Forest of Bowland AONB Visitor Survey Report
Summer 2008

Prepared by Hetty Byrne September 2008

FOREST OF BOWLAND
Area of Outstanding Natural Beauty

Table of Contents

Table of Figures

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.

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 pubic 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 157 visitors in allocated sites across the Forest of Bowland AONB including Gisburn Forest, Beacon Fell, Slaidburn, Dunsop Bridge, Trough of Bowland, 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 3 responses were completed online.
- Additionally 37 surveys were hosted by 5 accommodation providers during July and August and were completed by visitors during their stay.

2. Survey Results

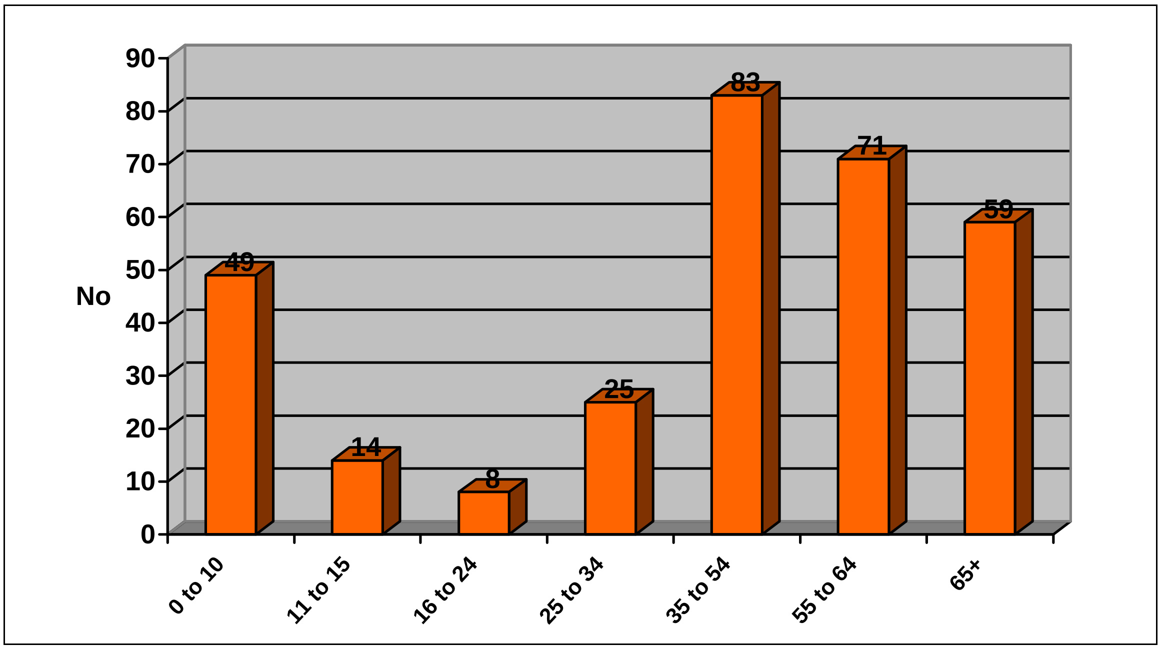
Appendix 1 shows the questions and results from the survey, a total of 197 visitors responded to the survey, which is comparable to the response of 200 in 2006.

The majority of questions were designed to elicit closed responses, however there were opportunities for visitors to offer more qualitative type response. The qualitative responses to questions 11, 12, 15c, 17, 20b and 21 can also be found in *Appendix 1.*

Comparisons to the data from 2004 and 2006 are made in the results section however, the questionnaire in 2008 was redesigned to take into consideration development of projects and work undertaken by the AONB over the last 2 years, therefore some of the less relevant questions from 2004 and 2006 were omitted and comparisons are not always possible.

2.1 Visitor Profile (Q1 – 4)

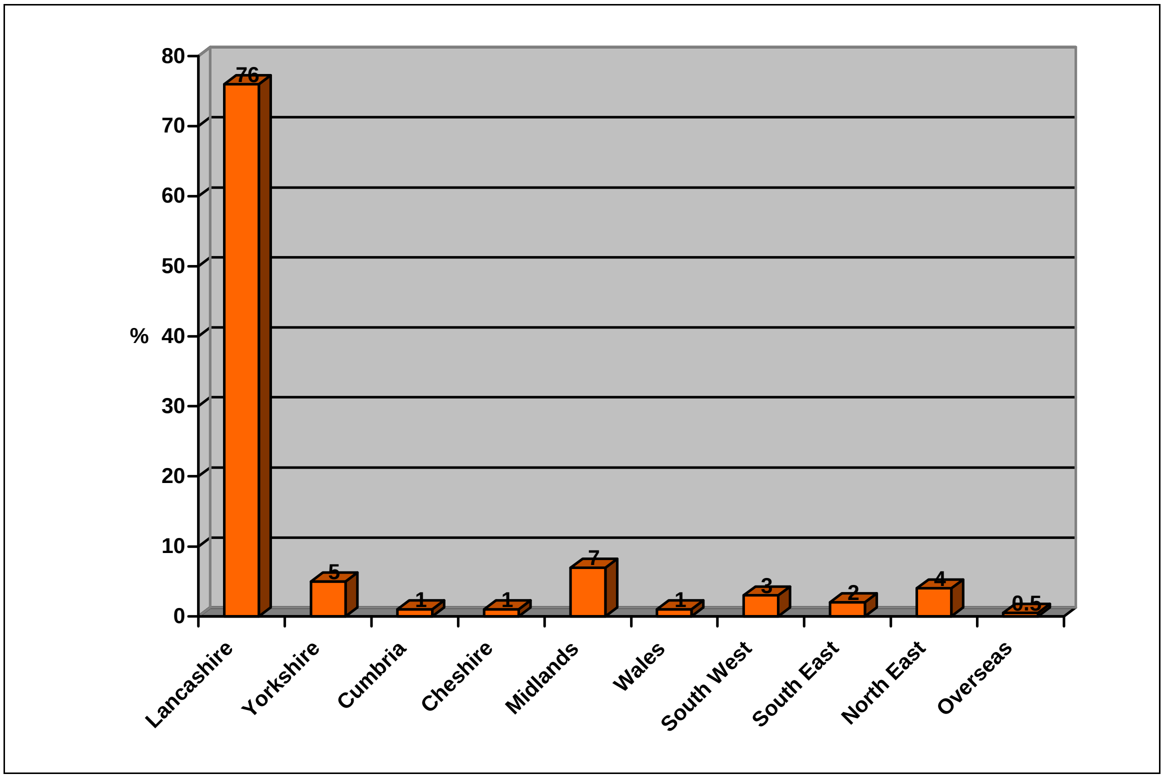
Figure 1 – Response by age



Although the overall response was 197, in some instances there were several members in a group, totalling 309 people and all belonging to different age categories (highlighted in Figure 1). The highest response occurred in the older age categories between 35 and 65+ with the highest response in the 35 to 54 age category. A high number were also represented in the 0 to 10 group who were accompanied either by parents in the 35 to 54 age group or by grandparents in the 55 + categories.

There is low representation in the 11 to 15, 16 to 24 and 25 to 34 categories. These results mirror those from 2004 and 2006 where representation was highest in 35 to 54 age group followed by the 55 to 64 group and then 65+ group.

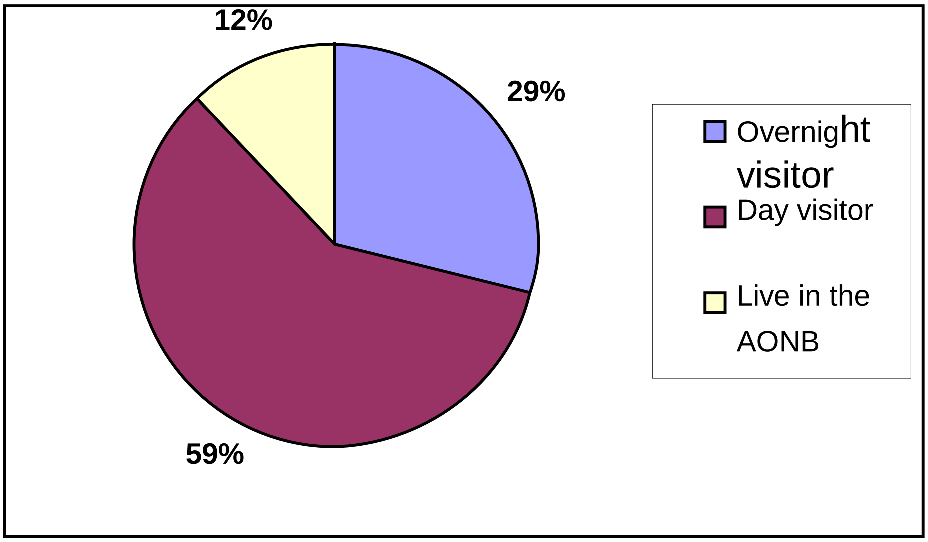
Figure 2 - Where visitors have come from



Visitors were asked to provide their postcode so that it would be possible to identify where they had come from. From Figure 2 it is clear that the majority of visitors are from Lancashire. Then next highest representation, although only small in comparison to representation for Lancashire is the Midlands followed by the North East then Yorkshire. This data conflicts somewhat with the information collated from the 2008 Enterprise Survey where tourism businesses reported a high representation of staying visitors from elsewhere in the UK. Perhaps the differences can be accounted for by the fact that the Visitor Survey is aimed at all visitors including a high percentage of day visitors, whereas the Enterprise survey is targeted at a high number of businesses providing data about staying visitors.

