



Farnham Park Visitor Survey



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Summary

This report presents the results of a visitor survey at Farnham Park (SANG). The survey was commissioned in order to identify existing levels and type of visitor use, provide data which could be compared to previous surveys and fit with existing SANG survey methodology. In addition the survey was designed to estimate the existing capacity of the site and assess whether the SANG capacity of 21.25 ha is still correct or whether there is any evidence to demonstrate that the SANG capacity could be increased.

Survey work involved direct counts of people and interviews with a random sample of visitors at eight locations. These locations were positioned around the circumference of the site at access points into the area of the site which is acting as a SANG. The surveys were undertaken in May and June 2014. Survey work was broken up into two-hour sessions and survey effort was even across survey points and across weekends and weekdays and were evenly spread through the day.

Visitor interviews

- In total 337 visitor interviews were completed from 128 hours of survey time across the 8 locations.
- The Main Entrance to the Park (location 2) was the busiest and location 6 (Edge woodland/pasture at the north of the site) was the quietest.

Visit specifics

- Most (99%) of interviewed groups were making a visit from home (provided a GU postcode).
- 67% of interviewed groups were accompanied by at least one dog
- 65% of visitor groups comprised of one person, 29% comprised of two people
- 11% of group members were children under 17 years of age
- 64% of visitor groups stated their visit duration was less than an hour (66% for dog walkers)
- 50% stated they visited daily, 37% more than once a week and 6% visited 2 to 3 times a month
- Over 65% of dog walkers visited the site daily
- 7 first time visitors were interviewed, 3 were visiting upon a recommendation
- 49% of groups visit before 9am, 58% visit between 9am and 12pm, 47% visit between 12-3pm, 48% visit between 3-5pm and 45% visit after 5pm
- 65% of groups stated they arrived on foot and 35% of groups arrived by car/van

Activities

- Dog walking with 64% of all interviewed groups stating this as their main activity
- Other activities undertaken at the site include walking, jogging/exercise and also using the site as a cut through/shortcut

Routes

- 329 visitor routes were mapped with an average route length of 2.3km.

- 82% of routes were circular
- On average dog walkers covered a distance of 2.25km.

Alternative sites

- Frensham Common was the most popular alternative site, visited by 73% of interviewed groups
- Dog walking was undertaken by 79% of groups who visit Bourne Wood and 77% of groups visiting heathland north of Sandy Hill/Heath End (Caesar's Camp)
- 53% of heathland visitors stated that they visited the heathland areas at least weekly
- 60% of all heathland visiting groups were aware of the importance of ground nesting birds and 71% stated that they were aware of disturbance impacts
- 95% of heathland visitors stated that it would be easy to use Farnham Park instead of a heathland site during the breeding season

Visitor origins

- Half of all visitor groups which provided a valid home postcode lived within 1.16km of their interview location and 75% of visitors within 2km
- High local use of the site by residents of Farnham, Wrecclesham and Weybourne and a number of visitors from Aldershot, Ash Vale, Farnborough, Church Crookham and Fleet

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1. Introduction

- 1.1 The contract involves three discrete pieces of work:
- A visitor survey of Farnham Park
 - An assessment of the SANG capacity of Farnham Park
 - A visitor survey and assessment of the potential capacity at Bishop's Meadow in Farnham (separate document)
- 1.2 These three work areas relate to Waverley Borough Council's Thames Basin Heaths Special Protection Area (SPA) Avoidance Strategy.

Thames Basin Heaths (SPA)

- 1.3 The Thames Basin Heaths SPA is designated for the presence of nightjar, woodlark and Dartford warbler. The SPA covers some 8,000 hectares of heathland and forestry and includes 13 individual Sites of Special Scientific Interest (SSSIs). The individual heaths are fragmented and surrounded by an existing high level of housing, and are subject to heavy visitor pressure. There are some 310,649 houses within 5km of the SPA boundary¹, and there is considerable pressure for new development. The SPA consists of tracts of heathland, scrub and woodland, once almost continuous, but now fragmented into separate blocks by roads, urban development and farmland.
- 1.4 There is now a considerable body of evidence linking visitor access to the abundance, distribution and breeding productivity of Annex 1 heathland birds. Research on the impact of disturbance on woodlark population size (Mallord *et al.* 2007) showed birds avoiding areas of high visitor pressure. For Dartford warblers breeding success was related to disturbance, with birds breeding less successfully in heather dominated territories with high levels of access (Murison *et al.* 2007). With respect to nightjars, there is a clear relationship between nightjar nest density and urban development, lower nest densities on heaths (in both the Thames Basin Heaths and Dorset Heathlands) surrounded by high levels of housing (Liley & Clarke 2003; Liley *et al.* 2006). Evidence suggests this pattern occurs as a result of disturbance, with more people visiting the heaths surrounded by high levels of housing (see Murison 2002; Liley *et al.* 2006b; Clarke, Liley, & Sharp 2008). In the absence of development/visitors it has been estimated that the Dorset and Thames Basin Heaths could support around 14% more nightjars (Clarke, Liley & Sharp 2008).
- 1.5 There are a number of ways to reduce the impacts of access or avoid the problems associated with bird disturbance by recreational users, for example through the careful siting of new housing, through management of access on sites, or through the provision of alternative green space. Such approaches have been established strategically through the Thames Basin Heaths Delivery Framework (Thames Basin Heaths Joint Strategic Partnership Board 2009) and are documented by relevant local authorities in respective planning documents and mini-plans.

¹ Data extracted April 2012

Suitable Alternative Natural Greenspace Sites (SANGs) and their capacity

- 1.6 Pivotal to the measures to mitigate and avoid impacts of new development in the Thames Basin Heaths area is the provision of Suitable Alternative Natural Greenspace (SANGs). It is anticipated the creation of additional greenspace will provide opportunities for recreation, such as dog walking, drawing users who might otherwise visit the SPA. The challenge is to ensure that SANG sites are of a suitable quality, size, and located in the right places to draw access away from the SPA.
- 1.7 There has been much debate about the necessary level of SANGs provision (for example see Burley 2007), based around what area is necessary per head of population. In some parts of the UK local authorities and Natural England have avoided setting particular level and assessments of the likely effectiveness of a particular SANG instead being based on character, location and ability to provide routes. In the Thames Basin Heaths, the Delivery Framework states that at least 8ha of SANG is necessary per 1000 population.
- 1.8 SANGs can be provided on new or existing public open space, taking into account the availability of land and its potential for enhancement. In the case of existing sites, where there is already current access, the difficulty is to establish whether the site has additional capacity and can therefore contribute towards the 8ha per 1000 standard. For example, an area of greenspace might currently have a low level of access because it is not possible to park, part of the site is wet or there are no formal access arrangements. By modifying or enhancing such a site it may be possible to draw more people to the site, and this may be as effective as creating an entirely new SANG.
- 1.9 It is difficult to assess 'capacity' because identifying an appropriate level of use for a site is complex and depends on a range of factors. For a site to be effective as a SANG it must provide an alternative to the SPA, and therefore replicate the experience gained from a visit to an SPA site. A busy, overcrowded site is unlikely to provide that experience. Yet how 'busy' a site feels is likely to be subjective, dependent on the vegetation, sight lines, noise levels, shape of the site and size of the site. Furthermore, certain site features, such as the number of car-park spaces, may also limit the capacity of a site, regardless of how many people actually visit.
- 1.10 The evidence on the effectiveness of SANGs is also limited, primarily because monitoring is necessary over a number of years, on both the designated site and the SANG to demonstrate its effectiveness. Such long term monitoring has not yet been undertaken on any SANG site within the UK (that we are aware of) but monitoring of some SANG and their partner SPA sites is currently underway at several sites across the UK. It is therefore necessary that SANGs are viewed as one element of a particular mitigation strategy and potentially may need to be combined with other measures, such as access management measures on the SPA itself. Long term monitoring of SANG sites is necessary to ensure the sites are functioning effectively and to provide the early warning necessary to allow modifications to the SANG design or changes to on-site management measures.

Farnham Park

- 1.11 Farnham Park was approved as a SANG in 2007 and totals some 130ha, of which 85ha is SANG quality and comprises of semi-natural grassland, woodland and scrub. Previous visitor surveys at Farnham Park have been conducted in 2007 and 2009. Previous estimates have suggested with current access levels the capacity of the site was 75%, suggesting the site had an additional capacity of 21.25ha.
- 1.12 A new visitor survey is required, to assess current access levels five years after the most recent previous visitor work. The questionnaire was based on the previous surveys in 2007 and 2009 to enable direct comparison to previous years. These new data will then be used to update the current capacity estimate and check the overall area of the site which is of SANG quality.

2. Methods

Visitor Survey questionnaire

2.1 The questionnaire (Appendix 1) was designed to gather numerous pieces of information from visitors to Farnham Park relating to:

- Visit seasonality, duration, timing and frequency
- Transport mode used to access site
- Activity undertaken during visit and motivation for visiting
- The route taken by the visitor and whether this was reflective of their normal route
- Visitor demographics (age and gender)
- Information about heathland visits
- Home postcode
- The number of dogs observed with a visitor

Survey Methodology

2.2 The visitor surveys comprised face to face interviews with a sample of visitors selected at random and a count ('tally') of all people, groups and dogs passing the surveyors location. Surveys were carried out at eight locations (Map 1). The survey locations were exactly the same as those used in the two previous surveys in 2007 and 2009.

2.3 Two surveyors completed the visitor surveys with the survey work split equally between the two. The surveys were carried out between 15th May 2014 and 8th June 2014 and the survey dates per location are summarised in Table 1. Due to the high number of survey locations (due to numerous entry/exit points) which are quite close together, we decided not to survey nearby locations on the same day. In total, 16 days of face to face interviews were carried out, such that 16 hours of survey work were conducted at each survey location, split equally over one weekday and one weekend day. In total 128 hours of survey time was carried out. Standardised counts and interviews were conducted in four two hour sessions; 0700-0900, 1000-1200, 1300-1500, 1700-1900.

2.4 A random sample of people were interviewed, with the surveyors approaching the next potential interviewee encountered if not already interviewing. As many people as practicable were interviewed. Surveyors randomly selected people in each group to approach and where possible the focus was on interviewing those returning from their visit rather than those just starting their visit. Data were collected in the field using tablet computers. Route information was collected on paper maps rather than GPS units as it was felt that the location of the survey points meant that a high proportion of visitors would not return via the same route.

2.5 No unaccompanied minors were interviewed and the numbers of people who refused to complete a survey or who had already been interviewed were also recorded. Weather conditions and any unusual activities, for example road works, access

problems or other issues were noted and the surveyor provided an overview of the session at the end of the day.

Table 1: Survey dates and locations. Eight hours of survey work (i.e. a half-day) were spent at each location on each date.

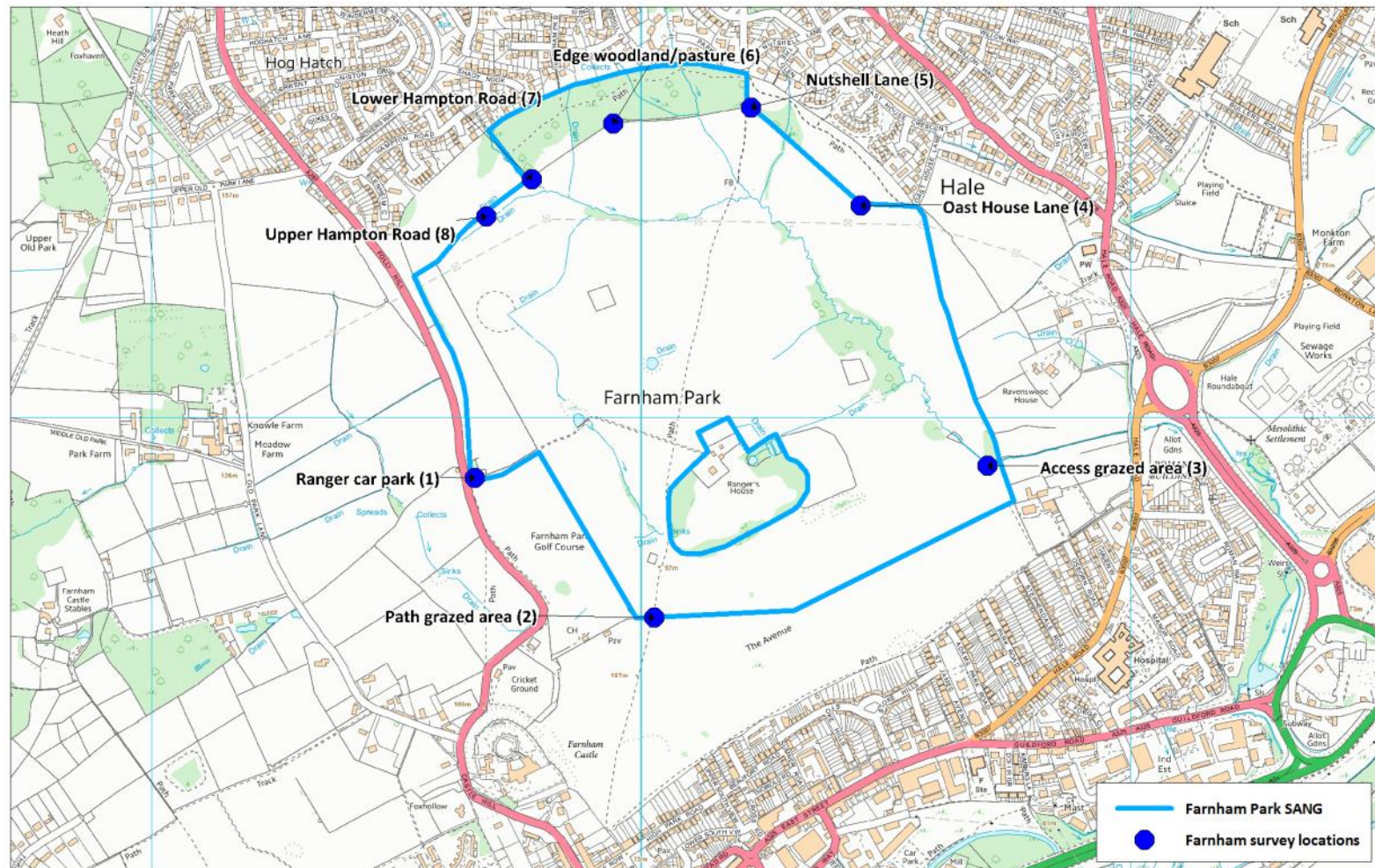
Survey Location	Name	Description	Day	Date
1	Ranger car park	Small car park off Folly Hill – corner of car park next to the entrance display board	Weekend	18/05/2014
			Weekday	15/05/2014
2	Path grazed area	Main entrance past the golf course on your left. Gap in the hedgerow which is dissected by a tarmac path	Weekend	31/05/2014
			Weekday	16/05/2014
3	Access grazed area	Eastern boundary. Kissing gate on the grazing stock fence	Weekend	17/05/2014
			Weekday	02/06/2014
4	Oast House Lane	Oast House Lane entrance – grass path between the Pylon and the end of the hedgerow	Weekend	01/06/2014
			Weekday	22/05/2014
5	Nutshell Lane	Nutshell Lane entrance – continue down the hill on the surfaced path until you reach the end of the shorter mown grass on the left	Weekend	07/06/2014
			Weekday	23/05/2014
6	Edge Woodland/Pasture	Take the surfaced path at the lower end of Hampton road, turn left at the waste bin and follow up hill. Soon after passing another surfaced path junction on the left, turn right onto a dirt path which leads to a very large oak tree as it opens out onto the grassland.	Weekend	24/05/2014
			Weekday	05/06/2014
7	Lower Hampton Road	As 7, but when you reach the bin, go straight ahead on a dirt path until it opens out onto a more grassy track.	Weekend	25/05/2014
			Weekday	06/06/2014
8	Upper Hampton Road	Hampton Road upper entrance. Follow grass path downhill from entrance until gap in hedgerow	Weekend	08/06/2014
			Weekday	30/05/2014

