and peaceful
Downham as it is easy to get to and enjoyable day out
Dunsop and Slaidburn
Dunsop Bridge x 4 + 10
Dunsop bridge and Slaidburn, close to family and enjoyable for the children
Dunsop Bridge because it is a good starting point for walks in the AONB
Dunsop Bridge for the children and Downham as it is a nice village
Dunsop Bridge in the summer, nice and relaxing to feed the ducks.
Dunsop Bridge, as it is quiet and the children love it
Dunsop Bridge, for the children
Dunsop Bridge, good memories
Dunsop Bridge, peaceful with nice walks and nice scenery.
Dunsop for walking and Gisburn Forest for cycling
Dunsop, Slaidburn, Downham as they are nice villages and good food
everywhere is nice, don't have a favourite
gisburn forest x 4 + 7
Gisburn Forest and Trough of Bowland for the Bird Watching
Gisburn Forest for cycling
Gisburn Forest for cycling
gisburn forest, cycling routes
Gisburn Forest, Slaidburn and Bolton by Bowland as easily accessible
Gisburn Forest, The Trough, Slaidburn and Beacon Fell, all for walking
Gisburn Forest, to cycle
Grizedale
Haven't got one

Hodder valley, as it is beautiful
Langden Castle
Mainly visit Beacon Fell as it is a nice day out and not to far to travel.
most of it
not been often enough to have a favourite
Not been often enough to know
Not sure as it is only the first visit
Not sure, maybe Beacon Fell, don't visit the area that often
not visited enough to have a favourite place
Pendle
Scorton as it is where the family live and also Beacon Fell
Slaidburn x 2 + 7
Slaidburn and Dunsop Bridge, quiet enough to just sit in a nice village
Slaidburn and trough of bowlands for the walks
Slaidburn area for the good walks
Slaidburn to picnic on the green
Slaidburn, Beacon Fell and Dunsop for the grandchildren
Slaidburn, nice village green
slaidburn, nice village to take the grandchildren
The walk from Sykes past the water works, enjoying the high level track to the point where the track ends, according to my o/s land ranger 102 ling pits moss. Why? I and my 7 year old son find it a beautiful and tranquil walk, the valley looks better the higher we get. A bonus today was sighting a deer near the water works; it jumped a wire fence and ran into the bracken as I was reading the notice near the gate of the water works, heading back to the car.
the whole thing, especially dunsop bridge
trough of bowland x 4 + 8
Trough of Bowland and Gisburn Forest, for cycling
Trough of Bowland and Scorton, close to home
Trough of Bowland and Wooding
Trough of Bowland for the walks
Trough of Bowland for walking
trough of bowland, fantastic scenery beacon fell, close to home
Trough of Bowland, nice area
Trough of Bowland, Whitewell
Wild Boar Park
Wild Boar park and Bashall Farm
wray- nice quiet day out, nice tea rooms

12. Did you know the Forest of Bowland is an Area of Outstanding Natural Beauty?			
Yes:		88.4%	107
No:		11.6%	14

13. What do you like about the Forest of Bowland? (tick any that apply)			
Peace and quiet:		80.4%	99
Scenery/landscape:		79.6%	98
Attractive villages/towns:		52%	64
Cycling:		21.1%	26
Walking:		52%	64
Horse riding:		2.4%	3
Bird watching:		12.1%	15
Wildlife:		26%	32
Food:		11.3%	14
Easy to get to:		66.6%	82
Good base for visiting other areas:		23.5%	29
Other (please specify):		2.4%	3
en route to the Lake District			
Good for motor biking as quiet lanes			
Undiscovered			

14. Have you visited the FoB website?			
Yes:		12.4%	15
No (Go to Q15):		87.6%	106

14.a. Have you visited the site since May when it was newly launched?			
Yes:		86.7%	13
No:		13.3%	2

14.b. What are the most useful parts of the website?			
Background information and Events			
Bridleways			
Children's activities			
map - location to wild boar park			
Only visited it today, but the events calendar looks interesting.			

parts about what to do
the what's on/what to do section
things to do x 2
Walking
what's on area/things to do
where to go
Wildlife and walking

14.c. Overall how do you rate the website?

Excellent:		33.3%	5
Good:		53.3%	8
Average:		13.3%	2
Below average:		0.0%	0
Poor:		0.0%	0

14.d. Do you have any suggestions for changes or additions to the website?