Figure 3 demonstrates that of the 76% from Lancashire, 12% live in the AONB. Over half of the visitors (59%) are day visitors and 29% are overnight visitors, again these percentages are similar to those that emerged in 2006 where 67% were day visitors (including AONB residents) and 33% were overnight visitors. In fact the number of staying visitors has reduced slightly by 4%.

Figure 3 – Type of visitor



2.2 Accommodation (Q5)

Figure 4 shows that of the 29% staying visitors, the most popular types of accommodation were B&B/Guest Houses, Camping & Caravanning and Self Catering. In 2006 a higher percentage of visitors were staying in hotels and fewer were camping.

Figure 4 – Types of accommodation

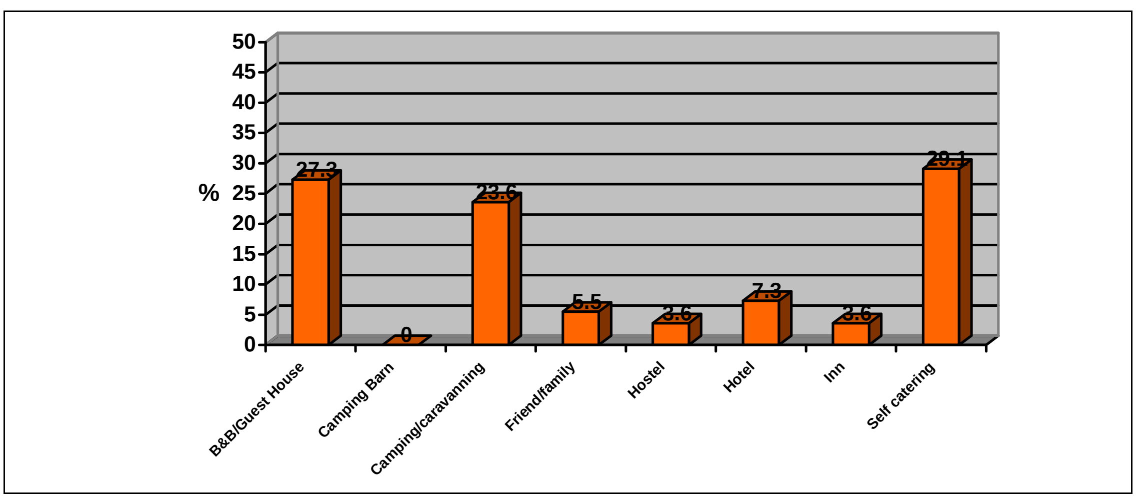
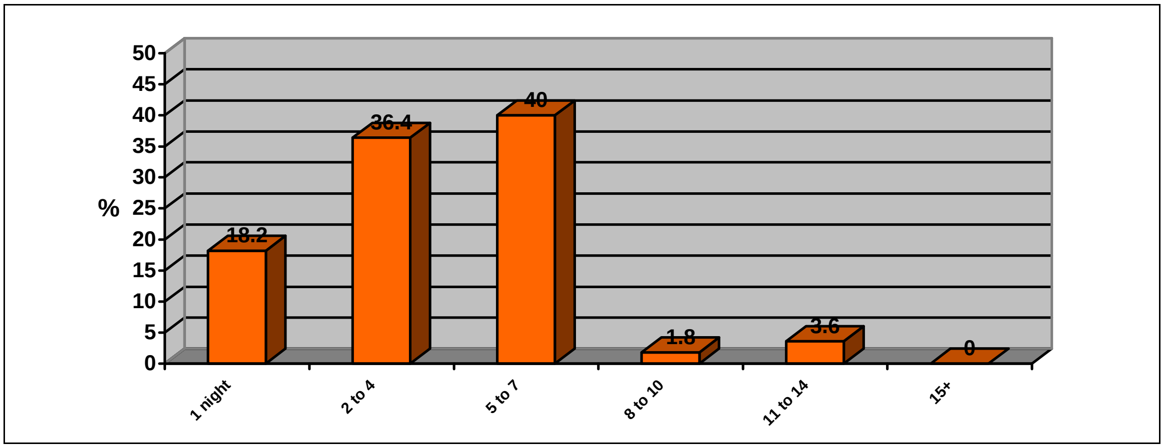


Figure 5 shows that majority of staying visitors are staying for shorter breaks between 2 to 4 nights or 5 to 7 nights, with a fairly high percentage (18%) staying for just one night. Few visitors are staying longer than 1 week. Despite this there has been an increase in the length of stay since 2006 when the highest percentage occurred in the '2 nights' only category.

Figure 5 – Length of stay



Staying visitors were asked how they had found their accommodation (Figure 6), the highest response was by a Google Search (26%) followed by Recommendation/stayed before (22%). 12% had found the accommodation 'on another website' while 10% had located them via the Forest of Bowland website. This is an encouraging percentage, given the Bowland accommodation website search has only been available since April 2008.

Figure 6 – Searching for accommodation

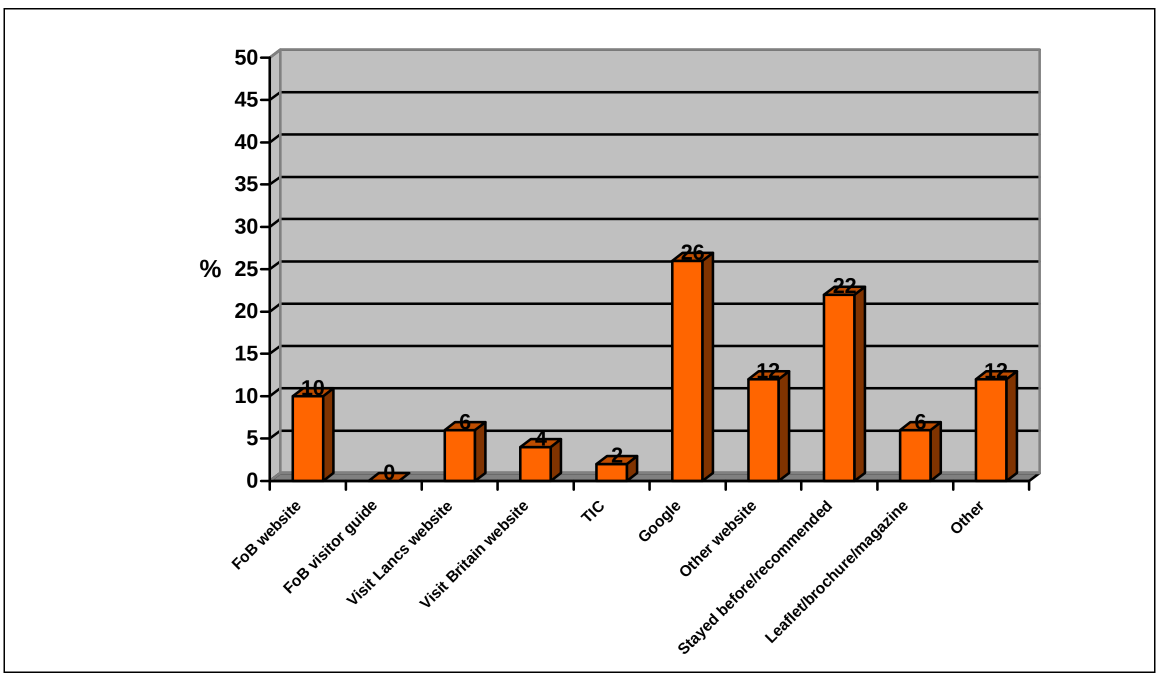
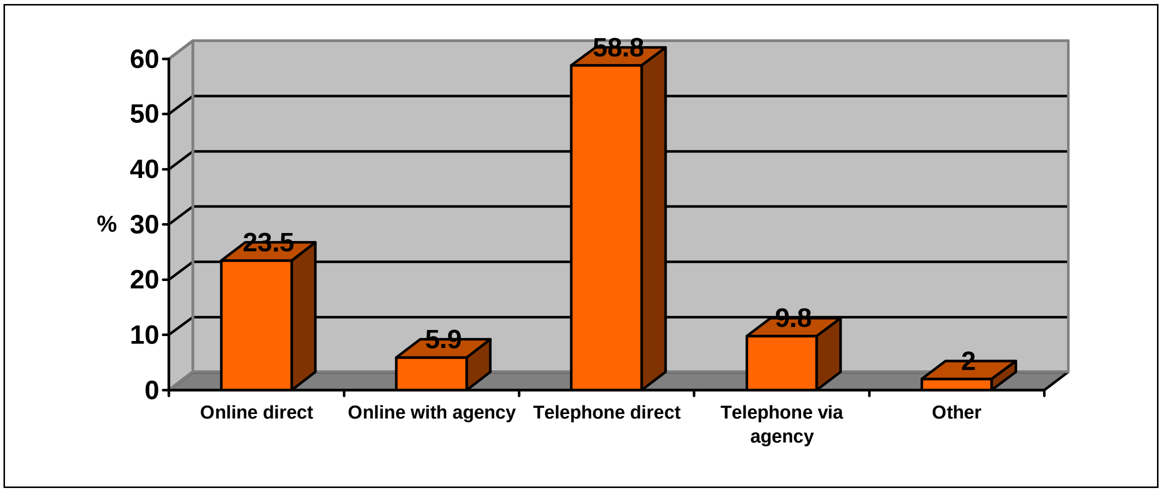


