

Countryside and Rights of Way (CROW) Act 2000 (Part 1): National Open Access Visitor Survey (2006-2008)

Communications Report

First published 12 September 2011

Foreword

Natural England commission a range of reports from external contractors to provide evidence and advice to assist us in delivering our duties. The views in this report are those of the authors and do not necessarily represent those of Natural England.

Background

The Countryside and Rights of Way (CROW) Act 2000 (Part 1) came into effect across England in 2005. The Act provides a new right of open access allowing people to walk freely over areas of mapped open country (mountain, moor, heath, down) and registered common land.

The National Open Access Visitor Survey (NOAVS) 2006 - 2008 represents one of the largest elements of the monitoring programme. It was set up to provide site specific and spatial use data of actual users of Access Land. The monitoring techniques developed and tested are to be used to guide the development of standard on-site visitor monitoring approaches and the findings guide integrated access management best practice that can be used to deliver wider Access & Engagement outcomes.

The findings have already been used to inform the reassessment of restrictions on specific sites of biodiversity and land management concern to understand whether positive access management or statutory restrictions are proving effective in protecting sensitive habitats and species to access. The findings are to also inform future Open Access regulation, communication activity and integrated access delivery. The implementation of the Coastal Access programme and the development of its

evaluation and monitoring framework will also be informed.

This Commissioned Report is the main **Communications Report** outlining the detailed findings of the NOAVS designed to guide future communication of the new rights.

This report is being published as part of a package of reports relating to monitoring the impacts of (CROW) Act 2000 (Part 1). These include:

- Executive Summary, Communications and Access Management Commissioned Reports of the NOAVS (2006 to 2008) published in three parts NECR036a, NECR036b and NECR036c;
- Breeding Bird Survey (BBS) Pilot Study (2006) NECR040; and
- Upland Breeding Bird Survey (UBBS) (2007) NECR041.

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Natural England Project Manager - Rob Keane, 3rd Floor, Bridgewater House, 60 Whitworth Street, Manchester, M1 6LT rob.keane@naturalengland.org.uk

Contractor - Christine Johnson of AECOM, 1 New York Street, Manchester, Lancashire, M1 4HD and Ken Taylor of Asken Ltd, 17 Hayfell Rise, Kendal, Cumbria, LA9 7JP

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Further information

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Canford Heath



Bowland Fell



High Cup Nick Cumbria



Communications Report: Three Year Monitoring Surveys at Open Access Land (2006– 2008)

Natural England
May 2009

Prepared by: 
Cath Houldin
Consultant

Approved by: 
Christine Johnson
Associate Director

Reviewed by: 
Ken Taylor
(Asken)

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Lynnfield House, Church Street, Altrincham, Cheshire, WA14 4DZ
Telephone: 0161 927 8200 Fax: 0161 927 8499 Website: <http://www.fabermaunsell.com>

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1 Introduction

1 Introduction

1.1

Background

The implementation of the Countryside and Rights of Way (CROW) Act 2000 (Part I) created a new right of public access across England and Wales to areas mapped as Open Access Land. The new right of access, known as 'Open Access', is being monitored in England by Natural England outside of National Parks¹ by the carrying out of a monitoring programme to identify the uptake and impacts from implementation of the legislation. As part of this programme, a three year 'on site monitoring survey' has been undertaken to establish public use of the new right across a selection of representative sites, gathering key customer information on understanding and awareness of the new right, and the level and pattern of recreational use of Open Access Land.

In 2005 the Countryside Agency (CA) commissioned ASK for Research to carry out an on-site monitoring pilot survey to help inform the approach for a further three-year full scale monitoring contract. Consultants Faber Maunsell in partnership with Asken Ltd were commissioned in June 2006 to undertake the three years of on-site monitoring at a number of Open Access Land sites. The monitoring surveys involved undertaking interviews with, and making observations on, visitors to those sites. Natural England superseded the CA in October 2006 to take the contract forward.

This report presents the findings from the three year study, and examines trends emerging from comparisons of surveys conducted each year since 2006.

1.2

Objectives

The three-year study builds on the pilot survey, to provide information to Natural England that will enable it to:

- Capture baseline figures of public use of the new right of access across a selection of sites;
- Establish levels of public awareness and understanding of their new rights and responsibilities;
- Profile visitors;
- Understand visitor behaviour;
- Monitor visitor satisfaction;
- Establish trends and changes in visitor levels and patterns of use;
- Collate information on levels and patterns of use to enable the future validation of the predictive model;
- Identify potential impacts on sites with biodiversity value;
- Identify the effectiveness of different forms of statutory restriction; and
- Identify the effectiveness of the Access Management Grant Scheme (AMGS).



Interviewing on Open Access Land

The objectives of this report are to provide evidence of peoples' understanding of Open Access and assist Natural England in developing an appropriate communications strategy.

A separate report, the Access Management report provides evidence to inform decisions about management of Open Access Land.

¹ Open Access Land within National Parks falls under the Park Authorities' management and is being monitored at their own discretion.

1.3

Site Selection

A large number of sites² have been included in the survey. These can effectively be considered as three different samples:

- National Sample Sites;
- National NCA Sites; and
- Local Monitoring Sites.

1.3.1

National Sample Sites

At the start of the project, a sample of 26 sites was selected following a stratified random sampling procedure, from a database of Open Access Land sites in England outside of National Parks³. Each of these sites has been surveyed in 2006, 2007 and 2008. The distribution of the sites is shown in Figure 1.1.

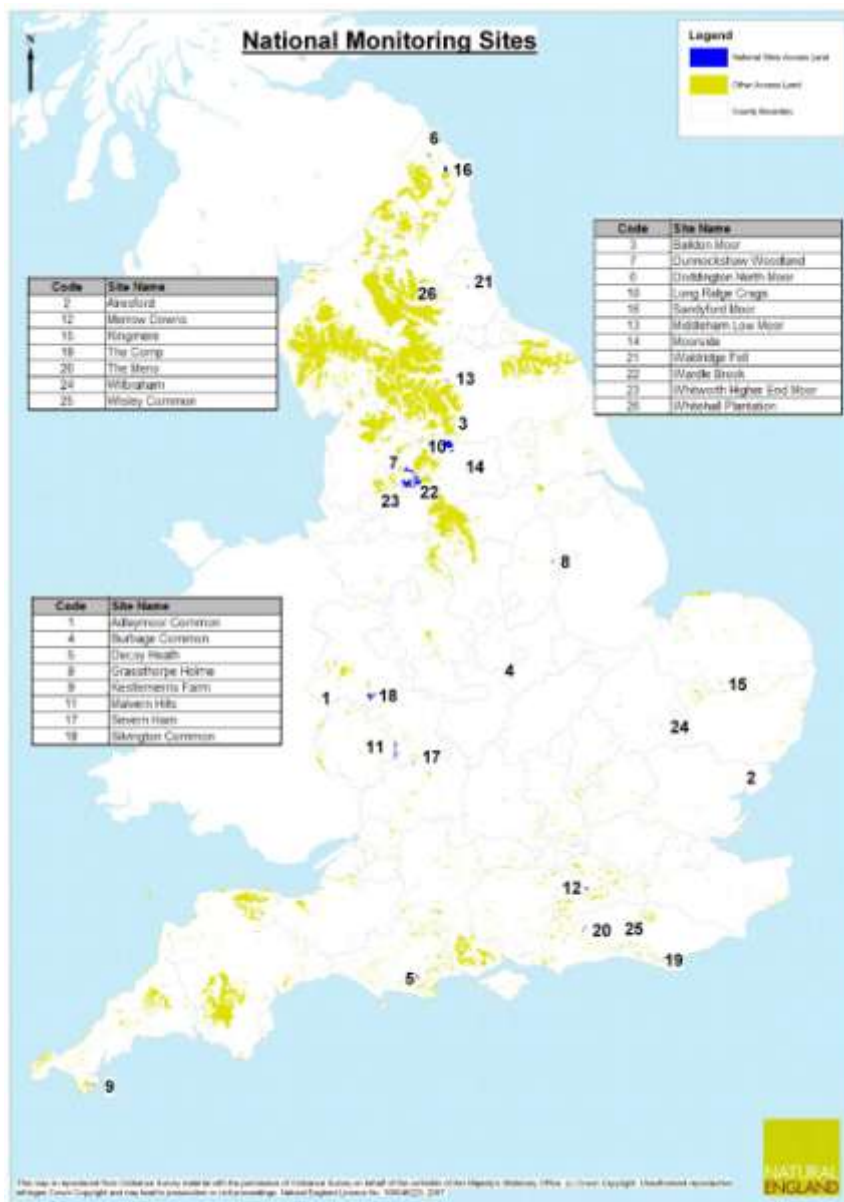


Figure 1.1 National Sample Sites

² The term 'site' is used to signify an area of land mapped as Open Access Land. Large sites may include more than one 'location' at which surveys were undertaken. For example, surveys were conducted at several locations around the Canford Heath site to provide a wider appreciation of the usage.

³ Further information on the sampling strategy can be found in the Fieldwork Report 2006.

The sample includes:

- A range of large, medium and small sites;
- Sites close to urban locations and more remote sites; and
- Moors/ heaths and lowland/upland sites.

A range of secondary variables, were applied to provide a sample of sites broadly representative of Open Access Land mapped in England outside of National Parks including:

- Government Office Region;
- Sites of Special Scientific Interest (SSSI) designation; and
- Section 15 land (s15).

The locations within the sites at which surveys were conducted were identified through pre-survey visits as being those with the optimum potential to record interviews with visitors to the site.

Information from the surveys at these 26 sites will enable trends of usage of Open Access Land in general to be monitored.

1.3.2

National NCA⁴ Sites

For the 2006 survey, six sites of Open Access Land were selected in association with Natural England. These were selected because of the presence of nature conservation and land management concerns at each site. As the opening up of land to the public has the potential to have greater impacts to such areas, their inclusion has provided added value to the study. As for the National Sample the locations within the areas at which surveys were conducted were identified through pre-survey visits as being those with the optimum potential to record interviews with visitors to the area. In 2007 additional sites were surveyed at four of the National NCA areas. The 2008 surveys were conducted as for 2007.

While these sites cannot be considered as representative of Open Access Land in general the data collected provides information on specific usage at sensitive sites. These include one coastal area, which may be of special value in light of the potential future improvement of access to the English coast within an access corridor being developed by the Coastal Access project by Natural England. The distribution of the sites is shown in Figure 1.2.

⁴ NCA –Nature Conservation Assessment. A NCA and Review Process was developed and implemented by the Countryside Agency and English Nature (now Natural England) prior to the commencement of CROW to assess the potential impacts of the new rights of access on biodiversity. The aim was to identify sites thought to be sensitive to the possible effects of public access and, where such effects were considered likely, implement the least restrictive option that would give such sites appropriate protection.



Figure 1.2 National NCA Sites

1.3.3

Local Monitoring Sites

In 2007, supplementary data was collected outside of the national survey, at a number of sites via Local Monitoring (LM). A total of 52 sites were included in this Local Monitoring survey. This involved access authorities⁵ carrying out their own data collection at sites identified locally, to a modified version of the national survey methodology using the Local Visitor Monitoring Toolkit and funded through the Access Management Grant Scheme (AMGS), by Natural England. Training and guidance was provided to all access authorities involved in using the Toolkit to ensure consistency of approach. Local Monitoring was also conducted in 2008, and included many of the same sites surveyed in 2007. This data has been integrated with that from the National Monitoring survey where practical to supplement the information on visitors to Open Access Land and lend greater confidence in some of the findings.

Some of these sites are in close proximity to the National NCA sites and where practical the data has been combined with the National NCA data to analyse patterns of use over a larger area than would be possible with data from one source only. For example, those National NCA sites at Upper Teesdale have been combined with sites elsewhere in the North Pennines Area

⁵ Access authorities are the local highway authorities (generally county and unitary authorities) and, in National Parks, the National Park Authorities.

of Outstanding Natural Beauty (AONB). The distribution of the sites is shown in Figure 1.3. For key to site names see Annex 1.

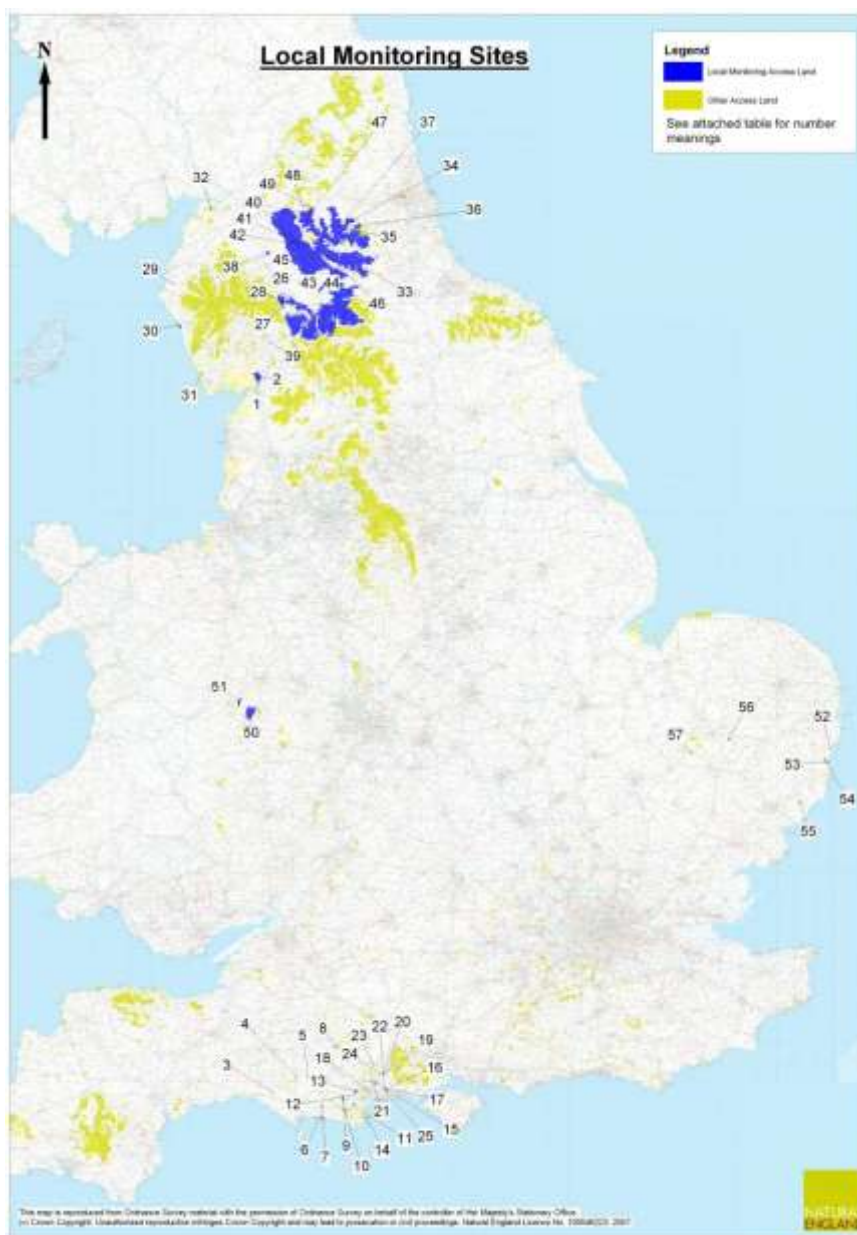


Figure 1.3 Local Monitoring Sites

1.3.4

Site Characteristics

Table 1.1 shows a range of site characteristics for all the 86 sites included in the survey over the three years where interviews were recorded⁶. Around two fifths of the sites are moorland sites and three quarters of sites include areas with biodiversity designations (SSSI, SPA or SAC). This indicates the importance of access land for biodiversity value and the need to ensure the most sensitive wildlife areas are protected from the effects of disturbance by people, through the use of Positive Access Management (PAM) and statutory restrictions.

Around half of the sites are Registered Common Land (RCL) and a quarter of the sites are s15 land⁷. This indicates the importance of s15 land, as this had existing access rights prior to

⁶ That is, the site profile reflects the Interview Survey data included in this report

⁷ Section 15 land is land which already had a right of area-wide public access pre-CROW, through various other pieces of legislation.

CROW and potentially will have an effect on the degree of change in use occurring on new access land.

Table 1.1 Site Types Included in the Survey

| Site Type | 2006 N | 2007 N | 2008 N | Total Sites | Split |
|--|-----------|-----------|-----------|----------------|-------|
| Moorland Sites | 12 | 31 | 35 | 35 | 41% |
| Not Moorland Sites | 19 | 48 | 46 | 51 | 59% |
| Biodiversity Designated Sites ⁸ | 16 | 59 | 61 | 66 | 77% |
| Non Designated Sites | 15 | 20 | 20 | 20 | 23% |
| Urban ⁹ | 9 | 15 | 17 | 17 | 20% |
| Not Urban | 22 | 64 | 64 | 69 | 80% |
| Common Land | 16 | 36 | 39 | 39 | 45% |
| Not Common Land Site | 15 | 43 | 42 | 47 | 55% |
| Section 15 | 11 | 17 | 18 | 18 | 21% |
| Not Section 15 Land | 20 | 62 | 63 | 68 | 79% |
| Other Sites ¹⁰ | 6 | 54 | 56 | 61 | 71% |
| National Sample Sites | 25 | 25 | 25 | 25 | 29% |
| Sites with AMGS | 14 | 55 | 54 | 58 | 67% |
| Sites without AMGS | 17 | 24 | 27 | 28 | 33% |
| TOTAL | 31 | 79 | 81 | 86 | |

The National Sample represents Open Access Land in general while the selected (Other) sites are over represented in the following characteristics:

- 44% are Moorland Sites - (32% in National Sample);
- 92% are Biodiversity Designated Sites - (40% in National Sample); and
- 82% are Sites with Access Management Grant Scheme (AMGS) compared with 32% in National Sample

The selected (Other) sites are underrepresented in the following characteristics:

- 43% are Common Land - 52% in National Sample;
- 15% are Section 15 - 36% in National Sample; and
- 16% are Urban Sites - 28% in National Sample.

In this report the results for the National Sample Sites are shown separately alongside those for all sites, to enable comparisons to be made. However, when comparing findings by site characteristics the National Sample data is pooled together with that from the NCA and LM sites.

1.4

Fieldwork Summary

Surveys at National Monitoring (NM) sites (the National Sample Sites and the National NCA Sites) were carried out largely over the summer months of June to September to maximise the potential to intercept visitors, while surveys at the Local Monitoring (LM) sites were conducted throughout the year. Details of the survey periods can be found in Annex 1, which also provides further background to the fieldwork, including the survey instruments used each year.

The total quantity of data collected for each site type by year is shown in Table 1.2 below. This provides a sample of 4,554 interview records for analysis. In addition to the interview data, visitor activity was recorded regularly throughout the survey day (either hourly or half-hourly); a

⁸ Designated Sites include those with SSSI, SPA or SAC

⁹ Urban sites defined as those with more than 20,000 people within 2km of the site boundary

¹⁰ LM and NCA Sites.

total of 15,300 visitors were observed across all surveys. A typical survey day covered 6-7 hours, e.g. 10.00am to 4.00pm, but this varied according to local conditions.

Table 1.2 Sample for 2006-2008 Survey

| | National Sample Sites | National NCA Sites | Local Monitoring Sites | Total |
|-----------------------|-----------------------|--------------------|------------------------|-------|
| 2006 | | | | |
| Locations | 26 | 6 | 0 | 32 |
| Survey Days | 79 | 21 | 0 | 100 |
| Questionnaire Surveys | 310 | 177 | 0 | 487 |
| Visitors Observed | 1367 | 328 | 0 | 1695 |
| 2007 | | | | |
| Locations | 26 | 10 | 48 | 82 |
| Survey Days | 94 | 38 | 100 | 232 |
| Questionnaire Surveys | 451 | 305 | 1081 | 1837 |
| Visitors Observed | 2394 | 2211 | 1459 | 6064 |
| 2008 | | | | |
| Locations | 26 | 10 | 53 | 87 |
| Survey Days | 94 | 38 | 140 | 271 |
| Questionnaire Surveys | 509 | 348 | 1373 | 2230 |
| Visitors Observed | 2248 | 3093 | 2167 | 7508 |
| All Years | | | | |
| Locations | 26 | 10 | 53 | 92 |
| Survey Days | 267 | 97 | 240 | 604 |
| Questionnaire Surveys | 1270 | 830 | 2454 | 4554 |
| Visitors Observed | 6009 | 5632 | 3659 | 15300 |

Note: Both LM and NM surveys conducted at Sunbiggin Tarn and Canford Heath, hence total number of sites does not equal sum of sample types. No interviews recorded at some sites, but observations may have been recorded.

In accordance with the findings from pre-survey visits the majority of survey days in the national survey were at weekends over the summer in order to maximise the chances of conducting interviews with visitors. Observations of activity at the site were carried out at approximately 60 minute intervals (priority was given to interviews) throughout the survey day, although in 2006, observations were done half-hourly at some sites, and interviews were recorded with as many visitors as possible.

The observation survey recorded a snapshot (at the time taken) of:

- Numbers of visitors visible at the site;
- Activities being undertaken and whereabouts;
- Number of visitors observed:
 - Using Open Access Symbol;
 - Using Open Access Restrictions Notice;
 - Using Open Access Management Information; and
 - Using Open Access Information points.

The questionnaire survey recorded:

- Information about the visitor;
- Details of the visit;
- Where visitors go and their patterns of use across the site;
- Visitor awareness and understanding of the implications of CROW access;
- Visitor behaviour on site;
- Customer profile information; and
- Visitor satisfaction and experience of use.

Copies of the questionnaires used for both the national and local surveys can be found in Annex 1.

It should be noted that the surveys were conducted at one location at most of the sites, identified during site reconnaissance on the basis of having greatest potential to intercept and observe visitors. In most cases this is close to a main entry point, such as a car park or visitor centre. At some larger sites more than one location was used on a 'rolling' basis for interviews. Observations were limited by the extent of the site that was visible from the chosen location.

Where visitors used other entry points or did not pass in close proximity to the surveyors (or, indeed, visited before or after interviewing took place), they were not available to be intercepted or observed.

- 1.5 Weighting of Data**
- As described above, the number of survey days in the National Monitoring survey increased in 2007 from that in 2006, and the extent of the Local Monitoring surveys differed between 2007 and 2008. The number of survey days at a site ranged from 3 to 7 at the NM sites (average 3.7), and from 1 to 7 at the LM sites (average 2.8). In simply combining the data from the different sources and years, those sites where more survey days were conducted could skew the results. Therefore the interview survey data has been weighted, by site and by year, to represent an equivalent number of days per site. The weighting procedure and weighting factors applied to the data are shown in Annex 1.

- 1.6 Report Structure**
- In this report, National Sample Sites and the National NCA Sites were surveyed using the same survey instruments and are jointly referred to as National Monitoring sites to distinguish these from the Local Monitoring sites (at which different survey instruments were used). Since data is drawn from both the National Monitoring and Local Monitoring surveys, where the former is referred to the abbreviation NM is used, and LM for the latter. Note that in referring to Open Access Land and Open Access Land sites, any such land within National Parks is not included¹¹.

The results are shown for all sites combined, by year, as this maximises the amount of data available, to identify whether any trends have developed. Alongside these results, the findings for just the National Sample Sites are shown. The sample size for this data over three years is sufficiently large, at around 1200 records to provide confidence in the findings to within around 2-3%. Further analysis is presented by the key site characteristics; this includes all sites.

In this report where results are stated to be 'significantly different' this refers to the 0.05 significance level for comparisons of column proportions (z-tests) and column means (t-tests). In tables the convention "-" denotes no data and "*" where a percentage is less than 0.5 but greater than 0. Occasionally where the numbers of respondents is very small and percentages would not be meaningful, the format "n= " is used to denote the actual number of people giving a response.

It should be noted that in the tables and charts presented in the report the number of records on which the analysis is based is presented and this shows the number of valid records. Although the total number of interviews is 4,554, the number of cases is usually less than this due to missing/incomplete responses, or that different variants of the questionnaire were used at different times. The data from each source have been integrated where possible; for some questions the data are presented separately where it is not appropriate to combine them. For questions asked in NM but not LM the number of cases will not exceed 2100.

Following this introduction, the report is structured as follows:

- Chapter 2 - Visitor Profile
 - Visitor demographics and visit patterns
- Chapter 3 - Information Needs for Visiting Open Access Land
 - Information sources used
 - Information needs
- Chapter 4 - Awareness of Open Access Brand
- Chapter 5 - Visitors with Dogs
 - Awareness of responsibilities
- Chapter 6 - Site Signage and Information
- Chapter 7 - Summary and Conclusions
 - Implications for communications

¹¹ The Lake District National Park Authority conducted its own Local Monitoring Surveys at ten sites in 2008 using the Toolkit, the results of which are reported in a separate report. A summary of the findings are included at Annex 2, which highlights any similarities or differences from those in this report.

A series of Site Group reports are also available which should be referred to for further detail on a site by site basis. Annex 1 includes further technical information and copies of the Survey Instruments.



2 Visitor Profile

2 Visitor Profile

2.1 Introduction

In this section the overall pattern of visits to sites is described, by the site characteristics. This includes data from both the NM and LM sites where available, for all data collected from 2006 to 2008. For information on visitors to individual sites please refer to the Site Reports. The data is weighted as described in Annex 1.¹²

2.2 Visitor Profile

The profile of visitors to Open Access Land sites is described in terms of their:

- Gender;
- Age Group;
- Employment Status;
- Health Status; and
- Ethnic Group.

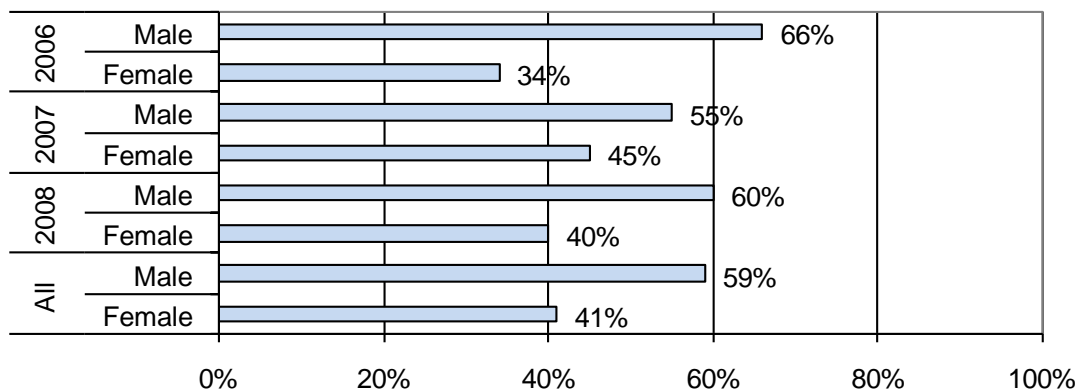
2.3 Visitor Demographics

2.3.1 Gender

Gender

Figure 2.1 shows the gender profile of visitors to Open Access Land and shows that males are over represented, forming 59% of the sample. This male dominance has been the case for all years, although the 2007 sample included a higher proportion of females, 45%, compared with the other years.

Figure 2.1 Gender of Visitors Interviewed



Base: All Data, 2006 430, 2007 1679, 2008 2109 All years 4219
 Weighted to equivalent numbers of days per site and retaining overall totals

Table 2.1 shows how the gender split differs by site type. Some site types attract higher proportions of males, as follows:

- Moorland - 69%; and
- Sites that were common land pre CROW - 61%.

However, higher than average proportions of females were found at urban sites, 44%.

¹² Note: In this and subsequent analyses (unless otherwise stated), no attempt has been made to adjust for frequency of visits. For example, it may be the case that females at urban sites are often walking a dog and do so every day, whereas a male at a moorland site may visit only once a year. In this analysis, each counts as one visit only.

National Sample Sites

- Males - 62%, Females - 38%,

The proportion of males interviewed at National Sample Sites is significantly higher than at other sites.

Table 2.1. Percentage of Male Respondents by Site Type

| Site Type | 2006 % | 2007 % | 2008 % | All % | Base |
|-------------------------------|------------|-------------|-------------|-------------|-------------|
| Moorland Sites | 68 | 69 | 70 | 69 | 1149 |
| Not Moorland Sites | 65 | 51 | 56 | 55 | 3070 |
| Biodiversity Designated Sites | 68 | 55 | 60 | 59 | 3475 |
| Non Designated Sites | 62 | 57 | 61 | 60 | 743 |
| Urban | 61 | 53 | 56 | 56 | 1441 |
| Not Urban | 70 | 57 | 62 | 60 | 2778 |
| Common Land | 66 | 58 | 61 | 61 | 1901 |
| Not Common Land Site | 66 | 54 | 59 | 57 | 2318 |
| Section 15 | 63 | 60 | 64 | 62 | 1095 |
| Not Section 15 Land | 69 | 54 | 59 | 58 | 3124 |
| Other Sites | 65 | 55 | 60 | 58 | 3252 |
| National Sample Sites | 66 | 58 | 61 | 62 | 966 |
| Sites with AMGS | 65 | 56 | 61 | 59 | 3323 |
| Sites without AMGS | 66 | 54 | 58 | 58 | 896 |
| TOTAL | 66 | 55 | 60 | 59 | 4219 |
| Base | 430 | 1679 | 2109 | 4219 | |

Weighted to equivalent numbers of days per site and retaining overall totals

2.3.2

Age Groups

Table 2.2 shows the age group profile of visitors to Open Access Land and shows that around 7 in 10 visitors were aged 45 or over. There are no variations in the age profile by year or by site characteristics.

Table 2.2 Age Group Visitors Interviewed

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|-------------|------------|-------------|-------------|-------------|-------------------------|
| Under 24 | 3 | 3 | 4 | 3 | 3 |
| 25-34 | 12 | 8 | 8 | 8 | 10 |
| 35-44 | 19 | 18 | 19 | 19 | 19 |
| 45+ | 66 | 72 | 69 | 70 | 68 |
| Base | 438 | 1769 | 2174 | 4381 | 972 |

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

The age profile of interviewees at National Sample Sites is broadly the same as the whole sample.

2.3.3

Employment Status

The employment status of visitors was recorded in the interview and the results are shown in Table 2.3. Three in five visitors were employed and a third of visitors were retired. The 2007 sample included a slightly higher proportion of retired people but there are no trends by year. Retired visitors are less likely to visit moorland sites; 28% of respondents were retired compared with 33% at all sites.

Table 2.3 Employment status of visitors interviewed

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|-------------|------------|-------------|-------------|-------------|-------------------|
| Employed | 68 | 59 | 60 | 60 | 66 |
| Not Working | 3 | 4 | 5 | 5 | 4 |
| Student | 1 | 2 | 2 | 2 | 1 |
| Retired | 28 | 35 | 33 | 33 | 29 |
| Base | 428 | 1792 | 2192 | 4412 | 958 |

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

There are slightly more respondents who are employed in the National Sample and fewer retired people compared with the whole sample.

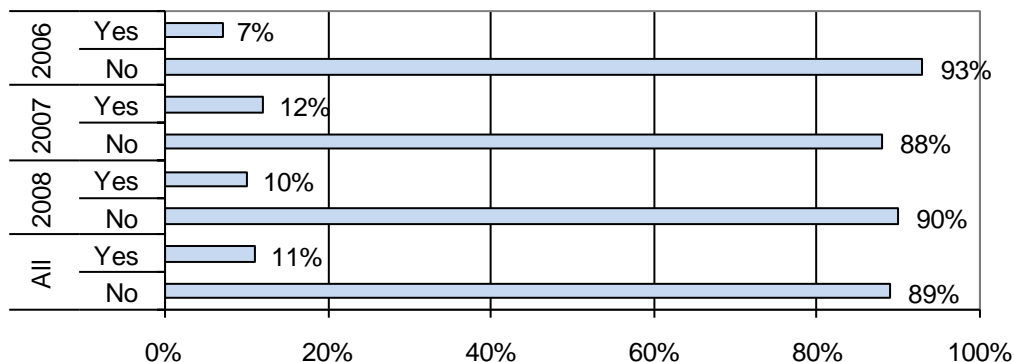
2.3.4

Health Status

Respondents were asked whether they had any longstanding illness or disability that impaired their work or the things they did. The majority, 89%, had not. The percentage was slightly higher in 2006 but there is no trend. There are no differences due to site characteristics in the proportions.

Figure 2.2 Health status of visitors interviewed

“Any longstanding illness or disability that impaired their work or things they do”



Base 2006 417, 2007, 1417, 2008, 2090, All, 3924

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

- Impaired 10%, no impairment 90%,

The proportion of respondents with any health impairment is the same in the National Sample Sites as at other sites.

2.3.5

Ethnic Origin

Table 2.4 shows the ethnic groupings of visitors to Open Access Land and shows that the vast majority, 96%, were White British and that this has stayed the same over the three years of the survey. There are no significant correlations between the site characteristics and the ethnicity of visitors.

Table 2.4 Ethnic Group of Visitors Interviewed¹³

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|---------------|------------|-------------|-------------|-------------|-------------------|
| White British | 97 | 96 | 96 | 96 | 97 |
| White Other | 3 | 2 | 3 | 2 | 3 |
| Asian | * | * | * | * | * |
| Mixed | - | * | * | * | * |
| Black | - | * | - | * | * |
| Chinese | - | * | - | * | * |
| Other | - | 1 | 1 | 1 | * |
| Base | 434 | 1803 | 2177 | 4413 | 967 |

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

The ethnic profile of interviewees at National Sample Sites is the same as the whole sample.

Visitors to Open Access Land differ in their demographics from the general population in that they are more likely to be male and white.

The demographic profile of the National Sample of respondents is sufficiently close to that of the sample as a whole to need no further distinction in subsequent analysis.



Visitors at Malvern Hills

¹³ “ * “ denotes less than 0.5%, - denotes no responses

2.4

Visitor Characteristics

2.4.1

Group Size

Table 2.5 shows the group size of visitors to Open Access Land and shows that overall, 45% arrived on their own and two fifths in pairs. A small proportion, 1% arrived in groups of 10 or more. The proportion of people arriving alone in 2008 was significantly higher than in other years and those arriving in pairs significantly higher in 2006. The overall average group size was 2.06 people.

Table 2.5 Group Size of Visitors Interviewed

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|--------------------|------------|-------------|-------------|-------------|-------------------------|
| Individual | 30 | 41 | 56 | 45 | 42 |
| Two people | 56 | 47 | 28 | 40 | 48 |
| Three people | 10 | 8 | 10 | 9 | 7 |
| 4-9 people | 3 | 4 | 5 | 4 | 2 |
| More than 10 | 1 | * | 1 | 1 | 1 |
| Base | 455 | 1608 | 1423 | 3486 | 988 |
| Average Group Size | 2.15 | 2.01 | 2.06 | 2.06 | 1.90 |

Weighted to equivalent numbers of days per site and retaining overall totals

As shown in Table 2.6, moorland sites appear to attract larger groups, as the average group size recorded at these was 2.3, and only 27% arrived there alone compared with 37% overall. Urban sites have much smaller average group sizes, 1.8 people, and at these sites over half, 53% arrived on their own.

Table 2.6 Average group size by site type

| Site Type | 2006 | 2007 | 2008 | All | Base |
|-------------------------------|------------|-------------|-------------|-------------|-------------|
| Moorland Sites | 2.3 | 2.3 | 2.4 | 2.3 | 1222 |
| Not Moorland Sites | 2.1 | 1.9 | 2.0 | 1.9 | 3331 |
| Biodiversity Designated Sites | 2.3 | 2.1 | 2.1 | 2.1 | 3783 |
| Non Designated Sites | 1.9 | 1.5 | 1.8 | 1.7 | 770 |
| Urban | 2.2 | 1.8 | 1.6 | 1.8 | 1554 |
| Not Urban | 2.1 | 2.1 | 2.3 | 2.2 | 2999 |
| Common Land | 2.2 | 2.1 | 2.1 | 2.1 | 2033 |
| Not Common Land Site | 2.0 | 1.9 | 2.0 | 2.0 | 2520 |
| Section 15 | 2.2 | 2.0 | 1.9 | 2.0 | 1161 |
| Not Section 15 Land | 2.1 | 2.0 | 2.2 | 2.1 | 3392 |
| Other Sites | 2.3 | 2.1 | 2.1 | 2.1 | 3520 |
| National Sample Sites | 2.1 | 1.7 | 1.9 | 1.9 | 1033 |
| Sites with AMGS | 2.1 | 2.1 | 2.1 | 2.1 | 3593 |
| Sites without AMGS | 2.2 | 1.7 | 1.9 | 1.9 | 960 |
| TOTAL | 2.1 | 2.0 | 2.1 | 2.1 | 4553 |
| Base | 455 | 1608 | 1423 | 3486 | |

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

The group size at National Sample Sites is slightly lower than for the whole sample. This is related to the purpose of visit, as shown later.

2.4.2

Visitors Accompanied by Dogs

Table 2.7 shows the proportion of interviewees who were accompanied by dogs, and this shows that almost half of the respondents did have one or more dogs with them. This proportion was much higher in 2007 than other years, significantly so compared with 2006, but there does not appear to be a year on year trend.

Table 2.7 Dog in group

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|-----------------|------------|-------------|-------------|-------------|-------------------------|
| Dog in Group | 46 | 51 | 48 | 49 | 52 |
| No Dog in Group | 54 | 49 | 52 | 51 | 48 |
| Base | 487 | 1837 | 2219 | 4543 | 1033 |

Weighted to equivalent numbers of days per site and retaining overall totals

Propensity to bring dogs to site does appear to be related to site characteristics, with the following site types attracting significantly higher than average proportions of visitors with dogs:

- Lowland sites - 57%;
- Sites without biodiversity designations - 64%;
- Urban sites - 59%;
- Non-Common land sites - 55%; and
- Not S15 land sites - 52%.

Table 2.8 Percentage of respondents accompanied by dogs by site type

| Site Type | 2006 % | 2007 % | 2008 % | All % | Base |
|-------------------------------|------------|-------------|-------------|-------------|-------------|
| Moorland Sites | 27 | 28 | 28 | 28 | 1222 |
| Not Moorland Sites | 53 | 58 | 56 | 57 | 3321 |
| Biodiversity Designated Sites | 36 | 48 | 45 | 46 | 3773 |
| Non Designated Sites | 59 | 68 | 64 | 64 | 770 |
| Urban | 47 | 59 | 63 | 59 | 1544 |
| Not Urban | 42 | 47 | 41 | 44 | 2999 |
| Common Land | 40 | 39 | 42 | 41 | 2023 |
| Not Common Land Site | 51 | 58 | 53 | 55 | 2520 |
| Section 15 | 41 | 39 | 42 | 41 | 1151 |
| Not Section 15 Land | 48 | 54 | 50 | 52 | 3392 |
| Other Sites | 35 | 50 | 48 | 48 | 3510 |
| National Sample Sites | 50 | 57 | 49 | 52 | 1033 |
| Sites with AMGS | 46 | 50 | 49 | 49 | 3583 |
| Sites without AMGS | 42 | 54 | 47 | 48 | 960 |
| TOTAL | 44 | 51 | 48 | 49 | 4543 |
| Base | 487 | 1837 | 2219 | 4543 | |

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

The proportion of visitors with dogs, 52%, is significantly higher at National Sample Sites than for the whole sample.

2.4.3

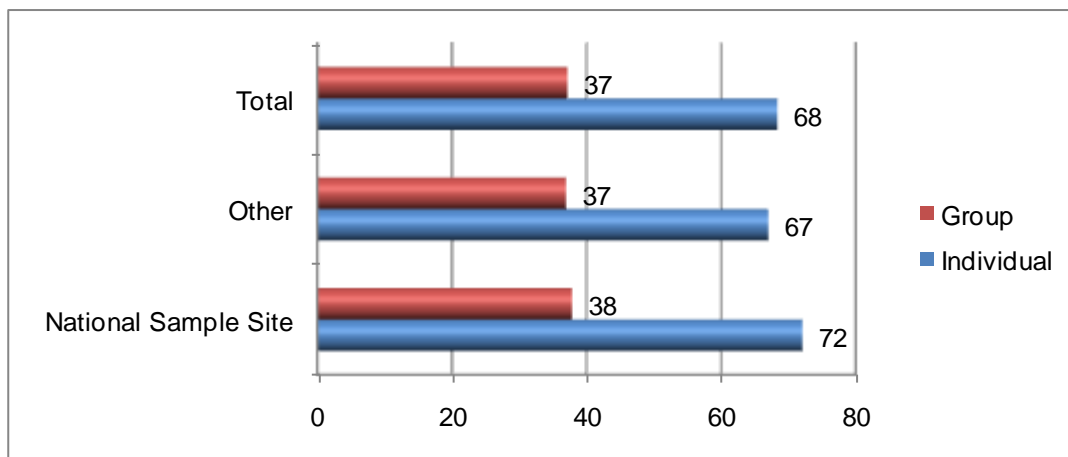
Group Size of Visitors Accompanied by Dogs

Although 49% of visitors overall were accompanied by dogs, this proportion is much higher for those people interviewed who were at the site alone, see Figure 2.3, which shows that 68% of lone visitors had dogs compared with 37% of those visiting in pairs or larger groups. At the National Sample sites, 72% of those alone had one or more dogs with them.



Dog Walking at Severn Ham

Figure 2.3 Proportion of Visitors Accompanied by Dogs by group size



Base NS 1031 Other (NCA and LM) 3294
 Weighted to equivalent numbers of days per site and retaining overall totals

2.5

Visitor Patterns

How visitors use Open Access Land is now described in terms of

- Frequency of visit;
- Awareness of site; and
- Access to site.

2.5.1

Frequency of Visit

Table 2.9 shows how often people visit the site at which they were interviewed. Overall, one in five visitors was a daily visitor and around one in eight was a first time visitor. The proportion of first time visitors appears to have fallen since the survey started, from 18% in 2006 to 12% in 2008, and in 2007 there was a higher proportion of daily visitors. There is no overall pattern by year.

Table 2.9 Frequency of visiting site

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|-----------------------------------|------------|-------------|-------------|-------------|-------------------|
| Daily | 15 | 23 | 19 | 20 | 23 |
| Regularly – more than once a week | 16 | 16 | 16 | 16 | 17 |
| Often – more than monthly | 20 | 24 | 22 | 23 | 25 |
| Infrequently – less than monthly | 31 | 24 | 31 | 28 | 24 |
| First Visit on Survey Day | 18 | 14 | 12 | 13 | 11 |
| Base | 471 | 1456 | 2155 | 4082 | 1020 |

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

For just the National Sample, the proportion of first time visitors is significantly different to other sites, being only 11%, and the proportion of respondents who visit daily is higher, at 23%. For the National Sample, there has been no trend in frequency of visit by year.

Table 2.10 shows the frequency of visits by the main reason given for visiting the site (see Section 2.6.2) for all years combined. Dog walkers, who account for 31% of visitors, visited most frequently; 41% said they went to the site every day and a further 26% went more than once a week. Only 4% of dog walkers were making their first visit to the site. The sample of respondents includes 22% who were 'Serious walkers'. This group were those most likely to be making their first visit to the site when interviewed (26%) and only 4% visited daily.

An estimate of the number of trips made per year by visitors has been made (see Annex 1) whereby daily visits equal 365 per year, monthly visits as 12 per year etc, to provide a comparison of the relative numbers visiting sites. Note that this estimate does not represent total visits, as it is only based on those people interviewed. It does not include group size. The estimate for each visitor group is shown in Table 2.10 and shows that dog walkers account for the greatest number of trips, almost three times as many as other purposes. Those enjoying the scenery and serious walkers make the fewest visits over a year, to the site at which they were interviewed.

Table 2.10 Frequency of visiting site by Main Purpose of Visit

| | Short stroll/ ambling % | Serious walking/ rambling / hiking % | Dog walking % | Enjoying the scenery/ nature % | Other % | More than one % |
|-----------------------------------|-------------------------------|---|------------------|---|------------|--------------------|
| Daily | 6 | 4 | 41 | 3 | 8 | 11 |
| Regularly – more than once a week | 8 | 7 | 26 | 6 | 14 | 14 |
| Often – more than monthly | 24 | 21 | 21 | 23 | 27 | 25 |
| Infrequently – less than monthly | 43 | 43 | 9 | 47 | 35 | 36 |
| First Visit on Survey Day | 19 | 26 | 4 | 21 | 15 | 15 |
| Base | 871 | 603 | 1589 | 117 | 375 | 520 |
| Estimated Annual Trips | 42 | 32 | 195 | 28 | 59 | 68 |

Weighted to equivalent numbers of days per site and retaining overall totals

Analysis of the pattern of visits by site characteristics shows that:

- At moorland sites, 22% are first time visitors and only 7% are daily visitors;
- Only 7% of visitors to urban sites are first time visitors and a quarter visit daily.

Table 2.11 shows the estimated annual trips for sites with different characteristics, by year, and shows that lowland sites attract almost three times as many visitors per year as moorland sites, with an average of 47 per year. It would appear that the number of visits per year to moorland sites has increased by year, but the differences are small and are not significant.

Other site characteristics that appear to influence the number of visits are presence of biodiversity designations at the site, where fewer visits are made annually, and proximity to urban populations, where almost twice as many visits are made, 134, compared with rural/remote sites, 87. The inclusion of AMGS at a site does not appear to influence visitor numbers, based on the estimates based on frequency of visit.

National Sample Sites

The average number of trips made per year increased from 2006 to 2007 but was lower in 2008, with this pattern occurring at both the National Sample of sites and other sites.

Table 2.11 Estimated annual trips from survey respondents

| Site Type | 2006 | 2007 | 2008 | All | Base |
|-------------------------------|------------|-------------|-------------|-------------|-------------|
| Moorland Sites | 42 | 44 | 50 | 47 | 1084 |
| Not Moorland Sites | 107 | 142 | 118 | 126 | 2998 |
| Biodiversity Designated Sites | 62 | 103 | 90 | 92 | 3322 |
| Non Designated Sites | 128 | 181 | 157 | 158 | 761 |
| Urban | 88 | 140 | 143 | 134 | 1540 |
| Not Urban | 83 | 100 | 78 | 87 | 2542 |
| Common Land | 79 | 76 | 87 | 82 | 1829 |
| Not Common Land Site | 95 | 141 | 113 | 123 | 2253 |
| Section 15 | 83 | 88 | 97 | 91 | 1078 |
| Not Section 15 Land | 87 | 124 | 103 | 109 | 3004 |
| Other Sites | 44 | 110 | 98 | 100 | 3062 |
| National Sample Sites | 107 | 137 | 113 | 118 | 1020 |
| Sites with AMGS | 76 | 113 | 97 | 101 | 3135 |
| Sites without AMGS | 100 | 124 | 117 | 116 | 948 |
| TOTAL | 85 | 116 | 101 | 105 | 4082 |
| Base | 471 | 1456 | 2155 | 4082 | |

Weighted to equivalent numbers of days per site and retaining overall totals

2.5.2

Site Awareness

Respondents were asked how they had first learned of the area of land being visited. Almost two thirds responded that they had always known about the site and a further 14% had been made aware by friends or family. Just 6% had learned of it through some means of promotion and a number of other sources were mentioned, many specific to the site, for example, coming across the site by driving by (see Site Reports for further detail).

Moorland sites were less likely to be known about via local knowledge (i.e. 'always known'); only half gave this means of becoming aware. Conversely 83% at urban sites knew of them through local knowledge.

Table 2.12 How did you become aware of the Area of Land?

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|--------------------------------|------------|-------------|-------------|-------------|-------------------------|
| Local knowledge / always known | 69 | 66 | 64 | 65 | 81 |
| Friends /Family | 14 | 14 | 15 | 14 | 9 |
| Promotion / press / website | 8 | 6 | 6 | 6 | 4 |
| Other | 9 | 14 | 15 | 14 | 6 |
| Base | 459 | 1815 | 2210 | 4484 | 1013 |

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

The proportion of visitors interviewed at National Sample sites who had been aware through local knowledge was significantly higher than for the sample as a whole, at 81%. There was no trend by year in the proportions for the National Sample (as for the whole sample).

2.5.3

Trip Origins

Over four in five visitors had arrived at the site travelling from home and almost all others from temporary accommodation. These proportions vary considerably for individual sites (see Site Reports) as a quarter of sites draw all their visitors from home addresses.

Table 2.13 Where have you travelled from to Site?

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|--------------------------------------|-----------|-----------|-----------|----------|-------------------------|
| Home / Live Locally | 81 | 83 | 81 | 82 | 88 |
| On holiday / temporary accommodation | 18 | 17 | 19 | 18 | 11 |
| Other | 1 | * | * | * | * |
| Base | 466 | 1828 | 2211 | 4505 | 3491 |

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

The proportion of visitors interviewed at National Sample sites who had travelled from home, 88% was significantly higher than at other sites.

By site characteristics, those significantly more likely to attract people while on holiday are:

- Moorland sites 24%; and
- Sites with biodiversity designations 21%.

Urban sites are those least likely to attract people while on holiday, see Table 2.14.

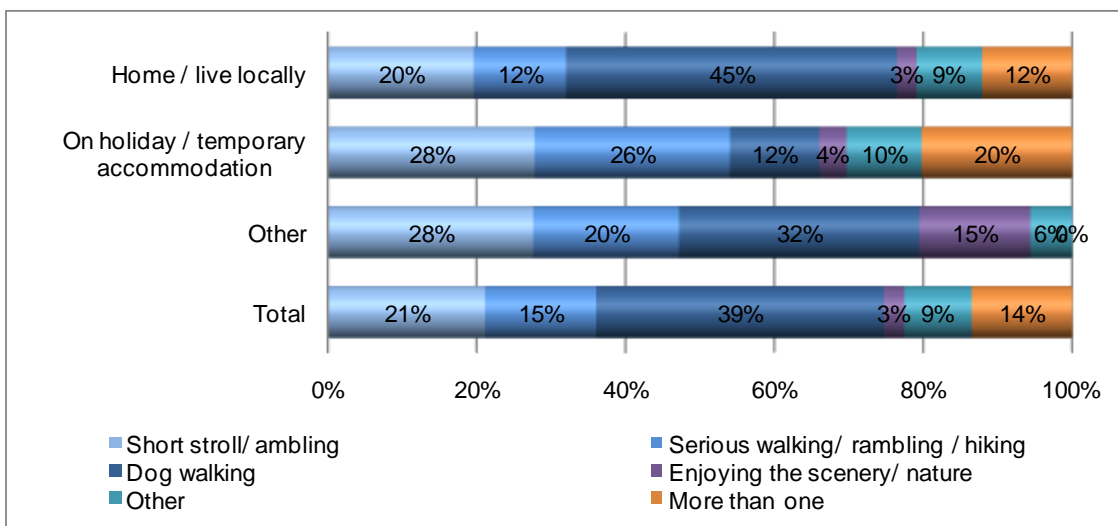
Table 2.14 Proportion Visiting Site while on holiday/away from home by Site Type

| Site Type | 2006 % | 2007 % | 2008 % | All % | Base |
|-------------------------------|------------|-------------|-------------|-------------|-------------|
| Moorland Sites | 27 | 22 | 24 | 24 | 1208 |
| Not Moorland Sites | 14 | 15 | 17 | 16 | 3297 |
| Biodiversity Designated Sites | 26 | 19 | 21 | 21 | 3746 |
| Non Designated Sites | 3 | 5 | 5 | 5 | 759 |
| Urban | 8 | 5 | 5 | 5 | 1539 |
| Not Urban | 26 | 23 | 26 | 24 | 2966 |
| Common Land | 19 | 21 | 21 | 21 | 2006 |
| Not Common Land Site | 16 | 14 | 16 | 15 | 2499 |
| Section 15 | 20 | 16 | 13 | 16 | 1144 |
| Not Section 15 Land | 16 | 17 | 20 | 19 | 3362 |
| Other Sites | 27 | 18 | 21 | 20 | 3491 |
| National Sample Sites | 13 | 10 | 10 | 11 | 1014 |
| Sites with AMGS | 17 | 18 | 19 | 18 | 3559 |
| Sites without AMGS | 21 | 14 | 17 | 17 | 946 |
| TOTAL | 18 | 17 | 19 | 18 | 4505 |
| Base | 466 | 1828 | 2211 | 4505 | |

Weighted to equivalent numbers of days per site and retaining overall totals

Almost half, 45% of respondents who had travelled from home were dog walking, whereas only 12% of trips made while on holiday were specifically to walk a dog. Only 12% of trips made from home were in order to take a serious walk, compared with 26% of visits to Open Access Land made while on holiday, see Figure 2.4.

Figure 2.4 Main activity on site by trip origin



Base Home 3674, Holiday 806, Other 15

Weighted to equivalent numbers of days per site and retaining overall totals

2.5.4

Distance Travelled to Site

Table 2.15 shows how far respondents travelled to site, by year, for a range of distance bands, and also the average distance in miles. Around a quarter of people travelled less than a mile to visit the site, and two in five travelled less than 2 miles. A further fifth travelled between 2 and 5 miles. The average distance for all sites for all years was 13 miles, though some 16% travelled much further, more than 20 miles.

Table 2.15 Distances travelled to Site

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|------------------|------------|-------------|-------------|-------------|-------------------------|
| Up to 1 mile | 18 | 28 | 27 | 26 | 24 |
| 1 to 2 miles | 18 | 13 | 12 | 13 | 21 |
| 2-5 miles | 19 | 18 | 19 | 19 | 21 |
| 5-10 miles | 15 | 14 | 14 | 14 | 14 |
| 11-20 miles | 11 | 11 | 13 | 12 | 9 |
| 21 -40 miles | 10 | 8 | 10 | 9 | 6 |
| 41 -100 miles | 8 | 6 | 6 | 6 | 4 |
| Over 100 miles | 1 | 2 | 1 | 1 | 1 |
| Base | 465 | 1829 | 2179 | 4473 | 1016 |
| Average Distance | 13 | 12 | 13 | 13 | 10 |

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

The average distance travelled to site in the National Sample is 10 miles, significantly shorter than to other sites surveyed.

Table 2.16 shows the average distance travelled to sites with different characteristics. On average people travel about twice as far to visit moorland sites (typically 20 miles) as lowland. Those travelling to urban sites travel half as far as to non urban sites, as might be expected, with the average distance travelled being 7 miles. Similarly, people travel about twice as far to sites with biodiversity designations as to those without.

Table 2.16 Average mileages to site, by site type

| Site Type | 2006 | 2007 | 2008 | All | Base |
|-------------------------------|------------|-------------|-------------|-------------|-------------|
| Moorland Sites | 18 | 21 | 19 | 20 | 1211 |
| Not Moorland Sites | 11 | 9 | 10 | 10 | 3262 |
| Biodiversity Designated Sites | 17 | 13 | 13 | 14 | 3720 |
| Non Designated Sites | 7 | 6 | 7 | 6 | 753 |
| Urban | 10 | 6 | 7 | 7 | 1535 |
| Not Urban | 16 | 15 | 16 | 15 | 2938 |
| Common Land | 13 | 15 | 15 | 15 | 2006 |
| Not Common Land Site | 14 | 10 | 10 | 10 | 2467 |
| Section 15 | 11 | 15 | 13 | 13 | 1146 |
| Not Section 15 Land | 16 | 12 | 12 | 12 | 3327 |
| Other Sites | 20 | 13 | 13 | 13 | 3457 |
| National Sample Sites | 10 | 8 | 10 | 10 | 1016 |
| Sites with AMGS | 13 | 13 | 12 | 12 | 3531 |
| Sites without AMGS | 13 | 10 | 14 | 12 | 941 |
| TOTAL | 13 | 12 | 12 | 12 | 4473 |
| Base | 465 | 1829 | 2179 | 4473 | |

Weighted to equivalent numbers of days per site and retaining overall totals

2.5.5

Mode to Site

As might be expected with around a quarter of trips being under a mile, 28% of visitors had arrived at the site on foot. However, car or other motorised private transport was the main mode used with more than two thirds of trips being made this way.

The proportion who arrived by public transport was low, at 1% and those on cycles accounted for only 2% of respondents. Visitors on bikes may have been slightly under-represented because they proved difficult to interview.

Table 2.17 Mode of transport used to Site

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|-------------------------------------|------------|-------------|-------------|-------------|-------------------------|
| Car / van / campervan | 78 | 62 | 69 | 68 | 74 |
| Public transport (bus/ coach /rail) | 1 | 1 | 2 | 1 | 1 |
| Walked all the way / on foot | 19 | 35 | 27 | 28 | 22 |
| Cycle | 3 | 2 | 2 | 2 | 3 |
| Horse | * | 1 | * | * | * |
| Other | * | - | * | * | * |
| Base | 459 | 1001 | 1929 | 3389 | 1007 |

Weighted to equivalent numbers of days per site and retaining overall totals

Note: Mode to site not asked at all LM sites.

National Sample Sites

The proportion of visitors who arrive by car or other motorised personal transport is higher at the National Sample of sites at 74% and the proportion arriving on foot is lower, at 22% compared with the sample as a whole. There are no trends by year for the means of access to site.

Table 2.18 shows the average distances travelled, by mode to site for the main reason for visiting the site. Dog walkers travel the shortest distance on average, 3.6 miles overall. No dog walkers arrived by public transport; 64% used a car, travelling 5.2 miles on average, and more than a third, 36% walked to the site, for less than a mile.