More child friendly ideas and activities
--

15. How would you rate the local facilities and services that you have used in the FoB?

15.a. Public transport

Excellent:		0%	0
------------	--	----	---

15.a.i. Public transport

Good:		0.8%	1
-------	--	------	---

15.a.ii. Public transport -- RATING

Average:		8.2%	10
----------	--	------	----

15.a.iii. Public transport

Below average:		1.6%	2
----------------	--	------	---

15.a.iv. Public transport

Poor:		0%	0
-------	--	----	---

15.a.v. Public transport

Not used:		89.2%	108
-----------	--	-------	-----













15.b. Food














Excellent:		14.6%	18
------------	--	-------	----










15.b.i. Food

Good:		64.8%	80
-------	--	-------	----

15.b.ii. Food -- RATING

Average:		7.6%	10
15.b.iii. Food			
Below average:		0%	0
15.b.iv. Food			
Poor:		0%	0
15.b.v. Food			
Not used:		12.5%	15
15.c. Visitor information-- RATING			
Excellent:		8.4%	10
15.c.i. Visitor information			
Good:		62.5%	76
15.c.ii. Visitor information			
Average:		7.6%	9
15.c.iii. Visitor information			
Below average:		0%	0
15.c.iv. Visitor information			
Poor:		0%	0
15.c.v. Visitor information			
Not used:		21.5%	26
15.d. Shops			
Excellent:		3.3%	4
15.d.i. Shops			
Good:		43.8%	53
15.d.ii. Shops -- RATING			
Average:		24.9%	30
15.d.iii. Shops			
Below average:		0%	0
15.d.iv. Shops			
Poor:		0%	0
15.d.v. Shops			
Not used:		28%	34
15.e. Picnic sites			
Excellent:		5.7%	7
15.e.i. Picnic sites			
Good:		53%	64

15.e.ii. Picnic sites -- RATING			
Average:		15.4%	19
15.e.iii. Picnic sites			
Below average:		0%	0
15.e.iv. Picnic sites			
Poor:		0%	0
15.e.v. Picnic sites			
Not used:		25.4%	31
15.f. Car parks			
Excellent:		5.8%	7
15.f.i. Car parks			
Good:		66.6%	80
15.f.ii. Car parks -- RATING			
Average:		20.8%	25
15.f.iii. Car parks			
Below average:		0%	0
15.f.iv. Car parks			
Poor:		0%	0
15.f.v. Car parks			
Not used:		6.8%	8
15.g. Toilets			
Excellent:		6.7%	8
15.g.i. Toilets			
Good:		47%	58
15.g.ii. Toilets -- RATING			
Average:		34.8%	43
15.g.iii. Toilets			
Below average:		1.6%	2
15.g.iv. Toilets			
Poor:		1.6%	2
15.g.v. Toilets			
Not used:		8.3%	9
15.h. Children's play areas			
Excellent:		1.7%	2
15.h.i. Children's play areas			

Good:		17.5%	21
15.h.ii. Children's play areas -- RATING			
Average:		7.8%	9
15.h.iii. Children's play areas			
Below average:		0.8%	1
15.h.iv. Children's play areas			
Poor:		0.8%	1
15.h.v. Children's play areas			
Not used:		71.4%	87
15.i. Way marked paths/trails			
Excellent:		15.4%	19
15.i.i. Way marked paths/trails			
Good:		59%	72
15.i.ii. Way marked paths/trails -- RATING			
Average:		6.3%	8
15.i.iii. Way marked paths/trails			
Below average:		0%	0
15.i.iv. Way marked paths/trails			
Poor:		0%	0
15.i.v. Way marked paths/trails			
Not used:		19.3%	24











16. Do you have any suggestions for improvements to any of the local facilities and services?



beacon fell toilets could be cleaner/tidier
better play areas for children
bit busy on footpaths and some footpaths need improving
boat hire in crook o'lune or something on the river
cleaner toilets in barley
Cleanliness of toilets
Covered seating areas
Horse riding etc
increase the frequency of the local buses, would reduce the traffic
make the gates easier to open for horse riding
maybe more benches on walks, or some place to sit etc

Maybe toilets could be tidier
More bridal ways
more bus timetables around the villages
More buses to some of the remote places.
more information or directions to remote places, e.g. hard to get directions to Gisburn Forest via Google etc
More toilet facilities needed e.g. Gisburn Forest
more toilets and facilities at some car parks e.g. scorton picnic area
more toilets in certain areas
more toilets like the ones in Downham, clean and tidy
no, local facilities are good
prices of food in cafes are a bit high
some styles around the area need a little improvement
Toilets at Barley could be updated
Toilets at Dunsop Bridge could be cleaner, but this may reflect the attitude of some of the less considerate users.
Toilets could be better/cleaner x 7
toilets in Barley could be updated
when some footpaths are closed maybe some notification at car parks etc so visitors know in advance

17. Which of the following FoB leaflets have you used? (tick any that apply) -- if none go to Q18

Access land:		18.6%	23
Birding in Bowland:		4.8%	6
Bowland by Bike:		13%	16
Bowland by Bus:		0.8%	1
Discover Bowland -- visitor guide:		11.3%	14
Fishing in Bowland:		3.2%	4
General leaflet:		9.7%	12
North Lancashire Bridleway:		2.4%	3
Taste of Bowland -- food directory:		6.5%	8
Treading carefully:		1.6%	2
Village leaflets, eg Welcome to Slaidburn:		17.8%	22