Figure 7 highlights how visitors booked their accommodation. Interestingly, even though a high number search for their accommodation online, the highest percentage still prefer to speak to the accommodation provider via the telephone rather than booking online (59% in comparison to 24% who booked online direct with the provider).

Figure 7 – Booking accommodation



2.3 Tramper routes (Q6)

The 2008 Economic Impact Survey reports in more detail those visitors who use a Tramper and trails specifically in the AONB. However, visitors in general were firstly asked if anyone in their party used a wheelchair or pushchair and then asked about their awareness of the Tramper routes. 7% used pushchairs and 10% used a Tramper and of those 36% were not aware of the Tramper routes, 32% were aware but had not used and 32% were aware and had used, so a fairly even distribution across all categories.

2.4 Transport (Q7)

The majority of visitors access the Forest of Bowland via a car (92%) with only 4% walking, 2% cycling and 1% arriving by public transport (the remaining 1% arrived either by motor bike or with a coach party). Again, a comparable figure although slightly higher to 2006 when 85% of visitors arrived by car.

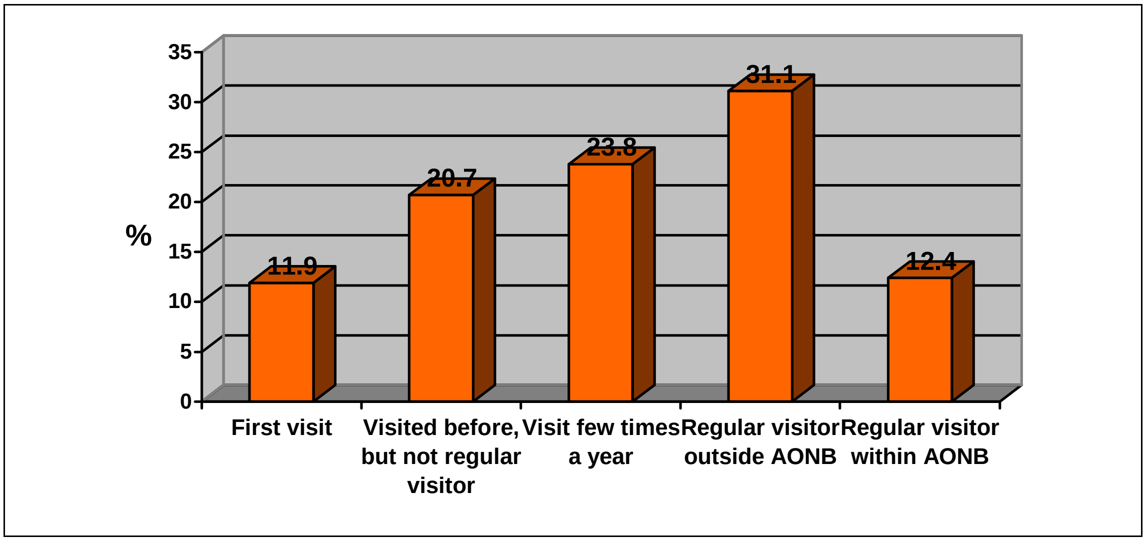
3 Visitor Spend (Q8)

A high number of visitors were reluctant to discuss their spend and so many did not complete this question – less than half of the respondents. However, of those that responded most spend occurred in cafes/restaurants/pubs (49%) and of those the majority spent either between £6 and £15 (42%) or £16 and £25 (26%). The next highest response was for spend on food and drink (take out)

where the majority spent between £1 and £5 (54%) and £6 and £15 (40%). The next highest spend category was for petrol followed by accommodation, car parking, then general shopping, gifts and attractions. There was little spent on local transportation.
In 2006 the majority of visitors were spending between £0 and £15 per day - 32% were spending between £0 and £5 and 38% between £5 and £15. Comparisons are difficult as spend in 2006 was not broken down into the different categories as in 2008, but it is evident in 2008 in the cafes/restaurants/pubs category that average daily spend had increased since 2006.

4 Frequency of visits (Q9)

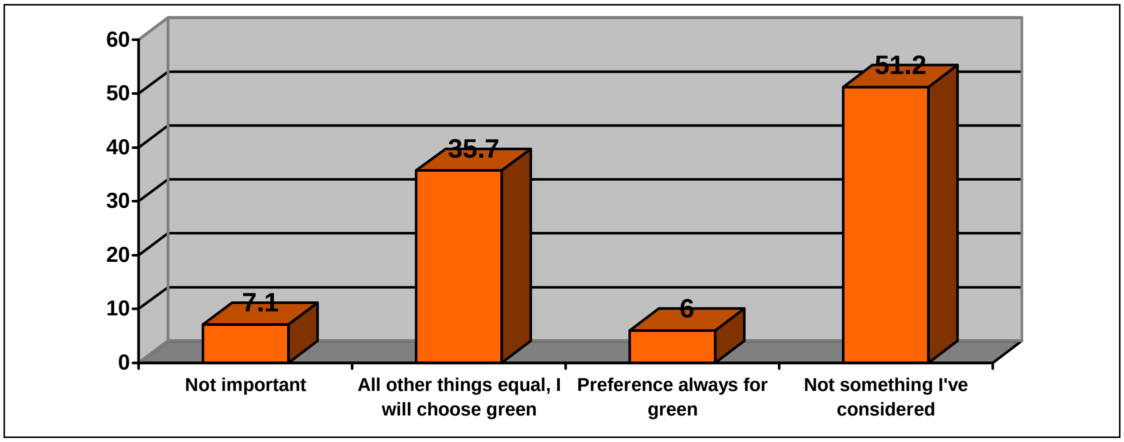
Figure 8 – Frequency of visits to the Forest of Bowland



There is a fairly even distribution of responses across all the categories, with a slightly higher response (31%) emerging in the 'Regular visitor living outside the AONB' category. This is followed by those who visit a few times a year and then those who have visited before but who are not regular visitors. Of the 12% who were visiting for the first time 84% stated that they would return, and the remainder stated that they were uncertain. In 2006 'regular day visitors' accounted for 47% of the total number of responses – again it is difficult to draw comparisons as the question wording has changed somewhat, with more detail being asked in 2008. However, in 2008 if both 'regular visitor' categories are combined a percentage of 44% emerges which is very similar to the figure of 2006.

4.1 Awareness of Green accredited accommodation (Q10)

Figure 9 – Awareness of green accredited accommodation



Over half of the respondents felt that ‘Green accredited accommodation was not something they had considered’ or although it wasn’t an option in the list of responses a fairly high number of visitors were not aware of Green accredited accommodation. However, the second highest response (36%) occurred in the category of ‘if all other things are equal, I will choose a Green accommodation provider over one that is not’, while lower percentages occurred in the ‘not important’ and ‘preference always to opt for green’ categories. There is scope for awareness raising of the scheme by the AONB and businesses to visitors in order for them to identify what the accreditation means.