Table 2.18 Mode used to site and average distance travelled, by purpose of visit

| | Short stroll/ ambling | | Serious walking/ rambling / hiking | | Dog walking | | All other | | Total | |
|---|--------------------------|----|---|----|-------------|----|------------|----|-------------|----|
| | miles | % | miles | % | miles | % | miles | % | miles | % |
| Car / van / campervan | 18.6 | 74 | 25.3 | 64 | 5.2 | 64 | 19.1 | 71 | 14.5 | 68 |
| Public transport (bus/ coach /rail) | 28.9 | 1 | 24.7 | 4 | 4.8 | 0 | 28.4 | 2 | 25 | 1 |
| Walked all the way / on foot | 1.1 | 24 | 5.3 | 32 | 0.7 | 36 | 1.5 | 19 | 1.5 | 28 |
| Cycle | 9.2 | * | . | - | . | - | 4.0 | 7 | 4.1 | 2 |
| Horse | . | - | . | - | . | - | 1.8 | 2 | 1.8 | * |
| Other | 0.5 | * | . | - | . | - | 0.5 | * | 0.5 | * |
| Average (miles) | 14.4 | | 18.9 | | 3.6 | | 14.6 | | 10.7 | |
| Base | 722 | | 430 | | 1339 | | 844 | | 3335 | |

Weighted to equivalent numbers of days per site and retaining overall totals

Note: Mode to site not asked at all LM sites.

Those visiting for a short stroll or amble were those most likely to have used a car to get to the site, 74% compared with 68% overall, and travelled about 19 miles on average. Serious walkers travelled on average 19 miles to the site. Almost a third of these, 32% walked to site, and this walk distance was given as 5.3 miles. Serious walkers were those most likely to use public transport, 4%, compared with other groups. Cycle trips were an average of 4.1 miles.

Table 2.19 shows the modes used to get to sites of different characteristics. Moorland sites attract high proportions of visitors in cars, (76%) and 3% on public transport, though only 19% on foot. Conversely, less than two thirds (62%) arrive at urban sites by car, and a third (34%) arrive on foot.

Table 2.19 Mode to site by site type – all years

| Site Type | Car etc Row % | Public Transport % | On Foot % | Other % | Base |
|-------------------------------|------------------|--------------------------|-----------------|------------|-------------|
| Moorland Sites | 76 | 3 | 19 | 2 | 715 |
| Not Moorland Sites | 66 | 1 | 31 | 2 | 2674 |
| Biodiversity Designated Sites | 68 | 1 | 28 | 2 | 2738 |
| Non Designated Sites | 67 | 1 | 30 | 2 | 651 |
| Urban | 62 | 1 | 34 | 3 | 1492 |
| Not Urban | 73 | 2 | 24 | 2 | 1897 |
| Common Land | 74 | 2 | 22 | 2 | 1541 |
| Not Common Land Site | 63 | 1 | 34 | 3 | 1848 |
| Section 15 | 74 | 2 | 23 | 2 | 984 |
| Not Section 15 Land | 66 | 1 | 31 | 2 | 2405 |
| Other Sites | 65 | 1 | 31 | 2 | 2382 |
| National Sample Sites | 74 | 1 | 22 | 3 | 1007 |
| Sites with AMGS | 69 | 1 | 27 | 2 | 2637 |
| Sites without AMGS | 64 | 2 | 32 | 3 | 752 |
| TOTAL | 68 | 1 | 28 | 2 | 3389 |
| Base | 2305 | 46 | 960 | 78 | |

Weighted to equivalent numbers of days per site and retaining overall totals



Cars at Wardle Brook

2.6

Visitor Activities

How visitors use Open Access Land is now described in terms of:

- Activities at Site – all and main;
- Site Attractions;
- Need to get exercise;
- Duration of Visit; and
- Visitor Spend.

2.6.1

All Activities

Respondents were asked what activities they had participated in while at the site, and in the NM survey, what had been their main reason for visiting. Table 2.20 shows a summary of the most frequently mentioned activities. Note that these proportions sum to more than 100 as more than one activity could be given. Dog walking was the most common activity mentioned, by 46% of respondents. A third of visitors were taking a short stroll, almost one in five were hiking or taking a more serious walk, and 18% said they were there to enjoy the scenery or nature. A fifth of respondents mentioned other reasons, which included other outdoor activities, such as cycling, horse riding, climbing, as well personal reasons for visiting. Many responses were site specific, for example, making sandcastles at Brancaster Beach or abseiling at Ilkley Moor; see Site Reports for further detail¹⁴.

Table 2.20 Activities participated in at site (all)

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|---------------------------|------------|-------------|-------------|-------------|-------------------------|
| Short Stroll / ambling | 38 | 35 | 32 | 33 | 39 |
| Serious Walking / Hiking | 18 | 19 | 20 | 19 | 14 |
| Dog Walking | 38 | 48 | 47 | 46 | 49 |
| Enjoying Scenery / nature | 11 | 19 | 20 | 18 | 18 |
| Other | 23 | 17 | 22 | 20 | 21 |
| Base | 487 | 1831 | 2222 | 4540 | 1033 |

*Weighted to equivalent numbers of days per site and retaining overall totals
Note: will sum to more than 100 as multiple responses allowed*

National Sample Sites – all activities

The proportion of respondents who visit to take a short stroll is significantly higher at the National Sample sites, 39% and also the proportion of dog walkers is higher, 49% compared with all sites. There is no trend by year in the activities undertaken.

2.6.2

Main Activity

Table 2.21 shows the main reason given for being at the site. Those visiting specifically to walk a dog form 31% of the sample, while around a fifth, 21% and 22% respectively were amblers and hikers. Enjoying the scenery was the main reason for only 3% of visitors and was often secondary to the other reasons given.

It should be noted that in the LM survey a main response was not recorded. Where more than one activity was mentioned these have been grouped as 'more than one'.

¹⁴ The activities undertaken by visitors were also recorded in the observation surveys. In the Site Reports comparisons from observed data with the activities as stated by respondents are shown, and these tend to show that identifying a visitor as an ambler/serious walker/dog walker is difficult to do with precision and hence there are discrepancies.

Table 2.21 Main reason for being at Site

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|---------------------------|------------|-------------|-------------|-------------|-------------------------|
| Short Stroll / ambling | 37 | 20 | 18 | 21 | 29 |
| Serious Walking / Hiking | 17 | 14 | 30 | 22 | 13 |
| Dog Walking | 26 | 46 | 19 | 31 | 42 |
| Enjoying Scenery / nature | 3 | 2 | 3 | 3 | 4 |
| Other | 17 | 7 | 10 | 9 | 11 |
| More than One | - | 10 | 20 | 13 | 0 |
| Base | 487 | 1831 | 2222 | 4540 | 1033 |

Weighted to equivalent numbers of days per site and retaining overall totals

Note: Main activity not recorded in LM survey

National Sample Sites – main activity

The proportion of respondents who visit to take a short stroll is significantly higher at the National Sample sites, 29% and also the proportion of dog walkers is higher, 42%. There is no trend by year in the activities undertaken.

Analysis of the visit type by site characteristics shows that non-moorland sites had higher proportions of dog walkers than did moorland sites; 46% compared with 17%, and higher proportions visited moorland sites for more serious walks, 35%, and for ambling, 26%.

Serious walkers are less likely to be found at urban sites (10%) than at more remote sites, (17%).

Significantly higher proportions of dog walkers are found at urban sites, 48%, than rural or remote sites. Also, significantly lower proportions of dog walkers are found at sites with biodiversity designations, 35%, see Table 2.22.

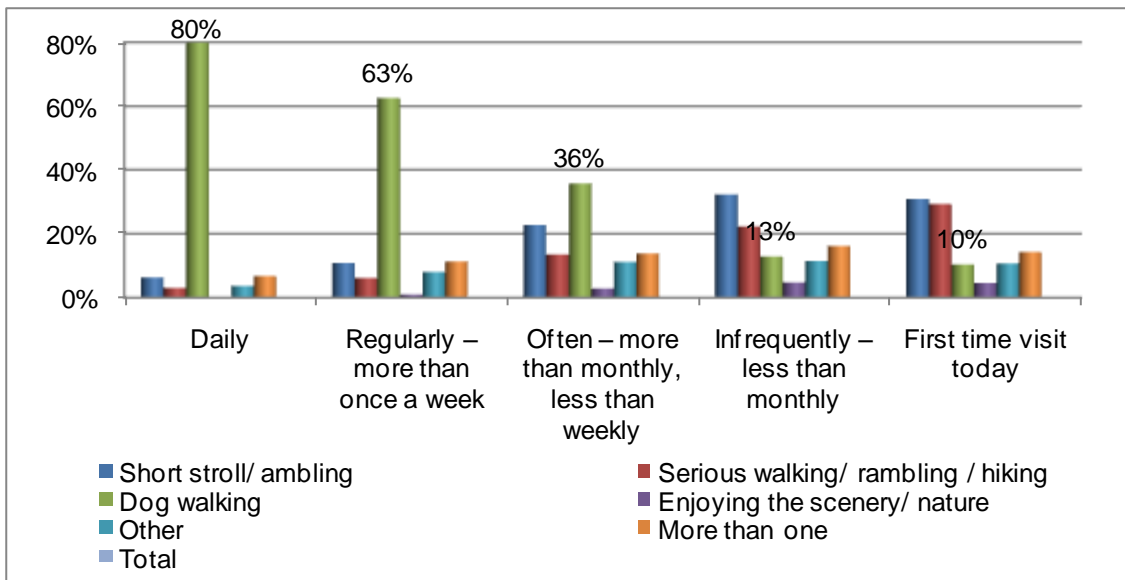
Table 2.22 Main activity at site by site type

| Site Type | Ambling Row % | Hiking % | Dog Walking % | Other % | Base |
|-------------------------------|------------------|-------------|---------------------|-------------|-------------|
| Moorland Sites | 26 | 35 | 17 | 22 | 1218 |
| Not Moorland Sites | 19 | 8 | 46 | 27 | 3322 |
| Biodiversity Designated Sites | 21 | 16 | 35 | 27 | 3770 |
| Non Designated Sites | 19 | 9 | 54 | 18 | 770 |
| Urban | 20 | 10 | 48 | 21 | 1552 |
| Not Urban | 22 | 17 | 34 | 28 | 2987 |
| Common Land | 25 | 22 | 30 | 23 | 2028 |
| Not Common Land Site | 18 | 9 | 46 | 28 | 2511 |
| Section 15 | 28 | 23 | 31 | 18 | 1160 |
| Not Section 15 Land | 19 | 12 | 41 | 28 | 3380 |
| Other Sites | 19 | 15 | 37 | 29 | 3506 |
| National Sample Sites | 29 | 13 | 42 | 16 | 1033 |
| Sites with AMGS | 20 | 15 | 38 | 28 | 3582 |
| Sites without AMGS | 26 | 16 | 40 | 17 | 957 |
| TOTAL | 21 | 15 | 39 | 26 | 4540 |
| Base | 953 | 674 | 1749 | 1164 | |

Weighted to equivalent numbers of days per site and retaining overall totals

In Table 2.10 the frequency of visit for the different visitor types was shown. Figure 2.5 shows how the frequency of visit varies by the activity types. Of the people who visit daily, 80% are dog walkers, and of the regular visitors (more than once a week), 63% are dog walkers. Of the first time visitors, 31% were amblers, 29% were serious walkers and 10% were dog walkers.

Figure 2.5 Frequency of visit, by main reason for being at site



Base Daily 807, Regularly – more than once a week 656, Often – more than monthly, less than weekly 920, Infrequently – less than monthly 1151, First time visit today 541, Total 4075
 Weighted to equivalent numbers of days per site and retaining overall totals

2.6.3

Reasons for visiting the site rather than elsewhere

Respondents were asked why they chose to visit the survey site, rather than elsewhere. The most common response, for 32% of visitors, was that it was a pleasant area, with attractive scenery or landscape. This reason was given by almost half of National Sample respondents, see Table 2.23.

Many sites have specific attractions, and are included as ‘other’ in Table 2.24, for example, at some heath land sites, people mentioned seeing heather, and at the South Pennine Moors, abseiling and climbing were mentioned. For more details refer to the Site Reports.



White Horse – The Comp



Climbing – South Pennine Moors

Table 2.23 Reasons for Visiting Site

| | National Sample % | NCA Sample % | Local Monitoring Sample % | All % |
|---|-------------------|--------------|---------------------------|-------------|
| Scenery/ Landscape/ pleasant area | 47 | 38 | 24 | 32 |
| Always come here | 7 | 7 | 40 | 27 |
| Accessibility/ Proximity of the area of land | 44 | 31 | 7 | 19 |
| Remoteness / tranquility of the area of land | 4 | 4 | 25 | 17 |
| Other | - | - | 23 | 14 |
| Exercise | * | - | 19 | 12 |
| Space for dog to run | 26 | 8 | 4 | 10 |
| Wildlife/ botany | 9 | 9 | 2 | 5 |
| The area of land is not too busy/ overcrowded | 8 | 13 | - | 4 |
| En route/ part of a longer route | 4 | 10 | 2 | 4 |
| Open Access | - | - | 5 | 3 |
| Parking provision at the area of land | 5 | 1 | * | 2 |
| Challenging walk/ climb/ feature | 4 | 4 | * | 1 |
| Provision of amenities | - | - | 2 | 1 |
| Cleanliness of the area of land | 4 | 1 | * | 1 |
| For a Change / Somewhere new, different | * | 3 | 1 | 1 |
| Mentioned Easy/ Accessible walk | 1 | 2 | * | 1 |
| For the Horse/ Bike Riding | * | * | * | * |
| Previous Visit | * | 1 | * | * |
| For the Hills | * | * | * | * |
| No Cars/ Bikes | * | * | * | * |
| Base | 1033 | 678 | 2628 | 4339 |

Weighted to equivalent numbers of days per site and retaining overall totals

Note: will sum to more than 100 as multiple responses allowed

2.6.4

Getting Exercise

In the NM survey in 2007 and 2008, respondents were asked the extent to which getting exercise featured in their decision to visit the countryside. As shown in Table 2.24 it featured to a large extent for more than half of visitors, and to some extent for a further third of visitors. There are no significant changes by year.

Table 2.24 Did the need to get exercise feature in your decision to visit the countryside today?

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|-------------------|----------|------------|------------|-------------|-------------------|
| Not at all | n/a | 12 | 15 | 14 | 12 |
| To some extent | n/a | 36 | 35 | 35 | 33 |
| To a large extent | n/a | 52 | 50 | 51 | 55 |
| Base | - | 484 | 705 | 1189 | 381 |

Weighted to equivalent numbers of days per site and retaining overall totals

Not asked in LM

National Sample Sites

Getting exercise is a feature that attracts visitors to National Sample sites to a significantly greater extent than it does to other sites, with 55% saying it did so to a large extent. There are no trends by year.

Analysis shows that getting exercise was not an attraction to significantly more of those visiting for 'other' reasons; 33% said it was not a feature, and it only featured to a large extent for 36% of these visitors. Conversely it was a large feature for 63% of serious walkers.

2.6.5

Site Attractions

Table 2.25 shows the proportions of visitors who mentioned the key attractions for different site characteristics. The characteristics where scenery was a particular attraction are s15 land (42%) and common land (39%). Those respondents at urban sites were much more likely to say they came out of habit (32%). Sites with biodiversity designations attract people by virtue of their remoteness and tranquillity; 19% at such sites mentioned this as a reason. Only 6% of visitors at sites with biodiversity designations mention space for a dog to run as an attraction, but this was mentioned by a quarter of visitors to National Sample sites.

Table 2.25 Reasons by Site Type (2006-2008 inclusive)

| Site Type | Scenery % | Always Come % | Accessibility % | Remoteness / tranquillity | Exercise% | Space for Dog % | Other | Base |
|-------------------------------|-----------|---------------|-----------------|---------------------------|-----------|-----------------|-----------|-------------|
| Moorland Sites | 28 | 17 | 16 | 15 | 13 | 4 | 16 | 1182 |
| Not Moorland Sites | 33 | 31 | 21 | 18 | 11 | 12 | 13 | 3157 |
| Biodiversity Designated Sites | 31 | 30 | 15 | 19 | 13 | 6 | 16 | 3584 |
| Non Designated Sites | 37 | 14 | 42 | 6 | 7 | 27 | 4 | 756 |
| Urban | 34 | 32 | 28 | 15 | 10 | 13 | 9 | 1526 |
| Not Urban | 30 | 25 | 15 | 18 | 12 | 8 | 17 | 2814 |
| Common Land | 39 | 16 | 29 | 11 | 7 | 13 | 10 | 1978 |
| Not Common Land Site | 26 | 36 | 11 | 22 | 15 | 8 | 17 | 2362 |
| Section 15 | 42 | 11 | 37 | 6 | 3 | 18 | 5 | 1151 |
| Not Section 15 Land | 28 | 33 | 13 | 21 | 15 | 7 | 17 | 3188 |
| Other Sites | 27 | 33 | 12 | 21 | 15 | 5 | 18 | 3306 |
| National Sample Sites | 47 | 7 | 44 | 4 | 0 | 26 | 0 | 1033 |
| Sites with AMGS | 30 | 30 | 16 | 19 | 13 | 8 | 16 | 3395 |
| Sites without AMGS | 38 | 17 | 31 | 9 | 6 | 15 | 7 | 945 |
| TOTAL | 32 | 27 | 19 | 17 | 12 | 10 | 14 | 4339 |

Weighted to equivalent numbers of days per site and retaining overall totals

Note; row % will not sum to 100%, multiple responses allowed and only main reasons included

2.6.6

Duration of Visit

In the NM survey, visitors were asked how long they had spent at the site on their visit. Half of visits lasted for less than 2 hours, with around one in ten visitors being at the site for less than half an hour, see Table 2.26. It is possible that, in some cases, the time quoted by respondents was the time spent on their walk/trip rather than specifically on the Open Access Land site.

Table 2.26 Duration of Visit to Site

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|--------------------------|------------|------------|------------|-------------|-------------------------|
| Under half an hour | 11 | 10 | 6 | 9 | 12 |
| 30-59 minutes | 29 | 29 | 30 | 29 | 35 |
| 1 to 2 hours | 28 | 25 | 25 | 26 | 29 |
| 2-3 hours | 15 | 14 | 14 | 14 | 11 |
| 3-4 hours | 7 | 8 | 10 | 9 | 6 |
| 4-5 hours | 3 | 5 | 7 | 5 | 4 |
| 5-6 hours | 2 | 4 | 3 | 3 | 1 |
| 6 to 7 hours | 1 | 3 | 2 | 2 | 1 |
| More than 7 hours | 3 | 3 | 2 | 2 | 1 |
| Base | 468 | 500 | 717 | 1685 | 1019 |
| Average Duration (hours) | 1.9 | 2.1 | 2.1 | 2.0 | 1.6 |

Weighted to equivalent numbers of days per site and retaining overall totals

The average duration of visits is around 2.0 hours. Significantly more time is spent per visit at moorland sites than lowland sites, and also at sites with biodiversity designations, common land sites, sites with AMGS and sites not in the National Sample. Significantly less time is spent at urban sites, typically 1.8 hours, see Table 2.27.

Further analysis shows that those who visit for a serious walk spend almost twice as long at sites than do other visitor types, at 3.7 hours on average, and dog walkers spend the least time, at just over an hour.

Table 2.27 Average time spent at site by site type (hours) (NM Sites only)

| Site Type | 2006 | 2007 | 2008 | All | Base |
|-------------------------------|------------|------------|------------|-------------|-------------|
| Moorland Sites | 2.4 | 2.9 | 3.1 | 2.8 | 526 |
| Not Moorland Sites | 1.6 | 1.6 | 1.8 | 1.7 | 1159 |
| Biodiversity Designated Sites | 2.1 | 2.5 | 2.6 | 2.4 | 1104 |
| Non Designated Sites | 1.4 | 1.2 | 1.3 | 1.3 | 580 |
| Urban | 1.9 | 1.9 | 1.8 | 1.8 | 748 |
| Not Urban | 1.8 | 2.2 | 2.4 | 2.2 | 936 |
| Common Land | 2.0 | 2.1 | 2.2 | 2.1 | 1205 |
| Not Common Land Site | 1.6 | 1.9 | 1.8 | 1.8 | 480 |
| Section 15 | 2.0 | 2.1 | 2.1 | 2.0 | 906 |
| Not Section 15 Land | 1.7 | 2.0 | 2.2 | 2.0 | 779 |
| Other Sites | 2.4 | 2.9 | 2.7 | 2.7 | 666 |
| National Sample Sites | 1.6 | 1.4 | 1.7 | 1.6 | 1019 |
| Sites with AMGS | 2.0 | 2.3 | 2.3 | 2.2 | 1038 |
| Sites without AMGS | 1.6 | 1.6 | 1.9 | 1.7 | 646 |
| TOTAL | 1.9 | 2.1 | 2.1 | 2.0 | 1685 |
| Base | 468 | 500 | 717 | 1685 | |

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

The average time spent at site at National Sample sites is 1.6 hours per visit. There has been no change in the duration of visit by year.

2.6.7

Visitor Spend

Also in the NM survey, visitors were asked how much they would spend on their day out. Note that respondents were asked to exclude overnight accommodation costs and petrol/fuel costs, so the figures represent what was spent at the site, as well as locally in connection with the visit to the site.

The most commonly stated amount was zero, with 31% saying there was no opportunity to spend anything and 38% said 'nothing'. Of those who did spend something the amount was usually less than £5, but the overall average of those who spend was £17 per visit. The proportion saying 'no opportunity' was higher in 2006 when almost half gave this response. Including zero, the average spend was £3.40, and this has increased each year, with the amounts in 2007 and 2008 significantly higher than in 2006, see Table 2.28.

Table 2.28 Visitor Spend at Site

Approximately how much did/ will your party spend as part of your trip out today (including to this area of land)? (Excluding accommodation and fuel costs, including food/drinks, souvenirs etc, during whole day and evening)

| | 2006 % | 2007 % | 2008 % | All % | National Sample % |
|--------------------------------------|------------|------------|------------|-------------|-------------------------|
| No opportunity | 48 | 27 | 24 | 31 | 25 |
| Nothing | 33 | 40 | 39 | 38 | 47 |
| Up to £5 | 10 | 15 | 15 | 14 | 14 |
| £5-£7.50 | 2 | 4 | 3 | 3 | 3 |
| £7.50 - £10 | 3 | 4 | 5 | 4 | 3 |
| £10 - £20 | 3 | 5 | 7 | 5 | 4 |
| £20 -£50 | 1 | 1 | 5 | 4 | 2 |
| Over £50 | 1 | 1 | 1 | 1 | * |
| Unsure / prefer not to say | - | * | * | * | 1 |
| Base | 454 | 495 | 716 | 1665 | 1004 |
| Average | £1.70 | £3.50 | £4.30 | £3.40 | £2.60 |
| Average of those who spent something | £12.15 | £16.46 | £18.95 | £17.00 | £9.73 |

Weighted to equivalent numbers of days per site and retaining overall totals

Note: NM data only

National Sample Sites

The average spend at National Sample sites is £2.60, for all visits, and £9.73 for those who do spend something. Almost half, 47% spend nothing at all, and a further 25% have no opportunity to spend anything.

The spend per visitor increased from £1.80 in 2006 to £3.00 in 2007, but there was no further increase in 2008, as the spend per visitor remained the same, at £3.00.

Visitor spend differs significantly between visitor types, as follows:

- Dog walkers spend an average of 88p per visit, significantly less than other groups;
- Serious walkers spend significantly more than amblers, at £6.33 per visit compared with £3.59; and
- Those enjoying the scenery spend significantly more than dog walkers, at £5.92 per visit.



Ice Cream Van – Baildon Moor

Figure 2.5 shows the visitor spend for those visitors who had travelled from home and those who were away from home. Expenditure is around two and a half times higher for those who are on holiday or away from home while visiting sites.

Figure 2.5 Visitor spend by trip origin

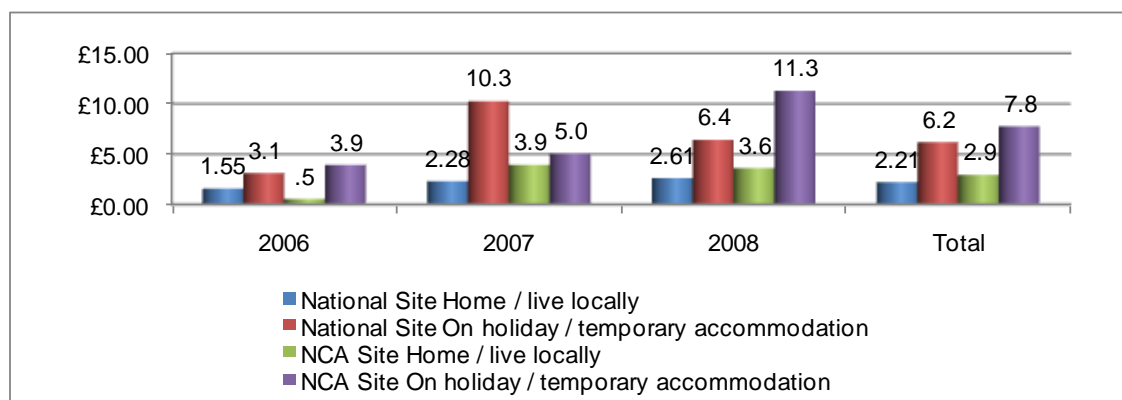


Table 2.29 shows how the visitor spending varies by site type. Visitors to sites with biodiversity designations spend more than four times as much as those at sites without. Visitor spend at urban sites is less than at rural or remote sites i.e. visitor spend in rural areas is higher, at £3.80 per visit. As previously shown, people tend to travel further to non-urban sites, (about four times as far) and hence their need for refreshments etc. is likely to be higher than for visits close to home, thus contributing in part to the rural economy. However, 42% of visitors to non-urban sites said there was no opportunity to spend anything during their visit.

Table 2.29 Average Spend at site by Site Type (£) (NM Sites only)

| Site Type | 2006 | 2007 | 2008 | All | Base |
|-------------------------------|------------|------------|------------|-------------|-------------|
| Moorland Sites | 1.4 | 4.2 | 5.4 | 3.8 | 527 |
| Not Moorland Sites | 1.9 | 3.1 | 3.9 | 3.1 | 1128 |
| Biodiversity Designated Sites | 2.1 | 4.9 | 5.8 | 4.5 | 1081 |
| Non Designated Sites | 0.9 | 0.7 | 1.5 | 1.1 | 574 |
| Urban | 2.4 | 2.8 | 3.0 | 2.8 | 737 |
| Not Urban | 1.1 | 4.0 | 5.5 | 3.8 | 918 |
| Common Land | 2.4 | 4.3 | 5.0 | 4.2 | 1192 |
| Not Common Land Site | 0.5 | 1.6 | 1.8 | 1.3 | 463 |
| Section 15 | 2.6 | 4.9 | 4.3 | 4.0 | 896 |
| Not Section 15 Land | 0.7 | 2.0 | 4.2 | 2.6 | 759 |
| Other Sites | 1.5 | 4.2 | 6.2 | 4.4 | 659 |
| National Sample Sites | 1.8 | 3.0 | 3.0 | 2.6 | 996 |
| Sites with AMGS | 1.0 | 3.0 | 4.4 | 3.0 | 1020 |
| Sites without AMGS | 2.7 | 4.5 | 4.2 | 3.9 | 635 |
| TOTAL | 1.7 | 3.5 | 4.3 | 3.4 | 1655 |
| Base | 454 | 490 | 711 | 1655 | |

Weighted to equivalent numbers of days per site and retaining overall totals

Based on all spend, including zero

Note: NM data only

Visitor Profile

Visitors to Open Access Land differ from the population in general in that they are more likely to be male, from older age groups, employed, white and are less likely to have any mobility impairment.

The average visitor group size is 2.1, with 45% of visits being made by a lone individual, though a large proportion (68%) of these have a dog. Overall 49% of visits are accompanied by dogs, though these are less prevalent at moorland sites and at sites which have biodiversity designations. Almost three fifths of visits to urban sites include a dog.

After dog walking (31%), the most common reason for visiting Open Access Land is a serious walk (22%) or a short stroll (21%).

Thirteen percent of respondents are first time visitors, but this was the case for only 4% of dog walkers. Serious walkers appear to be the most adventurous in trying new sites; 26% of this group were at the site for the first time.

There are clear differences by visitor type in the pattern of visits to Open Access Land, with dog walkers and serious walkers showing the most distinct behaviour. Although their main reason for visiting is not to walk the dog, 9% of serious walkers do have a dog with them.

| | Serious Walkers | Dog Walkers |
|---|------------------------|--------------------|
| first time visitors | 26% | 4% |
| Daily visitors | 4% | 41% |
| average trips per year | 32 | 195 |
| visited while on holiday | 32% | 6% |
| distance travelled to site | 19.8 miles | 4.8 miles |
| duration of visit | 3.7 hours | 1.1 hours |
| Visiting moorland sites | 63% | 12% |
| Visiting sites with biodiversity designations | 90% | 76% |
| Visiting urban sites | 24% | 43% |
| Individual | 32% | 66% |
| Male | 68% | 50% |
| Retired | 30% | 37% |

Dog walkers are regular visitors to local, urban sites, and many visit on their own. Serious walkers are less habitual visitors, and travel further to visit Open Access Land.



3 Current Awareness Levels

3 Current Awareness Levels

3.1 Introduction

As part of the survey, respondents were asked a number of questions regarding their awareness of the site being visited, as follows:

- How the respondent became aware of the site;
- What information sources were used prior to visiting the site, and how useful this was; and
- Requirements for on-site facilities.

3.2 Knowledge of the site

Around two thirds, 66% of respondents visiting Open Access Land had always been aware of the site being visited. Fourteen percent of respondents had heard about the site they were visiting through friends and family and 4% knew of it from a national promotion. Respondents who visited the site daily were significantly more likely to have always known about the site.

Respondents who were visiting the site for the first time when interviewed were significantly more likely to have heard of it from friends and family than to have always known about it. They were also more likely to have encountered the site by driving past (3%), from a guidebook (11%) or via some national promotion (12%).

Table 3.1 Knowledge of site by frequency of visit

| | Daily % | Regularly – more than once a week % | Often – more than monthly, less than weekly % | Infrequently – less than monthly % | First time visit today % | Total % | National Sample % |
|-------------------------------|------------|-------------------------------------|---|------------------------------------|--------------------------|-------------|-------------------|
| Always known | 89 | 83 | 77 | 55 | 19 | 66 | 81 |
| Friends/family | 7 | 9 | 12 | 19 | 22 | 14 | 9 |
| Happened on it by chance | * | 1 | 2 | 3 | 8 | 2 | 4 |
| Local promotion | - | - | - | 1 | 2 | 1 | 1 |
| Leaflet | - | - | - | * | 2 | * | * |
| National promotion | * | 1 | 1 | 4 | 12 | 3 | * |
| Guidebook | - | * | - | 2 | 11 | 2 | 2 |
| Website | - | * | - | 1 | 3 | 1 | 1 |
| Shown on map | * | * | 2 | 2 | 5 | 2 | 2 |
| Camping/ Caravanning/ Holiday | - | - | * | 1 | - | * | - |
| Other | 2 | 5 | 5 | 10 | 11 | 7 | - |
| Drove past | * | * | - | * | 3 | 1 | * |
| Exploring | - | 1 | * | * | - | * | - |
| RSPB | - | - | * | 1 | - | * | - |
| National Trust | - | - | - | - | 1 | * | - |
| Base | 802 | 650 | 914 | 1144 | 531 | 4487 | 1013 |

Weighted to equivalent numbers of days per site and retaining overall totals

3.2.1

Site knowledge

Serious walkers were more likely to find out about sites from guidebooks (8%), maps (5%) and were also more responsive to promotions of sites (6%) than other visitor types. Dog walkers were far more likely to have always known about the site.

Table 3.2 Knowledge of site by main activity

| | Short stroll/ ambling % | Serious walking/ rambling / hiking % | Dog walking % | Enjoying the scenery/ nature % | Other % | Total % | NS % |
|--------------------------------|-------------------------|--------------------------------------|---------------|--------------------------------|------------|-------------|-------------|
| Always known | 59 | 51 | 81 | 50 | 60 | 65 | 81 |
| Friends/family | 18 | 14 | 11 | 22 | 18 | 14 | 9 |
| Happened on it by chance | 4 | 2 | 1 | 5 | 4 | 2 | 4 |
| Local promotion | 1 | 1 | 0 | 1 | 2 | 1 | 1 |
| Leaflet | 1 | 1 | * | - | - | * | * |
| National promotion | 4 | 6 | 1 | 3 | 4 | 4 | * |
| Guidebook | 2 | 8 | * | 2 | 2 | 2 | 2 |
| Website | * | 2 | * | 2 | 1 | 1 | 1 |
| Other walkers | * | 1 | - | 1 | * | * | * |
| Shown on map | 2 | 5 | 1 | 4 | 2 | 2 | 2 |
| Drove past | * | 1 | 1 | - | * | 1 | * |
| Wildlife interest | - | - | - | - | 1 | * | - |
| Book | 1 | 1 | - | 1 | * | * | - |
| Scouts/ Guides/ D of E/ School | * | 1 | * | - | - | * | - |
| Exploring | * | * | * | 1 | 1 | * | - |
| Other | 5 | 8 | 3 | 8 | 5 | 6 | - |
| Base | 940 | 661 | 1741 | 127 | 401 | 4487 | 1013 |

Weighted to equivalent numbers of days per site and retaining overall totals

NB 'more than one' not shown

National Sample Sites

The majority (81%) of visitors to National Sample sites have always known about the sites and a further 9% became aware through word of mouth via friends or family. In a further 4% of cases people came across the site by chance, and the remainder through a combination of means of promotion, including guidebooks or maps.

There are some site characteristics that are associated with means of awareness, for example:

- Urban sites: 82% of respondents had always known about the site, compared to 60% of respondents at non-urban sites;
- Moorland sites: respondents were significantly likely to have heard of the site from leaflets (1%), guidebooks (5%), national promotions (6%) and being shown on a map (5%);
- Biodiversity designation sites: 16% of respondents had heard of the site through family and friends compared to only 6% of respondents on non designation sites;
- S15 sites (existing access land): 74% had always known of the site, significantly more than the 63% who said they had always know about the site and were not at s15 land; and
- Common land sites: respondents at these sites were significantly more likely to have happened on it by chance (3%) or heard of it through a local promotion (1%), compared to those not at Common land sites.

There were a range of other ways in which people had learned about different sites, including:

- Other walkers (n=8)¹⁵;
- While on holiday in the area (n=9);
- Scouts/ Guides/ D of E/ School (n=7);

The majority of respondents had always known about the site they were visiting (66%), especially dog walkers (81%).

Other specific sources of information are shown Table 3.3.

Table 3.3 Specific information sources

| | Number of respondents who used source | Site visiting |
|---------------------------|---------------------------------------|---|
| Coast to coast walk | 31 | Sunbiggin Tarn |
| Wainwright Walking guide | 10 | Sunbiggin Tarn Cow Green |
| Pathfinder maps | 5 | Jubilee Tower Cow Green Rotherhope Fell |
| Steadman Walking guide | 4 | Sunbiggin Tarn |
| Daily Mail supplement | 2 | Cow Green |
| AA walks | 2 | Cow Green |
| Nuttall's List | 1 | Cow Green |
| Pennine Way | 2 | Cow Green |
| Country Walking magazine | 2 | Severn Ham Jubilee Tower |
| Jack Keighley Local walks | 1 | Cow Green |
| Trail Magazine | 1 | Cow Green |
| Walks and Waterfalls | 1 | Holwick |
| Walks in Britain | 1 | Langden Brook |

Those who had become aware through reference to maps were asked whether the map had been online or paper. Table 3.4 below shows that almost all respondents (93%) had seen or used paper maps. There were no trends by year for how respondents had seen maps used.

Table 3.4 Map usage

| | NS % | NCA % | All % |
|-------------|-----------|-----------|-----------|
| Online | 11% | 5% | 7% |
| Paper | 89% | 95% | 93% |
| Base | 10 | 23 | 33 |

Weighted to equivalent numbers of days per site and retaining overall totals

¹⁵ Where the numbers of respondents is very small and percentages would not be meaningful, the format "n= " is used to denote the actual number of people giving a response.

There were no significant differences in the type of map used depending on site activity, site type or frequency of visit, however only one dog walker and one rambler had looked at maps online, one whose first visit to the site was that day and the other who visited infrequently. No respondents who visited the site daily or regularly had used maps at all.

Despite the Internet becoming an ever more popular medium of communication and information gathering, and Open Access Land maps being available on the NE website, 93% of respondents who found out about a site through maps had used paper versions.

This suggests that few people use the NE website to check for any information on Open Access, or any restrictions, prior to their visit.

3.3

Information Needs

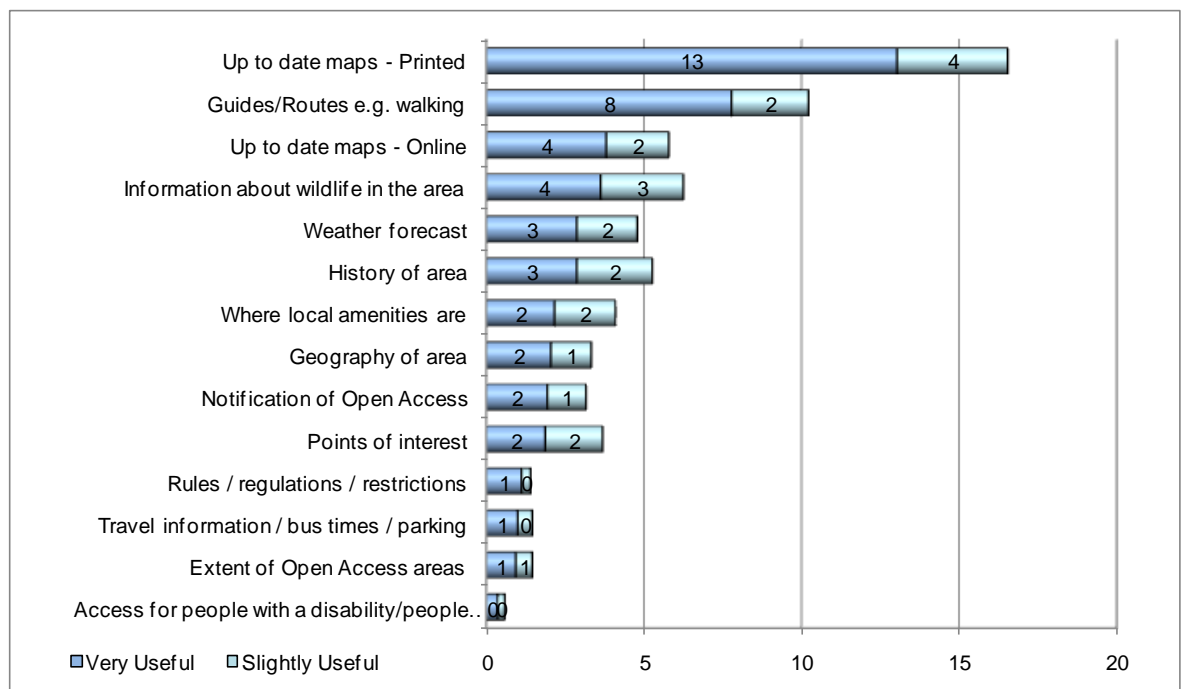
Respondents in the National Monitoring survey were asked what, if any, information they would have found useful prior to their visit to the area of access land.

Three fifths of visitors used no information sources. This proportion varies with frequency of visit however, with 79% of those who visited daily using no information, compared with 41% of those who were making their first visit to the site. More than three quarters (77%) of dog walkers used no information, though only 44% of serious walkers used none.

Two thirds of those visiting National Sites made no use of prior information. More than half of those visiting moorland sites did use one or more sources of information (58%) and so did 47% of those visiting sites with biodiversity designations. Only a quarter of those living up to a mile used information; this proportion increases with distance from the site as might be expected, to 60% of those travelling more than 40 miles.

Where information was used, up to date printed maps were found to be the most useful source, with 13% of respondents saying they were very useful and 4% saying they were slightly useful, see Figure 3.1.

Guides and routes which gave information on climbing/ walking routes and distances were the second most often mentioned source of information; 10% felt these to be very or slightly useful prior to a visit.

Figure 3.1 Usefulness of prior information

Base NM , 1711

Weighted to equivalent numbers of days per site and retaining overall totals

Respondents who visited the site daily were significantly less likely (1%) than those who were on their first visit to the site to say that online maps would have been very useful prior to their visit (7%). Respondents who visited often, infrequently or were there for the first time that day were also significantly more likely to say that printed maps would have been very useful.

Serious walkers (26%) were significantly more likely than respondents on site for a short stroll (14%), dog walking (5%) or other activity (11%), to say that they would find printed maps and guides/ walking routes for the area very useful.

Those travelling between 20-100 miles (5%) to the site were more likely to say that they would have found information on location of local amenities slightly useful prior to their visit to the site than those who travelled less than 20 miles (1%).

Seven percent of respondents felt that information regarding the wildlife in the area would have been useful prior to their visit. Respondents mentioned this at sites including:

- Cow Green (n=17);
- Langden Brook (n=11);
- Malvern Hills (n=10);
- Holme Dunes (n=8);
- Canford Heath, Sunbiggin Tarn and Wisley Common (all n=7);
- Decoy Heath (n=6);
- Holwick and Severn Ham (both n=5); and
- Merrow Downs, Burbage Common, Jubilee Tower and The Comp (all n=4).

Some respondents also stated that they would have found information on notifying the public which areas were Open Access (3%) and the extent of Open Access (2%) useful prior to visiting the site, as detailed below.

| Open Access Information Type | Locations |
|--|---|
| Information to notify the public that it is Open Access useful | Burbage Common (n=6) Merrow Downs and Middleham Low Moor (both n=5) Kestlemerris, Malvern Hills, Moorside, Severn Ham (all n=3) |
| Information on extent of Open Access areas useful | Severn Ham (n=4) Merrow Downs, Grassthorpe Holme, Wisley Common, Kestlemerris, Jubilee Tower, Silvington Common (all n=2) |

Table 3.5 shows how useful respondents felt different types of prior information would be.

A quarter of respondents who were on holiday/ staying in temporary accommodation felt that printed maps were very useful (24%), with 18% thinking that guides/ walking and climbing routes were very useful.

Table 3.5 Usefulness of information by location travelled from

| | | Home/ Live locally % | On holiday/ temporary accommodation % | Other % | All % | National Sample % |
|--|--------------------------|---|--|--------------------|------------------|----------------------------------|
| Up to date maps - Online | Slightly/ Very useful | 6 | 3 | 7 | 6 | 7 |
| Up to date maps - Printed | Slightly/ Very useful | 14 | 28 | 19 | 17 | 12 |
| Information to notify the public that it is Open Access Land | Slightly/ Very useful | 3 | 3 | - | 3 | 4 |
| Where local amenities are | Slightly/ Very useful | 4 | 7 | 22 | 4 | 4 |
| Information about wildlife in the area | Slightly/ Very useful | 7 | 7 | 15 | 7 | 5 |
| Extent of Open Access areas | Slightly/ Very useful | 1 | 2 | - | 2 | 2 |
| History of area | Slightly/ Very useful | 6 | 4 | 7 | 5 | 6 |
| Guides/Routes e.g. climbing, walking distances | Slightly/ Very useful | 8 | 20 | 22 | 10 | 6 |
| Rules / regulations / restrictions | Slightly/ Very useful | 1 | 2 | - | 1 | 1 |
| Points of interest | Slightly/ Very useful | 4 | 3 | 7 | 4 | 4 |
| Geography of area | Slightly/ Very useful | 3 | 4 | - | 3 | 3 |
| Travel information / bus times / parking | Slightly/ Very useful | 1 | 2 | - | 1 | 1 |
| Access for people with a disability/people with limited mobility | Slightly/ Very useful | * | * | - | * | * |
| Weather forecast | Slightly/ Very useful | 4 | 9 | 4 | 5 | 3 |
| Base | | 1341 | 324 | 15 | 1711 | 1033 |

Weighted to equivalent numbers of days per site and retaining overall totals

There were different information requirements from those who visit while on holiday compared with those travelling from home, such as:

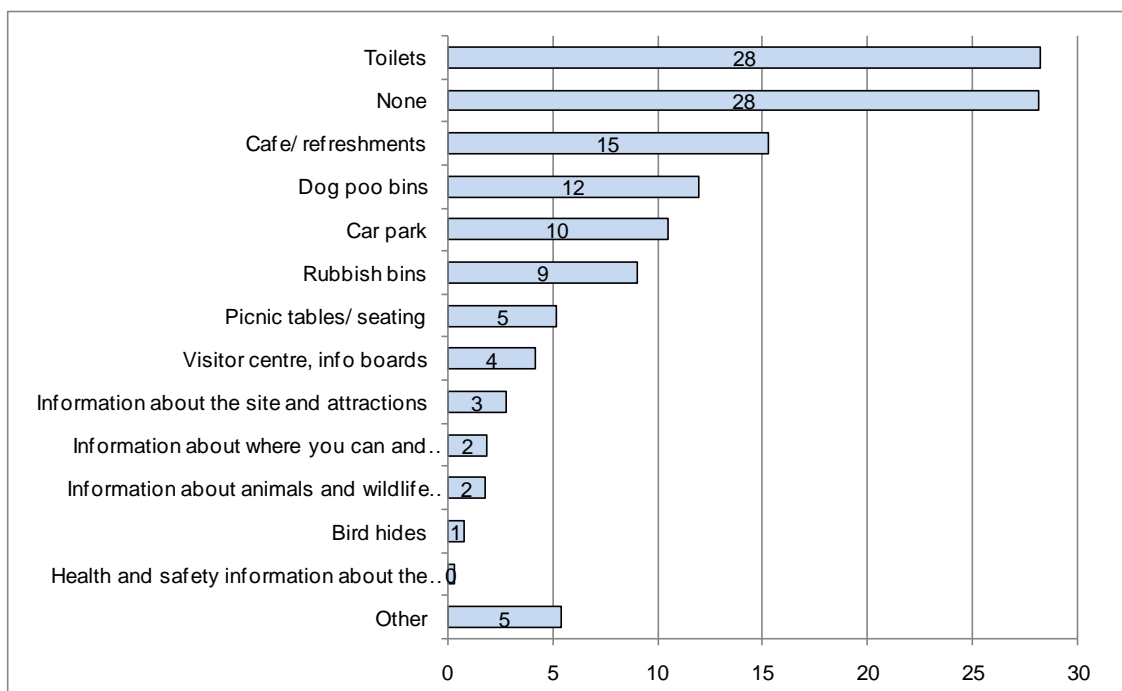
- People travelling from home were more likely to want printed maps (28%) compared to 14% of those travelling from home;
- Those on holiday were more likely to want guides and route maps (20%) compared to 8% of those coming from home;
- Respondents coming from holiday/ temporary accommodation were more likely to want information on local amenities (7%) compared to those travelling from home (4%).

3.4

Facilities at Site

In the National Monitoring survey, respondents were asked if there were any facilities they would find useful at the site they were visiting. Figure 3.2 below shows the facilities respondents would find most useful overall.

Figure 3.2 Facilities required on site



Base All, 1711
 Weighted to equivalent numbers of days per site and retaining overall totals
 NM sites only

Over a quarter of respondents (28%) wanted to see toilets available at the site they were visiting. Another 28% did not want to see any more facilities made available, that is, for the area not to be developed. Fifteen percent would have liked to have had a café/ refreshments available at the site.

Five percent of respondents at National Sample sites wanted a visitor centre or information board at the site.

Table 3.6 below shows the facilities respondents would have wanted to find at the area of land they were visiting, by the distance they had travelled to the site. Those facilities specifically referencing information needs are highlighted; these do not appear to be a priority for visitors, in general compared with other facilities such as toilets, but need for information does increase by distance travelled.

Forty one percent of respondents travelling more than 20 miles would want to find toilets at the site, significantly more than those who were travelling a shorter distance to the site, although 18% of those travelling less than 2 miles also mentioned toilets. Similarly the need for somewhere to get refreshments was lower from people travelling from nearby. Car parking was mentioned by 16% of those travelling more than 20 miles, by 12% of those from between 2 and 20 miles and by 6% of those from within 2 miles.

A higher proportion of visitors from within 2 miles wished to see no additional facilities, 33%, than did visitors from further away. Those mentioning dog waste facilities were more likely to be local visitors, reflecting the high proportions of dog walkers amongst this group.

Table 3.6 Facilities required by distance travelled

| | Up to 2 miles % | 2 to 20 miles % | More than 20 miles % | All % | National Sample % |
|--|-----------------|-----------------|----------------------|-------------|-------------------|
| Toilets | 18 | 31 | 41 | 29 | 25 |
| None | 33 | 27 | 25 | 28 | 28 |
| Cafe/ refreshments | 11 | 18 | 18 | 16 | 16 |
| Dog poo bins | 17 | 12 | 5 | 12 | 15 |
| Car park | 6 | 12 | 16 | 11 | 10 |
| Rubbish bins | 9 | 9 | 8 | 9 | 12 |
| Picnic tables/ seating | 4 | 5 | 7 | 5 | 7 |
| Visitor centre, info boards | 2 | 5 | 6 | 4 | 5 |
| Information about the site and attractions | 2 | 3 | 4 | 3 | 2 |
| Information about where you can and cannot go | 1 | 2 | 2 | 2 | 2 |
| Information about animals and wildlife on the site | 1 | 2 | 3 | 2 | 2 |
| Bird hides | 1 | 1 | 2 | 1 | 1 |
| Other | 6 | 5 | 5 | 5 | 6 |
| Base | 577 | 769 | 332 | 1679 | 1034 |

Weighted to equivalent numbers of days per site and retaining overall totals

Unsurprisingly, respondents who travelled the furthest to a site had the greatest demand for facilities such as toilets, cafes and car parks. Information needs relating to the site were also in greater demand from those travelling further than from local visitors.

Further analysis shows that sites which were neither moorland (30%) nor urban (31%) were significantly more likely to have respondents visiting it who wanted more toilets and rubbish bins on site (23% and 13% respectively). Those visiting non-moorland sites were also significantly more likely to want café/ refreshment facilities (19%), dog waste bins (15%) and picnic tables/ seating at the site (7%). Respondents at non-urban sites were also significantly more likely to want car parking facilities (11%), café/ refreshment facilities (17%) and rubbish bins (10%) available.

Respondents at moorland sites were significantly more likely to say they wanted no additional facilities at the site (34%); that is, for it to be undeveloped.

No respondents on either National Sample or NCA sites wanted to see health and safety information about the site made available. There were no significant differences between the information needs of respondents at National Sample and NCA Sites.

Respondents who visited the site less than once a week were significantly more likely to want toilets, a car park and a café/ refreshments provided, whereas those who came daily or on a regular basis were more likely to want dog waste bins to be available at the site.

Those visitors who were at the site and were on holiday, were significantly more likely to say that they would like toilets and information about the site and attractions to be available. However those who were visiting from home were more likely to say they would like to see dog waste bins, or no further facilities on the site.

Dog walkers are those least likely to want toilet facilities, 17%, but most likely to mention dog poo bins, 25%. Almost a third of those visiting to enjoy the scenery wanted a cafe. Four percent of this group wanted information on wildlife but none wanted information on where they could or couldn't go at the site. Dog walkers and serious walkers were those most likely to say they wanted no additional facilities (34% and 32% respectively).

Respondents at biodiversity designated sites were significantly more likely to want to see information about the site and its attractions (3%), specifically mentioned at:

- Malvern Hills (n=12);
- Cow Green (n=10);
- Severn Ham (n=7);
- Langden Brook (n=5);
- Canford Heath and Holme dunes (both n=4); and
- Sunbiggin Tarn and Merrow Downs (both n=3).

and information on wildlife at the site (2%) at:

- The Comp (n=5);
- Cow Green (n=4);
- Sunbiggin Tarn, Decoy Heath and Severn Ham (all n=3); and
- Burbage Common, Canford Heath, The Mens, Waldrige Fell, Malvern Hills and Ilkley Moor (all n=2)

Respondents at moorland sites were significantly more likely to say wanted no further developments at the site (34%). There were differences in the requirements for facilities in the visitors to common land sites compared with visitors to non-common land sites:

- Toilets (32% at common land sites compared to 18% at other sites)
- Café/ refreshments (20% compared to 4%);
- Dog waste bins (14% compared to 8%); and
- Rubbish bins (11% compared to 5%).

Visitors to common land sites were also significantly less likely to want information about wildlife on the site (1% compared to 3%).

Other facilities respondents wanted to see which would fulfil their information needs are shown below together with the sites at which they were mentioned.

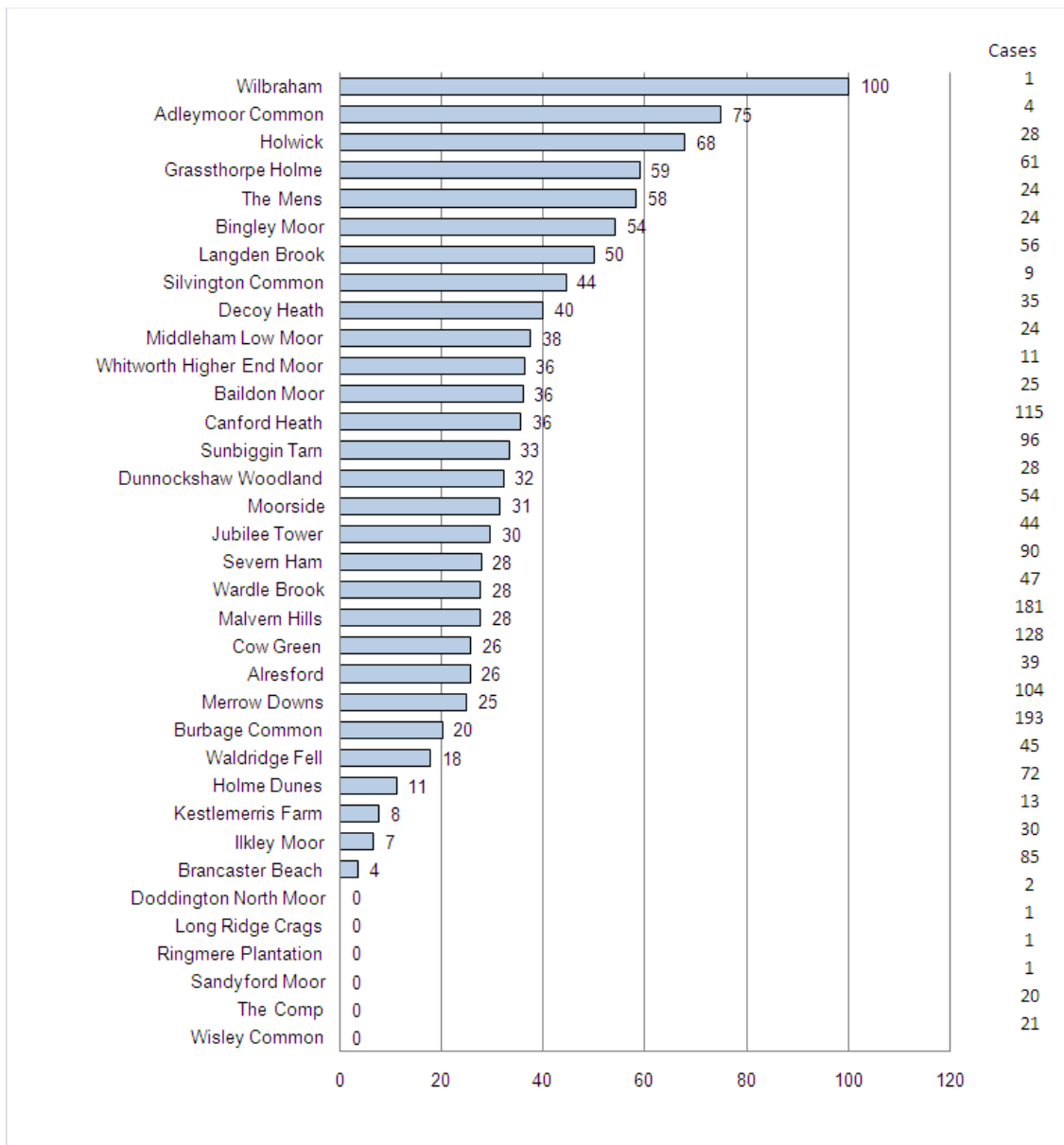
- | | |
|---|--|
| <ul style="list-style-type: none"> ■ Footpath sign/ markers (n=6); | <ul style="list-style-type: none"> <i>Malvern Hills (National Sample Site)</i> <i>Canford Heath (NCA Site)</i> <i>Grassthorpe Holme (National Sample Site)-</i> <i>Bingley Moor (NCA Site)</i> |
| <ul style="list-style-type: none"> ■ Signposts (n=5); | <ul style="list-style-type: none"> <i>Sunbiggin Tarn (NCA Site)</i> <i>Canford Heath (NCA Site)</i> <i>Malvern Hills (National Sample Site)</i> |
| <ul style="list-style-type: none"> ■ Labelled cycle routes (n=3); | <ul style="list-style-type: none"> <i>Grassthorpe Holme (National Sample Site)</i> <i>Canford Heath (NCA Site)</i> <i>Malvern Hills (National Sample Site)</i> |
| <ul style="list-style-type: none"> ■ Map of area/ routes/ trails (n=3); | <ul style="list-style-type: none"> <i>Bingley Moor (NCA Site)</i> <i>Decoy Heath (National Sample Site)</i> <i>Grassthorpe Holme (National Sample Site)</i> |
| <ul style="list-style-type: none"> ■ Coast to coast signs (n=2); | <ul style="list-style-type: none"> <i>Sunbiggin Tarn (NCA Site)</i> |
| <ul style="list-style-type: none"> ■ Warning notices (n=1); | <ul style="list-style-type: none"> <i>Brancaaster Beach (NCA Site)</i> |
| <ul style="list-style-type: none"> ■ Clearer information boards (n=1); and | <ul style="list-style-type: none"> <i>Cow Green (NCA Site)</i> |
| <ul style="list-style-type: none"> ■ 24 hour information point (n=1). | <ul style="list-style-type: none"> <i>Moorside (National Sample Site)</i> |

Canford Heath, Malvern Hills and Grassthorpe Holme were all mentioned a number of times by respondents who felt that their information needs on these sites were not met.