Data and analysis

- 2.6 The data were automatically collated from the tablets into a single data file as the fieldwork took place. These data were checked manually to ensure errors were removed and any duplicated surveys were deleted (duplicates being identified through home postcode and checks of responses).
- 2.7 Data analysis was carried out using Minitab (v10) and Excel 2010 and spatial analyses were conducted using MapInfo v10.5.
- 2.8 Visitor routes were recorded on maps during the interview, with the surveyor marking a line on a paper map shared with the interviewee. Routes were then digitised manually into GIS as polylines.
- 2.9 Postcodes collected from the survey work were geo-coded using Royal Mail Postzon data files².

² Contained OS spatial data available up to February 2014

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Map 1: Farnham Park visitor survey locations and SANG boundary

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3. Results

Overview of data

Tally data

- 3.1 In total 337 interviews with visitor groups (Table 2) were completed over the 128 hours of survey time across the four locations (Map 1). In the 2009 visitor survey, 351 interviews were carried out and in 2007, 357 interviews were carried out. Across the four locations 717 adults, 394 dogs, 94 children and 20 cyclists were recorded entering the site through the survey locations (Table 2). This gives a visit rate through these locations during the survey session of 5.6 adults, 3.1 dogs, 0.7 children and 0.2 cyclists per hour. Overall the ratio of dogs to adults was 0.5 dogs per adult and 0.7 dogs per visitor group (a visitor group could contain several adults or children).
- 3.2 On average the interview refusal rate across all the survey locations was 21% (Table 2) with the highest refusal rate of 42% at survey location 3. The refusal rate was zero at locations 6 and 7.
- 3.3 The tally counts of visitors and dogs entering the sites were highest at locations 2 (Path grazed area) and 5 (Nutshell Lane) with locations 6 and 7 (Lower Hampton Road) having the lowest totals (Table 2 and Map 2).
- 3.4 A higher proportion of children were recorded entering at the Ranger's House in comparison to the other locations (Map 2). Overall it appears the highest proportion of dogs was recorded through survey location 2 (Path grazed area) and also the ranger car park (location 1) (Map 2).
- 3.5 A higher number of visitor groups were recorded entering each survey location during the weekday sessions but a higher number of adults were recorded during the weekend session (Table 3 and Table 4). These differences amounted to 6% for adults and 11% for groups but were statistically significant and demonstrate that the site is busier with larger groups at the weekend (groups $\chi^2=60.93$, $df=7$ $P<0.001$ and adults $\chi^2=125.19$, $df=7$ $P<0.001$).

Table 2: Summary of visitor tally information of people/users entering the SANG boundary or passing (exiting not included as not always recorded).

Survey location	Groups	Adults	Children	Dogs	Bikes	Total interviews	Number of Refusals	Refusal rate (as % visitors approached)
1	69	99	3	72	1	58	8	12
2	185	249	45	107	5	86	36	30
3	35	47		39	2	19	14	42
4	38	51	10	47		22	3	12
5	142	189	24	75	8	72	25	26
6	14	15		12		25	0	0
7	13	15	10	10	4	17	0	0

Survey location	Groups	Adults	Children	Dogs	Bikes	Total interviews	Number of Refusals	Refusal rate (as % visitors approached)
8	39	52	2	32		38	3	7
Total	535	717	94	394	20	337	89	21
Overall visit rate (per hour)	4.2	5.6	0.7	3.1	0.2			

Table 3: Tally totals entering each survey location on weekday survey sessions

Survey location	Groups	Adults	Children	Dogs	Bikes
1	23	25	1	23	
2	134	185	30	80	1
3	11	14		12	
4	12	13		18	
5	72	79	15	39	8
6	10	10		8	
7	8	8		8	
8	13	14		15	
Total	283	348	46	203	9

Table 4: Tally totals entering each survey location on weekend survey sessions

Survey location	Groups	Adults	Children	Dogs	Bikes
1	46	74	2	49	1
2	51	64	15	27	4
3	24	33		27	2
4	26	38	10	29	
5	70	110	9	36	
6	4	5		4	
7	5	7	10	2	4
8	26	38	2	17	
Total	252	369	48	191	11

3.6 There was a significant difference between the survey years in terms of the number of people entering the different survey locations ($\chi^2 = 120.181$, DF = 14, P < 0.001). From Figure 1 it can be seen that the number of people recorded entering the site has dramatically risen at locations 2 and 5 but has dropped off at locations 6 and 7.

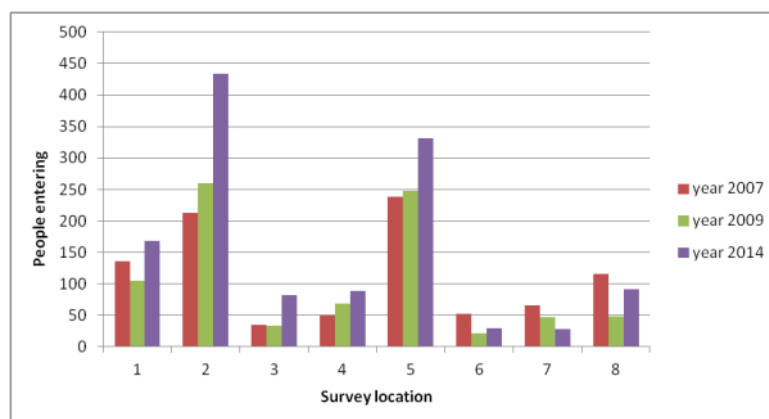
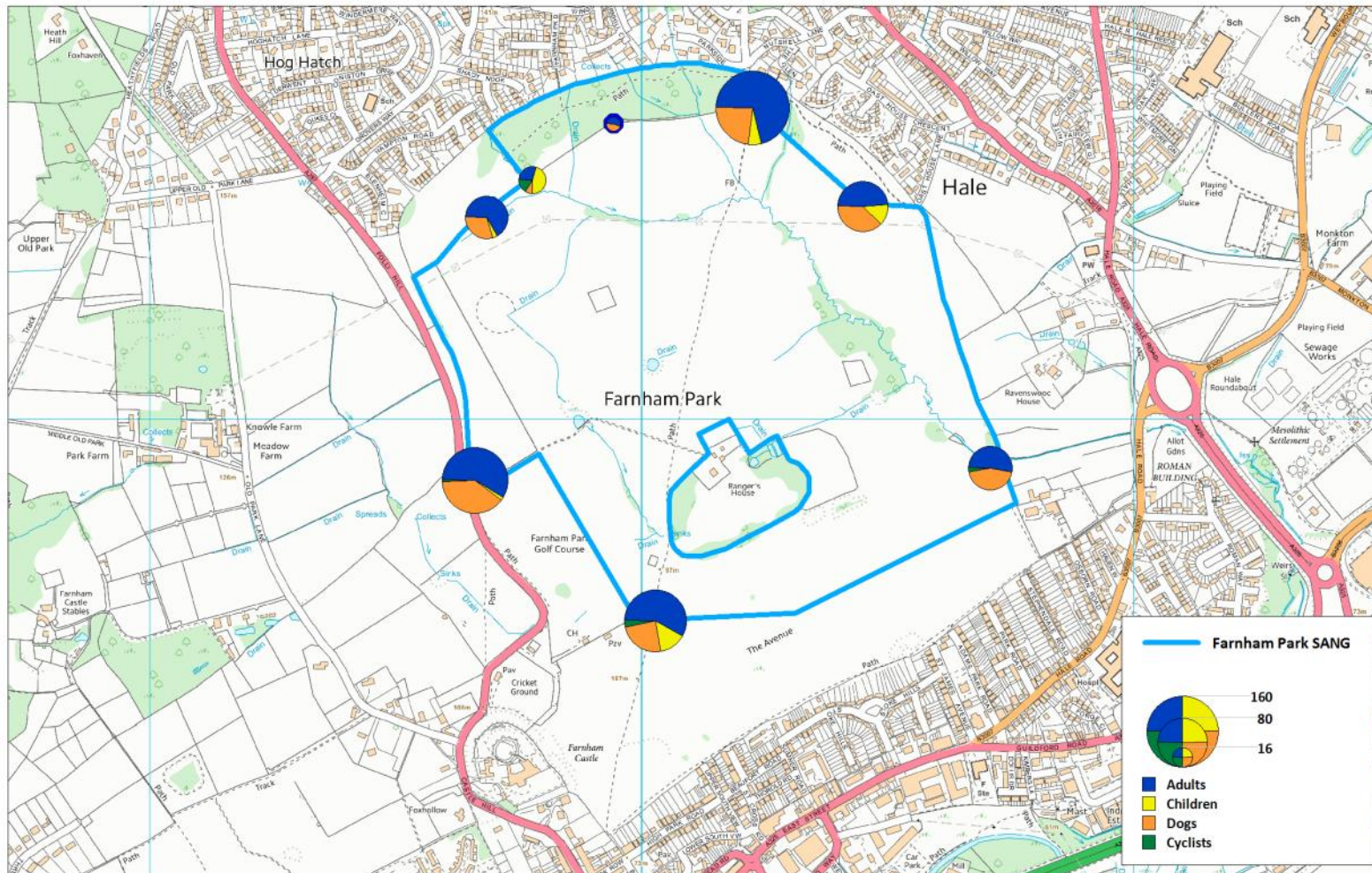


Figure 1: Tally data at each survey location comparing the number of people entering the site across the three survey years 2007, 2009 and 2014.

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Map 2: Tally totals recorded entering each survey location

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Questionnaire results

Group size and number of dogs per group

- 3.7 Of the 337 interviewed groups 52% (174) interviews were completed by females and 48% (160) by males. In total 67% of interviewed groups were accompanied by at least one dog (Table 5). In 2009, 65% were accompanied by a dog and in 2007 fewer groups were accompanied by a dog (57%).
- 3.8 Of the groups with dogs, 71% were accompanied by one dog, 22% by two dogs and 7% by 3 or more dogs (up to a maximum of 7 dogs recorded with one group). A higher percentage of groups with dogs were observed at sites 4 and 6 where 96% of groups were accompanied by at least one dog (Table 5). The lowest proportion of groups with dogs was observed at location 2.

Table 5: Number and percentage of groups at each survey location with and without dogs.

Survey location	No	Yes	No response	Total
1	18 (31)	39 (67)	1 (2)	58
2	38 (44)	48 (56)	(0)	86
3	3 (16)	15 (79)	1 (5)	19
4	(0)	21 (95)	1 (5)	22
5	32 (44)	40 (56)	(0)	72
6	1 (4)	24 (96)	(0)	25
7	3 (18)	12 (71)	2 (12)	17
8	8 (21)	26 (68)	4 (11)	38
Total	103 (31)	225 (67)	9 (2)	337

- 3.9 The number of people in each group ranged from 1 to 10. In total 65% of visitor groups comprised of one person, 29% comprised of two people and the remaining 6% of groups were at least 3 people. Breaking the group composition down to age classes reveals that in general, very few children were present in the groups interviewed. Only 11% of group members were children under 17 years of age (Table 6). The location with the highest proportion of children in interviewed groups was location 7 (Lower Hampton Road) where 33% of individuals were children between 5-10 years old (Table 6).

Table 6: The number and percentage of individuals in interviewed groups at each survey location.

Survey location	Adults	Children 0-4 years	Children 5-10 years	Children 11-17 years	Total
1	81 (92)	3 (3)	1 (1)	3 (3)	88
2	118 (95)	1 (1)		5 (4)	124
3	24 (100)				24
4	28 (97)			1 (3)	29
5	102 (80)	10 (8)	13 (10)	3 (2)	128
6	26 (100)				26
7	24 (67)		12 (33)		36

Survey location	Adults	Children 0-4 years	Children 5-10 years	Children 11-17 years	Total
8	49 (96)		1 (2)	1 (2)	51
Total	452 (89)	14 (3)	27 (5)	13 (3)	506

Origin of visitors

- 3.10 Visitor postcodes will be described in full within the section ‘Visitor postcodes’. However, using the post code stem (first 3 or 4 letters/characters), we can roughly assess where people are from and whether they are visiting from home or not. Out of 337 interviewed groups, 8 groups provided a name of a local town and we assigned a postcode from the centre of the town. Including the 8 groups with manually assigned postcodes, 333 out of 337 (99%) provided GU postcodes and only one group was visiting from Worcestershire and staying with friends in the area. The three remaining non GU postcodes were from Basingstoke (2) and Richmond, London. These results demonstrate the highly local use of Farnham Park.
- 3.11 Considering the stem of the postcode only, 77% were from the GU9 area, 6.5% were from GU10, 3.6 from GU11 and also 3.6% from GU52. In the earlier visitor surveys at Farnham Park, 71% of postcodes originated in GU9 in 2009 and in 2007 this figure was 72%.