5 Reasons for visiting the Forest of Bowland (Q11)

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

Walking:
Cycling:
Horse riding:
Bird watching:
Visit a particular attraction:
Visit a particular shop:
Visit a particular eating establishment:
Visit family/friends:
Pleasure visit/general sight seeing:
Visit the Forest of Bowland as a destination:
I live here:
Other *(please specify)*:

By a large percentage the highest response for reasons for visiting was for walking (accounting for 62%) followed by pleasure visit/general sight seeing (49%), cycling (17%) and bird watching (12%). Interestingly, 21% stated that they were visiting the Forest of Bowland as a 'destination', something which wasn't apparent in previous years and can be attributed to increased marketing and promotion of the Forest of Bowland by tourism businesses, partners and the AONB, through work such as the Sustainable Tourism Project. In 2006 42% stated that they were visiting for walking so there has been a 20% increase in the number of people specifically visiting the area to walk. Similarly, 38% in 2006 were visiting for general sight seeing compared to 49% in 2008. 17% emerged for cycling in both years.

Other reasons for visiting not stated in the original list, but accounting for 13% of the total responses was: Tramping, dog walking, fishing, hang gliding and picnics.

Visitors were asked to state their favourite places to visit in Bowland and why it was their favourite – a full list can be seen in *Appendix 1, question 12* - highlighted below are the most popular responses. The most popular response was Dunsop Bridge, mainly for bringing children along and because it is a pretty and picturesque village and for the ducks! A high percentage also stated that they like 'All of it' and that they couldn't pick one particular place, the reasons given were for the peace and quiet of the whole area and the picturesque villages. The next highest response was for Beacon Fell for the views, the Tramper trails and that it was good for children; followed by Slaidburn for the tranquil and varied walks and the Trough for the beautiful landscape, varied scenery, the heather and for picnics. This mirrors the information collated in 2004 and 2006 when it emerged that the most visited locations in Bowland were Dunsop Bridge, Slaidburn and the Trough. Beacon Fell is more frequented in 2008 than in previous years.

94% knew that the Forest of Bowland was an Area of Outstanding Natural Beauty. In 2004 this figure was 51% and 2006 76%, so overall there has been a marked increase in awareness of the Forest of Bowland as a protected area.

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 *(please specify)*

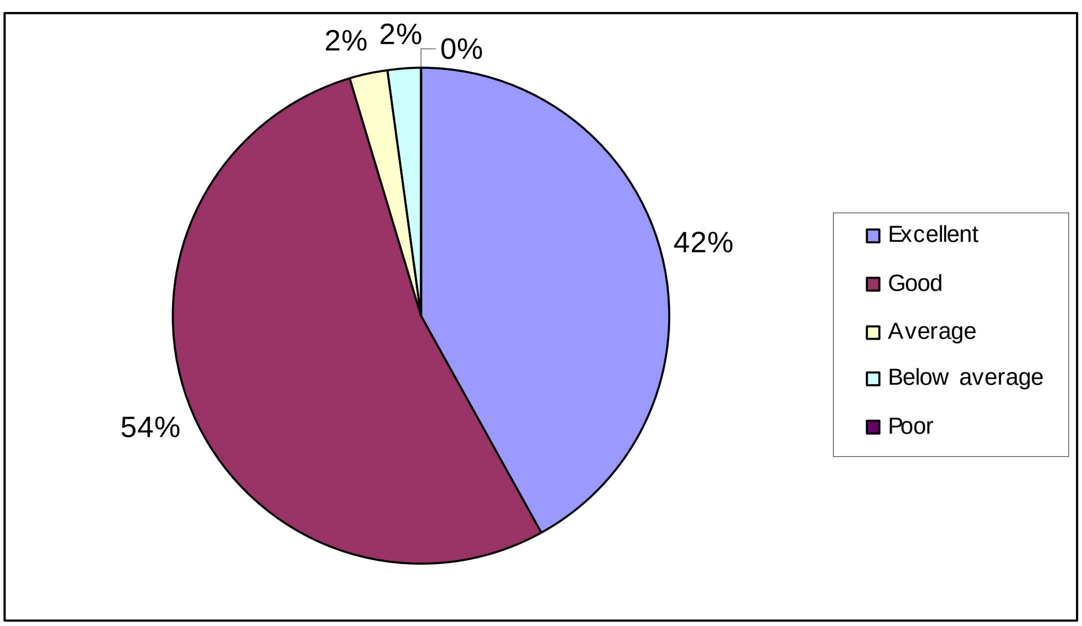
89% stated they liked the scenery and landscape and 72% the peace and quiet. The next highest number of responses were for the attractive villages and towns (57%) and walking (52%) followed by the fact that it was easy to get to (41%). The 'other' reasons are listed in *Appendix 1, question 14*. These are very similar to the reasons that emerged in 2004 and 2006.

6 <u>Forest of Bowland website (Q15)</u>

22% of visitors had visited the Forest of Bowland website, which is an increase from 2006 when 17% had visited the website.

Of those, the pages that people were visiting were walking with the highest response of 48%, followed by the events pages and general visitor information (38%). The accommodation pages accounted for 23% of the responses, followed by bird watching (21%) and wildlife and landscape (21%). In 2006 the majority of visitors were accessing walking and general information also. In 2006 there were requests for more walking maps, and events information; with developments to the website over the last 2 years some of these requests have been met.

Figure 10 – Usefulness of web information

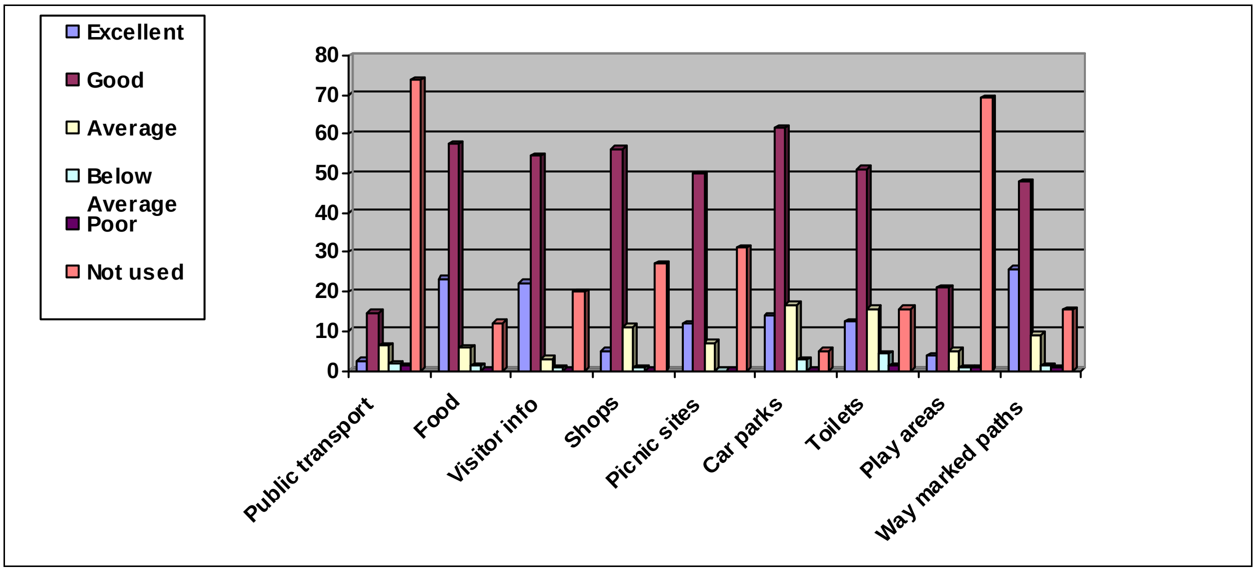


Of those that visited the Forest of Bowland website the majority (96%) felt that the usefulness of the information was either excellent or good.

The only comments that emerged for changes to the site were in relation to more images and photos and more detailed maps.

7 Local facilities and services (Q16)

Figure 11 – Visitor rating of local facilities and services



The services and facilities that were used least or 'not used' were public transport (74%) and play areas (69%). Visitors rated the food, car parks and way marked trails most highly – in the excellent/good categories the following percentages emerged 81%, 75% and 74%. In fact, very few respondents rated any of the services or facilities as below average or poor. Although this question has been modified since it was asked in 2006, the comparison that can be drawn is that in 2006 only a very small percentage rated any facilities as poor which is similar to 2008.