Although there were no clear trends by year regarding information respondents would like to see at sites, there were significant differences between the number of respondents who wanted to see information about the site and its attractions in 2007 and 2008, compared to 2006.

Three in ten respondents wanted no facilities at the site to keep the area undeveloped or in its currently state. The sites where this was most frequently stated by respondents are shown in Figure 3.3 below.

Figure 3.3 No facilities wanted on site



Base All, 1712
 NM sites only

Of the sites with the highest number of respondents, more than a quarter of visitors at Malvern Hills (n=50) did not want to see the area developed any further than it currently was, with 36% of respondents feeling the same way at Canford Heath.

Summary

Most visits to Open Access Land are made out of habit, to local sites, and not as a result of publicity or promotions. Serious walkers and those who visit for the scenery are those most likely to seek out new areas to visit, and use guide books and maps.

Where maps are used, this is much more likely to be paper versions rather than on-line maps in the majority of cases; this suggests that very few respondents used the NE website to look for information on Open Access, or any restrictions that might apply. There is no change by year in the tendency to use on-line maps.

The nature and number of facilities required at sites varies according to visitor patterns, with few facilities being wanted at smaller, local sites visited from home, and more facilities, especially toilets, at those sites visited on a day out.

Information needs are relatively unimportant compared with other facilities such as toilets, car parks and cafes.



4 Open Access Awareness

4 Open Access Awareness

4.1 Introduction

As a key aim of the survey was to discover people’s awareness of Open Access, respondents were asked a number of questions regarding their knowledge of Open Access and the issues surrounding it. Again, there were some differences between the questions asked on the National Monitoring survey and the Local Monitoring survey, and where this is the case it is highlighted in the text.

4.2 Symbol Recognition

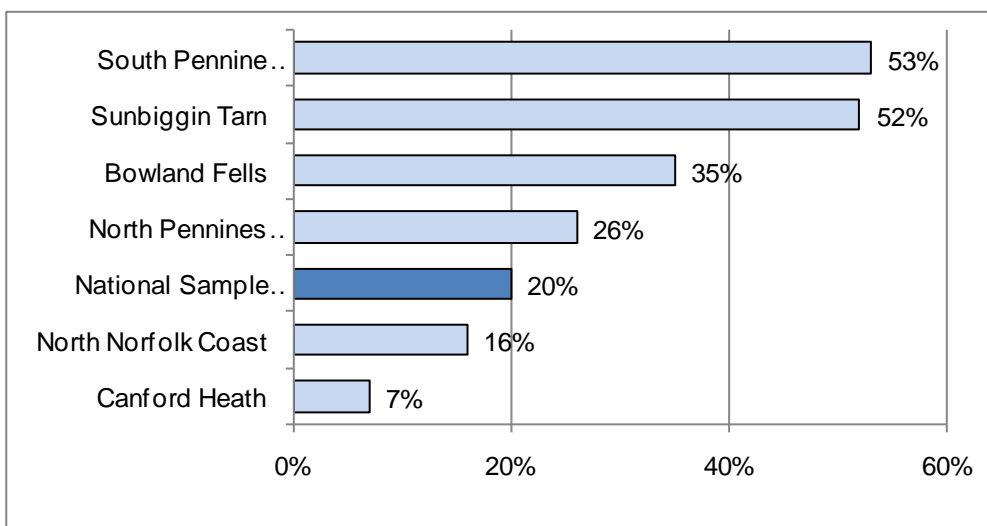
In Years 2 and 3 of the survey, respondents for the National Monitoring survey were asked whether they recognised the symbol shown in Figure 4.1.

Figure 4.1 Open Access Symbol



Overall, less than a quarter of respondents (23%) recognised the Open Access symbol, with no significant differences year on year. Recognition did vary widely across sites, as shown in Figure 4.2

Figure 4.2 Recognition of Open Access Symbol by site group (NM survey only)



Base NS 700, NCA 504, All, 1205

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

A fifth of visitors to National Sample sites recognised the Open Access Symbol.

Within the National Sample, the proportions recognising the sign varied from 64% (n=2) at Adley Moor Common and 59% (n=3) at Silvington Common, to no respondents recognising the sign at Kestlemerris Farm and Moorside.

Within the National Sample sites, respondents at Alresford (47%) and Baildon Moor (40%) were significantly more likely to have seen the symbol than those visiting Decoy Heath (21%) and Grassthorpe Holme (18%).

Among the NCA sites, respondents visiting the South Pennine Moors were the most likely to recognise the Open Access symbol, with over half (53%, n=21) of respondents recognising it. Fifty two percent of those at Sunbiggin Tarn also recognised the symbol. However, less than one in ten respondents (7%) recognised the Open Access symbol at Canford Heath.

There are a number of significant differences in levels of recognition for site groups, including:

- Respondents at Sunbiggin Tarn and South Pennine Moors were significantly more likely to say they had seen the symbol than those on the National Sample sites, the North Norfolk Coast, Canford Heath and the North Pennines AONB;
- Respondents at Bowland Fells were significantly more likely to say they had seen the symbol compared to those at Canford Heath and on the North Norfolk Coast; and
- Those interviewed on the North Pennines AONB were significantly more likely to have seen the Open Access symbol than those at Canford Heath.

Table 4.1 shows the proportion of respondents who recognised the Open Access symbol, by site type.

Table 4.1 Proportion of Visitors Recognising Symbol (NM Sites only)

| Site Type | 2006 % | 2007 % | 2008 % | All % | Base |
|-------------------------------|-----------|------------|------------|-------------|-------------|
| Moorland Sites | n/a | 32 | 40 | 36 | 361 |
| Not Moorland Sites | n/a | 18 | 17 | 17 | 844 |
| Biodiversity Designated Sites | n/a | 25 | 26 | 26 | 800 |
| Non Designated Sites | n/a | 20 | 15 | 17 | 405 |
| Urban | n/a | 22 | 18 | 19 | 534 |
| Not Urban | n/a | 25 | 27 | 26 | 670 |
| Common Land | n/a | 26 | 23 | 24 | 913 |
| Not Common Land Site | n/a | 18 | 21 | 19 | 291 |
| Section 15 | n/a | 26 | 23 | 24 | 657 |
| Not Section 15 Land | n/a | 20 | 22 | 22 | 548 |
| Other Sites | n/a | 28 | 26 | 27 | 504 |
| National Sample Sites | n/a | 20 | 20 | 20 | 700 |
| Sites with AMGS | n/a | 25 | 25 | 25 | 752 |
| Sites without AMGS | n/a | 20 | 19 | 20 | 452 |
| TOTAL | n/a | 24 | 23 | 23 | 1205 |
| Base | 0 | 496 | 708 | 1205 | |

*Weighted to equivalent numbers of days per site and retaining overall totals
NB Not asked in 2006*

Respondents visiting moorland (36%) and sites with biodiversity designations (26%) were significantly more likely than those visiting lowland and non biodiversity designated sites to recognise the Open Access symbol.

There were no clear trends by year showing an increase or decrease in respondents who recognised the Open Access symbol. However, significantly more serious walkers (36%) were able to recognise the symbol, compared to those who were dog walking (15%) or visiting a site for a short stroll (23%) as shown in Table 4.2.

Table 4.2 Symbol Recognition by main activity

| Have you seen this symbol before? | Short stroll/ ambling % | Serious walking/ rambling / hiking % | Dog walking % | Enjoying the scenery/ nature % | Other % | Total % |
|-----------------------------------|-------------------------|--------------------------------------|---------------|--------------------------------|------------|-------------|
| Yes | 23 | 36 | 15 | 22 | 25 | 23 |
| No | 72 | 59 | 81 | 74 | 71 | 72 |
| Not sure | 5 | 4 | 5 | 4 | 4 | 5 |
| Base | 324 | 231 | 414 | 57 | 179 | 1205 |

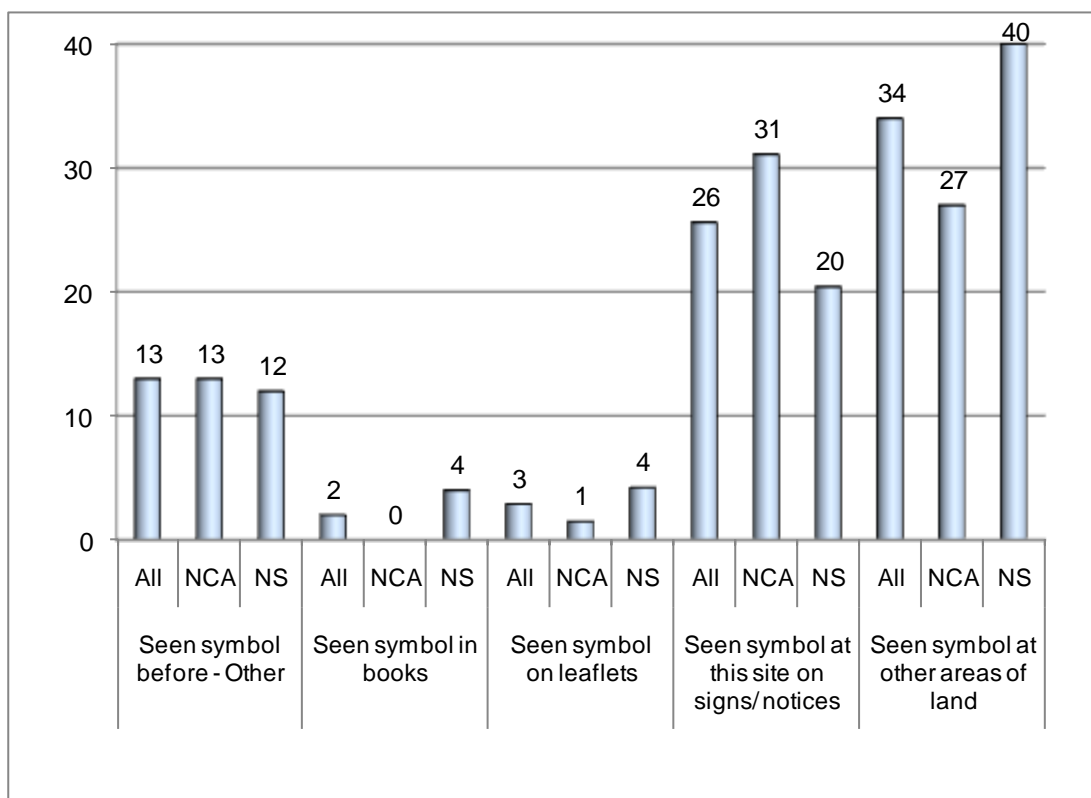
*Weighted to equivalent numbers of days per site and retaining overall totals
NB National Monitoring 2007 and 2008 only*

4.3

Location of Symbol

Overall, a third of respondents (34%) who had recognised the symbol had seen it at areas of land other than the one they were currently visiting, compared with a quarter (26%) who had seen it at the site they were currently on, and 3% had seen it on leaflets. A further 2% said they had seen it in books.

Figure 4.3 Location of Symbol by sample type



Base NS 142, NCA 135, All, 277

Weighted to equivalent numbers of days per site and retaining overall totals

Respondents interviewed at NCA sites were significantly more likely to have seen the Open Access symbol on the site they were visiting (31%) compared to respondents who were visiting National Sample sites (20%). Visitors to National Sample sites were significantly more likely to have seen the symbol at other areas of land (40%) compared with visitors to NCA sites (27%).

Of the NCA sites, respondents visiting Sunbiggin Tarn were significantly the most likely to have seen the Open Access symbol there (52%).

Table 4.3 below shows the proportions of respondents at National Monitoring (NM) sites who had seen the Open Access sign on the site they were visiting.

Respondents on sites which had AMGS were significantly more likely (29%) to have seen the Open Access symbol at that specific site, than respondents who were visiting sites with no AMGS (18%). This could reflect the fact that AMGS money had been used to purchase and erect such signs.

Table 4.3 Proportion of Visitors Seeing Sign at the Site being visited (NM Sites only)

| Site Type | 2006 % | 2007 % | 2008 % | All % | Base |
|-------------------------------|-----------|------------|------------|------------|------|
| Moorland Sites | n/a | 21 | 47 | 35 | 130 |
| Not Moorland Sites | n/a | 19 | 16 | 17 | 147 |
| Biodiversity Designated Sites | n/a | 19 | 33 | 27 | 207 |
| Non Designated Sites | n/a | 24 | 20 | 22 | 70 |
| Urban | n/a | 8 | 18 | 14 | 103 |
| Not Urban | n/a | 26 | 37 | 33 | 174 |
| Common Land | n/a | 19 | 27 | 24 | 221 |
| Not Common Land Site | n/a | 22 | 41 | 33 | 56 |
| Section 15 | n/a | 14 | 23 | 19 | 159 |
| Not Section 15 Land | n/a | 29 | 39 | 35 | 118 |
| Other Sites | n/a | 20 | 40 | 31 | 135 |
| National Sample Sites | n/a | 20 | 21 | 21 | 142 |
| Sites with AMGS | n/a | 20 | 36 | 29 | 188 |
| Sites without AMGS | n/a | 20 | 17 | 18 | 89 |
| TOTAL | n/a | 20 | 30 | 26 | 277 |
| Base | 0 | 117 | 160 | 277 | |

Weighted to equivalent numbers of days per site and retaining overall totals

Other significant differences depending on site type included:

- Respondents on sites which were not designated Section 15 land were more likely to have seen the Open Access symbol on signs at the site; and
- Respondents who were visiting moorland sites were significantly more likely to have seen the Open Access symbol on signs at that site than those visiting lowland sites.

Note that 76% of moorland sites have AMGS, compared with only 64% of sites that are not moorland, so it may be that moorland sites have been prioritised for AMGS to date. However, at the moorland sites that also have AMGS, 35% had seen the sign there, compared with 57% who had seen the sign at moorland sites without AMGS, but the number of interviews recorded at moorland sites without AMGS is too small to place any significance on this finding.

Respondents who were on holiday and visiting the site were significantly more likely than those who had travelled from home to have seen the Open Access symbol on a sign at the current site they were visiting when interviewed.

A fifth of visitors to National Sample sites said they had seen the Open Access symbol before, and of these, a fifth had seen it on the site they were at when interviewed.

Visitors to moorland sites and sites with biodiversity designations were more likely to have seen the sign there than visitors at other sites.

Recognition is highest amongst serious walkers and lowest amongst dog walkers, despite dog walkers making the most frequent visits.

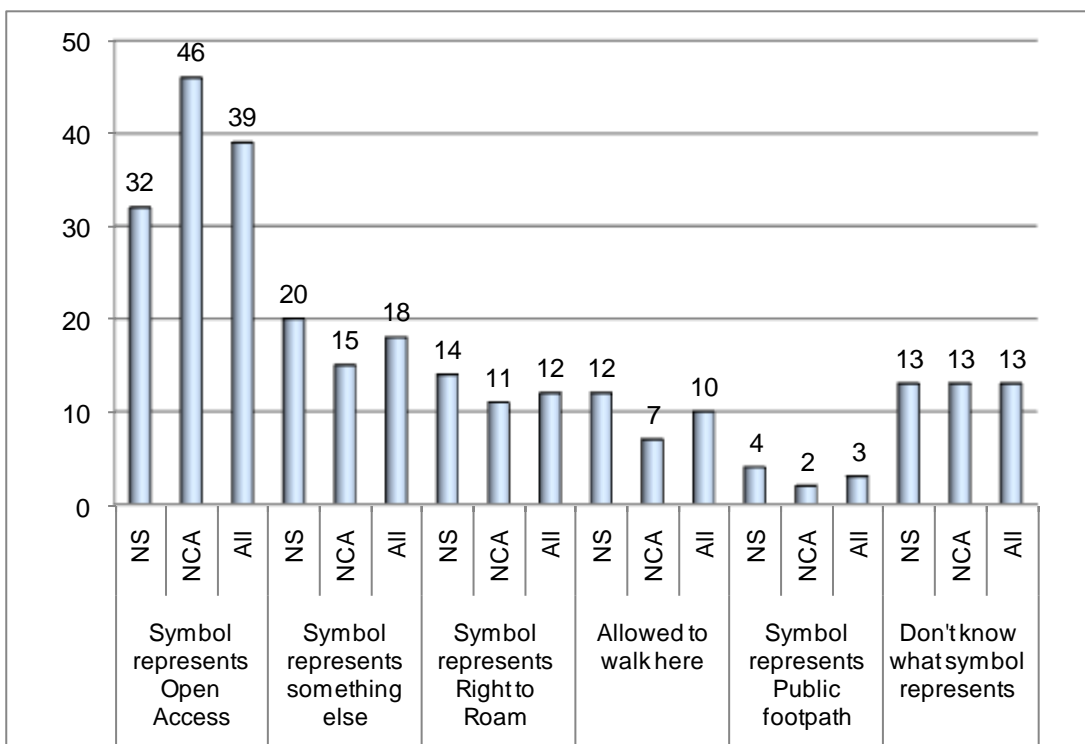
4.4

Symbol Representation

Respondents who had previously seen the Open Access symbol were also asked what they thought it represented. Figure 4.4 shows that over a third of all respondents who had seen the symbol before recognised it to be the Open Access symbol (39%), although 18% thought it represented something else, and 12% thought it represented Right to Roam. A further 10% thought it meant that they were allowed to walk there.

Thirteen percent of respondents across all sites did not know what the symbol meant even though they had seen it before.

Figure 4.4 Meaning of Symbol



Base NS 182, NCA 151, All, 333

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

Almost a third of visitors to National Sample sites said the Open Access Symbol represented Open Access.

Respondents at NCA sites (46%) were significantly more likely to know that the symbol meant Open Access compared to those at National Sample sites (32%). There were no trends by year for what respondents thought the symbol meant.

Those respondents at the North Pennines AONB (58%) were significantly more likely than those on National Sample sites to know that the symbol meant Open Access (32%).

Respondents who were serious walkers/ rambles were significantly more likely than dog walkers to know that the symbol represented Open Access (54% compared to 24%), see Table 4.4.

Overall, 12% thought that the sign meant Right to Roam. Those who were visiting the site to enjoy the scenery/ nature, were significantly more likely than serious walkers to think that the symbol represented Right to Roam (36% compared to 7%). This suggests better awareness of the terminology amongst serious walkers.

Table 4.4 Symbol perceptions by main activity

| Symbol represents... | Short stroll/ ambling % | Serious walking/ rambling/ hiking % | Dog walking % | Enjoying the scenery/ nature % | Other % | All % |
|----------------------|-------------------------------|--|---------------------|---|------------|------------|
| Open Access | 35 | 54 | 24 | 31 | 43 | 39 |
| Right to Roam | 11 | 7 | 17 | 36 | 10 | 12 |
| Base | 91 | 94 | 81 | 15 | 52 | 332 |

Weighted to equivalent numbers of days per site and retaining overall totals

A number of respondents gave other answers for what they thought the symbol meant. Many of these were along the lines of walkers being allowed or walking routes/ pathways:

- Access for walkers / walking allowed (n=19);
- Footpath (n=15);
- Walking (n=9);
- Public/ open walking land (n=9)
- Public Right of Way (n=6);
- Walking/ hiking trail (n=4); and
- Country walk area, encouraging people to walk, hill walkers and open space (all n=1).

However there were also a variety of other answers given which showed a clear misunderstanding of the sign:

- Danger - specifically on sand dunes (n=5);
- Avoiding tides (n=3);
- Rough ground (n=2);
- Nesting season (n=2); and
- Boggy ground, entry point, lambing season and protected ground (all n=1).

Although only a third of respondents mentioned Open Access in association with the symbol, this was the most commonly suggested response, and was given more than twice as often as 'Right to Roam'.

Awareness is higher amongst serious walkers; over half associated the sign with Open Access.

4.5

Awareness of Open Access

Respondents were asked if they had heard of Open Access, and, in the National Monitoring survey, whether they had heard of Right to Roam. Table 4.5 shows a comparison of the awareness of the terms, for the National Monitoring survey only. Awareness of Right to Roam is higher than Open Access for both the respondents at the National Sites and the NCA sites.

Table 4.5 Awareness of Open Access and Right to Roam

| Have you heard of... | 2006 % | | 2007 % | | 2008 % | | All % | |
|----------------------|------------|------------|------------|------------|------------|------------|------------|-------------|
| | NCA | NS | NCA | NS | NCA | NS | NCA | NS |
| Right to Roam - Yes | n/a | n/a | 88% | 85% | 89% | 74% | 89% | 78% |
| Base | n/a | n/a | 215 | 279 | 284 | 426 | 499 | 705 |
| Open Access - Yes | 71% | 63% | 77% | 72% | 73% | 68% | 74% | 68% |
| Base | 158 | 296 | 216 | 280 | 284 | 425 | 658 | 1001 |

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

More people in the National Sample had heard of Right to Roam than had heard of Open Access (78% and 68% respectively).

There have been no trends by year in the proportions.

For all sites combined the proportion who had heard of Open Access was 61%; 29% said no they had not heard of Open Access and 7% were not sure.

As with symbol recognition, respondents who were at the site undertaking a serious walk/ramble, were significantly more likely to be aware of Open Access (84%) than respondents undertaking any other type of activity.

Those respondents with dogs were significantly less likely to have heard of Open Access than those who did not have dogs in their group (57% compared to 68%). Respondents who were on holiday (70%) were more likely to have heard of Open Access, compared to 61% of respondents who had travelled from home.

Respondents who visited the site on a daily basis were significantly less likely to be aware of Open Access than those who came on a less frequent basis (52% compared to 63%).

Table 4.6 and 4.7 below show the awareness of Open Access and Right to Roam by site group.

Respondents at both Canford Heath (40%) and the Dorset Heaths sites (38%) were significantly less likely to have heard of Open Access than respondents on all other sites, which is consistent with the high proportions of dog walkers at these sites. However respondents at the Lancashire site (97%), Sunbiggin Tarn (92%), North Pennines AONB sites (86%) and Bowland Fells sites (85%), were significantly more likely to be aware of Open Access than visitors to all other site groups.

Table 4.6 Have you heard of Open Access, by site group

| Site Group | Yes Row % | No Row % | Not sure Row % | Base |
|-----------------------|--------------|-------------|----------------------|------|
| National Sample Sites | 68 | 26 | 6 | 1001 |
| Bowland Fells | 85 | 12 | 3 | 189 |
| Sunbiggin Tarn | 92 | 5 | 3 | 116 |
| North Norfolk Coast | 59 | 32 | 9 | 152 |
| South Pennine Moors | 79 | 13 | 8 | 52 |
| Canford Heath | 40 | 54 | 6 | 339 |
| North Pennine AONB | 86 | 10 | 4 | 458 |
| Cumbria | 65 | 27 | 8 | 156 |
| Dorset | 62 | 30 | 8 | 318 |
| Dorset Heaths | 38 | 47 | 15 | 845 |
| Suffolk | 67 | 28 | 5 | 523 |
| Lancashire | 97 | 2 | 2 | 73 |
| Shropshire | 69 | 26 | 5 | 180 |
| All | 63 | 30 | 8 | 4402 |

Weighted to equivalent numbers of days per site and retaining overall totals

Table 4.7 Have you heard of Right to Roam, by site group

| Site Group | Yes Row % | No Row % | Not sure Row % | Base |
|-----------------------|-----------|-----------|----------------|-------------|
| National Sample Sites | 78 | 18 | 4 | 705 |
| Bowland Fells | 96 | 2 | 2 | 73 |
| Sunbiggin Tarn | 87 | 10 | 3 | 54 |
| North Norfolk Coast | 86 | 10 | 4 | 140 |
| South Pennine Moors | 90 | 8 | 2 | 40 |
| Canford Heath | 83 | 17 | - | 75 |
| North Pennine AONB | 93 | 5 | 1 | 116 |
| All | 83 | 14 | 3 | 1204 |

*Weighted to equivalent numbers of days per site and retaining overall totals
NB Asked at National Monitoring sites only*

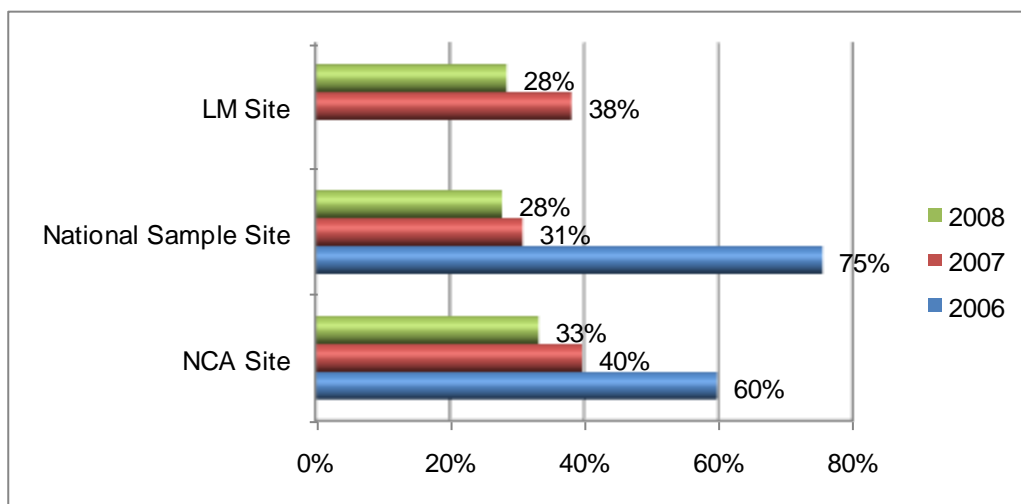
4.5.1

Awareness of Site Designation as Open Access Land

Respondents were asked whether they knew the area of land being visited was Open Access Land, in an effort to discover whether they were aware of changes in the status of access to it. In 2006 the wording was “Are you aware that this area of land is Open Access Land?”. However, feedback from the surveyors indicated that people interpreted the question as whether they had been impeded from visiting the site previously, which in the majority of cases they had not. The question was re-worded and made more specific for the 2007 and 2008 surveys to “Are you aware that since 2005 this area of land has been designated as Open Access Land?”

There were different routings applied to the question by year and sample type; however, Figure 4.5 shows comparative proportions, that is the responses for those people who had heard of Open Access Land.

Figure 4.5 If aware of Open Access Land “Are you aware that this area of land is Open Access Land?”



*Base (Those aware of Open Access) 2006 NS, 110, NCA, 183, LM, 0 2007, NS 175, NCA 222, LM 1258
2008, NS 204 NCA, 283, LM 1440*

The data shows that the proportion saying they were aware that they were visiting Open Access Land was very different in 2006 from 2007 and 2008, reflecting the difference in the question and so 2006 should be excluded from any trend analysis.

However, as the chart shows, for each sample type the proportion of respondents who were aware was lower in 2008 than it was in 2007. Overall, the proportion aware has fallen significantly from 37% for the sample as a whole in 2007 to 29% in 2008. Awareness is slightly

higher at NCA sites. But, given that the valid results extend over two years only, it is not possible to infer any longer term trends.

National Sample Sites

Around 29% of respondents at National Sample sites that were aware of Open Access were aware of the site's designation as Open Access Land.

For 2007 and 2008, at all sites, the overall proportion of visitors aware they were at an Open Access site was 33%. This proportion was higher, at 38%, amongst serious walkers, and lowest amongst dog walkers and those who visited to enjoy the scenery.

By site characteristics, the types of site significantly more likely to be recognised as Open Access Land are:

- Moorland sites (40%); and
- Non-urban sites (36%).

A significantly higher proportion of visitors at sites with AMGS were aware, 34% compared with 28%, at sites without.

Table 4.8 Awareness of site's designation as Open Access Land

"Are you aware that since 2005 this area of land has been designated as Open Access Land?"

| Site Type | 2007 % | 2008 % | All % | Base |
|-------------------------------|-------------|-------------|-------------|-------------|
| Moorland Sites | 47 | 34 | 40 | 992 |
| Not Moorland Sites | 34 | 27 | 30 | 2591 |
| Biodiversity Designated Sites | 38 | 29 | 33 | 3115 |
| Non Designated Sites | 35 | 26 | 30 | 467 |
| Urban | 26 | 24 | 25 | 1110 |
| Not Urban | 42 | 31 | 36 | 2472 |
| Common Land | 36 | 30 | 32 | 1459 |
| Not Common Land Site | 38 | 28 | 33 | 2124 |
| Section 15 | 36 | 35 | 35 | 741 |
| Not Section 15 Land | 38 | 27 | 32 | 2842 |
| Other Sites | 38 | 29 | 33 | 3077 |
| National Sample Sites | 31 | 28 | 29 | 506 |
| Sites with AMGS | 38 | 30 | 34 | 2954 |
| Sites without AMGS | 33 | 24 | 28 | 628 |
| TOTAL | 37 | 29 | 33 | 3583 |
| Base | 1656 | 1927 | 3583 | |

2007 and 2008 only

4.6 Understanding of Open Access

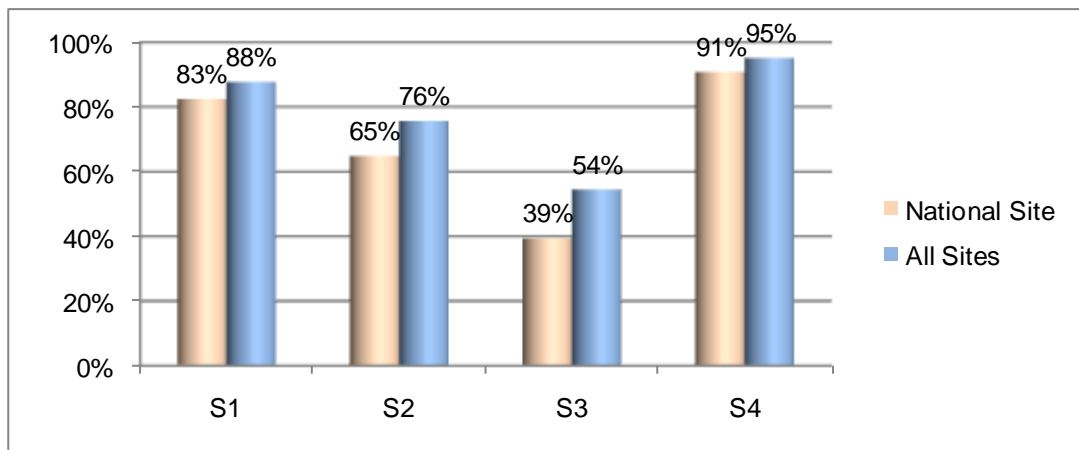
Respondents were asked a series of statements designed to test their understanding of the principles of Open Access.¹⁶

- Statement 1 (S1): All farmland has been opened up to the public (*FALSE*);
- Statement 2 (S2): All grassland has been opened to the public (*FALSE*);
- Statement 3 (S3): People can walk across mapped Open Access Land without the need to stick to paths (*TRUE*); and
- Statement 4 (S4): My right of access to Open Access Land may sometimes be restricted for nature conservation/ public safety/ and/or land management reasons (*TRUE*).

Figure 4.6 shows the proportion of respondents who correctly identified the statements as true or false. In all cases the proportions are lower for the National Sample of sites than for all the sites together.

The least understood statement was *People can walk across mapped Open Access Land without the need to stick to paths*: 39% of the National Sample identified this as true. More than nine out of ten (91%) visitors to Open Access Land thought it true that their *'right of access to Open Access Land may sometimes be restricted for nature conservation/ public safety/ and/or land management reasons'*.

Figure 4.6 Proportion of Respondents correctly identifying statements as true or false



Base Farmland 2135, Grassland 2071, Paths 2136, Restrictions 2150
 Weighted to equivalent numbers of days per site and retaining overall totals

4.6.1

S1 All farm land has been opened up to the public

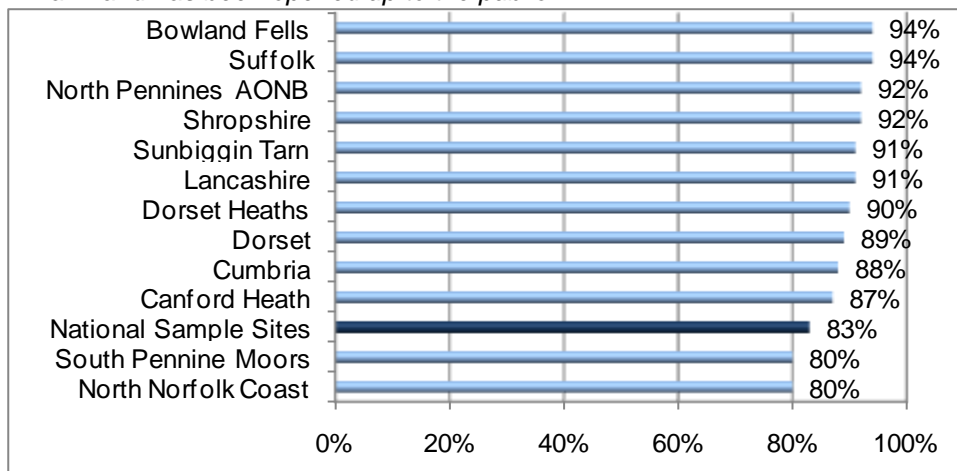
Overall, 88% correctly identified that all farm land had not been opened up to the public.

Respondents at Local Monitoring sites (92%) were significantly more likely to identify the statement as false than those at National Sample (83%) and NCA sites (86%).

¹⁶ In 2006 and 2008, all respondents were asked these statements, however in 2007, only respondents; who had heard of Open Access were asked. For the Local Monitoring Sample, respondents in 2007 were asked their opinion on the Open Access statements only if they had heard of Open Access. In 2008, all respondents were asked the statements on Open Access.

Figure 4.7 Statement 1 Proportion who identified as false, by site group

All farmland has been opened up to the public



Base BF 126 Suffolk 305 NP AONB 277 Shrops 59 ST 66 Lancs 35 DH 195 Dorset 101 Cumbria 49
CH 122 NSS 643 SPM 37 NNC 117

Weighted to equivalent numbers of days per site and retaining overall totals

Other significant differences included:

- Respondents on sites with biodiversity designations (89%) were significantly more likely than those not on sites with such designations (84%) to identify Statement 1 correctly;
- Respondents visiting the North Pennines (92%) and Suffolk sites (94%), were significantly more likely to correctly recognise Statement 1 as false than those on National Sample sites (83%);
- Suffolk site respondents were also significantly more likely to correctly recognise the statement as false than respondents on the North Norfolk Coast (80%);
- Respondents on moorland sites (90%) were more likely to identify the Farmland statement as false than those on non-moorland sites (87%); and
- Serious walkers (92%) were significantly more likely than respondents undertaking ‘other’ activities (83%) to answer Statement 1 correctly, i.e. say false.

There were no significant differences by year.

4.6.2

S2 All grassland has been opened up to the public

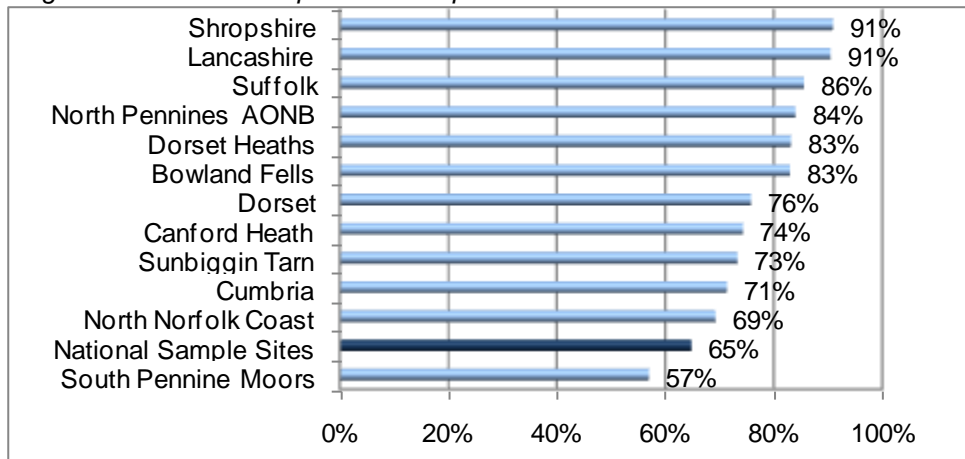
Overall, 76% correctly identified that all grassland has not been opened up to the public.

Respondents on Local Monitoring sites (86%) were significantly more likely to identify the statement regarding grassland as false, compared to respondents on NCA (69%) or National Sample sites (65%).

Figure 4.8 below shows that respondents at Shropshire and Lancashire sites had the highest proportion of correct responses to the statement (both 91%), with the South Pennine Moors having the lowest proportion of respondents who correctly recognised the statement as false (57%).

Figure 4.8 Statement 2 Proportion who identified as false by site group

All grassland has been opened to the public –



Base Shrops 59 Lancs 35 Suffolk 278 NP AONB 273 DH 195 BF 126 Dorset 109 CH 119 ST 63 Cumbria 46 NNC 117 NSS 643 SPM 37

Weighted to equivalent numbers of days per site and retaining overall totals

Respondents on sites which were moorland (80%), had biodiversity classifications, or AMGS (both 77%) were all significantly more likely to recognise the statement as false than those on sites which had none of these features (70%, 72% and 74% respectively).

Ramblers (80%), and respondents visiting sites for more than one reason (83%), were significantly more likely than amblers (70%) to think the statement regarding access to grassland was false.

There were some differences regarding whether respondents identified the grassland statement as false by frequency of visit, however they were not significant. Respondents who visited the site regularly (77%) were more likely than those visiting the site for the first time that day (68%) to correctly identify the grasslands statement as false. There were no differences by year.

4.6.3

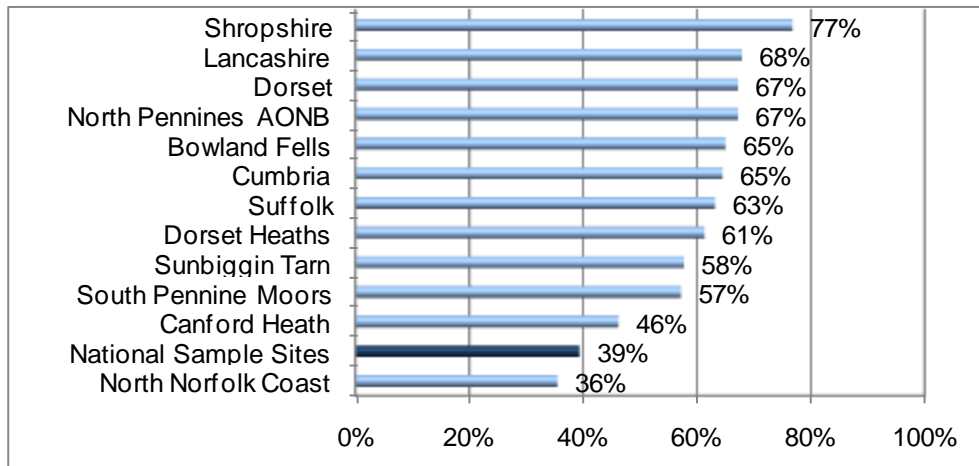
S3 People can walk across mapped Open Access Land without the need to stick to PROW /paths

Overall, 54% identified as true that people can walk on OAL without the need to stick to PROW.

As with the previous two statements, respondents at Local Monitoring sites were significantly more likely to answer this statement correctly i.e. think that it is true (68%) compared to those at National Sample (39%) and NCA sites (46%).

Figure 4.9 Statement 3 Proportion who identified as true, by site group

People can walk across mapped Open Access Land without the need to stick to PROW /paths



Base Shrops 59 Lancs 35 Suffolk 305 NP AONB 275 DH 195 BF 129 Dorset 109 CH 123 ST 63
Cumbria 49 NNC 117 NSS 641 SPM 37

Weighted to equivalent numbers of days per site and retaining overall totals

Respondents at Shropshire (77%) and North Pennines AONB sites (67%) were significantly more likely than those at the National Sample sites (39%), the North Norfolk Coast (36%) and Canford Heath (46%) to answer the statement on paths correctly.

Respondents at Dorset (67%), Bowland Fells, Cumbria (both 65%), Suffolk (63%), and Dorset Heaths (61%) were also significantly more likely than respondents at National Sample Sites (39%) and the North Norfolk Coast (36%) to recognise the statement as true.

There were no differences by year; however there was a significant difference for respondents who had a dog in their group, 51% compared with 57% of those who had no dog.

Serious walkers (68%) were significantly more likely than amblers, dog walkers, those enjoying the scenery/ nature and those undertaking ‘other’ activities’ to answer the statement on paths correctly, see Table 4.9.

Table 4.9 Statement 3

People can walk across mapped Open Access Land without the need to stick to PROW /paths

| Paths statement identified as: | Short stroll/ ambling % | Serious walking/ rambling/ hiking % | Dog walking % | Enjoying the scenery/ nature % | Other % | More than one % | All % |
|--------------------------------|-------------------------|-------------------------------------|---------------|--------------------------------|------------|-----------------|-------------|
| True | 51 | 68 | 50 | 46 | 46 | 62 | 54 |
| False | 49 | 33 | 50 | 54 | 54 | 38 | 46 |
| Base | 442 | 369 | 735 | 72 | 231 | 286 | 2134 |

Weighted to equivalent numbers of days per site and retaining overall totals

Other significant differences are shown in Table 4.10 and include:

- Respondents at sites with biodiversity designations were significantly more likely to identify Statement 3 correctly (58%);
- Those visiting sites with AMGS were significantly more likely to answer Statement 3 correctly (57%); and
- Moorland sites had significantly more respondents identifying the Paths statement correctly than those at non-moorland sites (63% compared with 51%).

These findings reflect the types of visitors associated with these sites, that is, serious walkers, who have the highest levels of awareness are more likely to be found at moorland sites; AMGS is more closely associated with moorland sites etc.

Table 4.10 Paths statement by site features

| Paths statement identified as: | Biodiversity Designation | | Moorland | | Site has AMGS | |
|--------------------------------|--------------------------|------------|------------|-------------|---------------|------------|
| | Yes % | No % | Yes % | No % | Yes % | No % |
| True | 58 | 41 | 63 | 51 | 57 | 48 |
| False | 42 | 59 | 37 | 49 | 43 | 52 |
| Base | 1725 | 411 | 661 | 1476 | 1588 | 548 |

Weighted to equivalent numbers of days per site and retaining overall totals

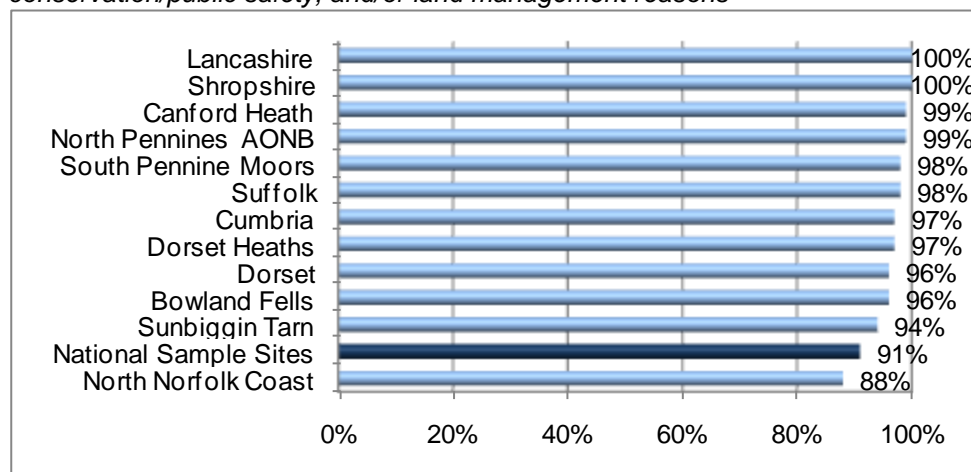
4.6.4

S4 My right of access to Open Access Land may sometimes be restricted for nature conservation/public safety, and/or land management reasons

Out of all four statements, the proportion of respondents who correctly answered this question was the highest; 95% of respondents were able to correctly identify the statement was true.

Figure 4.10 Statement 4 Proportion who identified as true, by site group

My right of access to Open Access Land may sometimes be restricted for nature conservation/public safety, and/or land management reasons



Base 2150

Weighted to equivalent numbers of days per site and retaining overall totals

As with the previous three statements, respondents at Local Monitoring sites were significantly more likely to recognise this statement as true (98%) compared to NCA sites (94%) and National Sample sites (91%).

Respondents on moorland sites (97%) were also significantly more likely to answer this statement correctly than those on non-moorland sites (94%).

Table 4.11 below shows that ramblers were significantly more likely than those undertaking 'other' activities to think the restrictions statement was true. Those undertaking more than one activity were also significantly less likely to answer the statement correctly than those who were at the site to enjoy the scenery or participate in 'other' activities.

Table 4.11 Restrictions statement by main activity

| Restrictions statement identified as: | Short stroll/ ambling | Serious walking/ rambling / hiking | Dog walking | Enjoying the scenery/ nature | Other | More than one |
|---------------------------------------|-----------------------|------------------------------------|-------------|------------------------------|------------|---------------|
| TRUE | 95% | 97% | 95% | 92% | 90% | 99% |
| FALSE | 5% | 3% | 5% | 8% | 10% | 2% |
| Base | 439 | 368 | 738 | 75 | 231 | 297 |

Weighted to equivalent numbers of days per site and retaining overall totals

Respondents in at the North Pennine AONB (99%) and Suffolk (98%) sites were significantly more likely than those respondents at National Sample sites and on the North Norfolk Coast to answer the restrictions statement correctly.

Those who had travelled from home or temporary holiday accommodation (both 95%) were also significantly more likely to answer the statement correctly than those travelling from other places (46%).

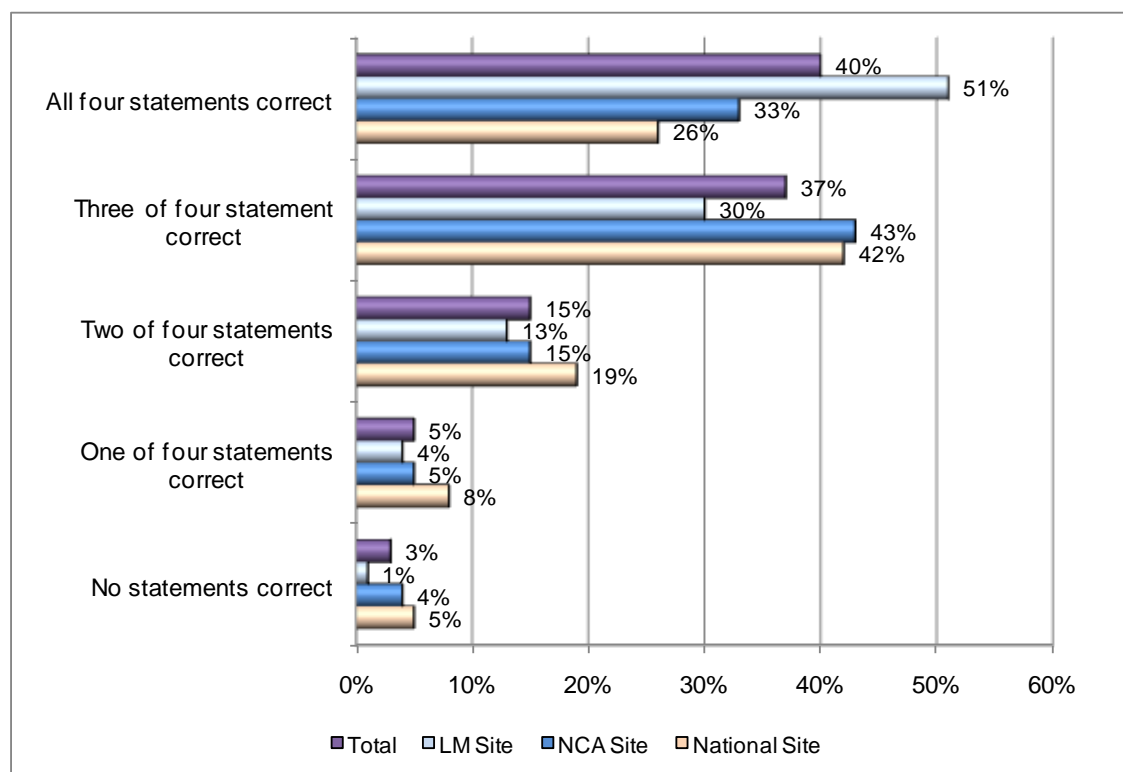
4.6.5

Overall understanding of Open Access

Forty percent of all respondents correctly identified all four statements, and another 37% identified three out of four statements correctly, which indicates a reasonably good understanding of Open Access overall.

Fifteen percent of respondents managed to get half of the statements correct, and 3% did not get any statements correct, i.e. understanding nothing about the principles of Open Access.

Figure 4.11 Understanding of Open Access by site type



Base NS 643 NCA 462 LM 1070 All 2176

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

Just over a quarter of respondents at National Sample sites were able to correctly identify four statements about rights associated with Open Access Land.

Respondents at Local Monitoring sites had the best understanding of Open Access, with over four fifths of respondents answering three or more of the statements correctly. Three quarters (76%) of respondents at NCA sites had answered three or more statements correctly, and 68% respondents at National Sites had answered 3 or more statements correctly.

Respondents visiting moorland sites (50%), sites with biodiversity designations (43%) or AMGS (42%) were significantly more likely than respondents on sites without these features to identify all four statements correctly (35%, 28% and 34% respectively). Further details can be seen in Table 4.12 below.

Table 4.12 Statements correct by site type

| Row % | No statements correct % | One of four statements correct % | Two of four statements correct % | Three of four statements correct % | All four statements correct % | Base |
|--------------------------|-------------------------|----------------------------------|----------------------------------|------------------------------------|-------------------------------|-------------|
| Biodiversity Designation | 3 | 5 | 14 | 35 | 43 | 1761 |
| No Designation | 2 | 7 | 19 | 44 | 28 | 415 |
| Yes, AMGS | 3 | 5 | 15 | 35 | 42 | 1626 |
| No | 2 | 5 | 18 | 42 | 34 | 549 |
| Not Urban | 3 | 5 | 15 | 36 | 41 | 1859 |
| Urban | 2 | 7 | 17 | 38 | 36 | 316 |
| Moorland | 2 | 3 | 13 | 31 | 50 | 671 |
| Not Moorland | 3 | 6 | 16 | 39 | 35 | 1504 |
| Base | 60 | 116 | 334 | 799 | 668 | 2176 |
| Total | 3 | 5 | 15 | 37 | 31 | |

Weighted to equivalent numbers of days per site and retaining overall totals

Serious walkers were significantly more likely than amblers, dog walkers, and those undertaking other activities to identify all four statements correctly (55% compared with 35%), as shown in Table 4.13.

Table 4.13 Restrictions statement by main activity

| Number of Statements Correctly identified | Short stroll/ ambling | Serious walking/ rambling / hiking | Dog walking | Enjoying the scenery/ nature | Other | More than one |
|---|-----------------------|------------------------------------|-------------|------------------------------|------------|---------------|
| None | 3 | 2 | 3 | 5 | 6 | 0 |
| One | 7 | 3 | 6 | 5 | 8 | 5 |
| Two | 17 | 10 | 16 | 13 | 15 | 17 |
| Three | 40 | 30 | 39 | 38 | 35 | 35 |
| Four | 34 | 55 | 36 | 38 | 35 | 44 |
| Base | 448 | 370 | 747 | 76 | 233 | 300 |

Weighted to equivalent numbers of days per site and retaining overall totals

Table 4.14 shows the differences between how respondents answered the four statements depending on site grouping.

Respondents at the North Pennines AONB sites were significantly less likely to get no questions right (0%) than respondents at National Sample sites (5%) and on the North Norfolk Coast (9%).

Those at Suffolk (47%), Dorset Heaths (43%) and Dorset (42%), were significantly more likely to answer all statements correctly than respondents at the National Sample sites (26%), with respondents at Shropshire (69%), the North Pennine AONB (56%), and Bowland Fells (53%) all significantly more likely to answer all four statements correctly compared to those at National Sample sites (26%), the North Norfolk Coast (28%) and Canford Heath (32%).

Table 4.14 Statements correct by site group

| Row % | No statements correct % | One of four statements correct % | Two of four statements correct % | Three of four statements correct % | All four statements correct % | Base |
|-----------------------|--------------------------------|---|---|---|--------------------------------------|-------------|
| National Sample Sites | 5 | 8 | 19 | 42 | 26 | 643 |
| Bowland Fells | 3 | 1 | 10 | 33 | 53 | 130 |
| Sunbiggin Tarn | 3 | 3 | 17 | 35 | 42 | 66 |
| North Norfolk Coast | 9 | 8 | 11 | 44 | 28 | 117 |
| South Pennine Moors | 2 | 8 | 19 | 37 | 34 | 37 |
| Canford Heath | 0 | 7 | 16 | 45 | 32 | 124 |
| North Pennine AONB | 0 | 4 | 10 | 30 | 56 | 280 |
| Cumbria | 0 | 0 | 25 | 34 | 41 | 49 |
| Dorset | 1 | 9 | 16 | 31 | 42 | 111 |
| Dorset Heaths | 2 | 4 | 19 | 32 | 43 | 207 |
| Suffolk | 1 | 4 | 12 | 35 | 47 | 317 |
| Lancashire | 0 | 0 | 0 | 51 | 49 | 35 |
| Shropshire | 0 | 1 | 13 | 16 | 69 | 59 |
| All % | 3 | 5 | 15 | 37 | 40 | 2176 |

Weighted to equivalent numbers of days per site and retaining overall totals

Only a quarter of respondents at National Sample sites were able to correctly recognise all four statements about Open Access Land, and only two thirds of respondents identified three or more. This suggests low awareness amongst visitors in general.

Serious walkers have the best level of awareness.

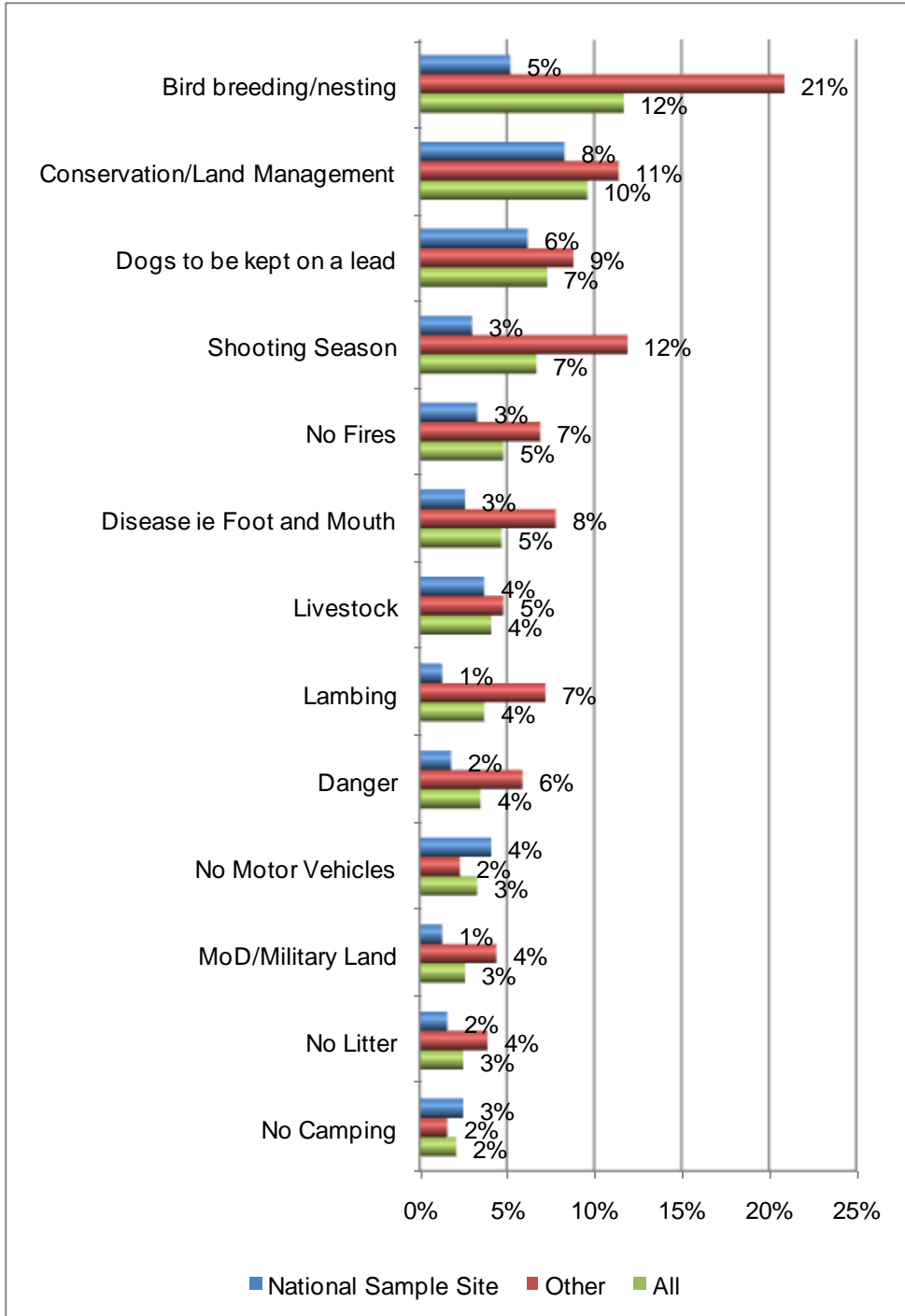
There are no trends by year for responses, that is, awareness is not increasing.