Activities

- 3.12 Visitors were asked to name which was their ‘main activity’ and responses were categorised under eight categories including ‘other’ with free text detail. The most popular activity was dog walking with 64% of all interviewed groups stating this as their main activity. Dog walking was the most popular activity in both of the previous visitor surveys undertaken by 65% of groups in 2009 and 59% of groups in 2007. Dog walking was most popular at location 4 (Oast House Lane) and location 6 (Edge woodland/pasture) (Table 7; Figure 2). From Figure 2, it can be seen that at locations 2 and 6 the highest proportion of people ‘passing through’ or jogging/taking exercise were interviewed.

Table 7: Main activity responses cited by interviewed groups by survey location.

Survey location	Dog walking	Walking	Travelling through / shortcut	Exercise/ jogging	Other	Relaxation/ enjoy the park	Cycling	No response	Total
1 Ranger car park	38 (66)	12 (21)	2 (3)	4 (7)		1 (2)		1 (2)	58
2 Path grazed area	43 (50)	16 (19)	18 (21)	8 (9)		1 (1)			86
3 Access grazed area	16 (84)	3 (16)							19
4 Oast House Lane	21 (95)				1 (5)				22
5 Nutshell Lane	33 (46)	13 (18)	14 (19)	7 (10)	3 (4)	2 (3)			72
6 Edge woodland/pasture	24 (96)	1 (4)							25
7 Lower Hampton Road	14 (82)	1 (6)			1 (6)		1 (6)		17
8 Upper Hampton	25 (66)	9 (24)	1 (3)	2 (5)	1 (3)				38

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Survey location	Dog walking	Walking	Travelling through / shortcut	Exercise/ jogging	Other	Relaxation/ enjoy the park	Cycling	No response	Total
Road									
Total	214 (64)	55 (16)	35 (10)	21 (6)	6 (2)	4 (1)	1 (0.3)	1 (0.3)	337

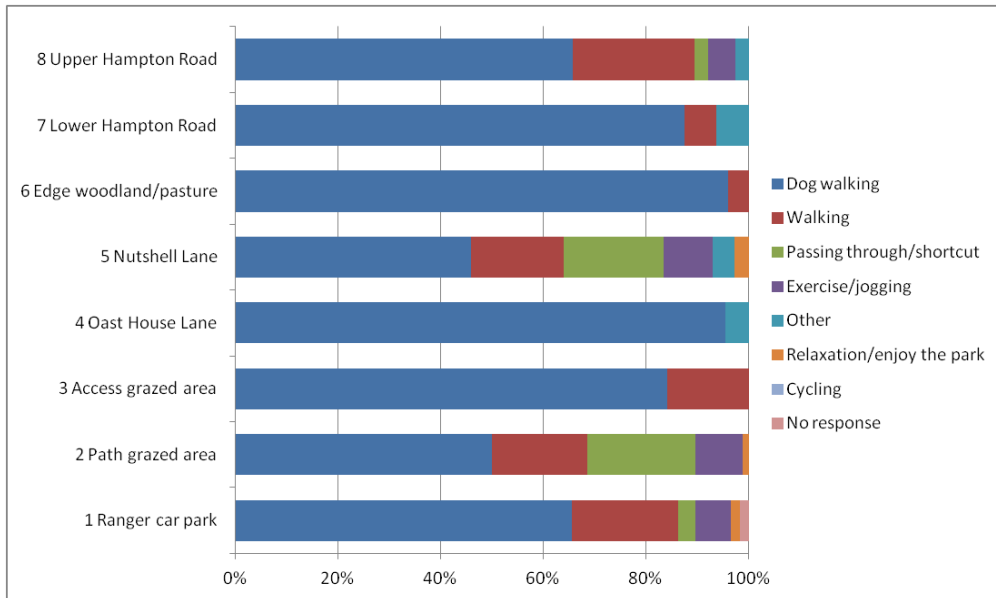
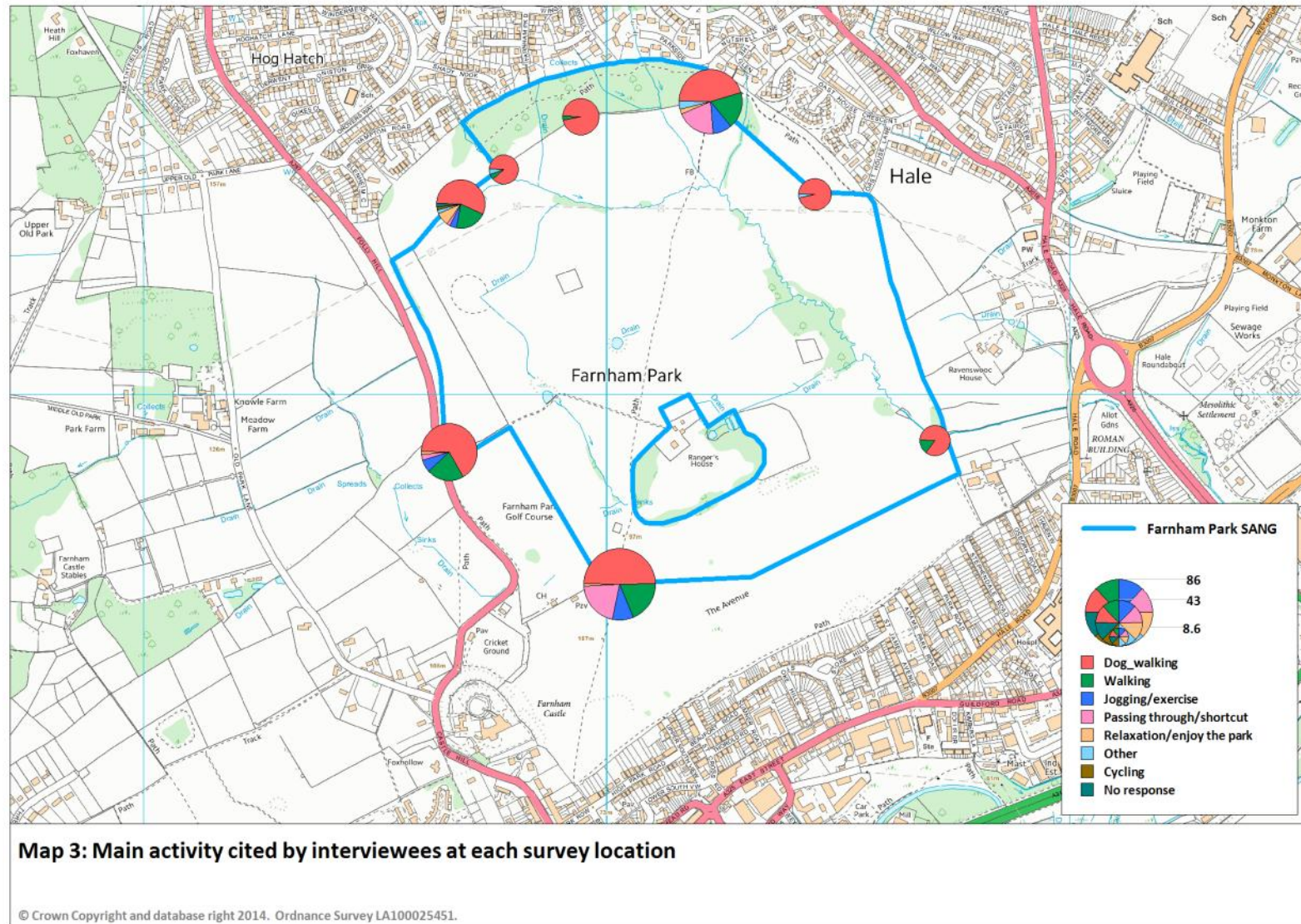


Figure 2: Main activity cited by interviewed groups expressed as a percentage of all main activities.

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Time spent in the area

3.13 Interviewed groups were asked how long they had or intended to spend in the area and overall 64% of visitor groups stated less than an hour (Table 8). The proportion of short visits (less than 1hr) to Farnham Park seems to have increased slightly from the last visitor survey in 2009 when it was 55% and in 2007 when it was 58%. The location with the highest proportion of short visits was location 1 (Ranger car park). When the responses of visitor groups who cited they were dog walking as main activity were considered 66% stated their visit duration was less than an hour (Table 9).

Table 8: Duration of visit by survey location for all visitors.

Survey location	Less than 1 hour	1-2 hours	2-3 hours	No response	Total
1 Ranger car park	43 (74)	14 (24)	1 (2)		58
2 Path grazed area	52 (60)	33 (38)		1 (1)	86
3 Access grazed area	10 (53)	7 (37)	2 (11)		19
4 Oast House Lane	10 (45)	12 (55)			22
5 Nutshell Lane	45 (63)	26 (36)	1 (1)		72
6 Edge woodland/pasture	19 (76)	6 (24)			25
7 Lower Hampton Road	12 (71)	5 (29)			17
8 Upper Hampton Road	25 (66)	13 (34)			38
Total	216 (64)	116 (34)	4 (1.2)	1 (0.3)	337

Table 9: Duration of visit by survey location for dog walking groups only.

Survey location	Less than 1 hour	1-2 hours	Total
1 Ranger car park	31 (82)	7 (18)	38
2 Path grazed area	23 (53)	20 (47)	43
3 Access grazed area	10 (63)	6 (38)	16
4 Oast House Lane	10 (48)	11 (52)	21
5 Nutshell Lane	19 (58)	14 (42)	33
6 Edge woodland/pasture	19 (79)	5 (21)	24
7 Lower Hampton Road	12 (86)	2 (14)	14
8 Upper Hampton Road	18 (72)	7 (28)	25
Total	142 (66)	72 (34)	214

Frequency of visit

3.14 Visitor groups were asked their visit frequency to the interview site and overall 50% stated they visited daily, 37% more than once a week and 6% visited 2 to 3 times a month (Table 10; Figure 3). The proportion of daily visitors is slightly up from the previous visitor surveys when in both surveys (2007 and 2009), 47% visited daily. When

visit frequency was considered by main activity, over 65% of dog walkers visited the site daily.

Table 10: Frequency of visit by survey location

Survey location	Daily	More than once a week	2 - 3 times a month	Once a month	Less often	This is my first visit	Total
1 Ranger car park	20 (34)	28 (48)	5 (9)	2 (3)	1 (2)	2 (3)	58
2 Path grazed area	32 (37)	38 (44)	8 (9)	4 (5)	2 (2)	2 (2)	86
3 Access grazed area	9 (47)	7 (37)	2 (11)		1 (5)		19
4 Oast House Lane	12 (55)	9 (41)	1 (5)				22
5 Nutshell Lane	40 (56)	24 (33)	2 (3)	3 (4)	1 (1)	2 (3)	72
6 Edge woodland/pasture	23 (92)	2 (8)					25
7 Lower Hampton Road	13 (76)	3 (18)				1 (6)	17
8 Upper Hampton Road	20 (53)	9 (24)	3 (8)	3 (8)	3 (8)		38
Total	169 (50)	120 (37)	21 (6)	12 (3)	8 (2)	7 (2)	337

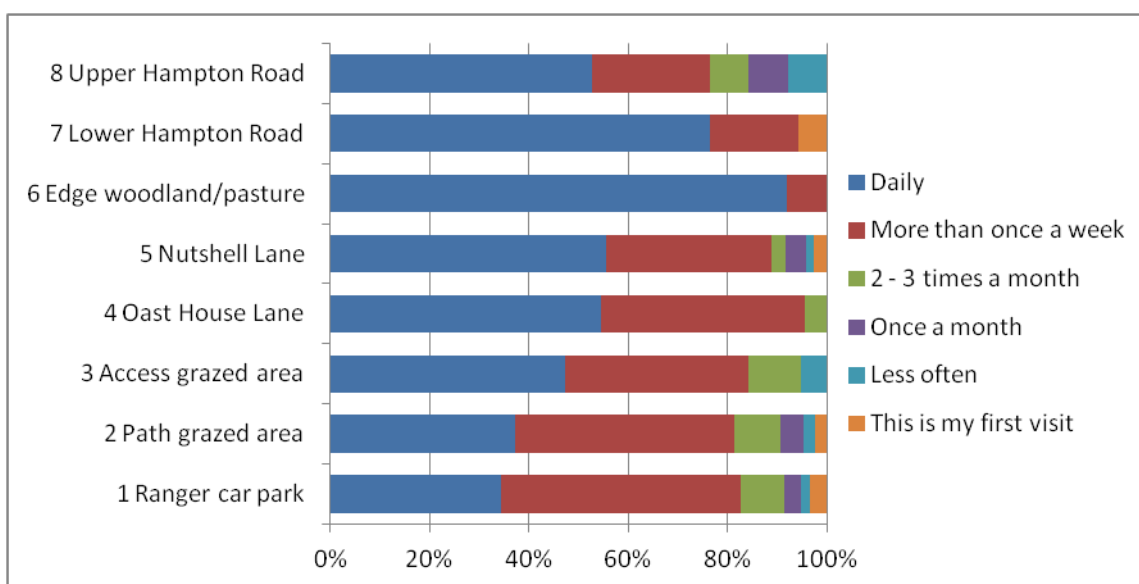


Figure 3: Visit frequency cited by interviewed groups expressed as a percentage of all categories per survey location.

3.15 First time visitors were asked for further details regarding the reason for their visit. Of the 7 first time visitors interviewed, 3 stated that they had heard about the park from a friend or neighbour and 2 were using it instead of another location.

Table 11: Responses of first time visitors regarding their reason for visiting.

Reason for first visit to Farnham Park	Number of responses
I heard about Farnham Park from friends or neighbours	3
I am using Farnham Park instead of another green space	2
I am a new resident	1
I am using Farnham Park for another reason	1

Timing of visit

3.16 Interviewed groups provided multiple responses when asked which time of day they tend to visit Farnham Park most. In total, 833 responses were received but overall the proportion of groups visiting in each period is roughly even: 49% of groups visit before 9am, 58% visit between 9am and 12pm, 47% visit between 12-3pm, 48% visit between 3-5pm and 45% visit after 5pm.

