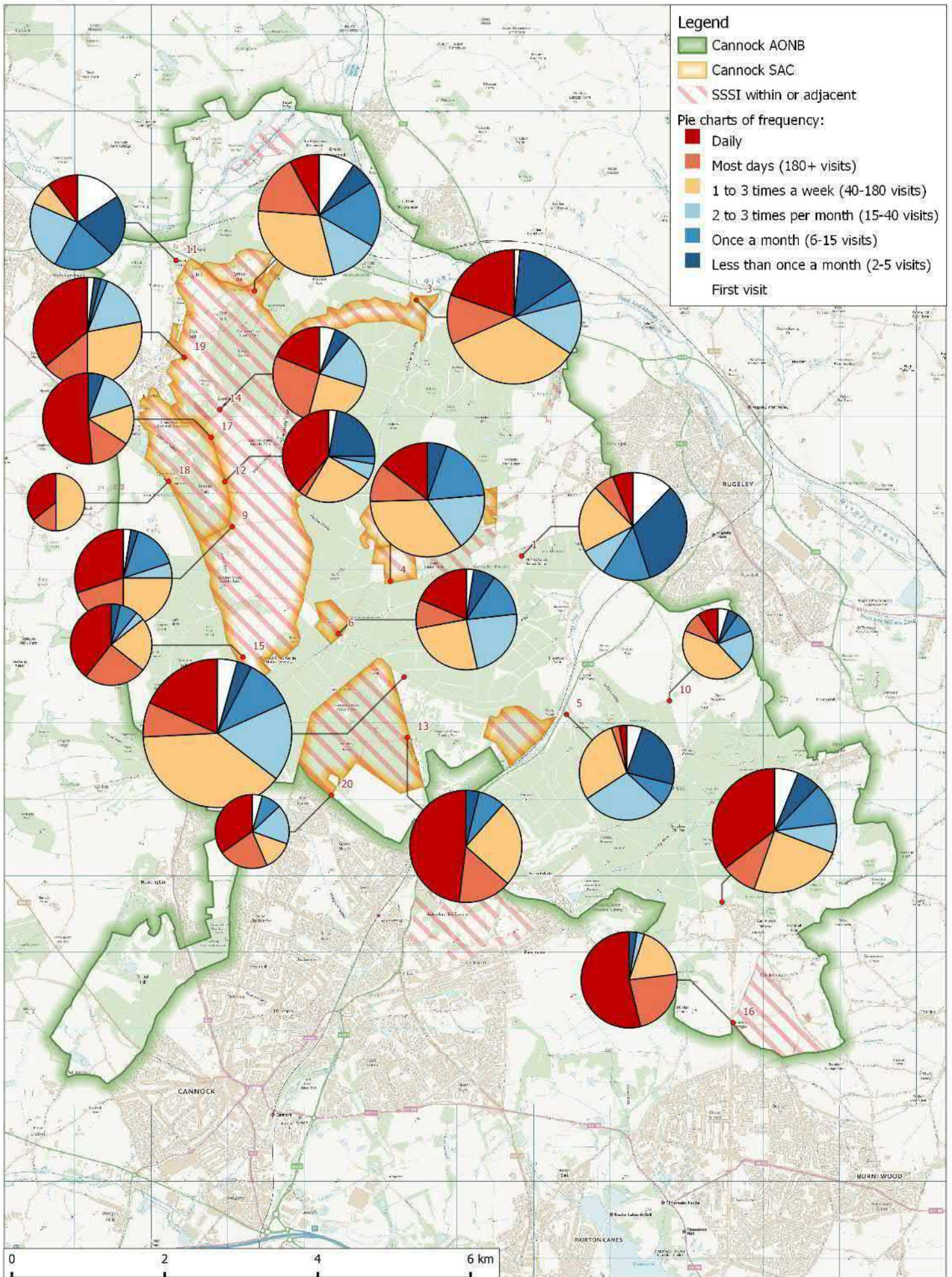


Map 8: Pie charts to show interviewees frequency of visit to the location from the autumn and winter surveys only. Charts are sized by the number of interviewees.



Number of years visiting

- 4.29 Across interviewees roughly 4% (37 interviewees) were on their first visit to the site. Relatively few had been visiting for only a few years: 10% (100) for less than 3 years, and 25% (245) less than 10 years. All other interviewees had been visiting the site for more than 10 years (71%, 702 interviewees).
- 4.30 The percentage visiting for more than 10 years was greatest amongst dog walkers (78%) and walkers (73%), but relatively low amongst cyclists (48%).

Time of visit

- 4.31 Interviewees were asked whether they tended to visit Cannock Chase more at any particular time of day. Overall, 41% of interviewees (350) from the autumn-winter surveys suggested their time of visit varied, or they simply did not know. For those who did state one, or more than one time period (as grouped by surveyors), the average was 1.3 responses per interviewee. The most common single response (35% of responses) was for late mornings (between 7 and 10 am), followed by midday (between 10 am and 2 pm, 21% of responses) and late afternoon (between 4 and 6 pm, 14%) – see Table 12.
- 4.32 Table 12 also shows the results for individual activities and that the highest percentage of interviewee responses in the early mornings was for dog walkers (14% of responses). The highest percentage for an activity in the evenings was cycling (14% of interviewees responses).

Table 12: Number of interviewees (% of responses) for different activities and times of day interviewees tended to visit. Data shown for the five most common activities only and data are based on the pooled autumn/winter surveys. Times of day allowed for multiple choices (i.e. interviewees might tend to visit for more than one time of day) and cells are coloured from red (high percentage of responses) to green (low percentage) for each column.

	Dog walking	Walking	Cycling/ Mountain Biking	Jog/ power walk / run	Outing with family	All activities
Varies / Don't know	152 (38)	92 (44)	55 (31)	16 (36)	11 (55)	350 (41)
First visit	4 (1)	16 (8)	10 (6)	1 (2)	2 (10)	34 (4)
		7 (5)	9 (6)	3 (9)	(0)	81 (10)
Late morning (7 am - 10 am)	153 (36)	41 (27)	54 (35)	20 (57)	2 (18)	277 (35)
		50 (33)	36 (23)	6 (17)	3 (27)	166 (21)
Early afternoon (2 pm - 4 pm)	36 (8)	28 (18)	13 (8)	0 (0)	3 (27)	84 (10)
		19 (13)		2 (6)		
Evening (after 6 pm)	45 (11)	7 (5)			1 (9)	81 (10)

4.33 Around three quarters of interviewees suggested they visited equally all year round (autumn and winter data pooled, 73% of interviewees). This remained the main response across the top five most common activities (see Table 13). However, the percentage of interviewees selecting this answer could vary between the different activities. Dog walkers most commonly stated they visited equally all year, 89% of interviewees, compared to 58% for walkers. For interviewees who selected one or more individual seasons, summer was the main season selected across all activities (44% of the responses selected one or more seasons). This was greatest for the interviewees who were on a family outing (67%) and least so for the walkers (38%).

Table 13: Number of interviewees (% of responses) for different activities and times of year interviewees tended to visit. Data shown for the five most common activities only and data are based on the pooled autumn/winter surveys. Times of year allowed for multiple choices (i.e. interviewees might tend to visit at various times of year).

	Dog walking	Walking	Cycling/ Mountain Biking	Jog/ power walk/ run	Outing with family	All activities
Don't know	1 (0)	4 (2)	4 (2)	(0)	(0)	11 (1)
Spring (Mar-May)	10 (26)	17 (20)	11 (20)	2 (20)	1 (33)	47 (21)
autumn (Sept-Nov)	6 (15)	27 (32)	12 (21)	3 (30)	0 (0)	59 (27)

Mode of transport

- 4.34 The vast majority of interviewees arrived by car (87% of interviewees, autumn-winter data), however there were marked differences between survey locations. The percentage of interviewees arriving by car at locations with parking ranged from 68% – 100% at survey points 1 to 18 (pooled as 92%) but was only 4% - 28% (pooled as 21%) at the two locations 19 and 20, identified as primarily foot only. The main parking location which had a lower than expected proportion of access by car was Castle Ring (68% car), where 29% of interviewees had come on foot.
- 4.35 Interviewee's main activity was a factor in the mode of transport used - see Table 14. The bicycle was only a mode of transport for interviews who were then cycling on site, but a high proportion of cyclists had still travelled to Cannock Chase by car (91%).

Table 14: Mode of transport used by interviewees to reach Cannock Chase, shown separately for the top five most common activities. Data presented are from autumn - winter surveys pooled.

Transport	Dog walking	Walking	Cycling/ Mountain Biking	Jog/ power walk / run	Outing with family	Total
Car / van	344 (86)	175 (84)	160 (91)	38 (86)	19 (95)	736 (87)
Bicycle			15 (9)			15 (2)
Other		5 (2)				5 (1)

Interviewee routes

4.36 During the interview, surveyors asked the interviewee to indicate on a map the route they had taken (or were going to take if just arrived on site). The route was marked on a paper map using an appropriate scale map (the largest scale was the whole AONB). The routes were then digitised within GIS allowing us to extract data on route lengths and present pooled data on maps.

Route length

4.37 Overall, 927 interviewees (94% of 988 interviewees) were able to give a route. For those who were unable to give a route, this was either because they could not recall on the map where they had been, were unsure of where they were going to go, or were not doing a walk extending beyond the bounds of the car park (some walkers, photographers etc.). Route lengths ranged from 173 m to 41 km; these could include routes which extended beyond the AONB. The overall average route was 6.2 km (mean) and 3.8 km (median).

4.38 Differences between seasons were examined using the subset of the five survey locations which were surveyed in all three seasons – see Table 15. However, a test of differences between values on weekdays in the three seasons did not conclude any statistically significant differences ($H=0.57$, $df=2$, $p=0.753$).

Table 15: Summary statistics for interviewee route length. Data used are the subset of five locations which were surveyed in all seasons, shown separately for each season period, weekdays and weekend.

Survey period	n	mean (\pm SE)	median	Q3	Min-max
summer: weekday	87	8 (\pm 0.8)	4.9	10.7	0.2 - 31.3
autumn: weekday	92	8.4 (\pm 0.7)	6.2	11.6	0.4 - 33.4
autumn: weekend	117	8.8 (\pm 0.7)	4.9	13.6	1 - 41.5
winter: weekday	59	7.4 (\pm 0.7)	4.5	10.3	0.4 - 18.6

- 4.39 Differences between weekdays and weekends were investigated using autumn data only, and suggested routes at weekends were slightly greater than weekdays. The weekday average route length was around 6.1 km (mean) and 3.8 km (median), compared with weekend values of 6.7 km and 4.1 km (mean and median). However, a statistical test suggested no significant differences between weekdays and weekends ($H=1.49$, $df=1$, $p=0.223$).
- 4.40 Based on the autumn-only data we did note some highly significant factors in route length. One of these was visit frequency, which showed highly significant differences between categories ($H = 267.31$, $df = 6$, $p < 0.001$). The shortest routes were conducted by those who visited daily (2.9 km, median and 2.4km, mean), compared to those who visited “most days” (5.1 km and 3.0 km) and all other categories of visit frequency (>6.9 km and >4.5 km).
- 4.41 There were also significant differences in route length between survey points ($H=302.20$, $df=13$, $p<0.001$) with the longest median routes (over 10 km) at locations 4: Penkridge Bank Road and 1: Birches Valley, and shortest routes (medians less than 2.2 km) at locations 15: Castle Ring, 16: Aspens Car Park pull in, 18: Gentleshaw Common, and 8: Pull in 2 after Bednall Belt. These median values are given for each survey point in the Appendix (Table 32) but visualised as a simple diameter applied to the survey point in Map 9. This assumes an even dispersal of people, which is of course not true, and is better examined in the section on route distributions, but gives an indication of the scale of potential distance most visitors are traveling at each survey point.

4.42 A key factor which may influence both these patterns is the activities being undertaken. There were clear differences in route length by activity, as shown in Figure 8 and Table 16, and these differences were highly significant ($H = 302.20$ $df = 13$, $p < 0.001$).

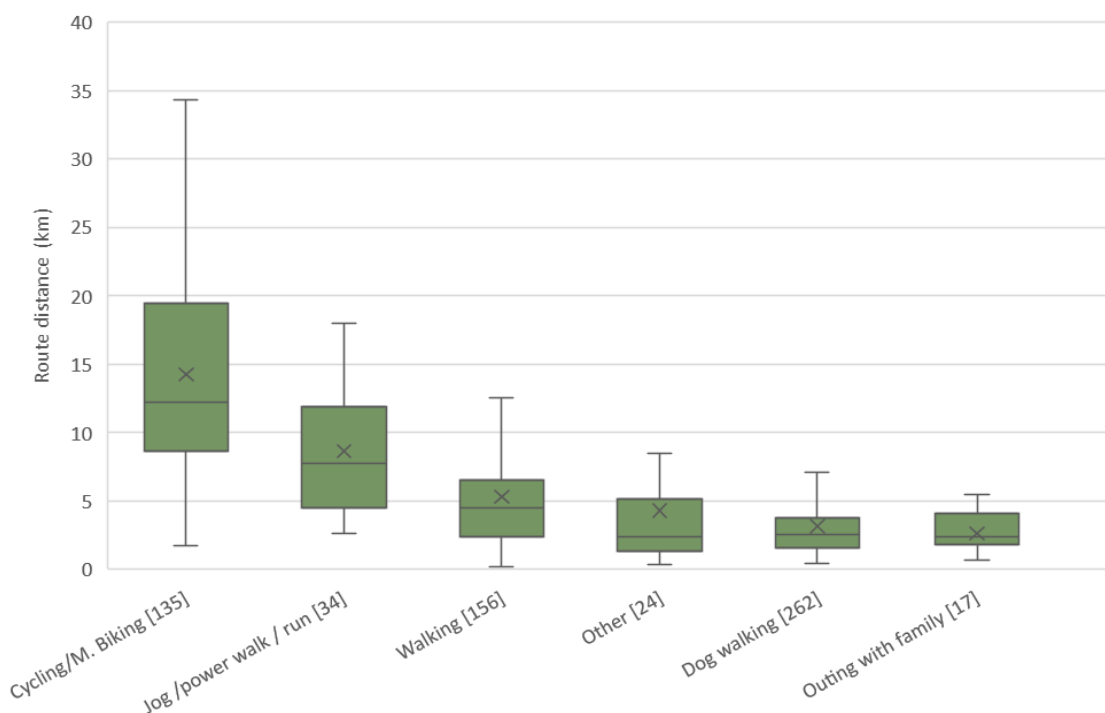


Figure 8: Boxplots showing interviewee route length for the five main activities and all other interviewees combined. Autumn data only. Activity categories sorted by mean value. Boxes show the range between Q1 (25%) and Q3 (75%), cross line within this indicates the median. Whiskers indicate the range of values, excluding outliers. The cross indicates the mean. Values in brackets next to activities indicate the sample size.

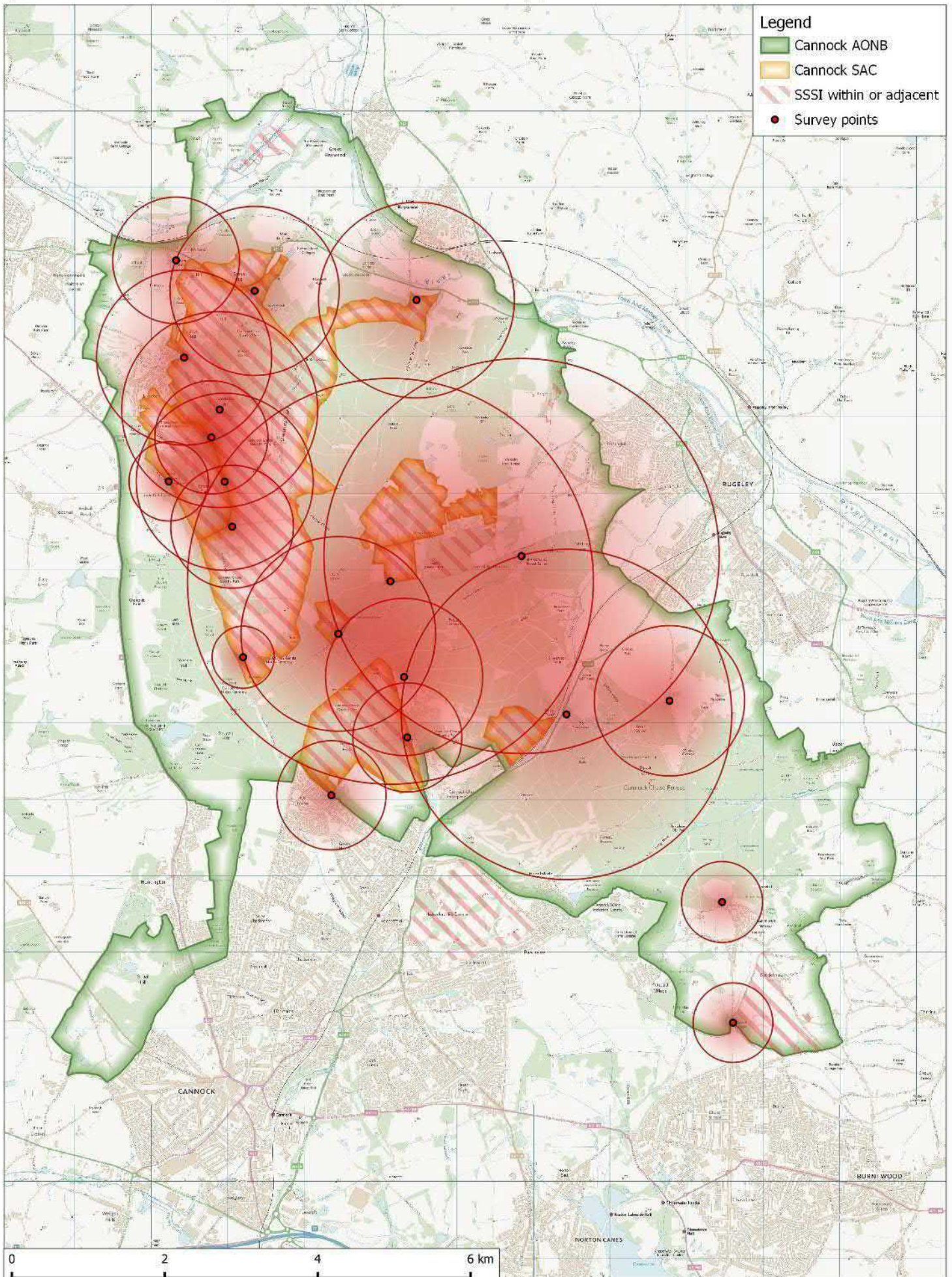
Table 16: Summary statistics of interviewee route lengths by activity. Data are from the autumn period only. Only activities with data for 4 or more interviewee routes are given. Table sorted by sample sizes (number of interviewees).