4.7

Awareness of Restrictions

As well as looking at respondent understanding of Open Access from the statements above, respondents in the National Monitoring survey were also asked if they knew of any specific restrictions which may apply to Open Access. The open ended responses given by respondents have been grouped, and are shown in Figure 4.12.

Figure 4.12 Understanding of Open Access Restrictions



Base: NS 717 NCA 507 All 1224 – not asked in LM survey

Overall, 80% of respondents suggested one or more restriction, but only 57% of respondents in the National Sample did so. The most common restriction mentioned overall related to breeding or nesting birds, 12%, but this was significantly lower for the National Sample. The most often mentioned restriction amongst the National Sample respondents however was for general conservation or land management reasons.

National Sample Sites

Just over half of respondents at National Sample sites were able to suggest possible restrictions to Open Access.

Only 1 in 20 respondents considered breeding or nesting birds as a restriction.

Table 4.12 below shows the types of restrictions mentioned by visitor type. The full responses are shown in the individual Site Reports.

Overall, 80% of respondents suggested one or more restriction. This proportion was highest amongst serious walkers, 94% and lowest amongst walkers, 64%.

Dog walkers were significantly less likely to mention birds nesting or breeding, 7%, and serious walkers the group most likely to, 17%. Dog walkers were no more or less likely than other visitor groups to mention keeping dogs on leads; 7% mentioned this.

Table 4.15 Restrictions mentioned by respondents by main activity

| | Short stroll/ ambling | Serious walking/ rambling / hiking | Dog walking | Enjoying the scenery/ nature | Other | All |
|---|--------------------------|--|-------------|------------------------------------|------------|-------------|
| Bird breeding/ nesting | 13% | 17% | 7% | 8% | 16% | 12% |
| Conservation/ Land Management | 11% | 11% | 8% | 5% | 10% | 10% |
| Dogs to be kept on a lead | 7% | 7% | 7% | 8% | 8% | 7% |
| Shooting Season | 9% | 8% | 4% | 7% | 9% | 7% |
| No Fires | 5% | 4% | 5% | 6% | 4% | 5% |
| Disease Foot and Mouth | 5% | 8% | 3% | 4% | 4% | 5% |
| Livestock | 5% | 3% | 4% | 1% | 5% | 4% |
| Lambing | 5% | 6% | 2% | 5% | 3% | 4% |
| Danger | 4% | 5% | 2% | 0% | 5% | 4% |
| No Motor Vehicles | 4% | 3% | 4% | 5% | 1% | 3% |
| MoD/Military Land | 4% | 4% | 1% | 6% | 2% | 3% |
| No Litter | 4% | 2% | 2% | 4% | 3% | 3% |
| No Camping | 3% | 1% | 3% | 1% | 1% | 2% |
| Base | 327 | 235 | 423 | 57 | 183 | 1224 |
| % who mentioned restrictions | 91 | 94 | 64 | 67 | 88 | 80 |

NM survey Only years 2 and 3

Weighted to equivalent numbers of days per site and retaining overall totals

Four in five visitors to Open Access Land mentioned something that they considered might restrict their access to Open Access Land. More respondents mentioned nesting or breeding birds than anything else, though only 7% of dog walkers did so, who are the group most likely to pose risks to breeding birds.

4.8

Summary

There are differences in the levels of awareness and understanding of Open Access amongst the different visitor types, with those who describe themselves as 'serious walkers' showing the greatest awareness.

In the first 4 to 5 years after implementation, recognition of the Open Access symbol at the areas of Open Access land surveyed in the National Sample is poor. Only 20% of visitors had seen the sign. Of these only 32% knew that the sign represented Open Access, and only a fifth had noticed a sign at the site. Less than a third knew they were at Open Access land and only a quarter were knowledgeable about the rights associated with Open Access.

More had heard of Right to Roam than had heard of Open Access, and the levels of awareness have not changed over the course of the survey.

Amongst all the visitor groups, serious walkers have the highest levels of awareness. Dog walkers, the group who tend to visit the same sites with greatest regularity, and the greatest potential to pose risks to breeding birds, are amongst those with lowest awareness levels.



5 Information Usage on site and for Future Visits

5 Information Usage on site and for Future Visits

5.1 Introduction

Respondents were asked about their usage of information on site, and what sources of information they would find most useful in influencing future visits to Open Access Land.

5.2 On Site Information Usage

In the 2007 and 2008 survey, respondents were asked what types of information or signage they had found useful at the site.

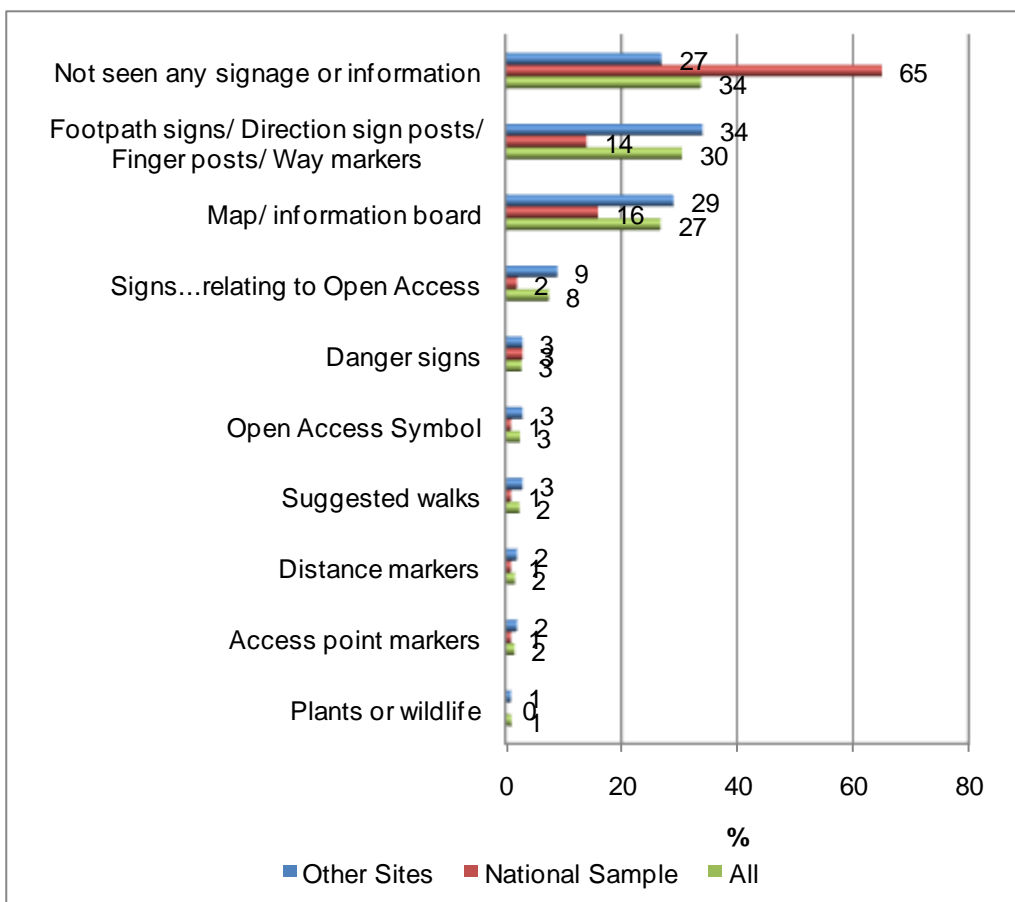
Overall, a third of respondents (34%) had not seen any information on their visit to the site, see Figure 5.1.

National Sample Sites

Almost two thirds, 65% of respondents said they had seen no signs at the site.

Where signs had been seen at National Sample sites, a map or information board was the most often mentioned, by 16%, followed by footpath or direction signs, by 14%. A very small proportion, 2% had mentioned signs or information relating to Open Access.

Figure 5.1 Information found useful on site



Base Other 3349, NS 717
 Weighted to equivalent numbers of days per site and retaining overall totals
 NB Not asked in Year 1

Across all sites, direction signs were the most often mentioned, by 30% of respondents, suggesting there is a desire to be guided as to where to walk. A further 2-3% mentioned 'suggested walks' as information required, and a similar proportion mentioned distance markers.

Table 5.1 (a and b) below shows a breakdown of information sources used by site group. Areas where high proportions of visitors saw no information included:

- South Pennine Moors, 50%;
- North Norfolk Coast, 44%; and
- Dorset Heaths, 39%.

Areas where some information was most likely to be seen included:

- The sites in Cumbria (outside National Park), 85%;
- Lancashire, outside of the NP AONB, 82%; and
- Dorset Downs, and Suffolk 81%.

A number of site groups were significantly more likely to have respondents who said signs or information relating to Open Access had been useful:

- Bowland Fells (36%);
- Sunbiggin Tarn (12%);
- North Pennine AONB (16%);
- Cumbria (30%);and
- Shropshire (13%).

Respondents at the Bowland Fells were more likely than respondents at other areas to mention several information sources seen; 6% mentioned signs relating to plants or wildlife, and 6% saw the Open Access Symbol. The area where the highest proportion had seen the Open Access symbol was the North Pennine AONB, 8%.

Dog restriction signs were mentioned by 5% of visitors to the South Pennines.

Table 5.1a Information used on site by site group

| | National Sample Sites % | Bowland Fells % | Sunbiggin Tarn % | North Norfolk Coast % | South Pennine Moors % | Canford Heath % | North Pennine AONB % |
|---|-------------------------|-----------------|------------------|-----------------------|-----------------------|-----------------|----------------------|
| Not seen any signage or information | 65 | 21 | 32 | 44 | 50 | 34 | 25 |
| Footpath signs/ Direction sign posts/ Finger posts/ Way markers | 14 | 18 | 46 | 21 | 30 | 44 | 37 |
| Map/ information board | 16 | 55 | 19 | 18 | 8 | 12 | 33 |
| Danger signs | 3 | 3 | 1 | 21 | * | 1 | 2 |
| Signs/ information relating to Open Access | 2 | 36 | 12 | 1 | 3 | 4 | 16 |
| Suggested walks | 1 | 2 | * | 3 | 3 | 2 | 1 |
| Open Access Symbol | 1 | 6 | 4 | 1 | 0 | 2 | 8 |
| Distance markers | 1 | 1 | 1 | 1 | 0 | 7 | 1 |
| Access point markers | 1 | 5 | * | 2 | 0 | 5 | 2 |
| Dog restrictions | * | 1 | * | 1 | 5 | * | * |
| No cycling | * | * | * | * | * | * | * |
| Lambing Signs | * | * | * | * | * | * | * |
| Plants or wildlife | * | 6 | * | 1 | * | * | * |
| Base | 717 | 173 | 81 | 141 | 40 | 305 | 432 |

*Weighted to equivalent numbers of days per site and retaining overall totals
Will not sum to 100% as more than one response could be given*

Table 5.1b Information used on site by site group

| | Cumbria % | Dorset % | Dorset Heaths % | Suffolk % | Lancashire % | Shropshire % | All % |
|---|------------|------------|-----------------|------------|--------------|--------------|------------|
| Not seen any signage or information | 14 | 18 | 37 | 18 | 18 | 22 | 34 |
| Footpath signs/ Direction sign posts/ Finger posts/ Way markers | 11 | 58 | 22 | 41 | 57 | 35 | 30 |
| Map/ information board | 27 | 25 | 34 | 29 | 19 | 36 | 27 |
| Danger signs | 2 | 2 | 3 | 2 | 4 | * | 8 |
| Signs/ information relating to Open Access | 30 | 1 | 1 | 9 | * | 13 | 3 |
| Suggested walks | * | 3 | 2 | 5 | 4 | 4 | 3 |
| Open Access Symbol | 8 | * | 0 | 4 | * | 3 | 2 |
| Distance markers | * | 5 | 0 | 2 | * | 2 | 2 |
| Access point markers | 6 | * | 1 | 1 | * | * | 2 |
| Dog restrictions | * | * | * | * | * | * | * |
| No cycling | * | * | * | * | * | * | * |
| Lambing Signs | * | * | * | * | * | * | * |
| Plants or wildlife | 4 | * | 1 | 2 | * | * | * |
| Base | 162 | 322 | 858 | 564 | 77 | 193 | 162 |

*Weighted to equivalent numbers of days per site and retaining overall totals
Will not sum to 100% as more than one response could be given*

Across all sites, two thirds of respondents had seen some type of information at the site. Almost three quarters of visitors to moorland sites had seen some type of information. Almost a fifth of visitors to moorland had seen signs relating to Open Access, four times as many as visitors to non-moorland sites.

Only three in ten visitors at sites with a biodiversity designation had seen no signs, compared with 57% at other sites. A third at these sites said direction signs would be useful, almost three times as many as at sites with no such designation.

Almost half of visitors to urban sites said they had seen no signage, twice as many as at non-urban sites. Half of the respondents at Section 15 sites had seen no signage, while only 29% of visitors to sites that were not s15 had seen no signs.



Signage – Canford Heath



Waymarking – Canford Heath

5.2.1

Access Management Grant Scheme

AMGS resulted in the following types of infrastructure at surveyed sites:

| Canford Heath | Canford Heath | 07/08 AMGS Finger posting, access management implemented includes finger posts waymarking to attracters along established routes and information signage | |
|-----------------|---|---|--|
| Dorset | Fontmell Down | Improving access with gates, signs, stiles, maps, also managing dog owners | |
| | Purbeck Ridge / Godlingston Hill | AMGS signage, Access information signs and full colour folded leaflet produced. Gates Information Points. Part of the Keystone Project | |
| Dorset Heaths | The Giant, Cerne Abbas | Management signs | |
| | Hambury Tout / Lulworth | AMGS signage | |
| | David's Hill | Visitor Centre with wide range of info based at Avon Heath (North), car parks for permit holders only in several locations, with management info and suggested walks. | |
| | Avon Heath – Boundary Lane | Visitor Centre with wide range of info based at Avon Heath (North), car parks for permit holders only in several locations, with management info and suggested walks. | |
| | Avon Heath – Country Park | Visitor Centre with wide range of info based at Avon Heath (North), car parks for permit holders only in several locations, with management info and suggested walks. | |
| | Coombe Heath / Arne | Visitor Centre with wide range of info based at Avon Heath (North), car parks for permit holders only in several locations, with management info and suggested walks. | |
| | Great Ovens | Signage/accessible infrastructure in place Great Ovens (Sandford) | |
| | Lytchetts | Access information point. Access management signs, fire beaters. Nature Conservation & Fire Management | |
| | Stoborough Heath | Access management signs in place, interpretation panels & rights & responsibilities. Interpretation panels and disabled access | |
| | Winfrith Heath | Timber kissing gate, Timber field gate, linear route creation. Access information point. Access information signs. | |
| | Turbary Common | Access management signs in place, interpretation panels & rights & responsibilities. Interpretation panels and disabled access | |
| Dorset | Upton Heath | Fire beaters, boardwalk creation, route establishment, gorse management to facilitate access | |
| | Lions Hill | Access information point. Access management signs, fire beaters | |
| | Parley | Access management signs. Access information points. Fire beaters, timber field gate. Improving access with gates, signs, stiles, maps, also managing dog owners | |
| | Town Common | Fire beaters, access management sign, Timber field gate, timber kissing gate, Access information points. | |
| | Suffolk | Dunwich Heath | Leaflets, gate counter, signage, gates |
| | | Sutton Heath | Leaflets, gate counter, signage, gates |
| | | Cavenham Heath | Leaflets, gate counter, signage, gates |
| Westleton Heath | | Information point, access gates, leaflet holders | |
| Shropshire | Knettishall Common | Leaflets, gate counter, signage, gates | |
| | Stiperstones / Shooting Bay / Knolls CP | Stiles, gates, finger posts, footbridge, information point, linear route creation | |
| | The Long Mynd | Stiles, gates, finger posts, footbridge, information point, linear route creation | |

At sites with AMGS, 32% said they had seen no signage, significantly fewer compared with 49% at sites with no AMGS, as might be expected.

Significantly more respondents at sites with AMGS mentioned Footpath signs/ Direction sign posts/ Finger posts/ Way markers, 24% compared with 21% at sites without, and significantly more mentioned Map/ information boards at sites with, than without (30% compared with 24%). A significantly higher proportion at sites with AMGS also mentioned seeing 'suggested walks' signs, 3% compared with 1%.

However, for signage in relation to Open Access, visitors at sites with AMGS were less likely (though not significantly) to have mentioned:

- Signs/ information relating to Open Access; 7.5% compared with 9%;
- Open Access Symbol; 2.5% compared with 3%; and
- Access point markers; 1.6% compared with 1.8%.

It would appear that general signage is more likely to be seen at sites with AMGS, but signage relation to Open Access is not.

5.2.2

Site Information Usage

Respondents who were visiting the site for the first time were significantly more likely to have seen signage or information than respondents who visited more frequently (78% compared with 58%) First time visitors were those most likely to find Footpath signs/ Direction sign posts/ Finger posts/ Way markers useful (42%), while these would only be useful to 20% of daily visitors.

Table 5.2 shows the types of information seen at site by visitor type. Two fifths, 40% of dog walkers had seen no signage, while only 22% of serious walkers had seen none. Where dog walkers had been aware of information this included information boards (24%) and direction signs, (23%).

Serious walkers were the visitor type least likely to say that they had seen no information or signage; 22%. More than two fifths, 44% said they had seen direction signs, 15% mentioned danger signs and 6 had seen signs suggesting walks.

Those enjoying the scenery were the most likely to mention seeing the Open Access symbol, 8%.



Site Information – The Mens



Site Information – Dunnockshaw Woodland

Table 5.2 Information found useful on site by visitor type

| | Short stroll/ ambling % | Serious walking/ rambling / hiking % | Dog walking % | Enjoying the scenery/ nature % | Other% | Short stroll/ ambling % | All % |
|---|-------------------------------|---|------------------|---|------------|-------------------------------|-------------|
| Not seen any signage or information | 35 | 22 | 40 | 38 | 41 | 35 | 34 |
| Footpath signs/ Direction sign posts/ Finger posts/ Way markers | 31 | 44 | 23 | 24 | 22 | 31 | 30 |
| Map/ information board | 30 | 29 | 24 | 22 | 22 | 30 | 27 |
| Signs...relating to Open Access | 4 | 2 | 2 | 3 | 4 | 4 | 3 |
| Danger signs | 8 | 15 | 4 | 4 | 7 | 8 | 8 |
| Open Access Symbol | 2 | 3 | 2 | 8 | 1 | 2 | 2 |
| Suggested walks | 2 | 6 | 2 | 2 | 1 | 2 | 3 |
| Distance markers | 3 | 2 | 1 | - | 1 | 3 | 2 |
| Access point markers | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Dog restrictions | * | - | * | 2 | * | * | * |
| No cycling | - | - | - | - | - | - | - |
| Lambing Signs | - | - | - | - | - | - | - |
| Plants or wildlife | 2 | 1 | 1 | - | 1 | 2 | 1 |
| Base | 774 | 588 | 1623 | 112 | 345 | 774 | 4066 |

Weighted to equivalent numbers of days per site and retaining overall totals

The Open Access symbol was mentioned as information which respondents found useful by only 1% of those visiting National Sample sites and 4% visiting Local Monitoring sites. Sites on which more than three respondents noted the symbol was useful included:

- Dunwich Heath (n=9);
- Bruthwaite Common (n=8);
- Parlick and Crossthwaite Common (n=6);
- Walberswick Common (n=5);
- Geltsdale, Hartside and Stiperstones (all n=4); and
- Canford Heath, Drigg Coast, North Walney, Sutton Common, Westleton Heath, Knettishall Common and Coldberry (all n=3).

There are no significant differences in the most frequently used information types by year.

Respondents were significantly more likely to have seen access point markers when visiting urban sites (3%) compared to non urban ones (1%), and respondents visiting moorland sites were significantly more likely to have seen map/ information boards (34%) and signs/ information relating to Open Access (19%) than those on non moorland sites (26% and 4% respectively).

Other information which respondents stated that they had found useful while at their specific site were:

- | | |
|---|---|
| <ul style="list-style-type: none"> ■ Bird information (n=17) <ul style="list-style-type: none"> - <i>Westleton Heath</i> - <i>Holme Dunes</i> - <i>Arne/ Coombe Heath</i> - <i>Dunwich Heath</i> - <i>Sutton Heath</i> ■ Salmon fishing (n=11) <ul style="list-style-type: none"> - <i>Langden Brook</i> ■ Dog mess (n=9) <ul style="list-style-type: none"> - <i>Upton Heath</i> - <i>Drigg Coast</i> - <i>Knettishall Common</i> - <i>Town Common</i> - <i>Merrow Downs</i> ■ Audio aids (n=5) <ul style="list-style-type: none"> - <i>Stiperstones</i> ■ Conservation (n=4) <ul style="list-style-type: none"> - <i>Walney</i> - <i>Sutton Heath</i> - <i>Arne/ Coombe Heath</i> ■ Management Information (n=4) <ul style="list-style-type: none"> - <i>David's Hill</i> - <i>Arne/ Coombe Heath</i> ■ Stray golf balls (n=3) <ul style="list-style-type: none"> - <i>Brancaster Beach</i> - <i>Holme Dunes</i> | <ul style="list-style-type: none"> ■ Wildlife (n=16) <ul style="list-style-type: none"> - <i>Decoy Heath</i> - <i>Turbary Common</i> - <i>Great Ovens</i> - <i>Lions Hill</i> - <i>Parley</i> - <i>Dewlands</i> - <i>Westleton Heath</i> ■ Dog control (n=10) <ul style="list-style-type: none"> - <i>Great Ovens</i> - <i>Ilkley Moor</i> - <i>Bowland Fells</i> ■ Visitor/ Heritage centre (n=9) <ul style="list-style-type: none"> - <i>Hambury Tout</i> - <i>Merrow Downs</i> - <i>Holme Dunes</i> ■ Tidal times (n=5) <ul style="list-style-type: none"> - <i>Brancaster Beach</i> - <i>Arne/ Coombe Heath</i> ■ Toilets (n=4) <ul style="list-style-type: none"> - <i>Brancaster Beach</i> - <i>Merrow Downs</i> - <i>Wardle Brook</i> ■ Cycling restrictions (n=4) <ul style="list-style-type: none"> - <i>Browns Houses</i> - <i>Town Common</i> - <i>Decoy Heath</i> ■ Adder signs (n=3) <ul style="list-style-type: none"> - <i>Drigg Coast</i> |
|---|---|

Two thirds of visitors to National Sample sites had seen signage they had found useful during their visit.

Signs were most likely to be used by visitors to moorland sites, sites with biodiversity designations and sites with AMGS.

The most useful signage type was direction signs, suggesting many people have a need to be guided in their routes.

Signage is most useful to first time visitors, with 78% using some information type, compared with 58% of frequent visitors.

Few people mentioned information relating to Open Access; this appears to be linked to specific sites, such as the Bowland Fells.

5.3

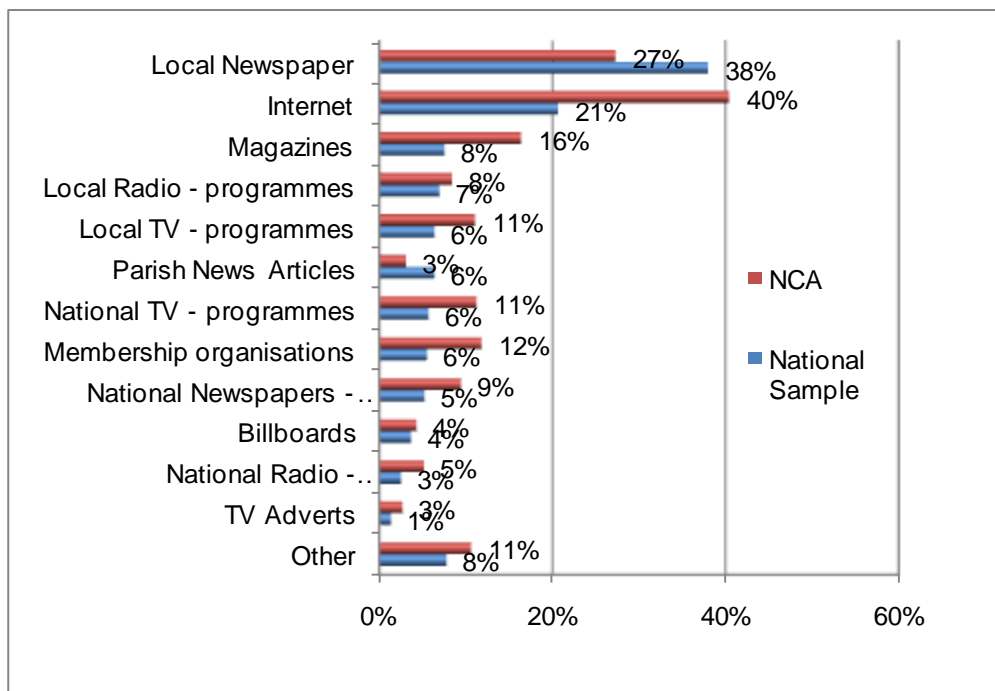
Future Publicity

Respondents participating in the National Monitoring survey were asked what sources of publicity would influence their future visits to Open Access Land.

The most usual source mentioned at National Sample sites was local newspapers, 38% and this was also mentioned at 27% of NCA sites. The Internet is particularly important source of information at NCA Sites, where 40% mentioned this, twice the proportion of those visiting National Sample sites.

All the responses are shown in Figure 5.2 for both the National Sample and the NCA sites.

Figure 5.2 Future information requirements



Base National Sample Sites 1033, NCA Sites 678
 Weighted to equivalent numbers of days per site and retaining overall totals
 NB Asked at NM sites over all three years

There are a number of significant differences of note, including:

- Respondents visiting National Sample sites were significantly more likely to state that local sources of information would influence their future visits to Open Access Land i.e. local newspapers and parish news articles;
- Visitors interviewed at NCA sites were significantly more likely to say that national sources of information would influence their future visits to Open Access Land i.e. national newspaper articles, national TV programmes, national radio programmes, TV adverts and magazines; and
- Respondents at NCA sites were also significantly more likely than those at National Sample sites to say that membership organisations would influence their visits to future Open Access sites.

Table 5.3 below shows the publicity sources respondents would use when making future visits to Open Access Land across the three years of the survey. There is an increase in the number of respondents saying they would use the Internet to influence their future visits; 40% mentioned this in 2008 compared with only 7% in 2005. There has been a slight fall in the proportion mentioning local newspapers, though this is still the most important information source.

Table 5.3 Future publicity sources by year

| | 2006 | 2007 | 2008 | All |
|--------------------------------|-------------|-------------|-------------|-------------|
| | % | % | % | % |
| Local Newspaper | 36 | 35 | 31 | 34 |
| Internet | 7 | 32 | 40 | 28 |
| Magazines | 1 | 15 | 15 | 11 |
| Membership organisations | 4 | 10 | 9 | 8 |
| Local TV - programmes | 0 | 11 | 11 | 8 |
| National TV - programmes | 5 | 10 | 9 | 8 |
| Local Radio - programmes | 3 | 11 | 8 | 8 |
| National Newspapers - Articles | 5 | 8 | 8 | 7 |
| Parish News Articles | 2 | 7 | 6 | 5 |
| Billboards | 2 | 5 | 4 | 4 |
| National Radio - programmes | 2 | 5 | 4 | 4 |
| TV Adverts | 0 | 3 | 2 | 2 |
| Other | 0 | 3 | 19 | 9 |
| Base | 487 | 502 | 723 | 1711 |

Weighted to equivalent numbers of days per site and retaining overall totals

Those who had travelled less than 20 miles to a site were significantly more likely than those travelling between 20-100 miles to use local newspapers and parish news articles.

Respondents who visit daily are significantly more likely to mention local newspapers (40%) and parish news (11%) compared with those who visit for the first time (20% and 2% respectively) and conversely are less likely to use sources such as the Internet, which was mentioned by 16% of daily visitors, but 44% of first time visitors.

Those who visited infrequently or were at the site for the first time were significantly more likely to use national television programmes (12%) and magazines (14%) to influence their future visits.

Those respondents who had travelled from paid/temporary accommodation (13%), rather than from home (7%), said they would be significantly more likely to use membership organisations to influence their future visits to sites.

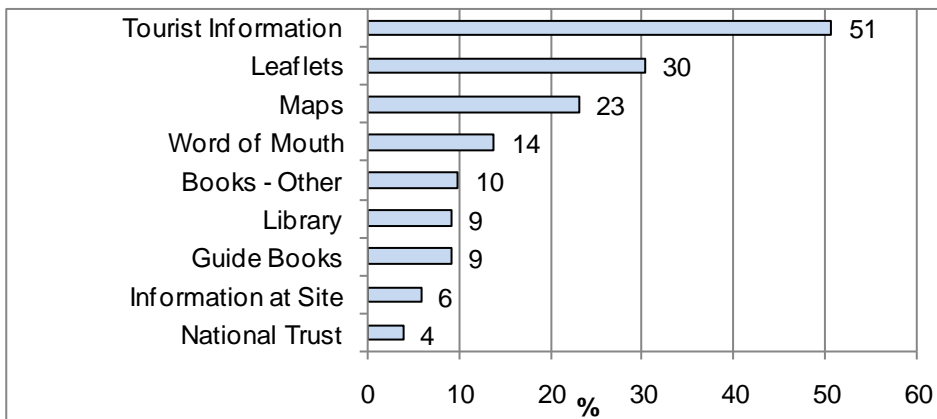
Specific publicity sources which respondents mentioned they would use are shown in Table 5.4 below, along with the sites for which they would use them to gain information. The Hinckley Times was the most frequently stated local source (n=39), with the National Trust being the most frequently mentioned national source (n=32).

Table 5.4 Specific publicity sources by site

| Source | Number of Respondents | Information on specific site | |
|--------------------------|-----------------------|---|--|
| Hinckley Times | 39 | Burbage Common | |
| National Trust | 32 | Malvern Hills Severn Ham Merrow Downs Holme Dunes Brancaster Beach Cow Green | Sunbiggin Tarn Langden Brook Grassthorpe Holme Canford Heath Decoy Heath The Mens |
| Echo | 27 | Severn Ham | Canford |
| Google | 26 | Grassthorpe Holme Sunbiggin Tarn Langden Brook | Brancaster Beach Cow Green |
| Trail Magazine | 16 | Merrow Downs Cow Green Sunbiggin Tarn | Malvern Hills Holwick |
| Country Walking Magazine | 16 | Cow Green Malvern Hills Sunbiggin Tarn | Burbage Common Cow Green |
| Malvern Gazette | 16 | Malvern Hills | |
| Surrey Advertiser | 15 | Merrow Downs | |
| Ramblers Association | 15 | Cow Green Malvern Hills Sunbiggin Tarn Merrow Downs | Grassthorpe Holme Langden Brook Canford Heath |
| Times | 14 | Malvern Hills Merrow Downs Holwick | Brancaster Beach Sunbiggin Tarn Cow Green |
| Bournemouth Echo | 10 | Canford Heath | |
| Guardian | 10 | Holme Dunes Holwick Burbage Common | Malvern Hills Sunbiggin Tarn Merrow Downs |
| Worcester Evening News | 9 | Malvern Hills | |
| Caravan Club | 9 | Malvern Hills Waldridge Fell Decoy Heath Canford Heath | Burbage Common Sunbiggin Tarn Severn Ham Merrow Downs |
| Telegraph | 8 | Malvern Hills Brancaster Beach Sunbiggin Tarn | Canford Heath Merrow Downs |
| RSPB | 7 | Langden Brook Malvern Hills | Holme Dunes Cow Green |
| Leicester Mercury | 6 | Burbage Common | |
| Unity | 6 | Grassthorpe Holme | |
| Cumberland Herald | 5 | Sunbiggin Tarn | |

A number of respondents stated that they would use “other” publicity sources not otherwise stated, to influence them in future visits to Open Access Land. These included tourist information centres (51%) and leaflets (30%). A full breakdown is shown in Figure 5.3 below.

Figure 5.3 “Other” publicity types respondents would use in the future



Base All 152

NB Asked at NM sites over all three years

Local newspapers are the main source of information that people would refer to for information.

The data suggest that the Internet is increasingly becoming a more important means of communication with the public and so may be a medium to use in future campaigns aimed at raising awareness.

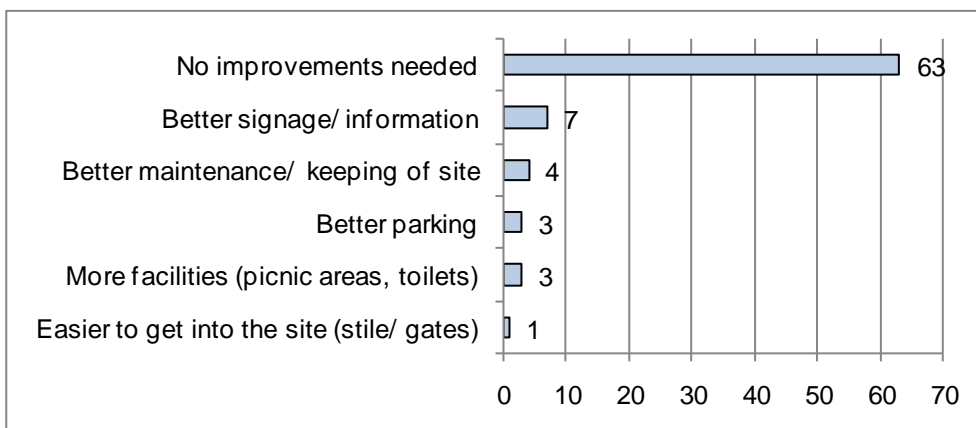
5.4

Improvements to Site – LM Sites

Respondents at the Local Monitoring sites were asked whether anything could be done to improve their visit to the site that day, including better signage or information.

Figure 5.4 below shows that almost two thirds (63%) of respondents who visited Local Monitoring sites felt that no improvements were needed to the site. Seven percent wanted better signage and information, and 4% wanted better maintenance/ keeping of the site.

Figure 5.4 Improvements to visit



Base All, 2742

Weighted to equivalent numbers of days per site and retaining overall totals

NB Asked at LM sites only

Respondents in 2007 (8%) were significantly more likely than those in 2008 to want better signage (5%) to improve their visit. Respondents who were visiting the site for the first time on the survey day (10%), or who visited often or infrequently (both 8%), were significantly more likely to want more signage and information to help improve their visit, as opposed to those who visited regularly (3%).

Although some people mentioned a need for improved signage, the majority thought that existing provision was sufficient and no improvements were needed.



6 Respondents with Dogs

6 Respondents with Dogs

6.1

Introduction

Those visitors who were interviewed and had dogs with them were asked a series of questions regarding their behaviour when on the sites. These included why they came to this site with their dog, how long they had been coming to the site, any issues they felt those with dogs should be aware of, and when on the site, under what circumstances would they keep their dog on a lead.

While people can normally walk with dogs on Open Access Land, there may sometimes be an exclusion of people with dogs altogether, or people may need to keep their dog on a lead during the breeding season. The regulations are that while exercising the new access right with a dog, people must use a fixed lead no more than 2 metres long at all times when in the vicinity of livestock, and from **1st March to 31st July** each year as this is the nesting and lambing season. People with dogs may also be excluded completely from grouse moors (for a period of up to 5 years), from other areas with sensitive bird populations and from lambing enclosures at lambing times. Restrictions do not however apply to PROW that cross areas where dogs are otherwise excluded, although they must be kept under close control. Further, the CROW restrictions on dogs do not apply to Section 15 land.



6.2

Visitors with Dogs at Site

From the interview surveys, just under half of visitors interviewed overall were accompanied by one or more dogs (49%). This was higher on National Sample and Local Monitoring sites (both 52%) The proportions at NCA sites varied widely, from only 15% at Bowland Fells to 73% at Canford Heath.

Table 6.1 Dogs in group by site group

| Row % | Dog in Group | No Dog in Group | Base |
|-----------------------|--------------|-----------------|-------------|
| National Sample Sites | 52 | 48 | 1033 |
| Bowland Fells | 15 | 85 | 197 |
| Sunbiggin Tarn | 24 | 76 | 120 |
| North Norfolk Coast | 29 | 71 | 157 |
| South Pennine Moors | 19 | 81 | 54 |
| Canford Heath | 73 | 27 | 344 |
| North Pennine AONB | 28 | 72 | 472 |
| Cumbria | 65 | 35 | 161 |
| Dorset | 42 | 58 | 322 |
| Dorset Heaths | 69 | 31 | 858 |
| Suffolk | 53 | 47 | 565 |
| Lancashire | 27 | 73 | 67 |
| Shropshire | 20 | 80 | 194 |
| All % | 48 | 51 | 4543 |

Weighted to equivalent numbers of days per site and retaining overall totals

There were no trends by year for the number of dogs on site.

More than three quarters (78%) of visitors with dogs gave the main reason for being at the site as dog walking. One in twenty visitors who specified a reason other than dog walking however, were accompanied by one or more dogs.

Other than dog walkers, respondents who were at the site undertaking more than one activity (38%) or for an amble/ short stroll (14%) were the most likely to have a dog with them.

Visitors to lowland sites were far more likely to be accompanied by dogs (57%) than were visitors to moorland sites (28%), and only 46% of visitors to sites with biodiversity designations had dogs compared with 64% at other sites. Urban sites were more likely to attract dogs than non-urban sites. Section 15 sites had much higher proportions of visitors with dogs, 52% compared with non s15 sites, 41%, see Table 6.2.

Table 6.2 Percentage of respondents accompanied by dogs by site type

| Site Type | 2006 | 2007 | 2008 | All | Base |
|-------------------------------|-------------|-------------|-------------|-------------|-------------|
| | % | % | % | % | |
| Moorland Sites | 27 | 28 | 28 | 28 | 1222 |
| Not Moorland Sites | 53 | 58 | 56 | 57 | 3321 |
| Biodiversity Designated Sites | 36 | 48 | 45 | 46 | 3773 |
| Non Designated Sites | 59 | 68 | 64 | 64 | 770 |
| Urban | 47 | 59 | 63 | 59 | 1544 |
| Not Urban | 42 | 47 | 41 | 44 | 2999 |
| Common Land | 40 | 39 | 42 | 41 | 2023 |
| Not Common Land Site | 51 | 58 | 53 | 55 | 2520 |
| Section 15 | 41 | 39 | 42 | 41 | 1151 |
| Not Section 15 Land | 48 | 54 | 50 | 52 | 3392 |
| Other Sites | 65 | 55 | 60 | 58 | 3252 |
| National Sample Sites | 66 | 58 | 61 | 62 | 966 |
| Sites with AMGS | 46 | 50 | 49 | 49 | 3583 |
| Sites without AMGS | 42 | 54 | 47 | 48 | 960 |
| TOTAL | 44 | 51 | 48 | 49 | 4543 |
| Base | 487 | 1837 | 2219 | 4543 | |

Weighted to equivalent numbers of days per site and retaining overall totals

Visits with dogs were made far more frequently than without, see Table 6.3. In the National Sample, 39% of visits were made daily by those with a dog, compared with only 5% of those where there was no dog. Conversely, only 5% of the visits made with a dog were being made for the first time, compared with 19% for those with no dog.

Table 6.3 Frequency of visiting site, with and without dog

| | All Sites | | National Sample Sites | |
|---|----------------|-------------------|-----------------------|-------------------|
| | Dog in Group % | No Dog in Group % | Dog in Group % | No Dog in Group % |
| Daily | 35 | 4 | 39 | 5 |
| Regularly – more than once a week | 24 | 8 | 24 | 11 |
| Often – more than monthly, less than weekly | 21 | 24 | 22 | 28 |
| Infrequently – less than monthly | 14 | 43 | 11 | 37 |
| First time visit today | 5 | 22 | 4 | 19 |
| Base | 2040 | 2032 | 527 | 494 |

Weighted to equivalent numbers of days per site and retaining overall totals

Respondents who visited the site daily and travelled 20 miles or less to it were significantly more likely to have a dog in their group (89%) compared to other respondents.

Table 6.4 below shows the length of time that respondents had been visiting the site with a dog. Three fifths (60%) of survey respondents had been visiting the site with dogs for more than 5 years. This is an important finding as it gives a good indication of the extent of use before CROW implementation. CROW was implemented between September 2004 and October 2005 depending on the area. Surveys took place between 2006 and 2008, meaning that anyone bringing their dog on site for more than 5 years was doing so pre-CROW. Also, as had possibly those who had been doing so for between 3 and 5 years, i.e. up to 70% of visitors with dogs were visiting pre-CROW.

Table 6.4 Number of years visiting site with a dog by sample type

| | NS % | NCA % | LM % | All % |
|---------------------------------|------------|------------|-------------|-------------|
| Today is my first visit | 5 | 20 | 6 | 7 |
| Less than 1 year | 7 | 5 | 7 | 7 |
| More than 1 year up to 2 years | 8 | 8 | 9 | 9 |
| More than 2 years up to 3 years | 8 | 12 | 7 | 8 |
| More than 3 years up to 5 years | 13 | 9 | 8 | 10 |
| More than 5 years | 58 | 46 | 62 | 60 |
| Base | 501 | 197 | 1446 | 2144 |

Weighted to equivalent numbers of days per site and retaining overall totals

Respondents visiting sites in the following site groups were significantly more likely to be making their first visit to the site with a dog when interviewed, as shown in Table 6.5:

- Bowland Fells (28%);
- Shropshire (26%);
- North Norfolk Coast (25%);
- North Pennines AONB (21%); and
- Dorset (17%).

It is possible that people bringing dogs onto sites for the first time were 'new' site users and were doing so because of CROW implementation, but this cannot be discerned directly from their responses.

Table 6.5 Number of years visiting site with dog by site group

| Row % | Today is my first visit | Less than 1 year | More than 1 year up to 2 years | More than 2 years up to 3 years | More than 3 years up to 5 years | More than 5 years | Base |
|-----------------------|-------------------------|------------------|--------------------------------|---------------------------------|---------------------------------|-------------------|------|
| National Sample Sites | 5 | 7 | 8 | 8 | 13 | 58 | 501 |
| Bowland Fells | 28 | - | 3 | 5 | 10 | 54 | 28 |
| Sunbiggin Tarn | 13 | 4 | - | 6 | 2 | 75 | 28 |
| North Norfolk Coast | 25 | 7 | 4 | 13 | 15 | 37 | 45 |
| South Pennine Moors | 6 | 11 | - | 25 | 8 | 50 | 10 |
| Canford Heath | 5 | 9 | 13 | 9 | 11 | 53 | 238 |
| North Pennine AONB | 21 | 5 | 7 | 6 | 8 | 52 | 127 |
| Cumbria | 3 | 7 | 12 | 9 | 4 | 66 | 99 |
| Dorset | 17 | 6 | 15 | 11 | 8 | 44 | 135 |
| Dorset Heaths | 2 | 8 | 10 | 7 | 10 | 63 | 581 |
| Suffolk | 4 | 5 | 6 | 5 | 6 | 74 | 296 |
| Lancashire | 7 | 7 | - | 7 | 7 | 72 | 18 |
| Shropshire | 26 | 4 | 2 | 3 | 9 | 56 | 39 |
| All % | 7 | 7 | 9 | 8 | 10 | 60 | 2144 |

Weighted to equivalent numbers of days per site and retaining overall totals

Surveys were carried out at some sites during the general period of dog restrictions. The propensity to bring a dog to the site is significantly higher each year in the breeding period than outside it (52% compared with 48%). This suggests that dog owners are not deterred from bringing a dog onto the site by the general restrictions.

Over half of visitors interviewed at Open Access Land had dogs with them, and the majority of these make frequent visits to the same site, specifically to walk a dog.

Over half have been visiting the same site for more than five years with dogs, i.e. pre CROW.

The period of general restrictions does not appear to deter visitors with dogs to Open Access Land.

6.3

Dogs on Leads

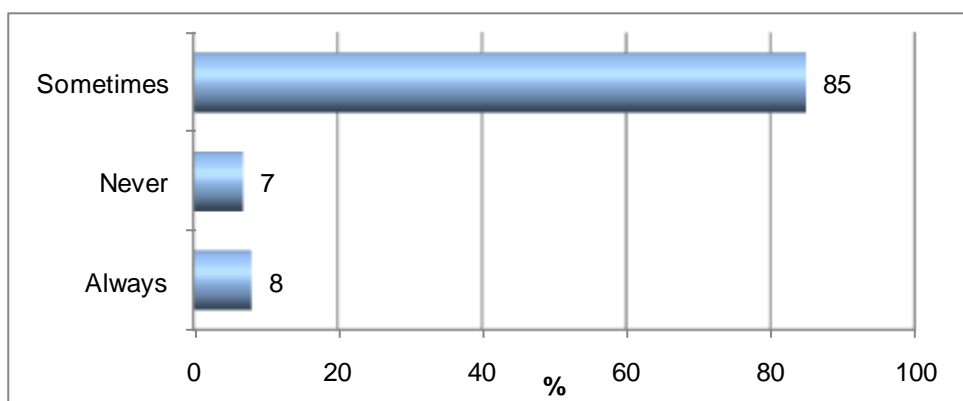
Respondents who had dogs with them were asked under what circumstances when on the site they would keep their dogs on a lead.

Figure 6.1 shows that most respondents with dogs say they would keep their dogs on a lead sometimes (85%), and that a minority always kept their dogs on a lead (8%). A similar percentage (7%) said they would never put their dog on a lead when at the site. There are no significant differences between people at the site specifically to walk a dog and those who have a dog but were not dog walking.

When considering the responses to the questions, it is important to bear in mind that:

- There are many situations where, legally, it is not a requirement for a dog to be kept on a lead (e.g. when on a PROW or on s15 land);
- Observation data show that the majority of people do not keep their dogs on leads irrespective of whether or not this is within or outside the period during which dogs must be kept on a lead of not more than 2m in length;
- Some of the responses may be subject to a survey bias. For example, if a dog owner is asked by someone working on behalf of Natural England or from the local council whether they would put their dog on a lead if, for example, a sign said they should do so, there is probably a pre-disposition to answer “yes”¹⁷.

Figure 6.1 Likelihood of respondents to keep dogs on leads



Base 2194 – all with dogs
 Weighted to equivalent numbers of days per site and retaining overall totals

Table 6.6 Likelihood of keeping dog on a lead site by site group

| Row % | Always | Never | Sometimes | Base |
|-----------------------|----------|----------|-----------|-------------|
| National Sample Sites | 7 | 10 | 83 | 533 |
| Bowland Fells | 17 | 6 | 78 | 29 |
| Sunbiggin Tarn | 13 | 8 | 79 | 29 |
| North Norfolk Coast | 18 | 5 | 76 | 45 |
| South Pennine Moors | - | 33 | 67 | 10 |
| Canford Heath | 5 | 6 | 89 | 250 |
| North Pennine AONB | 16 | 2 | 82 | 134 |
| Cumbria | 1 | 9 | 98 | 105 |
| Dorset | 7 | 2 | 90 | 134 |
| Dorset Heaths | 6 | 9 | 85 | 577 |
| Suffolk | 11 | 5 | 85 | 291 |
| Lancashire | 25 | 25 | 84 | 18 |
| Shropshire | 21 | - | 79 | 39 |
| All % | 8 | 7 | 85 | 2194 |

Weighted to equivalent numbers of days per site and retaining overall totals

National Sample Sites

The proportion of visitors with a dog who said they never keep their dog on a lead was 10%, with no change by year.

¹⁷ The observation surveys recorded information as to whether dogs were on lead, to heel or free roaming, as a check against the proportions of respondents who said they kept dogs on leads or not.

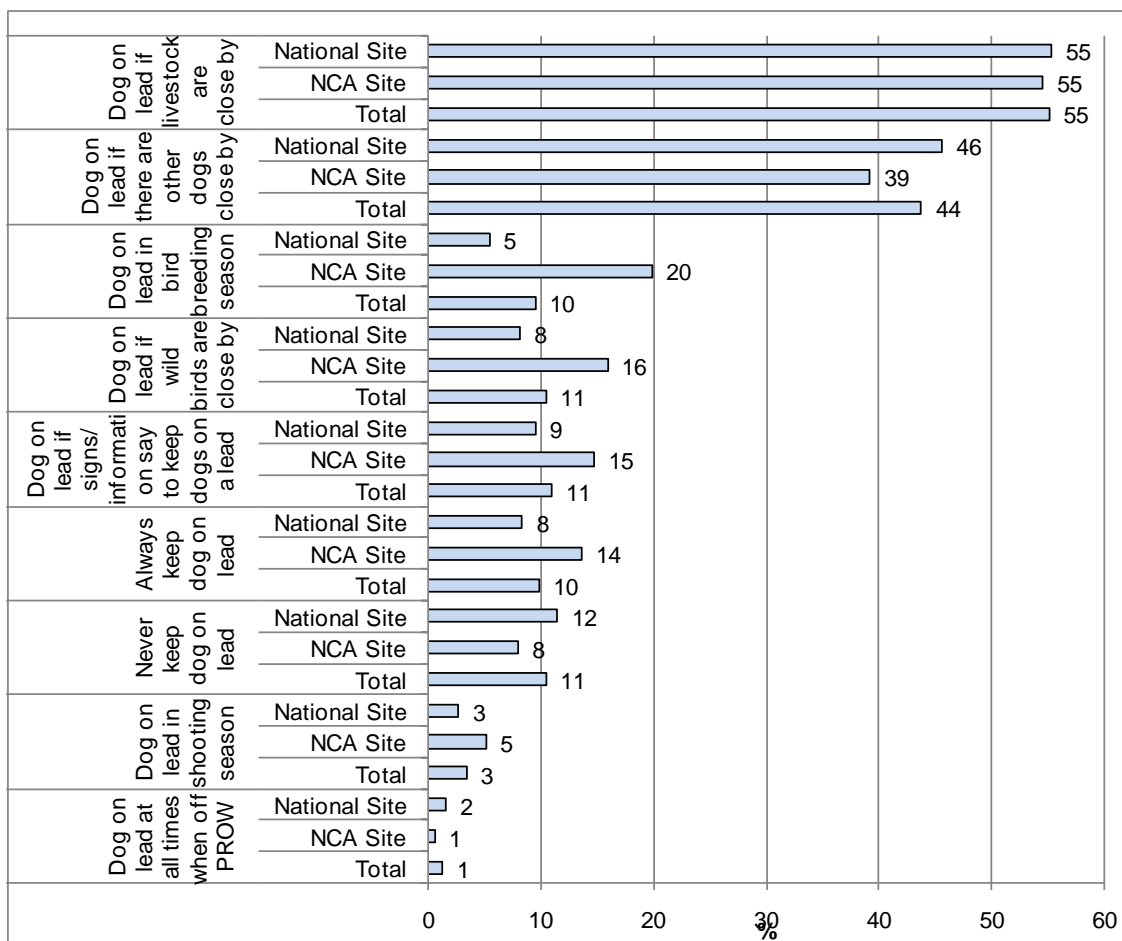
Table 6.6 above shows the likelihood of respondents keeping their dog on a lead depending on site group. There were some significant differences depending on site group:

- Respondents at Bowland Fells (17%), North Norfolk Coast (18%), North Pennines AONB (16%), Lancashire (25%) and Shropshire (21%) were significantly more likely than respondents in Cumbria (1%) to say they would always keep their dog on a lead; and
- Respondents at the South Pennine Moors (33%) and Lancashire (25%) were significantly more likely to never keep their dogs on a lead than respondents at North Pennines AONB (2%), Cumbria (9%), Dorset (9%), and Suffolk (5%).

Respondents who were making their first visit to the site were significantly more likely than respondents who had visited the site previously to always keep their dog on a lead (24% compared with 7%). Only 6% of daily visitors always use a lead. There were no significant differences or trends by year.

Figure 6.2 below shows factors that are claimed to prompt dog owners to use a lead where they currently don't, based on data collected in the National Monitor. Note that these responses are unprompted, that is, the responses were not suggested by the interviewer but are what came to mind when asked.

Figure 6.2 Keep dog on lead (National Sample and NCA sites)



Base NS 443, NCA 176, All, 619 (includes all respondents)
 Weighted to equivalent numbers of days per site and retaining overall totals

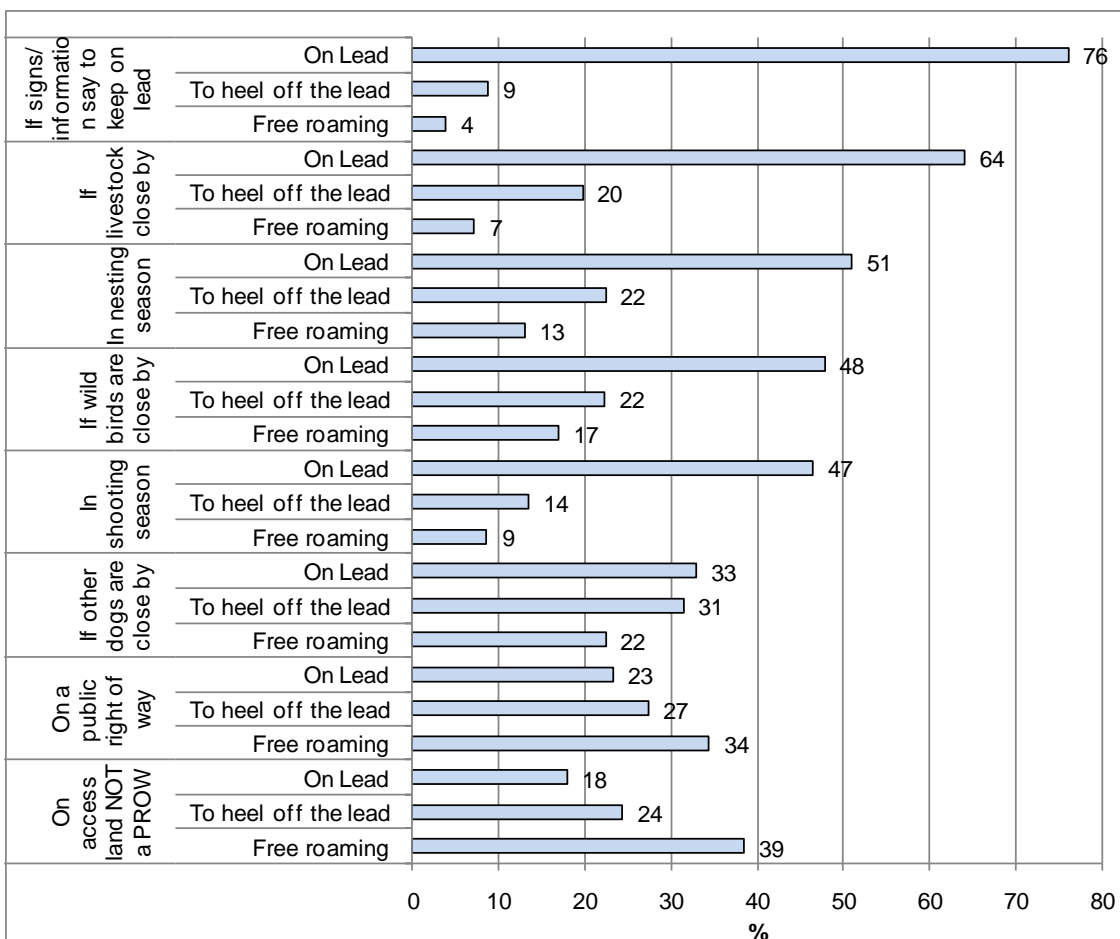
More than half of respondents at National Sample and NCA sites (55%) were likely to keep their dogs on a lead if livestock were close by, and 44% said they would keep them on a lead if there were other dogs nearby.

Only 9% of respondents at National Sample sites said that they would keep their dogs on a lead if signs/ information told them to do so, though this proportion was higher at NCA sites.

Respondents at NCA sites were significantly more likely to say that they would keep their dogs on leads if wild birds were close by (16%) or it was bird breeding season (20%) than at National Sample sites (8% and 5% respectively).

Figure 6.3 shows what factors would affect respondents at Local Monitoring (LM) sites and cause them to keep their dogs on a lead. The question was asked differently at LM sites, with respondents being asked whether their dog would be on a lead, to heel off the lead, or free roaming, for a set of situations. These responses were prompted, unlike those in the National Monitor.

Figure 6.3 Keep dog on lead (Local Monitoring sites)



Base LM, 1462 (proportions shown for responses by people with dogs. Missing responses included but not shown, hence proportions may not sum to 100).

Weighted to equivalent numbers of days per site and retaining overall totals

Three quarters of respondents at LM sites said they would keep their dog on a lead if signs/information told them to do so, however, 9% said they would keep the dog to heel, but 4% said their dog would be free roaming in spite of any such signage.

Sixty four percent said they would use a lead if livestock was close by, and 51% said they would keep their dogs on a lead if it was bird breeding season.