The only suggestions visitors offered as way of improvements related to better way marking, more cycle routes and more toilet and car parking facilities.

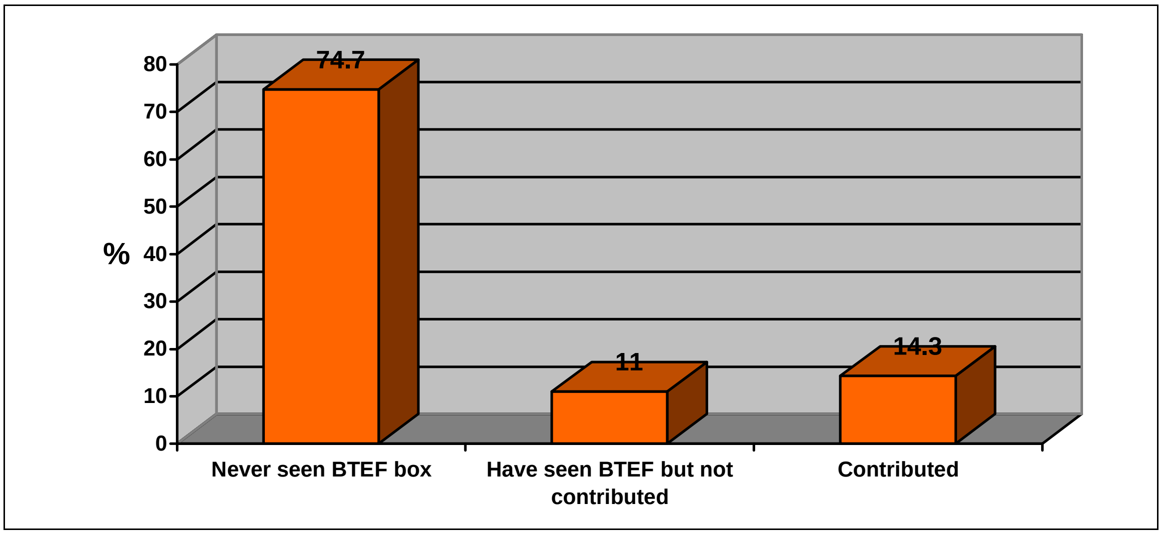
8 Forest of Bowland leaflets (Q18)

Less than 20% of visitors have actually used the Forest of Bowland leaflets, but of those who have used them the most popular were the Discovery Guide (23%) followed by the General Leaflet (16%), Village Leaflets (12%) and the Access Land Leaflet (12%). Of those who have used them 99% either rated them as excellent (43%) or good (56%).

Visitors were also asked to state how they had received the leaflets. The highest percentage (38%) picked them up from an Information Centre within the Forest of Bowland, the second highest (26%) was that visitors were given them by their accommodation provider, followed by 22% who picked them up in a shop/eating establishment or attraction. Few visitors downloaded them from the Forest of Bowland website (3%) or picked them up from an Information Centre out of the area (5%). Other ways in which visitors stated they had received leaflets was being given them by family or rangers while out and about in Bowland.

9 Visitor payback (Q19)

Figure 12 – Awareness of Bowland Tourism Environment Fund (BTEF)



The majority of visitors (75%) have never seen a BTEF box, while 11% have seen one but have not contributed and a further 14% have contributed. Therefore there is further scope for increasing awareness of the scheme both to the businesses wishing to host a funding box and to visitors.

10 Events (Q20)

17% of visitors had attended a Forest of Bowland event, these included Festival walks and birding events, disabled ramblers events and activities run at Beacon Fell. Some of the responses related to events run by various organisations and community groups throughout Bowland but not necessarily organised by the AONB unit, for example, Scarecrow Festivals. Suggestions for future events that visitors would like to see in Bowland included, an increase in the actual number of events held, more events for children, more local history and music events, more organised walks and in general increased publicity of all events.

Visitors were given the opportunity to write any other comments, although there were not many responses of this type several people generally commented very positively about the unspoilt beauty of the area and the quietness and peace and how they would like it to stay this way. There were just a few suggestions relating to more way marked trails for walking and cycling, more campsites and better public transport.

11 Conclusions and Recommendations

11.1 Key Findings

- The highest frequency of visitors occurs in the 35 to 54 age group followed by 55 + age groups. There are fewer visitors between the ages of 11 and 34.
- The majority of visitors are from Lancashire with some representation from Yorkshire and the Midlands. Although there is representation in all parts of the country only very low percentages emerge.
- There is a higher percentage of day visitors (59%) than overnight visitors (29%) while 12% actually live in the AONB.
- Of the overnight visitors the most popular type of accommodation is B&B, camping & caravanning and self catering.
- The majority of visitors stay for short breaks between 2 and 7 nights.
- The most popular way of searching for accommodation is via Google followed by the visitor having stayed before or via another website search. Therefore, searching for accommodation has become mainly Internet based. However, visitors still prefer to book their accommodation via the telephone rather than online.
- Of those who use Trampers or pushchairs a third have used the trails and a further 32% are aware but have not yet used them. So overall, an encouraging level of awareness of the Tramper routes given their relatively new introduction into Bowland.
- Nearly all of the visitors to the area have arrived by car.
- A fairly low percentage of visitors are actually willing to discuss their daily spend. However, of those that responded frequency of spend is highest for cafes, restaurants and pubs with the majority spending either between £6 and £15 or £16 and £25.
- 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 smallest representation occurs in the 'First visit' category.
- Over half of visitors have not considered Green accredited accommodation or are just not aware of it. A significant number however, would choose a green provider if all other things were equal. At either

ends of the spectrum a small percentage would either always choose green or would not consider it at all.

- The main 3 reasons for visitors coming to Bowland are for walking, pleasure visit/general sight seeing and visiting Bowland as a 'destination'.
- Visitor's favourite places to visit are Dunsop Bridge, Slaidburn, the Trough and Beacon Fell.
- Scenery and landscape and peace and quiet feature highly as to what people liked best about the Forest of Bowland.
- 22% of visitors have visited the Forest of Bowland website, looking mainly at the walking pages followed by events and general visitor information. The majority of visitors find the information either good or excellent.
- Most facilities and services are either rated as good or excellent but there is limited use of public transport and children's play areas.
- Less than ¼ of visitors have used the Forest of Bowland leaflets, but of those the most popular are the Discovery Guide, the General Leaflet, Village Leaflets and the Access Land leaflet. Again these are mainly rated as either good or excellent.
- Awareness and contribution to BTEF is still relatively low, with ¾ of visitors unaware of the scheme and only 14% who have actually contributed.
- Less than ¼ have attended Forest of Bowland events, but of those the majority have attended either Festival events or the disabled ramblers event organised over the summer.
- Overall, visitors would like to see more event publicity and an increase in the number of events being held in Bowland. Ideas for future events were for more organised walks, more events for children and more local history and music events.

11.2 Conclusions

The results reveal some marked differences in the responses between 2006 and 2008. In general these differences have highlighted positive change through such things as an increase in the length of stay of visitors, a higher preference for camping and caravanning, an increase in visitor spend and an increase in general awareness of the Forest of Bowland as a 'destination' and an understanding that Bowland is an Area of Outstanding Natural Beauty. There has also been an increase in the number of visits to the website and a change in the variety of information that people are visiting. There has been increased website developmental work undertaken by the AONB during 2008, including linking of accommodation and events to Lancashire and Blackpool Tourist Board's website. This has had impact on the visitor experience with 10% of visitors finding their accommodation via the searchable database on the Forest of Bowland website.

Although there has been an increase in the production of leaflets through the Sustainable Bowland project over the last two years, only 1/5th of visitors have used them. However, evidence from continued replenishing of Bowland leaflet stocks by Tourist Information Centres in the area has provided evidence that they are popular and regularly utilised.