Activity	n	mean (\pm SE)	median	Q3	Min-max
Dog walking	262	3.2 (\pm 0.1)	2.6	3.8	0.4 - 16.4
Walking	156	5.3 (\pm 0.3)	4.5	6.5	0.2 - 22.9
Jog/ power walk / run	34	8.6 (\pm 0.8)	7.7	11.9	2.7 - 23.1

Photography/Filming	5	6.9 (± 4.6)	2.8	14.1	1.5 - 25.2
Foraging	4	1.3 (± 0.4)	1.4	1.9	0.4 - 2.0
Horse riding	4	8.9 (± 1.3)	8.0	11.7	7.1 - 12.7

- 4.43 As a control to ensure route lengths were not being influenced by any other factors, interviewees were asked to state if their route was of a normal length, and if anything had influenced their choice of route. Overall, 63% of interviewees stated their route was a normal / typical length, 11% were not sure and 4% on a first visit. However, a reasonable proportion, 19% of interviewees, suggested their visit was shorter than normal, while just 2% suggested it was longer.
- 4.44 There was no obvious difference between season, and no great differences between activity groups – although slightly lower for cyclists (10% of interviewees conducting shorter routes). Factors which seemed important for interviewees who were conducting shorter than usual routes were time (26%), the activity being undertaken (e.g. presence of dog, 15%), weather (14%) and previous knowledge of the area (11%). A further 19% stated other reasons which did not fit set categories. These covered a diverse range of responses including selecting flat routes, selecting a route to a café/pub, too hot (especially in reference to dogs) and due to illness or injury (the person or their dog/horse).

Map 9: Median values of interviewees route length (e.g. distance of 50% of interviewees) for each survey point visualised as a simple diameter applied to each survey point.



Distribution of routes

- 4.46 The distribution of interviewees' routes are shown in Maps 10-14 (and raw route data in Map 17 in appendices). Distributions are visualised in a number of different ways and these maps use all data collected from all survey periods. Map 10 shows the overall distribution interviewee routes expressed as a heatmap. This map shows concentrations along the Forestry Commission bike routes; Follow the Dog, the Monkey Trail and the Sherbrook Trail. Other notable hotspots are the route to Stepping Stones from Punchbowl and Milford Common.
- 4.47 Maps 11 and 12 show these routes in more detail, with the individual route lines overlaid. Purple lines show each individual interviewee's route, but become darker, and then black, when high numbers of lines overlap. Maps 11 and 12 focus on routes on the SAC which individually often have a lower footfall, but paths are numerous, and a criss-cross of routes across large areas, especially around Glacial Boulder is evident.
- 4.48 Maps 13 and 14 show the route data using a grid-based approach (200 m hexagonal grids) to allow the numbers of routes to be quantified. Map 13 shows the overall distribution of all interviewees, while Map 14 shows the density for specific groups of interviewees: cyclists, walkers, dog walkers and daily visitors.

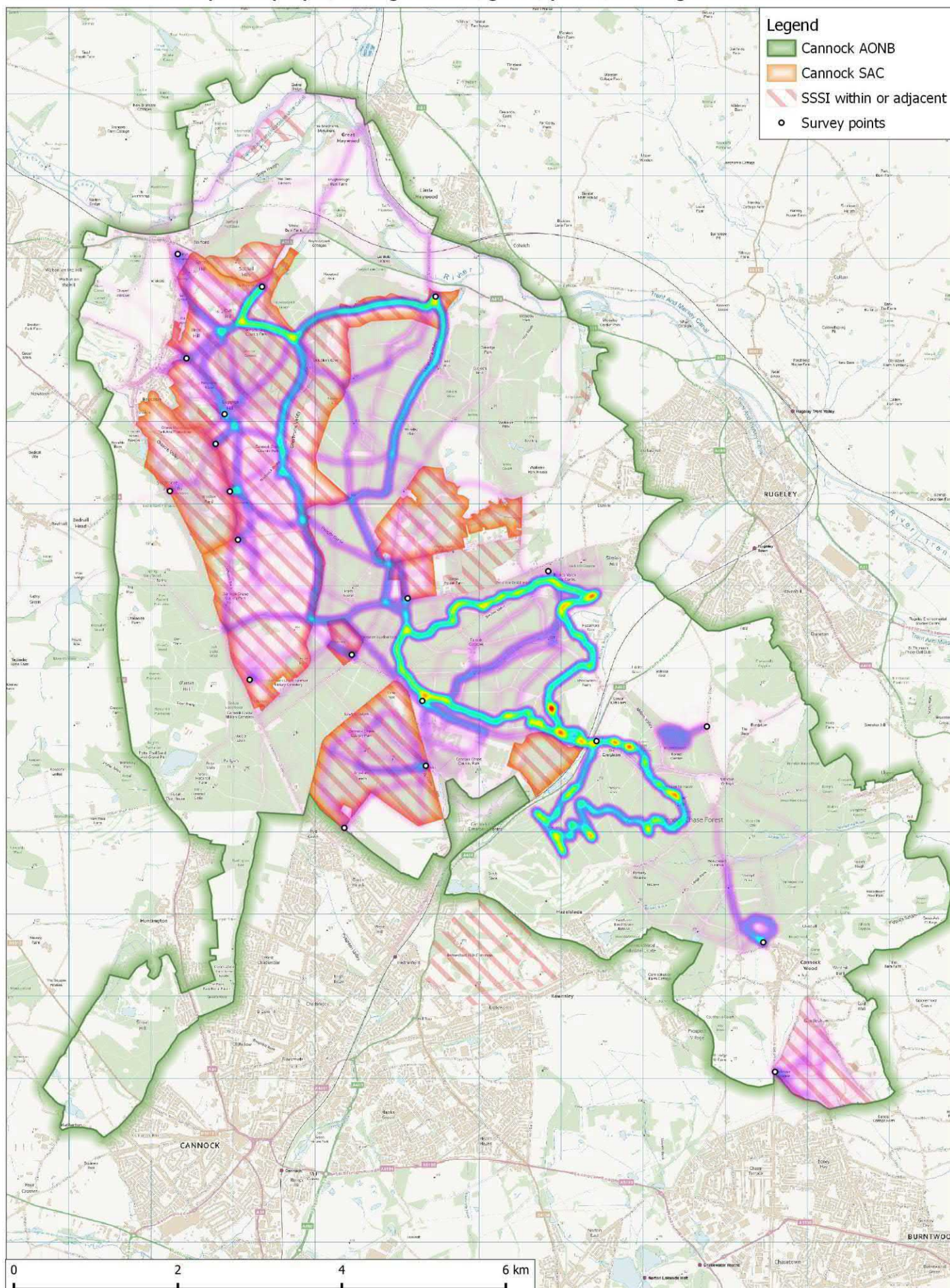
SAC habitat

- 4.49 Routes were mapped with relevance to the SAC habitat, overall 66% of routes were recorded through SAC habitat at least in part. But this varied markedly between survey points – at 12 survey points all interviewees routes were in part through SAC habitat (13 survey points were located in the SAC) and just three locations where no interviewees used SAC habitat.
- 4.50 Furthermore, length of route with reference to the SAC was calculated and a percentage of the route that included the SAC estimated for each interviewee. For survey points which were in the SAC the percentage of route in the SAC as an average across interviewees was 73%, compared to just 8% for all other survey points.
- 4.51 For the top five most frequently recorded activities, the average percentage of route in the SAC across interviewees was:

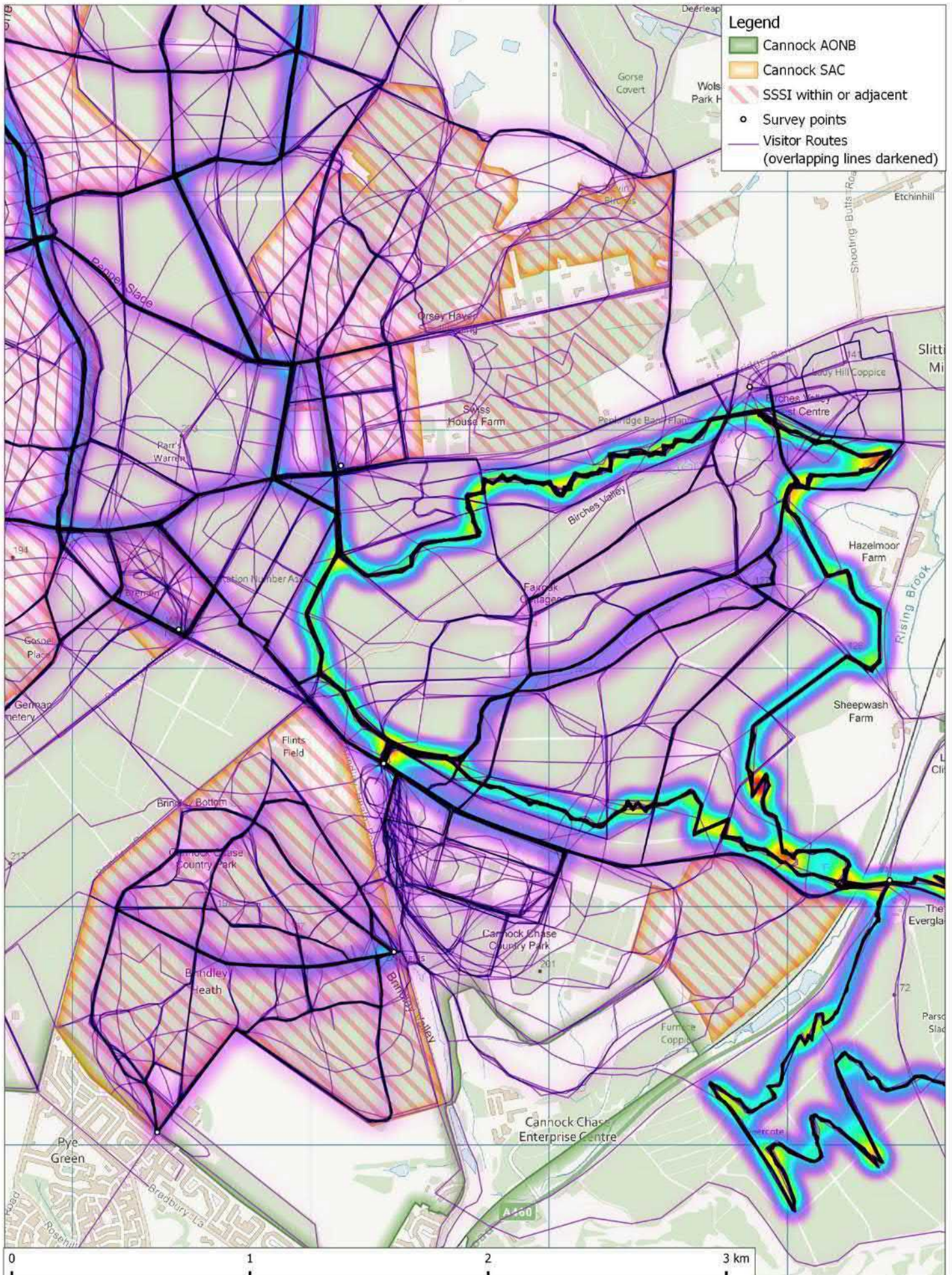
- dog walking, 58% of route in SAC;
- walking, 53%;
- jogging/running, 48%;
- outing with family, 42%; and
- cycling, 13%.

- 4.52 Across all activities the two highest percentages were for interviewees conducting photography or filming (82%) and horse riders (77%), but sample sizes for these activity groups were low.
- 4.53 When considering the typical total length of route through the SAC, the average length of route in SAC per interviewee was (for the top five activities): 3.8 km for joggers/runners, 2.4 km for walkers, 1.9 km for cyclists, 1.8 km for dog walkers and 1.1 km for outing with the family. Overall, the highest value was 5.2 km of route through the SAC for horse riders.
- 4.54 The average percentage of route and average length of route in the SAC are given for each survey point in the Appendix in Table 32. Key locations with the highest average percentage of route on the SAC were location 18 (Pull in 2 after Bednall Belt), 13 (Duffields), 17 (Freda's Grave), 15 (pull in before Aspens) and 9 (Chase Road corner) - all more than 90%. Locations with the longest average route lengths in the SAC were locations 7 (Punchbowl), 14 (pull in to Coppice Hill), 12 (Glacial Boulder), 6 (Whitehouse) and 19 (Brocton Lane) - all more than 3.5 km.

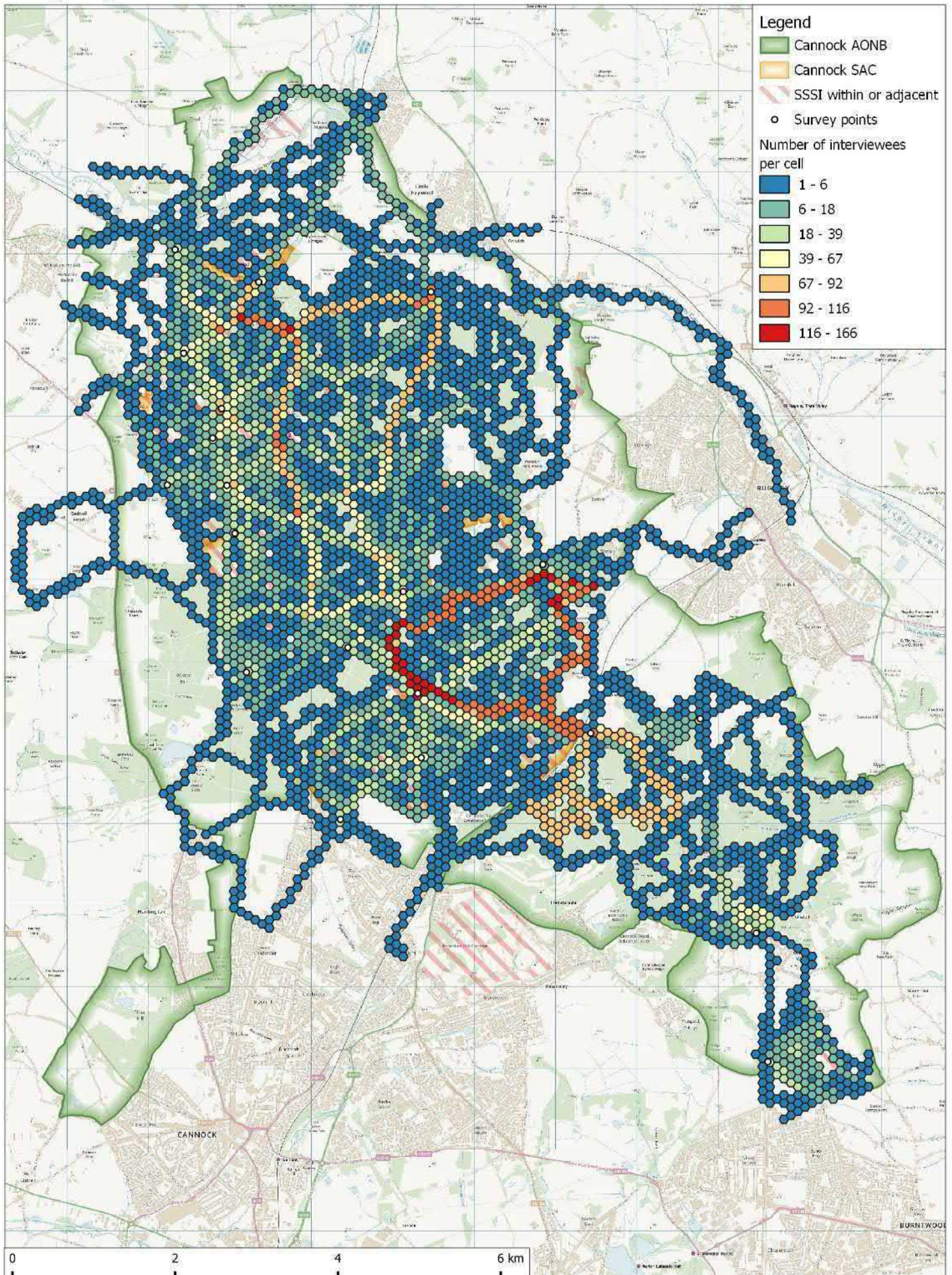
Map 10: Interviewee routes recorded on site show as a heatmap. Heatmap colours range from low densities in semi-transparent purple, through to blue, green, yellow, with highest densities in red.



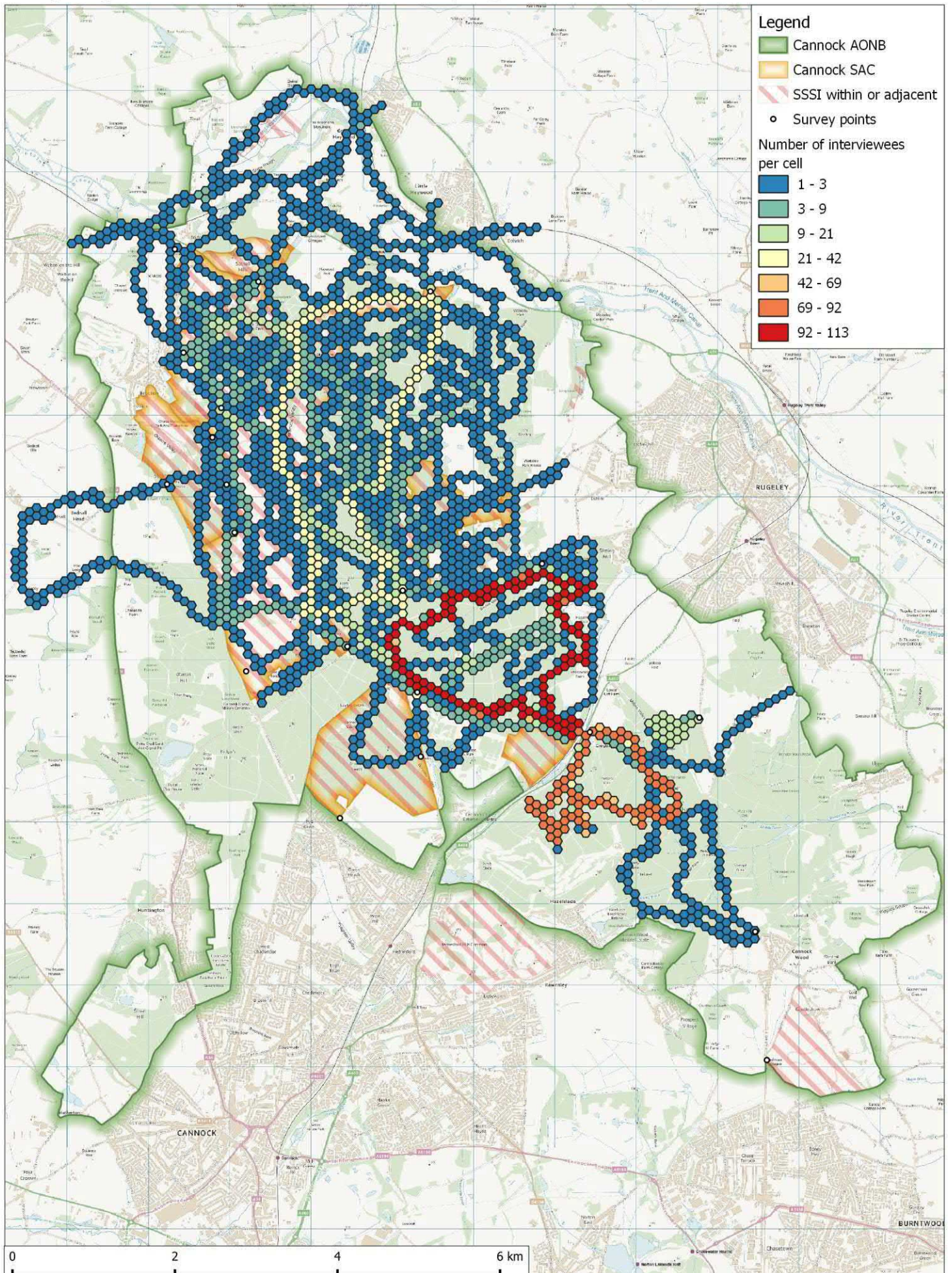
Map 12: Interviewee routes recorded on site shown as a heatmap, as used in Map 10 but overlaid with individual routes lines and zoomed to the southern parts of the SAC.