3.17 Looking across the different sites, there is further evidence that visitors tend to use Farnham Park equally throughout the day (Figure 4). There is a marginal preference for earlier morning visits at locations 3 and 6 and a slight preference for evening visits also at location 6.

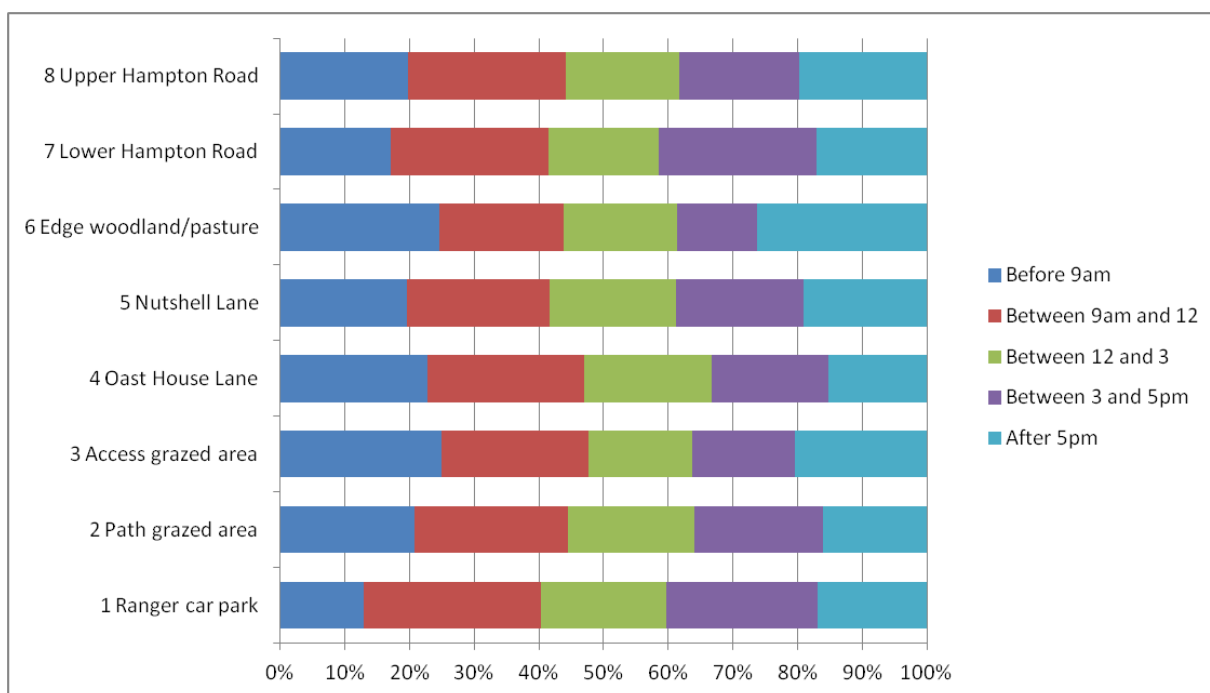


Figure 4: The percentage of responses regarding the time of day interviewed groups tend to visit each survey location.

Mode of transport

3.18 Visitor groups were asked which mode of transport they used to access the interview location and overall 65% of groups stated they arrived on foot and 35% of groups arrived by car/van (Table 12). These figures are very similar to those reported in 2009 (62% on foot; 37% by car) and 2007 (68% on foot; 31% by car).

Table 12: Mode of transport used to access site by interviewed group

Transport mode	Response total (as %)
On foot	215 (64)
Car/Van	117 (35)
Bicycle	3 (1)
Public transport	1 (1)
No response	1 (1)
Total	337 (100)

3.19 The proportion of visitor groups arriving at each survey location by different transport modes differed. Nearly all visitor groups to locations 6, 7 and 8 arrived on foot whereas nearly 50% of visitors to locations 2 and 3 arrived by car (Figure 5). Due to the positioning of location 1 at the Ranger car park, a very high proportion of visitors arrived by car.

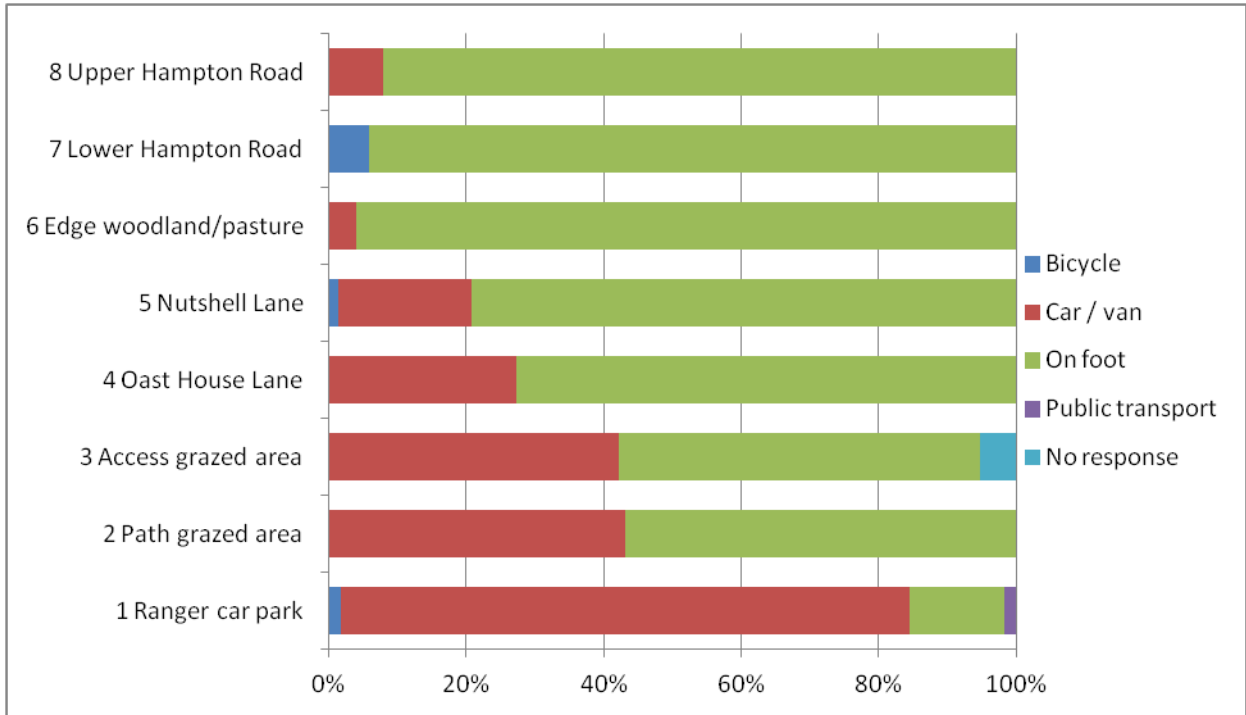
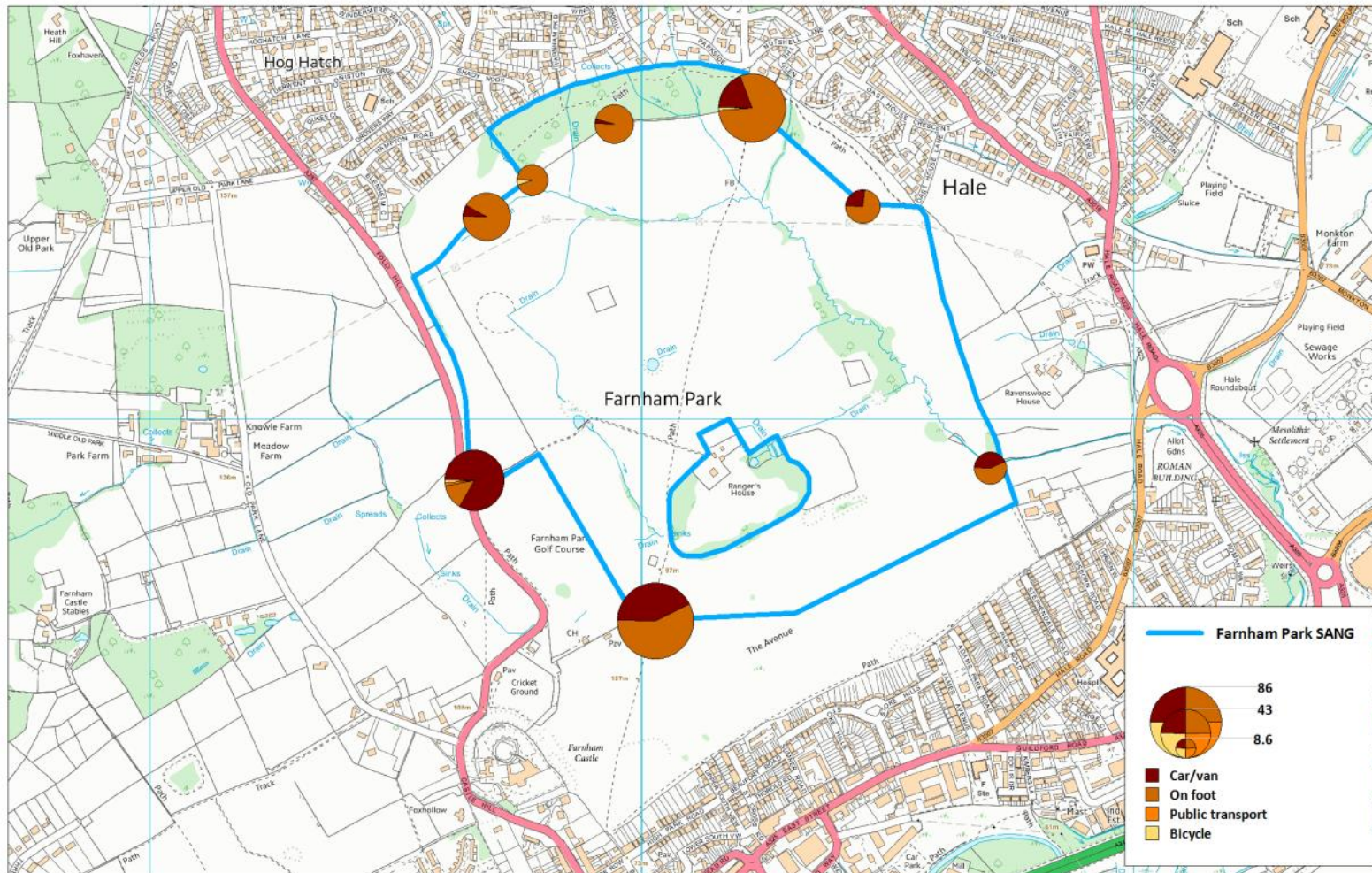


Figure 5: Mode of transport by survey location.

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Map 4: Mode of transport used by interviewees at each survey location

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Routes taken within the site

- 3.20 Visitors were asked to indicate where they had walked/were about to walk on a paper map. Visitors were also asked whether their route was circular or linear (passing through). In total, 82% of routes were circular. The highest proportion of linear routes (29%) was recorded at location 5 (Nutshell Lane).
- 3.21 In total 329 visitor routes were digitised and Map 5 shows the extent of the visitor routes around Farnham Park. On average interviewed visitor groups covered a distance of 2.3km during their visit.
- 3.22 The longest average route length was recorded at location 3 (Access grazed area) which has a high level of use by dog walkers. The location with the shortest mean route length was location 6 (Edge woodland/pasture) (Table 13).
- 3.23 The shortest average route (0.19km) was undertaken by a group citing walking as their main activity. Groups whose main activity was dog walking on average covered 2.25km with those groups whose main activity was walking had on average slightly longer routes covering 2.67km (Table 14).

Table 13: Route length statistics by survey location

Survey location	Mean	Median	Minimum	Maximum	N
1 Ranger car park	2.41	2.42	0.61	4.72	56
2 Path grazed area	2.65	2.80	1.12	4.71	83
3 Access grazed area	2.74	2.25	1.32	4.82	19
4 Oast House Lane	2.07	1.96	0.70	3.33	22
5 Nutshell Lane	2.41	2.51	0.86	4.05	69
6 Edge woodland/pasture	1.52	1.36	0.60	3.93	25
7 Lower Hampton Road	1.60	1.31	0.19	4.38	17
8 Upper Hampton Road	2.27	2.16	1.04	4.31	38
All locations	2.34	2.33	4.82	0.19	329