As there are only two years Local Monitoring data, it is not possible to distinguish any trends showing when respondents are most/ least likely to keep their dogs on leads.

The sets of responses from the National and Local Monitoring surveys on the level of dog control show different results. The first shows how people think; many would control their dog as they see a need arising, from the presence of livestock or other dogs. People are less likely to consider nesting birds or wildlife unless they have a prior knowledge of their needs, so where awareness of wildlife is low this would need to be raised in order for people to think about controlling their dog.

The second set of responses, from the LM survey, is interesting in that almost a quarter said they would not put the dog on a lead even if signs or information said to do so, indicating the limits of the potential to change behaviours through signage. It should be remembered that regular visitors are those least likely to look at signs compared with those visiting a site for the first time so raising awareness is likely to be challenging.

6.4

Dogs at Sites

People with dogs were asked what it was about the site that made it good for bringing dogs to. The main reason given was being able to let the dog run off the lead, mentioned by 61% of people with dogs. Further analysis shows that the proportion saying this was significantly lower, 55%, in the general dog restrictions period, compared with 63% outside the period. Similarly, while 21% overall mentioned 'there are no restrictions on dogs here', this proportion was only 12% in the general dog restrictions period compared with 24% at other times.

Relatively small proportions felt that there was no need to pick up dog mess was an attraction of the site (2%) and 3% said there were things for the dog to chase at the site.

Table 6.7 What aspects about this area of land make it good for bringing a dog here?

| | In Dog restrictions period | Not in Dog restrictions period | All % | National Sample % |
|--|----------------------------|--------------------------------|-------------|-------------------|
| Able to let dog run off lead | 55 | 63 | 61 | 60 |
| No/ not many other dogs | 6 | 11 | 9 | 6 |
| No/ not many other people | 11 | 14 | 13 | 10 |
| No restrictions on dogs being here | 12 | 24 | 21 | 16 |
| Dogs enjoy it here | 37 | 48 | 45 | 37 |
| Don't have to pick up dog mess | 1 | 3 | 2 | 2 |
| No livestock | 8 | 8 | 8 | 6 |
| Things for dogs to chase | 2 | 4 | 3 | 1 |
| Nothing in particular - I like the walk/ convenient for me | 20 | 17 | 18 | 7 |
| Good exercise/ open spaces | 10 | 5 | 6 | 8 |
| Dogs can swim | 3 | 2 | 2 | 1 |
| Safe-no traffic or other hazards | 10 | 7 | 8 | 11 |
| Dogs/ owners can socialise | 4 | 3 | 3 | 6 |
| Other | 12 | 11 | 11 | 7 |
| Base | 581 | 1639 | 2220 | 533 |

*Weighted to equivalent numbers of days per site and retaining overall totals
Note: will sum to more than 100 as multiple responses allowed*

There are twenty six sites where there was perceived to be no need to pick up dog mess. Nine of these sites are in the National Sample, three are NCA sites (Canford Heath, Jubilee Tower (Bowland Fells) and Sunbiggin Tarn), the remainder are LM sites. Winfrith Heath in the Dorset Heaths group may be a problem in this regard as 11 people mentioned this here.

Having things for the dog to chase was mentioned at 28 different sites, of which five were National Sites, Canford Heath NCA site and 22 LM sites. Sutton Heath in Suffolk is highlighted as a particularly large number of respondents mentioned it here.

Table 6.8 shows the proportions of people who said the site was good for letting a dog off the lead, by site characteristics and whether interviewed in the period of general dog restrictions.

This shows that at moorland sites, a significantly lower proportion of visitors gave this response (48%) compared with lowland sites (63%), and that at moorland sites the time of year made no difference to the response, whereas at lowland sites people are much more likely to say this when there are no general dog restrictions (65% compared with 57%).

The same proportion of visitors say they visit the site to let the dog off the lead at National Sample sites as at all other sites, 61%, but in the period of general dog restrictions this proportion is higher at National Sample sites, 66%, suggesting that awareness of the restrictions is lower at these sites. This may be related to there being a higher proportion of Section 15 land sites in the National Sample since the pattern is very similar.

At sites with biodiversity designations the proportion who say they visit to let the dog off the lead is significantly smaller, 50% in the restrictions period compared with both after this period and with sites without such designations.

At sites with AMGS the proportion who say they visit the site to let the dog off the lead is 62% overall, higher than at sites without, (58%). However, the proportion is smaller, 51% in the period of general dog restrictions than at sites without. This may suggest that at sites where the AMGS was aimed at dog walkers access management is having some effect, however there is insufficient data at sites where this occurred to verify this.

Table 6.8 Proportion saying “to let dog off lead” by site type

| Site Type | In dog restrictions period % | Not in dog restrictions period % | All % | Base |
|-------------------------------|------------------------------|----------------------------------|-------------|-------------|
| Moorland Sites | 47 | 49 | 48 | 342 |
| Not Moorland Sites | 57 | 65 | 63 | 1878 |
| Biodiversity Designated Sites | 50 | 63 | 60 | 1728 |
| Non Designated Sites | 70 | 63 | 65 | 492 |
| Urban | 56 | 64 | 61 | 913 |
| Not Urban | 54 | 62 | 61 | 1306 |
| Common Land | 63 | 65 | 64 | 827 |
| Not Common Land Site | 50 | 62 | 59 | 1393 |
| Section 15 | 67 | 56 | 60 | 471 |
| Not Section 15 Land | 50 | 65 | 61 | 1749 |
| Other Sites | 50 | 64 | 61 | 1687 |
| National Sample Sites | 66 | 57 | 61 | 532 |
| Sites with AMGS | 51 | 65 | 62 | 1756 |
| Sites without AMGS | 66 | 53 | 58 | 463 |
| TOTAL | 55 | 63 | 61 | 2221 |
| Base | 582 | 1639 | 2221 | |

Weighted to equivalent numbers of days per site and retaining overall totals

Table 6.9 shows similar information as above for the proportions of people who said they brought the dog because there were perceived to be no restrictions on dogs. Compared with the overall proportion of 21%, the proportion is significantly lower at moorland sites (12%), and especially in the period of restrictions, 7%.

At sites with biodiversity designations, 11% of people perceived there to be no restrictions on dogs being at the site, when interviewed in the period of general dog restrictions.

The restrictions, however, relate to dogs being under control and on leads, though given the very small proportions who always keep their dogs on leads it is likely that many dogs are allowed off leads in the general restrictions periods.

Table 6.9 Proportion saying “no restrictions on dogs” by site type

| Site Type | In dog restrictions period % | Not in dog restrictions period % | All % | Base |
|-------------------------------|------------------------------|----------------------------------|-------------|-------------|
| Moorland Sites | 7 | 15 | 12 | 342 |
| Not Moorland Sites | 14 | 25 | 22 | 1878 |
| Biodiversity Designated Sites | 11 | 25 | 22 | 1728 |
| Non Designated Sites | 16 | 18 | 17 | 492 |
| Urban | 11 | 26 | 21 | 913 |
| Not Urban | 14 | 23 | 21 | 1306 |
| Common Land | 17 | 22 | 20 | 827 |
| Not Common Land Site | 9 | 25 | 21 | 1393 |
| Section 15 | 15 | 17 | 16 | 471 |
| Not Section 15 Land | 11 | 26 | 22 | 1749 |
| Other Sites | 11 | 26 | 22 | 1687 |
| National Sample Sites | 15 | 17 | 16 | 532 |
| Sites with AMGS | 13 | 25 | 22 | 1756 |
| Sites without AMGS | 12 | 18 | 16 | 463 |
| TOTAL | 12 | 24 | 21 | 2221 |
| Base | 582 | 1639 | 2221 | |

Weighted to equivalent numbers of days per site and retaining overall totals

Respondents in the NM survey who said they would not put their dogs on leads were asked why this was. Table 6.10 shows the reasons given, with the site they were visiting. Most people who gave reasons felt their dogs were well trained and could be trusted to behave. Some comments suggested that they did not perceive any risks from dogs at the site, and one person felt there should be specific information explaining why.

Table 6.10 Reasons Given for not keeping dog on lead

| | Site & Site Characteristics | |
|--|-----------------------------|-----|
| Walks through field with cows in but dogs are trained | Baildon Moor | NM |
| Dog walks to heel and doesn't bother animals | Burbage Common | NM |
| She stays close when we tell her | Burbage Common | NM |
| Never entered mind. Dog doesn't chase birds. | Grassthorpe Holme | NM |
| Trained gun dog | Kestlemerris Farm | NM |
| Don't bring a lead with me | Wilbraham | NM |
| Only if lambing close by and your dogs are okay near sheep | Langden Brook | NCA |
| Always under close control and dog wears a transponder | Sunbiggin Tarn | NCA |
| Don't come with dogs when there is breeding times. | Sunbiggin Tarn | NCA |
| Dog doesn't take to lead so wouldn't go to land | Canford Heath | NCA |
| Dog is unlikely to catch birds. | Canford Heath | NCA |
| Don't see livestock as an issue with our dog | Canford Heath | NCA |
| She stays on the heel, had gun dog training so never runs off. | Canford Heath | NCA |
| Well behaved | Canford Heath | NCA |
| Whenever appropriate | Canford Heath | NCA |
| would not use areas, do not chase animals. | Canford Heath | NCA |
| Like to have specific information about what to do with their dogs | Cow Green | NCA |

The majority of people with dogs interviewed at Open Access Land are there specifically to walk or exercise a dog, and being able to let the dog run off a lead is a key reason for visiting for three fifths of these. It is often the features of the site that make it attractive for the dog that override any attractions for the visitor; only 7% of respondents in the National Sample said they were there because they liked the walk rather than anything in particular for the dog.

Being able to let the dog run off the lead appears to be mentioned less in the period of general restrictions, and is also mentioned less at moorland sites, and at sites with biodiversity designations but not at sites with AMGS.

A minority, 2% do not perceive any need to remove dog mess, but this view is common at many sites.

When interviewed, dog walkers recognise the need for controlling their dog in some circumstances, and many believe their dogs are under their control even if not on a lead. Risks to livestock and birds are recognised, but are not at the forefront of people's minds, so where birds are not particularly apparent, e.g. ground nesting birds, there could be disturbance.

There is a sizeable proportion who may not respond to signage.

6.5 Spatial analysis of Dogs on site from Observation Data – within/outside of dog restriction period

A total of 15,300 visitors were recorded in the three year observation surveys across all sites. Of these, 3170 were identified as walking with dogs and 2190 dogs were recorded. This proportion of people with dogs, 20% is lower than was found in the interview surveys.

It should be noted that it is not always possible to distinguish a dog walker from a serious walker or ambler when making observations. Dogs may not have been as visible at a distance as people would be, especially where long grass or other vegetation could obscure them from view. The methodology applied may also mean that fewer dog walkers would be recorded, since these visitors only spend on average 1.1 hours on a visit, almost half of the overall average, and hence there is a smaller chance that they will be on site when the observation was made.

Hence, although the ratio of dogs to visitors is lower than the interview data might suggest, it is rational and there is a large pool of information available for analysis. Importantly, the data on dog owner activity is what they actually do, rather than what they say they would do when asked by a surveyor.

The position of dogs on the site as being on PROW, on tracks or on Open Access Land was recorded on the observation forms. Dogs were about as likely to be on PROW as off at the time of observation, as shown in Table 6.11. There is no trend by year. There is no significant difference in the proportion on PROW by the time of year of the survey.

Table 6.11 Observed Usage of Site - Dogs' Location on site

| | 2006 % | 2007 % | 2008 % | All % |
|---------------------|------------|------------|------------|-------------|
| On PROW | 54 | 38 | 49 | 46 |
| On Tracks not PROW | 0 | 0 | 21 | 7 |
| On Open Access Land | 46 | 62 | 30 | 47 |
| Base | 569 | 899 | 722 | 2190 |

Table 6.12 Observed Usage of Site – Dogs on PROW

| | 2006 % | 2007 % | 2008 % | All % |
|--------------------------------------|------------|------------|------------|-------------|
| On PROW – in period of restrictions | n/a | 52 | 46 | 48 |
| On PROW – not in restrictions period | 54 | 34 | 52 | 45 |
| Base | 569 | 899 | 722 | 2190 |

No survey in 2006 in restrictions period

Table 6.13 shows the information for dogs observed for the National Sample of Sites only. The information is broken down for the period of general dog restrictions (March 1st to July 31st) and all other times, and also shows whether dogs were on leads, to heel or free roaming, and the degree of control. The table shows where dogs are spatially; whether on PROW, on tracks or on Open Access Land, in areas where allowed or where excluded.

Of the total 310 dogs observed during the period of general dog restrictions only three dogs were on Open Access Land in areas where they were excluded, of which two were off lead and roaming and therefore a potential risk, though they were not recorded as causing any disturbance. Of the 87 dogs on Open Access Land only a third were on leads.

There were also three dogs on Open Access Land where excluded, after the period of general dog restrictions, all of which were off lead and roaming. One of these was described as uncontrolled.

Of the 1075 dogs observed, 13 were noted disturbing livestock, though none were observed disturbing wildlife.

By proportion, the number of dogs that were uncontrolled is small, and not all of the National Sample sites have biodiversity concerns. However, the data indicates that restrictions on dogs are not fully complied with.

Table 6.13 Observed Usage of Site -Dogs' Location on site National Sample

| Dogs | In Period of dog restriction | | | | | | | |
|----------------------|------------------------------|-------------|--------------------------------|---------------------------------|------------|-------------|--------------------------------|---------------------------------|
| | Yes | | | | No | | | |
| | on PROW % | on Tracks % | on Access Land where Allowed % | on Access Land where Excluded % | on PROW % | on Tracks % | on Access Land where Allowed % | on Access Land where Excluded % |
| On Lead | 34 | 21 | 37 | 0 | 35 | 10 | 26 | 0 |
| Off Lead to heel | 34 | 33 | 21 | 33 | 39 | 26 | 35 | 0 |
| off Lead roaming | 33 | 46 | 43 | 67 | 26 | 65 | 39 | 100 |
| TOTAL DOGS N | 172 | 48 | 87 | 3 | 397 | 31 | 334 | 3 |
| Controlled | 12% | 10% | 30% | - | 1% | 3% | 100% | - |
| Uncontrolled | - | - | 6% | - | - | - | 1% | 33% |
| Disturbing others | - | - | 2% | - | - | 3% | 2% | - |
| Disturbing livestock | - | 2% | - | - | - | - | 4% | - |
| Disturbing wildlife | - | - | - | - | - | - | - | - |
| Other non control | - | - | - | - | - | - | 1% | - |

Note: may not sum to 100%

Visitors with dogs form a large number of the total visits made, being a large group, and making regular visits. Many dog walkers have been visiting the same sites for many years, that is, before CROW legislation.

A large majority visit with the intention of letting their dogs run free and a sizeable proportion (a quarter) said they would not put their dogs on leads even if information at sites requested them to do so, indicating the limits of the potential to change behaviours through signage alone.

Most visitors did not perceive that their dogs posed any risks; many would put their dogs on leads if livestock were around, for the dog's safety as much as for the livestock.

People are less likely to consider nesting birds or wildlife unless they have a prior knowledge of their needs, so where awareness of wildlife is low this would need to be raised in order for people to think about controlling their dog.

A combination of Positive Management Techniques is likely to be required to address potential effects on biodiversity at sites where there are risks posed by dogs.



7 Summary and Conclusions

7 Summary and Conclusions

7.1 Introduction

As part of the on-site monitoring surveys conducted at a sample of sites on Open Access Land outside the National Parks over three years (2006-2008), information relating to visitor behaviour, awareness of Open Access and visitor information needs has been recorded.

Objectives of the study included gathering evidence to assist Natural England to develop an appropriate communications strategy, including:

- Visitor profile, visitor behaviour; and
- People's current understanding of Open Access and their rights and responsibilities.

7.2 Summary of Key Findings

7.2.1 *Visitors to Open Access Land*

Visitors to Open Access Land differ in their demographics from the general population in that they are more likely to be male, white, and in employment. They also tend to be older and have lower incidence of mobility impairment compared with the general population.

Visitors fall into five main categories, defined by the main reason for which they visit Open Access Land. These are:

- Dog Walkers;
- Amblers / taking a short stroll;
- Serious Walkers/ hikers or rambblers;
- People enjoying the scenery; and
- People participating in another specific activity.

There are some key differences between dog walkers and serious walkers compared with other visitor types.

7.3 Dog Walkers

Dog walkers form the largest visitor group. At National Sample sites, more than two fifths (42%) were there specifically to walk a dog, with a further 10% of visitors being accompanied by one or more dogs while visiting for some other purpose.

Not only are dog walkers the largest user group, they also visit very often; two fifths say they visit daily, and a further quarter visit more than once a week, so as a group they account for a large number of visits to Open Access Land. They tend to visit the same, familiar sites however rather than visit new destinations; only 4% of dog walkers interviewed were first time visitors.

They tend to visit sites close to home. Most therefore have no need for any information prior to their visit, having local knowledge of the area. Many had been coming to the same site for many years, pre CROW, to places where they let the dog run free.

Of the visitor groups, dog walkers have the lowest awareness and understanding of CROW. Only 15% said they recognised the Open Access symbol, and of these, only a quarter said that it represented Open Access. Dog walkers were significantly less likely to have heard of Open Access (57%) than other visitor groups and only a third have a reasonable understanding of the concept, as shown by their response to statements about Open Access. Less than a third of dog walkers were aware they were at a site designated as Open Access Land. Awareness of restrictions is lower than amongst other visitor types.

More than two fifths, 43% of dog walkers had seen no signage while at the site, compared with the 35% for the whole sample. Where dog walkers had been aware of information on site this included that relating to car parking (19%) in addition to the quarter who had seen waymarking signage or an information board. One in 20 said they had seen signs relating to Open Access.

Less than one in ten dogs are always kept on leads, and a similar number are never on a lead. People who visit sites regularly are far less likely to keep dogs on leads than first time visitors. Many visitors did not perceive that their dogs posed any risks at the site, though the tendency to let dogs run off leads is lower at sites where there are biodiversity designations than at other sites.

Almost a quarter of visitors said they would not put their dogs on a lead even if signs or information were there requesting them to do so. This clearly presents a challenge in communicating to those people who may be most likely to cause disturbance to birds or other wildlife more than other user groups. The numbers of people bringing dogs to the site in the period of general dog restrictions is no different to other times, so there maybe some need to raise the awareness of these restrictions.

7.4 **Serious Walkers**

Serious walkers formed 15% of the total sample (13% of the National Sample). They were the biggest group at sites such as Sunbiggin Tarn (53%) (on the Coast to Coast route), and at Bowland Fells (46%).

This group are the most likely to visit new sites; 26% were at the site for the first time when interviewed, although almost a third visit the same site more than monthly.

Serious walkers are the visitor group most likely to refer to guidebooks to find out about places to walk, and also to identify them through maps. They are also the most reactive to promotions seen nationally. Most (56%) said they would refer to some means of information prior to visiting a site.

Compared with the 23% overall who recognise the Open Access symbol, 36% of serious walkers did so. They were also the group with the best awareness of what the sign meant; 54% associated it with Open Access compared with 39% overall.

More than half, 55% have a reasonable understanding of the concept, as shown by their response to statements about Open Access, compared with 40% overall. Significantly more serious walkers have heard of Open Access (84%) compared with other visitors, though this proportion is lower than the 91% of serious walkers who have heard of Right to Roam.

Around a fifth (22%) of serious walkers had seen no information while at the site. Serious walkers were the group most likely to have seen waymarking information, and signs relating to Open Access.

7.4.1 *Other Visitors*

Other than dog walkers and serious walkers, the sample of visitors to Open Access Land comprised 21% amblers, 3% enjoying the scenery, and 11% a range of other activities, including climbing, depending on the attractions of different sites. Around 14% had more than reason for being at a site.

While dog walkers expressed the least need for information prior to a site visit, and serious walkers had the greatest demand, other visitors' needs were somewhere between the two. Similarly the awareness and understanding of Open Access for other visitor types was between the extremes of dog walkers and serious walkers.

7.5 **Site Facility Needs**

More than a quarter of visitors to Open Access Land interviewed in the National Monitoring survey said that they wanted to see no further facilities or development to the site, and for it to be kept as it is. However, this view varied widely, by visitor type and by site. In general, fewer facilities were suggested for sites mostly visited by people who lived close by, and who visited frequently, and the range of facilities mentioned increased with distance travelled to the site. They were also more frequently mentioned by those visitors travelling while on holiday rather than away from home. Toilets were the most frequently mentioned facility, followed by a cafe or somewhere to get refreshments.

7.6 **Information Needs**

Less than one in twenty visitors mentioned a need for information at sites. Just 2% mentioned a need for information on wildlife at the site, and the same proportion mentioned a need for information on where people can and cannot go.

A third of respondents had not encountered or seen any type of information during their visit to site. This varies considerably however, depending whether the respondent is a frequent or first time visitor, with respondents who were visiting the site for the first time were significantly more likely to have seen signage or information than respondents who visited more frequently (78% compared with 55%) Those who visited infrequently (32%) or were visiting the site for the first time (38%) were significantly more likely to have seen maps or information boards on the site, compared with those visiting daily (24%).

More than two fifths, 43% of dog walkers had seen no signage at the site, while only 22% of serious walkers had seen none.

If looking for information on areas to visit in the future, the most frequently mentioned source was local newspapers, especially for local sites, with more national sources of information being used for less frequently made visits and those involving longer trips from home. Since 2006, the proportion of respondents who said they would be influenced in future visits by the Internet has increased significantly, from 7% to 40% in 2008.

7.7

Effectiveness of AMGS

Access authorities (but not National Park Authorities) may apply for funding through the Access Management Grant Scheme (AMGS), which was designed as an incentive for authorities to use their new powers to manage access. This includes funding for on-site management and infrastructure such as signage, fencing, gates, volunteer costs and vegetation cutting. Money was also made available to fund monitoring work, where this was considered valuable.

Two thirds of the sample of sites had AMGS, and this proportion was significantly higher at sites with a biodiversity designation, 86%, and significantly lower at the National Sample sites, 32%.

Patterns of visits to sites with AMGS are very similar to sites without AMGS; they are as likely to be visited by people with dogs. People are likely to be spending a longer visit to a site with AMGS, 2.2 hours compared with 1.7 hours at a site without. Visitors to sites with AMGS are slightly more likely to be infrequent visitors, and slightly less likely to be daily visitors; though no more likely to be first time visitors.

A quarter of visitors to sites with AMGS said they recognised the Open Access symbol, a higher proportion than had seen it at sites with no AMGS. Respondents on sites which had AMGS were significantly more likely (29%) to have seen the Open Access symbol at that specific site, than respondents who were visiting sites with no AMGS (18%).

However, visitors at sites with AMGS were less likely to say they had heard of Open Access, 62% compared with 68% at other sites. Of those who had heard of Open Access, a significantly higher proportion at sites with AMGS said they were aware that the site was Open Access Land, 34% compared with 28%. A higher proportion of visitors to sites with AMGS correctly identified all of four statements relating to Open Access, 42% compared with 34% at other sites.

This could reflect the fact that AMGS money had been used to purchase and erect such signs, but the results may also reflect the visitor types that are attracted to sites where there is more likely to be AMGS, i.e. serious walkers who tend to have better awareness. The effectiveness of AMGS overall is small, but positive and over time may increase awareness.

Demand for information at sites is relatively unimportant compared with suggestions for facilities such as toilets, and many people suggested that places should be left undeveloped.

7.8

Developing an appropriate communications strategy

In developing a communications strategy there are two main considerations:

- Promotion of Open Access Land; and
- Raising awareness of responsibilities when visiting Open Access Land to protect biodiversity.

These are now discussed in relation to evidence to support the objectives within Natural England's Strategic Direction (2008-2013).

In the **Strategic Direction 2008 – 2013**, the desired outcomes of what NE want to achieve for the natural environment over the next five years are described. A framework of objectives has been created within which policies can be developed. The measures of success for each

objective will help NE to assess the effectiveness in working to secure a healthy and resilient natural environment over the next five years. There are four complementary strategic outcomes which are relevant.

Outcome 1: A healthy natural environment

Our diverse landscapes continue to provide inspiration and enjoyment for people and enable our wildlife to adapt to the challenges of the future.

- Actions to directly conserve and enhance our landscapes and biodiversity, on land and within our seas. Influencing policy frameworks and supporting individuals, organisations, land managers and business to take action to conserve and enhance wildlife and landscapes today.

Outcome 2: People are inspired to value and conserve the natural environment

We need to understand people's motivations and requirements better, especially young people who are increasingly disconnected from the natural world.

- People are inspired to value and conserve the natural environment. Engaging and mobilising people to explore, understand and act for the natural environment. Increasing the opportunities available for people to make the natural environment an enriching part of their everyday lives.

Outcome 3: The use and management of the natural environment is more sustainable

We need to ensure that the way we use and manage our land, freshwaters and seas does not compromise the natural environment and that change and development can occur in a manner that protects and enhances the natural environment.

- Influencing how our land and seas are used and managed today. Developing and promoting sustainable solutions to environmental problems at national, regional and local level and, as a result, increasing the level of social and economic benefits provided by the natural environment.

Outcome 4: Decisions that collectively secure the future of the natural environment

The factors that affect the natural environment are complex and changing rapidly. The choices we make today we will have to live with tomorrow. They affect the places we live in and how we use them for work, relaxation, learning and play, both as individuals and as communities. We need to make choices that are affordable, satisfy the needs of people but do not compromise on the long-term resilience of our environment.

- Bringing together organisations and individuals that influence and shape our environmental future. Developing our vision and identifying opportunities to influence the decisions that will secure the natural environment of tomorrow.

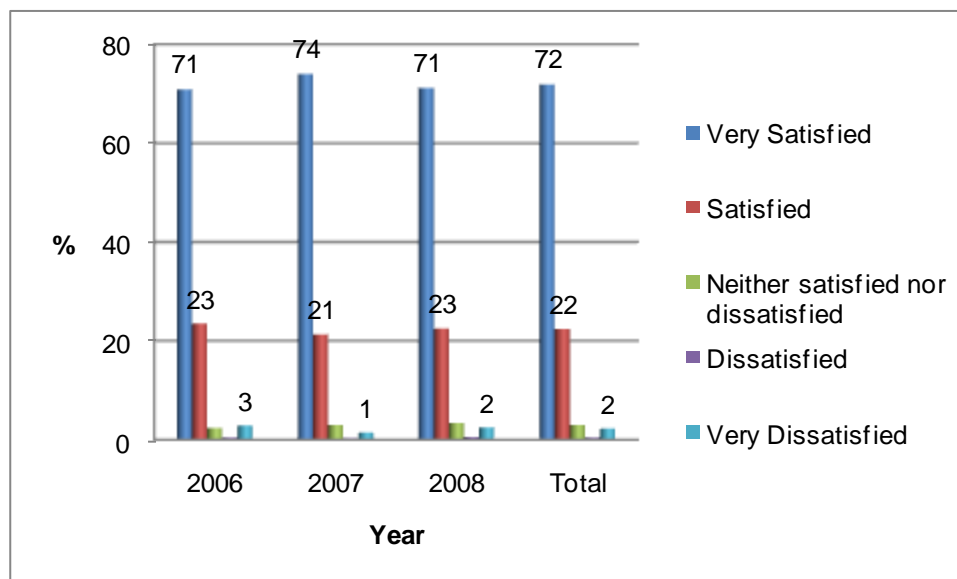
7.8.1

Promotion of Open Access Land

The opening up of land for recreation on foot through CROW legislation has in theory increased the amount of area available on which to walk. While the surveys have shown that people do use Open Access Land off PROW, there is no available information from pre-CROW to provide evidence of change as a result of CROW. Furthermore there is no evidence to indicate that visits to sites have increased over the three year survey (no counts were carried out as part of the survey; this was outside the scope).

The surveys indicate that many people have been coming to the same sites for many years, and awareness of a sites' designation as Open Access Land is very low, so new designation as access land has not been a reason for coming to the site. Fewer than 1% of respondents said they were actively 'utilising their right of access' when asked why they had gone off PROW. The majority of visitors had always known about the site being visited.

However, in '*providing inspiration and enjoyment*' (*Outcome 1*) Open Access Land is fulfilling a role. A very large majority of visitors were very satisfied with their visit to Open Access Land, 72% and a further 22 % were satisfied, see Figure 7.1. There have been no trends by year in the levels of satisfaction, and satisfaction levels are the same at National Sample sites as elsewhere.

Figure 7.1 Visitor Satisfaction

Base 2006 432 2007 736 2008 830 All 1998

As has been shown, younger people, people from ethnic backgrounds and those with mobility impairments are under represented amongst visitors to the open countryside on access land outside the National Parks (*Outcome 2*).

The data show that younger people are much less likely to be taking a serious walk than other age groups (11% for under 24 year olds compared with 16% overall). They are also less likely to be dog walking, but more likely to be involved in other activities, for example climbing, or cycling. Engaging younger people is a challenge, and reference should be made to other research which has targeted this group specifically to identify their motivations.

The promotion of walking (and other outdoor activities) will lead to longer term health benefits, and so encouraging younger people to be involved has many advantages.

The survey data has provided information on the types of information that people use before visiting Open Access Land, and that which people make reference to when planning visits. The Internet is becoming an increasingly important source of information and it is likely that younger people will be greater users of this than will older people.

To reach local audiences, both local press and local radio are important sources of information and these could be used to generate interest in specific areas of land locally by promoting beautiful landscapes to visit. To promote Open Access Land more widely, the national press, printed and TV are more appropriate.

Being able to legitimately go off PROW and wander on Open Access Land may not in itself be a suitable or enticing message to promote the benefits of visiting the countryside at all sites. This may be appropriate however at those sites with particular attractions that were not previously accessible on PROW providing any adverse impacts on biodiversity can be managed.

7.9

Raising Awareness

Promoting the use of access land to generate greater visitor numbers brings with it the need to raise awareness of the rights and responsibilities, which at present are poor.

It should be remembered that CROW is still relatively recent and Open Access Land has only been around for 4-5 years. The term 'Right to Roam' has been around for decades, yet only 78% of respondents in the National Monitoring survey had heard of it, compared with the 68% who had heard of Open Access. The proportion of dog walkers aware of Open Access is lowest of the visitor types, at 55%, and highest amongst serious walkers, although still only 84%.

Not all sites are important for biodiversity, but where they are, visitors bring potential risks, especially those with dogs (*Outcome 3*). Dog walkers, being frequent visitors are the group

least likely to take notice of signage at sites. Many dog walkers tend to originate from the local area and so where there are particular issues at sites that cannot be addressed by on site signage, a more direct approach for a publicity campaign would be a leaflet drop in the catchment of a site. This would obviously be more suited to urban sites or well defined catchments. For sites surveyed over the last 2-3 years, postcode information has been collected which highlights the origins of visitors.

There may also be a need for increasing use of integrated positive access management, such as zoning techniques, wardening etc.

The findings of the study show that the uptake of CROW and change in use to date is low, and at sites where there are concerns, these may not have arisen from CROW but were pre-existing. Any longstanding concerns could be addressed by the management regime that comes with CROW, for example, the requirement for dogs on leads in the breeding season.

7.10

Recommendations

The surveys over three years have recorded a large amount of information on the demographics of visitors to Open Access Land and the patterns of visits made, and this is a useful resource for marketing and communications. Information has been recorded on home postcodes and this could allow further profiling of visitors, as well as enabling targeted publicity in local areas relating to specific sites.

While the data have shown that in a majority of cases, visits are habitual, and there is little demand for information, either prior to a visit or while there, where visits are being made to new areas, there is a greater need for information.

In the majority of cases, people are not visiting Open Access Land expressly to exercise any new right of access. Much of the land included in the survey has been in use pre CROW, and even where there was no legal right previously, it appears that people believed there to have been no restrictions on them visiting the land or wandering off paths if so desired. Awareness of the terminology of Open Access is low, but so is awareness of access rights in general, including the status of PROW and other paths, so information campaigns would need to address the whole area of countryside access.

The research has shown that a large number of people prefer to be guided and follow set routes rather than wander, and hence published routes, in guidebooks or leaflets could be effective in protecting sensitive areas where needed.

Currently, little use appears to be made of the NE or Open Access websites, as few people make reference to on line maps, and this indicates that few people check for restrictions as might be hoped.

Awareness of and uptake of Open Access are currently low, so the promotion of CROW could be linked with the promotion of walking in tranquil, beautiful landscapes that can be enjoyed more freely than before because of their Open Access designation. As people's understanding of the rights and responsibilities that come with CROW is also low then any local promotion of such landscapes needs to be done sustainably and within the remit of sustainable tourism, to ensure access and biodiversity objectives are both met.



Annex 1

Table 1: Key to Local Monitoring Sites shown in Figure 1.3

| ID | Site Name |
|----|--|
| 1 | Avon Heath – Boundary Lane (Dorset Heaths) |
| 2 | Avon Heath – Country Park (Dorset Heaths) |
| 3 | Blanchland (North Pennines AONB) |
| 4 | Bowness Common / Solway Moss (Cumbria) |
| 5 | Broad Meadows/ Well Hope (North Pennines AONB) |
| 6 | Browns Houses (Lancashire) |
| 7 | Bruthwaite Forest /Hallbankgate Side (North Pennines AONB) |
| 8 | Cavenham Heath (Suffolk) |
| 9 | Coldberry (North Pennines AONB) |
| 10 | Coombe Heath / Arne (Dorset Heaths) |
| 11 | Crossthwaite Common (incl South) (North Pennines AONB) |
| 12 | David's Hill (Dorset Heaths) |
| 13 | Dewlands Common (Dorset Heaths) |
| 14 | Drigg Coast (Cumbria) |
| 15 | Dufton / High Cup Nick (North Pennines AONB) |
| 16 | Dunwich Heath (Suffolk) |
| 17 | Eggardon Hill (Dorset) |
| 18 | Ferndown Common (Dorset Heaths) |
| 19 | Flinty Fell (North Pennines AONB) |
| 20 | Fontmell Down (Dorset) |
| 21 | Geltsdale (North Pennines AONB) |
| 22 | Great Ovens (Dorset Heaths) |
| 23 | Hanbury Tout / Lulworth (Dorset Heaths) |
| 24 | Hartside North / South (North Pennines AONB) |
| 25 | High Park / Whillimoor Fell (Cumbria) |
| 26 | Higher Hill Plush / Nettlescombe (Dorset Heaths) |
| 27 | Jenny Brown's Point (Lancashire) |
| 28 | Knettishall Common (Suffolk) |
| 29 | Lions Hill (Dorset Heaths) |
| 30 | Lytchetts (Dorset Heaths) |
| 31 | Mickleton Moor (North Pennines AONB) |
| 32 | Middleton Teesdale |
| 33 | North Walney (Cumbria) |
| 34 | Parley (Dorset Heaths) |
| 35 | Purbeck Ridge / Godlingston Hill (Dorset) |
| 36 | Rotherhope Fell (North Pennines AONB) |
| 37 | Snope Common (North Pennines AONB) |
| 40 | Stiperstones / Shooting Bay / Knolls CP(Shropshire) |
| 41 | Stoborough Heath (Dorset Heaths) |

| | |
|----|--|
| 42 | Sutton Heath (Suffolk) |
| 43 | The Giant, Cerne Abbas (Dorset) |
| 44 | The Helm (Cumbria) |
| 45 | The Long Mynd (Shropshire) |
| 46 | Town Common (Dorset Heaths) |
| 47 | Turbary Common (Dorset Heaths) |
| 48 | Upton Heath (Dorset Heaths) |
| 49 | Walberswick Common (Suffolk) |
| 50 | Wan Fell (Cumbria) |
| 51 | Westleton Heath (Suffolk) |
| 52 | Winfrith Heath (Dorset Heaths) |
| 53 | Red Carle (North Pennines AONB) |
| 54 | Whitfield Moor (North Pennines AONB) |
| 55 | Coanwood (North Pennines AONB) |
| 56 | Knight's Cleugh (North Pennines AONB) |
| 57 | Knockshield Moor (North Pennines AONB) |

Details of the survey periods – Interviews Recorded

| Sample Type | | Survey Year | | | |
|---------------|-----------|-------------|-------|-------|-------|
| | | 2006 | 2007 | 2008 | Total |
| | | Count | Count | Count | Count |
| National Site | June | 0 | 90 | 121 | 211 |
| | July | 0 | 112 | 169 | 281 |
| | August | 197 | 117 | 130 | 444 |
| | September | 113 | 105 | 89 | 307 |
| | October | 0 | 27 | 0 | 27 |
| | Total | 310 | 451 | 509 | 1270 |
| NCA Site | June | 0 | 21 | 47 | 68 |
| | July | 0 | 58 | 113 | 171 |
| | August | 123 | 59 | 86 | 268 |
| | September | 54 | 121 | 102 | 277 |
| | October | 0 | 46 | 0 | 46 |
| | Total | 177 | 305 | 348 | 830 |
| LM Site | January | 0 | 7 | 32 | 39 |
| | February | 0 | 0 | 80 | 80 |
| | March | 0 | 0 | 209 | 209 |
| | April | 0 | 0 | 7 | 7 |
| | June | 0 | 0 | 23 | 23 |
| | July | 0 | 34 | 169 | 203 |
| | August | 0 | 191 | 285 | 476 |
| | September | 0 | 249 | 173 | 422 |
| | October | 0 | 347 | 236 | 583 |
| | November | 0 | 221 | 133 | 354 |
| | December | 0 | 32 | 26 | 58 |
| | Total | 0 | 1081 | 1373 | 2454 |
| | Total | January | 0 | 7 | 32 |
| February | | 0 | 0 | 80 | 80 |
| March | | 0 | 0 | 209 | 209 |
| April | | 0 | 0 | 7 | 7 |
| May | | 0 | 0 | 0 | 0 |
| June | | 0 | 111 | 191 | 302 |
| July | | 0 | 204 | 451 | 655 |
| August | | 320 | 367 | 501 | 1188 |
| September | | 167 | 475 | 364 | 1006 |
| October | | 0 | 420 | 236 | 656 |
| November | | 0 | 221 | 133 | 354 |
| December | | 0 | 32 | 26 | 58 |
| Total | | 487 | 1837 | 2230 | 4554 |

Questionnaires

**2006 – National Monitoring Survey
Countryside Agency Public Use of Access Land – Visitor Survey**

INDICATE POSITION OF INTERVIEW LOCATION

| | | |
|--|---|---------------------------------------|
| <input type="checkbox"/> 1 On ProW | Number of Dogs in group: | INPUT SITE CODE: |
| <input type="checkbox"/> 2 On Access Land – on a path or track | Number of horses in group: | |
| <input type="checkbox"/> 3 On Access Land – elsewhere | Number of mountain bikes: | <input type="checkbox"/> 1 Individual |
| Record time and date | Number of other bikes: | <input type="checkbox"/> 2 Group |
| Interviewer: | Number of other items, eg wheelchairs/pushchairs: | Number in Group |

Good Morning/afternoon/evening

My name isfrom Faber Maunsell. We are conducting a survey on behalf of the Countryside Agency.

The information you provide will help the Agency in improving and managing public access to the countryside and in providing information about new recreational opportunities to visitors.

*IF GROUP – Could I ask which of your party is the next person to have a birthday?
OR IF GROUP HAS ORGANISER/LEADER – INTERVIEW ORGANISER/LEADER*

Responses should reflect the individual. Random sampling approach should therefore be adopted – No self selection.

If respondent asks how long it will take: Will take around 15 minutes to complete.

The surveys are being conducted under the Market Research Society Code of Conduct and any personal information you provide is fully confidential.

Section 1 –Visit to this area of land

The survey is about **THIS AREA OF LAND** we are currently on, as shown on this map (HAND MAP A) . *Unless otherwise instructed responses are unprompted.*

| | | |
|------|--|-------------------|
| Q1.1 | About how often do you visit this area of land? | ✓ one only |
| | <input type="checkbox"/> 1 First visit today | GO TO Q1.4 |
| | <input type="checkbox"/> 2 Daily | |
| | <input type="checkbox"/> 3 Several times a week | |
| | <input type="checkbox"/> 4 Weekly | |
| | <input type="checkbox"/> 5 Several times a month | |
| | <input type="checkbox"/> 6 Monthly | |
| | <input type="checkbox"/> 7 Several times a year | |
| | <input type="checkbox"/> 8 Once a year | |
| | <input type="checkbox"/> 9 Less often | |

| | | | | | |
|------|---|---|-----------------------------|-----------------------------|-----------------------------|
| Q1.2 | What days and times do you normally visit this area of land? | ✓ all that apply | | | |
| | | <i>Repeat "Any more?" until respondent has indicated all times applicable</i> | | | |
| | Weekdays | | Saturdays | Sundays | |
| | Early mornings | | <input type="checkbox"/> 1 | <input type="checkbox"/> 11 | <input type="checkbox"/> 21 |
| | Mid mornings | | <input type="checkbox"/> 2 | <input type="checkbox"/> 12 | <input type="checkbox"/> 22 |
| | Lunchtimes | | <input type="checkbox"/> 3 | <input type="checkbox"/> 13 | <input type="checkbox"/> 23 |
| | Afternoon | | <input type="checkbox"/> 4 | <input type="checkbox"/> 14 | <input type="checkbox"/> 24 |
| | Evenings | <input type="checkbox"/> 5 | <input type="checkbox"/> 15 | <input type="checkbox"/> 25 | |

| | | |
|---|---|--------------------|
| Q1.3 And at what times of year do you normally visit this area of land? ✓ <i>all that apply</i> | | |
| <input type="checkbox"/> 0 All Year | <i>Repeat "Any more?" until respondent has indicated all times applicable</i> | |
| <input type="checkbox"/> 1 Spring | | |
| <input type="checkbox"/> 2 Summer | | |
| <input type="checkbox"/> 3 Autumn | | |
| <input type="checkbox"/> 4 Winter | | |
| Q1.4 Is your visit to this area of land today...? ✓ <i>one only</i> | | |
| <input type="checkbox"/> 1 En route as part of a longer walk | <i>(not asked parking questions)</i> | |
| <input type="checkbox"/> 2 Specifically to this area of land | | |
| Q1.5 How did you become aware of this particular area of land? ✓ <i>one only</i> | | |
| <input type="checkbox"/> 1 Always known – local knowledge / previous trip | | |
| <input type="checkbox"/> 2 From friends/family | | |
| <input type="checkbox"/> 3 Happened on it by chance | | |
| <input type="checkbox"/> 4 Local promotion, e.g. press/notice board at site/TIC | Q1.5a Please specify? <i>(write in)</i> | |
| <input type="checkbox"/> 5 Leaflet | Q1.5b Please specify? <i>(write in)</i> | |
| <input type="checkbox"/> 6 National promotion, e.g. press | Q1.5c Please specify? <i>(write in)</i> | |
| <input type="checkbox"/> 7 Guidebook | Q1.5d Please specify? <i>(write in)</i> | |
| <input type="checkbox"/> 8 Website | Q1.5e Please specify? <i>(write in)</i> | |
| <input type="checkbox"/> 9 Other walkers | | |
| <input type="checkbox"/> 10 Shown on map | Q1.5e Online <input type="checkbox"/> 1 Paper <input type="checkbox"/> 2 | |
| <input type="checkbox"/> 11 Can't remember | | |
| Q1.6 Where have you travelled from today to visit this area of land? ✓ <i>one only</i> | | |
| <input type="checkbox"/> 1 Home | <i>Record town/place name</i> | |
| <input type="checkbox"/> 2 Temporary paid accommodation e.g. hotel, B&B, campsite | | |
| <input type="checkbox"/> 3 Staying with family / friends | | |
| <input type="checkbox"/> 4 Stopped off en route as part of a longer journey | | |
| Q1.7 And approximately how far (one way) have you travelled to get here today? <i>Please ✓ one only</i> | | |
| <input type="checkbox"/> 1 Up to 1 mile | <input type="checkbox"/> 5 10.01 – 20 miles | |
| <input type="checkbox"/> 2 1.01 – 2 miles | <input type="checkbox"/> 6 20.01 – 40 miles | |
| <input type="checkbox"/> 3 2.01 – 5 miles | <input type="checkbox"/> 7 40.01 – 100 miles | |
| <input type="checkbox"/> 4 5.01 – 10 miles | <input type="checkbox"/> 8 Over 100 miles | |
| Q1.8 What (main) form of transport did you use to get to this area of land today? ✓ <i>one only</i> | | |
| <input type="checkbox"/> 1 Car /van / campervan | GO TO Q1.9 | |
| <input type="checkbox"/> 2 Motorbike/scooter | | |
| <input type="checkbox"/> 3 Bicycle/Mountain Bike | <input type="checkbox"/> 6 Walked all the way | GO TO Q1.11 |
| <input type="checkbox"/> 4 Public Bus | <input type="checkbox"/> 7 Horse | |
| <input type="checkbox"/> 5 Train | <input type="checkbox"/> 8 Other (please write in) | |

WHERE CAR USED TO ACCESS SITE ONLY

| | | |
|------|---|--|
| Q1.9 | Where did you park? <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Car park by area of land | |
| | <input type="checkbox"/> 2 Parking spaces away from area of land | |
| | <input type="checkbox"/> 3 On road | |
| | <input type="checkbox"/> 4 Off road, not in designated space, e.g. verge, gate, field etc | |
| | <input type="checkbox"/> 5 Did not park | |
| | <input type="checkbox"/> 6 Other | |

| | | | | | | |
|-------|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Q1.10 | On a scale of 1 to 5, where 1 is very poor and 5 is very good how would you describe parking arrangements for this area of land in terms of.....? SHOWCARD A <i>Please ✓ one for each statement</i> | | | | | |
| | | Very Poor | Poor | Neither good nor poor | Good | Very Good |
| a | Condition of surface | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| b | Danger from passing traffic | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| c | Signage | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| d | Capacity of car park | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| e | Overall parking provision | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

| | | | | | | |
|-------|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Q1.11 | On a scale of 1 to 5, where 1 is very poor and 5 is very good how would you describe getting on to this area of land in terms of.....? SHOWCARD A ENSURE PEOPLE REFERRING TO LAND SHOWN ON MAP ✓ <i>one for each statement</i> | | | | | |
| | | Very Poor | Poor | Neither good nor poor | Good | Very Good |
| a | Being able to find the area of land | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| b | Being able to find the entry point to the area of land | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| c | Accessing the area of land easily without obstructions | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

IF Q1.11 (a, b or c) = POOR or VERY POOR:

| | | |
|-------|--|--|
| Q1.12 | Which difficulties have you encountered in getting on to this area of land? <i>Please ✓ all that apply</i> | |
| | <input type="checkbox"/> 1 Overgrown vegetation | |
| | <input type="checkbox"/> 2 Locked gate | |
| | <input type="checkbox"/> 3 Difficult wall/ fence to climb over | |
| | <input type="checkbox"/> 4 Lack of clear signage | |
| | <input type="checkbox"/> 5 Other (please write in) | |

Section 2

| | | | | |
|------|---|----------------------------|----------------------------|----------------------------|
| Q2.1 | What kinds of information about this area of land would you have found useful prior to your visit today? <i>Unprompted</i> <i>if None, GO TO Q2.2</i> <i>Repeat "Any more?" until respondent says no</i> | Not mentioned | Slightly useful | Very Useful |
| A | Up to date maps - Online | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| B | Up to date maps - Printed | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| C | Information to notify the public that it is open access land | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| D | Where local amenities are | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| E | Information about wildlife in the area | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| F | Extent of Open Access areas | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| G | History of area | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| H | Guides/Routes e.g. climbing, walking distances | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| I | Rules / regulations / restrictions | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| J | Points of interest | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| K | Geography of area | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| L | Travel information / bus times / parking | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| M | Access for people with a disability/people with limited mobility | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| N | Weather forecast | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| O | Other (please write in) | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |

| | | | |
|------|---|---|--|
| Q2.2 | What activities are you doing at this area of land today? <i>Please ✓ all that apply</i> <i>Unprompted</i> <i>Repeat "Any more?" until respondent says No</i> | | |
| | <input type="checkbox"/> 1 Short stroll/ambling | <input type="checkbox"/> 7 Rock Climbing | |
| | <input type="checkbox"/> 2 Serious walking/rambling/hiking | <input type="checkbox"/> 8 Photography/drawing/painting | |
| | <input type="checkbox"/> 3 Dog walking | <input type="checkbox"/> 9 Bike riding | |
| | <input type="checkbox"/> 4 Enjoying the scenery/nature | <input type="checkbox"/> 10 Horse riding | |
| | <input type="checkbox"/> 5 Running/jogging | <input type="checkbox"/> 11 Bird watching/nature watch/botany | |
| | <input type="checkbox"/> 6 Sitting down/resting/picnics | <input type="checkbox"/> 12 Football/ ball games | |
| | <input type="checkbox"/> 13 Using my new right of access | <input type="checkbox"/> 14 Other | |
| | | RECORD | |

| | | | | | | | |
|------|---|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Q2.3 | What were your reasons for choosing to visit <u>this area of land today</u> (rather than anywhere else)? Please ✓ all that apply Unprompted. Repeat "Any more?" until respondent says No | Where mentioned as a reason ask the following: On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with this aspect of your visit to this area of land today? SHOWCARD B | | | | | |
| | | Very Dissatisfied | | | | Very Satisfied | |
| A | Scenery/ landscape/ pleasant area | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| B | Wildlife/ botany | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| C | Maintenance of the area of land | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| D | Cleanliness of the area of land (e.g. free of dog mess and litter) | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| E | Parking provision at the area of land | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| F | Accessibility / Proximity of the area of land | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| G | Signage at the area of land | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| H | The area of land is not too busy / overcrowded | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| I | Information is available about the area | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| J | Space for dog to run | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| K | Challenging walk/climb/feature | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| L | Provision of amenities at the area of land (cafe, toilets etc) | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| M | Specific event | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| N | Educational value | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| O | Activities available | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| P | Can go off rights of way/open access | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Q | Other (please write in) | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| R | En route/part of longer route | <input type="checkbox"/> 0 | | | | | |
| S | Always come here | <input type="checkbox"/> 0 | | | | | |
| T | Nothing/ unsure | <input type="checkbox"/> 0 | | | | | |
| U | Children like it | <input type="checkbox"/> 0 | | | | | |

| | | | |
|------|---|---|--|
| Q2.4 | Approximately how long did/will you spend at this area of land today? Please ✓ one only | | |
| | <input type="checkbox"/> 1 Under half an hour | <input type="checkbox"/> 6 Between 4-4:59 hours | |
| | <input type="checkbox"/> 2 30-59 minutes | <input type="checkbox"/> 7 Between 5-5:59 hours | |
| | <input type="checkbox"/> 3 Between 1-1:59 hours | <input type="checkbox"/> 8 Between 6-6:59 hours | |
| | <input type="checkbox"/> 4 Between 2-2:59 hours | <input type="checkbox"/> 9 More than 7 hours | |
| | <input type="checkbox"/> 5 Between 3-3:59 hours | | |

| | | | |
|------|--|---|--|
| Q2.5 | Approximately how much did/will your party as part of your visit to this site today? Please ✓ one only | | |
| | <input type="checkbox"/> 1 No opportunity | <input type="checkbox"/> 6 Between £10.01 and £20 | |
| | <input type="checkbox"/> 2 Nothing | <input type="checkbox"/> 7 Between £20.01 and £50 | |
| | <input type="checkbox"/> 3 Up to £5 | <input type="checkbox"/> 8 Over £50 | |
| | <input type="checkbox"/> 4 Between £5.01 and £7.50 | <input type="checkbox"/> 9 Unsure | |
| | <input type="checkbox"/> 5 Between £7.51 and £10 | <input type="checkbox"/> 10 Prefer not to say | |

| | | | |
|------|--|--|--|
| Q2.6 | What facilities did you expect to find at this area of land today? <i>Please ✓ all that apply</i> <i>Unprompted - Repeat "Any more?" until respondent says No</i> | | |
| | <input type="checkbox"/> 1 Toilets | <input type="checkbox"/> 8 Café/ refreshments | |
| | <input type="checkbox"/> 2 Dog poo bins | <input type="checkbox"/> 9 Picnic tables / seating | |
| | <input type="checkbox"/> 3 Rubbish bins | <input type="checkbox"/> 10 Bird hides | |
| | <input type="checkbox"/> 4 Car park | <input type="checkbox"/> 11 Information about where you can and cannot go | |
| | <input type="checkbox"/> 5 Visitor centre, info boards | | |
| | <input type="checkbox"/> 6 Information about the site and attractions | <input type="checkbox"/> 12 Information about animals and wildlife on the site | |
| | <input type="checkbox"/> 7 Health and safety information about the site | <input type="checkbox"/> 14 Other (please write in) | |

Section 3 - Site Awareness

GIS Mapping

Showing map of area of land to respondent (combination of paper and PDA), record the following information:

- Interview location*
- Interviewee's Entry Point*
- Route taken (by direction)*
- Interviewee's Exit point (if known)*

| | | |
|------|---|-------------------|
| Q3.1 | Have you heard of Open Access? <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Yes | |
| | <input type="checkbox"/> 2 No | GO TO Q3.3 |
| | <input type="checkbox"/> 3 Not sure | |

For Q3.1, IF = 1 or 3

| | | |
|------|--|--|
| Q3.2 | Are you aware that this area of land is Open Access Land? <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Yes | |
| | <input type="checkbox"/> 2 No | |
| | <input type="checkbox"/> 3 Not sure | |

| | | | | | |
|------|--|----------------------------|----------------------------|----------------------------|----------------------------|
| Q3.3 | To what extent do you believe the following statements about Open Access to be true? SHOWCARD C <i>Please ✓ one per row only</i> | | | | |
| | | Definitely True | Partially true | Definitely False | Don't know |
| a | All farm land has been opened up to the public | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| b | All grassland has been opened to the public | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| c | People can walk across mapped open access land without the need to stick to paths | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| d | You can go off paths if you don't interfere with wildlife | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| e | My right of access to open access land may sometimes be restricted for nature conservation/,public safety, and land management reasons | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |

Confirm with respondent, statements C and E are true

| | | |
|------|---|---------------------------------------|
| Q3.4 | Could you estimate the proportion of your walk today that was on access land, i.e, NOT on public rights of way ? | |
| | Record proportion:% | <input type="checkbox"/> 0 Don't Know |

For those using ROW only, ie where Q3.4 is 0%

| | | |
|------|---|---|
| Q3.5 | Why did you/ have you decided not to walk across open access land and stay on the public right of way? <i>Please ✓ all that apply</i> <i>Unprompted, Repeat "Any more?" until respondent says No</i> | |
| | <input type="checkbox"/> 1 Need more information about Open Access | <input type="checkbox"/> 8 Have a dog and assumed dogs are banned from Open access |
| | <input type="checkbox"/> 2 Unsure whether I had permission to stray from the public right of way | <input type="checkbox"/> 9 The public Right of Way takes me to where I want to be so no need to stray from it |
| | <input type="checkbox"/> 3 Unsure which areas are open access land | <input type="checkbox"/> 10 Easier to walk on a public right of way (terrain) |
| | <input type="checkbox"/> 4 Anxious about getting lost | <input type="checkbox"/> 11 Thought restrictions were in force |
| | <input type="checkbox"/> 5 Safer on a public right of way | <input type="checkbox"/> 12 Did not want to disturb wildlife or cattle |
| | <input type="checkbox"/> 6 Nothing extra to see by going off public right of way | <input type="checkbox"/> 13 Other (please write in) |
| | <input type="checkbox"/> 7 Was unsure if farmer/landowner was present | |

ALL RESPONDENTS

| | | |
|------|--|---|
| Q3.6 | A new Countryside Code was launched in August 2005. Which aspects of the Countryside Code are you aware of? <i>DO NOT PROMPT - Please ✓ all that apply</i> <i>Repeat "Any more?" until respondent says No</i> | |
| | <input type="checkbox"/> 1 Be safe, plan ahead and follow any signs | <input type="checkbox"/> 5 Consider other people |
| | <input type="checkbox"/> 2 Leave gates and property as you find them | <input type="checkbox"/> 6 None |
| | <input type="checkbox"/> 3 Protect plants and animals and take your litter home | <input type="checkbox"/> 7 Other (please write in) |
| | <input type="checkbox"/> 4 Keep dogs under close control | |