5 ways to be a good visitor:		0.81%	1		
Wyresdale Wheels for All -- trampers:		0%	0		
Downloadable Walks from the website:		4.06%	5		
17.a. How do you rate the quality/usefulness of the FoB leaflets?					
Excellent:		57.9%	33		
Good:		36.8%	21		
Average:		5.3%	3		
Below average:		0.0%	0		
Poor:		0.0%	0		
17.b. How have you received the FoB leaflets?					
Downloaded from the FoB website:		1.8%	1		
Picked up from an Information Centre within the FoB:		43.9%	25		
Picked up from an Information Centre outside the FoB:		0.0%	0		
Picked up in a shop/eating establishment/attraction:		42.1%	24		
Given by an accommodation provider:		7.0%	4		
Other (<i>please specify</i>):		5.3%	3		
<table border="1" style="width: 100%;"> <tr> <td>given by family x 2</td> </tr> <tr> <td>North lincs bridleway</td> </tr> </table>				given by family x 2	North lincs bridleway
given by family x 2					
North lincs bridleway					

18. Would you be interested in buying Bowland branded products?					
Yes:		47.9%	58		
No:		52.1%	63		
18.a. Please give any suggestions:					
<table border="1" style="width: 100%;"> <tr> <td>any</td> </tr> <tr> <td>any local crafts or foods</td> </tr> </table>				any	any local crafts or foods
any					
any local crafts or foods					

any local produce
any natural products such as soaps etc made locally
any products
any products
Be readily available in most shops.
Local food products x 24
gifts and souvenirs
interested in any products
Key rings maybe
maybe biscuits and meat
maybe biscuits as places like the wild boar park
maybe souvenir type products x 6
wine, cheese etc. maybe dog treats or things like that for people who bring their dogs

19. Have you ever attended any organised events/guided walks in Bowland? (e.g. Festival Bowland)

Yes:		7.4%	9
No:		92.6%	112

19.a. If yes, which?

an organised walk, not sure of specific name
cross bay walk
Festival Bowland - various
Festival Bowland Hen Harrier Walk
Pendle witches at Halloween, Farm days with the children
Ranger events, craft events in Chipping village
some guided walks and bird watching
some walks
some walks, don't remember specific ones

19.b. Do you have any ideas for future events that you would like to attend in the Forest of Bowland?

activities with rangers for the children at beacon fell would be good
any bird watching events
any carnivals or village fates
Any children's events in villages.
any cycling events

any events x 2
any events that are near to the Yorkshire border
any family events
any local events would be great
any organised walks would be of interest that aren't along the normal routes
any walking events or village events would be appealing
Any walking events, longer trails around the F.O.B, maybe a week long trail stopping at different places through the area. circular walks with overnight stops
any walks or activities for children
badger watching
children orientated events during holidays x 5
county fairs
cycle rides x 4
day activities for the children, involving them in the villages etc
dog events maybe
food events, and local food tasters
Guided walks
maybe children orientated events
maybe otter walks for children in crook o'lune, children's activities
Maybe ranger days with schools, nature trails for children etc.
More bird watching events
More craft orientated events in villages.
more outside performances would be nice
more things for the children
mostly do our own thing
no, like to walk alone
open to any events
open to any events, would like more information on them so we know when they are happening
open to any local events really
open to try most new events
some children orientated things in the villages during the holidays
Things more for the children, possibly more events in the holidays
village events
would be interested in any

20. Any other comments:

Advertise facilities and areas more, the events aren't publicised enough.
Beautiful area
Beautiful area to live in
Beautiful countryside
Can't fault it.
cyclists around crook o'lune seem to be on the footpaths not intended for cyclists,
definitely come back again
Don't spoil it
enjoyed the day
Food is delicious
great area x 5
Help it remain unspoilt.
keep advertising, not enough awareness or information on the area
keep it an unspoilt area
keep it beautiful
Keep it the way it is.
keep up the good work
lovely and peaceful x 9
lucky to live so close x 2
More advertisements about the Forest of Bowlands, maybe in the school magazines to encourage free day trips with schools for the children
nice area, will probably visit again
nice trip and friendly people
Nice unspoilt area to visit, when it is nice weather!
people are very friendly
Please ensure that when engineering work is taking place across the line of a footpath, the footpath diversion is clearly signposted by the contractor. We had great difficulty about a month ago when we encountered work by the Hodder in the region of GR SD674503, blocking the path from Dunsop to Boarsden. We had to find our own way around through waterlogged meadows, and had to complete our walk with wet feet & socks. In fact we cut short our day out as a result.
pleasure to live here
The puddle duck cafe is lovely.
The signages along the roads to get to places, such as Beacon Fell are not easy to follow, mostly guess work.
Unspoilt, beautiful place
very impressed with the cycling and friendliness of everyone
very nice questionnaire
Very satisfactory.

We are lucky to live here, but biking trails, for BMX'ing and mud bikes, would be good.

we love it x 2

We will visit again.