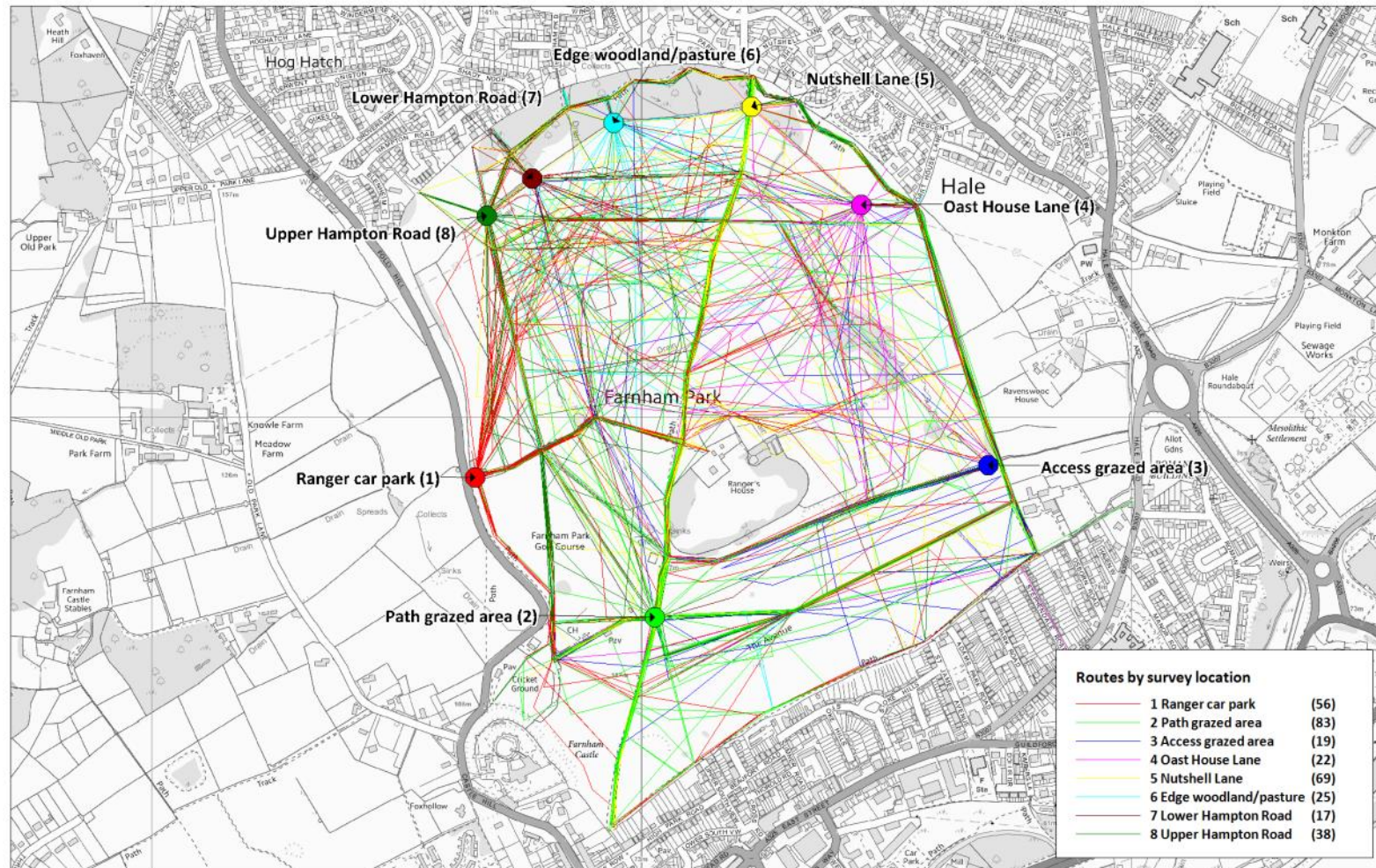
Table 14: Route length statistics by main activity

Main activity	Mean	Median	Minimum	Maximum	N
Dog walking	2.25	2.23	0.54	4.82	210
Walking	2.67	2.85	0.19	4.72	52
Travelling / shortcut	1.87	1.57	1.07	3.82	34
Exercise/jogging	3.32	3.28	1.57	4.46	21
Other	1.88	1.70	1.58	2.76	6
Relaxation/enjoy the park	2.06	2.05	0.71	3.43	4

- 3.24 Visitor routes are displayed by interview location in Map 5. This information was then used to create an intensity map of the site by calculating the number of people passing through each 20m x20m grid cell (Map 6). The intensity map indicates very high use of the main route which bisects the site south west to north east. Other heavily used areas

include the routes in from the two car parks in the south west of the site, the path along the northern edge of the site and 'The Avenue' along the southern edge of the grazed area from survey location 3. Overall the majority of use is on the paths but visitors may not have reported time spent in the open areas, for example, whilst throwing a ball for a dog. The open areas experiencing the most diffuse use, according to the route maps, appear to be the grassland to the south of survey locations 6-8 and also around the Oast House Lane entrance (location 4).

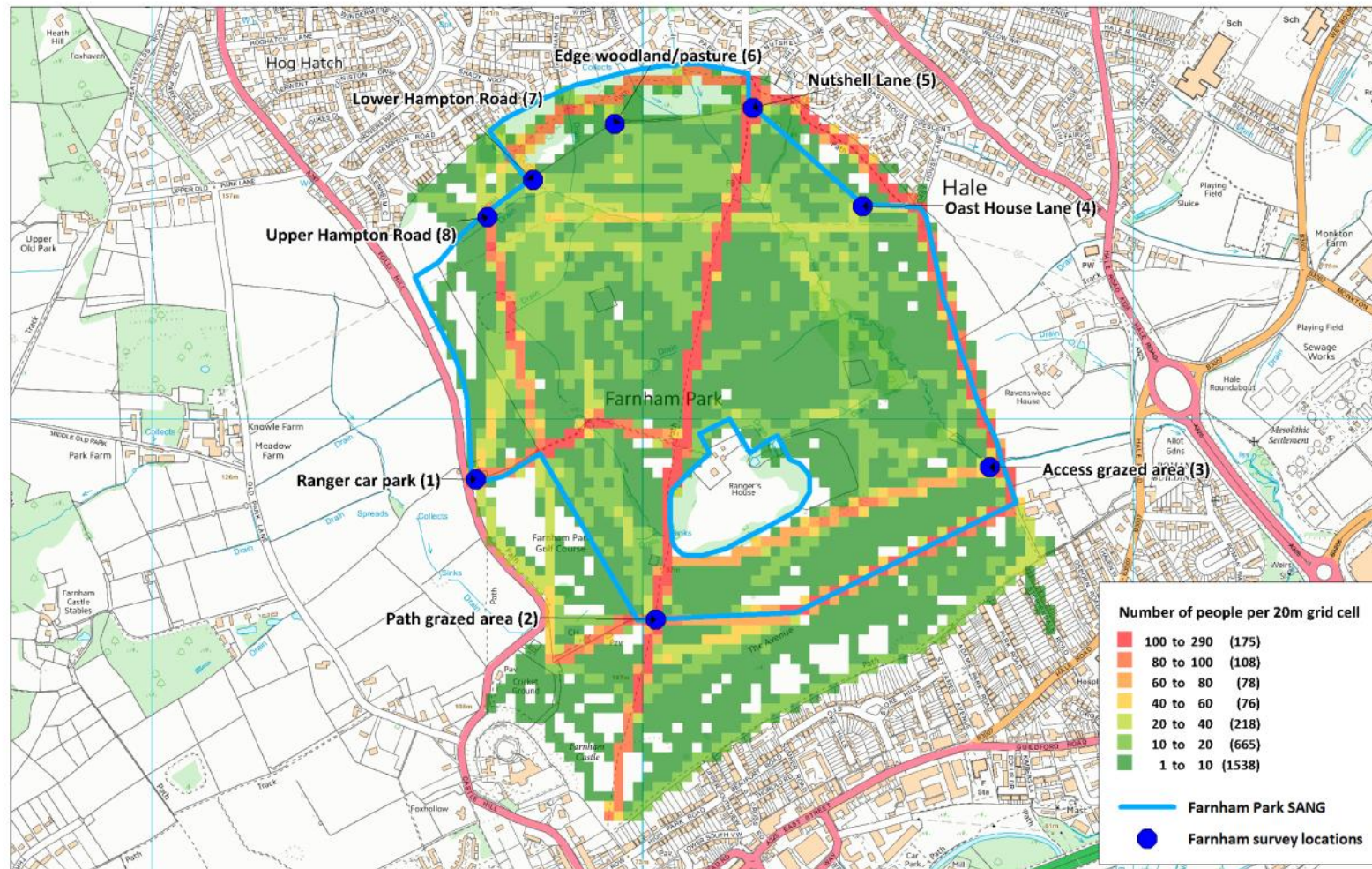
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Map 5: Visitor routes recorded at each survey location.

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Map 6: Intensity map showing the number of people passing through each 20m x 20m grid cell based on group size information associated with routes passing through each cell

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Alternative sites visited

- 3.25 Interviewees were asked whether or not they visited nine other local sites. This question was repeated from previous surveys with the addition of Bishop's Meadow to the list of sites. Groups were asked which activities they undertook at the nine listed sites, roughly how far they travelled to reach these sites and which mode of transport they used to access these sites.
- 3.26 Frensham Common was the most popular alternative site, visited by 73% of interviewed groups (Table 15). Over half of the 337 respondents stated that they visit Alice Holt Forest and the heathland north of Sandy Hill/Heath End (Caesar's Camp).
- 3.27 Comparing these headline figures with the previous visitor surveys, it is clear that a higher proportion of interviewed groups also visit the heathland SPA which was visited by 29% in 2007, 40% in 2009 and 51% in 2014. The proportion of groups visiting Frensham Common and Alice Holt have remained the same or slightly increased.
- 3.28 Dog walking was the most popular activity at all alternative sites due to the high proportion of dog walkers interviewed (Figure 6). Dog walking was undertaken by 79% of groups who visit Bourne Wood and 77% of groups visiting heathland north of Sandy Hill/Heath End (Caesar's Camp).
- 3.29 Considering distances travelled to reach alternative sites, the most locally used sites were the heathland north of Sandy Hill/Heath End (Caesar's Camp), Bishop's Meadow and Rowhill Nature Reserve (Figure 7). Other sites attracting visitors from more than 5km were Frensham Common and Alice Holt Forest. Similarly, a higher proportion of visitors travel to those sites which are closer to home such as Bishop's Meadow and Rowhill Nature Reserve.
- 3.30 Over 90 responses were received regarding non-listed 'other sites' these have been recategorised and are supplied in Appendix 2. The top three locations were Puttenham Common, Hankley Common and Twesledown.

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Table 15: Visit characteristics (number and percentage of groups) regarding time spent at alternative local sites: main activity, distance travelled and mode of transport used.

	Blackwater Valley	Bourne Wood	Frensham Common	Alice Holt Forest	Sandy Hill/Heath End (Caesar's Camp)	Rowhill Nature Reserve	Farnham Heath	Crooksbury Common	Bishop's Meadow	Other sites
Main activity										
Dog walking	11 (50)	117 (79)	181 (74)	120 (68)	134 (77)	49 (72)	20 (69)	57 (77)	16 (39)	36 (84)
Walking	6 (27)	27 (18)	56 (23)	43 (24)	31 (18)	17 (25)	8 (28)	13 (18)	21 (51)	7 (16)
Cycling	3 (14)	(0)	1 (0)	4 (2)	3 (2)	(0)	1 (3)	(0)	(0)	(0)
Other	1 (5)	(0)	(0)	(0)	(0)	1 (1)	(0)	(0)	(0)	(0)
Exercise/jogging	(0)	4 (3)	4 (2)	6 (3)	3 (2)	(0)	(0)	3 (4)	3 (7)	(0)
Relaxation/enjoy the park	(0)	1 (1)	3 (1)	4 (2)	2 (1)	1 (1)	(0)	1 (1)	1 (2)	(0)
Watch the wildlife	1 (5)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)
Total	22 (7)	149 (44)	245 (73)	177 (53)	173 (51)	68 (20)	29 (9)	74 (22)	41 (12)	43 (13)
Distance										
more than 5km (3 miles)	15 (68)	101 (68)	230 (94)	167 (95)	27 (16)	9 (13)	23 (79)	50 (68)	4 (10)	29 (71)
2-5km(1.25-3 miles)	5 (23)	35 (23)	13 (5)	4 (2)	15 (9)	10 (15)	5 (17)	20 (27)	7 (18)	3 (7)
0.5-2km(0.3-1.25 miles)	2 (9)	7 (5)	1 (0)	4 (2)	81 (47)	31 (46)	0 (0)	1 (1)	19 (48)	2 (5)
0.5km (0.3 mile)	0 (0)	6 (4)	1 (0)	1 (1)	48 (28)	17 (25)	1 (3)	2 (3)	10 (25)	7 (17)
Total	22 (7)	149 (44)	245 (73)	176 (52)	171 (51)	67 (20)	29 (9)	73 (22)	40 (12)	41 (12)
Transport										
Car/van	16 (73)	132 (89)	231 (95)	162 (92)	61 (35)	27 (40)	25 (86)	64 (88)	9 (22)	28 (70)
On foot	4 (18)	16 (11)	5 (2)	6 (3)	107 (62)	37 (55)	3 (10)	8 (11)	29 (71)	10 (25)
Public transport	0 (0)	0 (0)	4 (2)	3 (2)	1 (1)	2 (3)	0 (0)	0 (0)	2 (5)	0 (0)
Bicycle	2 (9)	1 (1)	4 (2)	5 (3)	4 (2)	1 (1)	1 (3)	1 (1)	1 (2)	2 (5)
Total	22 (7)	149 (44)	244 (72)	176 (52)	173 (51)	67 (20)	29 (9)	73 (22)	41 (12)	40 (12)

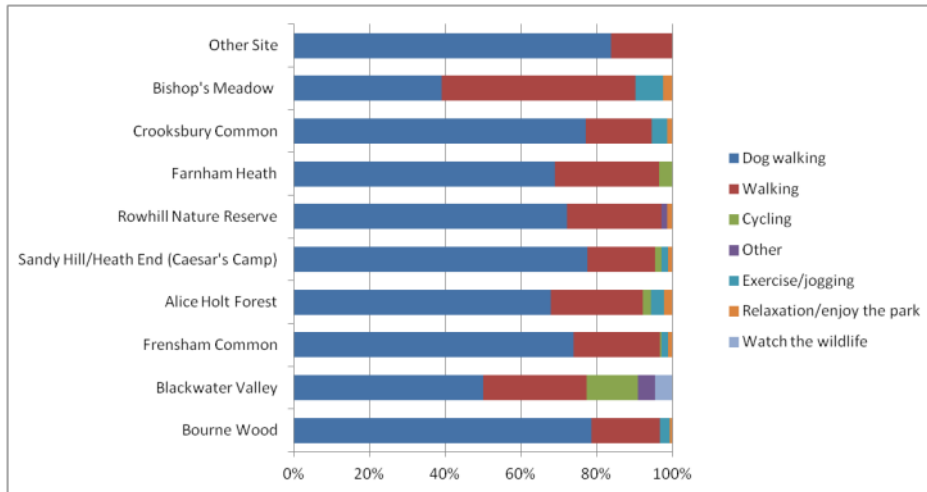


Figure 6: Other sites visited expressed a percentage of groups undertaking different activities at each site.