IF ACCOMPANIED BY DOG COMPLETE Qs 3.7 to 3.12 , otherwise GO TO Q3.13

| | | |
|------|---|--|
| Q3.7 | What would you say are issues to be aware of when walking with a dog in the countryside? <i>DO NOT PROMPT - Please ✓ all that apply</i> <i>Repeat "Any more?" until respondent says No</i> | |
| | <input type="checkbox"/> 1 Clear up and dispose of any dog mess | <input type="checkbox"/> 7 Keeping dog on a lead |
| | <input type="checkbox"/> 2 Dispose of dog mess bags responsibly | <input type="checkbox"/> 8 Risks to farm animals |
| | <input type="checkbox"/> 3 Keeping dogs under control | <input type="checkbox"/> 9 Risks to birds/wildlife |
| | <input type="checkbox"/> 4 Keeping dogs under CLOSE control | <input type="checkbox"/> 10 Risks to dog from farm animals |
| | <input type="checkbox"/> 5 Checking for signs/information on dog control | <input type="checkbox"/> 11 None |
| | <input type="checkbox"/> 6 Taking water/drink for the dog | <input type="checkbox"/> 12 Other (please write in) |

| | | | | |
|------|--|--|--|--|
| Q3.8 | For how long, in years, have you been walking your dog(s) on this area of land? <i>Please ✓ one only</i> | | | |
| | <input type="checkbox"/> 1 Today is my first visit | <input type="checkbox"/> 4 More than 2 years up to 3 years | | |
| | <input type="checkbox"/> 2 Less than 1 year | <input type="checkbox"/> 5 More than 3 years up to 5 years | | |
| | <input type="checkbox"/> 3 More than 1 year up to 2 years | <input type="checkbox"/> 6 More than 5 years | | |

| | | | | |
|------|---|---|--|--|
| Q3.9 | What aspects about this area of land make it good for bringing a dog here? <i>DO NOT PROMPT - Please ✓ all that apply</i> <i>Repeat "Any more?" until respondent says No</i> | | | |
| | <input type="checkbox"/> 1 able to let dog run off lead | <input type="checkbox"/> 5 dog enjoys it here | | |
| | <input type="checkbox"/> 2 no/not many other dogs | <input type="checkbox"/> 6 don't have to pick up dog mess | | |
| | <input type="checkbox"/> 3 no/not many other people | <input type="checkbox"/> 7 no livestock | | |
| | <input type="checkbox"/> 4 no restrictions on dogs being here | <input type="checkbox"/> 8 things for dogs to chase (eg rabbits, birds) | | |
| | <input type="checkbox"/> 9 nothing in particular - I like the walk/convenient walk for me | | | |
| | <input type="checkbox"/> 10 other (specify) | | | |

| | | | | |
|-----------|---|----------------------------|--------------|--|
| Q3.1 0 | Under what circumstances do you keep your dog(s) on a lead? <i>Unprompted - Repeat "Any more?" until respondent says No</i> | | | |
| | At all times | <input type="checkbox"/> 0 | Go to Q 3.13 | |
| | Never | <input type="checkbox"/> 1 | Go to Q 3.11 | |
| | At all times when off PRoW | <input type="checkbox"/> 2 | | |
| | a If wild birds are close by | <input type="checkbox"/> 3 | | |
| | b If signs/ information say to keep dogs on a lead | <input type="checkbox"/> 4 | | |
| | c If there are other dogs close by | <input type="checkbox"/> 5 | | |
| | d If livestock are close by | <input type="checkbox"/> 6 | | |
| | e In nesting season | <input type="checkbox"/> 7 | | |
| | f In shooting season | <input type="checkbox"/> 8 | | |

ONLY ASK Q3.11 if Q3.10=1 (Never)

| | | | | |
|-----------|--|--------------------------------|-------------------------------|---------------------------------------|
| Q3.1 1 | Would you be happy to keep your dog on a lead ... | | | |
| | A If wild birds are close by | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |
| | B If additional information explaining why was visible on the site | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |
| | D If livestock are close by | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |
| | E In nesting season | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |
| | F In shooting season | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |

| |
|---|
| Q3.12 If no to any/all in Q3.11 – Why? |
| |

ALL RESPONDENTS

| | | | | |
|-----------|---|----------------------------|----------------------------|----------------------------|
| Q3.1 3 | Are there any types of information or signage you would find useful at this area of land but that have not been seen? <i>UNPROMPTED</i> <i>Repeat "Any more?" until respondent says No</i> | | | |
| | <i>If mentioned,</i> How useful would you find them? | Not mentioned | Slightly useful | Very Useful |
| a | Footpath signs/ Direction sign posts /Finger posts /Waymarkers | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| b | Map / information board | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| c | Danger signs | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| d | Signs or information relating to Open Access | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| e | Distance markers | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| f | Parking signs | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| g | Access point markers | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| h | Suggested walks | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| i | Other | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |

| | | |
|-------|--|-----------------------------|
| Q3.14 | Which of the following sources of publicity would you find most useful in influencing future visits to open access land? SHOWCARD D <i>Please ✓ one only</i> | |
| a | Local Newspaper | <input type="checkbox"/> 1 |
| b | Parish News Articles | <input type="checkbox"/> 2 |
| c | National Press - Articles | <input type="checkbox"/> 3 |
| d | National TV - programmes | <input type="checkbox"/> 4 |
| e | National Radio - programmes | <input type="checkbox"/> 5 |
| f | Local TV - programmes | <input type="checkbox"/> 6 |
| g | Local Radio - programmes | <input type="checkbox"/> 7 |
| h | TV Adverts | <input type="checkbox"/> 8 |
| i | Billboards | <input type="checkbox"/> 9 |
| j | Other (please specify) | <input type="checkbox"/> 10 |

| | | |
|-------|---|--|
| Q3.15 | Overall, on a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with your visit to this area of land today? SHOWCARD B <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Very dissatisfied | |
| | <input type="checkbox"/> 2 Dissatisfied | |
| | <input type="checkbox"/> 3 Neither satisfied not dissatisfied | |
| | <input type="checkbox"/> 4 Satisfied | |
| | <input type="checkbox"/> 5 Very Satisfied | |

| | |
|-------|---|
| Q3.16 | Finally, do you have any other comments about your visit to this area of land? <i>Please probe fully (for example any history with the area of land, their experience or expectations etc).</i> <i>Repeat "Any more?" until respondent says No</i> |
| | |

COLLECT MAP BACK FROM RESPONDENT

Section 4 – Respondent Profile

Finally, so that we can check whether we have a representative sample, please tell me the following. This information will not be used for anything else.

| | | |
|------|--|-------|
| Q4.1 | What is your home postcode <i>Please probe for full postcode. If postcode not given probe for street and/or suburb/town.</i> | |
| | Full postcode | |
| | Street | |
| | Suburb/Town | |

| | | |
|------|--|-----------------------------------|
| Q4.2 | Record Gender <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Male | <input type="checkbox"/> 2 Female |

| | | |
|------|---|------------------------------------|
| Q4.3 | What age group do you belong in? <i>Please ✓ one only</i> | SHOWCARD E |
| | <input type="checkbox"/> 1 Under 18 | <input type="checkbox"/> 5 45 - 54 |
| | <input type="checkbox"/> 2 18 – 24 | <input type="checkbox"/> 6 55 - 64 |
| | <input type="checkbox"/> 3 25 – 34 | <input type="checkbox"/> 7 65 - 74 |
| | <input type="checkbox"/> 4 35 – 44 | <input type="checkbox"/> 8 75 + |

| | | |
|------|---|--|
| Q4.4 | How would you describe the profile of the group travelling with you today? <i>Please ✓ one only</i> | SHOWCARD F |
| | <input type="checkbox"/> 1 Single visitor (under 18) | <input type="checkbox"/> 4 More than 2 adults (18 or over) |
| | <input type="checkbox"/> 2 Single visitor (18 or over) | <input type="checkbox"/> 5 2 or more children (under 18) |
| | <input type="checkbox"/> 3 2 adults (18 or over) | <input type="checkbox"/> 6 Adult/s and Child/ren |

If Q4.4a = 4 – 6

| | | |
|------|--|---|
| Q4.5 | Would you describe your group’s visit to this area of land today....? <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 A social/ leisure visit | <input type="checkbox"/> 3 Other (please write in) |
| | <input type="checkbox"/> 2 As part of a rambling/walking association | |
| | <input type="checkbox"/> 3 Other organised activity | |
| | <input type="checkbox"/> 3 To access another area of land | |

| | | |
|------|---|--|
| Q4.6 | What is your employment status? <i>Please ✓ one only</i> | SHOWCARD G |
| | <input type="checkbox"/> 1 Full-time (30+ hrs/week) | <input type="checkbox"/> 7 Don’t work – looking after family/ home |
| | <input type="checkbox"/> 2 Part-time (<30 hrs/week) | <input type="checkbox"/> 8 Don’t work – long term sick disabled |
| | <input type="checkbox"/> 3 Self-employed full time | <input type="checkbox"/> 9 Don’t work – some other reason |
| | <input type="checkbox"/> 4 Self-employed part-time | <input type="checkbox"/> 10 Don’t work - student |
| | <input type="checkbox"/> 5 Government supported training scheme | <input type="checkbox"/> 11 Retired |
| | <input type="checkbox"/> 6 Unemployed – looked for work in last 4 weeks or waiting to start new job | |

| | |
|------|--|
| Q4.7 | What is the occupation of the Chief Wage earner in your household? <i>Please write in (for SEG classification)</i> |
| | |

| | | | |
|--------------------------------------|--|--|-------------------|
| Q4.8 | Which of these groups do you belong to? | | SHOWCARD H |
| | <i>Please ✓ one only</i> | | |
| | <input type="checkbox"/> 1 White British | <input type="checkbox"/> 10 Bangladeshi | |
| | <input type="checkbox"/> 2 Irish | <input type="checkbox"/> 11 Other Asian (please write in) | |
| | <input type="checkbox"/> 3 Other White (please write in) | <input type="checkbox"/> 12 Black Caribbean | |
| | <input type="checkbox"/> 4 Mixed White & Black Caribbean | <input type="checkbox"/> 13 Black African | |
| | <input type="checkbox"/> 5 Mixed White & Black African | <input type="checkbox"/> 14 Other Black (please write in) | |
| | <input type="checkbox"/> 6 Mixed White & Asian | <input type="checkbox"/> 15 Chinese | |
| | <input type="checkbox"/> 7 Other Mixed (please write in) | <input type="checkbox"/> 16 Other ethnic group (please write in) | |
| | <input type="checkbox"/> 8 Indian | | |
| <input type="checkbox"/> 9 Pakistani | | | |

| | | |
|------|---|--|
| Q4.9 | Do you have a long-term illness, health problem or disability which limits your daily activities or the work you can do? | |
| | <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Yes | |
| | <input type="checkbox"/> 2 No | |

Thank you

May I take a contact phone number for backchecking purposes? That is, to verify that the interview has been properly conducted – this information will not be used for any other purpose.

The Countryside Agency is keen to monitor understanding and use of Open Access; would you be happy to give your details for the Countryside Agency to contact you should they undertake any future research on Open Access?

If so, sign register:

Details:.....

.....

If you would like any further information on Open Access or the Countryside Code, I have a leaflet you are welcome to take home with you (offer).....

Observation Survey Form 2006

To be completed every hour by each surveyor

| | | |
|--|--|---|
| Observer Name: | Site Name & Ref No: | OS Ref: |
| Where applicable, record Restriction number (off website) | | Signs – open access yes/no symbol in evidence |
| Access points - damage/ overgrown/hard to access yes/no | Open Access Information Point yes/no | Repair needed to furniture yes/no |
| <i>Double check with GPS to confirm that you are where you think you are</i> | | |
| Date:..... 1 Sat 2 Sun 3 Mon (circle one) 4 Tues 5 Wed 6 Thurs 7 Fri | | |
| Time of Observation: : | | |
| Weather at time of survey: (Circle all that apply and write in comments) | Warm Cold Sunny Overcast Clear Raining Misty Thunder/Lightning Dry Windy Still Pleasant Unpleasant | |
| Mark all key features and details on a map | | |

Mark on your map where each visitor / group of visitors is at the time of observation and code for the activity being undertaken at the time (see below)

| Visitor Activity | Number of visitors on open access land undertaking each activity |
|--|--|
| Entering Site (E) | |
| Leaving Site (X) | |
| Actively using open access land as opposed to sticking to PRoW routes (OA) | |
| Ambling/walking for pleasure (AW) | |
| Rambling/Serious walking (RW) | |
| Dog walker (DW) | |
| Dog (D) | |
| Running/Jogging (RJ) | |
| Enjoying scenery/ bird/ nature watching (SN) | |
| Bike riding (BR) | |
| Horse riding (HR) | |
| Picnics (PN) | |
| Sitting / Resting (SR) | |
| Ball games / Other games (G) | |
| Other | |

Indicate number and characteristics of visitors at time of observation:

| | | | |
|---|-------------|-------------|-------------|
| Visitors aged.. | | | |
| Under 5 years | 18-24 years | 35-44 years | 55-64 years |
| 5-17 years | 25-34 years | 45-54 years | 65+ years |
| Visitors who are.. | | Male | Female |
| Visitors with prams/pushchairs | | | |
| Visitors who are frail/have a disability | | | |
| Teenagers without adults - | | | |
| Total no. of visitors seen in this observation (including those in groups) | | | |
| Total number of visitor groups seen in this observation (more than 2 people together) | | | |

Are any of the visitors behaving inappropriately? (e.g. picking flowers, dropping litter, setting fires, , Not leaving gates as they have found them, participating in an activity not permitted on CROW)

Yes *Mark on map where seen using code (IB)*

If so, what?.....

.....

| Dog activity | Number of dogs on PROW | Number of dogs on open access land | Total number of dogs undertaking activity |
|---------------------|-------------------------------|---|--|
| On lead | | | |
| Off lead to heel | | | |
| Off lead roaming | | | |

Please detail any inappropriate dog behaviour on the map

| Behaviour – for dogs off leads | Number of dogs on open access land |
|---------------------------------------|---|
| Controlled and well behaved | |
| Disturbing other visitors/dogs | |
| Disturbing livestock | |
| Disturbing birds/wildlife | |
| Other type of non control | |

Where dog restrictions are in force, were signs in place explaining the dog restrictions?

Yes No

| Site Observation | Please write in detail and then reference these on the map |
|--|---|
| Trespassing (if possible to ascertain) | yes/no |
| Disturbance to nesting birds –e.g. flushing | yes/no |
| Any livestock present? (sheep, cattle, ponies, other) record all | |
| Other comments | |

**2007 – National Monitoring Survey
Natural England Public Use of Access Land Visitor Survey Year 2 (2007)**

INDICATE POSITION OF INTERVIEW LOCATION ON MAP

| | | |
|--|---|---|
| <input type="checkbox"/> 1 On Public Right of Way | Number of Dogs in group: | INPUT SITE CODE: |
| <input type="checkbox"/> 2 On Access Land – on an unofficial path or track | Number of horses in group: | |
| <input type="checkbox"/> 3 On Access Land – elsewhere | Number of mountain bikes: | <input type="checkbox"/> 1 Individual |
| Record time: | Number of other bikes: | <input type="checkbox"/> 2 Group |
| and date: | Number of other items, eg wheelchairs/pushchairs: | Number in Group |
| Interviewer: | <input type="checkbox"/> 1 On Entry | <input type="checkbox"/> 2 Part way through walk/ visit |
| | | <input type="checkbox"/> 3 On Exit |

Good Morning/afternoon/evening

My name isfrom Faber Maunsell. We are conducting a recreation survey on behalf of Natural England at a number of sites. The information you provide will help improve the provision of public access in the countryside.

IF RESPONDENT STATES THEY HAVE ALREADY DONE THE SURVEY LAST YEAR:

Because the survey aims to track changes from year to year, the information you give will be of great importance in monitoring changes over time and of great value to the survey.

RESPONDENT SELECTION

*IF GROUP – Could I ask which of your party, the next person to have a birthday is?
OR IF GROUP HAS ORGANISER/LEADER – INTERVIEW ORGANISER/LEADER*

Responses should reflect the individual. Random sampling approach should therefore be adopted – No self selection.

If respondent asks how long it will take: Will take around 15 minutes to complete.

The surveys are being conducted under the Market Research Society Code of Conduct and any personal information you provide is fully confidential.

Section 1 –Visit to this area of land

To clarify, the survey is about **THIS AREA OF LAND** we are currently on, as shown on this map (*HAND MAP A*). *Unless otherwise instructed responses are unprompted.*

| | | | |
|------|---|---|-------------------|
| Q1.1 | About how often do you visit this area of land? ✓ one only | | |
| | <input type="checkbox"/> 1 First visit today | | GO TO Q1.4 |
| | <input type="checkbox"/> 2 Daily | <input type="checkbox"/> 6 Monthly | |
| | <input type="checkbox"/> 3 Several times a week | <input type="checkbox"/> 7 Several times a year | |
| | <input type="checkbox"/> 4 Weekly | <input type="checkbox"/> 8 Once a year | |
| | <input type="checkbox"/> 5 Several times a month | <input type="checkbox"/> 9 Less often | |

| | | | | |
|--|----------------------------|-----------------------------|-----------------------------|---|
| Q1.2 What days and times do you normally visit this area of land? ✓ <i>all that apply</i> | | | | |
| | Weekdays | Saturdays | Sundays | <i>Repeat "Any more?" until respondent has indicated all times applicable</i> |
| Early mornings | <input type="checkbox"/> 1 | <input type="checkbox"/> 11 | <input type="checkbox"/> 21 | |
| Mid mornings | <input type="checkbox"/> 2 | <input type="checkbox"/> 12 | <input type="checkbox"/> 22 | |
| Lunchtimes | <input type="checkbox"/> 3 | <input type="checkbox"/> 13 | <input type="checkbox"/> 23 | |
| Afternoon | <input type="checkbox"/> 4 | <input type="checkbox"/> 14 | <input type="checkbox"/> 24 | |
| Evenings | <input type="checkbox"/> 5 | <input type="checkbox"/> 15 | <input type="checkbox"/> 25 | |

| | | |
|--|-----------------------------------|---|
| Q1.3 And at what times of year do you normally visit this area of land? ✓ <i>all that apply</i> | | |
| <input type="checkbox"/> 0 All Year | | <i>Repeat "Any more?" until respondent has indicated all times applicable</i> |
| <input type="checkbox"/> 1 Spring | <input type="checkbox"/> 3 Autumn | |
| <input type="checkbox"/> 2 Summer | <input type="checkbox"/> 4 Winter | |

| | |
|---|--|
| Q1.4 How did you become aware of this particular area of land? ✓ <i>one only</i> | |
| <input type="checkbox"/> 1 Always known – local knowledge / previous trip | |
| <input type="checkbox"/> 2 From friends/family | |
| <input type="checkbox"/> 3 Happened on it by chance | |
| <input type="checkbox"/> 4 Local promotion, e.g. press/notice board at site/TIC | Q1.5a Please specify? (<i>write in</i>) |
| <input type="checkbox"/> 5 Leaflet | Q1.5b Please specify? (<i>write in</i>) |
| <input type="checkbox"/> 6 National promotion, e.g. press | Q1.5c Please specify? (<i>write in</i>) |
| <input type="checkbox"/> 7 Guidebook | Q1.5d Please specify? (<i>write in</i>) |
| <input type="checkbox"/> 8 Website | Q1.5e Please specify? (<i>write in</i>) |
| <input type="checkbox"/> 9 Other walkers | |
| <input type="checkbox"/> 10 Shown on map | Q1.5e Online <input type="checkbox"/> 1 Paper <input type="checkbox"/> 2 |
| <input type="checkbox"/> 11 Can't remember | |

| | |
|---|--------------------------------|
| Q1.5 Where have you travelled from today to visit this area of land? ✓ <i>one only</i> | |
| <input type="checkbox"/> 1 Home | <i>Record town/place name:</i> |
| <input type="checkbox"/> 2 Temporary paid accommodation e.g. hotel, B&B, campsite | |
| <input type="checkbox"/> 3 Staying with family / friends | |
| <input type="checkbox"/> 4 Stopped off en route as part of a longer journey | |

| | | | |
|---|--|--|--|
| Q1.6 And approximately how far (one way) have you travelled to get here today? <i>Please ✓ one only</i> | | | |
| <input type="checkbox"/> 1 Up to 1 mile | <input type="checkbox"/> 5 10.01 – 20 miles | | |
| <input type="checkbox"/> 2 1.01 – 2 miles | <input type="checkbox"/> 6 20.01 – 40 miles | | |
| <input type="checkbox"/> 3 2.01 – 5 miles | <input type="checkbox"/> 7 40.01 – 100 miles | | |
| <input type="checkbox"/> 4 5.01 – 10 miles | <input type="checkbox"/> 8 Over 100 miles | | |

| | |
|--|---|
| Q1.7 What (main) form of transport did you use to get to this area of land today? ✓ <i>one only</i> | |
| <input type="checkbox"/> 1 Car /van / campervan | <input type="checkbox"/> 5 Train |
| <input type="checkbox"/> 2 Motorbike/scooter | <input type="checkbox"/> 6 Walked all the way |
| <input type="checkbox"/> 3 Bicycle/Mountain Bike | <input type="checkbox"/> 7 Horse |
| <input type="checkbox"/> 4 Public Bus | <input type="checkbox"/> 8 Other (please write in) |

| | | | | | | |
|------|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Q1.8 | On a scale of 1 to 5, where 1 is very poor and 5 is very good how would you describe getting on to this area of land in terms of.....? SHOWCARD A ENSURE PEOPLE ARE REFERRING TO LAND SHOWN ON MAP ✓ <i>one for each statement</i> | | | | | |
| | | Very Poor | Poor | Neither good nor poor | Good | Very Good |
| A | Being able to find the area of land | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| B | Being able to find the entry point to the area of land | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| C | Accessing the area of land easily without obstructions | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

IF Q1.8 (a, b or c) = POOR or VERY POOR:

| | |
|------|--|
| Q1.9 | Which difficulties have you encountered in getting on to this area of land? Please ✓ <i>all that apply</i> |
| | <input type="checkbox"/> 1 Overgrown vegetation |
| | <input type="checkbox"/> 2 Locked gate |
| | <input type="checkbox"/> 3 Difficult wall/ fence to climb over |
| | <input type="checkbox"/> 4 Lack of clear signage |
| | <input type="checkbox"/> 5 Other (please write in) |

Section 2 General

| | | | | |
|------|--|----------------------------|----------------------------|----------------------------|
| Q2.1 | What kinds of information about this area of land would you have found useful prior to your visit today? Unprompted <i>if None, GO TO Q2.2</i> <i>Repeat "Any more?" until respondent says no</i> | Not mentioned | Slightly useful | Very Useful |
| A | Up to date maps - Online | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| B | Up to date maps - Printed | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| C | Information to notify the public that it is open access land | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| D | Where local amenities are | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| E | Information about wildlife in the area | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| F | Extent of Open Access areas | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| G | History of area | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| H | Guides/Routes e.g. climbing, walking distances | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| I | Rules / regulations / restrictions | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| J | Points of interest | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| K | Geography of area | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| L | Travel information / bus times / parking | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| M | Access for people with a disability/people with limited mobility | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| N | Weather forecast | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |

| | | | |
|-------|--|-----------------------------|-----------------------------|
| Q2.2a | What activities are you doing at this area of land today? Please ✓ all that apply in column A Unprompted Repeat "Any more?" until respondent says No | | |
| Q2.2b | Which of these Activities is your MAIN reason for being at this area of land? Please ✓ ONE ONLY in Column B | | |
| | | A – All activities | B - Main reason |
| | Short stroll/ ambling | <input type="checkbox"/> 1 | <input type="checkbox"/> 1 |
| | Serious walking/ rambling / hiking | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 |
| | Dog walking | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 |
| | Enjoying the scenery/ nature | <input type="checkbox"/> 4 | <input type="checkbox"/> 4 |
| | Running/ jogging | <input type="checkbox"/> 5 | <input type="checkbox"/> 5 |
| | Sitting down/ resting / picnics | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 |
| | Rock Climbing | <input type="checkbox"/> 7 | <input type="checkbox"/> 7 |
| | Photography / drawing/ painting | <input type="checkbox"/> 8 | <input type="checkbox"/> 8 |
| | Bike riding | <input type="checkbox"/> 9 | <input type="checkbox"/> 9 |
| | Horse riding | <input type="checkbox"/> 10 | <input type="checkbox"/> 10 |
| | Bird watching/ nature watch / botany | <input type="checkbox"/> 11 | <input type="checkbox"/> 11 |
| | Football/ ball games | <input type="checkbox"/> 12 | <input type="checkbox"/> 12 |
| | Using my new right of access | <input type="checkbox"/> 13 | <input type="checkbox"/> 13 |
| | Other (write in) | <input type="checkbox"/> 14 | <input type="checkbox"/> 14 |

| | | | | | | | |
|-------|---|----------------------------|--|----------------------------|----------------------------|----------------------------|----------------------------|
| Q2.3a | What were your reasons for choosing to visit this particular area of land today (rather than anywhere else)? Please ✓ all that apply Unprompted. Repeat "Any more?" until respondent says No | | <i>Where mentioned as a reason ask the following:</i> On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with this aspect of your visit to this area of land today? SHOWCARD B | | | | |
| | | | Very Dissatisfied | | Very Satisfied | | |
| A | Scenery/ landscape/ pleasant area | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| B | Accessibility / Proximity of the area of land | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| C | Space for dog to run | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| D | Wildlife/ botany | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| E | The area of land is not too busy / overcrowded | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| F | Remoteness of the area of land | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| G | En route/part of longer route | <input type="checkbox"/> 0 | | | | | |
| H | Always come here | <input type="checkbox"/> 0 | | | | | |
| I | Cleanliness of the area of land (e.g. free of dog mess and litter) | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| J | Parking provision at the area of land | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| K | Challenging walk/climb/feature | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| L | Other (please write in) | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| M | Other (please write in) | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| N | Other (please write in) | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

| | | |
|------|---|---|
| Q2.4 | Approximately how long did/will you spend <u>at this area of land</u> today? <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Under half an hour | <input type="checkbox"/> 6 Between 4-4:59 hours |
| | <input type="checkbox"/> 2 30-59 minutes | <input type="checkbox"/> 7 Between 5-5:59 hours |
| | <input type="checkbox"/> 3 Between 1-1:59 hours | <input type="checkbox"/> 8 Between 6-6:59 hours |
| | <input type="checkbox"/> 4 Between 2-2:59 hours | <input type="checkbox"/> 9 More than 7 hours |
| | <input type="checkbox"/> 5 Between 3-3:59 hours | |

| | | |
|------|--|---|
| Q2.5 | Approximately how much did/ will your party spend as part of your trip out today (including to this area of land)? (Excluding accommodation and fuel costs, including food/drinks, souvenirs etc, during whole day and evening) <i>Please ✓ one only SHOWCARD C</i> | |
| | <input type="checkbox"/> 1 No opportunity | <input type="checkbox"/> 6 Between £10.01 and £20 |
| | <input type="checkbox"/> 2 Nothing | <input type="checkbox"/> 7 Between £20.01 and £50 |
| | <input type="checkbox"/> 3 Up to £5 | <input type="checkbox"/> 8 Over £50 |
| | <input type="checkbox"/> 4 Between £5.01 and £7.50 | <input type="checkbox"/> 9 Unsure |
| | <input type="checkbox"/> 5 Between £7.51 and £10 | <input type="checkbox"/> 10 Prefer not to say |

| | | |
|------|--|--|
| Q2.6 | What facilities would you want to find at this area of land today? <i>Please ✓ all that apply Unprompted - Repeat "Any more?" until respondent says No</i> | |
| | <input type="checkbox"/> 1 Toilets | <input type="checkbox"/> 8 Café/ refreshments |
| | <input type="checkbox"/> 2 Dog poo bins | <input type="checkbox"/> 9 Picnic tables / seating |
| | <input type="checkbox"/> 3 Rubbish bins | <input type="checkbox"/> 10 Bird hides |
| | <input type="checkbox"/> 4 Car park | <input type="checkbox"/> 11 Information about where you can and cannot go |
| | <input type="checkbox"/> 5 Visitor centre, info boards | <input type="checkbox"/> 12 Information about animals and wildlife on the site |
| | <input type="checkbox"/> 6 Information about the site and attractions | <input type="checkbox"/> 13 None |
| | <input type="checkbox"/> 7 Health and safety information about the site | |
| | <input type="checkbox"/> 14 Other (please write in) | |

Section 3 Visitor Patterns of Use

| |
|--|
| Can you please show me on this map: |
| Where you entered this <u>area of land</u>? Mark with E |
| Where you will leave the <u>area of land</u>? Mark with X |
| Where you WALKED? Draw SOLID line, <u>clearly indicating whether on or off PROW</u> |
| Where you CYCLED? Draw DASHED line, <u>clearly indicating whether on or off PROW</u> |
| Where you RODE A HORSE? Draw a LINE WITH ARROWS, <u>clearly indicating whether on or off PROW</u> |
| Where you undertook any other activities (e.g. picnics, games, rock climbing) Mark each activity on map, <u>clearly indicating whether on or off PROW</u> |
| Record on map where interview is taking place with 'I' ENSURE MAP IS FULLY ANNOTATED AND MARKED WITH TIME/DATE OF INTERVIEW |

Section 4 Site Awareness

| | | | |
|------|---|------------------------|---|
| Q4.1 | SHOWCARD D Have you seen this symbol before? <i>Please ✓ one only</i> | | |
| | <input type="checkbox"/> 1 Yes | If Yes - Where? | <input type="checkbox"/> 1 On this site on signs/notices |
| | <input type="checkbox"/> 2 No | | <input type="checkbox"/> 2 On leaflets |
| | <input type="checkbox"/> 3 Not sure | | <input type="checkbox"/> 3 In books |
| | | | <input type="checkbox"/> 4 At other areas of land |
| | | | <input type="checkbox"/> 5 Other (please write in) |
| | | GO TO Q4.3 | |

| | | |
|------|--|-----------------------|
| Q4.2 | What does the symbol represent? <i>Please ✓ all that apply</i> | |
| | <input type="checkbox"/> 1 Right to Roam | GO TO Q4.4 |
| | <input type="checkbox"/> 2 Open Access | GO TO Q4.3, THEN Q4.5 |
| | <input type="checkbox"/> 3 Other (please write in) | |
| | <input type="checkbox"/> 4 Don't know | |

| | | | |
|------|---|-------------------------------|-------------------------------------|
| Q4.3 | Have you heard of Right to Roam? <i>Please ✓ one only</i> | | |
| | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Not sure |

| | | |
|------|---|--|
| Q4.4 | Have you heard of Open Access? <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 3 Not sure |
| | <input type="checkbox"/> 2 No | IF No Read statement below and then GO to Q4.7 |

If No: **Since 2005 this area of land has been designated as Open Access Land. This means people can walk across mapped areas of open access land without the need to stick to paths, though their right of access may sometimes be restricted for nature conservation, public safety, and land management reasons. Go TO Q4.7**

| | | | | |
|------|---|----------------------------|----------------------------|----------------------------|
| Q4.5 | Based on your current understanding and awareness of Open Access, do you think each of the following statements are true, false, or don't you know? SHOWCARD E <i>Please ✓ one per row only</i> | | | |
| | | True | False | Don't know |
| A | All farm land has been opened up to the public | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| B | All grassland has been opened to the public | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| C | People can walk across mapped open access land without the need to stick to paths | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| D | My right of access to open access land may sometimes be restricted for nature conservation/,public safety, and/or land management reasons | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |

***Confirm with respondent, statements C and D are true**

| | | |
|------|---|--|
| Q4.6 | Are you aware that since 2005 this area of land has been designated as Open Access Land? Please ✓ <i>one only</i> | |
| | <input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No <input type="checkbox"/> 3 Not sure | |

ALL ANSWER:

| | | |
|------|--|--|
| Q4.7 | Can you mention any specific restrictions that may apply to Open Access Land? Write in. Probe fully. Record detailed response. | |
| | | |

| | | |
|------|---|--|
| Q4.8 | For your visit to this area of land today, could you estimate the proportion of your walk/visit that was ... | |
| | On a Public Right of Way% On other unofficial paths or tracks% OFF Public Rights of Way / Paths / Tracks i.e. on access land% | |
| | <input type="checkbox"/> 0 Don't Know | |

For those using Public Rights of Way only:

| | | | |
|-------|---|---|-------|
| Q4.8a | Why have you stayed on Public Rights of Way and not crossed open access land? Please ✓ <i>all that apply</i> Unprompted, Repeat "Any more?" until respondent says No | | |
| | <input type="checkbox"/> 1 Need more information about Open Access | <input type="checkbox"/> 8 Have a dog and assumed dogs are banned from Open access | |
| | <input type="checkbox"/> 2 Unsure whether I had permission to stray from the public right of way | <input type="checkbox"/> 9 The public Right of Way takes me to where I want to be so no need to stray from it | |
| | <input type="checkbox"/> 3 Unsure which areas are open access land | <input type="checkbox"/> 10 Easier to walk on a public right of way (terrain) | |
| | <input type="checkbox"/> 4 Anxious about getting lost | <input type="checkbox"/> 11 Thought restrictions were in force | |
| | <input type="checkbox"/> 5 Safer on a public right of way | <input type="checkbox"/> 12 Did not want to disturb wildlife or cattle | |
| | <input type="checkbox"/> 6 Nothing extra to see by going off public right of way | <input type="checkbox"/> 13 Other (please write in) | |
| | <input type="checkbox"/> 7 Was unsure if farmer/landowner was present | | |

For those using Access Land i.e. going OFF Public Rights of Way

| | |
|-------|---|
| Q4.8b | <p>What influenced your decision to go off Public Rights of Way? <i>Please ✓ all that apply</i> <i>Unprompted, Repeat "Any more?" until respondent says No</i></p> |
| | <input type="checkbox"/> 1 Utilising my right of access |
| | <input type="checkbox"/> 2 There are existing tracks on the ground off the PROW |
| | <input type="checkbox"/> 3 Challenging walk |
| | <input type="checkbox"/> 4 More direct route to get where I'm going |
| | <input type="checkbox"/> 5 Exercise dog |
| | <input type="checkbox"/> 6 Avoid path/area of site due to terrain (mud/ incline/ etc) |
| | <input type="checkbox"/> 7 To get to viewpoint/part of site inaccessible by PROW |
| | <input type="checkbox"/> 8 I could not easily identify where the Public Rights of Way were on the site |
| | <input type="checkbox"/> 9 Other (please write in) |

IF RESPONDENT ACCOMPANIED BY DOG COMPLETE Qs 4.9 to 4.14, otherwise GO TO Q5

RESPONDENTS WITH DOGS

| | | | | | | | | | | | | | |
|---|---|---|--|---|--|---|--|---|---|---|----------------------------------|---|--|
| Q4.9 | <p>What would you say are issues to be aware of when walking with a dog in the countryside? <i>DO NOT PROMPT - Please ✓ all that apply Repeat "Any more?" until respondent says No</i></p> | | | | | | | | | | | | |
| | <table border="1" style="width: 100%;"> <tr> <td><input type="checkbox"/> 1 Clear up and dispose of any dog mess</td> <td><input type="checkbox"/> 7 Keeping dog on a lead</td> </tr> <tr> <td><input type="checkbox"/> 2 Dispose of dog mess bags responsibly</td> <td><input type="checkbox"/> 8 Risks to farm animals</td> </tr> <tr> <td><input type="checkbox"/> 3 Keeping dogs under control</td> <td><input type="checkbox"/> 9 Risks to birds/wildlife</td> </tr> <tr> <td><input type="checkbox"/> 4 Keeping dogs under CLOSE control</td> <td><input type="checkbox"/> 10 Risks to dog from farm animals</td> </tr> <tr> <td><input type="checkbox"/> 5 Checking for signs/information on dog control</td> <td><input type="checkbox"/> 11 None</td> </tr> <tr> <td><input type="checkbox"/> 6 Taking water/drink for the dog</td> <td><input type="checkbox"/> 12 Other (please write in) </td> </tr> </table> | <input type="checkbox"/> 1 Clear up and dispose of any dog mess | <input type="checkbox"/> 7 Keeping dog on a lead | <input type="checkbox"/> 2 Dispose of dog mess bags responsibly | <input type="checkbox"/> 8 Risks to farm animals | <input type="checkbox"/> 3 Keeping dogs under control | <input type="checkbox"/> 9 Risks to birds/wildlife | <input type="checkbox"/> 4 Keeping dogs under CLOSE control | <input type="checkbox"/> 10 Risks to dog from farm animals | <input type="checkbox"/> 5 Checking for signs/information on dog control | <input type="checkbox"/> 11 None | <input type="checkbox"/> 6 Taking water/drink for the dog | <input type="checkbox"/> 12 Other (please write in) |
| <input type="checkbox"/> 1 Clear up and dispose of any dog mess | <input type="checkbox"/> 7 Keeping dog on a lead | | | | | | | | | | | | |
| <input type="checkbox"/> 2 Dispose of dog mess bags responsibly | <input type="checkbox"/> 8 Risks to farm animals | | | | | | | | | | | | |
| <input type="checkbox"/> 3 Keeping dogs under control | <input type="checkbox"/> 9 Risks to birds/wildlife | | | | | | | | | | | | |
| <input type="checkbox"/> 4 Keeping dogs under CLOSE control | <input type="checkbox"/> 10 Risks to dog from farm animals | | | | | | | | | | | | |
| <input type="checkbox"/> 5 Checking for signs/information on dog control | <input type="checkbox"/> 11 None | | | | | | | | | | | | |
| <input type="checkbox"/> 6 Taking water/drink for the dog | <input type="checkbox"/> 12 Other (please write in) | | | | | | | | | | | | |
| Q4.10 | <p>For how long, in years, have you been walking your dog(s) on this area of land? <i>Please ✓ one only</i></p> | | | | | | | | | | | | |
| | <table border="1" style="width: 100%;"> <tr> <td><input type="checkbox"/> 1 Today is my first visit</td> <td><input type="checkbox"/> 4 More than 2 years up to 3 years</td> </tr> <tr> <td><input type="checkbox"/> 2 Less than 1 year</td> <td><input type="checkbox"/> 5 More than 3 years up to 5 years</td> </tr> <tr> <td><input type="checkbox"/> 3 More than 1 year up to 2 years</td> <td><input type="checkbox"/> 6 More than 5 years</td> </tr> </table> | <input type="checkbox"/> 1 Today is my first visit | <input type="checkbox"/> 4 More than 2 years up to 3 years | <input type="checkbox"/> 2 Less than 1 year | <input type="checkbox"/> 5 More than 3 years up to 5 years | <input type="checkbox"/> 3 More than 1 year up to 2 years | <input type="checkbox"/> 6 More than 5 years | | | | | | |
| <input type="checkbox"/> 1 Today is my first visit | <input type="checkbox"/> 4 More than 2 years up to 3 years | | | | | | | | | | | | |
| <input type="checkbox"/> 2 Less than 1 year | <input type="checkbox"/> 5 More than 3 years up to 5 years | | | | | | | | | | | | |
| <input type="checkbox"/> 3 More than 1 year up to 2 years | <input type="checkbox"/> 6 More than 5 years | | | | | | | | | | | | |
| Q4.11 | <p>What aspects about this area of land make it good for bringing a dog here? <i>DO NOT PROMPT - Please ✓ all that apply Repeat "Any more?" until respondent says No</i></p> | | | | | | | | | | | | |
| | <table border="1" style="width: 100%;"> <tr> <td><input type="checkbox"/> 1 able to let dog run off lead</td> <td><input type="checkbox"/> 5 dog enjoys it here</td> </tr> <tr> <td><input type="checkbox"/> 2 no/not many other dogs</td> <td><input type="checkbox"/> 6 don't have to pick up dog mess</td> </tr> <tr> <td><input type="checkbox"/> 3 no/not many other people</td> <td><input type="checkbox"/> 7 no livestock</td> </tr> <tr> <td><input type="checkbox"/> 4 no restrictions on dogs being here</td> <td><input type="checkbox"/> 8 things for dogs to chase (e.g. rabbits, birds)</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> 9 nothing in particular - I like the walk/convenient walk for me</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> 10 other (please write in)</td> </tr> </table> | <input type="checkbox"/> 1 able to let dog run off lead | <input type="checkbox"/> 5 dog enjoys it here | <input type="checkbox"/> 2 no/not many other dogs | <input type="checkbox"/> 6 don't have to pick up dog mess | <input type="checkbox"/> 3 no/not many other people | <input type="checkbox"/> 7 no livestock | <input type="checkbox"/> 4 no restrictions on dogs being here | <input type="checkbox"/> 8 things for dogs to chase (e.g. rabbits, birds) | <input type="checkbox"/> 9 nothing in particular - I like the walk/convenient walk for me | | <input type="checkbox"/> 10 other (please write in) | |
| <input type="checkbox"/> 1 able to let dog run off lead | <input type="checkbox"/> 5 dog enjoys it here | | | | | | | | | | | | |
| <input type="checkbox"/> 2 no/not many other dogs | <input type="checkbox"/> 6 don't have to pick up dog mess | | | | | | | | | | | | |
| <input type="checkbox"/> 3 no/not many other people | <input type="checkbox"/> 7 no livestock | | | | | | | | | | | | |
| <input type="checkbox"/> 4 no restrictions on dogs being here | <input type="checkbox"/> 8 things for dogs to chase (e.g. rabbits, birds) | | | | | | | | | | | | |
| <input type="checkbox"/> 9 nothing in particular - I like the walk/convenient walk for me | | | | | | | | | | | | | |
| <input type="checkbox"/> 10 other (please write in) | | | | | | | | | | | | | |

| | | | |
|-------|--|----------------------------|--------------|
| Q4.12 | Under what circumstances do you keep your dog(s) on a lead at this site? <i>Unprompted - Repeat "Any more?" until respondent says No</i> | | |
| | At all times | <input type="checkbox"/> 0 | Go to Q 5 |
| | Never | <input type="checkbox"/> 1 | Go to Q 4.13 |
| | At all times when off PRoW | <input type="checkbox"/> 2 | |
| | If wild birds are close by | <input type="checkbox"/> 3 | |
| | If signs/ information say to keep dogs on a lead | <input type="checkbox"/> 4 | |
| | If there are other dogs close by | <input type="checkbox"/> 5 | |
| | If livestock are close by | <input type="checkbox"/> 6 | |
| | In bird breeding season | <input type="checkbox"/> 7 | |
| | In shooting season | <input type="checkbox"/> 8 | |

ONLY ASK Q4.13 if Q4.12=1 (Never)

| | | | | |
|-------|--|--------------------------------|-------------------------------|---------------------------------------|
| Q4.13 | Would you be happy to keep your dog on a lead ... | | | |
| A | If wild birds are close by | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |
| B | If additional information explaining why was visible on the site | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |
| D | If livestock are close by | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |
| E | In bird breeding season | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |
| F | In shooting season | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |

Q4. 14 If no to any/all in Q4.13 – Why?

Section 5 Information and Signage

ALL RESPONDENTS

| | | |
|----|---|----------------------------|
| Q5 | What types of information or signage have you found useful at this area of land today? <i>(tick all that apply)</i> | |
| | Not seen any signage or information | <input type="checkbox"/> 0 |
| | Footpath signs/ Direction sign posts /Finger posts /Way markers | <input type="checkbox"/> 1 |
| | Map / information board | <input type="checkbox"/> 2 |
| | Danger signs | <input type="checkbox"/> 3 |
| | Signs/information relating to Open Access | <input type="checkbox"/> 4 |
| | Suggested walks | <input type="checkbox"/> 5 |
| | Open Access Symbol | <input type="checkbox"/> 6 |
| | Distance markers | <input type="checkbox"/> 7 |
| | Access point markers | <input type="checkbox"/> 8 |
| | Other information or signage (please write in) | <input type="checkbox"/> 9 |

| | | |
|------|---|-----------------------|
| Q5.1 | Which of the following sources of publicity would you find most useful in influencing future visits to open access land? SHOWCARD E <i>Please ✓ all that apply</i> | |
| | Publicity | Please specify |
| A | Local Newspaper <input type="checkbox"/> 1 | |
| B | Parish News Articles <input type="checkbox"/> 2 | |
| C | National Newspapers – Articles <input type="checkbox"/> 3 | |
| D | National TV – programmes <input type="checkbox"/> 4 | |
| E | National Radio – programmes <input type="checkbox"/> 5 | |
| F | Local TV – programmes <input type="checkbox"/> 6 | |
| G | Local Radio – programmes <input type="checkbox"/> 7 | |
| H | TV Adverts <input type="checkbox"/> 8 | |
| I | Billboards <input type="checkbox"/> 9 | |
| J | Internet <input type="checkbox"/> 10 | |
| K | Magazines <input type="checkbox"/> 11 | |
| L | Membership organisations <input type="checkbox"/> 12 | |
| K | Other (please specify) <input type="checkbox"/> 13 | |

Section 6 Satisfaction

| | | |
|----|--|---------------------------------------|
| Q6 | Overall, on a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with your visit to this area of land today? SHOWCARD B <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Very dissatisfied | Ask why dissatisfied – record at Q6.2 |
| | <input type="checkbox"/> 2 Dissatisfied | |
| | <input type="checkbox"/> 3 Neither satisfied not dissatisfied | |
| | <input type="checkbox"/> 4 Satisfied | |
| | <input type="checkbox"/> 5 Very Satisfied | |

| | | | |
|------|---|---|--|
| Q6.1 | To what extent did the need to get exercise feature in your decision to visit the countryside today? SHOWCARD F <i>Please ✓ one only</i> | | |
| | <input type="checkbox"/> 1 Not at all | <input type="checkbox"/> 2 To some extent | <input type="checkbox"/> 3 To a large extent |

| | | |
|------|--|--|
| Q6.2 | Finally, do you have any other comments about your visit to this area of land? <i>Please probe fully (for example any history with the area of land, their experience or expectations, parking issues etc). Repeat "Any more?" until respondent says No</i> | |
| | | |
| | | |
| | | |

COLLECT MAP BACK FROM RESPONDENT

Section 7 – Respondent Profile

Finally, so that we can check whether we have a representative sample, please tell me the following. This information will not be used for anything else.

| | | |
|----|---|-------|
| Q7 | What is your home postcode <i>Please probe for full postcode. If postcode not given probe for street and/or suburb/town.</i> | |
| | Full postcode | |
| | Street | |
| | Suburb/Town | |

| | |
|------|---|
| Q7.1 | Record Gender <i>Please ✓ one only</i> |
| | <input type="checkbox"/> 1 Male <input type="checkbox"/> 2 Female |

| | | |
|------|---|------------------------------------|
| Q7.2 | What age group do you belong in? <i>Please ✓ one only</i> | SHOWCARD G |
| | <input type="checkbox"/> 1 Under 18 | <input type="checkbox"/> 5 45 - 54 |
| | <input type="checkbox"/> 2 18 – 24 | <input type="checkbox"/> 6 55 - 64 |
| | <input type="checkbox"/> 3 25 – 34 | <input type="checkbox"/> 7 65 - 74 |
| | <input type="checkbox"/> 4 35 – 44 | <input type="checkbox"/> 8 75 + |

| | | |
|------|---|--|
| Q7.3 | How would you describe the profile of the group travelling with you today? <i>Please ✓ one only</i> | SHOWCARD H |
| | <input type="checkbox"/> 1 Single visitor (under 18) | <input type="checkbox"/> 4 More than 2 adults (18 or over) |
| | <input type="checkbox"/> 2 Single visitor (18 or over) | <input type="checkbox"/> 5 2 or more children (under 18) |
| | <input type="checkbox"/> 3 2 adults (18 or over) | <input type="checkbox"/> 6 Adult/s and Child/ren |

| | |
|------|--|
| Q7.4 | Would you describe your group's visit to this area of land today....? <i>Please ✓ one only</i> |
| | <input type="checkbox"/> 1 A social/ leisure visit |
| | <input type="checkbox"/> 2 As part of a rambling/walking association or other club/group Which one? |
| | <input type="checkbox"/> 3 Other organised activity: What? |
| | <input type="checkbox"/> 4 To access another area of land |
| | <input type="checkbox"/> 5 Other (please write in) |

| | | |
|------|---|---|
| Q7.5 | What is your employment status? <i>Please ✓ one only</i> | SHOWCARD I |
| | <input type="checkbox"/> 1 Full-time (30+ hrs/week) | <input type="checkbox"/> 7 Don't work – looking after family/home |
| | <input type="checkbox"/> 2 Part-time (<30 hrs/week) | <input type="checkbox"/> 8 Don't work – long term sick disabled |
| | <input type="checkbox"/> 3 Self-employed full time | <input type="checkbox"/> 9 Don't work – some other reason |
| | <input type="checkbox"/> 4 Self-employed part-time | <input type="checkbox"/> 10 Don't work - student |
| | <input type="checkbox"/> 5 Government supported training scheme | <input type="checkbox"/> 11 Retired |
| | <input type="checkbox"/> 6 Unemployed – looked for work in last 4 weeks or waiting to start new job | |

| | |
|------|--|
| Q7.6 | What is the occupation of the Chief Wage earner in your household? <i>Please write in (for SEG classification)</i> |
| | |

| | | | |
|--------------------------------------|--|--|-------------------|
| Q7.8 | Which of these groups do you belong to? | | SHOWCARD J |
| | <i>Please ✓ one only</i> | | |
| | <input type="checkbox"/> 1 White British | <input type="checkbox"/> 10 Bangladeshi | |
| | <input type="checkbox"/> 2 Irish | <input type="checkbox"/> 11 Other Asian (please write in) | |
| | <input type="checkbox"/> 3 Other White (please write in) | <input type="checkbox"/> 12 Black Caribbean | |
| | <input type="checkbox"/> 4 Mixed White & Black Caribbean | <input type="checkbox"/> 13 Black African | |
| | <input type="checkbox"/> 5 Mixed White & Black African | <input type="checkbox"/> 14 Other Black (please write in) | |
| | <input type="checkbox"/> 6 Mixed White & Asian | <input type="checkbox"/> 15 Chinese | |
| | <input type="checkbox"/> 7 Other Mixed (please write in) | <input type="checkbox"/> 16 Other ethnic group (please write in) | |
| | <input type="checkbox"/> 8 Indian | | |
| <input type="checkbox"/> 9 Pakistani | | | |

| | |
|------|---|
| Q7.9 | Do you have a long-term illness, health problem or disability which limits your daily activities or the work you can do? |
| | <i>Please ✓ one only</i> |
| | <input type="checkbox"/> 1 Yes |
| | <input type="checkbox"/> 2 No |

Thank you, May I take a contact phone number for back checking purposes? That is, to verify that the interview has been properly conducted – this information will not be used for any other purpose. Natural England is keen to monitor understanding and use of Open Access; would you be happy to give your details for Natural England to contact you should they undertake any future research on Open Access?

If so, sign:

Name:

Address:

If you would like any further information on Open Access, I have a leaflet you are welcome to take home with you (offer).....

Observation to be carried out every 60 minutes throughout the observation day, observations to last for 3-5 minutes.

One form to be completed for every separate person/group of people observed during each observation.

1. Observation record

| | | |
|------------------------------|------------------------------|---|
| Time of observation | Date of Observation | Observation Location |
| Site Name | Site reference No | Weather: (circle all that apply or write in) Warm Cold Sunny Overcast Clear Raining Misty Pleasant Thunder/Lighting Dry Windy Still Unpleasant |

2. Visitor activity

Please mark the entry point, route taken and exit point on your map for each group of visitors. Please mark the entrance with an “E”, the route with a solid line and the exit with an “X”.

Mark on your map where each visitor / group of visitors is at the time of observation with the code for the activity being undertaken at the time (see below codes highlighted in Bold)

| Activity | Number of visitors on PRow if visible | Number of visitors on access land | Total number of visitors |
|---|---------------------------------------|-----------------------------------|--------------------------|
| Actively using open access land rather than PRow routes (OA) | | | |
| Ambling/walking for pleasure (A/W) | | | |
| Rambling/serious walking (R/W) | | | |
| Dog walking (D/W) | | | |
| Dog on lead (DL) | | | |
| Dog off lead (DOF) | | | |
| Running/Jogging (R/J) | | | |
| Enjoying scenery/ bird/nature watching (S/N) | | | |
| Bike riding (B/R) | | | |
| Horse Riding (H/R) | | | |
| Picnics (P/N) | | | |
| Sitting/Resting (S/R) | | | |
| Ball Games/ Other Games (G) | | | |
| Other (O) write in: | | | |

3. Inappropriate behaviour Please reference these activities on your map (I/B)

| Please write in inappropriate behaviour observed | Number of visitors on PRow undertaking activity | Number of visitors on open access land undertaking activity | Total number of visitors undertaking activity |
|--|---|---|---|
| Picking flowers | | | |
| Fire risk activity (Cigarette butts/ setting fires/ barbecues/ camp fires) | | | |
| Walking through restricted areas | | | |
| Using a <u>motorised</u> vehicle where not permitted | | | |

| | | | |
|--|--|--|--|
| Using a <u>non-motorised</u> vehicle where not permitted | | | |
| Disturbing nesting birds (flushing) | | | |
| Other | | | |

4. Dog activity and adherence to any restrictions in place

| Activity / Behaviour | Number of dogs on Rights of Way undertaking each activity | Number of dogs on open access land <u>where dogs allowed</u> | Number of dogs on open access land <u>where dogs are excluded</u> | Total number of dogs undertaking activity |
|---|---|--|---|---|
| On lead | | | | |
| Off lead to heel | | | | |
| Off lead roaming | | | | |
| Controlled and well behaved (i.e. responsive to commands where given) | | | | |
| Uncontrolled and poorly behaved (i.e. unresponsive to commands where given) | | | | |
| Disturbing other visitors/dogs | | | | |
| Disturbing livestock | | | | |
| Disturbing birds/wildlife | | | | |
| Other type of non control | | | | |

5. Use of Site Signage, Information and Access Infrastructure

| Use of Signage and information (visibly stopping to observe or read - please detail on map) | |
|---|--|
| Open Access Symbol (OA/S) | |
| Open Access Restrictions notice (OA/R) | |
| Open Access management information (advisory) (OA/M) | |
| Open Access information point (OA/IP) | |
| Other (Please detail) | |
| Use of Site Access Infrastructure (Please detail on map) | |
| Stile (S) | |
| Gate (G) | |
| Kissing Gate (KG) | |
| Car Park (CP) | |
| Other (Please detail) | |

6. Total number of Visitors

| Number of visitors on Rights of Way | Number of visitors on open access land | Total number of visitors | Visitors on any road/ existing paths and tracks within access land site |
|-------------------------------------|--|--------------------------|---|
| | | | |

**2008 – National Monitoring Survey
Natural England Public Use of Access Land Visitor Survey Year 3 (2008)**

INDICATE POSITION OF INTERVIEW LOCATION ON MAP

| | | | |
|---|--|-------------------------------------|---|
| <input type="checkbox"/> 1 On Public Right of Way (PRoW) (including roads/official car parks) | Number of Dogs in group: | | INPUT SITE CODE: |
| | Number of horses in group: | | |
| | <input type="checkbox"/> 2 On a track within the area that is not a PRoW | Number of mountain bikes: | |
| <input type="checkbox"/> 3 On Access Land – i.e. elsewhere | Number of other bikes: | | <input type="checkbox"/> 2 Group |
| Record time: and date: | Number of other items, eg wheelchairs/pushchairs: | | Number in Group |
| | Interviewer: | <input type="checkbox"/> 1 On Entry | <input type="checkbox"/> 2 Part way through walk/ visit |
| | | <input type="checkbox"/> 3 On Exit | |

Good Morning/afternoon/evening

My name isfrom Faber Maunsell. We are conducting a recreation survey on behalf of Natural England at a number of sites. The information you provide will help improve the provision of public access in the countryside.

IF RESPONDENT STATES THEY HAVE ALREADY DONE THE SURVEY LAST YEAR:

Because the survey aims to track changes from year to year, the information you give will be of great importance in monitoring changes over time and of great value to the survey.

RESPONDENT SELECTION

IF GROUP – Could I ask which of your party, the next person to have a birthday is?
OR IF GROUP HAS ORGANISER/LEADER – INTERVIEW ORGANISER/LEADER

Responses should reflect the individual. Random sampling approach should therefore be adopted – No self selection.

If respondent asks how long it will take: Will take around 15 minutes to complete.

The surveys are being conducted under the Market Research Society Code of Conduct and any personal information you provide is fully confidential.