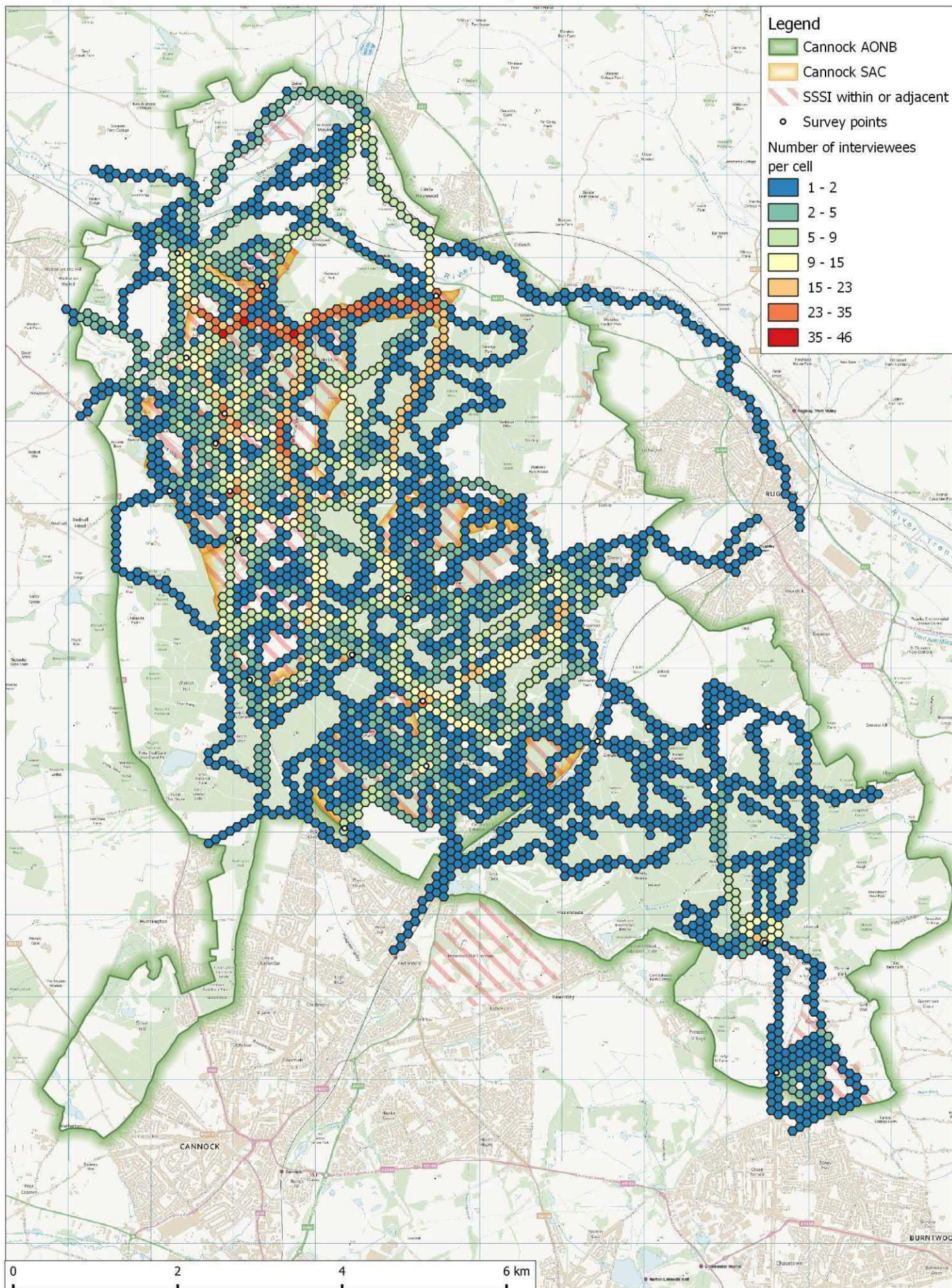
Map 13: Density of interviewee routes presented as the number of interviewees in each cell of a 200m hexagonal grid.



Map 14a: Density of interviewee routes presented as the number of interviewees in each cell of 200m hexagonal grid shown for interviewees who were cycling/mountain biking.

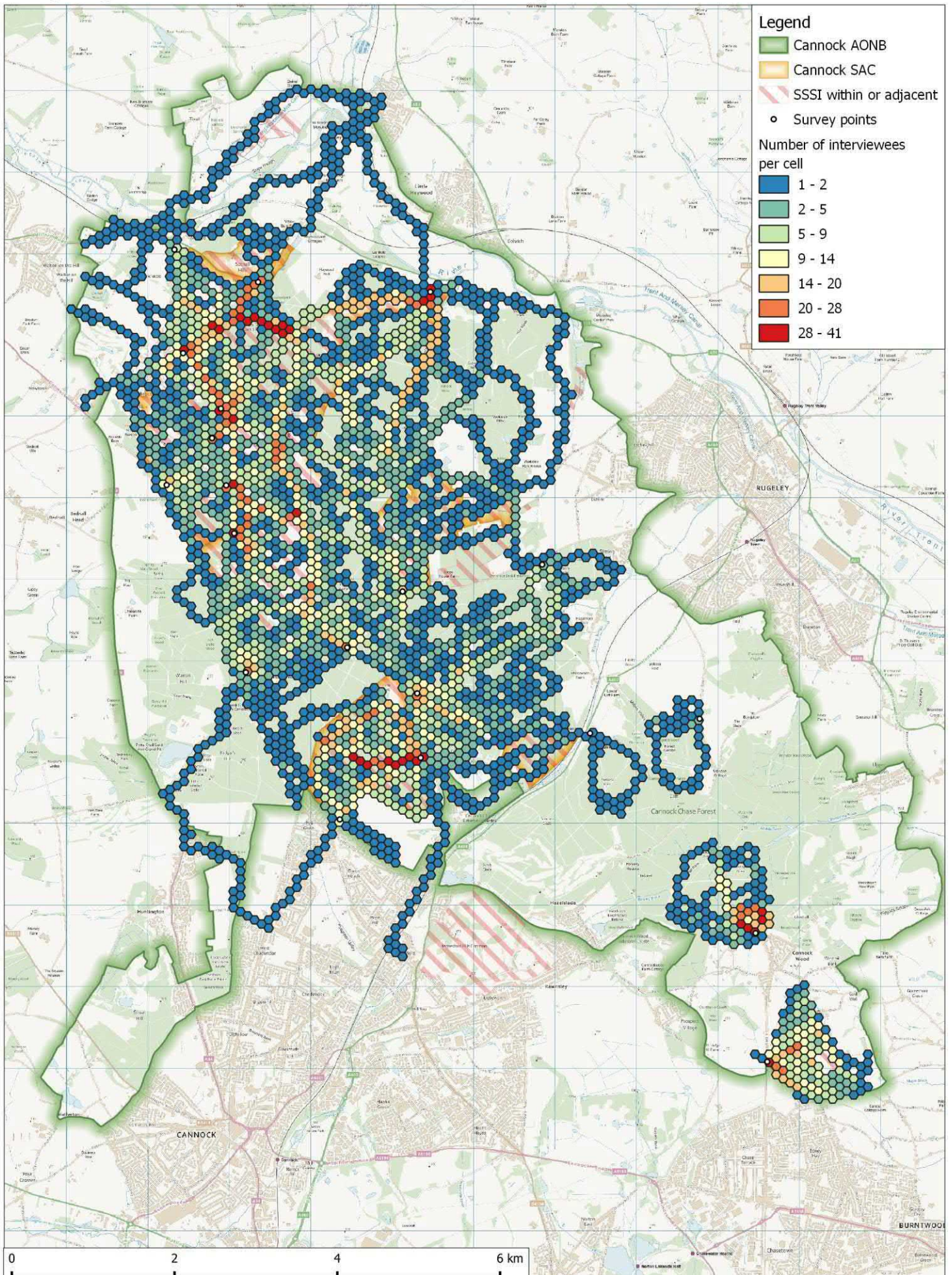


Map 14b: Density of interviewee routes presented as the number of interviewees in each cell of 200m hexagonal grid shown for interviewees who were walking.

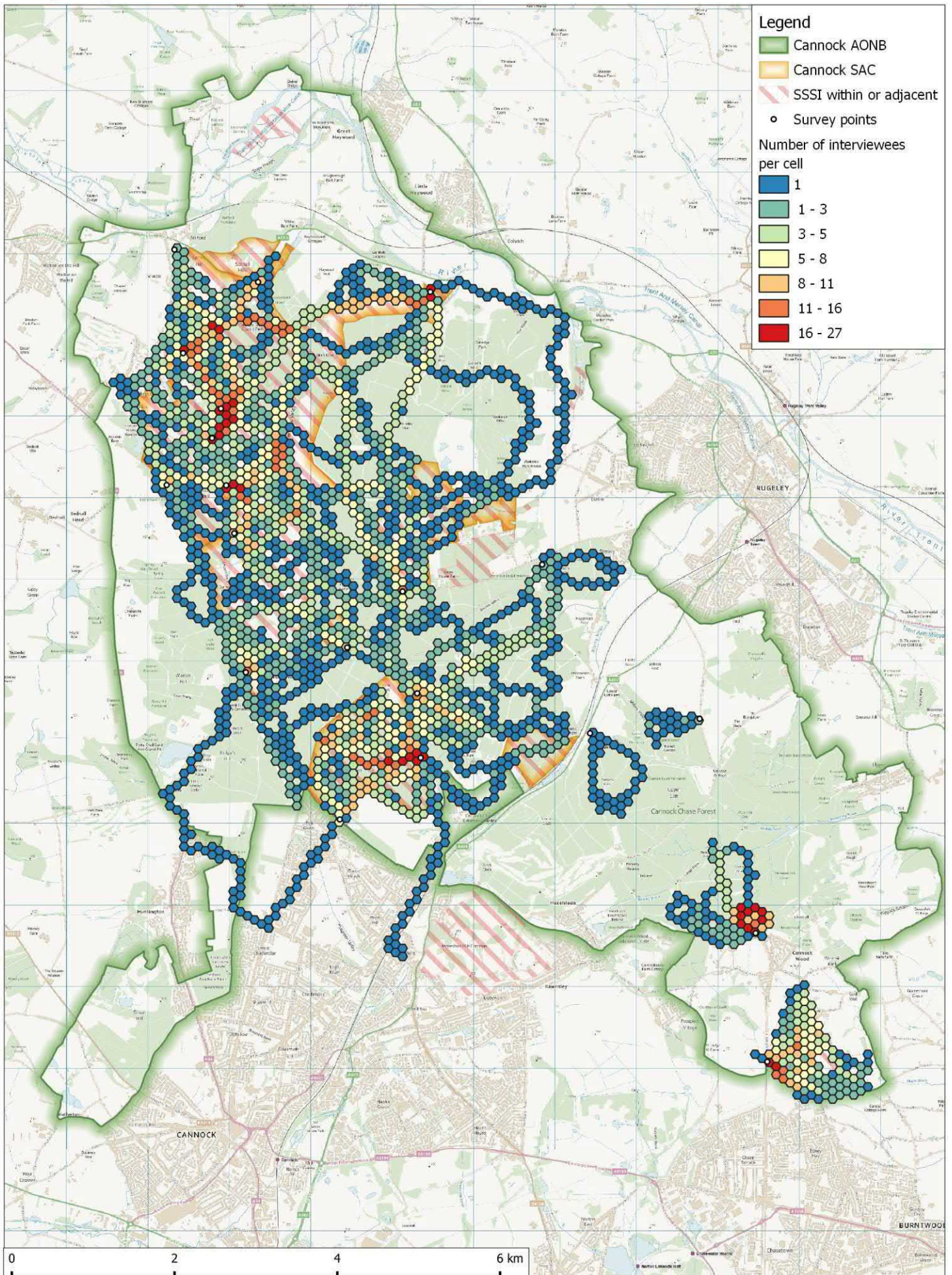


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Map 14c: Density of interviewee routes presented as the number of interviewees in each cell of 200m hexagonal grid shown for interviewees who were dog walking.



Map 14d: Density of interviewee routes presented as the number of interviewees in each cell of 200m hexagonal grid shown for interviewees who were daily visitors.



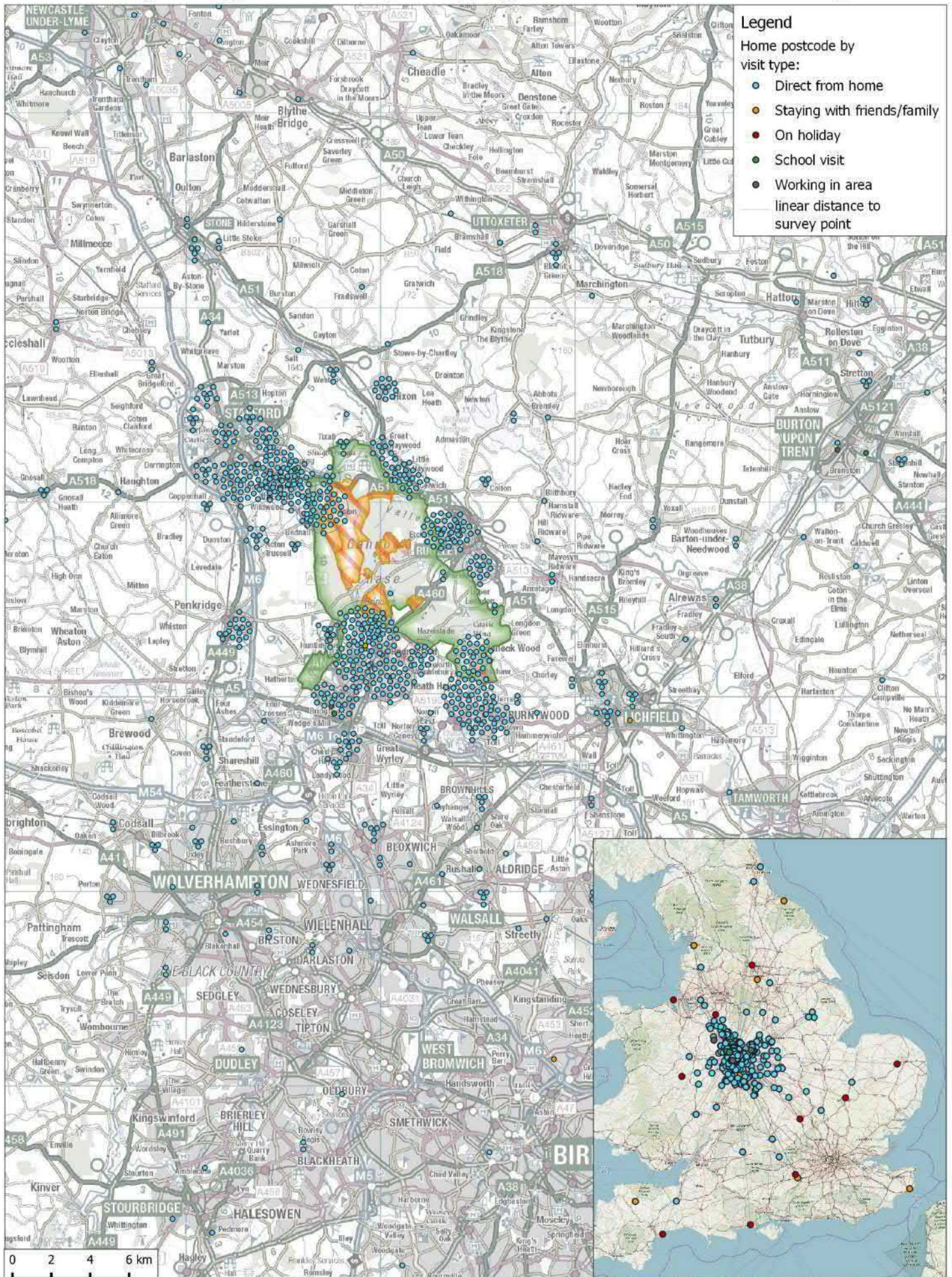
Home postcodes

- 4.55 An important piece of information obtained during surveys was the interviewee's home postcode. Interviewees were asked for their full home postcode, and 14 refused or were unable, including 4 interviewees from abroad (who were on holiday or staying with friends/family). Of the remaining 947 interviewees who gave a postcode 937 were full, georeferenced postcodes that could be accurately mapped within the GIS (i.e. 95%).
- 4.56 The distribution of all postcodes (visualised on inset map in Map 15) show visitor origins were widely distributed across England, ranging from as far afield as Tyne and Wear, Devon, Kent and Norfolk. However, 96% of interviewees were from the East or West Midlands. A breakdown of postcodes by different local authority districts is shown in Table 17. Roughly a third of interviewees were from Stafford Borough (30% of interviewees in pooled autumn-winter data), around a quarter from Cannock Chase District (26%) and around one in ten from Lichfield (12%). Other local authorities with more than 1% of interviewees were South Staffordshire District, Walsall Borough, East Staffordshire Borough and City of Wolverhampton.

Table 17: Summary of the number and percentage of interviewees in each local authority.

Local authority	summer (Aug)	autumn (Sept)		winter (Nov/Dec)	Total
	Wkday	Wkday	Wkend	Wkday	
Stafford Borough	25 (29)	88 (33)	98 (27)	73 (34)	284 (30)
Cannock Chase District	24 (28)	74 (28)	86 (23)	58 (27)	242 (26)
Lichfield District	4 (5)	35 (13)	45 (12)	25 (12)	109 (12)
South Staffordshire District	5 (6)	20 (7)	28 (8)	18 (8)	71 (8)
Walsall Borough	1 (1)	8 (3)	18 (5)	9 (4)	36 (4)
East Staffordshire Borough	4 (5)	9 (3)	9 (2)	5 (2)	27 (3)
City of Wolverhampton	0 (0)	7 (3)	7 (2)	5 (2)	19 (2)
South Derbyshire District	3 (3)	5 (2)	3 (1)	1 (0)	12 (1)
Solihull Borough	1 (1)	0 (0)	10 (3)	1 (0)	12 (1)
Birmingham Borough	2 (2)	2 (1)	5 (1)	2 (1)	11 (1)
City of Stoke-on-Trent	2 (2)	1 (0)	5 (1)	2 (1)	10 (1)
Shropshire	1 (1)	1 (0)	5 (1)	1 (0)	8 (1)
Cheshire East	1 (1)	0 (0)	3 (1)	2 (1)	6 (1)
Coventry District	0 (0)	1 (0)	2 (1)	2 (1)	5 (1)

Map 15: Interviewee postcodes shown across the whole UK (inset map) and more locally around Cannock Chase (main map). In the main map overlapping postcodes are offset as concentric rings.



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Table 18: Summary of the interviewee data for each local authority. Data from autumn (weekday and weekend) only. Values in bold indicate top two values for each column.

Local authority	Number of interviewees	% of interviewees (% down column)			% of people (% down column)			% of interviewees (% across rows for each group)					
		Wkday	Wkend	Both	Wkday	Wkend	Both	Activity				75% or more visits to here	Visit daily or most days
								Dog walker	Walker	Cyclist	Other		
Stafford Borough	259	33	27	29	46	24	33	48	24	11	18	59	39
Cannock Chase District	218	28	23	25	21	23	22	63	19	7	11	68	59
Lichfield District	105	13	12	13	9	13	11	49	26	13	13	61	36
South Staffordshire District	66	7	8	8	7	7	7	35	27	19	19	75	29
Walsall Borough	35	3	5	4	3	5	4	8	46	38	8	50	8
East Staffordshire Borough	23	3	2	3	2	3	2	28	17	50	6	56	17
City of Wolverhampton	19	3	2	2	3	2	2	21	50	21	7	64	7
Other	102	10	20	16	8	24	18	23	61	2	1	25	0

4.57 The visitor profile for each local authority from the interview data is summarised in Table 18.

Linear distances

4.58 For each interviewee home postcode, the linear (Euclidean) distance from the postcode to the interview location was calculated. Overall, using all 937 postcodes the distances ranged from 76 m (resident of Pye Green, West Cannock Farm) to 289 km (an interviewee from Dover who was staying with friends and family locally). The mean distance value was 16.0 km, median value 6.2 km (this value is the distance of the nearest 50% of interviewees) and the third quartile value was 15.3 km (often stated as “Q3” and representing the 75% nearest) – see Table 19.