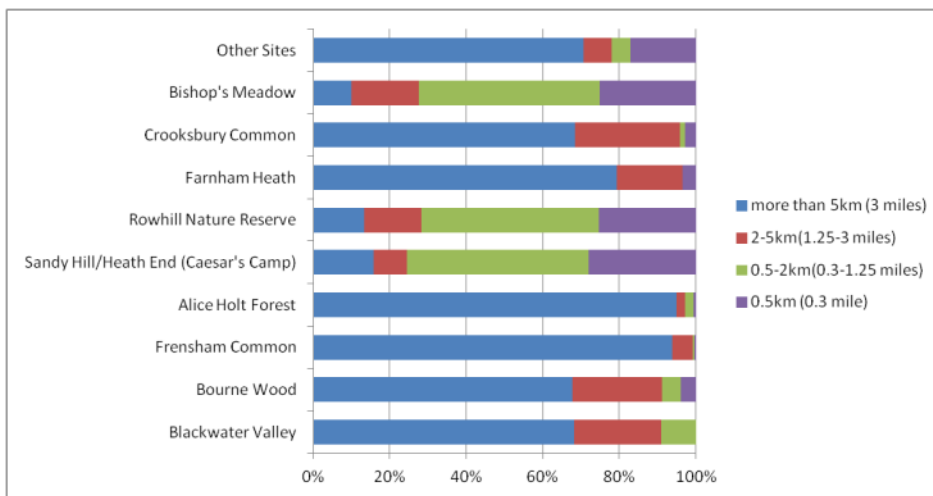


Figure 7: Other sites visited expressed a percentage of groups travelling different distances to each site.

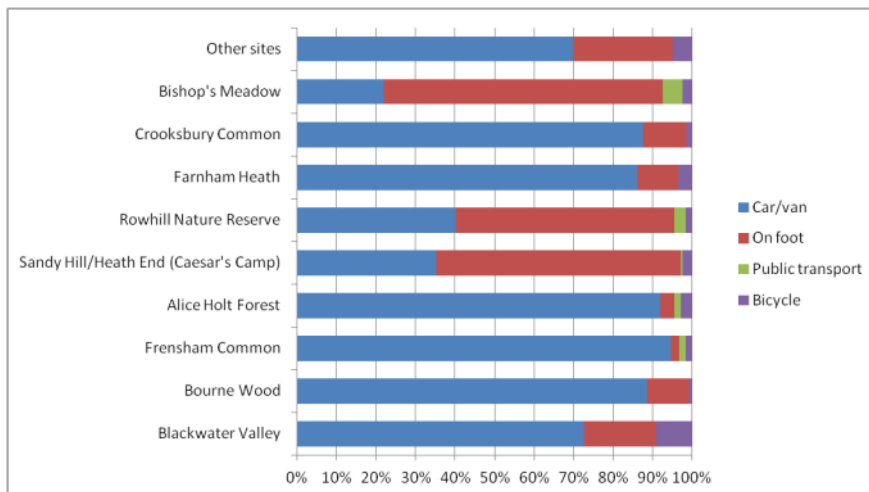


Figure 8: Other sites visited expressed a percentage of groups using different modes of transport to travel to each site.

Visits to heathlands and awareness of nature conservation

3.31 Respondents who stated that they visited heathland north of Sandy Hill/Heath End (Caesar's Camp) were asked further questions about their visits and knowledge

regarding the heathland SPA. Questions included: how often they visit the heathland, whether or not they are aware of ground nesting birds, whether they were aware of human disturbance to ground nesting birds and how easy would it be to use Farnham Park instead of a heathland site during nesting season.

- 3.32 From the 173 groups (51% of all groups) that stated that they visited the heathland, 53% stated that they visited the heathland areas at least weekly (Table 16). This figure has increased considerably from 2009 when only 16% of interviewed groups which visit the heathland visited it at least weekly. There was a high level of awareness about ground nesting birds and disturbance (60% of all interviewed groups were aware and 71% stated that they were aware of disturbance) (Table 17). In the 2009 survey, 71% were aware of ground nesting birds and 94% were aware of the disturbance impacts.
- 3.33 Only 3.5% of heathland visitors stated that they would find it difficult to use Farnham Park instead of the local heathland sites during the breeding season (Table 18). The majority of heathland users stated that it would be fairly or very easy to use an alternative site (95% in total).

Table 16: Visit frequency to heathland north of Sandy Hill/Heath End (Caesar's Camp).

Visit frequency	Number of responses
Daily	9 (5)
Weekly	81 (47)
Monthly	42 (24)
Less often	41 (24)
Total	173

Table 17: Number of people aware of ground nesting birds and the impacts of disturbance

Response	Aware of ground nesting birds?	Aware of disturbance impacts
No	69 (40)	49 (29)
Yes	102 (60)	122 (71)
Total	171	171

Table 18: Responses regarding ability to use Farnham Park instead of a heathland site during the breeding season.

Response	Number of responses
Very easy	99 (58)
Fairly easy	63 (37)
I don't use the heathland at that time of year	4 (2)
Not very easy	5 (2.5)
Not easy at all	1 (0.6)
Total	172

Visitor postcodes

- 3.34 From the 337 completed visitor interviews, 93% of visitor groups (313) provided home postcodes which could be geocoded. A further 8 groups provided the name of a town or village which enabled their approximate home location to be geocoded. Therefore, in total, 321 postcodes (95%) are presented in maps and analysed in this section with reference to straight-line distance to interview location.
- 3.35 Half of all visitor groups which provided a valid home postcode lived within 1.16km of their interview location and 75% of visitors within 2km (Table 19). Map 7 shows the visitor postcodes by survey location which indicates the highly local use of the site by residents of Farnham, Wrecclesham and Weybourne. There are also a number of visitors from Aldershot, Ash Vale, Farnborough, Church Crookham and Fleet. The most popular location with visitors from the towns to the north of the site is location 2 which is considered to be the main entrance to Farnham Park.
- 3.36 Visit frequency by postcode is displayed Table 20 and Map 8. There is a positive relationship between visit frequency and mean straight-line distance such that those visiting most frequently, live closer to the site. On average, residents visiting the site daily live less than a kilometre from the site and those visiting the least live on average 22km from Farnham Park.
- 3.37 Main activity undertaken by postcode is displayed in Table 21 and Map 9. Walking attracted visitors from furthest afield with half of all walkers travelling from within 1.39km. Half of all dog walkers lived within 1km of the site (median value).
- 3.38 The mode of transport used for each visitor is displayed in Map 10 and Table 22. Half of all visitors on foot travel from within 1.57km and half of all visitors by car/van travel from within 4.21km. The maximum distance travelled to the site by car was 44.26km.

Table 19: Straight-line distance statistics from survey locations to home postcodes.

Survey location	Mean	Median	Min	Max	N
1 Ranger car park	2.93	1.81	0.69	26.93	54
2 Path grazed area	2.95	1.54	0.34	44.26	80
3 Access grazed area	2.34	1.01	0.29	6.83	18
4 Oast House Lane	2.13	0.64	0.20	21.95	21
5 Nutshell Lane	1.55	0.70	0.09	17.33	70
6 Edge woodland/pasture	0.55	0.44	0.15	1.86	25
7 Lower Hampton Road	0.71	0.45	0.17	3.08	15
8 Upper Hampton Road	4.89	0.63	0.16	145.91	38
Total	2.49	1.16	0.09	145.91	321

Table 20: Straight-line distance statistics from survey locations to home postcodes by visit frequency.

Visit Frequency	Mean	Median	Min	Max	N
Daily	0.95	0.60	0.09	5.97	165
More than once a week	2.41	1.39	0.22	21.95	112
2 - 3 times a month	3.13	2.23	0.19	8.99	20

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Visit Frequency	Mean	Median	Min	Max	N
Once a month	7.11	4.37	0.23	26.93	10
Less often	22.10	5.07	0.98	145.91	8
This is my first visit	10.28	3.98	1.91	44.26	6

Table 21: Straight-line distance statistics from survey locations to home postcodes by main activity.

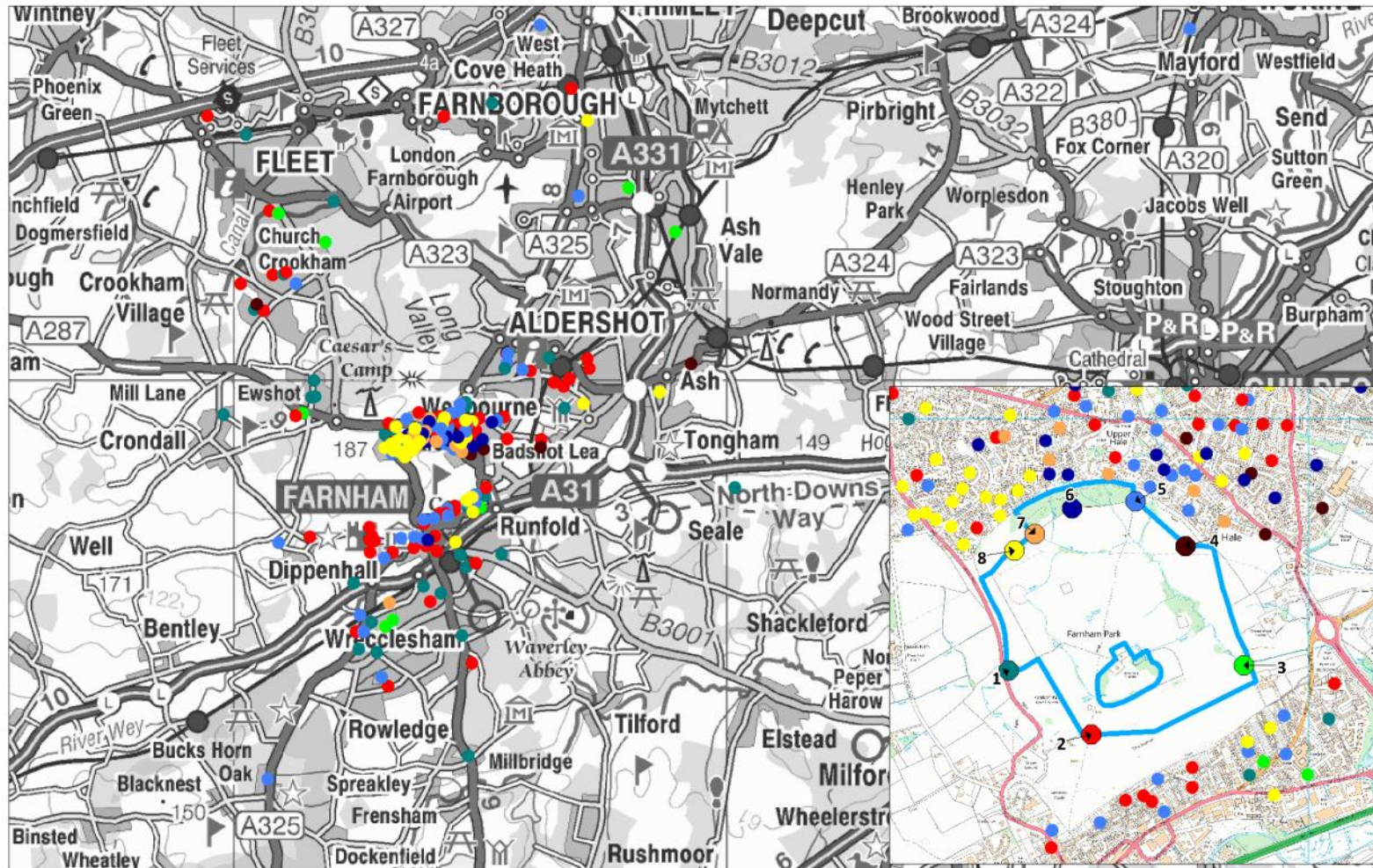
Main activity	Mean	Median	Min	Max	N
Dog walking	2.63	0.94	0.09	145.91	209
Exercise/jogging	2.04	1.28	0.26	7.61	20
Other	2.32	1.17	0.24	7.67	5
Travelling through / shortcut	1.40	1.22	0.09	6.71	32
Walking	2.79	1.39	0.16	44.26	50

Table 22: Straight-line distance statistics from survey locations to home postcodes by mode of transport.

*Maximum on foot distance reported by a group staying with friends.

Mode of transport	Mean	Median	Min	Max	N
Car / van	4.21	2.71	0.64	44.26	112
On foot	1.57	0.63	0.09	145.91*	205

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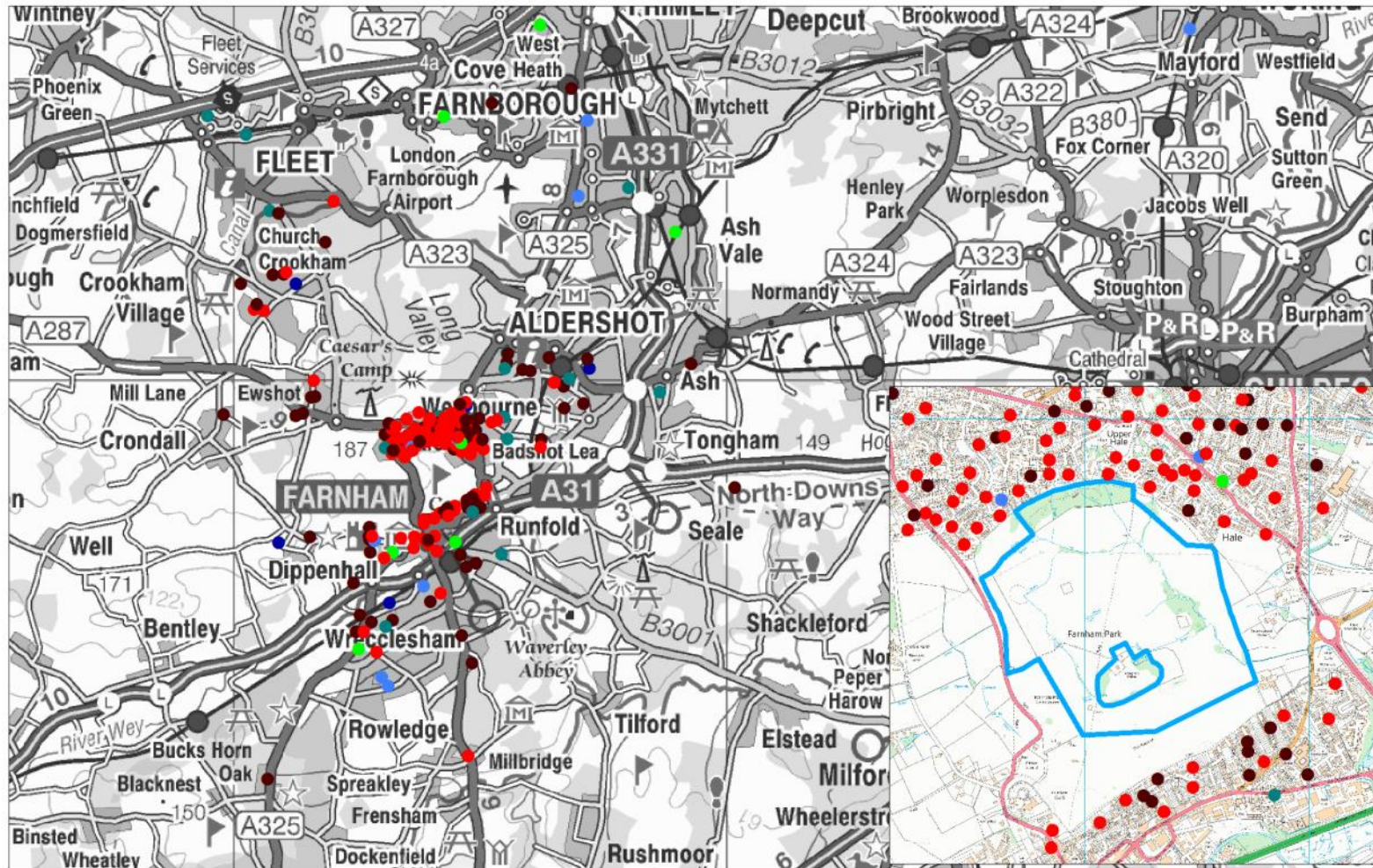
Map 7: Visitor postcodes by survey location