11.3 Recommendations

- Increase the opportunities available for the 11 to 34 age groups which might include promotion of activities such as mountain biking or more extreme sports such as gliding and paragliding or ballooning for younger ages. There is scope to target these groups of people with information on the above activities through such campaigns as LBTB's Country Escapes. Similarly there is scope to do more targeted marketing of the area to visitors outside of Lancashire and the Northwest to increase visitor numbers from elsewhere in the UK. Projects such as the Lancashire Green Tourism Project through it's marketing offer has the potential to increase awareness of Lancashire as a green tourism destination, of which the Forest of Bowland is a big part.
- The 2008 Economic Impact survey has highlighted the positive impact of the trampers and routes in the Forest of Bowland. The Visitor survey has also highlighted that 1/3rd of the visitors who use a Tramper have used the trails in the Forest of Bowland. There is scope to further develop the number of trails and to develop business cluster groups in other parts of Bowland to emulate the successful Wyresdale Wheels for All project.
- Although length of stay of visitors has increased since 2006, there is further scope to encourage visitors to stay longer. This could be achieved by a more joined-up approach between businesses to provide visitors with the full tourism offer so that there is plenty for them to engage in whilst in the area. This could be achieved through specific activity cluster groups or for businesses to adopt a more a networked approach to promoting each other's businesses and in turn increasing the 'visitor offer' and enhanced visitor experience.
- Visitor's experience or understanding of the Green Tourism Business Scheme is still limited, there is therefore potential to further integrate key sustainable tourism messages in Forest of Bowland literature, via the website and through partner and tourism business websites. This in part has been achieved through the work undertaken in the Sustainable Tourism project, but there is further scope to develop these messages through the new Lancashire Green Tourism Project currently being undertaken by the AONB team.
- There has been an increase in the number of people specifically visiting the area to go walking, therefore continued development of the website routes will assist in providing visitors with the walking offer, along with further encouragement of the businesses to promote local walks and provide maps and resources available from the Forest of Bowland

website. This can be delivered in part through the Sustainable Tourism Business Network meetings.

- There is still scope for increased awareness of the Bowland Tourism Environment Fund.
- There has been a significant number of requests for an increase in the number and type of events offered in the Forest of Bowland and for better publicity. This may be achieved in part during 2009 through the new year-round calendar events offered through ‘Festival Bowland’.

Appendix 1 – Questionnaire and Results

Section 1: Questionnaire

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

Barley:		7.4%	14
Beacon Fell:		7.9%	15
Crook O'Lune:		7.4%	14
Downham:		16.9%	32
Dunsop Bridge:		6.9%	13
Gisburn Forest - School Lane car park:		3.7%	7
Gisburn Forest - Cocklett Hill car park:		5.3%	10
Scorton:		6.3%	12
Slaidburn:		6.3%	12
Trough of Bowland:		5.8%	11
Wray:		9.0%	17
Other *(please specify)*:		16.9%	32

Abbeystead
Bleasdale x12
Broadgate farm x 7
Caton x 3
chipping
Clapham x 7
Cobble Hey

1.a. "'Date of visit'"

15 Mar 2008:		0.6%	1
08 Jun 2008:		0.6%	1
28 Jun 2008:		0.6%	1
07 Jul 2008:		0.6%	1
08 Jul 2008:		2.2%	4
09 Jul 2008:		0.6%	1
12 Jul 2008:		0.6%	1
13 Jul 2008:		5.6%	10

17 Jul 2008:		1.1%	2
18 Jul 2008:		0.6%	1
19 Jul 2008:		1.7%	3
20 Jul 2008:		3.9%	7
23 Jul 2008:		0.6%	1
24 Jul 2008:		7.9%	14
26 Jul 2008:		1.7%	3
27 Jul 2008:		0.6%	1
30 Jul 2008:		7.3%	13
31 Jul 2008:		1.1%	2
01 Aug 2008:		0.6%	1
02 Aug 2008:		1.1%	2
05 Aug 2008:		1.1%	2
06 Aug 2008:		6.7%	12
09 Aug 2008:		1.1%	2
15 Aug 2008:		15.2%	27
16 Aug 2008:		2.2%	4
19 Aug 2008:		7.9%	14
22 Aug 2008:		0.6%	1
23 Aug 2008:		0.6%	1
27 Aug 2008:		3.4%	6
29 Aug 2008:		7.9%	14
30 Aug 2008:		1.1%	2
31 Aug 2008:		0.6%	1
01 Sep 2008:		0.6%	1
03 Sep 2008:		6.7%	12
04 Sep 2008:		0.6%	1
05 Sep 2008:		0.6%	1
12 Sep 2008:		1.1%	2
13 Sep 2008:		2.8%	5

2. "'How many people are in your group and which age bracket do they fit into?'"			
2.a. No in group – 0-10			
1:		42.9%	21
2:		46.9%	23
3:		4.1%	2
4:		4.1%	2

5:		0.0%	0
6+:		2.0%	1
2.a.i. No in group -- 11-15			
1:		64.3%	9
2:		28.6%	4
3:		0.0%	0
4:		0.0%	0
5:		0.0%	0
6+:		7.1%	1
2.a.ii. No in group -- 16-24			
1:		37.5%	3
2:		62.5%	5
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:		36.0%	9
2:		52.0%	13
3:		0.0%	0
4:		12.0%	3
5:		0.0%	0
6+:		0.0%	0
2.a.iv. No in group -- 35-54			
1:		37.3%	31
2:		60.2%	50
3:		0.0%	0
4:		1.2%	1
5:		1.2%	1
6+:		0.0%	0
2.a.v. No in group -- 55-64			
1:		34.4%	21
2:		54.1%	33
3:		4.9%	3
4:		1.6%	1
5:		1.6%	1

6+:		3.3%	2
2.a.vi. No in group -- 65+			
1:		33.9%	20
2:		45.8%	27
3:		3.4%	2
4:		3.4%	2
5:		5.1%	3
6+:		8.5%	5

3. '''Your postcode:'''
BB1
BB10 x 3
BB11
BB12 x 3
BB3 x 2
BB4 x 3
BB5 x 2
BB6 x 12
BB8 x 4
BB9 x9
BD10
BD16 x 2
BD20
BD22
BD23
BL1 x 2
BL5 x 5
BL9
BN1
CH7
CV47
CW8
DA13
DH1
DL1
DN10

DT2
EX7
FY1
FY3
FY4 x 3
FY5 x 6
FY6 x 2
FY7
FY8 x 3
GL5 x 2
HG1
HR6 x 2
HX7
KT13
L31
L37
LA1 x 7
LA10
LA12
LA2 x 7
LA4
LA4 x 4
LS19
LS29
M13
M29
MK7
NE3
NE46
OL10
OL13
OL14
PR1 x 5
PR2 x 3
PR3 x 16
PR4 x 6

PR7 x 3
PR8
PR9 x 3
SK2 x 2
SK4
SK6
SL6
SN10
SP8
SY15
TA1
TF10
TS9
USA
WA4
WN3
WN6
WR10
WR14
WR3
WR4
WR5

4. "'Which of the following is correct for this visit?'"			
Overnight visitor (go to Q5):		28.6%	53
Day visitor (go to Q6):		58.9%	109
I live in the Forest of Bowland (go to Q6):		12.4%	23

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

Bentham x2
Caton
Chipping
Clapham
Clitheroe x 4
Garstang
Grindleton

High Bentham
Hornby x 2
Knowle Green x 2
Newchurch-in-Pendle
Ribchester
Scorton
Slaidburn
Waddington
Wiswell

5. "'What accommodation are you staying in for this visit?'"			
B&B/Guest House:		27.3%	15
Camping barn:		0.0%	0
Camping/caravanning:		23.6%	13
Friend/family:		5.5%	3
Hostel:		3.6%	2
Hotel:		7.3%	4
Inn:		3.6%	2
Self catering:		29.1%	16
5.a. "'For how many nights are you staying?'"			
One night:		18.2%	10
2 to 4:		36.4%	20
5 to 7:		40.0%	22
8 to 10:		1.8%	1
11 to 14:		3.6%	2
15 +:		0.0%	0
5.b. "'How did you find your accommodation?'"			
Forest of Bowland website:		10.0%	5
Forest of Bowland visitor guide:		0.0%	0
Visit Lancashire website:		6.0%	3
Visit Britain website:		4.0%	2
Tourist Information Centre:		2.0%	1
Google search:		26.0%	13
Other website:		12.0%	6

Stayed before/recommendation:		22.0%	11
Leaflet/brochure/magazine article:		6.0%	3
Other *(please specify)*:		12.0%	6

Caravan Club Site
On route
Wedding invite x 2
YHA x 2

5.c. '"How did you book your accommodation?"'			
Online - direct with accommodation provider:		23.5%	12
Online - via an agency or organisation:		5.9%	3
Telephone - direct with accommodation provider:		58.8%	30
Telephone - via an agency or organisation:		9.8%	5
Other *(please specify)*:		2.0%	1
Called at site			