4.59 Table 19 also separates out one of the key differences in these distances, whether interviewees were travelling from home or staying away from home (either with friends and family, or on holiday). The average distances for those groups staying away from home were an order of magnitude greater than those from home – e.g. around 130 – 150 km for those staying away from home and 8 – 11 km for those visiting directly from home.

Table 19: Summary of linear distances for each visit type.

Visit type	n	mean (\pm SE)	median	Q3	Min-max
Home	912	13.4 (\pm 0.7)	6.1	14.8	0.1 - 248.7
Holiday	10	149.4 (\pm 20.7)	136.3	217.6	55.3 - 253
School	3	11.3 (\pm 6.0)	8.4	22.8	2.8 - 22.8
	3	20.4 (\pm 8.2)	22.2	33.7	5.4 - 33.7
All interviewees	937	16 (\pm 1.0)	6.2	15.3	0.1 - 288.7

4.60 However, these overall values are potentially influenced by differences between survey effort (extra effort at a subset in summer) and differences between weekdays, weekends and seasons.

Differences between seasons

4.61 Differences between summer, autumn and winter were investigated using the subset of five locations which were surveyed in all three periods. Summary statistics for these are given in Table 20. This suggests some large draws in the summer and on weekends in the autumn. Differences in the range of distance values recorded at different times of year were investigated using a statistical test on weekday values in the three seasons. This showed no significant difference between the three seasons (K-W; $H=1.00$, $df=2$, $p=0.608$).

Table 20: Summary statistics of the interviewee linear distances between survey points and home postcodes. Data from the subset of five locations which were surveyed in all seasons, shown separately for each season period, weekdays and weekend (includes visitors not directly from home e.g. on holiday).

Survey period	n	mean (\pm SE)	median	Q3	Min-max
autumn: Weekday	90	15.7 (\pm 2.4)	7.9	18.2	0.2 - 158.8
autumn: Weekend	133	26.7 (\pm 3.8)	9.9	30.8	1 - 253
winter: Weekday	61	18.1 (\pm 4.4)	9.0	18.3	2.2 - 248.7

Differences between weekdays and weekends

4.62 The summary of values using all collated survey points in autumn on weekdays and weekends are given in Table 21, suggesting a larger draw at weekends. A statistical test on these values showed differences were highly significant (K-W; $H=15.52$, $df=1$, $p<0.001$).

Home interviewees

4.63 While examining distances from all interviewees is interesting, it is often more relevant to examine the distances for interviewees who were visiting directly from home (rather than interviewees who were on holiday, staying with friends or family etc). Table 21 provides a summary of distances from all interviewees (for the autumn and autumn-winter period) and for interviewees who had travelled directly from home only. This still shows a broadly similar radius, but all values are slightly smaller.

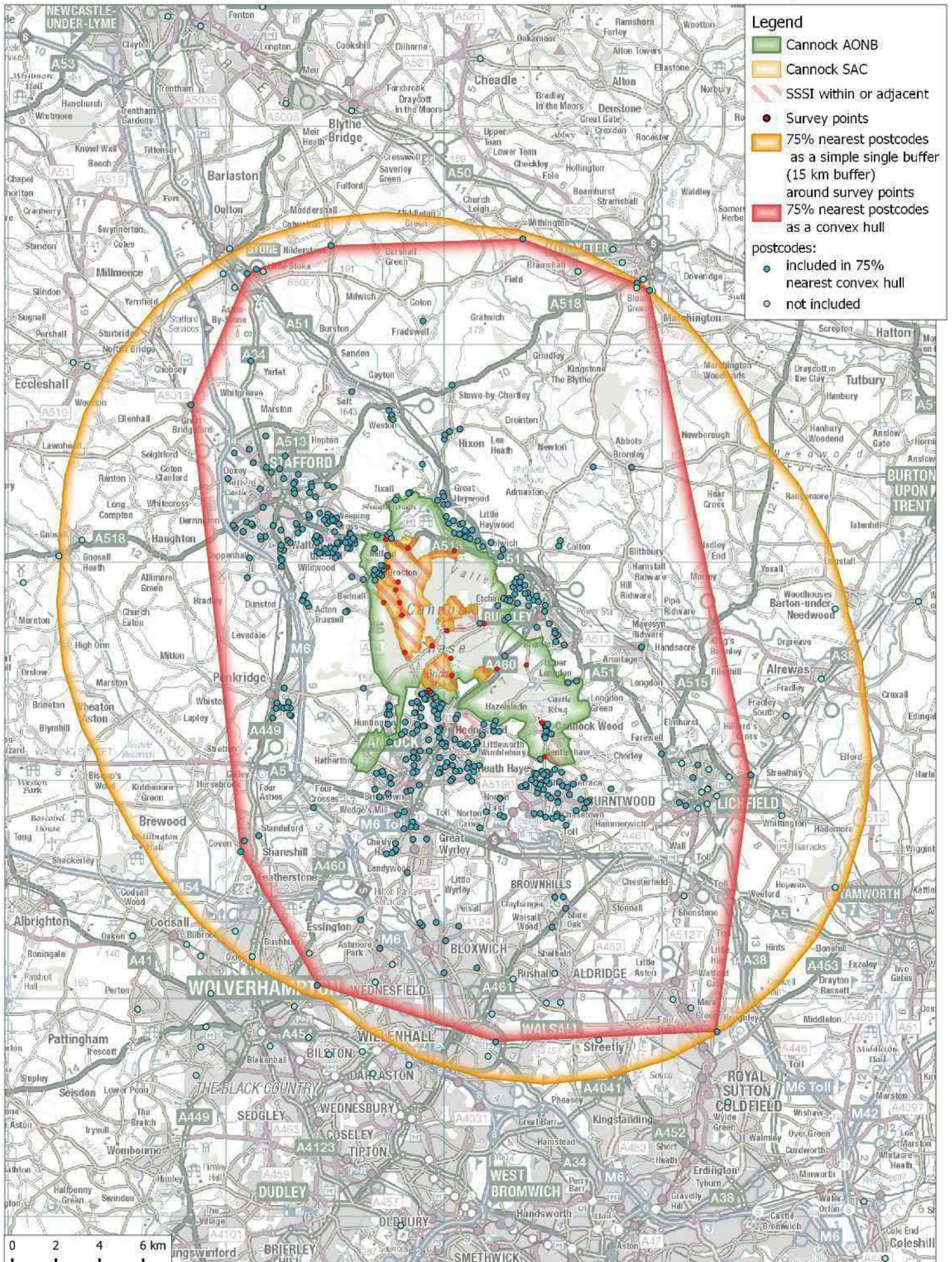
4.64 For interviewees from home, there were still clear differences between weekdays and weekends in the autumn. As such the pooled autumn-winter period is influenced by the effect of two weekdays compared to one weekend day. The pooled autumn value is therefore also shown, as this includes just one weekday and one weekend day. However, the values for median and Q3 are broadly similar between pooled autumn (6.2 km and 15.2 km) and autumn-winter pooled data (6.0 km and 14.8 km).

Table 21: Summary statistics of the interviewee linear distances between survey points and home postcodes. Data from autumn winter period only used, shown separately for each season period, weekdays and weekend and for interviewees who have travelled directly from home and all interviewees.

Survey period	n	mean (\pm SE)	median	Q3	Min-max
All interviewees					
autumn: Weekday	268	11.7 (\pm 1.4)	5.3	11.9	0.1 - 218.9
autumn: Weekend	366	18.8 (\pm 1.8)	7.1	18.5	0.1 - 253.0
Pooled: autumn	634	15.8 (\pm 1.2)	6.4	16.2	0.1 - 253.0
winter: Weekday	217	12.9 (\pm 1.8)	5.3	13.2	0.1 - 248.7
Pooled autumn-winter	851	15.1 (\pm 1)	6.0	15.1	0.1 - 253
Home interviewees					
autumn: Weekday	262	10.3 (\pm 1)	5.2	11.5	0.1 - 158.8
autumn: Weekend	358	16.2 (\pm 1.4)	7.0	17.7	0.1 - 228.6
Pooled: autumn	620	13.7 (\pm 0.9)	6.2	15.2	0.1-228.6
winter: Weekday	214	11.7 (\pm 1.5)	5.2	12.7	0.1 - 248.7
Pooled autumn-winter	834	13.2 (\pm 0.8)	6.0	14.8	0.1 - 248.7

4.65 The Q3 value - the distance which encompasses 75% of the nearest postcodes to the survey point- is shown in Map 16 (using autumn only data and interviewees only travelling directly from home). The area or "catchment" these postcodes cover is expressed using a simple single distance buffer (rounded to 15 km) of the survey points, and as a convex hull, which wraps to the individual postcodes which are included in the 75% cut off.

Map 16: Distribution of the 75% nearest postcodes from interviewees during the autumn only. Area covered by the 75% nearest expressed as single distance radius and as convex hull around postcodes.



4.66 A key factor affecting the distance interviewees travelled was the activity they were undertaking, and a statistical test shows these differences were highly significant ($H=170.80$, $df=12$, $p<0.001$). A summary of the distances for the top seven most commonly encountered activities is shown in Figure 12 and values for top five in Table 22. Shortest distances and therefore most local use was recorded for dog walkers - the mean value was 6.5 km, 50% lived within 4.1 km (median value) and 75% within 6.4 km (Q3 value). In contrast, the largest distances were for cyclists; with a mean of 31 km, median of 20.5 km and Q3 of 39.9 km.

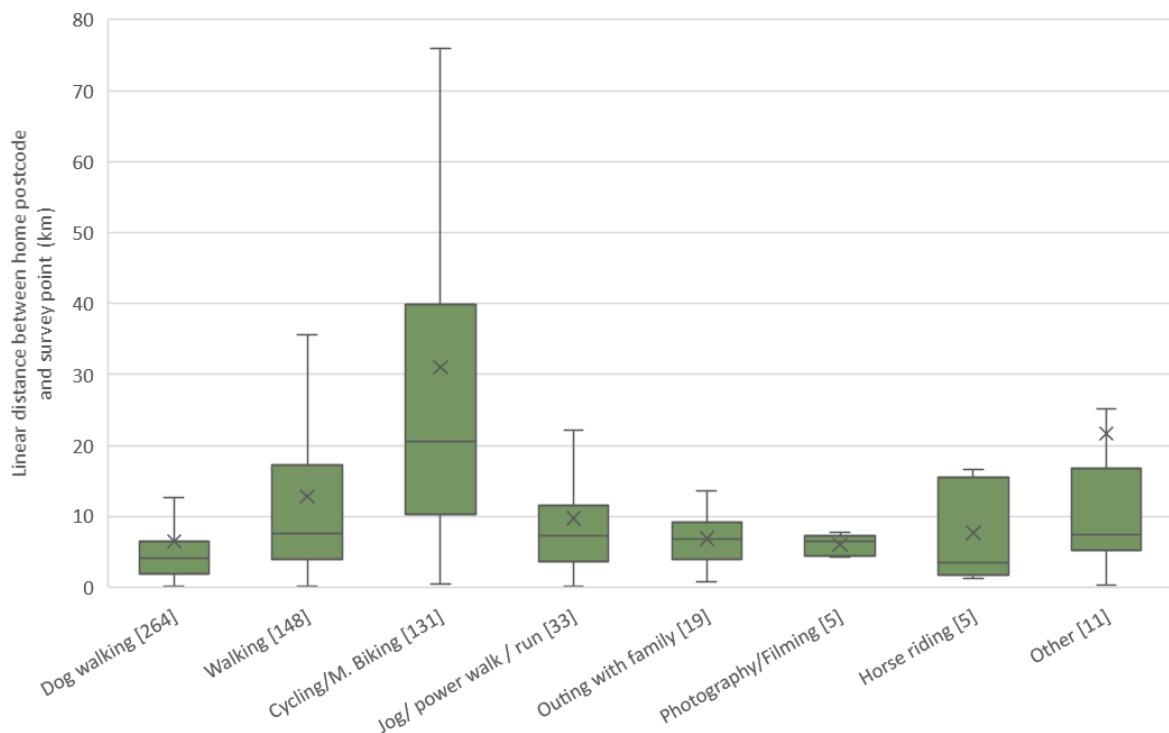


Figure 9: Boxplots to summarise the linear distances between survey point and home postcodes for the top seven activities. Data sorted by sample size (shown in brackets) and using autumn data only. Boxes show the range between Q1 (25%) and Q3 (75%), cross line within this indicates the median. Whiskers indicate the range of values, excluding outliers. The cross indicates the mean. Values in brackets next to activities indicate the sample size.

4.67 The distances recorded can also be visualised for individuals as cumulative curve to show at what distance the percentage of visitors starts to level off. A

curve for all interviewees, and separately for dog walking, walking and cycling is shown in Figure 10.

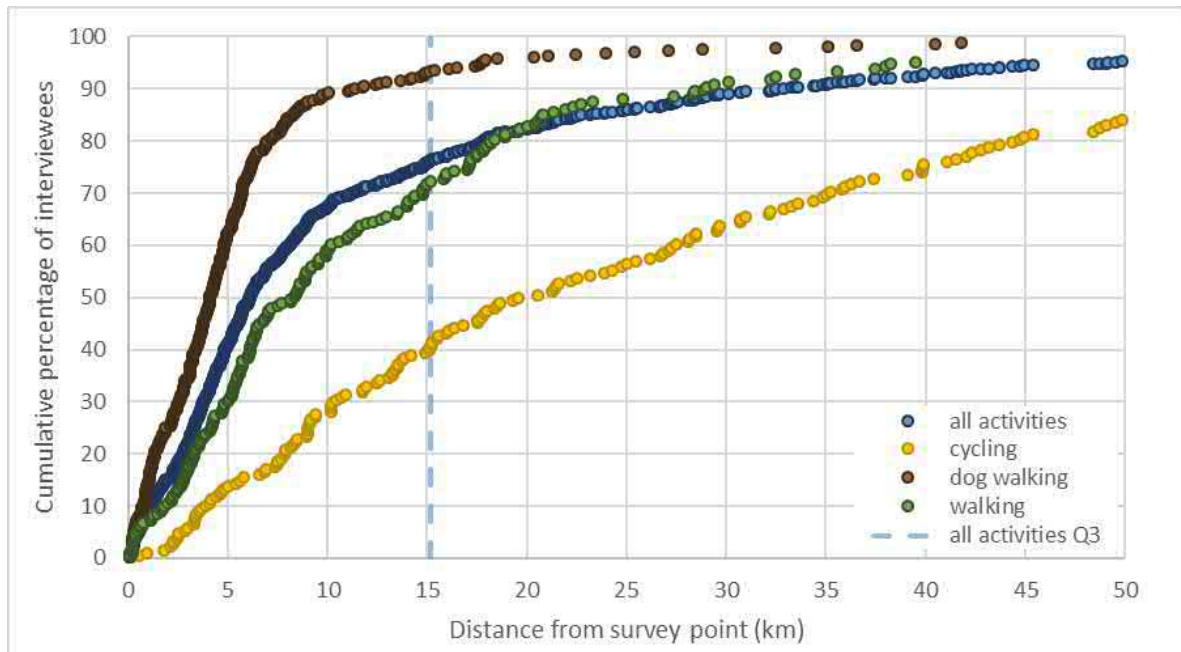


Figure 10: Interviewees distance from survey point to home postcode shown as a cumulative percentage. The graph shows overall curve for all activities and then for the top three activities. Note distances beyond 50 km occur for all activities. Line indicates the Q3 (75th) percentile distance (15.2 km) across all interviewees.

4.68 Table 22 also gives the distances summarised by visit frequency and this showed highly significant differences in the values for each category too ($H=242.77$, $df=7$, $p<0.001$). Ranking of the distances reported from mean, median, and Q3 values match with the ranking according to visit frequency. Daily visitors showed the smallest distance – mean 3.3 km, median, 2.7 km and Q3 4.8km – compared to first time visitors – 53.3 km, 34 km and 78.9 km. Using the approximate number of annual visits made for each visit frequency category, the average for each distance band is visualised in Figure 11 to show how visit frequency declines with distance away from the site.

Table 22: Summary statistics of the interviewee linear distances between survey points and home postcodes for two key factors; interviewee activity and visit frequency. Data from autumn period and those travelling from home only used.

Survey period	n	mean (\pm SE)	median	Q3	Min-max
Activities					
Dog walking	264	6.5 (\pm 0.7)	4.1	6.4	0.1 - 131.5
Walking	148	12.8 (\pm 1.3)	7.6	17.2	0.2 - 126.3
Cycling/Mountain	131	31.0 (\pm 3.1)	20.5	39.9	0.5 - 228.6
Jog/ power walk/run	33	9.7 (\pm 1.6)	7.2	11.5	0.2 - 41.7
Outing with family	19	6.8 (\pm 0.8)	6.7	9.1	0.8 - 13.6
Visit frequency					
Daily	142	3.3 (\pm 0.2)	2.7	4.8	0.1 - 17.6
Most days	74	5.1 (\pm 0.4)	4.3	6.8	0.1 - 16.4
1 to 3 times a week	176	9.7 (\pm 0.7)	6.9	11.9	0.2 - 51.5
2 to 3 times per month	90	16.9 (\pm 1.7)	10.6	28.2	0.3 - 73.9
Once a month	60	18.8 (\pm 2.8)	13.4	21.1	1.8 - 145.9
Less than once a month	57	39.2 (\pm 5.6)	22.7	49.7	2.8 - 228.6
First visit	20	53.3 (\pm 11.8)	34.0	78.9	2.6 - 206.7

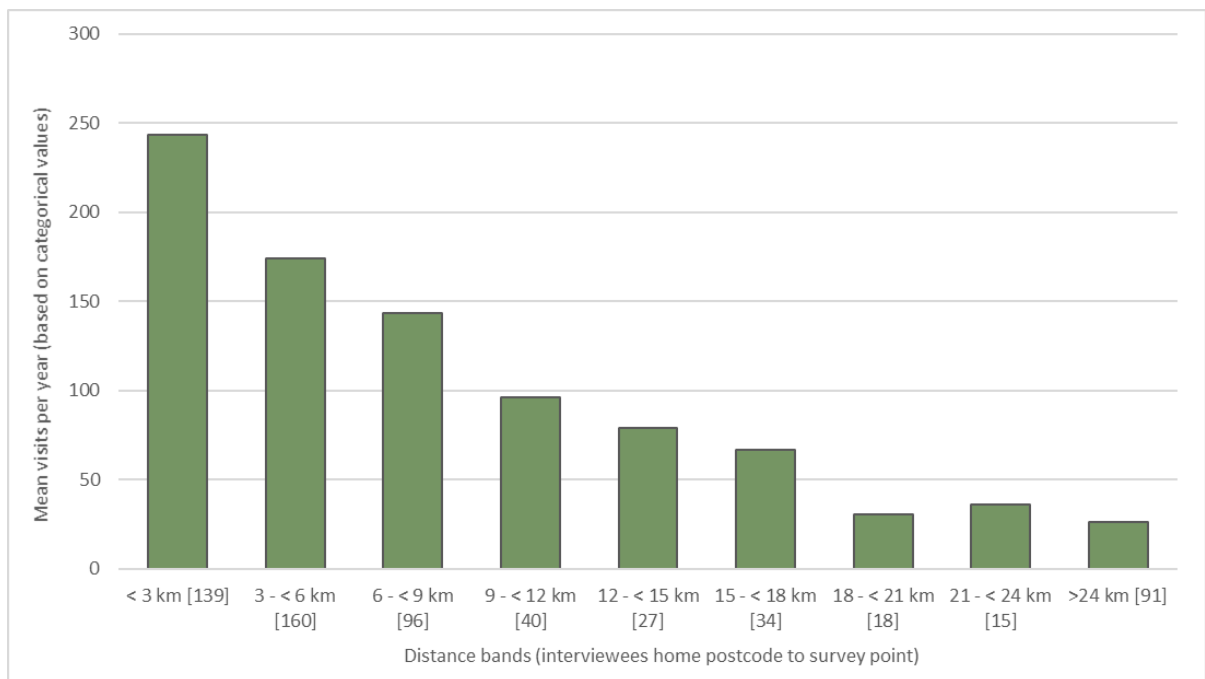


Figure 11: interviewee visit frequency categories, with assigned values of visits per year, averaged for 3 km distance bands, based on interviewees home postcode to the survey point linear distance.