Section 1 –Visit to this area of land

To clarify, the survey is about **THIS AREA OF LAND** we are currently on, as shown on this map (*HAND MAP A*). *Unless otherwise instructed responses are unprompted.*

| | | | |
|-------------|--|---|-------------------|
| Q1.1 | About how often do you visit this area of land? ✓ <i>one only</i> | | GO TO Q1.4 |
| | <input type="checkbox"/> 1 First visit today | | |
| | <input type="checkbox"/> 2 Daily | <input type="checkbox"/> 6 Monthly | |
| | <input type="checkbox"/> 3 Several times a week | <input type="checkbox"/> 7 Several times a year | |
| | <input type="checkbox"/> 4 Weekly | <input type="checkbox"/> 8 Once a year | |
| | <input type="checkbox"/> 5 Several times a month | <input type="checkbox"/> 9 Less often | |

| | | | | | |
|-------------|---|----------------------------|-----------------------------|-----------------------------|---|
| Q1.2 | What days and times do you normally visit this area of land? ✓ <i>all that apply</i> | | | | <i>Repeat “Any more?” until respondent has indicated all times applicable</i> |
| | | Weekdays | Saturdays | Sundays | |
| | Early mornings | <input type="checkbox"/> 1 | <input type="checkbox"/> 11 | <input type="checkbox"/> 21 | |
| | Mid mornings | <input type="checkbox"/> 2 | <input type="checkbox"/> 12 | <input type="checkbox"/> 22 | |
| | Lunchtimes | <input type="checkbox"/> 3 | <input type="checkbox"/> 13 | <input type="checkbox"/> 23 | |
| | Afternoon | <input type="checkbox"/> 4 | <input type="checkbox"/> 14 | <input type="checkbox"/> 24 | |
| | Evenings | <input type="checkbox"/> 5 | <input type="checkbox"/> 15 | <input type="checkbox"/> 25 | |

| | | | | |
|-------------|---|-----------------------------------|--|---|
| Q1.3 | And at what times of year do you normally visit this area of land? ✓ <i>all that apply</i> | | | <i>Repeat “Any more?” until respondent has indicated all times applicable</i> |
| | <input type="checkbox"/> 0 All Year | | | |
| | <input type="checkbox"/> 1 Spring | <input type="checkbox"/> 3 Autumn | | |
| | <input type="checkbox"/> 2 Summer | <input type="checkbox"/> 4 Winter | | |

| | | |
|-------------|--|--|
| Q1.4 | How did you become aware of this particular area of land? ✓ <i>one only</i> | |
| | <input type="checkbox"/> 1 Always known – local knowledge / previous trip | |
| | <input type="checkbox"/> 2 From friends/family | |
| | <input type="checkbox"/> 3 Happened on it by chance | |
| | <input type="checkbox"/> 4 Local promotion, e.g. press/notice board at site/TIC | Q1.4a Please specify? (<i>write in</i>) |
| | <input type="checkbox"/> 5 Leaflet | Q1.4b Please specify? (<i>write in</i>) |
| | <input type="checkbox"/> 6 National promotion, e.g. press | Q1.4c Please specify? (<i>write in</i>) |
| | <input type="checkbox"/> 7 Guidebook | Q1.4d Please specify? (<i>write in</i>) |
| | <input type="checkbox"/> 8 Website | Q1.4e Please specify? (<i>write in</i>) |
| | <input type="checkbox"/> 9 Other walkers | |
| | <input type="checkbox"/> 10 Shown on map | Q1.4f Online <input type="checkbox"/> 1 Paper <input type="checkbox"/> 2 |
| | <input type="checkbox"/> 11 Can't remember | |

| | | |
|-------------|--|--------------------------------|
| Q1.5 | Where have you travelled from today to visit this area of land? ✓ <i>one only</i> | |
| | <input type="checkbox"/> 1 Home | <i>Record town/place name:</i> |
| | <input type="checkbox"/> 2 Temporary paid accommodation e.g. hotel, B&B, campsite | |
| | <input type="checkbox"/> 3 Staying with family / friends | |
| | <input type="checkbox"/> 4 Stopped off en route as part of a longer journey | |

| | | | |
|------|--|--|--|
| Q1.6 | And approximately how far (one way) have you travelled to get here today? <i>Please ✓ one only</i> | | |
| | <input type="checkbox"/> 1 Up to 1 mile | <input type="checkbox"/> 5 10.01 – 20 miles | |
| | <input type="checkbox"/> 2 1.01 – 2 miles | <input type="checkbox"/> 6 20.01 – 40 miles | |
| | <input type="checkbox"/> 3 2.01 – 5 miles | <input type="checkbox"/> 7 40.01 – 100 miles | |
| | <input type="checkbox"/> 4 5.01 – 10 miles | <input type="checkbox"/> 8 Over 100 miles | |

| | | |
|------|--|---|
| Q1.7 | What (main) form of transport did you use to get to this area of land today? ✓ one only | |
| | <input type="checkbox"/> 1 Car /van / campervan | <input type="checkbox"/> 5 Train |
| | <input type="checkbox"/> 2 Motorbike/scooter | <input type="checkbox"/> 6 Walked all the way |
| | <input type="checkbox"/> 3 Bicycle/Mountain Bike | <input type="checkbox"/> 7 Horse |
| | <input type="checkbox"/> 4 Public Bus | <input type="checkbox"/> 8 Other (please write in) |

| | | | | | | |
|------|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Q1.8 | On a scale of 1 to 5, where 1 is very poor and 5 is very good how would you describe getting on to this area of land in terms of.....? SHOWCARD A ENSURE PEOPLE ARE REFERRING TO LAND SHOWN ON MAP ✓ one for each statement | | | | | |
| | | Very Poor | Poor | Neither good nor poor | Good | Very Good |
| A | Being able to find the area of land | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| B | Being able to find the entry point to the area of land | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| C | Accessing the area of land easily without obstructions | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

IF Q1.8 (A, B or C) = POOR or VERY POOR:

| | | |
|------|--|--|
| Q1.9 | Which difficulties have you encountered in getting on to this area of land? <i>Please ✓ all that apply</i> | |
| | <input type="checkbox"/> 1 Overgrown vegetation | |
| | <input type="checkbox"/> 2 Locked gate | |
| | <input type="checkbox"/> 3 Difficult wall/ fence to climb over | |
| | <input type="checkbox"/> 4 Lack of clear signage | |
| | <input type="checkbox"/> 5 Other (please write in) | |

| Section 2 General | | | | |
|-------------------|--|----------------------------|----------------------------|----------------------------|
| Q2.1 | What kinds of information about <u>this area of land</u> would you have found useful prior to your visit today? <i>Unprompted</i> | | | |
| | <i>if None, GO TO Q2.2</i> <i>Repeat "Any more?" until respondent says no</i> | Not mentioned | Slightly useful | Very Useful |
| A | Up to date maps - Online | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| B | Up to date maps - Printed | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| C | Information to notify the public that it is open access land | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| D | Where local amenities are | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| E | Information about wildlife in the area | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| F | Extent of Open Access areas | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| G | History of area | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| H | Guides/Routes e.g. climbing, walking distances | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| I | Rules / regulations / restrictions | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| J | Points of interest | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| K | Geography of area | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| L | Travel information / bus times / parking | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| M | Access for people with a disability/people with limited mobility | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| N | Weather forecast | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |

| | | | |
|-------|--|-----------------------------|-----------------------------|
| Q2.2a | What activities are you doing <u>at this area of land</u> today? <i>Please ✓ all that apply in column A</i> <i>Unprompted</i> <i>Repeat "Any more?" until respondent says No</i> | | |
| Q2.2b | Which of these Activities is your MAIN reason for being at this area of land? <i>Please ✓ ONE ONLY in Column B</i> | | |
| | | A – All activities | B - Main reason |
| | Short stroll/ ambling | <input type="checkbox"/> 1 | <input type="checkbox"/> 1 |
| | Serious walking/ rambling / hiking | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 |
| | Dog walking | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 |
| | Enjoying the scenery/ nature | <input type="checkbox"/> 4 | <input type="checkbox"/> 4 |
| | Running/ jogging | <input type="checkbox"/> 5 | <input type="checkbox"/> 5 |
| | Sitting down/ resting / picnics | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 |
| | Rock Climbing | <input type="checkbox"/> 7 | <input type="checkbox"/> 7 |
| | Photography / drawing/ painting | <input type="checkbox"/> 8 | <input type="checkbox"/> 8 |
| | Bike riding | <input type="checkbox"/> 9 | <input type="checkbox"/> 9 |
| | Horse riding | <input type="checkbox"/> 10 | <input type="checkbox"/> 10 |
| | Bird watching/ nature watch / botany | <input type="checkbox"/> 11 | <input type="checkbox"/> 11 |
| | Football/ ball games | <input type="checkbox"/> 12 | <input type="checkbox"/> 12 |
| | Using my new right of access | <input type="checkbox"/> 13 | <input type="checkbox"/> 13 |
| | Other (write in) | <input type="checkbox"/> 14 | <input type="checkbox"/> 14 |
| | | | |

| | | |
|-----------|--|--|
| Q2.3 a | What were your reasons for choosing to visit <u>this particular area of land</u> today (rather than anywhere else)? <i>Please ✓ all that apply</i> | <i>Where mentioned as a reason ask the following:</i> On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, |
|-----------|--|--|

| | | <i>Unprompted. Repeat "Any more?" until respondent says No</i> | | | | | | how satisfied are you with this aspect of your visit to this area of land today? <i>SHOWCARD B</i> | | | | | |
|---|--|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|--|--|--|----------------|--|--|
| | | | | | | | | Very Dissatisfied | | | Very Satisfied | | |
| A | Scenery/ landscape/ pleasant area | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | | | | | | |
| B | Accessibility / Proximity of the area of land | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | | | | | | |
| C | Space for dog to run | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | | | | | | |
| D | Wildlife/ botany | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | | | | | | |
| E | The area of land is not too busy / overcrowded | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | | | | | | |
| F | Remoteness of the area of land | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | | | | | | |
| G | En route/part of longer route | <input type="checkbox"/> 0 | | | | | | | | | | | |
| H | Always come here | <input type="checkbox"/> 0 | | | | | | | | | | | |
| I | Cleanliness of the area of land (e.g. free of dog mess and litter) | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | | | | | | |
| J | Parking provision at the area of land | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | | | | | | |
| K | Challenging walk/climb/feature | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | | | | | | |
| L | Other (please write in) | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | | | | | | |
| M | Other (please write in) | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | | | | | | |
| N | Other (please write in) | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | | | | | | |

| | | |
|-------------|---|---|
| Q2.4 | Approximately how long did/will you spend <u>at this area of land</u> today? <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Under half an hour | <input type="checkbox"/> 6 Between 4-4:59 hours |
| | <input type="checkbox"/> 2 30-59 minutes | <input type="checkbox"/> 7 Between 5-5:59 hours |
| | <input type="checkbox"/> 3 Between 1-1:59 hours | <input type="checkbox"/> 8 Between 6-6:59 hours |
| | <input type="checkbox"/> 4 Between 2-2:59 hours | <input type="checkbox"/> 9 More than 7 hours |
| | <input type="checkbox"/> 5 Between 3-3:59 hours | |

| | | |
|-------------|--|---|
| Q2.5 | Approximately how much did/ will your party spend as part of your trip out today (including to this area of land)? (Excluding accommodation and fuel costs, including food/drinks, souvenirs etc, during whole day and evening) <i>Please ✓ one only SHOWCARD C</i> | |
| | <input type="checkbox"/> 1 No opportunity | <input type="checkbox"/> 6 Between £10.01 and £20 |
| | <input type="checkbox"/> 2 Nothing | <input type="checkbox"/> 7 Between £20.01 and £50 |
| | <input type="checkbox"/> 3 Up to £5 | <input type="checkbox"/> 8 Over £50 |
| | <input type="checkbox"/> 4 Between £5.01 and £7.50 | <input type="checkbox"/> 9 Unsure |
| | <input type="checkbox"/> 5 Between £7.51 and £10 | <input type="checkbox"/> 10 Prefer not to say |

| | | |
|------|--|--|
| Q2.6 | What facilities would you want to find at this area of land today? <i>Please ✓ all that apply</i> <i>Unprompted - Repeat "Any more?" until respondent says No</i> | |
| | <input type="checkbox"/> 1 Toilets | <input type="checkbox"/> 8 Café/ refreshments |
| | <input type="checkbox"/> 2 Dog poo bins | <input type="checkbox"/> 9 Picnic tables / seating |
| | <input type="checkbox"/> 3 Rubbish bins | <input type="checkbox"/> 10 Bird hides |
| | <input type="checkbox"/> 4 Car park | <input type="checkbox"/> 11 Information about where you can and cannot go |
| | <input type="checkbox"/> 5 Visitor centre, info boards | <input type="checkbox"/> 12 Information about animals and wildlife on the site |
| | <input type="checkbox"/> 6 Information about the site and attractions | <input type="checkbox"/> 13 None |
| | <input type="checkbox"/> 7 Health and safety information about the site | |
| | <input type="checkbox"/> 14 Other (please write in) | |

Section 3 Visitor Patterns of Use

| |
|--|
| Can you please show me on this map: |
| Where you entered this <u>area of land</u>? Mark with E |
| Where you will leave the <u>area of land</u>? Mark with X |
| Where you WALKED? Draw SOLID line, <u>clearly indicating whether on or off PROW/other paths</u> |
| Where you CYCLED? Draw DASHED line, <u>clearly indicating whether on or off PROW/other paths</u> |
| Where you RODE A HORSE? Draw a LINE WITH ARROWS, <u>clearly indicating whether on or off PROW/other paths</u> |
| Where you undertook any other activities (e.g. picnics, games, rock climbing) Mark each activity on map, <u>clearly indicating whether on or off PROW/other paths</u> |
| Record on map where interview is taking place with 'I' ENSURE MAP IS FULLY ANNOTATED AND MARKED WITH TIME/DATE OF INTERVIEW |

Section 4 Site Awareness

| | | | |
|------|---|--|---|
| Q4.1 | SHOWCARD D Have you seen this symbol before? <i>Please ✓ one only</i> | | |
| | <input type="checkbox"/> 1 Yes | If Yes - Where? <i>Tick all that apply</i> | <input type="checkbox"/> 1 At this site on signs/ notices |
| | | | <input type="checkbox"/> 2 On leaflets |
| | | | <input type="checkbox"/> 3 In books |
| | | | <input type="checkbox"/> 4 At other areas of land |
| | | | <input type="checkbox"/> 5 Other (please write in) |
| | <input type="checkbox"/> 3 Not sure | | |
| | <input type="checkbox"/> 2 No | GO TO Q4.3 | |

| | | |
|------|---|--|
| Q4.2 | What does the symbol represent? <i>Please ✓ all that apply</i> | |
| | <input type="checkbox"/> 1 Right to Roam | <input type="checkbox"/> 2 Open Access |
| | <input type="checkbox"/> 3 Other (please write in) | |
| | <input type="checkbox"/> 4 Don't know | |

| | | | |
|------|--|-------------------------------|-------------------------------------|
| Q4.3 | Do NOT ask if Q4.2 = 1 Have you heard of Right to Roam? <i>Please ✓ one only</i> | | |
| | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Not sure |

| | | |
|------|--|-------------------------------------|
| Q4.4 | Do NOT ask if Q4.2 = 2 Have you heard of Open Access? <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 3 Not sure |
| | <input type="checkbox"/> 2 No | |

| | | | | |
|------|---|----------------------------|----------------------------|----------------------------|
| Q4.5 | Based on your current understanding and awareness of Open Access, do you think each of the following statements are true, false, or don't you know? SHOWCARD E <i>Please ✓ one per row only</i> | | | |
| | | True | False | Don't know |
| A | All farm land has been opened up to the public | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| B | All grassland has been opened to the public | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| C | People can walk across mapped open access land without the need to stick to PROW | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| D | My right of access to open access land may sometimes be restricted for nature conservation/,public safety, and/or land management reasons | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |

***Confirm with respondent, statements C and D are true**

| | | | |
|------|---|-------------------------------|-------------------------------------|
| Q4.6 | Are you aware that since 2005 this area of land has been designated as Open Access Land? <i>Please ✓ one only</i> | | |
| | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Not sure |

ALL ANSWER:

| | |
|------|---|
| Q4.7 | Can you mention any specific restrictions that may apply to Open Access Land? <i>Write in. Probe fully. Record detailed response.</i> |
| | |

If Q4.6=No: Since 2005 this area of land has been designated as Open Access Land. This means people can walk across mapped areas of open access land without the need to stick to public rights of way, though their right of access may sometimes be restricted for nature conservation, public safety, and land management reasons.

| | |
|------|--|
| Q4.8 | Refer to Map For your visit to this area of land today, could you estimate the proportion of your walk/visit that was/will be ... |
| | On a Public Right of Way, public road or official car park% |
| | On other tracks within the area that are not PRoW% |
| | OFF Public Rights of Way / Tracks i.e. on open access land% |
| | <input type="checkbox"/> 0 Don't Know |

For those only using Public Rights of Way:

| | | |
|-------|--|---|
| Q4.8a | Why have you stayed on Public Rights of Way and not crossed open access land? <i>Please ✓ all that apply</i> <i>Unprompted, Repeat "Any more?" until respondent says No</i> | |
| | <input type="checkbox"/> 1 Need more information about Open Access | <input type="checkbox"/> 8 Have a dog and assumed dogs are banned from Open access |
| | <input type="checkbox"/> 2 Unsure whether I had permission to stray from the public right of way | <input type="checkbox"/> 9 The public Right of Way takes me to where I want to be so no need to stray from it |
| | <input type="checkbox"/> 3 Unsure which areas are open access land | <input type="checkbox"/> 10 Easier to walk on a public right of way (terrain) |
| | <input type="checkbox"/> 4 Anxious about getting lost | <input type="checkbox"/> 11 Thought restrictions were in force |
| | <input type="checkbox"/> 5 Safer on a public right of way | <input type="checkbox"/> 12 Did not want to disturb wildlife or cattle |
| | <input type="checkbox"/> 6 Nothing extra to see by going off public right of way | <input type="checkbox"/> 13 Other (please write in) |
| | <input type="checkbox"/> 7 Was unsure if farmer/landowner was present | |

For those using Access Land i.e. going OFF Public Rights of Way and other paths/tracks

| | | |
|-------|--|--|
| Q4.8b | What influenced your decision to go off Public Rights of Way/off paths? <i>Please ✓ all that apply</i> <i>Unprompted, Repeat "Any more?" until respondent says No</i> | |
| | <input type="checkbox"/> 1 Utilising my right of access | <input type="checkbox"/> 6 Avoid path/area of site due to terrain (mud/ incline/ etc) |
| | <input type="checkbox"/> 2 There are existing paths /tracks on the ground off the PROW | <input type="checkbox"/> 7 To get to viewpoint/part of site inaccessible by PROW |
| | <input type="checkbox"/> 3 Challenging walk | <input type="checkbox"/> 8 I could not easily identify where the Public Rights of Way were on the site |
| | <input type="checkbox"/> 4 More direct route to get where I'm going | |
| | <input type="checkbox"/> 5 Exercise dog | |
| | <input type="checkbox"/> 9 Other (please write in) | |

IF RESPONDENT ACCOMPANIED BY DOG COMPLETE Qs 4.9 to 4.14, otherwise GO TO Q5

RESPONDENTS WITH DOGS

| | | |
|-------|---|--|
| Q4.9 | What would you say are issues to be aware of when walking with a dog in the countryside? <i>DO NOT PROMPT - Please ✓ all that apply Repeat "Any more?" until respondent says No</i> | |
| | <input type="checkbox"/> 1 Clear up and dispose of any dog mess | <input type="checkbox"/> 7 Keeping dog on a lead |
| | <input type="checkbox"/> 2 Dispose of dog mess bags responsibly | <input type="checkbox"/> 8 Risks to farm animals |
| | <input type="checkbox"/> 3 Keeping dogs under control | <input type="checkbox"/> 9 Risks to birds/wildlife |
| | <input type="checkbox"/> 4 Keeping dogs under CLOSE control | <input type="checkbox"/> 10 Risks to dog from farm animals |
| | <input type="checkbox"/> 5 Checking for signs/information on dog control | <input type="checkbox"/> 11 None |
| | <input type="checkbox"/> 6 Taking water/drink for the dog | <input type="checkbox"/> 12 Other (please write in) |
| Q4.10 | For how long, in years, have you been walking your dog(s) on this area of land? <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Today is my first visit | <input type="checkbox"/> 4 More than 2 years up to 3 years |
| | <input type="checkbox"/> 2 Less than 1 year | <input type="checkbox"/> 5 More than 3 years up to 5 years |
| | <input type="checkbox"/> 3 More than 1 year up to 2 years | <input type="checkbox"/> 6 More than 5 years |

| | | |
|---|---|---|
| Q4.11 | What aspects about this area of land make it good for bringing a dog here? <i>DO NOT PROMPT - Please ✓ all that apply Repeat "Any more?" until respondent says No</i> | |
| | <input type="checkbox"/> 1 able to let dog run off lead | <input type="checkbox"/> 5 dog enjoys it here |
| | <input type="checkbox"/> 2 no/not many other dogs | <input type="checkbox"/> 6 don't have to pick up dog mess |
| | <input type="checkbox"/> 3 no/not many other people | <input type="checkbox"/> 7 no livestock |
| | <input type="checkbox"/> 4 no restrictions on dogs being here | <input type="checkbox"/> 8 things for dogs to chase (e.g. rabbits, birds) |
| | <input type="checkbox"/> 9 nothing in particular - I like the walk/convenient walk for me | |
| <input type="checkbox"/> 10 other (please write in) | | |

| | | | |
|-------|--|----------------------------|---------------------|
| Q4.12 | Under what circumstances do you keep your dog(s) on a lead at this site? <i>Unprompted - Repeat "Any more?" until respondent says No</i> | | |
| | Always | <input type="checkbox"/> 0 | Go to Q 5 |
| | Never | <input type="checkbox"/> 1 | Go to Q 4.13 |
| | At all times when off PRoW | <input type="checkbox"/> 2 | |
| | If wild birds are close by | <input type="checkbox"/> 3 | |
| | If signs/ information say to keep dogs on a lead | <input type="checkbox"/> 4 | |
| | If there are other dogs close by | <input type="checkbox"/> 5 | |
| | If livestock are close by | <input type="checkbox"/> 6 | |
| | In bird breeding season | <input type="checkbox"/> 7 | |
| | In shooting season | <input type="checkbox"/> 8 | |

ONLY ASK Q4.13 if Q4.12=1 (Never)

| | | | | | |
|-------|--|--|--------------------------------|-------------------------------|---------------------------------------|
| Q4.13 | Would you be happy to keep your dog on a lead ... | | | | |
| | A | If wild birds are close by | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |
| | B | If additional information explaining why was visible on the site | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |
| | D | If livestock are close by | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |
| | E | In bird breeding season | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |
| | F | In shooting season | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't Know |

| |
|--|
| Q4. 14 If no to any/all in Q4.13 – Why would you not keep your on a lead? |
| |

Section 5 Information and Signage

ALL RESPONDENTS

| | | |
|--|--|----------------------------|
| Q5 | What types of information or signage have you found useful at this area of land today? <i>(tick all that apply)</i> | |
| | Not seen any signage or information | <input type="checkbox"/> 0 |
| | Footpath signs/ Direction sign posts /Finger posts /Way markers | <input type="checkbox"/> 1 |
| | Map / information board | <input type="checkbox"/> 2 |
| | Danger signs | <input type="checkbox"/> 3 |
| | Signs/information relating to Open Access | <input type="checkbox"/> 4 |
| | Suggested walks | <input type="checkbox"/> 5 |
| | Open Access Symbol | <input type="checkbox"/> 6 |
| | Distance markers | <input type="checkbox"/> 7 |
| | Access point markers | <input type="checkbox"/> 8 |
| Other information or signage (please write in) | | <input type="checkbox"/> 9 |

| | | |
|------|---|---|
| Q5.1 | Which of the following sources of publicity would you find most useful in influencing future visits to open access land? SHOWCARD F <i>Please ✓ all that apply</i> | |
| | Publicity | Please specify (programme/publication etc) |
| A | Local Newspaper <input type="checkbox"/> 1 | |
| B | Parish News Articles <input type="checkbox"/> 2 | |
| C | National Newspapers – Articles <input type="checkbox"/> 3 | |
| D | National TV – programmes <input type="checkbox"/> 4 | |
| E | National Radio – programmes <input type="checkbox"/> 5 | |
| F | Local TV – programmes <input type="checkbox"/> 6 | |
| G | Local Radio – programmes <input type="checkbox"/> 7 | |
| H | TV Adverts <input type="checkbox"/> 8 | |
| I | Billboards <input type="checkbox"/> 9 | |
| J | Internet <input type="checkbox"/> 10 | |
| K | Magazines <input type="checkbox"/> 11 | |
| L | Membership organisations <input type="checkbox"/> 12 | |
| K | Other (please specify) <input type="checkbox"/> 13 | |

Section 6 Satisfaction

| | | |
|----|--|---------------------------------------|
| Q6 | Overall, on a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with your visit to this area of land today? SHOWCARD B <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Very dissatisfied | Ask why dissatisfied – record at Q6.2 |
| | <input type="checkbox"/> 2 Dissatisfied | |
| | <input type="checkbox"/> 3 Neither satisfied not dissatisfied | |
| | <input type="checkbox"/> 4 Satisfied | |
| | <input type="checkbox"/> 5 Very Satisfied | |

| | | | |
|------|---|---|--|
| Q6.1 | To what extent did the need to get exercise feature in your decision to visit the countryside today? SHOWCARD G <i>Please ✓ one only</i> | | |
| | <input type="checkbox"/> 1 Not at all | <input type="checkbox"/> 2 To some extent | <input type="checkbox"/> 3 To a large extent |

| | |
|------|--|
| Q6.2 | Finally, do you have any other comments about your visit to this area of land? <i>Please probe fully (for example any history with the area of land, their experience or expectations, parking issues etc). Repeat “Any more?” until respondent says No</i> |
| | |
| | |
| | |

COLLECT MAP BACK FROM RESPONDENT

Section 7 – Respondent Profile

Finally, so that we can check whether we have a representative sample, please tell me the following. This information will not be used for anything else.

| | | |
|----|---|-------|
| Q7 | What is your home postcode <i>Please probe for full postcode. If postcode not given probe for street and/or suburb/town.</i> | |
| | Full postcode | |
| | Street | |
| | Suburb/Town | |

| | | |
|------|--|-----------------------------------|
| Q7.1 | Record Gender Please ✓ one only | |
| | <input type="checkbox"/> 1 Male | <input type="checkbox"/> 2 Female |

| | | |
|------|--|------------------------------------|
| Q7.2 | What age group do you belong in? Please ✓ one only | SHOWCARD H |
| | <input type="checkbox"/> 1 Under 18 | <input type="checkbox"/> 5 45 - 54 |
| | <input type="checkbox"/> 2 18 – 24 | <input type="checkbox"/> 6 55 - 64 |
| | <input type="checkbox"/> 3 25 – 34 | <input type="checkbox"/> 7 65 - 74 |
| | <input type="checkbox"/> 4 35 – 44 | <input type="checkbox"/> 8 75 + |

| | | |
|------|--|--|
| Q7.3 | How would you describe the profile of the group travelling with you today? Please ✓ one only | |
| | SHOWCARD I | |
| | <input type="checkbox"/> 1 Single visitor (under 18) | <input type="checkbox"/> 4 More than 2 adults (18 or over) |
| | <input type="checkbox"/> 2 Single visitor (18 or over) | <input type="checkbox"/> 5 2 or more children (under 18) |
| | <input type="checkbox"/> 3 2 adults (18 or over) | <input type="checkbox"/> 6 Adult/s and Child/ren |

| | | |
|------|--|--|
| Q7.4 | Would you describe your group's visit to this area of land today....? Please ✓ one only | |
| | <input type="checkbox"/> 1 A social/ leisure visit | |
| | <input type="checkbox"/> 2 As part of a rambling/walking association or other club/group Which one? | |
| | <input type="checkbox"/> 3 Other organised activity: What? | |
| | <input type="checkbox"/> 4 To access another area of land | |
| | <input type="checkbox"/> 5 Other (please write in) | |

| | | |
|------|---|---|
| Q7.5 | What is your employment status? Please ✓ one only | SHOWCARD J |
| | <input type="checkbox"/> 1 Full-time (30+ hrs/week) | <input type="checkbox"/> 7 Don't work – looking after family/home |
| | <input type="checkbox"/> 2 Part-time (<30 hrs/week) | <input type="checkbox"/> 8 Don't work – long term sick disabled |
| | <input type="checkbox"/> 3 Self-employed full time | <input type="checkbox"/> 9 Don't work – some other reason |
| | <input type="checkbox"/> 4 Self-employed part-time | <input type="checkbox"/> 10 Don't work - student |
| | <input type="checkbox"/> 5 Government supported training scheme | <input type="checkbox"/> 11 Retired |
| | <input type="checkbox"/> 6 Unemployed – looked for work in last 4 weeks or waiting to start new job | |

| | |
|------|---|
| Q7.6 | What is the occupation of the Chief Wage earner in your household? Please write in (for SEG classification) |
| | |

| | | |
|------|---|--|
| Q7.8 | Which of these groups do you belong to? Please ✓ one only | SHOWCARD K |
| | <input type="checkbox"/> 1 White British | <input type="checkbox"/> 10 Bangladeshi |
| | <input type="checkbox"/> 2 Irish | <input type="checkbox"/> 11 Other Asian (please write in) |
| | <input type="checkbox"/> 3 Other White (please write in) | <input type="checkbox"/> 12 Black Caribbean |
| | <input type="checkbox"/> 4 Mixed White & Black Caribbean | <input type="checkbox"/> 13 Black African |
| | <input type="checkbox"/> 5 Mixed White & Black African | <input type="checkbox"/> 14 Other Black (please write in) |
| | <input type="checkbox"/> 6 Mixed White & Asian | <input type="checkbox"/> 15 Chinese |
| | <input type="checkbox"/> 7 Other Mixed (please write in) | <input type="checkbox"/> 16 Other ethnic group (please write in) |

| | | |
|--|--------------------------------------|-------|
| | <input type="checkbox"/> 8 Indian | |
| | <input type="checkbox"/> 9 Pakistani | |

| | | |
|------|---|--|
| Q7.9 | Do you have a long-term illness, health problem or disability which limits your daily activities or the work you can do? <i>Please ✓ one only</i> | |
| | <input type="checkbox"/> 1 Yes | |
| | <input type="checkbox"/> 2 No | |

Thank you, May I take a contact phone number for back checking purposes? That is, to verify that the interview has been properly conducted – this information will not be used for any other purpose. Natural England is keen to monitor understanding and use of Open Access; would you be happy to give your details for Natural England to contact you should they undertake any future research on Open Access?

If so, sign:

Name:

Address:

.....

.....

Observations to be carried out every 60 minutes throughout the observation day. Each observation to cover 5-10 minute period, recording direction of movements of observed visitors, over all visible land within SITE BOUNDARY as shown on map. Check for any site restrictions / closures.

Observation record

| | | |
|------------------------------|------------------------------|--|
| Time of observation | Date of Observation | Observation Location |
| Site Name | Site reference No | Weather: (circle all that apply or write in) Warm Cold Sunny Overcast Clear Raining Misty Pleasant Thunder/Lighting Dry Windy Still Unpleasant |

Mark on your map **where each visitor / group of visitors and dogs** is over the time of observation with the code for the activity being undertaken at the time (see below codes highlighted in Bold). Mark entry point with an “E”, the route with a solid line, and the exit with an “X” and the route with a solid line.

Ensure distinction between Public Rights of Way (PROW) and other paths/tracks that are not PROW.

| Visitor activity | Number of visitors on PROW/ public roads | Number of visitors on other tracks/ paths | Number of visitors on access land (i.e. wandering, not on or following any visible path) | Total number of visitors |
|---|--|---|--|--------------------------|
| <i>Note: Count each group only once per Observation. If location of activity changes over observation period record the starting position as on PROW/other path/on access land etc.</i> | | | | |
| Actively using open access land or tracks/paths rather than PROW (OA) | | | | |
| Ambling/walking for pleasure (A/W) | | | | |
| Rambling/serious walking (R/W) | | | | |
| Dog walker (D/W) | | | | |
| Dog on lead (DL) | | | | |
| Dog off lead (DOF) | | | | |
| Running/Jogging (R/J) | | | | |
| Enjoying scenery/ bird/nature watching (S/N) | | | | |
| Bike riding (B/R) | | | | |
| Horse Riding (H/R) | | | | |
| Picnics (P/N) | | | | |
| Sitting/Resting (S/R) | | | | |
| Ball Games/ Other Games (G) | | | | |
| Other (O) write in: | | | | |

| Behaviour without statutory rights Reference these activities on your map with codes | Number of visitors on PROW/ public roads | Number of visitors on other tracks/ paths | Number of visitors on access land (i.e. wandering, not on or following any visible path) | Total number of visitors |
|--|--|---|--|--------------------------|
| Picking flowers (P/F) | | | | |
| Fire risk activity (Dropping cigarette butts/ setting fires/ barbecues/ camp fires) (F/R) | | | | |
| Walking through restricted areas (W/R) | | | | |
| Using a <u>motorised</u> vehicle where not permitted (M/V) | | | | |
| Using a <u>non-motorised</u> vehicle where not permitted (N/V) | | | | |
| Disturbing nesting birds (flushing) (D/B) | | | | |

| | | | | |
|-------|--|--|--|--|
| Other | | | | |
|-------|--|--|--|--|

| 0. Dog activity and adherence to any restrictions in place <i>Record number of dogs by location and behaviour</i> | Number of dogs on PROW / public roads | Number of Dogs on <u>other tracks/ paths</u> | Number of dogs on open access land (i.e. wandering off paths) <u>where dogs</u> | | Total number of dogs ... |
|--|---------------------------------------|--|---|---------------------|--------------------------|
| | | | <u>allowed</u> | <u>are excluded</u> | |
| On lead | | | | | |
| Off lead to heel | | | | | |
| Off lead roaming | | | | | |
| Controlled and well behaved (i.e. responsive to commands where given) | | | | | |
| Uncontrolled and poorly behaved (i.e. unresponsive to commands where given) | | | | | |
| Disturbing other visitors/dogs | | | | | |
| Disturbing livestock | | | | | |
| Disturbing birds/wildlife | | | | | |
| Other type of non control | | | | | |

| Use of Signage and information (visibly stopping to observe or read - please detail on map and write in numbers seen over observation period) | | |
|---|---|--|
| Open Access Symbol (just the symbol) (OAS) | | |
| Open Access Restrictions notice (just about site-specific restrictions) (OAR) | | |
| Open Access management information (advisory) (OAM) | | |
| Open Access information point (OA/IP) | | |
| Other (Please detail) | | |

| Use of Site Access Infrastructure - Please detail on map and write in numbers seen over observation period) | | |
|---|---|--|
| Stile (S) | | |
| Gate (G) | | |
| Kissing Gate (KG) | | |
| Car Park (CP) | | |
| Other (Please detail) | | |

Summary - Total number of Visitors

| Observation Period | Number of visitors on PROW / roads | Number of visitors on <u>other</u> tracks/ paths | Number of visitors on access land (i.e. wandering, not on or following any visible path) | Total number of visitors |
|---------------------------|---|---|---|---------------------------------|
| At start | | | | |
| After 5/10 mins | | | | |

2007 – Local Monitoring Survey

| | | | | |
|--|---|---|--|--|
| Visitor Questionnaire number: Date:..... / | Site name: OS REF: | Day: <input type="checkbox"/> 1 Monday <input type="checkbox"/> 2 Tuesday <input type="checkbox"/> 3 Wednesday <input type="checkbox"/> 4 Thursday <input type="checkbox"/> 5 Friday <input type="checkbox"/> 6 Saturday <input type="checkbox"/> 7 Sunday Interview: <input type="checkbox"/> 1 On Entry <input type="checkbox"/> 2 Part way through visit/walk <input type="checkbox"/> 3 On Exit | Interviewer name: Site reference or survey Unit No: | Time: : <input type="checkbox"/> 1 Respondent has dog(s) <input type="checkbox"/> 2 No dog with respondent |
|--|---|---|--|--|

**Good Morning/afternoon/evening,
Can you spare some time to take part in a short survey about your visit today?**

Q1 Do you live locally, are you on a day trip from home or are you on holiday?

1 Live locally

2 Day trip from home

3 On holiday/ staying away from home

Q2 How far did you travel here today from your starting point this morning?

| | |
|--|--|
| <input type="checkbox"/> 1 Up to 1 mile | <input type="checkbox"/> 5 10.1 -20 miles |
| <input type="checkbox"/> 2 1.1-2 miles | <input type="checkbox"/> 6 20.1 -40 miles |
| <input type="checkbox"/> 3 2.1 -5 miles | <input type="checkbox"/> 7 40.1 -100 miles |
| <input type="checkbox"/> 4 5.1 -10 miles | <input type="checkbox"/> 8 Over 100 miles |

Q3 How long have you been visiting this area of land?

1 Today is my first visit

2 Less than 1 year

3 More than 1 year and up to 2 years

4 More than 2 years and up to 3 years

5 More than 3 years and up to 5 years

6 More than 5 years

Q4 About how often do you visit this area of land? (code one)

| | |
|--|---|
| <input type="checkbox"/> 1 First visit today | <input type="checkbox"/> 6 Monthly |
| <input type="checkbox"/> 2 Daily | <input type="checkbox"/> 7 Several times a year |
| <input type="checkbox"/> 3 Several times a week | <input type="checkbox"/> 8 Once a year |
| <input type="checkbox"/> 4 Weekly | <input type="checkbox"/> 9 Less often |
| <input type="checkbox"/> 5 Several times a month | |

Q5 Could you tell me how you originally became aware of this area of land?

1 Local knowledge/ Always known

2 Friends/family

3 Promotion/press/website/information

4 Other (write in)

.....

Q6 What activities do you plan to do here today? (or have you done while here?)

1 Short stroll/ ambling

2 Dog walking

3 Serious walking/ rambling/ hiking

4 Enjoying the scenery/nature

5 Other (write in)

.....

Q7 Why did you decide to visit this area of land today (rather than anywhere else)? (tick all that apply)

1 Provision of amenities here (café, toilets etc)

2 Attraction of the scenery/landscape

3 Quietness/ remoteness

4 Regularly visit/local

5 Exercise/ health benefits

6 Open Access Land ...GO TO Q9

7 Other (write in)

.....

Q8 Have you heard of Open Access?

1 Yes

2 No

3 Not Sure

Q9 Are you aware that since 2005 this area of land has been designated as Open Access Land?

1 No – not aware of Access Land status **read out:**
Since 2005 this area has been designated as open access land. This means people can walk across mapped areas of open access land without the need to stick to Public Rights of Way, though their right of access may sometimes be restricted for nature conservation, public safety, and land management reasons.
 Now GO TO Q11)

3 Yes – aware of land being Access Land (Go to Q10)

3 Not Sure (Go to Q10)

Q10 Which of the following statements about Open Access would you say are definitely TRUE?

(tick one per row)

| | T | F* |
|---|----------------------------|----------------------------|
| a)All farm land has been opened up to the public | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| b)All grassland has been opened to the public | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| c)People can walk across mapped open access land without the need to stick to Public Rights of Way | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| d)My right of access to open access land may sometimes be restricted for nature conservation/public safety, and land management reasons | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |

*False or don't know

CONFIRM WITH RESPONDENT THAT C AND D ARE TRUE

Q11 Did you manage to get onto this area of land without difficulty? (Stiles, gates, vegetation etc)

1 Yes – no difficulty in getting onto site

2 No – describe difficulties (write in)

.....

.....

Q12 What types of information or signage have you found useful at this area of land today? (tick all that apply)

0 Not seen any signage or information

1 Footpath signs/ Direction sign posts /Finger posts /Way markers

2 Map / information board

3 Danger signs

4 Signs/information relating to Open Access

5 Suggested walks

6 Open Access Symbol

7 Distance markers

8 Access point markers

9 Other (please write in)


.....

.....

| | |
|---|--|
| Q13 Could anything be done to improve your visit today? (tick all that apply) | |
| <input type="checkbox"/> 0 | No – no improvements needed |
| <input type="checkbox"/> 1 | More facilities (picnic areas, toilets) |
| <input type="checkbox"/> 2 | Better parking |
| <input type="checkbox"/> 3 | Easier to get into the site (stiles/gates) |
| <input type="checkbox"/> 4 | Better signage/information |
| <input type="checkbox"/> 5 | Better maintenance/keeping of site |
| <input type="checkbox"/> 6 | Other (please write in) |
| Q14 For your visit today, please estimate the proportions of your walk on this site that was on:....? <i>SHOW MAP</i> | |
| Public rights of way | % |
| Existing tracks and paths that are not public rights of way | % |
| Open access land with no obvious paths | % |

IF 100% on PROW, ASK Q15, otherwise GO TO SECTION 2

| | |
|---|--|
| Q15 Why did you/ have you decided not to walk across open access land and stay on the public right of way? (tick all that apply) | |
| <input type="checkbox"/> 1 | Need more information about Open Access |
| <input type="checkbox"/> 2 | Unsure whether I had permission to stray from the public right of way |
| <input type="checkbox"/> 3 | Unsure which areas are open access land |
| <input type="checkbox"/> 4 | Anxious about getting lost |
| <input type="checkbox"/> 5 | Safer on a public right of way |
| <input type="checkbox"/> 6 | Nothing extra to see by going off public right of way |
| <input type="checkbox"/> 7 | Was unsure if farmer/landowner was present |
| <input type="checkbox"/> 8 | Have a dog and assumed dogs are banned from Open access |
| <input type="checkbox"/> 9 | The Public Right of Way takes me to where I want to be so no need to stray from it |
| <input type="checkbox"/> 10 | Easier to walk on a public right of way (terrain) |
| <input type="checkbox"/> 11 | Thought restrictions were in force |
| <input type="checkbox"/> 12 | Did not want to disturb wildlife or cattle |
| <input type="checkbox"/> 13 | Other (please write in) |

SECTION 2
SHOW MAP OF SITE
Looking at this area shown on the map (POINT OUT BOUNDARY)
Please can you show me on the map where you started your walk or visit today?
And the finish point of your walk (or visit)
 And can you indicate the route taken/likely to be taken while on this area of land?
 Mark entry point with “E”
 Mark route with a solid line 
 Mark exit point with “X”

RESPONDENTS WITH NO DOGS – GO STRAIGHT TO QUESTION 19

RESPONDENTS WITH DOG(S): Q16 onwards

| | |
|---|-------------------------------------|
| Q16 How long have you been bringing your dog to this area of land for walking? | |
| <input type="checkbox"/> 1 | Today is my first visit |
| <input type="checkbox"/> 2 | Less than 1 year |
| <input type="checkbox"/> 3 | More than 1 year and up to 2 years |
| <input type="checkbox"/> 4 | More than 2 years and up to 3 years |
| <input type="checkbox"/> 5 | More than 3 years and up to 5 years |
| <input type="checkbox"/> 6 | More than 5 years |

| Q17 What aspects about this area of land make it good for bringing a dog here? | |
|---|--|
| <i>DO NOT PROMPT - Please ✓ all that apply</i> | |
| <i>Repeat "Any more?" until respondent says No</i> | |
| <input type="checkbox"/> 1 | able to let dog run off lead |
| <input type="checkbox"/> 2 | no/not many other dogs |
| <input type="checkbox"/> 3 | no/not many other people |
| <input type="checkbox"/> 4 | no restrictions on dogs being here |
| <input type="checkbox"/> 5 | dog enjoys it here |
| <input type="checkbox"/> 6 | don't have to pick up dog mess |
| <input type="checkbox"/> 7 | no livestock |
| <input type="checkbox"/> 8 | things for dogs to chase (eg rabbits, birds) |
| <input type="checkbox"/> 9 | nothing in particular/ I like the walk/ convenient walk for me |
| <input type="checkbox"/> 10 | Other (please write in) |
| | |
| | |

| Q18 Under what circumstances do you keep your dog(s) on a lead, to heel off the lead, or free roaming off the lead on this site? | |
|---|--|
| On a public right of Way | <input type="checkbox"/> 1 On lead <input type="checkbox"/> 2 To heel off the lead <input type="checkbox"/> 3 Free Roaming |
| On access land NOT on a PROW | <input type="checkbox"/> 1 On lead <input type="checkbox"/> 2 To heel off the lead <input type="checkbox"/> 3 Free Roaming |
| If wild birds are close by | <input type="checkbox"/> 1 On lead <input type="checkbox"/> 2 To heel off the lead <input type="checkbox"/> 3 Free Roaming |
| If signs/ information say to keep on lead | <input type="checkbox"/> 1 On lead <input type="checkbox"/> 2 To heel off the lead <input type="checkbox"/> 3 Free Roaming |
| If other dogs are close by | <input type="checkbox"/> 1 On lead <input type="checkbox"/> 2 To heel off the lead <input type="checkbox"/> 3 Free Roaming |
| If livestock close by | <input type="checkbox"/> 1 On lead <input type="checkbox"/> 2 To heel off the lead <input type="checkbox"/> 3 Free Roaming |
| In nesting season | <input type="checkbox"/> 1 On lead <input type="checkbox"/> 2 To heel off the lead <input type="checkbox"/> 3 Free Roaming |
| In shooting season | <input type="checkbox"/> 1 On lead <input type="checkbox"/> 2 To heel off the lead <input type="checkbox"/> 3 Free Roaming |

ASK ALL

Finally, so that we can check whether we have a representative sample, please answer the following questions. This information will not be used for anything else.

| Q19 Which of these best describes your age group? | |
|--|----------------------------------|
| <input type="checkbox"/> 1 0-15 | <input type="checkbox"/> 4 35-44 |
| <input type="checkbox"/> 2 16-24 | <input type="checkbox"/> 5 45-59 |
| <input type="checkbox"/> 3 25-34 | <input type="checkbox"/> 6 60+ |

| Q20 Which of these best describes your employment status? | |
|--|------------------------------------|
| <input type="checkbox"/> 1 Employed | <input type="checkbox"/> 3 Student |
| <input type="checkbox"/> 2 Not working | <input type="checkbox"/> 4 Retired |

| Q21 Do you have any longstanding illness or disability? (Code one only) | |
|--|-------------------------------|
| <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No |
| Specify (please write in) | |
| | |

| | |
|--|------------------------------------|
| Q22 Which of these best describes your ethnic grouping? | |
| <input type="checkbox"/> 1 White British | <input type="checkbox"/> 4 Mixed |
| <input type="checkbox"/> 2 White other | <input type="checkbox"/> 5 Black |
| <input type="checkbox"/> 3 Asian | <input type="checkbox"/> 6 Chinese |
| <input type="checkbox"/> 9 Other – specify | |
| Q23 Finally, could you give me your home postcode? | |
| | |

Thank you

SURVEYOR TO COMPLETE FROM OBSERVATION

| | |
|--|--------|
| Record Gender of Respondent | |
| <input type="checkbox"/> 1 | Male |
| <input type="checkbox"/> 2 | Female |
| Group Record | |
| Total Number of people in Group | |
| Number of people in Group with mobility difficulties | |
| Number of dogs in group | |

(One form to be completed by observer once every 60 minutes throughout the observation day)

11. Observation record

| | | |
|-------------------------------------|---|---|
| Time observation commenced | Date of Observation | Site or Survey Unit reference No |
| Site Name | Site Location (Grid Reference) | Weather: (circle all that apply or write in) Warm Cold Sunny Overcast Clear Raining Misty Pleasant Thunder/Lighting Dry Windy Still Unpleasant |

12. Total number of Visitors. Snapshot at time of observation

At start of observation, count total number of visitors, then assess how many are using access land, PRoW or other tracks)

| Total number of visitors | Number of visitors on Rights of Way | Number of visitors on open access land | Visitors on any road/ existing paths and tracks within access land site |
|--------------------------|-------------------------------------|--|---|
| | | | |

13. Inappropriate behaviour. Snapshot at time of observation (Please reference these activities on your map (I/B))

| Please write in inappropriate behaviour observed | Total number of visitors undertaking activity | Number of visitors on PROW undertaking activity | Number of visitors on open access land undertaking activity |
|--|---|---|---|
| Picking flowers | | | |
| Fire risk activity (Cigarette butts/ setting fires/ barbecues/ camp fires) | | | |
| Walking through restricted areas | | | |
| Using a <u>motorised</u> vehicle where not permitted | | | |
| Using a <u>non-motorised</u> vehicle where not permitted | | | |
| Disturbing nesting birds (flushing) | | | |
| Other – specify | | | |

14. Dog activity and adherence to any restrictions in place. Snapshot at time of observation

| Activity / Behaviour | Total number of dogs undertaking activity | Number of dogs on Rights of Way undertaking each activity | Number of dogs on open access land <u>where dogs allowed</u> | Number of dogs on open access land <u>where dogs are excluded</u> |
|---|---|---|--|---|
| On lead | | | | |
| Off lead to heel | | | | |
| Off lead roaming | | | | |
| Controlled and well behaved (i.e. responsive to commands where given) | | | | |
| Uncontrolled and poorly behaved (i.e. unresponsive to commands where given) | | | | |
| Disturbing other visitors/dogs | | | | |
| Disturbing livestock | | | | |
| Disturbing birds/wildlife | | | | |
| Other type of non control | | | | |

15. Visitor Activity – Over 3-5 minutes

Mark on your map where each visitor / group of visitors is at the time of observation (snapshot) with the code for the activity being undertaken at the time (see below codes highlighted in Bold)

Then observe activity at the site for up to 5 minutes or enough time to identify routes being used by people. Record the routes on the map, marking the entry point, route taken and exit point on your map for each group of visitors. Please mark the entrance with an "E", the route with a solid line and the exit with an "X".

| Activity | Total number of visitors | Number of visitors on PRow if visible | Number of visitors on access land |
|---|--------------------------|---------------------------------------|-----------------------------------|
| Actively using open access land rather than PRow routes (OA) | | | |
| Ambling/walking for pleasure (A/W) | | | |
| Rambling/serious walking (R/W) | | | |
| Dog walking (D/W) | | | |
| Dog on lead (DL) | | | |
| Dog off lead (DOF) | | | |
| Running/Jogging (R/J) | | | |
| Enjoying scenery/ bird/nature watching (S/N) | | | |
| Bike riding (B/R) | | | |
| Horse Riding (H/R) | | | |
| Picnics (P/N) | | | |

| | | | |
|------------------------------------|--|--|--|
| Sitting/Resting (S/R) | | | |
| Ball Games/ Other Games (G) | | | |
| Other (O) write in: | | | |

16. Use of Site Signage, Information and Access Infrastructure

| | |
|--|--|
| Use of Signage and information (visibly stopping to observe or read - please detail on map) | |
| Open Access Symbol (OA/S) | |
| Open Access Restrictions notice (OA/R) | |
| Open Access management information <i>(advisory)</i> (OA/M) | |
| Open Access information point (OA/IP) | |
| Other <i>(Please detail)</i> | |

| | |
|---|--|
| Use of Site Access Infrastructure (Please detail on map) | |
| Stile (S) | |
| Gate (G) | |
| Kissing Gate (KG) | |
| Car Park (CP) | |
| Other <i>(Please detail)</i> | |

2008 – Local Monitoring Survey

| | | | | |
|--|---|---|--|--|
| Visitor Questionnaire number: Date:..... / | Site name: OS REF: | Day: <input type="checkbox"/> 1 Monday <input type="checkbox"/> 2 Tuesday <input type="checkbox"/> 3 Wednesday <input type="checkbox"/> 4 Thursday <input type="checkbox"/> 5 Friday <input type="checkbox"/> 6 Saturday <input type="checkbox"/> 7 Sunday Interview: <input type="checkbox"/> 1 On Entry <input type="checkbox"/> 2 Part way through visit/walk <input type="checkbox"/> 3 On Exit | Interviewer name: Site reference or survey Unit No: | Time: : <input type="checkbox"/> 1 Respondent has dog(s) <input type="checkbox"/> 2 No dog with respondent |
|--|---|---|--|--|

**Good Morning/afternoon/evening,
Can you spare some time to take part in a short survey about your visit today?**

| |
|---|
| Q1 Do you live locally, are you on a day trip from home or are you on holiday? |
| <input type="checkbox"/> 1 Live locally |
| <input type="checkbox"/> 2 Day trip from home |
| <input type="checkbox"/> 3 On holiday/ staying away from home |
| Q2a How far did you travel here today from your starting point this morning? |
| Enter approx. mileage |
| Q2b Which main form of transport was used? |
| Write in |
| Q3 How long have you been visiting this area of land? |
| <input type="checkbox"/> 1 Today is my first visit |
| <input type="checkbox"/> 2 Less than 1 year |
| <input type="checkbox"/> 3 More than 1 year and up to 2 years |
| <input type="checkbox"/> 4 More than 2 years and up to 3 years |
| <input type="checkbox"/> 5 More than 3 years and up to 5 years |
| <input type="checkbox"/> 6 More than 5 years |
| Q4 About how often do you visit this area of land? (code one) |
| <input type="checkbox"/> 1 First visit today |
| <input type="checkbox"/> 2 Daily |
| <input type="checkbox"/> 3 Several times a week |
| <input type="checkbox"/> 4 Weekly |
| <input type="checkbox"/> 5 Several times a month |
| <input type="checkbox"/> 6 Monthly |
| <input type="checkbox"/> 7 Several times a year |
| <input type="checkbox"/> 8 Once a year |
| <input type="checkbox"/> 9 Less often |
| Q5 Could you tell me how you originally became aware of this area of land? |
| <input type="checkbox"/> 1 Local knowledge/ Always known |
| <input type="checkbox"/> 2 Friends/family |
| <input type="checkbox"/> 3 Promotion/press/website/information |
| <input type="checkbox"/> 4 Other (write in) |
| |

| |
|--|
| Q6 What activities do you plan to do here today? (or have you done while here?) |
| <input type="checkbox"/> 1 Short stroll/ ambling |
| <input type="checkbox"/> 2 Dog walking |
| <input type="checkbox"/> 3 Serious walking/ rambling/ hiking |
| <input type="checkbox"/> 4 Enjoying the scenery/nature |
| <input type="checkbox"/> 5 Other (write in) |
| |
| Q6a Which is the MAIN activity? |
| Write in code 1 - 5 |

Q7 Why did you decide to visit this area of land today (rather than anywhere else)? (tick all that apply)

1 Provision of amenities here (café, toilets)

2 Attraction of the scenery/landscape

3 Quietness/ remoteness

4 Regularly visit/local

5 Exercise/ health benefits

6 Open Access Land ...GO TO Q9

7 Other (write in)

.....

Q8 Have you heard of Open Access?

1 Yes

2 No

3 Not Sure

Q9 Would you say the following statements about Open Access are TRUE or FALSE?
(tick one per row)

| | T | F | DK |
|---|----------------------------|----------------------------|----------------------------|
| a)All farm land has been opened up to the public | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| b)All grassland has been opened to the public | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| c)People can walk across mapped open access land without the need to stick to Public Rights of Way | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| d)My right of access to open access land may sometimes be restricted for nature conservation/public safety, and land management reasons | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |

CONFIRM WITH RESPONDENT THAT C AND D ARE TRUE

Q10 Are you aware that since 2005 this area of land has been designated as Open Access Land?

1 Yes

2 No - read statement

3 Not Sure - read statement

If not aware - read out:

Since 2005 this area has been designated as open access land. This means people can walk across mapped areas of open access land without the need to stick to Public Rights of Way, though their right of access may sometimes be restricted for nature conservation, public safety, and land management reasons.

Q11 Did you manage to get onto this area of land without difficulty? (Stiles, gates, vegetation etc)

1 Yes – no difficulty in getting onto site

2 No – describe difficulties (write in)

.....

.....

Q12 What types of information or signage have you found useful at this area of land today? (tick all that apply)

0 Not seen any signage or information

1 Footpath signs/ Direction sign posts /Finger posts /Way markers

2 Map / information board

3 Danger signs

4 Signs/information relating to Open Access

5 Suggested walks

6 Open Access Symbol

7 Distance markers

8 Access point markers

9 Other (please write in)

.....