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Postcodes by survey location

● 1 (58)	● 3 (19)	● 5 (72)	● 7 (17)
● 2 (86)	● 4 (22)	● 6 (25)	● 8 (38)

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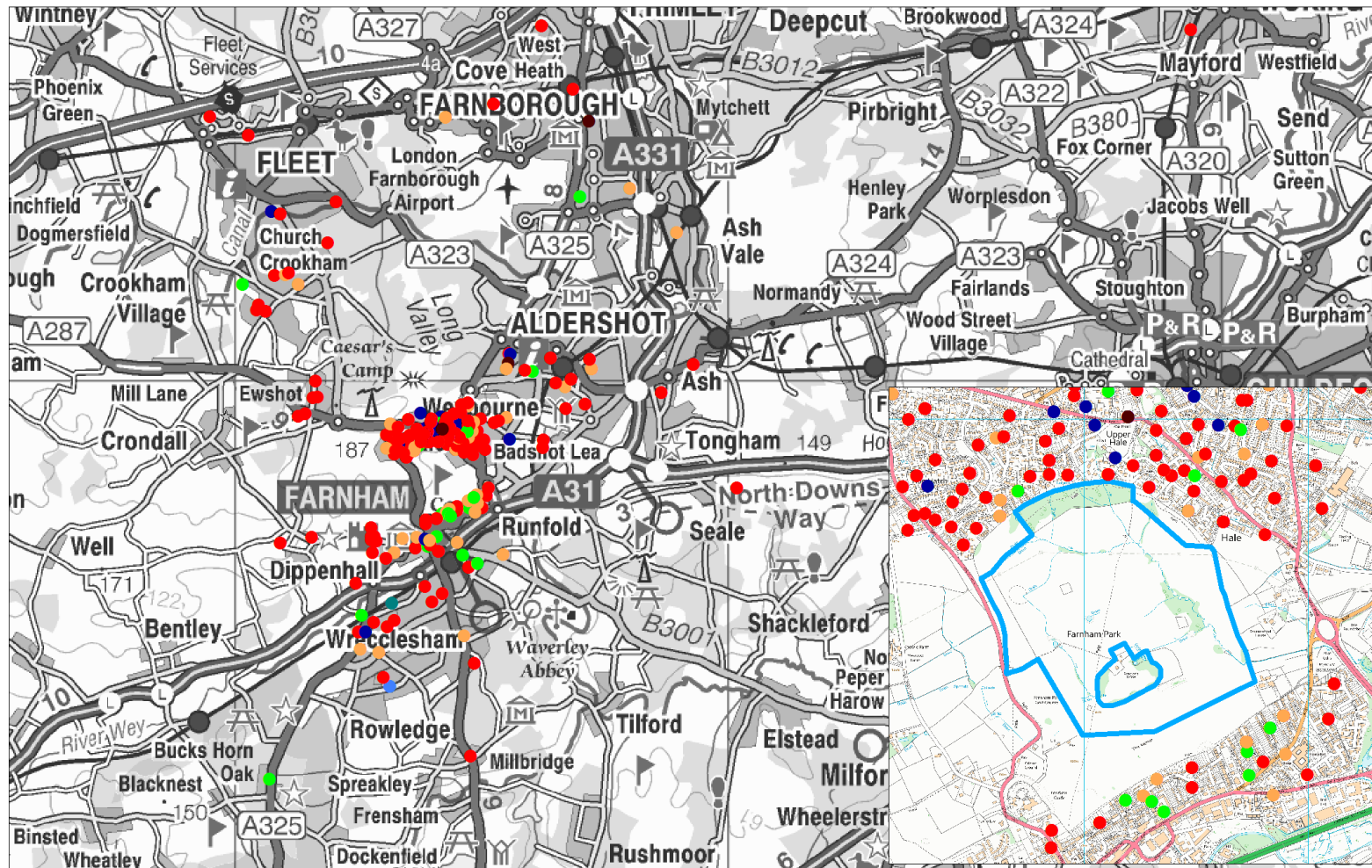
Map 8: Visitor postcodes by visit frequency

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Visitor postcodes

- Daily (169)
- More than once a week (120)
- 2 - 3 times a month (21)
- Once a month (12)
- Less often (8)
- This is my first visit (7)

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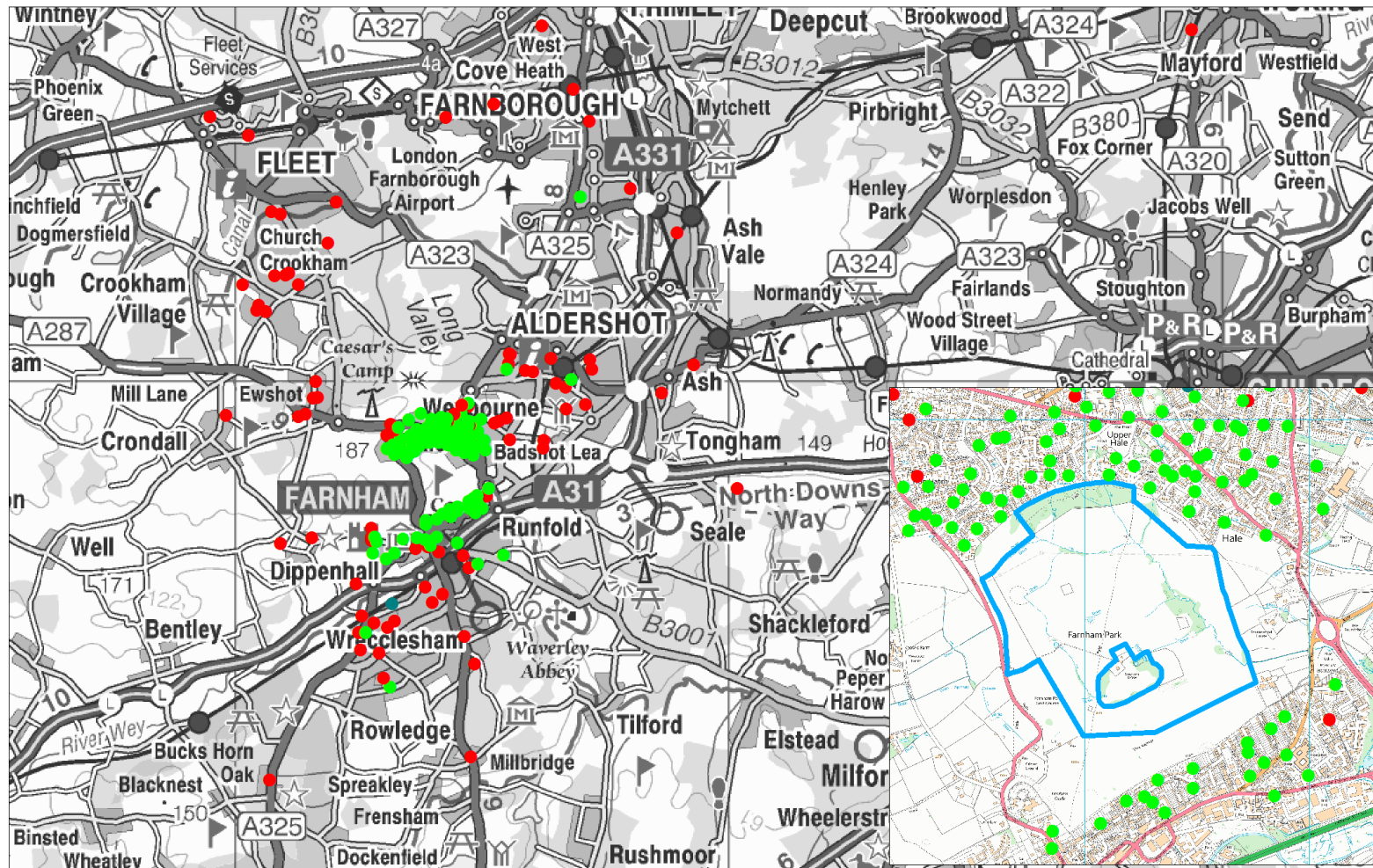
Map 9: Visitor postcodes by visit main activity

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Visitor postcodes by activity

● Dog walking	(214)	● Exercise/jogging	(21)	● Cycling	(1)
● Walking	(55)	● Relaxation/enjoy the park	(4)		
● Travelling through / shortcut	(35)	● Other	(6)		

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Map 10: Visitor postcodes by mode of transport

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Visitor postcodes by mode of transport

- On foot (215)
- Car / van (117)
- Bicycle (3)
- Public transport (1)

4. Discussion

- 4.1 The results from the visitor survey suggest, as in previous surveys that Farnham Park is a highly locally used site providing outdoor space mainly for dog walkers and walkers and commuters passing through. The calculation of capacity estimates, a review of the SANG area, car parking and sensor monitoring area provided.

Capacity Estimates at Farnham Park

- 4.2 Our favoured approach to capacity estimates is to use a benchmark of 1 person per hectare (ha) per hour. This level of use is one we consider about the right level of visitor use for a typical SANG-type site to not feel too busy. Drawing on visitor work conducted by Footprint Ecology and others, a visit rate of 1 person per ha per hour is a level of access much higher than that within the SPA. It is also a level that is much lower than would be expected on a busy urban park. The rate of 1 person per ha per hour is based on consideration of visitor data from a range of different sites (Liley 2007), and its use has been accepted by Natural England in recent work we have undertaken relating to Ashdown Forest SPA and SANG sites.
- 4.3 In order to convert the 1 person per ha per hour benchmark to an area of SANGs provision, the calculation is simple and is done by cross-referencing to the 8ha per 1000 people standard (for new SANGs provision). For example a site of 20ha that currently has 10 people visiting per hour, would have a capacity of 10ha which, using the 8ha per 1000 people figure, could act as a SANG for 1250 people ($(1000/8ha) \times 10ha = 1250$ people).
- 4.4 Using the 1 person per ha per hour provides a useful benchmark. We recognise that some sites may well support higher levels of access than this before they 'feel' busy, and conversely it is possible to have a site (for example one with extensive areas of water/marshy ground or scrub cover) where visitor use may be concentrated in a small area and 1 person per ha per hour would seem busy. We therefore use the route data to determine whether parts of the site are underused.
- 4.5 Within the specification an example calculation for SANGs capacity is given. The example approach uses the 8ha per 1000 standard for new greenspace as a means of calculating capacity for existing sites, and assumes that the 8ha is providing access for all 1000 residents. The approach usually³ estimates how many visits a single individual typically makes to a site over a year (the specification example uses 311) and then relates this back to the 8ha per 1000 standard.
- 4.6 There are three problems with this approach:

³ Note that we have seen a range of variations

- the per ha standard is not actually based on visit rates, while the calculation has to assume all 1000 people would visit 8ha, and therefore the approach is always likely to indicate lots of capacity.
- it can be difficult to account for sampling effort (i.e. accounting for the number of days spent surveying when working out how many people visit weekly, monthly etc.).
- if a site is visited very regularly by a small group of individuals, that site could be very busy (a lot of ‘footfall’) yet as it is only visited by a small number of individuals the capacity estimates would indicate spare capacity, when the site is actually heavily used. As such the approach probably particularly overestimates capacity on small sites with lots of local residents nearby and regular use by a small group.

4.7 In the following section we consider whether the surveyed sites are relatively busy and whether the sites are able to accommodate more visitors and still be effective as a SANG.

Comparison with 1 person per ha per hour benchmark

4.8 Based on evidence we consider a visitor level of 1 person per ha per hour to be an approximate level at which a site might be considered reasonably busy. We have calculated the visitor rate at Farnham Park as people per hectare per hour, using survey effort and the tally data (total adults, data equally split over a week day and a weekend day). The comparison of the visitor rates (per hectare per hour) with our benchmark (Table 23) provides an indication of whether the site is relatively busy or not. It can be seen that the 85ha of Farnham Park which are considered as suitable as a SANG falls below the 1 person per hectare benchmark (i.e. the values in column d is below 1), and this would suggest that the site could currently accommodate more visitors before it became overly busy.

4.9 In previous surveys (2007 and 2009), it was estimated that the park was at about 50% visitor capacity and Natural England adopted a precautionary approach assuming the site was at 75% capacity (85ha x 25%= 21.25ha capacity). We have estimated that it is at 53% capacity (0.527 people per ha per hour). Based on 47% capacity available, it can be estimated that 40 hectares (85ha x 47%) could be available. This figure provides evidence for further discussion with Natural England regarding additional capacity above 25% at Farnham Park.

Table 23: Capacity estimates based on a benchmark of 1 person per ha per hour.