4.69 Survey points were categorised in different ways to examine the variation in distances between home postcode and survey point in more detail. Table 23 gives a summary of the linear distances between interviewee’s home postcode and the survey point, categorised by whether survey points were within the SAC and by access type (using data collected from the autumn, and interviewees who were travelling directly from home). The results suggest a minor (but not highly significant) difference in the distances travelled to SAC compared to non-SAC survey points.

4.70 One factor in this is that most visitor hubs are located off SAC habitat and foot access points are often located on SAC habitat. Table 23 also gives the distances summarised to highlight some of these key types of access. The two visitor hubs of Birches Valley & Marquis Drive showed a very large draw, with three quarters of interviewees living within a 32 km radius (Q3 value). This compared to just a 3.6 km radius at the two primarily foot access points. The differences between the four groups were highly significant ($H=79.34$, $df=3$, $p<0.001$).

Table 23: Summary statistics of the interviewee linear distances between survey points and home postcodes for two key factors; interviewee activity and visit frequency. Data from autumn period and those travelling from home only used.

Survey period [survey points]	n	mean (±SE)	median	Q3	Min-max
SAC/non-SAC					
non-SAC [7]	246	18.9 (± 1.9)	7.0	22.4	30.4 - 228.6
Categorised survey points					
	103	24.7 (± 3.8)	9.6	32.2	0.2 - 228.6
Foot access points [2]	51	4.4 (± 1.8)	0.6	3.6	0.1 - 73.9
	92	9.7 (± 1.2)	6.2	11.3	
All other survey points [12]	374	12.9 (± 0.9)	6.5	15.3	0.2 - 131.5

4.71 The interviewee visitor profile is summarised for each 3km distance band in Table 24. Also additional postcode maps of group size and visit frequency are included in the Appendix.

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Table 24: Summary of the interviewee data for each 3 km distance band. Data from autumn (weekday and weekend) only. Values in bold indicate top two values for each column

Distance band	Number of interviewees	% of interviewees (% down column)			% of people (% down column)			% of interviewees (% across rows for each group)					
		Wkday	Wkend	Both	Wkday	Wkend	Both	Activity				75% or more visits to here	Visit daily or most days
								Dog walker	Walker	Cyclist	Other		
< 3 km	140	26	19	22	35	17	24	68	6	16	9	80	69
3 - < 6 km	161	29	22	25	24	20	21	59	7	23	11	63	47
6 - < 9 km	96	13	17	15	15	18	17	43	8	23	26	53	33
9 - < 12 km	40	6	6	6	5	7	6	20	35	30	15	63	18
12 - < 15 km	28	4	4	4	4	4	4	25	29	36	11	64	11
15 - < 18 km	34	4	6	5	4	5	5	24	32	35	9	47	9
18 - < 21 km	18	2	4	3	2	4	3	0	28	61	11	39	0
21 - < 24 km	16	3	2	3	2	2	2	13	44	25	19	31	0
>24 km	101	11	20	16	9	23	17	10	60	23	7	26	0

Current location choice

- 4.72 Surveyors asked interviewees to suggest reasons why they visited the specific location where the interview took place, rather than another local site. Surveyors recorded all the reasons given using set categories (and an “other” category) and multiple reasons could be logged. Interviewees usually gave, on average, 2.6 reasons. However, surveyors then asked the interviewee to select just one reason which was the most important factor (referred to as the main reason).
- 4.73 Interviewee’s single main reason and other reasons are expressed as a percentage of all interviewees in Figure 12. The most commonly stated reason was close to home, a factor for just over a third of interviewees (36%). Other important reasons were the site being the appropriate place for the activity (22%), scenery/views (19%), good for dog/dog enjoys it and good/easy parking (both 17%).

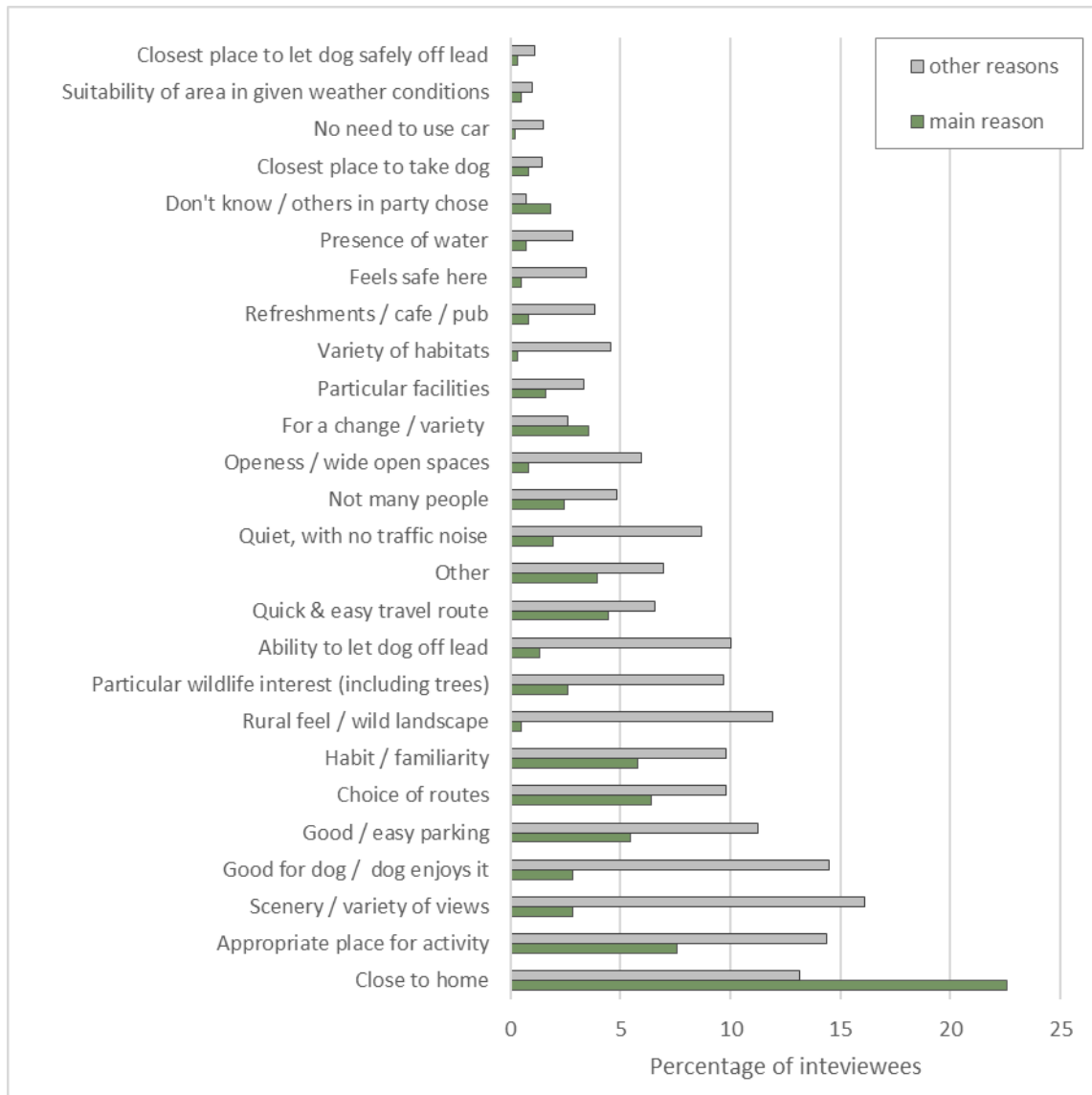


Figure 12: Reasons for site choice. Main reasons were single choice and other reasons multiple responses. Reasons ranked by the total number of reasons, main and other combined. Data used are from all seasons surveyed.

- 4.74 The pooled category of “other” were those which did not fit the set categories. Reasons given in “other” were most notable for the mention of free parking, avoiding other users (mostly referring to avoiding cyclists), safe play areas for children, a good central location/convenient and topography (usually cyclists selecting undulations and walkers/horse riders selecting flat areas).
- 4.75 The main reasons only are shown in Table 25. The list of main reasons given was similar to the ranking in Figure 12 – although scenery/views were

notably less important in main choices. Table 25 also gives the ranked main responses for the three main activities. Across all these three activities, close to home was consistently the main reason: 30% for interviewees who were dog walkers and 20% for both cyclists and walkers. For dog walkers, other important factors were: it is good for the dog, habit/familiarity (both 6%), and good/easy parking (5%). Amongst cyclists, other than close to home, important reasons were; the choice of routes (20%), being an appropriate place for the activity (19%) and good/easy parking (6%).

Table 25: Top five ranked interviewee main reasons for visiting the current site, by activity (top 3 activities only)

All interviewees	Cyclists	Dog walkers	Walkers
Appropriate place for activity (71, 7.2%)	Choice of routes (38, 18.5%)	Good for dog / dog enjoys it (26, 6.1%)	Habit / familiarity (17, 7.6%)
Choice of routes (62, 6.3%)	Appropriate place for activity (28, 13.7%)	Habit / familiarity (26, 6.1%)	For a change / variety (16, 7.1%)
Habit / familiarity (57, 5.8%)	Good / easy parking (13, 6.3%)	Good / easy parking (21, 4.9%)	Appropriate place for activity (12, 5.4%)
Good / easy parking (53, 5.4%)	Other, please detail (13, 6.3%)	Quick & easy travel route (18, 4.2%)	Quick & easy travel route (12, 5.4%)

Other visits to the countryside

Proportion of visits

- 4.76 It is to be expected the people are likely to visit a range of different greenspaces for their chosen activity. Surveyors asked interviewees to describe what proportion of their visits to the countryside for their current activity took place at the survey location. Across all survey data, most interviewees suggested that a large proportion of their visits took place at the interview location. Overall, 28% of interviewees suggested all their visits took place at the current site, while a further 29% of interviewees suggested it was around three-quarters of their visits.
- 4.77 There were few differences in the percentage of interviewees between seasons, but some more noticeable differences between activities - see Figure 13. The highest proportion of interviewees who indicated all of their visits took place at the site where interviewed were those who were jogging/running (36%), followed by dog walkers (33%). The lowest was for those were on a family outing (10%) and walkers (18%).

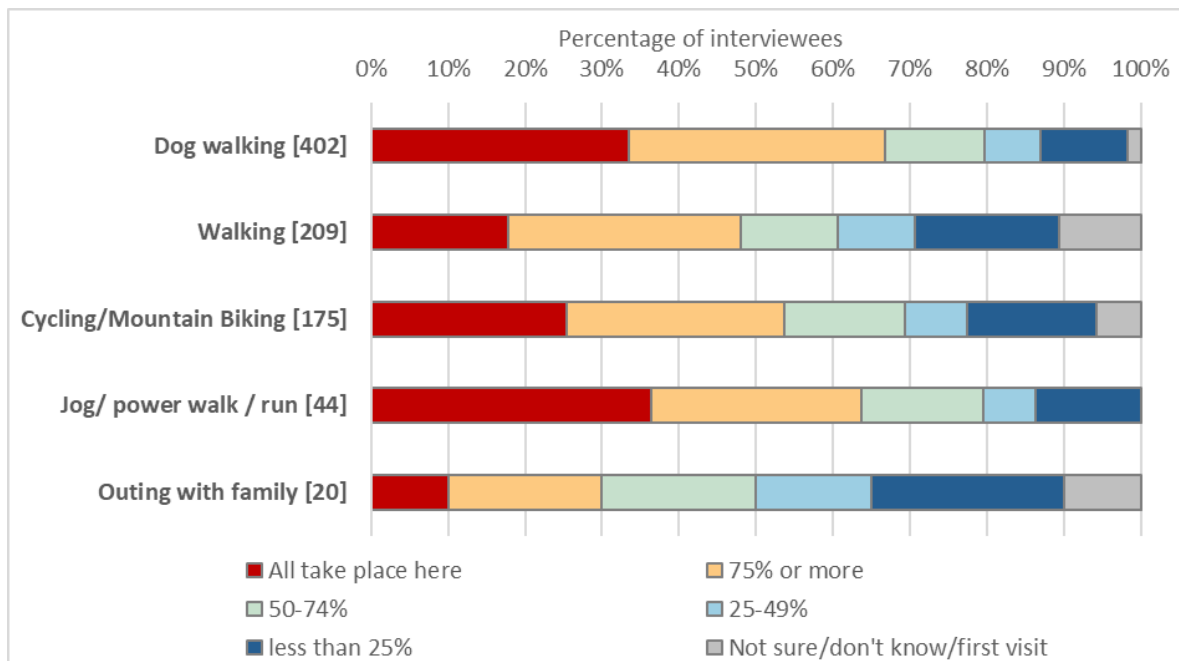


Figure 13: Interviewee's visits to the location interviewed at, as a proportion of all visits for the current activity. Shown using autumn-winter data only and separately for the five main activities.

Alternative sites

- 4.78 Interviewees were asked if they could name another location they would have visited, had they not been able to come to the current site. Overall, 11% (112 interviewees) were not sure or did not know and, 21% (203) said they would not have visited anywhere else. Just over two thirds, 68% of interviewees (673), named an alternative site and this proportion was fairly consistent between the three main activity groups.
- 4.79 The site names given showed some clear differences between different interviewee groups. Table 26 gives the highest ranked named alternative for all interviewees, and also just for cyclists, dog walkers and walkers. Overall the most commonly named site was Chasewater – cited by 7% of interviewees who gave an alternative site (8% of dog walkers, 7% of walkers and 4% of cyclists). The second most popular was the Peak District, 5%, which was ranked highest amongst cyclists (9%) and walkers (9%). Other sites in Cannock were also popular - especially amongst dog walkers and walkers – and overall 4% named Birches Valley, 4% Marquis Drive and 2% Shugborough. Other common responses were the various parts of the canal, Sutton park in Sutton Coldfield and, for cyclists, various locations in north Wales.

Table 26: Named alternative sites, shown for all interviewees, and separately for cyclists, dog walkers and walkers. Values shown are the number of interviewees (and percentage of the total conducting that activity). Only those given by 2% of interviewees or more, are shown.

All interviewees	Cyclists	Dog walkers	Walkers
Chasewater (48, 7.1%)	Peak District (13, 9.4%)	Chasewater (26, 8.4%)	Peak District (14, 9.2%)
Peak District (30, 4.5%)	Wales (13, 9.4%)	Canal (17, 5.5%)	Chasewater (11, 7.2%)
Canal (28, 4.2%)	Sherwood Pines (11, 8%)	Near Home (13, 4.2%)	Marquis Drive (8, 5.3%)
Marquis Drive (25, 3.7%)	Birches Valley (7, 5.1%)	Marquis Drive (11, 3.6%)	Canal (8, 5.3%)
Birches Valley (24, 3.6%)	Chasewater (6, 4.3%)	Shugborough (11, 3.6%)	Sutton Park (6, 3.9%)
Near Home (19, 2.8%)	Llandegla (5, 3.6%)	Birches Valley (10, 3.2%)	Shugborough (5, 3.3%)
Shugborough (16, 2.4%)	Coed Y Brenin (4, 2.9%)	Pipe Hall Farm (9, 2.9%)	Milford (4, 2.6%)
Sutton Park (16, 2.4%)	Sutton Park (4, 2.9%)	Hednesford Hills (9, 2.9%)	Birches Valley (4, 2.6%)
Wales (15, 2.2%)	Coed Llandegla (4, 2.9%)	Shoal Hill (7, 2.3%)	Castle Ring (3, 2%)
	Near Home (4, 2.9%)		Seven Springs (3, 2%)
	Sherwood Forest (3, 2.2%)		Hednesford Hills (3, 2%)
	Clent Hills (3, 2.2%)		Wolseley (3, 2%)

Interviewee opinions

Visitor awareness

4.80 Awareness of conservation issues on site was briefly explored by asking interviewees to state any habitats or species in Cannock Chase that they were aware were vulnerable to recreation impacts. Most interviewees were unable to name any habitats or species – 53% of interviewees (458) in the autumn and winter surveys (see Figure 14). Of those who did name one (or more than one) habitats or species, almost a third of responses referred to the deer (28% of interviewees), followed by “other” comments (18%) and breeding birds in general (16%). The “other” comments were recorded as free text and many related to adders (5%). Awareness of habitats and ground nesting birds was therefore limited.

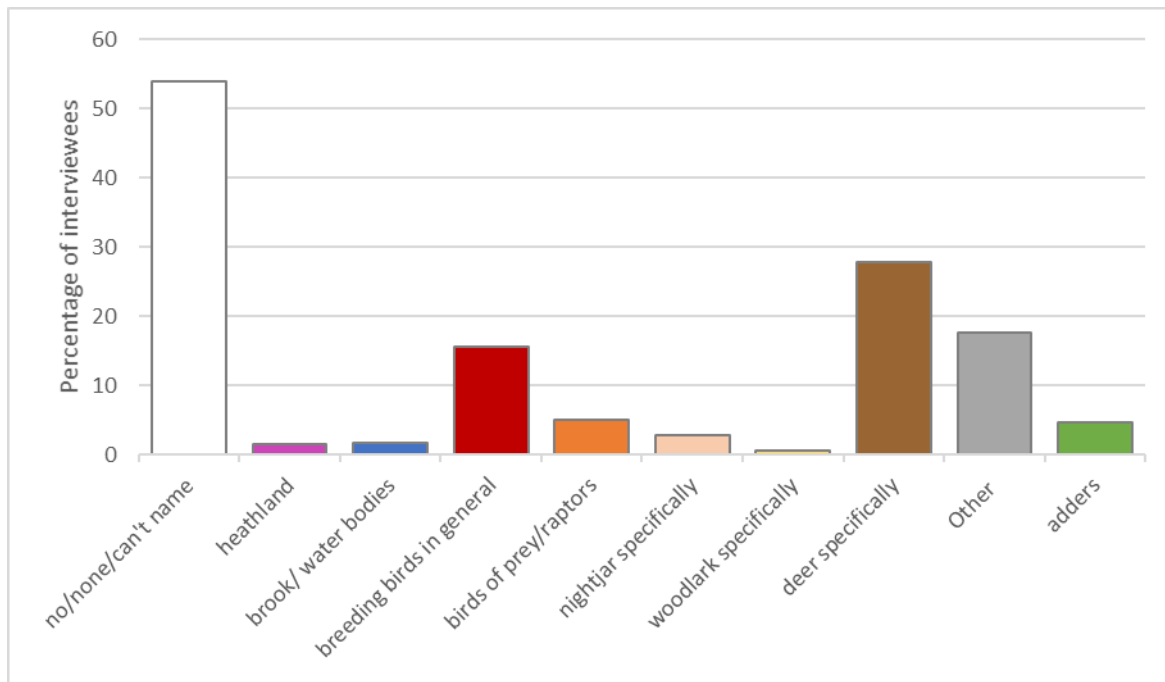


Figure 14: The percentage of interviewees who gave each of the following responses to the question “Are you aware of any habitats or species that occur here and are vulnerable to impacts from recreation? If so, can you name them?”. The question allowed for multiple responses. Data from pooled autumn winter surveys only.