6. '"Does anyone in your party use the following?"'			
Pushchair/pram:		n/a	12
Wheelchair:		n/a	17
No, (go to Q7):		n/a	147
6.a. '"If yes, are you aware of trampers and trails for wheelchair and pushchair users in the Forest of Bowland?"'			
Not aware:		35.3%	12
Aware, but never used:		32.4%	11
Aware and have used:		32.4%	11

7. '"By which mode of transport have you reached the FoB for this visit?"'			
Car:		92.1%	174
Motor bike/moped:		0.5%	1
Organised coach party:		0.5%	1
Push bike:		2.1%	4
Public transport:		1.1%	2
Walked:		3.7%	7

8. '"Please indicate your total spend per person per day under each of the following headings."'		
8.a. Accommodation -- '"Amount"'		
0:	0.0%	0
£1 to £5:	5.1%	2
£6 to £15:	17.9%	7
£16 to £25:	30.8%	12
£26 to £50:	28.2%	11
£51 to £100:	15.4%	6
£100+:	2.6%	1
8.b. Attractions/entertainment/events -- '"Amount"'		
0:	6.2%	1
£1 to £5:	18.8%	3
£6 to £15:	37.5%	6
£16 to £25:	25.0%	4
£26 to £50:	6.2%	1
£51 to £100:	6.2%	1
£100+:	0.0%	0
8.c. Car parking -- '"Amount"'		
0:	2.9%	1
£1 to £5:	94.3%	33
£6 to £15:	2.9%	1
£16 to £25:	0.0%	0
£26 to £50:	0.0%	0
£51 to £100:	0.0%	0
£100+:	0.0%	0
8.d. Cafés/restaurants/pubs -- '"Amount"'		
0:	0.0%	0
£1 to £5:	19.6%	19
£6 to £15:	42.3%	41
£16 to £25:	25.8%	25
£26 to £50:	11.3%	11
£51 to £100:	1.0%	1
£100+:	0.0%	0
8.e. Food & drink (take out) -- '"Amount"'		
0:	0.0%	0
£1 to £5:	53.8%	28
£6 to £15:	40.4%	21

£16 to £25:		3.8%	2
£26 to £50:		1.9%	1
£51 to £100:		0.0%	0
£100+:		0.0%	0
8.f. Gifts/crafts/produce -- "'Amount'"			
0:		4.5%	1
£1 to £5:		63.6%	14
£6 to £15:		13.6%	3
£16 to £25:		18.2%	4
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
8.g. Petrol/garage services -- "'Amount'"			
0:		5.3%	2
£1 to £5:		13.2%	5
£6 to £15:		28.9%	11
£16 to £25:		26.3%	10
£26 to £50:		26.3%	10
£51 to £100:		0.0%	0
£100+:		0.0%	0
8.h. Shopping -- "'Amount'"			
0:		3.4%	1
£1 to £5:		20.7%	6
£6 to £15:		41.4%	12
£16 to £25:		24.1%	7
£26 to £50:		10.3%	3
£51 to £100:		0.0%	0
£100+:		0.0%	0
8.i. Local transportation (buses, trains, taxis, bike hire) -- "'Amount'"			
0:		40.0%	2
£1 to £5:		0.0%	0
£6 to £15:		60.0%	3
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0

8.j. Other -- '"Amount"'			
0:		25.0%	1
£1 to £5:		25.0%	1
£6 to £15:		0.0%	0
£16 to £25:		25.0%	1
£26 to £50:		25.0%	1
£51 to £100:		0.0%	0
£100+:		0.0%	0

9. '"How often do you visit the FoB?"'			
First visit:		11.9%	23
Visited before, but not a regular visitor:		20.7%	40
Visit a few times a year:		23.8%	46
Regular visitor (living outside the Forest of Bowland):		31.1%	60
Regular visitor (living within the Forest of Bowland):		12.4%	24
9.a. '"If it is your first visit will you return?"'			
Yes:		84.2%	16
No:		0.0%	0
Undecided:		15.8%	3

10. '"How aware are you of 'Green' accredited accommodation?"'			
It is not important whether the accommodation provider is Green or not:		7.1%	12
If all things are equal, I will choose a Green accommodation provider over one that is not:		35.7%	60
Irrelevant of cost or other facilities, my preference is always to opt for a Green accommodation provider:		6.0%	10
Not something I have particularly considered:		51.2%	86

11. '"What is your main reason(s) for visiting the FoB?"' Select up to 3 responses:			
Walking:		62.0%	123
Cycling:		16.7%	33
Horse riding:		0.5%	1
Bird watching:		11.6%	23
Visit a particular attraction:		5.5%	11
Visit a particular shop:		2.0%	4
Visit a particular eating establishment:		8.1%	16
Visit family/friends:		11.6%	23
Pleasure visit/general sight seeing:		48.7%	96
Visit the Forest of Bowland as a destination:		20.8%	41
I live here:		4.5%	9
Other *(please specify)*:		12.6%	25

3 day tramper holiday with family
Close to where we live
Disabled ramblers
Dog walking
Family wedding
Feed the ducks
Fishing x 3
For beauty and tranquillity
Hang gliding
Motor bike ride
nice to park up and watch the day go by
other
picnic x 2
Running
Tramper trails x 3
Treasure hunt, Beacon Fell
Visit a caravan site
Wedding x 3

12. '"Please list your favourite places to visit in the Forest of Bowland and why?"'

All of it x 14 - for the peace and quiet, pretty villages, nicer than the lakes
Barley, Downham & Pendle x 6
Beacon Fell x 13 – views, good for children, tramper trails
Bleasdale x 3 – pretty villages and scenery
Bowland Knotts, Whitendale, Hodder Valley - peacefulness
Calder Vale, Barnacre
Chipping x 4 – excellent hostelries and cheese, good base for walking
Clitheroe x 3 - shops
Crook O'lune x 8 – accessible and good parking
Downham x 9 – pretty and quiet
Dunsop x 18 – good for children, ducks, picturesque, peacefulness
Langden valley x 2 - Excellent bird watching
Gisburn Forest x 7 – cycle trails and mountain biking
Hodder Valley x 3 - picnics and swimming, peacefulness and escapism
Hurst Green
Kemple End x 2 - picnics
Longridge Fell - easy access
Ogden Reservoir
Parlick - hang gliding
Pendle Hill x 7 - good for walking and easy to get to
Quernmore valley, Caton & Littledale - challenging cycle terrain and good cafe stops
Ribble Valley x 3
Scorton & Garstang x 3
Slaidburn x 12 – tranquil and varied walks, bacon butties, good walking, scenery
Stocks Reservoir x 4 – walking and bird watching
The Fells
The Inn at Whitewell
Trough of Bowland x 10 - Good for cycle training, nice picnic sites, landscape, very beautiful, beautiful heather, watch the seasons change
Trough of Bowland - picnic sites
Upper Bleasdale Wild and remote
Waddington x 2, Clitheroe & Downham
Whitendale – good walking and bird watching
Whitewell x 3- good food at inn
Wray
Wyre Way - Walking

13. '''Did you know the Forest of Bowland is an Area of Outstanding Natural Beauty?'''		
Yes:	93.6%	175
No:	6.4%	12

14. '''What do you like about the FoB? (tick any that apply)'''		
Peace and quiet:	71.5%	141
Scenery/landscape:	88.8%	175
Attractive villages/towns:	57.4%	113
Cycling:	17.7%	35
Walking:	52.3%	103
Horse riding:	0.5%	1
Bird watching:	18.8%	37
Wildlife:	30.9%	61
Food:	20.3%	40
Easy to get to:	40.6%	80
Good base for visiting other areas:	13.2%	26
Other *(please specify)*:	5.1%	10

Accessibility
Children can run around
Clean, pretty streams
Dog walking
Hen harriers
Lancashire hospitality
Natural Beauty
Off road tracks and paths
Openness
Wilderness and pretty villages

15. '''Have you visited the FoB website?'''		
Yes:	22.3%	42
No (Go to Q16):	77.7%	146
15.a. '''If yes, what have you visited on the site?''' (% based on 42 who have visited site)		
Accommodation:	23.8%	10
Bird watching:	21.4%	9
Cycling:	19.0%	8

Events:		38.1%	16
Fishing:		4.8%	2
General visitor information:		38.1%	16
Heritage & Culture:		7.1%	3
Horse riding:		2.4%	1
Local produce:		9.5%	4
Public transport:		4.8%	2
Walks:		48.0%	20
Wildlife and landscape:		21.4%	9
Other *(please specify)*:		2.4%	1
Tramper info			
15.b. "'How useful was this information?'"			
Excellent:		41.9%	18
Good:		53.5%	23
Average:		2.3%	1
Below average:		2.3%	1
Poor:		0.0%	0
15.c. "'Do you have any suggestions for changes or additions to the website?'"			
More detailed maps			
More images			
Photo section			
Website doesn't do it justice, it more beautiful that what I thought.			