Total people (a)	Survey hours (b)	People per hour (c)	Site area (hectares) (d)	People per ha per hr (e)
717	16	44.8	85	0.527

Column a: Total people is derived from Table 2, from the tally data (717 adults - ignoring 94 children).

Column c: People per hour is calculated by dividing Column a by 16 (b), (16 being the number of survey hours at each survey point). Note that this total is therefore not necessarily people per survey hour, but the visit rate to the site as a whole.

Column e: People per ha per hour is calculated as Column c divided by Column d.

Visitor density within the site

4.10 In Map 6 we show the relative visitor density – in terms of ‘footfall’ within 20m grid cells. Using the same data we can plot the frequency distribution of footfall within the site (Figure 9). In this plot, the horizontal axis represents categories from low to high visitor density, quantified by the number of people recorded within each cell. If a site was uniformly busy, and access was spread across the whole site, then the plot would show columns of similar height, and a flat shape. A skew to the left indicates that most of the site has relatively low levels of access, and a skew to the right would indicate that most of the site was busy. It can be seen that at Farnham Park, there is a strong skew to the left, indicating that much of the site is ‘quiet’ and that the ‘busy-ness’ is limited to main thoroughfares and focal areas around car parks.

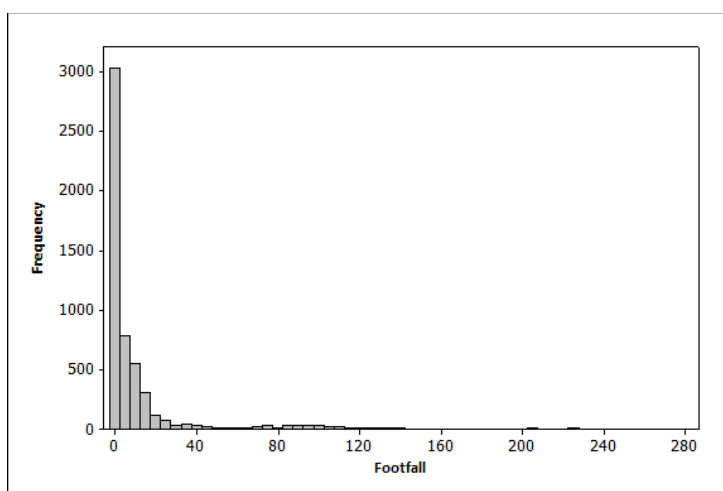


Figure 9: Frequency distribution of visitor density (number of people) within each 20m cell.

Use of heathland sites

4.11 A further check is to cross-reference to the questionnaire data. The questionnaire includes questions that relate to frequency of visits to the SPA sites (heathland north of Sandy Hill/Heath End - Caesar's Camp) including main activity undertaken, distance travelled and mode of transport used. The results suggest that 51% of Farnham Park visitors also visit the SPA. Of these 51%, a very high proportion stated that they would easily use Farnham Park instead of the heathland during the breeding season.

4.12 It is clear that the SANG attracts visitors who also use the SPA and that they would happily use the SANG as an alternative to the SPA in the breeding season. Therefore with further information and education work it will be worthwhile to ensure that visitor surveys at the SPA continue to see if numbers of dog walkers at the SPA decline during the breeding season.

Review of SANG area

4.13 The SANG has been identified as 85ha covering the most natural areas of the park (the SANG area is shown in Map 1). From our site visit we believe that the area identified is currently correct given the nature of the site. We have reviewed the two parcels of land

to the North of the site south of Hampton Road and Oast House Crescent. It was felt that whilst these two parcels are integral to the site and are being well used (see intensity map: Map 6), they are urban in feel and are more like amenity grassland compared to the interior of the site (within the SANG).

Review of parking provision

4.14 We identified 56 formal car parking spaces between the Ranger's car park (8 spaces) and the main car park (48 spaces). Visitors are also encouraged (by signage) to use roadside parking at Oasthouse Crescent, Six Bells roundabout layby, Upper Hale recreation ground car park instead of obstructing access points.

4.15 To assess whether the 56 formal spaces was sufficient we under took the following calculation:

- During busiest survey period (2 hour slot) at the weekend and during the week, 80 groups arrived at Farnham Park
- From the interview data, 35% of visitors arrive by car
- 35% of 80 groups is 28
- 65% of groups arriving by car stay for less than an hour
- A survey period is two hours long therefore 28 groups arriving by car in the busiest survey period equates to 14 per hour (28/2)
- 14 car visitors per hour at peak requires 14 spaces
- Therefore the current provision of car parking is sufficient

4.16 A caveat to this conclusion is that the site was surveyed outside of the summer holidays and during the summer season the site could become busier. We can assess whether the current car parking would be sufficient for future use based on additional housing in line with the capacity estimates:

- An increase of 25% based on Natural England's precautionary assessment = 17.5 cars per hour (sufficient parking exists)
- An increase of 47% based on the site being at 53% capacity (this study) = 20.6 cars per hour (sufficient parking exists)

Pressure counters

4.17 Two pressure counters are installed in Farnham Park. Data from the pressure counters are displayed below (Table 24; Figure 10). The figures show that 2011 was the busiest year in the last 4 years (with complete data). The park is busiest during the summer period July- September.

4.18 The Avoidance Strategy states that 5 counters should be installed at the site and Natural England have indicated that the data could be useful to complement the information from SANG visitor surveys. Given that visitor counters are one option for monitoring rather than a routine installation at SANGs sites, we would recommend that the existing counter locations are maintained to provide a long running data set. It would be sensible to add further counters at key points as and when funding permits.

Table 24: The number of visitors recorded from the installed visitor counters at Whitebottom and Upper Hampton Road entry points in to the SANG.

Year	JAN - MAR	APR-JUN	JUL-SEP	OCT-DEC	Total
2010	24393	34529	27556	34843	121321
2011	44261	43460	47854	51298	186873
2012	40845	31961	37961	32710	143477
2013	22095	50484	69419	42350	184348
2014	42525	46785			89310

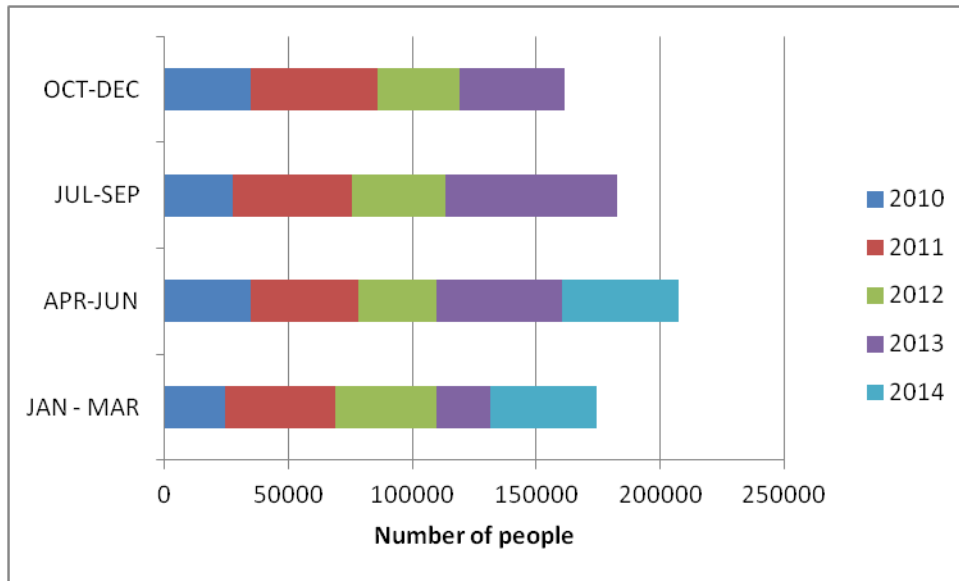


Figure 10: The number of visitors recorded from the installed visitor counters at Whitebottom and Upper Hampton Road entry points in to the SANG.

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Appendix 1: Farnham Park Visitor Survey Questionnaire

Farnham Park Visitor Survey



Q1 Interviewer to assess - age group of interviewee

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Q2 Interviewer to note gender

- Male
- Female

Q3 Day of Interview

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Q4 Accompanied by dog(s)?

- Yes
- No

Q5 Weather

- Fair
- Cloudy
- Raining

Q6 Interview slot

- 7AM - 9AM
- 10AM - 12NOON
- 1PM-3PM
- 5PM-7PM

Q7 Location of interview

- Ranger Car Park
- Path grazed area
- Access grazed area
- Oast House Lane
- Nutshell Lane
- Woodland/pasture
- Lower Hampton Road
- Upper Hampton Road

Good morning/afternoon/evening. We are conducting a survey on behalf of Waverley Borough Council about visitors' usage of Farnham Park. This interview will take about 5 minutes, would you answer some questions?

Q8 What is your full home postcode? *This is an important piece of information, please make every effort to record correctly.*

Q8a *If visitor is unable or refuses to give postcode:* What is the name of the nearest town or village?

Q8b *If visitor is on holiday ask:* Which town / village are you staying in?

Q9 Including yourself how many adults and children are in your group today?

	0	1	2	3	4	5	6	7	7+
Adults...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children 0-4 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children 5-10 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children 11-17 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
And how many dogs?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 How did you get here today? *What form of transport did you use? Single response only.*

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

Further details:

Q11a1 How frequently do you tend to visit Farnham Park? *Tick closest answer, single response only. Only prompt if interviewee struggles.*

- Daily
- More than once a week
- 2 - 3 times a month
- Once a month
- Less often
- This is my first visit

Q11b Do you tend to visit this area at a certain time of day? Tick closest answers. Multiple answers ok.

- Before 9am
- Between 9am and 12
- Between 12 and 3
- Between 3 and 5pm
- After 5pm

Q11c If this is your first visit can you tell me which of these apply to you? Multiple answers ok.

- I am a new resident
- I am using Farnham Park instead of another green space
- I am using Farnham Park for another reason
- I heard about Farnham Park from friends or neighbours
- I saw Farnham Park advertised
- I heard about Farnham Park another way (please state)

Further details

Q12 I am using Farnham Park for another reason - please give more details

Q13 What is the main activity you are undertaking today? Tick closest answer. Do not prompt. Single response only.

- Dog walking
- Walking
- Exercise/jogging
- Cycling
- Relaxation/enjoy the park
- Wildlife watching
- Travelling through park to/from Farnham/home/ as a shortcut
- Other:

Please detail

Q14 How long have you spent / will you spend in Farnham Park today? Single response only.

- Less than 1 hour
- 1-2 hours
- 2-3 hours
- 3-4 hours
- More than 4 hours

Q15 Was your route circular or linear?

- Circular
- Linear

Q16 Listed below are other local green spaces. Please indicate if you visit a site, what your main activity is. Multiple answers ok. Leave blank if not visited.

	Dog walking	Walking /jogging	Exercise	Cycling	Relaxation /enjoy the park	Watch the wildlife	Travelling through	Other
Blackwater Valley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bourne Wood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frensham Common	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alice Holt Forest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heathland north of Sandy Hill/Heath End (Caesar's Camp)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rowhill Nature Reserve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farnham Heath	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crooksbury Common	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bishop's Meadow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 If mentioned other sites please ask to name it(them). If more than one please ask to specify the one visited most often and ask further questions of that site.

Q18 How far do you travel to get to the sites?

	0.5km (0.3 mile)	0.5-2km(0.3-1.25 miles)	2-5km(1.25-3 miles)	more than 5km (3 miles)
Blackwater Valley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bourne Wood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frensham Common	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alice Holt Forest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heathland north of Sandy Hill/Heath End (Caesar's Camp)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rowhill Nature Reserve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farnham Heath	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crooksbury Common	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bishop's Meadow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19 What is the main mode of transport you use to get there?

	On foot	Car/van	Bicycle	Public transport
Blackwater Valley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bourne Wood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frensham Common	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alice Holt Forest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heathland north of Sandy Hill/Heath End (Caesar's Camp)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rowhill Nature Reserve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farnham Heath	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crooksbury Common	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bishop's Meadow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20a And finally I'd like to check a few points about your visits to the heathland north of Sandy Hill/Heath End (Caesar's Camp). How often do you visit this site? *Single answer only*

- Daily
- Weekly
- Monthly
- Less often
- Never

Q20b Are you aware of the presence of rare ground nesting birds on the heathland?

- Yes
- No

Q20c Were you aware before this interview that these birds, nesting on the ground, can be disturbed by walkers and/or walkers with dogs?

- Yes
- No

Q20d How easy would it be for you to use Farnham Park rather than the heathland from March to July, which is the main ground nesting season?

- Very easy
- Fairly easy
- Not very easy
- Not easy at all
- I don't use the heathland at that time of year

Further details:

That is all the questions I have. Thank you for your time.

To be completed by surveyor when the survey has finished

Q21 Route mapped?

- Yes
- No

Q22 This must match up to what is written on the map!

Surveyor initials	<input type="text"/>
Month	<input type="text"/>
Day	<input type="text"/>
Hour	<input type="text"/>

Appendix 2: Other local sites visited (*TBH SPA)

Other local sites	Number of responses
Puttenham Common	14
Hankley Common	12
Tweseldown	10
Basingstoke Canal	4
Tilford	5
Ash Ranges*	3
Devils Punchbowl	3
Fleet Pond	3
Cut Mill	2
Frimley Lodge	2
Eden Brook	2
Frensham Pond	2
Thursley Nature Reserve	2
Alder Shot Park and Manor Park	1
Around Basingstoke	1
Around the Bourne	1
Around the Woking Area	1
Art School Fields	1
Bagshot Area*	1
Barossa Woods	1
Chantries, Wey Navigation, St Martha	1
Crook Ham Village Area	1
Ewshott Common SANG Land	1
Hawley Wood, Grimly Park	1
Hindhead	1
Lanes Around About, Crondell Way, Old Park Lane, North Downs Way	1
Local Public Footpaths	1
Manor Park, Brick Field, Ash Ranges	1
New Lands Corner	1
Old Park	1
Queen Liz Park	1
South Wood Woods, Fleet Pond, New Lands Corner	1
Vale Mead, Fleet Pond	1
Wagoners Wells	1
Wimbledon Common	1
Wisley*	1
Total	87