4.81 There was some variability amongst different activities. Among the top five activities, the highest proportion of interviewees who were unaware of any habitats or species or could not name them were those on an outing with

family (85%), followed by cyclists (64%), joggers/runners (59%), walkers (53%) and dog walkers (48%). Dog walkers also had the highest awareness of general comments regarding breeding birds, with 20% of interviewees stating this.

Information sources

- 4.82 Surveyors asked interviewees to state what sources of information they used before visiting Cannock Chase. Overall, seven in ten interviewees (71%) did not use any information sources before visiting on the day of the interview (based on autumn-winter survey data). Whether information sources were used or not varied between activities. Amongst the five main activities, those interviewees who were on a family outing had the lowest level of information use (85% did not use any), compared to cyclists (50% of whom used some information sources) – see background shading in Figure 15.
- 4.83 The types of sources are also given in Figure 15. The most common sources of information were maps (online or paper) given by 13% of interviewees, followed by websites, 10%, and family/friends, 8%. Forty-seven interviewees (13%) suggested they had used a smart phone or app before visiting. A reasonably diverse range of apps were mentioned (e.g. google maps, map my walk, map my run, OS maps, trailforks) but often by just one or two interviewees. The exception to this was Strava, which was the most commonly given app, by 3% of interviewees (26 interviewees), but a greater proportion amongst cyclists (22 cyclists, 12.5%). Social media was rarely used, overall just 3% of interviewees (29 interviewees). Specific platforms were; Facebook (26, 3%), Instagram (4, 0.5%), and Twitter (3 interviewees, 0.4%). Other sources given included books, local knowledge, and information in visitor centres.

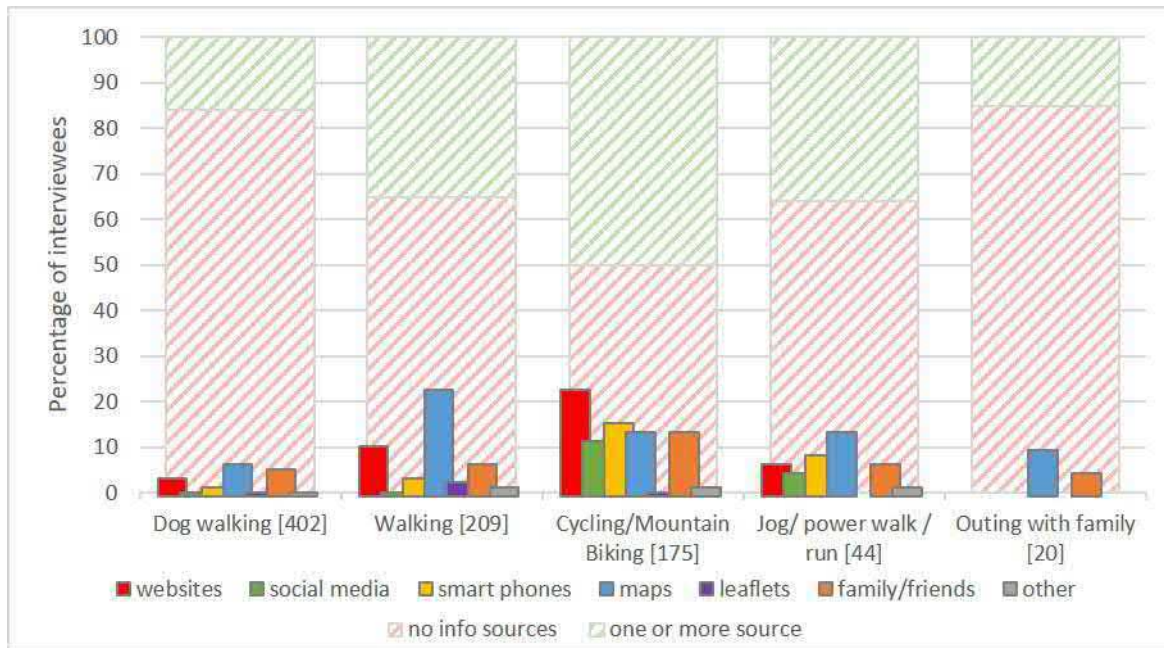


Figure 15: Summary of interviewee's use of information sources shown separately for the five main activities. The background stacked bar chart (crosshatched bars) shows the percentage of interviewees who did or did not use information sources. Foreground unstacked bars show which of the one or more sources were used. Based on autumn winter data only.

New measures at Cannock Chase

- 4.84 A final question asked interviewees for their views on how Cannock Chase is managed. Interviewees were asked to indicate their level of support for suggested measures at Cannock Chase. Interviewees scored their level of support from 1 (do not support at all) to 5 (strongly support the measure) for 13 different measures. The order of the suggested measures was randomised in each interview to ensure no effect of the asking order.
- 4.85 The opinions of interviewees for each measure are summarised in Figure 16. These show the percentage of interviewees in each of the 1-5 categories of level of support and an averaged overall score. Measures which received the highest level of support (average score of 4 or more) were more dog bins, enforcement on dog fouling, and routes for particular activities. Those which received the lowest level of support (average score of 2 or less) were compulsory parking charges and closure of some car parks and laybys.

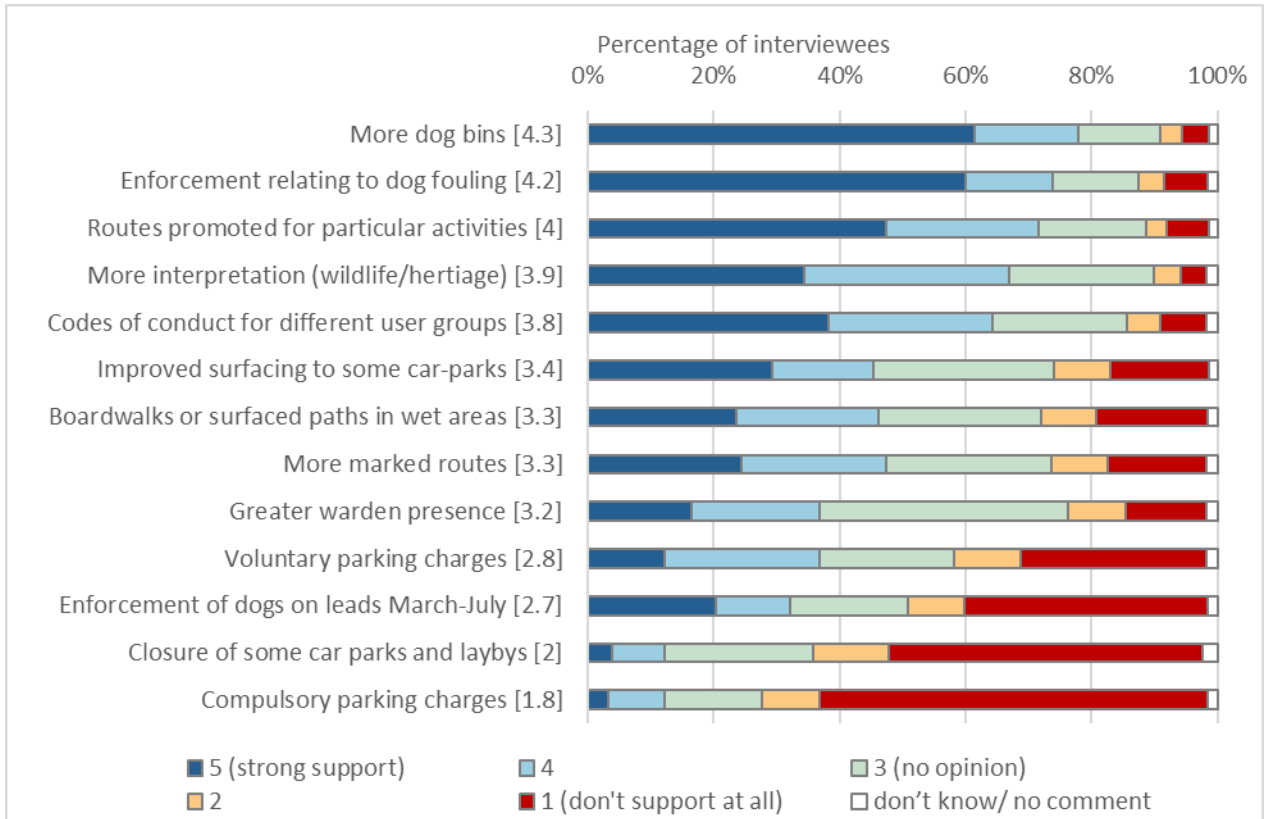


Figure 16: Interviewee’s level of support from 5 (strong support) to 1 (don’t support at all) for a range of potential changes at Cannock Chase. Values in square brackets indicate a single average value for each change. Data used are autumn-winter data only.

5. Discussion

- 5.1 The data presented provides a comprehensive and robust evidence base to understand recreation use at Cannock Chase. Visitor surveys have followed a standard methodology which has been used at a wide range of other sites. Although only a sample of access points across the Chase were surveyed and therefore the results cannot not reflect overall visitor numbers and all access, the interviewing locations were carefully selected to be representative and cover the range of types of access (e.g. high to low, informal and formal, car parks and foot access) and to have good geographic spread. Timing of surveys cover a range of periods of use; peak use in summer holidays, moderate levels in autumn and lowest likely use in winter. Spring was not surveyed, and this may be an important period for impacts from unplanned fires, but we consider levels of access likely to be generally similar to the autumn.
- 5.2 Nevertheless, there are some limitations in the approach. We recorded a number of refusals to be interviewed. These were usually people who were too busy, but will include a number of runners and cyclists who are difficult to stop when active and this group could therefore be under-represented in the data to some extent. Other activities, such as night time cycling, will have also been missed. However, cyclists constituted 21% of interviewees and were 18% of tallied people – suggesting that any bias will be non-existent or very slight.
- 5.3 We surveyed five locations during the summer school holidays to understand the level of increase at this time of year and the potential increased draw. The data collected is from only a subset of locations which makes analysis harder and the strength of results less clear. Examining differences in the levels of use between seasons will be best undertaken by other datasets which look at year-round and long term data patterns, such as the car park count data already collected.
- 5.4 It is interesting to be able to show the proportion of interviewees using different apps/websites to plan their visit. The interviews show one of the more popular websites is Strava, with just over 1 in 10 cyclists using this to plan their visit. Routes of cyclists and runners using Strava can be freely

viewed as heatmaps⁸ and such data provides interesting and useful complimentary data to that collated here. When we have visually compared Strava to visitor survey data in other locations we often see different patterns. We feel this is because Strava data is focused to a small community of more dedicated recreational users - a high proportion of the routes recorded are commutes (c.40%), and Strava refers to users as “athletes”. For example, the average distance cycled in a year for Strava users was 829 km (for men) or 425 km (for women)⁹. In comparison, UK national data suggested people who cycle make an average of 15 trips, totalling 85 km in a year¹⁰. Clearly Strava does well to target and record information on this higher level of “athlete”, who are likely to be some of the users of Cannock Chase. However, due to the difficulties of interviewing active cyclists, the representation of this group is an acknowledged limitation in our visitor surveying.

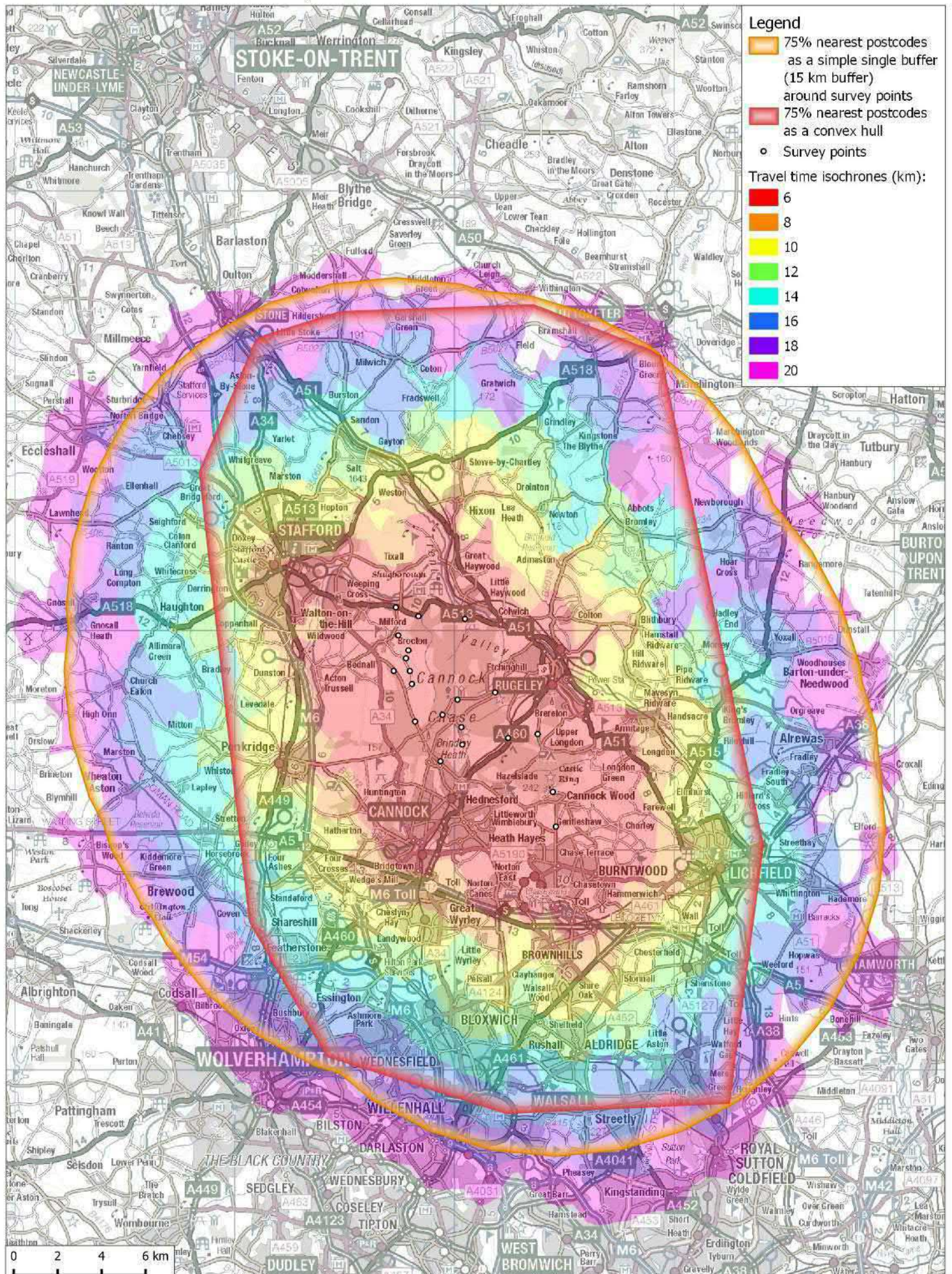
5.5 Finally, we consider linear (Euclidean) distances, rather than travel times or distances. Travel distances can vary due to barriers such as rivers or canals or fast roads (e.g. motorways) which facilitate access from particular locations where there is easy access to the motorway. While linear distances are more simplistic they are easier to work with and are likely to be highly correlated with travel time or travel distance. However, for reference, we show travel distance isochrones in relation to the 15 km buffer and convex hulls in Map 17. The data suggest that the travel distance isochrones are approximately concentric rings and are not markedly skewed in any one area by particular barriers or the road distribution. It can be seen that the 15km buffer is broadly equivalent to the 20km travel isochrone.

⁸ <https://www.strava.com/heatmap#12.76/-2.00171/52.75140/hot/ride>

⁹ See <https://keyassets.timeincuk.net/inspirewp/live/wp-content/uploads/sites/2/2017/12/Strava-Year-in-Sport-UK.pdf>

¹⁰ See https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/674503/walking-and-cycling-statistics-england-2016.pdf

Map 17: The 75% nearest postcodes from interviewees during the autumn only, expressed as single distance band and as convex hulls, overlaid onto travel time isochrones.



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6. Reference

Liley, D. (2012) *Cannock Chase SAC Visitor Report*. Unpublished Report, Footprint Ecology.

Appendix 1: Additional data tables

Table 27: Summary of the surveying dates. The summer and winter surveying included just a single day (8 hrs) of surveying, but this could be split between a morning on one date and an afternoon on another.

		summer (Aug)		autumn (Sept)		winter (Nov/Dec)	
		First	Last	First	Last	First	Last
1	Birches Valley CP	23/08	24/08	06/09	08/09	07/11	07/11
2	Marquis Drive Triangle	22/08	22/08	21/09	22/09	16/11	16/11
3	Seven Springs CP			07/09	09/09	13/11	13/11
4	Penkridge Bank Road CP	21/08	21/08	28/09	30/09	14/11	14/11
5	Moors Gorse CP			06/09	08/09	23/11	23/11
6	Whitehouse CP			27/09	29/09	26/11	14/12
7	Punchbowl	20/08	20/08	27/09	29/09	26/11	26/11
8	Castle Ring CP			07/09	09/09	28/11	28/11
9	Chase Road Corner CP			07/09	09/09	27/11	27/11
10	Pull in after Stile Cop			21/09	23/09	27/11	27/11
11	Milford Common			15/09	17/09	29/11	29/11
12	Glacial Boulder CP	23/08	24/08	14/09	16/09	28/11	28/11
13	Duffields CP			20/09	23/09	30/11	30/11
14	Pull in to Coppice Hill CP			08/09	10/09	29/11	29/11
15	Aspens Car Park pull in before			01/09	03/09	09/11	09/11
16	Gentleshaw Common main CP			27/09	29/09	30/11	30/11
17	Pull in Freda's Grave footpath			22/09	24/09	06/11	06/11
18	Pull in 2 after Bednall Belt CP			28/09	30/09	12/11	12/11
19	Brocton Lane Corner			28/09	30/09	15/11	15/11
20	West Cannock Farm			02/09	04/09	21/11	21/11

Table 28: Summary of the number of people entering into the site during the 8 hours of survey on a weekday or weekend day during each pulse for individual survey points. Values in brackets show people per hour.

		summer (Aug)	autumn (Sept)		winter (Nov/Dec)
		Wkday	Wkday	Wkend	Wkday
1	Birches Valley CP	n/a	n/a	n/a	n/a
2	Marquis Drive Triangle	n/a	n/a	n/a	n/a
3	Seven Springs CP		64 (8.0)	168 (21.0)	83 (10.4)
4	Penkridge Bank Road CP	57 (7.1)	60 (7.5)	111 (13.9)	46 (5.8)
5	Moors Gorse CP		19 (2.4)	29 (3.6)	28 (3.5)
6	Whitehouse CP		36 (4.5)	66 (8.3)	26 (3.3)
7	Punchbowl	62 (7.8)	40 (5.0)	70 (8.8)	19 (2.4)
8	Castle Ring CP		66 (8.3)	146 (18.3)	59 (7.4)
9	Chase Road Corner CP		45 (5.6)	87 (10.9)	30 (3.8)
10	Pull in after Stile Cop		16 (2.0)	47 (5.9)	4 (0.5)
11	Milford Common		149 (18.6)	57 (7.1)	12 (1.5)
12	Glacial Boulder CP	40 (5)	23 (2.9)	54 (6.8)	8 (1)
13	Duffields CP		12 (1.5)	33 (4.1)	20 (2.5)
14	Pull in to Coppice Hill CP		18 (2.3)	13 (1.6)	10 (1.3)
15	Aspens Car Park pull in before		18 (2.3)	22 (2.8)	17 (2.1)
16	Gentleshaw Common main CP		26 (3.3)	24 (3.0)	18 (2.3)
17	Pull in Freda's Grave footpath		20 (2.5)	15 (1.9)	16 (2)
18	Pull in 2 after Bednall Belt CP		6 (0.8)	11 (1.4)	3 (0.4)
19	Brocton Lane Corner		24 (3.0)	31 (3.9)	13 (1.6)
20	West Cannock Farm		11 (1.4)	28 (3.5)	21 (2.6)
	Total	159 (6.6)	653 (4.5)	1012 (7.0)	433 (3.0)

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Table 29: Summary of total number of people, minors, dogs, horse riders and cyclists recorded at each survey point. Values in brackets show the number of each category per hour of survey (8 hrs in summer and winter, 16 hrs in autumn).