.....

| | |
|--|--|
| Q13 Could anything be done to improve your visit today? (tick all that apply) | |
| <input type="checkbox"/> 0 | No – no improvements needed |
| <input type="checkbox"/> 1 | More facilities (picnic areas, toilets) |
| <input type="checkbox"/> 2 | Better parking |
| <input type="checkbox"/> 3 | Easier to get into the site (stiles/gates) |
| <input type="checkbox"/> 4 | Better signage/information |
| <input type="checkbox"/> 5 | Better maintenance/keeping of site |
| <input type="checkbox"/> 6 | Other (please write in) |

| | |
|---|---|
| Q14 For your visit today, please estimate the proportions of your walk on this site that was on:...? | |
| <i>SHOW MAP</i> | |
| Public rights of way | % |
| Existing tracks and paths that are not public rights of way | % |
| Open access land with no obvious paths | % |

IF 100% on PROW, ASK Q15, otherwise GO TO SECTION 2

| | |
|---|--|
| Q15 Why did you/ have you decided not to walk across open access land and stay on the public right of way? (tick all that apply) | |
| <input type="checkbox"/> 1 | Need more information about Open Access |
| <input type="checkbox"/> 2 | Unsure whether I had permission to stray from the public right of way |
| <input type="checkbox"/> 3 | Unsure which areas are open access land |
| <input type="checkbox"/> 4 | Anxious about getting lost |
| <input type="checkbox"/> 5 | Safer on a public right of way |
| <input type="checkbox"/> 6 | Nothing extra to see by going off public right of way |
| <input type="checkbox"/> 7 | Was unsure if farmer/landowner was present |
| <input type="checkbox"/> 8 | Have a dog and assumed dogs are banned from Open access |
| <input type="checkbox"/> 9 | The Public Right of Way takes me to where I want to be so no need to stray from it |
| <input type="checkbox"/> 10 | Easier to walk on a public right of way (terrain) |
| <input type="checkbox"/> 11 | Thought restrictions were in force |
| <input type="checkbox"/> 12 | Did not want to disturb wildlife or cattle |
| <input type="checkbox"/> 13 | Other (please write in) |

SECTION 2
SHOW MAP OF SITE
Looking at this area shown on the map (POINT OUT BOUNDARY)
Please can you show me on the map where you started your walk or visit today?
And the finish point of your walk (or visit)
 And can you indicate the route taken/likely to be taken while on this area of land?
 Mark entry point with “E”
 Mark route with a solid line
 Mark exit point with “X”

RESPONDENTS WITH NO DOGS – GO STRAIGHT TO QUESTION 19

RESPONDENTS WITH DOG(S): Q16 onwards

| | |
|---|-------------------------------------|
| Q16 How long have you been bringing your dog to this area of land for walking? | |
| <input type="checkbox"/> 1 | Today is my first visit |
| <input type="checkbox"/> 2 | Less than 1 year |
| <input type="checkbox"/> 3 | More than 1 year and up to 2 years |
| <input type="checkbox"/> 4 | More than 2 years and up to 3 years |
| <input type="checkbox"/> 5 | More than 3 years and up to 5 years |
| <input type="checkbox"/> 6 | More than 5 years |

| | |
|---|--|
| Q17 What aspects about this area of land make it good for bringing a dog here? | |
| <i>DO NOT PROMPT - Please ✓ all that apply</i> | |
| <i>Repeat "Any more?" until respondent says No</i> | |
| <input type="checkbox"/> 1 | able to let dog run off lead |
| <input type="checkbox"/> 2 | no/not many other dogs |
| <input type="checkbox"/> 3 | no/not many other people |
| <input type="checkbox"/> 4 | no restrictions on dogs being here |
| <input type="checkbox"/> 5 | dog enjoys it here |
| <input type="checkbox"/> 6 | don't have to pick up dog mess |
| <input type="checkbox"/> 7 | no livestock |
| <input type="checkbox"/> 8 | things for dogs to chase (eg rabbits, birds) |
| <input type="checkbox"/> 9 | nothing in particular/ I like the walk/ convenient walk for me |
| <input type="checkbox"/> 1 | Other (please write in) |
| 0 | |
| | |

| | |
|---|---|
| Q18 Under what circumstances do you keep your dog(s) on a lead, to heel off the lead, or free roaming off the lead on this site? | |
| On a public right of Way | <input type="checkbox"/> 1 On lead |
| | <input type="checkbox"/> 2 To heel off the lead |
| | <input type="checkbox"/> 3 Free Roaming |
| On access land NOT on a PROW | <input type="checkbox"/> 1 On lead |
| | <input type="checkbox"/> 2 To heel off the lead |
| | <input type="checkbox"/> 3 Free Roaming |
| If wild birds are close by | <input type="checkbox"/> 1 On lead |
| | <input type="checkbox"/> 2 To heel off the lead |
| | <input type="checkbox"/> 3 Free Roaming |
| If signs/ information say to keep on lead | <input type="checkbox"/> 1 On lead |
| | <input type="checkbox"/> 2 To heel off the lead |
| | <input type="checkbox"/> 3 Free Roaming |
| If other dogs are close by | <input type="checkbox"/> 1 On lead |
| | <input type="checkbox"/> 2 To heel off the lead |
| | <input type="checkbox"/> 3 Free Roaming |
| If livestock close by | <input type="checkbox"/> 1 On lead |
| | <input type="checkbox"/> 2 To heel off the lead |
| | <input type="checkbox"/> 3 Free Roaming |
| In nesting season | <input type="checkbox"/> 1 On lead |
| | <input type="checkbox"/> 2 To heel off the lead |
| | <input type="checkbox"/> 3 Free Roaming |
| In shooting season | <input type="checkbox"/> 1 On lead |
| | <input type="checkbox"/> 2 To heel off the lead |
| | <input type="checkbox"/> 3 Free Roaming |

ASK ALL

Finally, so that we can check whether we have a representative sample, please answer the following questions. This information will not be used for anything else.

| | |
|--|------------------------------------|
| Q19 Which of these best describes your age group? | |
| <input type="checkbox"/> 1 Under 18 | <input type="checkbox"/> 5 45 – 54 |
| <input type="checkbox"/> 2 18 - 24 | <input type="checkbox"/> 6 55 – 64 |
| <input type="checkbox"/> 3 25 – 34 | <input type="checkbox"/> 7 65 – 74 |
| <input type="checkbox"/> 4 35 - 44 | <input type="checkbox"/> 8 75+ |
| Q20 Which of these best describes your employment status? | |
| <input type="checkbox"/> 1 Employed | <input type="checkbox"/> 3 Student |
| <input type="checkbox"/> 2 Not working | <input type="checkbox"/> 4 Retired |
| Q21 Do you have any longstanding illness or disability? (Code one only) | |
| <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No |
| Specify (please write in) | |
| | |

| | |
|--|------------------------------------|
| Q22 Which of these best describes your ethnic grouping? | |
| <input type="checkbox"/> 1 White British | <input type="checkbox"/> 4 Mixed |
| <input type="checkbox"/> 2 White other | <input type="checkbox"/> 5 Black |
| <input type="checkbox"/> 3 Asian | <input type="checkbox"/> 6 Chinese |
| <input type="checkbox"/> 9 Other – specify | |
| Q23 Finally, could you give me your home postcode? | |
| | |

Thank you

SURVEYOR TO COMPLETE FROM OBSERVATION

| | |
|--|--|
| Record Gender of Respondent | |
| <input type="checkbox"/> 1 Male | |
| <input type="checkbox"/> 2 Female | |
| Group Record | |
| Total Number of people in Group | |
| Number of people in Group with mobility difficulties | |
| Number of dogs in group | |

(One form to be completed by observer once every 60 minutes throughout the observation day – observation to cover 5-10 minute period, recording direction of movements of observed visitors on all visible land within SITE BOUNDARY as shown on map. Check for any site restrictions / closures)

17. Observation record

| | | |
|-------------------------------------|---|---|
| Time observation commenced | Date of Observation | Site or Survey Unit reference No |
| Site Name | Site Location (Grid Reference) | Weather: (circle all that apply or write in) Warm Cold Sunny Overcast Clear Raining Misty Pleasant Thunder/Lighting Dry Windy Still Unpleasant |

18. Total number of Visitors. Snapshot at time of observation

At start of observation, count total number of visitors within site boundary then assess how many are using access land, PROW or other tracks) Repeat at end of observation period.

| Observation Period | Number of visitors on Rights of Way | Number of Visitors on other tracks / paths within access land site | Number of visitors on open access land (i.e. wandering, not on or following any visible path) | Total number of visitors |
|--------------------|-------------------------------------|--|---|--------------------------|
| At Start | | | | |
| After 5/10 mins | | | | |

Mark on your map where each visitor / group of visitors and dogs is over the time of observation with the code for the activity being undertaken at the time (see below codes highlighted in Bold). Mark entry point with an “E”, the route with a solid line, and the exit with an “X” and the route with a solid line.

Ensure distinction between Public Rights of Way (PROW) and other paths/tracks that are not PROW.

| Visitor activity | Number of visitors on PROW/ public roads | Number of visitors on other tracks/ paths | Number of visitors on access land (i.e. wandering, not on or following any visible path) | Total number of visitors |
|---|--|---|--|--------------------------|
| <i>Note: Count each group only once per Observation. If location of activity changes over observation period record the starting position as on PROW/other path/on access land etc.</i> | | | | |
| Actively using open access land or tracks/paths rather than PROW (OA) | | | | |
| Ambling/walking for pleasure (A/W) | | | | |
| Rambling/serious walking (R/W) | | | | |
| Dog walker (D/W) | | | | |
| Dog on lead (DL) | | | | |
| Dog off lead (DOF) | | | | |
| Running/Jogging (R/J) | | | | |
| Enjoying scenery/ bird/nature watching (S/N) | | | | |
| Bike riding (B/R) | | | | |
| Horse Riding (H/R) | | | | |

| | | | | |
|-----------------------------|--|--|--|--|
| Picnics (P/N) | | | | |
| Sitting/Resting (S/R) | | | | |
| Ball Games/ Other Games (G) | | | | |
| Other (O) write in: | | | | |

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| Behaviour without statutory rights <i>Reference these activities on your map with codes</i> | Number of visitors on PROW/ public roads | Number of visitors on other tracks/ paths | Number of visitors on access land (i.e. wandering, not on or following any | Total number of visitors |
|---|---|--|---|---------------------------------|
| Picking flowers (P/F) | | | | |
| Fire risk activity (Dropping cigarette butts/ setting fires/ barbecues/ camp fires) (F/R) | | | | |
| Walking through restricted areas (W/R) | | | | |
| Using a <u>motorised</u> vehicle where not permitted (M/V) | | | | |
| Using a <u>non-motorised</u> vehicle where not permitted (N/V) | | | | |
| Disturbing nesting birds (flushing) (D/B) | | | | |
| Other | | | | |

| 2. Dog activity and adherence to any restrictions in place <i>Record number of dogs by location and behaviour</i> | Number of dogs on PROW / public roads | Number of Dogs on other tracks/ paths | Number of dogs on open access land (i.e. wandering off paths) <u>where dogs</u> | | Total number of dogs ... |
|---|--|--|--|----------------------------|---------------------------------|
| | | | <u>allowed</u> | <u>are excluded</u> | |
| On lead | | | | | |
| Off lead to heel | | | | | |
| Off lead roaming | | | | | |
| Controlled and well behaved (i.e. responsive to commands where given) | | | | | |
| Uncontrolled and poorly behaved (i.e. unresponsive to commands where given) | | | | | |
| Disturbing other visitors/dogs | | | | | |
| Disturbing livestock | | | | | |
| Disturbing birds/wildlife | | | | | |
| Other type of non control | | | | | |

| Use of Signage and information (visibly stopping to observe or read - please detail on map and write in numbers seen over observation period) | |
|---|--|
| Open Access Symbol (just the symbol) (OAS) | |
| Open Access Restrictions notice (just about site-specific restrictions) (OAR) | |
| Open Access management information (advisory) (OAM) | |
| Open Access information point (OA/IP) | |
| Other (Please detail) | |
| | |
| | |
| | |
| | |

| Use of Site Access Infrastructure - Please detail on map and write in numbers seen over observation period) | | | |
|---|--|-------------------|--|
| Stile (S) | | Gate (G) | |
| Car Park (CP) | | Kissing Gate (KG) | |
| Other (Please detail) | | | |
| | | | |
| | | | |
| | | | |
| | | | |

Weighting of Data

The number of survey days in the National Monitoring increased in 2007 from that in 2006, and the extent of the Local Monitoring surveys differed between 2007 and 2008. The number of survey days at a site ranged from 3 to 7 at the NM sites (average 3.7), and from 1 to 7 at the LM sites (average 2.8). In simply combining the data from the different sources and years, those sites where more survey days were conducted could skew the results. Therefore the interview survey data has been weighted, by site and by year, to represent an equivalent number of days per site.

The following procedure demonstrates how the survey data has been weighted to an equivalent number of days per site.

In the example, the total number of interviews recorded was 35, at four sites, each from a different number of survey days: 3.5 on average. The interview rates varied from 0.5 per day to 4.67 per day. Had only one day's survey been conducted at each site, 11.07 interviews would have been expected. However the total interviews was 35; the ratio of total interviews to interviews per day is 3.16. The weight to be applied is therefore:

$$3.16 \times (1/Z)$$

where Z= number of survey days at that site

| | Survey Days (Z) | Interviews | Interviews per day | 1 / survey days | Weight | Weighted Interviews |
|--------------|-----------------|------------|--------------------|-----------------|--------|---------------------|
| Site A | 2 | 7 | 3.50 | 0.50 | 1.58 | 11.07 |
| Site B | 3 | 14 | 4.67 | 0.33 | 1.05 | 14.76 |
| Site C | 4 | 2 | 0.50 | 0.25 | 0.79 | 1.58 |
| Site D | 5 | 12 | 2.40 | 0.20 | 0.63 | 7.59 |
| TOTAL | 14 | 35 | 11.07 | | | 35 |
| | | | 3.16 | | | |

So at Site A, where only two survey days were conducted, the weighting factor is greater than 1, whereas at Site 5 it is less than one as more than the average number of days were surveyed.

For the CROW Surveys, the number of interviews by year is:

- 2006 487
- 2007 1837
- 2008 2230

To retain the number of interviews by year the weightings are calculated separately for each year. The weights are shown in the table below.

| National Sample Sites | 2006 | | | 2007 | | | 2008 | | |
|------------------------------|------|------|--------|------|------|--------|------|------|--------|
| | Days | Ints | Weight | Days | Ints | Weight | Days | Ints | Weight |
| 1 Adley Moor Common | 3 | 1 | 1.069 | 3 | 1 | 0.848 | 3 | 2 | 1.119 |
| 2 Alresford | 3 | 18 | 1.069 | 4 | 16 | 0.636 | 4 | 12 | 0.839 |
| 3 Baildon Moor | 3 | 8 | 1.069 | 3 | 9 | 0.848 | 3 | 8 | 1.119 |
| 5 Burbage Common | 3 | 56 | 1.069 | 3 | 61 | 0.848 | 3 | 73 | 1.119 |
| 7 Decoy Heath | 3 | 10 | 1.069 | 4 | 27 | 0.636 | 4 | 9 | 0.839 |
| 8 Dunnockshaw Woodland | 3 | 10 | 1.069 | 6 | 26 | 0.424 | 6 | 11 | 0.559 |
| 10 Grassthorpe Holme | 3 | 9 | 1.069 | 4 | 35 | 0.636 | 4 | 35 | 0.839 |
| 11 Kestlemerris Farm | 3 | 10 | 1.069 | 4 | 1 | 0.636 | 4 | 2 | 0.839 |
| 12 Malvern Hills | 4 | 59 | 0.802 | 7 | 134 | 0.363 | 7 | 177 | 0.479 |
| 13 Merrow Downs | 3 | 17 | 1.069 | 3 | 14 | 0.848 | 3 | 66 | 1.119 |
| 14 Middleham Low Moor | 3 | 10 | 1.069 | 4 | 14 | 0.636 | 4 | 5 | 0.839 |
| 15 Moorside | 3 | 21 | 1.069 | 3 | 17 | 0.848 | 3 | 15 | 1.119 |
| 17 Severn Ham | 3 | 21 | 1.069 | 3 | 47 | 0.848 | 3 | 25 | 1.119 |
| 18 Silvington Common | 3 | 4 | 1.069 | 3 | 3 | 0.848 | 3 | 2 | 1.119 |
| 20 The Comp | 3 | 9 | 1.069 | 3 | 0 | 0.848 | 3 | 9 | 1.119 |
| 21 The Mens | 3 | 5 | 1.069 | 3 | 8 | 0.848 | 3 | 11 | 1.119 |
| 23 Waldrige Fell | 3 | 16 | 1.069 | 3 | 14 | 0.848 | 3 | 14 | 1.119 |
| 24 Wardle Brook | 3 | 12 | 1.069 | 3 | 17 | 0.848 | 3 | 18 | 1.119 |
| 25 Whitworth Higher End Moor | 3 | 5 | 1.069 | 3 | 4 | 0.848 | 3 | 2 | 1.119 |
| 26 Wisley Common | 3 | 6 | 1.069 | 3 | 0 | 0.848 | 3 | 13 | 1.119 |
| 32 Wilbraham | 3 | 0 | 1.069 | 3 | 1 | 0.848 | 3 | 0 | 1.119 |
| 33 Doddington North Moor | 3 | 0 | 1.069 | 3 | 2 | 0.848 | 3 | 0 | 1.119 |
| 34 Long Ridge Crag | 3 | 1 | 1.069 | 3 | 0 | 0.848 | 3 | 0 | 1.119 |
| 35 Sandyford Moor | 3 | 1 | 1.069 | 6 | 0 | 0.424 | 6 | 0 | 0.559 |
| 36 Ringmere Plantation | 3 | 1 | 1.069 | 3 | 0 | 0.848 | 3 | 0 | 1.119 |
| 97 Whitehall Plantation | 3 | 0 | 1.069 | 3 | 0 | 0.848 | 3 | 0 | 1.119 |

| | | 2006 | | | 2007 | | | 2008 | | |
|---|---|------|------|------------|------|------|------------|------|------|------------|
| | | Days | Ints | Weigh t | Days | Ints | Weigh t | Days | Ints | Weigh t |
| Bowland Fells | | | | | | | | | | |
| 4 Jubilee Tower | N | 4 | 30 | 0.802 | 4 | 10 | 0.636 | 4 | 16 | 0.839 |
| 31 Langden Brook | N | 0 | 0 | - | 3 | 37 | 0.848 | 3 | 22 | 1.119 |
| 37 Parlick | L | 0 | 0 | - | 2 | 12 | 1.272 | 2 | 27 | 1.678 |
| 38 Whitendale | L | 0 | 0 | - | 3 | 32 | 0.848 | 2 | 6 | 1.678 |
| Sunbiggin Tarn | | | | | | | | | | |
| 9 Sunbiggin Tarn | N | 3 | 36 | 1.069 | 4 | 46 | 0.636 | 4 | 34 | 0.839 |
| 9 Sunbiggin Tarn | L | 0 | 0 | - | 1 | 4 | 2.544 | 1 | 4 | 3.356 |
| North Norfolk Coast | | | | | | | | | | |
| 16 Holme Dunes | N | 4 | 20 | 0.802 | 4 | 8 | 0.636 | 4 | 61 | 0.839 |
| 29 Brancaster Beach | N | 0 | 0 | - | 4 | 50 | 0.636 | 3 | 51 | 0.839 |
| South Pennine Moors | | | | | | | | | | |
| 19 Ilkley Moor | N | 4 | 17 | 0.802 | 4 | 7 | 0.636 | 4 | 14 | 0.839 |
| 28 Bingley Moor | N | 0 | 0 | - | 3 | 15 | 0.848 | 3 | 10 | 1.119 |
| Canford Heath | | | | | | | | | | |
| 6 Canford Heath | N | 3 | 37 | 1.069 | 6 | 61 | 0.424 | 6 | 89 | 0.559 |
| 6 Canford Heath | L | 0 | 0 | - | 1 | 49 | 2.544 | 4 | 125 | 0.839 |
| North Pennines AONB | | | | | | | | | | |
| 22 Cow Green | N | 3 | 37 | 1.069 | 3 | 60 | 0.848 | 3 | 34 | 1.119 |
| 30 Holwick | N | 0 | 0 | - | 3 | 11 | 0.848 | 3 | 17 | 1.119 |
| 63 Bruthwaite Forest /Hallbankgate Side | L | 0 | 0 | - | 2 | 10 | 1.272 | 3 | 23 | 1.119 |
| 64 Geltsdale | L | 0 | 0 | - | 2 | 34 | 1.272 | 3 | 52 | 1.119 |
| 65 Blanchland | L | 0 | 0 | - | 3 | 26 | 0.848 | 3 | 20 | 1.119 |
| 66 Hartside North / South | L | 0 | 0 | - | 2 | 4 | 1.272 | 3 | 4 | 1.119 |
| 67 Flinty Fell | L | 0 | 0 | - | 1 | 0 | 2.544 | 2 | 1 | 1.678 |
| 68 Rotherhope Fell | L | 0 | 0 | - | 3 | 8 | 0.848 | 1 | 3 | 3.356 |
| 69 Red Carle | L | 0 | 0 | | 3 | 0 | 0.848 | 3 | 0 | 1.119 |
| 70 Dufton / High Cup Nick | L | 0 | 0 | | 1 | 5 | 2.544 | 2 | 16 | 1.678 |
| 71 Mickleton Moor | L | 0 | 0 | | 1 | 0 | 2.544 | 4 | 2 | 0.839 |
| 72 Coldberry | L | 0 | 0 | | 1 | 2 | 2.544 | 4 | 6 | 0.839 |
| 73 Crossthwaite Common (incl South) | L | 0 | 0 | | 4 | 16 | 0.636 | 7 | 18 | 0.479 |
| 74 Whitfield Moor | L | 0 | 0 | | 0 | | | 2 | 0 | 1.678 |
| 86 Broad Meadows/ Well Hope | L | 0 | 0 | | 0 | 0 | | 1 | 1 | 3.356 |
| 87 Snope Common | L | 0 | 0 | | 0 | 0 | | 1 | 1 | 3.356 |
| 93 Coanwood | L | 0 | 0 | | 0 | 0 | | 1 | 0 | 3.356 |
| 94 Knight's Cleugh | L | 0 | 0 | | 0 | 0 | | 1 | 0 | 3.356 |
| 95 Knockshield Moor | L | 0 | 0 | | 0 | 0 | | 1 | 0 | 3.356 |
| 96 Middleton Teesdale | L | 0 | 0 | | 0 | 0 | | 1 | 8 | 3.356 |

| | | 2006 | | | 2007 | | | 2008 | | |
|-------------------------------------|---|------|------|--------|------|------|--------|------|------|--------|
| | | Days | Ints | Weight | Days | Ints | Weight | Days | Ints | Weight |
| Cumbria | | | | | | | | | | |
| 39 Drigg Coast | L | 0 | 0 | | 2 | 26 | 1.272 | 1 | 5 | 3.356 |
| 40 High Park / Whillimoor Fell | L | 0 | 0 | | 4 | 2 | 0.636 | 1 | 0 | 3.356 |
| 41 North Walney | L | 0 | 0 | | 2 | 17 | 1.272 | 2 | 16 | 1.678 |
| 42 Bowness Common / Solway Moss | L | 0 | 0 | | 2 | 1 | 1.272 | 1 | 0 | 3.356 |
| 43 The Helm | L | 0 | 0 | | 2 | 19 | 1.272 | 1 | 10 | 3.356 |
| 85 Wan Fell | L | 0 | 0 | | 0 | 0 | | 2 | 2 | 1.678 |
| Dorset | | | | | | | | | | |
| 44 Eggardon Hill | L | 0 | 0 | | 3 | 43 | 0.848 | 1 | 3 | 3.356 |
| 45 Fontmell Down | L | 0 | 0 | | 1 | 10 | 2.544 | 2 | 16 | 1.678 |
| 46 Purbeck Ridge / Godlingston Hill | L | 0 | 0 | | 1 | 7 | 2.544 | 3 | 17 | 1.119 |
| 47 The Giant, Cerne Abbas | L | 0 | 0 | | 2 | 44 | 1.272 | 1 | 11 | 3.356 |
| 54 Higher Hill Plush / Nettlescombe | L | 0 | 0 | | 3 | 5 | 0.848 | 0 | 0 | - |
| 56 Hambury Tout / Lulworth | L | 0 | 0 | | 4 | 63 | 0.636 | 1 | 15 | 3.356 |
| Dorset Heaths | | | | | | | | | | |
| 49 David's Hill | L | 0 | 0 | | 2 | 20 | 1.272 | 0 | 0 | - |
| 50 Avon Heath – Boundary Lane | L | 0 | 0 | | 3 | 47 | 0.848 | 0 | 0 | - |
| 51 Avon Heath – Country Park | L | 0 | 0 | | 1 | 7 | 2.544 | 0 | 0 | - |
| 52 Coombe Heath / Arne | L | 0 | 0 | | 2 | 16 | 1.272 | 4 | 44 | 0.839 |
| 53 Dewlands Common | L | 0 | 0 | | 3 | 23 | 0.848 | 3 | 16 | 1.119 |
| 55 Great Ovens | L | 0 | 0 | | 1 | 12 | 2.544 | 4 | 50 | 0.839 |
| 57 Lytchetts | L | 0 | 0 | | 2 | 7 | 1.272 | 4 | 15 | 0.839 |
| 58 Stoborough Heath | L | 0 | 0 | | 2 | 1 | 1.272 | 4 | 13 | 0.839 |
| 59 Winfrith Heath | L | 0 | 0 | | 1 | 14 | 2.544 | 5 | 53 | 0.671 |
| 60 Turbary Common | L | 0 | 0 | | 2 | 27 | 1.272 | 3 | 35 | 1.119 |
| 61 Upton Heath | L | 0 | 0 | | 2 | 134 | 1.272 | 3 | 126 | 1.119 |
| 62 Lions Hill | L | 0 | 0 | | 1 | 0 | 2.544 | 4 | 12 | 0.839 |
| 88 Ferndown Common | L | 0 | 0 | | 0 | 0 | | 4 | 40 | 0.839 |
| 89 Parley | L | 0 | 0 | | 0 | 0 | | 4 | 34 | 0.839 |
| 92 Town Common | L | 0 | 0 | | 0 | 0 | | 4 | 57 | 0.839 |
| Suffolk | | | | | | | | | | |
| 75 Dunwich Heath | L | 0 | 0 | | 2 | 36 | 1.272 | 4 | 87 | 0.839 |
| 76 Walberswick Common | L | 0 | 0 | | 2 | 44 | 1.272 | 4 | 50 | 0.839 |
| 77 Sutton Heath | L | 0 | 0 | | 2 | 43 | 1.272 | 4 | 105 | 0.839 |
| 78 Cavenham Heath | L | 0 | 0 | | 2 | 16 | 1.272 | 0 | 0 | - |
| 79 Westleton Heath | L | 0 | 0 | | 2 | 22 | 1.272 | 4 | 64 | 0.839 |
| 80 Knettishall Common | L | 0 | 0 | | 2 | 36 | 1.272 | 4 | 70 | 0.839 |

| | | 2006 | | | 2007 | | | 2008 | | |
|------------------------|---|------|------|--------|------|------|--------|------|------|--------|
| | | Days | Ints | Weight | Days | Ints | Weight | Days | Ints | Weight |
| Lancashire | | | | | | | | | | |
| 81 Browns Houses | L | 0 | 0 | | 2 | 24 | 1.272 | 0 | 0 | - |
| 82 Jenny Brown's Point | L | 0 | 0 | | 2 | 13 | 1.272 | 1 | 9 | 3.356 |
| Shropshire | | | | | | | | | | |
| 83 Stiperstones | L | 0 | 0 | | 3 | 73 | 0.848 | 2 | 35 | 1.678 |
| 84 The Long Mynd | L | 0 | 0 | | 3 | 27 | 0.848 | 3 | 46 | 1.119 |

Estimate of Number of Trips per year

An estimate of the number of trips made per year by visitors has been made whereby daily visits equal 365 per year, monthly visits as 12 per year etc, to provide a comparison of the relative numbers visiting sites. Note that this estimate does not represent total visits, as it is only based on those people interviewed. It does not include group size.

Estimates based on trips per year as follows:

| | |
|-----------------------|-----|
| Daily | 365 |
| Several Times a week | 130 |
| Weekly | 52 |
| Several Times a month | 25 |
| Monthly | 12 |
| Several Times a year | 6 |
| Once a year | 1 |
| Less Often | 0.5 |

Visitor Numbers

No counts were made as part of the survey. In order to produce a measure by which the relative busyness of a site can be compared with another, a five point scale index has been developed, for both visitor numbers and dog numbers.

It should be recognised that this does not purport to be an accurate representation of visitors or dogs, as it based on a series of other estimates. The observation survey recorded periodic counts of people visible on an hourly (or half hourly) basis but no systematic recording of the visitor numbers. As part of the interview survey, people were asked how often they visit the site and from this variable an estimate of the number of trips made annually has been made. The size of the group was also recorded from which the respondent was selected. Using a combination of these data, an estimate of the 'busyness' of each site can be made.

The technique used is to consider the overall range of data across all sites, over all three years, and identify the 20th, 40th, 60th and 80th percentile values.

Indices are then applied such that 1= results in the lowest group, below 20th percentile, 2= results between the 20th and 40th percentiles etc.

Stage 1

For each site, the number of people interviewed is multiplied by the group size, and the number of trips made per year. This is then factored down by the number of survey days conducted to give an equal number of days per site.

Stage 2

For the observation survey data, the total number of visitors observed is factored down by the number of survey days conducted to give an equal number of days per site. This is then factored up by 260, to give an estimate of the number of visitors per year. The surveys were conducted over summer when 71% of visits are made; hence factoring by 365 would overestimate the visitor numbers. The figure of 260 is derived as follows:

Based on 2100 records where asked time of year visited

| | N | % | Days per quarter | | |
|----------|------|----|------------------|------|-----------------------------|
| All year | 1361 | 65 | | | |
| Spring | 1499 | 71 | 91.25 | 65.1 | proportion x number of days |
| Summer | 1634 | 78 | 91.25 | 71.0 | |
| Autumn | 1489 | 71 | 91.25 | 64.7 | |
| Winter | 1386 | 66 | 91.25 | 60.2 | |
| | | | | 261 | Sum |

round to 260

Stage 3

An average is then taken of the annual estimates from the interview survey and the observation survey, for each year individually and then across all years.

Stage 4

Using the ALL YEARS average, the 20th, 40th, 60th and 80th percentiles are found. The index is then applied based on these percentiles, for each year and overall.

The same approach is then applied to the numbers of dogs from the interview and observation surveys.

Where no data exists for a site for any year no index is given.

The following ranges apply for the measures considered, for example, a site with 200 visitors and 100 dogs per day has a Visitor Index of 2 and a Dog Index of 2. All values have been taken on a per day basis to allow for there having been different numbers of surveys conducted at sites and each year.

Visitor and Dog Indices

| Percentile | Visitor Numbers | Dogs | Index | Description |
|-------------------|------------------------|-------------|--------------|--------------------|
| 0 | 0 | 0 | 1 | Very low use |
| 0.2 | 213 | 30 | 2 | Low use |
| 0.4 | 1386 | 283 | 3 | Average use |
| 0.6 | 3415 | 683 | 4 | High use |
| 0.8 | 5366 | 1916 | 5 | Very high use |

Spatial Analysis

As part of the Interview Survey, respondents were asked to describe, with the aid of a map of the site, where they had walked, or if just arrived, where they intended to walk. In 2006, hand held data capture devices (PDA) were used to record this information at some sites whereas other sites used paper maps and this route information was later transferred to computer. The size of the map screen on PDAs was limiting at larger sites, and there was a tendency to use paper maps in 2007 and 2008.

Observation surveys were undertaken periodically, recording by activity the locations of anyone, and any dog, seen at the site at the time of observations. Again in 2006 some of this recording was carried out using PDAs, and some on paper.

Key outputs from the surveys have been the production of plans and the analysis of spatial information across all the sites. GIS package MapInfo has been used to produce visual plots of the sites and conduct a series of spatial analyses to highlight trends in user behaviour.

The key areas where spatial analysis has been used to isolate behavioural trends include:

- **Dog Walker Behaviour** – establishing the movement patterns of those choosing to use access land to walk dogs;
- **Non-Dog Walker Behaviour** – establishing the movement patterns of those choosing to use access land to walk dogs;
- **Dog Behaviour** – analysis of the observed dog behaviour by location;
- **Inappropriate Behaviour** – highlighting those users on access land who were engaging in behaviour deemed inappropriate under the access land usage rules;
- **Activities** – categorising users of access land by their chosen activity (excluding walking/dog walking);
- **Walking Routes & Lengths** – analysing the total walk lengths that users undertake whilst on access land, including where they choose to walk;
- **Access Mode** – analysing where people have travelled from to access the site and how they choose to travel;
- **Key Interactions with Land Designations** – highlighting any trends of land usage by land type and whether restrictions/designations have influenced peoples movements; and
- **Entry & Exit Points Analysis** – Highlight where people choose to enter/exit access land.

In addition, Faber Maunsell has provided a GIS dataset that comprises the base tables from which all this information was derived. Further analyses of the base data are possible, depending on the aims of any future research. The data has been collected across three years and has been standardised as much as possible.

Database Table

| GIS Database | Collection Method | Component Databases |
|------------------------------------|---------------------------------------|---|
| Year One Interviewee Walk Routes | PDA & Interviewer Administered Survey | <ul style="list-style-type: none"> ■ Interviews conducted during the dog restriction period (1st March – 31st July) ■ Interviews conducted during the unrestricted dog period (31st July – 1st March) |
| Year Two Interviewee Walk Routes | Interviewer Administered Survey | <ul style="list-style-type: none"> ■ Interviews conducted during the dog restriction period (1st March – 31st July) ■ Interviews conducted during the unrestricted dog period (31st July – 1st March) |
| Year Three Interviewee Walk Routes | Interviewer Administered Survey | <ul style="list-style-type: none"> ■ Interviews conducted during the dog restriction period (1st March – 31st July) ■ Interviews conducted during the unrestricted dog period (31st July – 1st March) |
| Year One Observations | PDA & Interviewer Administered Survey | <ul style="list-style-type: none"> ■ Observations conducted during the dog restriction period (1st March – 31st July) ■ Observations conducted during the unrestricted dog period (31st July – 1st March) |
| Year Two Observations | Interviewer Administered Survey | <ul style="list-style-type: none"> ■ Observations conducted during the dog restriction period (1st March – 31st July) |

| | | |
|-------------------------|---------------------------------|---|
| | | <ul style="list-style-type: none"> ■ Observations conducted during the unrestricted dog period (31st July – 1st March) |
| Year Three Observations | Interviewer Administered Survey | <ul style="list-style-type: none"> ■ Observations conducted during the dog restriction period (1st March – 31st July) ■ Observations conducted during the unrestricted dog period (31st July – 1st March) |

Dataset Interaction

The spatial analysis conducted during this research required a number of interactions with existing GIS databases to be isolated. Natural England provided a series of existing datasets that were used in the analysis. The datasets included:

- National Public Rights of Way GIS dataset;
- National Access Land Site Boundaries;
- Area Management Grant System Case Officer Boundaries;
- Landscape Character Type Designations;
- Section 15 Areas;
- Areas of Outstanding Natural Beauty (AONB) Area Boundaries;
- Fire Safety Restrictions;
- Discretionary Restrictions;
- Nature Conservation Restrictions;
- SAC Designations;
- SPA Designations;
- Sites of Specific Scientific Interest (SSSi) Boundaries; and
- Vulnerable Features Boundaries.

In addition, Faber Maunsell created some datasets for use in the analysis that were considered useful, including:

- An 'other tracks' layer – showing those track on each of the National Sample and NCA site that were present but not designated PROW; and
- Additional Local Monitoring Areas boundaries – included based on returns from the Local Authorities.

Note that the tracks layer was not coded for the LM sites. Note also that the PROW layer as supplied was incomplete; that is, some PROW shown on paper copies of OS maps were not present on the GIS layer. For the NM sites these were added to the PROW layer for analysis purposes but there may be instances for LM sites where the PROW layer is incomplete.

Production of Plots

Plots for each site have been produced using the interviewee's route information as follows:

Walk Routes

- Walkers accompanied by Dogs Dataset in General Dog Restriction Period (March to July);
- Walkers unaccompanied by Dogs Dataset in General Dog Restriction Period (March to July);
- Walkers accompanied by Dogs outside General Dog Restriction Period (March to July); and
- Walkers unaccompanied by Dogs Dataset outside Dog Restriction Period.

Appropriate/Inappropriate Behaviour

A range of behaviours that access land users were engaging in were recorded as a key part of the observation survey process. Based on these categorisations, spatial plots of each site were created, showing where Access Land users were located. The recorded behaviours were categorised into two classes:

- Appropriate behaviour: behaviour that users are entitled to engage in on Access Land; and
- Inappropriate behaviour: behaviour the users are not entitled to engage in on Access Land.

These two types of behaviours are shown below. There were a total of eight appropriate behaviours recorded across the survey periods and six inappropriate behaviours.

Appropriate and Inappropriate Behaviours

| Appropriate Behaviours | Inappropriate Behaviour |
|--|--|
| <ul style="list-style-type: none"> ■ Ball Games ■ Biking ■ Horse Riding ■ Picnics ■ Running ■ Enjoying Scenery ■ Sitting and Resting ■ Other | <ul style="list-style-type: none"> ■ Walking on Restrictions ■ Picking flowers ■ Non-Motorised Vehicle Use ■ Motorised Vehicle Use ■ Fire Risk ■ Other |

Analysis of Walking Routes

The walk route data has been used in conjunction with the following datasets:

- Public Rights of Way (PROW) Spatial Data Layer;
- 'Other' Tracks (but not rights of way) Layer; and
- Restrictions/Land Types Layer.

Walk Routes on PROW, 'Other' Tracks and Access Land

The PROW and the 'other' tracks layers were created using the standard line drawing tool. However, in order to account for interviewer recording error, the line based datasets were converted into regions. A 20m buffer was created around both line datasets, so that that line analysis could be conducted on the walk routes datasets.

The data layers were used to identify where participants were walking and how much of their relative journey was on each track, path or access land. For instance, a line length analysis on the walk route dataset, when cross-referenced against the PROW layer and the 'other' tracks layer, would establish how much of that persons journey was on a PROW, an 'other' track and on access land.

Access to Each Site

The interview survey recorded the home postcodes of respondents, and which mode had been used to get to the site (though not for some of the LM Sites). Origin plots of the postcodes and the modes used have been created for each site.

Entry and Exit Point Analysis

Using Mapinfo, a count was made of the number of recorded walk routes intersecting with the site boundary at an access point to produce an entry/exit point count. A buffer was set around the access point of 50m to allow for vagaries of recording.

The counts for each site were analysed, and the maximum identified. The average maximum over all sites was then identified – this was 23. A five point scale is then derived, such that 1= very low, 2= low, 3 = medium, 4 = busy 5= very busy using the figure of 23 as the value at which a site is denoted as very busy, as follows:

| | |
|------------|-------|
| Very Low1 | 0-6 |
| Low 2 | 6-11 |
| Medium 3 | 11-17 |
| Busy 4 | 17-23 |
| Very busy5 | +23 |

Plots show each entry point and the level of entries/exits, both in figures, and colour coded to the thematic scheme above.

Dog Behaviour

Surveyors were asked to record the observed behaviour of dogs that they saw at each site. The number of possible behaviours changes slightly between the three years because the questionnaire was refined over time. These behaviours can be categorised into those involving the owner and those not involving the owner.

Recording of Dog Behaviour Years One to Three

| Year One | Year Two | Year Three |
|--|--|---|
| <p><i>Involving Owner</i></p> <ul style="list-style-type: none"> ■ Off-Lead to Heel ■ Off-Lead Roaming ■ On-Lead <p><i>Not Involving Owner</i></p> <ul style="list-style-type: none"> ■ Controlled ■ Disturbing Birds ■ Disturbing Others ■ Disturbing Livestock ■ Disturbing Visitors | <p><i>Involving Owner</i></p> <ul style="list-style-type: none"> ■ Off-Lead to Heel ■ Off-Lead Roaming ■ On-Lead <p><i>Not Involving Owner</i></p> <ul style="list-style-type: none"> ■ Controlled ■ Disturbing Livestock ■ Disturbing Others ■ Disturbing Wildlife ■ Uncontrolled | <p><i>Involving Owner</i></p> <ul style="list-style-type: none"> ■ Off-Lead to Heel ■ Off-Lead Roaming ■ On-Lead <p><i>Not Involving Owner</i></p> <ul style="list-style-type: none"> ■ Controlled ■ Disturbing Livestock ■ Disturbing Other Dogs ■ Disturbing Others ■ Disturbing Wildlife ■ Uncontrolled |



Annex 2

Lake District National Park Local Monitoring Survey

Ten sites were surveyed in 2008 in the Lake District National Park. A total of 538 interviews were recorded over 25 survey days, undertaken between March and November. The Local Monitoring toolkit was applied in the data collection. Weekdays were surveyed as well as weekends. The survey sites together with the number of interviews are shown in Table 1. These results have not been combined with the National Programme, as this expressly excluded land in National Parks. Comparisons for key findings are drawn with the National Sample where appropriate.

A separate Site Report presents findings for each site individually; all the results presented in this summary are at an aggregate level. No weighting of data has been carried out.

Table 1 Sites surveyed in Lake District National Park

| Site | Interviews | Days | Average per day |
|-------------------|------------|-----------|-----------------|
| White Moss Common | 64 | 3 | 21 |
| Buttermere | 65 | 2 | 33 |
| Fell Barrow | 8 | 1 | 8 |
| Gummers Howe | 65 | 3 | 21 |
| Hallin Fell | 56 | 2 | 28 |
| High Dam | 66 | 3 | 22 |
| Kentmere | 76 | 3 | 25 |
| Latrigg | 63 | 3 | 21 |
| Ulpha Flats | 14 | 2 | 7 |
| Wasdale Head | 61 | 3 | 20 |
| Total | 538 | 25 | |

Visitors to Site

Table 2 shows the demographic profile of the Lake District sample. Compared with the National Sample of sites the sample of respondents is similar by age and gender (65% males compared with 62% in the National Sample). However, there are fewer retired people, and a higher proportion of visitors are in employment, 79%, compared with the 66% in the National Sample. For ethnic group and mobility the sample is the same as for the National Sample.

Table 2 Visitors to Site

| | | Count | Column N % |
|---|---------------|------------|------------|
| What age group do you belong in? | 0-15 | 4 | * |
| | 16-24 | 26 | 5 |
| | 25-34 | 56 | 11 |
| | 35-44 | 150 | 28 |
| | 45-59 | 197 | 37 |
| | 60+ | 96 | 18 |
| What is your employment status? | Employed | 366 | 79 |
| | Not Working | 14 | 3 |
| | Student | 17 | 4 |
| | Retired | 68 | 15 |
| Do you have any longstanding illness or disability? | Yes | 43 | 10 |
| | No | 381 | 90 |
| Which of these groups do you belong to? | White British | 480 | 96 |
| | White other | 11 | 2 |
| | Asian | 5 | 1 |
| | Mixed | 3 | 1 |
| | Black | 1 | * |
| | Chinese | 1 | * |
| Gender | Male | 341 | 65 |
| | Female | 181 | 35 |
| Base | All | 538 | |

Table 3 shows that almost two thirds, 65% of visitors were holiday-makers, and a further 14% were on a day trip from home. These proportions are much higher than for the National Sample, where 88% of trips originated from people living locally. Those travelling on day trips had travelled an average of 52 miles to get to the survey location, with 6% travelling more than 100 miles, and those from holiday accommodation 18 miles on average.

Table 3 Distance Travelled to Site (miles) by Visitor Type

| Do you live locally, are you on a day trip from home or are you on holiday? | Mean Distance Travelled to Site (miles) | Valid N | Column N % |
|---|---|---------|------------|
| Live locally | 13.7 | 113 | 21 |
| Day trip from home | 52.1 | 77 | 14 |
| On holiday / staying away from home | 18.1 | 346 | 65 |
| Total | 22.1 | 536 | |

A quarter (26%) of visits were being made for the first time for all visitors, see Table 4, but for people who lived locally this proportion was 6%, and for holiday makers, 33%. Over half, 58% said they had been visiting the area for more than 5 years, and this was the case for 79% of those living locally.

Table 4 Visits to Site

| How long have you been visiting this area of land? | Do you live locally, are you on a day trip from home or are you on holiday? | | | |
|--|---|----------------------|---------------------------------------|---------|
| | Live locally % | Day trip from home % | On holiday / staying away from home % | Total % |
| Today is my first visit | 6 | 24 | 33 | 26% |
| Less than 1 year | 2 | 4 | 5 | 4% |
| More than 1 year and up to 2 years | 4 | 5 | 4 | 4% |
| More than 2 years and up to 3 years | 4 | 4 | 4 | 4% |
| More than 3 years and up to 5 years | 4 | 4 | 2 | 3% |
| More than 5 years | 79% | 59 | 51 | 58 |
| All | 113 | 77 | 346 | 536 |
| Row N % | 21% | 14% | 65% | 100% |

Table 5 shows that more than a third, 36% said they had always known about the site they were visiting; 63% of those living locally. Respondents on a day trip were those most likely to have found out via some means of promotion, 17% compared with 5% of locals and 13% of holiday-makers.

Table 5 Site Promotion

| How did you originally become aware of this particular area of land? | Do you live locally, are you on a day trip from home or are you on holiday? | | | | |
|--|---|----------------------|---------------------------------------|---------|------|
| | Live locally % | Day trip from home % | On holiday / staying away from home % | Total % | |
| Local knowledge / Always known | 63 | 30 | 29 | 36 | |
| Friends / family | 16 | 25 | 32 | 27% | |
| Promotion / Press / website | 5 | 17 | 13 | 12% | |
| Other | 16 | 29 | 26 | 24 | |
| All | Count | 113 | 77 | 346 | 536 |
| Row N % | | 21% | 14% | 65% | 100% |

There are differences in the pattern of visits by trip origin, see Table 6. Of those who live locally, 7% visit daily and a further 4% more than once a week. This pattern of visits is very different to that for the National Sample where 23% of visits are made daily and 11% are first time visits..

Table 6 Frequency of Visit

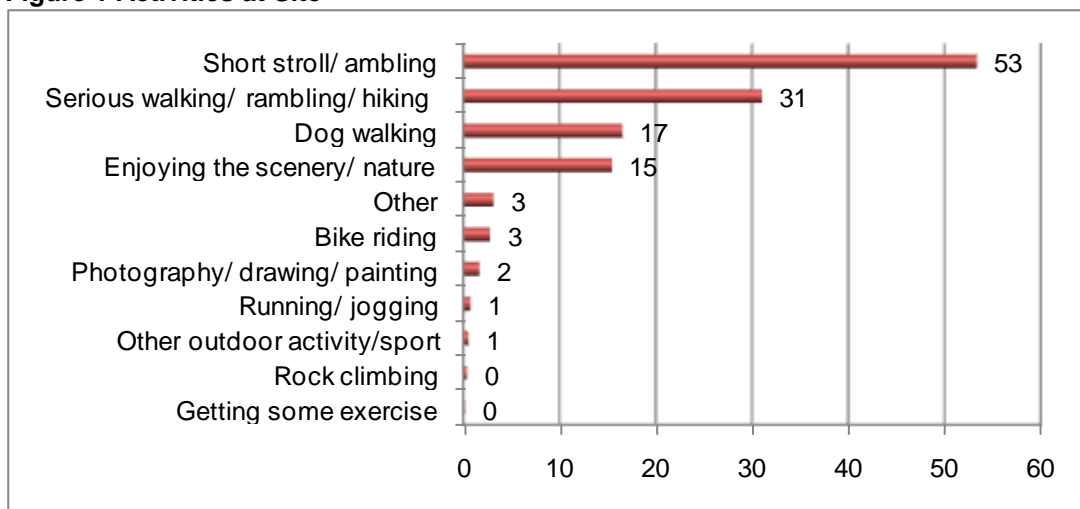
| About how often do you visit this area of land? | Do you live locally, are you on a day trip from home or are you on holiday? | | | | |
|---|---|----------------------|---------------------------------------|---------|------|
| | Live locally % | Day trip from home % | On holiday / staying away from home % | Total % | |
| Daily | 7 | 0 | 0 | 2% | |
| Regularly – more than once a week | 4 | 0 | 1 | 1% | |
| Often – more than monthly, less than weekly | 19 | 9 | 4 | 8 | |
| Infrequently – less than monthly | 63 | 68 | 60 | 62 | |
| First time visit today | 7% | 23 | 35 | 27 | |
| All | Count | 113 | 77 | 346 | 536 |
| | Row N % | 21% | 14% | 65% | 100% |

More than half of interviewees (53%) were at the site to take a short stroll, with 31% saying they were there for a serious walk or hike, see Figure 1, showing all the responses given. Almost a third of people gave more than one reason for visiting; just 7% were there purely to walk a dog although 17% mentioned this in total. The scenery was the main reason for being at the site for just 2% though 15% mentioned this overall.

Only 9% of visitors interviewed were at the site alone, compared with the 42% in the National Sample. This reflects the purpose of the visit; far more dog walkers were included in the National Sample (42%), who have a greater tendency to visit alone.

Table 7 shows the activities of visitors recorded in the observation survey. There are fewer dog walkers observed, 6% than suggested by the interview survey, though as these tend to be at the site for less time there is less potential that they will be observed. It is not always possible to identify amblers from ramblers, however, the observed data matches the interview data well.

Figure 1 Activities at Site



All Sites Base 538
Multiple response - may sum to more than 100

Table 7: Activities Observed: Observation Survey

| | Visitors Observed | Column % |
|-------------------------|-------------------|----------|
| Ambling | 773 | 49 |
| Rambling | 377 | 24 |
| Dog Walking | 88 | 6 |
| Jogging | 4 | 0 |
| Enjoying scenery/nature | 65 | 4 |
| Bike Riding | 27 | 2 |
| Horse Riding | 7 | 0 |
| Picnics | 72 | 5 |
| Sitting | 144 | 9 |
| Ball or Other Games | 11 | 1 |
| Other Activity | 0 | 0 |
| TOTAL | 1568 | |

The remoteness and tranquillity of the site were the main reasons mentioned for visiting, by 53% of visitors, and a fifth, 21% mentioned the scenery and landscape. One in six people mentioned getting exercise. Other reasons specific to each site were recorded. Nine people specifically mentioned Wainwright as their inspiration,

Table 8: Attractions of Site

| | Count | Column % |
|---|------------|----------|
| Remoteness / tranquillity of the area of land | 283 | 53 |
| Scenery/ Landscape/ pleasant area | 112 | 21 |
| Exercise | 86 | 16 |
| Always come here | 65 | 12 |
| Mentioned Easy/ Accessible walk | 44 | 8 |
| Accessibility/ Proximity of the area of land | 32 | 6 |
| En route/ part of a longer route | 30 | 6 |
| Previous Visit | 8 | 1 |
| For the Hills | 5 | 1 |
| For a Change / Somewhere new, different | 5 | 1 |
| Challenging walk/ climb/ feature | 4 | 1 |
| Space for dog to run | 3 | 1 |
| Parking provision at the area of land | 3 | 1 |
| Base | 538 | |

Two thirds, 66% of visitors said they had heard of Open Access. This is a similar proportion as for the National Sample, 68%. By purpose of visit, dog walkers appear to have the greatest awareness, contrasting with the results from the National Sample, but note that here the sample size is very small and this proportion should be treated with caution.

Dogs at Site

Although only 7% of respondents were at the site specifically to walk a dog, 25% of interviewees had a dog with them, see Table 11. This proportion was higher, though not significantly so, between March and July, in the period of general dog restrictions. From the observation survey, 54 dogs were recorded in total; 24 of these in the period of general dog restrictions. No dogs were recorded as being uncontrolled; a third were on leads, a fifth to heel and the remaining roaming. There were 1568 visitors observed, suggesting there are about 30 visitors for every dog.

Table 11 Dogs at Site in Period of Restrictions: Visitor Interview

| | | | Survey in Dog Restrictions Period | | |
|-----------------|-----------------|------------|-----------------------------------|--------------------------------|-------|
| | | | In Dog restrictions period | Not in Dog restrictions period | Total |
| Dog in Group | Dog in Group | Count | 52 | 83 | 135 |
| | | Column N % | 29% | 23% | 25% |
| No Dog in Group | No Dog in Group | Count | 129 | 274 | 403 |
| | | Column N % | 71% | 77% | 75% |
| Total | Total | Count | 181 | 357 | 538 |
| | | Column N % | 100% | 100% | 100% |

Table 12 Dogs at Site in Period of Restrictions: Observation Survey

| | In restrictions period | | Not in restrictions period | | All | |
|-------------------------|------------------------|-----|----------------------------|-----|-----------|-----|
| | Count | % | Count | % | Count | % |
| Dog on lead | 6 | 25% | 12 | 40% | 18 | 33% |
| Dog off lead to heel | 8 | 33% | 3 | 10% | 11 | 20% |
| Dog off lead roaming | 10 | 42% | 15 | 50% | 25 | 46% |
| Dogs (n) | 24 | | 30 | | 54 | |
| Controlled | 4 | 17% | 4 | 13% | 8 | 15% |
| Uncontrolled | 0 | 0% | 0 | 0% | 0 | 0% |
| Disturbing other people | 0 | 0% | 0 | 0% | 0 | 0% |
| Disturbing livestock | 0 | 0% | 0 | 0% | 0 | 0% |
| Disturbing Wildlife | 0 | 0% | 0 | 0% | 0 | 0% |
| Other non control | 0 | 0% | 0 | 0% | 0 | 0% |

Dogs were observed at all the sites except Fellbarrow. When asked why the site was good for bringing a dog to, being able to run off the lead was the most usual response, mentioned by 55% of those who responded. The dog's enjoyment was also mentioned by 51% of respondents, see Table 13.

Table 13 Why is site good for bringing a dog

| What aspects about this area of land make it good for bringing a dog here? | Count | Column N % |
|--|-------|------------|
| Able to let dog run off lead | 65 | 55 |
| No/ not many other dogs | 14 | 12 |
| No/ not many other people | 17 | 14 |
| No restrictions on dogs being here | 45 | 38 |
| Dogs enjoy it here | 61 | 51 |
| Don't have to pick up dog mess | 3 | 3 |
| No livestock | 29 | 24 |
| Things for dogs to chase | 2 | 2 |
| Nothing in particular - I like the walk/ convenient for me | 28 | 24 |
| Other | 3 | 3 |
| Good exercise/ open spaces | 3 | 3 |
| Dogs can swim | 15 | 13 |
| Safe-no traffic or other hazards | 3 | 3 |

Multiple response - sum to more than 100%

Almost two fifths, 38% of respondents said they had been walking dogs at the site for more than 5 years, and a further fifth, more than two years. Only one person of the 112 asked said they never had their dog on a lead, and this person had been visiting for more than 5 years.

Table 14 How long have you been

| | | Count | Column N % |
|---|---------------------------------|-------|------------|
| For how long, in years, have you been walking your dog(s) on this area of land? | Today is my first visit | 31 | 28 |
| | Less than 1 year | 7 | 6 |
| | More than 1 year up to 2 years | 10 | 9 |
| | More than 2 years up to 3 years | 13 | 12 |
| | More than 3 years up to 5 years | 8 | 7 |
| | More than 5 years | 43 | 38 |
| | Total | 112 | 100 |

Respondents were asked how they would control their dog in given situations: Table 15 shows that 93% said they would put their dog on a lead if signs or information were present asking them to do so. Note: there is no comparable data from the National Sample as this was asked differently. However, this response contrasts with the Local Monitoring survey for the 53 sites surveyed, when 76% gave this answer. For each of the circumstances mentioned, the intention to put the dog on a lead is higher for those interviewed in the Lake District National Park than at other surveyed sites. Almost 90% said they would use a lead when livestock were close by, and three quarters would in the shooting season (even though there is little shooting in the areas of the Lake District surveyed). Almost three fifths would do so if wild birds were close by.

Table 15 Proportion who said they would use a lead if...

| | % | Count |
|--|-----|-------|
| On a public right of way | 36% | 105 |
| On access land NOT on a PROW | 46% | 96 |
| If wild birds are close by | 59% | 102 |
| If signs/information say to keep on lead | 93% | 104 |
| If other dogs are close by | 41% | 104 |
| If livestock close by | 89% | 109 |
| In nesting season | 66% | 101 |
| In shooting season | 75% | 88 |

Multiple response - sum to more than 100%

Use of Open Access Land

Respondents were asked to estimate the proportion of their walk that was on public rights of way, on tracks that are not PROW and on Open Access Land with no obvious paths. Almost one in seven, 14% were unable to make a guess at all.

Of those who did make an estimate, almost three quarters, 73% said their entire walk was on PROW, 5% said their entire walk was on tracks and 1% estimated that their entire walk was on land with no obvious tracks.

Analysis of the walk lengths has been conducted, including the total walk recorded in the interview; the length of walk that crossed an area mapped as Open Access Land, and that where PROW were used on the area of Open Access land site.

The average distance recorded by interviewees was 3.14km. Of this, 1.55km was within areas of land mapped as Open Access Land, of which 0.79km was on PROW (51%) and the remaining 0.76km not on PROW. It should be noted that some interview locations were not actually on areas of Open Access land. Also note that walks may be on paths or tracks that are not PROW; no mapping is available to analyse against.

Table 16 Walks at Site

| | Dog in Group | | | | | |
|-----------------------|--------------|---------|-----------------|---------|-------|---------|
| | Dog in Group | | No Dog in Group | | Total | |
| | Mean | Valid N | Mean | Valid N | Mean | Valid N |
| Walk total distance | 3.14 | 128 | 3.13 | 378 | 3.14 | 506 |
| Walk on site distance | 1.49 | 127 | 1.57 | 358 | 1.55 | 485 |
| walk on PROW | .82 | 127 | .78 | 358 | .79 | 485 |
| Walk on OAL | .67 | 127 | .79 | 358 | .76 | 485 |
| Proportion on PROW | 55% | | 50% | | 51% | |
| Proportion on OAL | 45% | | 50% | | 49% | |

Note: walk lengths based on analysis in MapInfo.

The average walk length at National Sample sites was much less, at 2km, although the proportion off PROW was very similar at 53%.

Around 1 in 14 respondents (7%) estimated that none of their walk was on PROW, and 8% judged that half of their walk was on PROW. A high proportion, 95% thought that none of their walk was on Open Access land with no obvious paths,

People were asked why they had stayed on paths or PROW and not used land without paths or PROW. The most often given response was that “The public right of way takes me to where I want to be so no need to stray from it” (28%) and “Easier to walk on a public right of way/ terrain” (28%). Almost a quarter (23%) mentioned that it was safer on a PROW. Almost one in ten (9%) said they needed more information about Open Access, and 7% said they were unsure if they had permission to stray from the path.

Table 17 Why Stay on Paths/PROW

| | Dog in Group | | | Base: |
|--|--------------|-----------------|-------|---|
| | Dog in Group | No Dog in Group | Total | Those who thought they had not used OAL |
| | Count | Count | Count | 445 |
| Need more information about Open Access | 8 | 31 | 39 | 9% |
| Unsure whether I had permission to stray from the public right of way | 10 | 20 | 30 | 7% |
| Unsure which areas are open access land | 8 | 24 | 32 | 7% |
| Anxious about getting lost | 5 | 30 | 35 | 8% |
| Safer on a public right of way | 23 | 79 | 102 | 23% |
| Nothing extra to see by going off public right of way | 9 | 35 | 44 | 10% |
| Was unsure if farmer/ landowner was present | 0 | 1 | 1 | 0% |
| Have a dog and assumed dogs are banned from open access | 3 | 0 | 3 | 1% |
| The public right of way takes me to where I want to be so no need to stray from it | 27 | 99 | 126 | 28% |
| Easier to walk on a public right of way/ terrain | 33 | 93 | 126 | 28% |
| Did not want to disturb wildlife or cattle | 4 | 7 | 11 | 2% |
| Following specific route | 2 | 9 | 11 | 2% |
| Too Wet | 2 | 5 | 7 | 2% |

Summary

Respondents at the surveys conducted in the Lake District National Park differ from those at the National Sample sites, in that they are much less likely to have travelled from home, and hence make less frequent visits to the surveyed sites. They are however similar in demographics. There are fewer visits solely for dog walking.

Awareness of Open Access appears to be higher amongst the Lake District respondents, and where visitors are accompanied by dogs, the propensity to control dogs appears to be greater.

Visitors walk longer distances at the Lake District sites, but the usage of land off PROW on areas of Open Access land is very similar.