16. "'How would you rate the local facilities and services that you have used?'"			
16.a. Public transport (total responses – 164)			
Excellent:		2.4%	4
16.a.i. Public transport			
Good:		14.6%	24
16.a.ii. Public transport -- "'RATING'"			
Average:		6.2%	10
16.a.iii. Public transport			
Below average:		1.8%	3
16.a.iv. Public transport			
Poor:		1.2%	2
16.a.v. Public transport			

Not used:		73.8%	121
16.b. Food (total responses – 172)			
Excellent:		23.3%	40
16.b.i. Food			
Good:		57.6%	99
16.b.ii. Food -- '''RATING'''			
Average:		5.8%	10
16.b.iii. Food			
Below average:		1.2%	2
16.b.iv. Food			
Poor:		0%	0
16.b.v. Food			
Not used:		12.1%	21
16.c. Visitor information (total responses – 171)			
Excellent:		22.2%	38
16.c.i. Visitor information			
Good:		54.4%	93
16.c.ii. Visitor information -- '''RATING'''			
Average:		2.9%	5
16.c.iii. Visitor information			
Below average:		0.6%	1
16.c.iv. Visitor information			
Poor:		0%	0
16.c.v. Visitor information			
Not used:		19.9%	34
16.d. Shops (total responses -162)			
Excellent:		4.9%	8
16.d.i. Shops			
Good:		56.2%	91
16.d.ii. Shops -- '''RATING'''			
Average:		11.1%	18
16.d.iii. Shops			
Below average:		0.6%	1
16.d.iv. Shops			
Poor:		0%	0
16.d.v. Shops			
Not used:		27.2%	44

16.e. Picnic sites (total responses – 170)			
Excellent:		11.7%	20
16.e.i. Picnic sites			
Good:		50.0%	85
16.e.ii. Picnic sites -- '''RATING'''			
Average:		7.1%	12
16.e.iii. Picnic sites			
Below average:		0%	0
16.e.iv. Picnic sites			
Poor:		0%	0
16.e.v. Picnic sites			
Not used:		31.1%	53
16.f. Car parks (total responses – 180)			
Excellent:		13.8%	25
16.f.i. Car parks			
Good:		61.7%	111
16.f.ii. Car parks -- '''RATING'''			
Average:		16.7%	30
16.f.iii. Car parks			
Below average:		2.8%	5
16.f.iv. Car parks			
Poor:		0%	0
16.f.v. Car parks			
Not used:		5.0%	9
16.g. Toilets (total responses -172)			
Excellent:		12.2%	21
16.g.i. Toilets			
Good:		51.1%	88
16.g.ii. Toilets -- '''RATING'''			
Average:		15.7%	27
16.g.iii. Toilets			
Below average:		4.1%	7
16.g.iv. Toilets			
Poor:		1.2%	2
16.g.v. Toilets			
Not used:		15.7%	27
16.h. Children's play areas (total responses – 162)			

Excellent:		3.8%	6
16.h.i. Children's play areas			
Good:		21.0%	34
16.h.ii. Children's play areas -- '''RATING'''			
Average:		4.9%	8
16.h.iii. Children's play areas			
Below average:		0.6%	1
16.h.iv. Children's play areas			
Poor:		0.6%	1
16.h.v. Children's play areas			
Not used:		69.1%	112
16.i. Way marked paths/trails (total responses – 175)			
Excellent:		25.8%	45
16.i.i. Way marked paths/trails			
Good:		48.0%	84
16.i.ii. Way marked paths/trails -- '''RATING'''			
Average:		9.1%	16
16.i.iii. Way marked paths/trails			
Below average:		1.1%	2
16.i.iv. Way marked paths/trails			
Poor:		0.6%	1
16.i.v. Way marked paths/trails			
Not used:		15.4%	27

17. '''Do have any suggestions for improvements for any of the local facilities and services?'''
Better public transport.
Better toilets x 3
Better way markers x4
Clearer footpaths
Disabled toilets with easy access from car parks.
Easier access to literature
I have not seen any toilets in Gisburn Forest
More and MUCH cleaner toilets!
More benches on longer walks.
More car parks and toilets
More clean public toilets - like the ones in Downham
More cycle paths x 2

More facilities at Gisburn Forest
More kids play areas
More paths for pushchairs
More signs on footpaths
More toilet facilities x 2
Muddy paths
Nettles need clearing around stiles
Shortage of car parking
Signs sometimes not easy to see
Some stiles aren't too good.

18. "'Which of the following FoB leaflets have you used? (tick any that apply)'" -- if none go to Q19

Access land:	12.2%	24
Birding in Bowland:	11.2%	22
Bowland by Bike:	8.6%	17
Bowland by Bus:	3.5%	7
Discover Bowland -- visitor guide:	22.8%	45
Fishing in Bowland:	2.0%	4
General leaflet:	15.7%	31
North Lancashire Bridleway:	2.0%	4
Taste of Bowland -- food directory:	11.2%	22
Treading carefully:	2.5%	5
Village leaflets, eg Welcome to Slaidburn:	12.2%	24
5 ways to be a good visitor:	1.5%	3
Wyresdale Wheels for All -- trampers:	7.6%	15

18.a. "'How do you rate the quality/usefulness of the FoB leaflets?'"

Excellent:	42.6%	40
Good:	56.4%	53
Average:	1.1%	1
Below average:	0.0%	0
Poor:	0.0%	0

18.b. "'How have you received the FoB leaflets?'"

Downloaded from the FoB website:		3.2%	3
Picked up from an Information Centre within the FoB:		37.6%	35
Picked up from an Information Centre outside the FoB:		5.4%	5
Picked up in a shop/eating establishment/attraction:		21.5%	20
Given by an accommodation provider:		25.8%	24
Other *(please specify)*:		6.5%	6

District Council
Family
From ranger x 2
Given during weekend
not seen any

19. "'Visitor payback scheme -- Bowland Tourism & Environment Fund (BTEF)'"

I have never seen a Forest of Bowland BTEF contribution box:		74.7%	136
I have seen a Forest of Bowland BTEF contribution box but have not contributed:		11.0%	20
I have contributed in a Forest of Bowland box:		14.3%	26

20. "'Have you ever attended any organised events/guided walks in Bowland?'"

Yes:		16.9%	30
No:		83.1%	148

20.a. "'If yes, which?'"

Art trail
Bowland Festival events
Disabled ramblers x 7
Festival x 4

Gisburn Forest walk and Bat walk, Wray
GPS training
Holiday events for children
Lapwing walks
Organised walks
RSPB bird day
Scarecrow festival
Tramper events
Treasure Hunt, Beacon Fell x 2
Volunteer on Hare survey 2005

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

Better publicity
Children's ramble
Downhill bike competition.
Extend walking festival
Family walks
Herbal walk
Kite flying, rock climbing, agricultural shows
Local history
More bird walks.
More events generally - music?
More for children
More walking festivals
No, you have made a good start over the last 4 years
Publicise existing events more
Publicise them wider
Survival courses - den and shelter building
Walking weeks
WI Organised Walks
Would like to receive info about any guided walks for mobility vehicle tramper wheelchair users.

21. "'Any other comments:'"

A beautiful part of our country
A very good day out.
A very pleasant part of the world.

Attraction is that it is unspoilt and not too touristy.
Bad walking access around Clitheroe.
Beautiful
Events can be too busy e.g. Chipping fair
Excellent
Excellent
I consider myself very lucky to live close to such a beautiful area.
I loved the Bleasdale Cottage facilities
I would like to see further development of mountain bike tracks to rival other forestry commission sites.
Like it unspoilt
Lovely area and a great place to get away from it all - loved the peace and solitude.
Lovely!
More campsites
More fishing info.
More warning signs on unfenced roads regarding roaming sheep
Needs better public transport.
New paths are excellent.
Newchurch car park sold for housing, now there are cars everywhere on street.
Nice and tidy
Perfect holiday at Bleasdale cottages
Quite impressed.
Road signs could be better
Unspoilt and uncommercialised.
Very nice and will visit again if we come back.
Very nice place, keep up the good work.
Very nice, Bleasdale is lovely
We really enjoy driving in the area. My husband is disabled and an active driver and the area is close at hand, yet a beautiful part of the world.
Would not like to see the area over commercialised - the attraction is the quiet simplicity, it is a beautiful area.