ID	People			Minors			Dogs			Horse riders			Cyclists		
1	(0)	(0)	0 (0)	(0)	(0)	0 (0)	(0)	(0)	0 (0)	(0)	(0)	0 (0)	(0)	(0)	0 (0)
2	(0)	(0)	0 (0)	(0)	(0)	0 (0)	(0)	(0)	0 (0)	(0)	(0)	0 (0)	(0)	(0)	0 (0)
3	(0)	232 (14.5)	83 (10.4)	(0)	78 (4.9)	35 (4.4)	(0)	28 (1.8)	0 (0)	(0)	2 (0.1)	0 (0)	(0)	58 (3.6)	4 (0.5)
4	57 (7.1)	171 (10.7)	46 (5.8)	17 (2.1)	48 (3)	12 (1.5)	6 (0.8)	18 (1.1)	0 (0)	1 (0.1)	0 (0)	0 (0)	25 (3.1)	77 (4.8)	12 (1.5)
5	(0)	48 (3)	28 (3.5)	(0)	5 (0.3)	0 (0)	(0)	4 (0.3)	1 (0.1)	(0)	0 (0)	0 (0)	(0)	42 (2.6)	28 (3.5)
6	(0)	102 (6.4)	26 (3.3)	(0)	45 (2.8)	17 (2.1)	(0)	9 (0.6)	2 (0.3)	(0)	0 (0)	0 (0)	(0)	9 (0.6)	1 (0.1)
7	62 (7.8)	110 (6.9)	19 (2.4)	21 (2.6)	28 (1.8)	15 (1.9)	13 (1.6)	18 (1.1)	0 (0)	0 (0)	2 (0.1)	2 (0.3)	13 (1.6)	10 (0.6)	1 (0.1)
8	(0)	212 (13.3)	59 (7.4)	(0)	126 (7.9)	51 (6.4)	(0)	25 (1.6)	10 (1.3)	(0)	0 (0)	0 (0)	(0)	16 (1)	0 (0)
9	(0)	132 (8.3)	30 (3.8)	(0)	72 (4.5)	15 (1.9)	(0)	9 (0.6)	0 (0)	(0)	0 (0)	0 (0)	(0)	19 (1.2)	0 (0)
10	(0)	63 (3.9)	4 (0.5)	(0)	9 (0.6)	1 (0.1)	(0)	12 (0.8)	0 (0)	(0)	0 (0)	0 (0)	(0)	42 (2.6)	3 (0.4)
11	(0)	206 (12.9)	12 (1.5)	(0)	33 (2.1)	10 (1.3)	(0)	123 (7.7)	1 (0.1)	(0)	0 (0)	0 (0)	(0)	5 (0.3)	0 (0)
12	40 (5)	77 (4.8)	8 (1)	11 (1.4)	24 (1.5)	10 (1.3)	0 (0)	5 (0.3)	0 (0)	8 (1)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
13	(0)	45 (2.8)	20 (2.5)	(0)	34 (2.1)	22 (2.8)	(0)	1 (0.1)	0 (0)	(0)	0 (0)	0 (0)	(0)	0 (0)	0 (0)
14	(0)	31 (1.9)	10 (1.3)	(0)	19 (1.2)	11 (1.4)	(0)	4 (0.3)	0 (0)	(0)	0 (0)	0 (0)	(0)	0 (0)	0 (0)
15	(0)	40 (2.5)	17 (2.1)	(0)	40 (2.5)	22 (2.8)	(0)	3 (0.2)	2 (0.3)	(0)	0 (0)	0 (0)	(0)	0 (0)	0 (0)
16	(0)	50 (3.1)	18 (2.3)	(0)	75 (4.7)	28 (3.5)	(0)	4 (0.3)	0 (0)	(0)	2 (0.1)	0 (0)	(0)	2 (0.1)	0 (0)
17	(0)	35 (2.2)	16 (2)	(0)	20 (1.3)	8 (1)	(0)	2 (0.1)	0 (0)	(0)	0 (0)	0 (0)	(0)	3 (0.2)	0 (0)
18	(0)	17 (1.1)	3 (0.4)	(0)	13 (0.8)	3 (0.4)	(0)	0 (0)	0 (0)	(0)	0 (0)	0 (0)	(0)	0 (0)	0 (0)
19	(0)	55 (3.4)	13 (1.6)	(0)	18 (1.1)	12 (1.5)	(0)	3 (0.2)	0 (0)	(0)	0 (0)	0 (0)	(0)	23 (1.4)	2 (0.3)
20	(0)	39 (2.4)	21 (2.6)	(0)	26 (1.6)	11 (1.4)	(0)	1 (0.1)	3 (0.4)	(0)	0 (0)	0 (0)	(0)	3 (0.2)	0 (0)
Total	159 (6.6)	1665 (5.8)	433 (3)	49 (2)	713 (2.5)	283 (2)	19 (0.8)	269 (0.9)	19 (0.1)	9 (0.4)	6 (0)	2 (0)	38 (1.6)	309 (1.1)	51 (0.4)

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Table 30: Summary at each survey point of the total number of people approached, number of refusals and number already interviewed. Values in brackets for refusals and people already interviewed are the value expressed as a percentage of the total people approached.

ID	Total people approached				Refusals				Already interviewed			
	autumn	summer	winter	Total	autumn	summer	winter	Total	autumn	summer	winter	Total
1	28	65	17	110	3 (11)	23 (35)	9 (53)	35 (32)	0 (0)	1 (2)	0 (0)	1 (1)
2	25	74	27	126	2 (8)	2 (3)	4 (15)	8 (6)	0 (0)	1 (1)	1 (4)	2 (2)
3	0	64	30	94		11 (17)	2 (7)	13 (14)		3 (5)	2 (7)	5 (5)
4	22	57	18	97	5 (23)	12 (21)	0 (0)	17 (18)	0 (0)	6 (11)	2 (11)	8 (8)
5	0	35	14	49		7 (20)	3 (21)	10 (20)		0 (0)	1 (7)	1 (2)
6	0	41	13	54		6 (15)	1 (8)	7 (13)		3 (7)	1 (8)	4 (7)
7	20	56	15	91	4 (20)	3 (5)	1 (7)	8 (9)	0 (0)	2 (4)	2 (13)	4 (4)
8	0	58	28	86		10 (17)	2 (7)	12 (14)		0 (0)	9 (32)	9 (10)
9	0	54	9	63		17 (31)	1 (11)	18 (29)		5 (9)	0 (0)	5 (8)
10	0	42	4	46		19 (45)	0 (0)	19 (41)		4 (10)	2 (50)	6 (13)
11	0	38	12	50		4 (11)	3 (25)	7 (14)		2 (5)	3 (25)	5 (10)
12	12	32	8	52	1 (8)	2 (6)	1 (13)	4 (8)	0 (0)	0 (0)	1 (13)	1 (2)
13	0	53	19	72		5 (9)	1 (5)	6 (8)		8 (15)	5 (26)	13 (18)
14	0	37	13	50		8 (22)	1 (8)	9 (18)		2 (5)	2 (15)	4 (8)
15	0	33	9	42		10 (30)	1 (11)	11 (26)		2 (6)	1 (11)	3 (7)
16	0	45	17	62		12 (27)	2 (12)	14 (23)		6 (13)	3 (18)	9 (15)
17	0	30	20	50		9 (30)	3 (15)	12 (24)		1 (3)	2 (10)	3 (6)
18	0	12	5	17		2 (17)	0 (0)	2 (12)		1 (8)	0 (0)	1 (6)
19	0	56	18	74		6 (11)	4 (22)	10 (14)		13 (23)	1 (6)	14 (19)
20	0	28	12	40		12 (43)	3 (25)	15 (38)		1 (4)	1 (8)	2 (5)
Total	107	910	308	1325	15 (14)	180 (20)	42 (14)	237 (18)	0 (0)	61 (7)	39 (13)	100 (8)

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Table 31: Number and percentage (in brackets) of interviewee's activities at each survey point during the autumn and winter combined.

ID	Dog walking	Walking	Cycling/Mountain Biking	Jogging/power walking/running	Outing with family	Bird/Wildlife watching	Photography/Filming	Horse riding	Foraging	Other	Commercial dog walking	Meet up/Picnic	Enjoying scenery/fresh air	School	Total
1	8 (16)	4 (8)	36 (73)	1 (2)											49
2	25 (27)	20 (22)	32 (34)	9 (10)	5 (5)					1 (1)		1 (1)			93
3	36 (47)	18 (24)	8 (11)	5 (7)		6 (8)	2 (3)	1 (1)							76
4	13 (24)	8 (15)	26 (47)	1 (2)	1 (2)	4 (7)			1 (2)	1 (2)					55
5	2 (5)	1 (3)	35 (92)												38
6	22 (51)	12 (28)	5 (12)	3 (7)				1 (2)							43
7	19 (30)	21 (33)	6 (10)	5 (8)	7 (11)		2 (3)	3 (5)							63
8	37 (57)	21 (32)	2 (3)	2 (3)							1 (2)		1 (2)	1 (2)	65
9	29 (73)	7 (18)	1 (3)	2 (5)					1 (3)						40
10	4 (19)	2 (10)	14 (67)			1 (5)									21
11	12 (32)	18 (47)	2 (5)	1 (3)	3 (8)							1 (3)		1 (3)	38
12	16 (44)	16 (44)		1 (3)		1 (3)	1 (3)			1 (3)					36
13	38 (72)	8 (15)		2 (4)	3 (6)				1 (2)		1 (2)				53
14	15 (41)	13 (35)	2 (5)	3 (8)		2 (5)	1 (3)						1 (3)		37
15	22 (79)	4 (14)		2 (7)											28
16	33 (85)	5 (13)								1 (3)					39
17	18 (51)	13 (37)	1 (3)			1 (3)	2 (6)								35
18	12 (86)	1 (7)					1 (7)								14
19	26 (52)	11 (22)	5 (10)	7 (14)	1 (2)										50
20	15 (65)	6 (26)							1 (4)		1 (4)				23
Total	402 (45)	209 (23)	175 (20)	44 (5)	20 (2)	15 (2)	9 (1)	5 (1)	4 (0)	4 (0)	3 (0)	2 (0)	2 (0)	2 (0)	896

Table 32: Summary statistics for interviewee's route lengths shown for each survey point. The final columns give the average percentage of each interviewees route length through the SAC and average total length of route in the SAC. Data used are from the autumn period only.

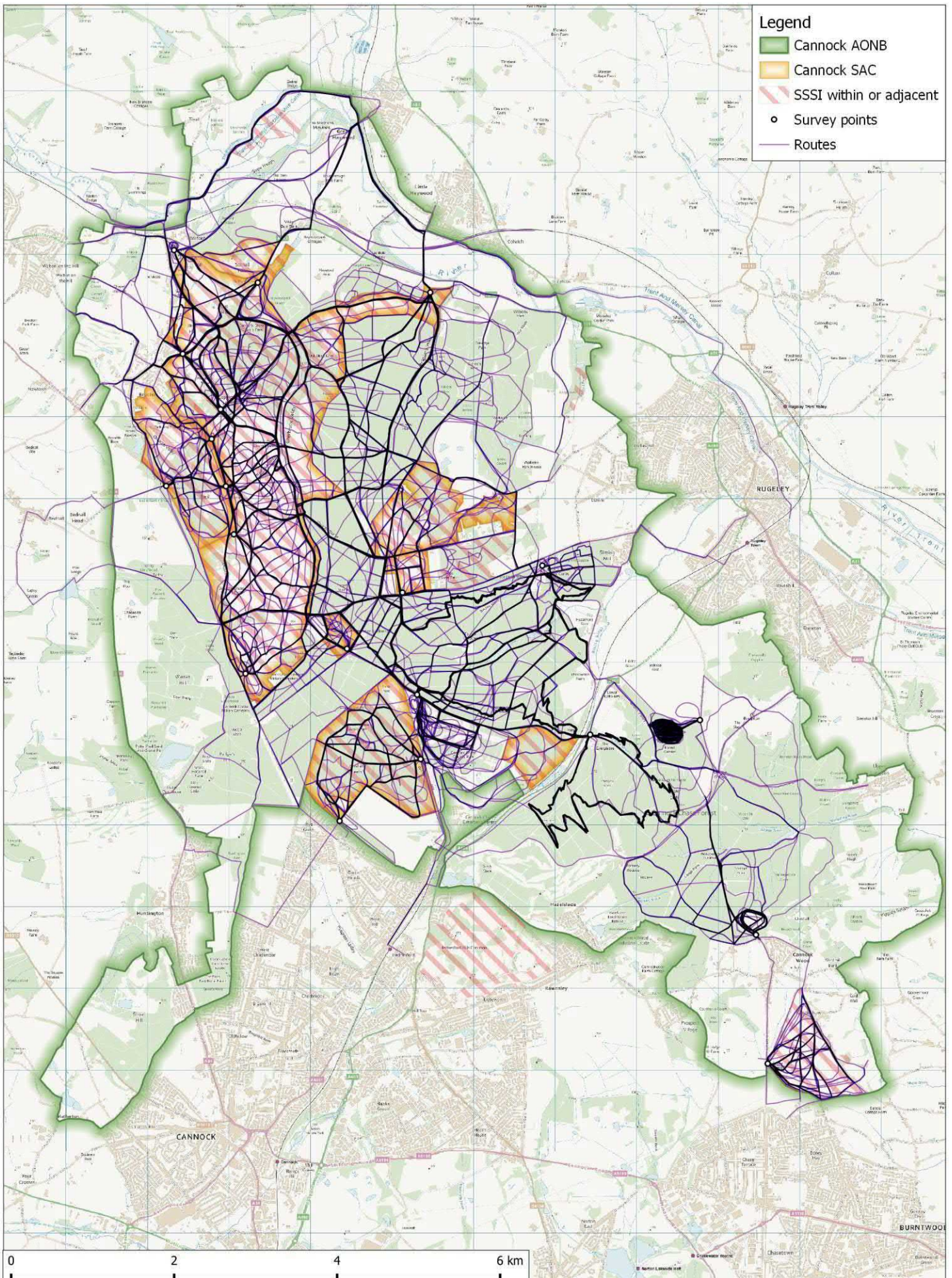
Survey location	n	mean (\pm SE)	median	Q3	Min-max	Average % of route in SAC	Average length of route in SAC
1	40	13.2 (\pm 1.4)	10.3	19.4	0.4 - 41.5	2.6	0.6
2	70	6.5 (\pm 0.7)	4.1	10.3	0.5 - 18.6	2.7	0.3
3	49	8.2 (\pm 1.1)	5.1	10.2	0.7 - 39.3	51.1	3.4
4	37	11.1 (\pm 1.3)	10.6	16.2	1.3 - 33.4	37.1	3.3
5	27	11.9 (\pm 1)	8.6	19.5	2.8 - 19.5	0.3	0.0
6	30	7 (\pm 1.2)	5.1	9.5	0.9 - 34.3	54.5	3.8
7	33	7.7 (\pm 1.2)	4.4	11.1	1 - 25.2	82.3	5.0
8	47	3.4 (\pm 0.6)	2.1	4.1	0.9 - 18.4	0.0	0.0
9	31	4.2 (\pm 0.7)	3.2	4.8	0.5 - 16	90.8	3.4
10	16	3.7 (\pm 0.3)	3.9	4.7	0.8 - 5.3	0.0	0.0
11	28	4.9 (\pm 0.8)	3.3	6.9	0.3 - 16.6	57.9	2.9
12	29	5.1 (\pm 0.6)	4.6	5.4	1.8 - 13.1	86.2	3.8
13	40	3.6 (\pm 0.5)	2.9	4.1	0.4 - 22.9	93.9	2.9
14	25	7.2 (\pm 1.2)	5.1	11.3	0.7 - 20.8	76.1	4.3
15	21	2.7 (\pm 0.6)	1.6	3.8	0.2 - 8.9	91.8	2.3
16	26	2.3 (\pm 0.2)	2.1	3.1	0.8 - 4.3	0.0	0.0
17	19	3.7 (\pm 0.7)	3.0	4.5	1 - 11.7	92.1	3.2
18	9	2.6 (\pm 0.5)	2.1	3.6	1.3 - 5.5	99.4	2.5
19	37	6.2 (\pm 0.9)	4.6	9.6	1.2 - 25.9	71.0	3.6
20	14	3 (\pm 0.5)	2.9	3.9	0.4 - 7.6	75.0	2.1

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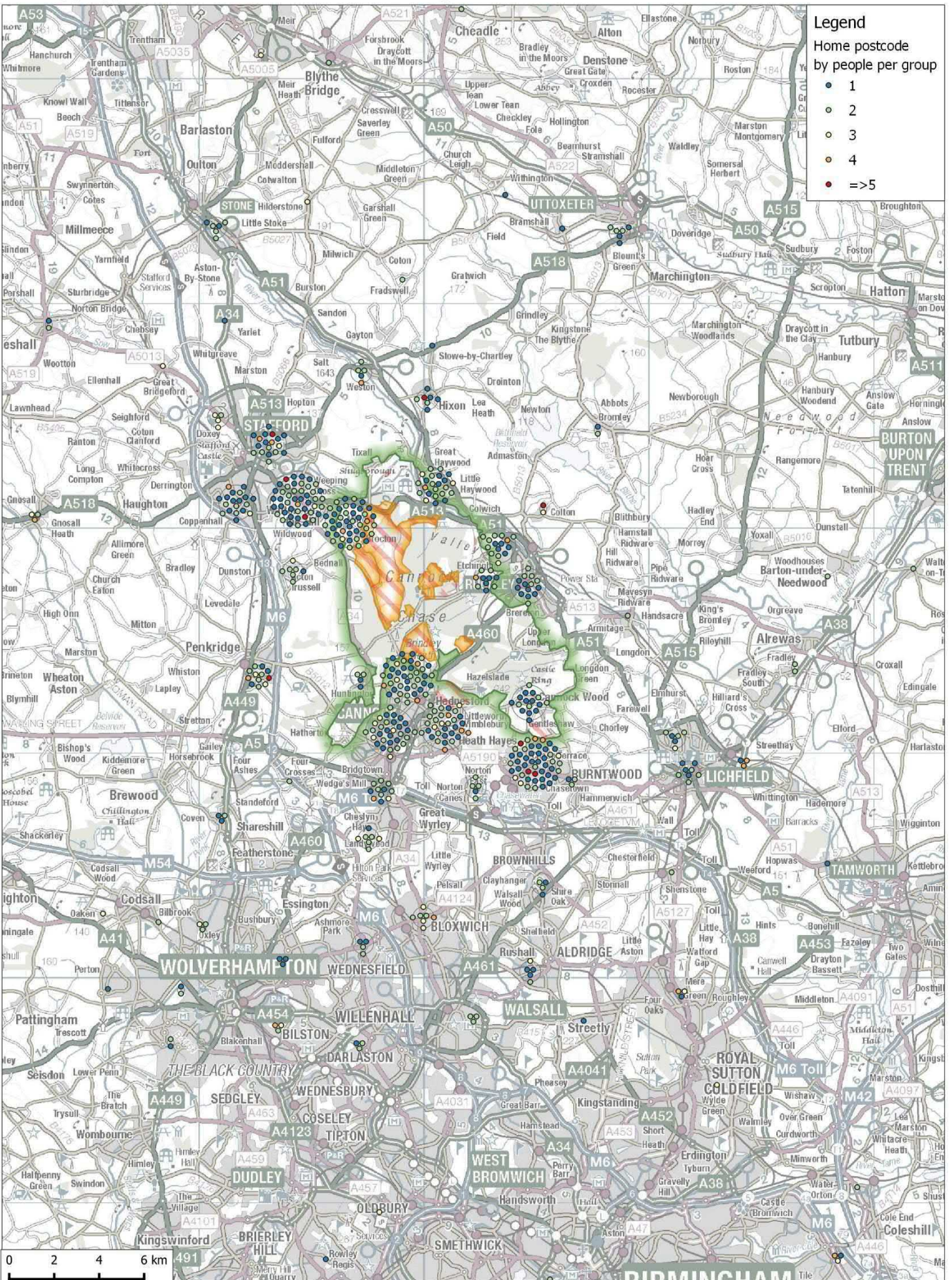
Table 33: Summary of the interviewee's distance between home postcode and the survey point, shown using the median value (distance of the 50% nearest) and Q3 value (75% nearest). Based on home interviewees only and autumn and winter data.

Survey point	autumn (Sept)									winter (Nov/Dec)			autumn-winter pooled data		
	Wkday			Wkend			Pooled autumn			Wkday					
	n	50%	75%	n	50%	75%	n	50%	75%	n	50%	75%	n	50%	75%
1	12	18.9	40.9	24	40.8	61.4	36	37.1	52.2	6	21.4	101.2	42	35.0	52.2
2	28	5.1	10.9	39	7.0	12.7	67	6.4	11.3	22	12.5	19.1	89	7.0	15.1
3	22	4.9	15.4	24	9.6	15.1	46	7.9	15.0	26	9.0	26.0	72	8.4	15.1
4	20	9.0	20.2	19	13.6	35.9	39	13.3	27.4	15	9.5	17.5	54	10.3	20.8
5	11	23.2	35.9	16	32.3	49.2	27	29.7	42.3	8	37.2	60.4	35	30.7	48.4
6	16	7.7	10.0	15	7.4	17.9	31	7.6	11.8	10	9.9	15.3	41	7.7	13.5
7	18	5.0	18.7	32	8.3	16.5	50	7.4	17.3	12	5.6	13.6	62	6.9	15.2
8	18	3.2	4.5	25	3.5	5.9	43	3.3	4.8	16	0.9	4.6	59	3.1	4.8
9	10	6.1	8.9	19	7.0	8.9	29	6.4	8.8	8	6.1	11.8	37	6.4	8.8
10	5	6.0	25.1	12	14.6	38.7	17	11.8	34.1	2	52.1	n/a	19	11.8	35.2
11	11	7.0	14.2	19	14.4	22.7	30	9.6	22.4	6	10.1	26.5	36	9.6	22.1
12	10	5.9	12.7	16	12.3	19.4	26	8.0	18.2	5	4.4	6.3	31	6.9	17.6
13	12	3.5	5.8	24	4.6	6.9	36	4.5	6.9	12	3.5	4.6	48	4.3	6.7
14	9	3.5	7.7	10	4.5	8.5	19	4.3	6.1	9	5.1	8.0	28	4.9	6.6
15	8	7.6	16.1	12	6.6	11.0	20	6.8	14.2	7	5.7	6.9	27	6.2	10.0
16	13	2.1	3.3	13	1.1	2.0	26	1.5	2.6	12	1.3	1.5	38	1.3	2.4
17	11	5.8	7.7	7	5.5	17.2	18	5.6	8.7	15	4.1	5.4	33	4.3	7.7
18	5	5.8	18.3	4	5.7	8.1	9	5.8	7.6	5	5.5	7.0	14	5.6	6.9
19	18	2.1	3.4	19	1.9	4.7	37	2.0	4.1	13	0.7	2.9	50	1.9	3.9
20	5	0.1	0.6	9	0.4	0.5	14	0.3	0.5	5	0.4	1.0	19	0.4	0.6
Total	262	5.2	11.5	358	7	17.7	620	6.2	15.2	214	5.2	12.7	834	6.0	14.8

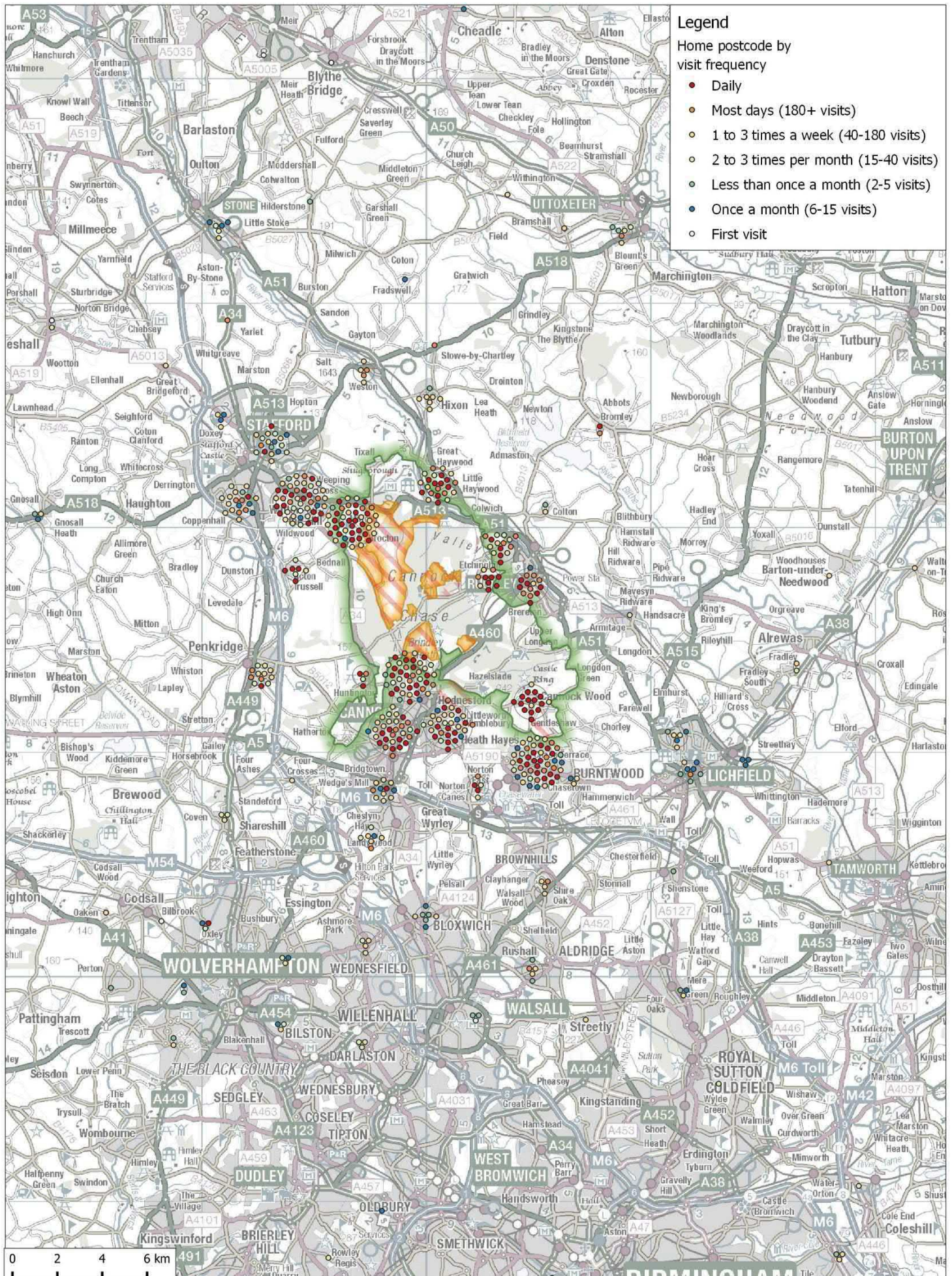
Map 17: Interviewee routes recorded on site show as a the raw route lines. Overlapping route lines are visualised as darker routes.



Map 18: Interviewee postcodes categorised by the number of people per interviewed group. Note overlapping postcodes are offset as concentric rings.



Map 19: Interviewee postcodes categorised by visit frequency. Note overlapping postcodes are offset as concentric rings.



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Appendix 2: Questionnaire

Good morning/afternoon. I am conducting a visitor survey on behalf of the Cannock Chase conservation partnership, who are interested in gathering visitor's views about the area and recreation. Can you spare me a few minutes please?

Q1 ...

- Are you on a day trip/short visit and have travelled directly from your home today... *if no*
- Are you on a short trip/short visit & staying away from home with friends or family ... *if no*
- Are you staying away from home, e.g. second home, mobile home or on holiday
- If none of the above, How would you describe your visit today?

Further details

Q2 **What is the main activity you are undertaking today?** *Tick closest answer. Do not prompt. Single response only.*

- Dog walking
- Walking
- Jogging/ power walking / running
- Outing with family
- Cycling/Mountain Biking
- Bird/Wildlife watching
- Enjoying scenery / fresh air
- Photography
- Meeting up with friends
- Picnic
- Horse riding
- Commerical dog walking
- Visiting cafe/visitor centre
- Fitness/formal sports
- Other, please detail:

Further details

Q3 Over the past year, roughly how often have you visited Cannock Chase? Tick closest answer, single response only. Only prompt if interviewee struggles.

- Daily
- Most days (180+ visits)
- 1 to 3 times a week (40-180 visits)
- 2 to 3 times per month (15-40 visits)
- Once a month (6-15 visits)
- Less than once a month (2-5 visits)
- Don't know
- First visit
- Other, please detail

Further details:

Q4 How long have you spent / will you spend at Cannock Chase today? Single response only.

- Less than 30 minutes
- Between 30 minutes and 1 hour
- 1-2 hours
- 2-3 hours
- 3-4 hours
- 4 hours +

Further details

Q5 Do you tend to visit Cannock Chase at a certain time of day? Tick closest answers. Multiple answers ok.

- Early morning (before 7 am)
- Late morning (between 7 am and 10 am)
- Midday (between 10 am and 2 pm)
- Early afternoon (between 2 pm and 4 pm)
- Late afternoon (between 4 and 6 pm)
- Evening (after 6 pm)
- Varies / Don't know
- First visit

Q6 **Do you tend to visit Cannock Chase more at a particular time of year for [insert given activity]?** *Multiple answers ok.*

- Spring (Mar-May)
- Summer (Jun-Aug)
- Autumn (Sept-Nov)
- Winter (Dec-Feb)
- Equally all year
- Don't know
- First visit

Q7 **How long have you been visiting Cannock Chase?** *Single response only. Do not prompt.*

- Don't know
- First visit
- less than or approximately 6 months
- less than or approximately 1 year
- less than or approximately 3 years
- less than or approximately 5 years
- less than or approximately 10 years
- more than 10 years

Further details:

Q8 **How did you get here today?** *if necessary prompt with: What form of transport did you use? Single response only.*

- Car / van
- On foot
- Bicycle
- Other, please detail

Further details:

Now I'd like to ask you about your route today. looking at the area shown on this map, can you show me where you started your visit today, the finish point and your route please. Probe to ensure route is accurately documented. Use P to indicate where the visitor parked, E to indicate the start point and X to indicate the exit. Mark the route with a line; a solid line for the actual route and a dotted line for the expected or remaining route.

Q9 Is / was your route today the normal length when you visit here for [insert given activity]? Tick closest answer, do not prompt. Single response only.

- Yes, normal
- Much longer than normal
- Much shorter than normal
- Not sure / no typical visit
- First visit

Q10 What, if anything, influenced your choice of route here today? Tick closest answers, do not prompt. Multiple responses ok.

- Weather
- Daylight
- Time
- Other users (avoiding crowds etc)
- Group members (eg kids, less able)
- Muddy tracks / paths
- Followed a marked trail
- Previous knowledge of area / experience
- Activity undertaken (eg presence of dog)
- Interpretation / leaflets / promotion
- Viewpoint / Feature
- Other, please detail

Further details:

Q11 Why did you choose to visit this specific location today, rather than another local site? Tick all responses given by visitor in the 'other' column. Do not prompt, tick closest answers. Then ask Which single reason would you say had the most influence over your choice of site to visit today? Tick only one main reason. Use text box for answers that cannot be categorised and for further information.

	Other	Main
Don't know / others in party chose	<input type="radio"/>	<input type="radio"/>
Close to home	<input type="radio"/>	<input type="radio"/>
No need to use car	<input type="radio"/>	<input type="radio"/>
Quick & easy travel route	<input type="radio"/>	<input type="radio"/>
Good / easy parking	<input type="radio"/>	<input type="radio"/>
Particular facilities	<input type="radio"/>	<input type="radio"/>
Refreshments / cafe / pub	<input type="radio"/>	<input type="radio"/>
Choice of routes	<input type="radio"/>	<input type="radio"/>
Feels safe here	<input type="radio"/>	<input type="radio"/>

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Quiet, with no traffic noise	<input type="radio"/>	<input type="radio"/>
Not many people	<input type="radio"/>	<input type="radio"/>
Scenery / variety of views	<input type="radio"/>	<input type="radio"/>
Rural feel / wild landscape	<input type="radio"/>	<input type="radio"/>
Particular wildlife interest (including trees)	<input type="radio"/>	<input type="radio"/>
Habit / familiarity	<input type="radio"/>	<input type="radio"/>
Good for dog / dog enjoys it	<input type="radio"/>	<input type="radio"/>
Ability to let dog off lead	<input type="radio"/>	<input type="radio"/>
Closest place to take dog	<input type="radio"/>	<input type="radio"/>
Closest place to let dog safely off lead	<input type="radio"/>	<input type="radio"/>
Appropriate place for activity	<input type="radio"/>	<input type="radio"/>
Suitability of area in given weather conditions	<input type="radio"/>	<input type="radio"/>
Presence of water	<input type="radio"/>	<input type="radio"/>
Openness / wide open spaces	<input type="radio"/>	<input type="radio"/>
Variety of habitats	<input type="radio"/>	<input type="radio"/>
For a change / variety	<input type="radio"/>	<input type="radio"/>
Other, please detail	<input type="radio"/>	<input type="radio"/>
Further details:	<input type="text"/>	

I would now like to ask about other local sites that you visit for *[given activity]*.

Q12: What proportion of your weekly visits for *[given activity]* take place at Cannock Chase compared to other sites. Can you give a rough percentage? *Do not prompt*

- All take place here
- 75% or more
- 50-74%
- 25-49%
- less than 25%
- Not sure/don't know/first visit

Q13 Which one location would you have visited instead today if you could not visit here?
Do not prompt, tick closest answer. Note this can include other locations within Cannock Chase.

- Not sure/Don't know
- Nowhere/wouldn't have visited anywhere
- Site Named

Record site name:

I'd now like to ask about how you plan your visit to Cannock Chase.

Q14 Which information sources do you use to plan your visit. Did any of the following influence your choice to come here today;

	Yes	No	Don't know/unsure
websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
smartphone app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
maps (online or paper)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
leaflets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recommendation from friends or family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
or any other information sources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15 You indicated that a website influenced your visit today, which websites did you use? *[Routed from above Q]*

Q16 You indicated that social media influenced your visit today, which social media did you use? *[Routed from above Q]*

- Twitter
- Facebook
- Instagram
- Other

Other

Q17 You indicated that you have used a smartphone app specifically relating to your activity. Which apps do you use? *[Routed from above Q]*

Q18 **You indicated that leaflets influenced your visit. Which leaflet did you mean?**
[Routed from above Q]

Q19 **You indicated that other information sources influenced your visit today, what were these?** *[Routed from above Q]*

I'd now like to ask you your views on how Cannock Chase is managed for access.

Q20 **Please score each of the following to indicate your level of support for the suggested measure at Cannock Chase. Please give a score from 1 to 5, giving a score of 3 if you have no particular opinion about the measure, 5 would indicate you strongly support the measure and a score of 1 would indicate you do not support the measure at all. Note order of questions is randomised. .**

	1 don't support at all	2	3 no opinion	4	5 strong support
Voluntary parking charges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compulsory parking charges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Closure of some car parks and laybys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greater warden presence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Codes of conduct for different user groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Routes promoted for particular activities such as mountain bikes or horse riding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enforcement of dogs on leads March-July	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enforcement relating to dog fouling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More interpretation relating to wildlife and heritage interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boardwalks or surfaced paths in wet areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved surfacing to some car-parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More dog bins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More marked routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21 Are you aware of any habitats or species that occur here and are vulnerable to impacts from recreation? If so, can you name them? Do not prompt. Tick any groups mentioned.

- No/none/can't name
- heathland mentioned
- brook/ water bodies mentioned
- breeding birds in general mentioned
- birds of prey/raptors mentioned
- nightjar specifically mentioned
- woodlark specifically mentioned
- deer specifically mentioned
- Other (give details)

Further details:

Q22 Are there any changes you would like to see here with regards to how this area is managed for recreation and people? Do not give options

Q23 Do you have any further comments or general feedback about your visit and access to this area?

Q24 Finally, what is your full home postcode? This is an important piece of information, please make every effort to record correctly.

Q25 If visitor is unable or refuses to give postcode: What is the name of the town or village where you live?

Q26 If visitor is on holiday ask: **Which town / village are you staying in?** [Routed from above Q]

That is the end. Thank you very much indeed for your time.

Q27 **TO BE COMPLETED AFTER INTERVIEW FINISHED.**

Surveyor initials	<input type="text"/>
Survey location code	<input type="text"/>
Map Reference Number	<input type="text"/>
Gender of respondent	<input type="text"/>
Total number in interviewed group	<input type="text"/>
Total males	<input type="text"/>
Total females	<input type="text"/>
Total minors (under 18)	<input type="text"/>
Total number of dogs	<input type="text"/>
Number of dogs seen off lead	<input type="text"/>

Q28 **Did the interviewee struggle with answering questions because English was not their first language?** Tick yes if you feel this may have influenced the responses.

Yes, interviewee struggled because English was not their first language

Q29 **Surveyor comments.** *Note anything that may be relevant to the survey, including any changes to the survey entry that are necessary, eg typos/mistakes/changes to answers/additional information.*

Further details: