



Recreation use of the New Forest SAC/SPA/Ramsar:

Results of a telephone survey with people living
within 25km

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Summary

This report, commissioned by a partnership of local authorities around the New Forest, is part of a series of reports that relates to understanding the impacts of recreation on the New Forest international nature conservation designations. The studies have been commissioned to determine the cumulative impacts of new housing development surrounding the New Forest and to inform potential approaches to mitigation. Here we report on a telephone survey with 2,000 randomly selected residents from areas surrounding the New Forest. The work aims to understand how frequently local residents visit the woodland and heathland areas of the New Forest.

Interviewees lived within 25km of the New Forest designated sites and sampling was undertaken within 5km bands. Sampling was weighted to the nearer 5km bands to ensure more interviews were conducted with those living relatively close to the New Forest. Within each band, a target number of interviewees was identified that reflected the amount of housing within each local authority. The Isle of Wight was excluded due to the unique travel logistics involved for residents within to visit the New Forest. The questionnaire identified households who had visited the New Forest and asked particular questions relating to the reasons for visiting, activities undertaken and their visit patterns. For those that did not visit the New Forest woodland and heathland the questions probed the reasons for not visiting. For all visitors, basic visitor profile data were also collected.

Key findings relating to all interviewees and patterns of access included:

- 95% of interviewees visited greenspaces (any greenspaces, not just the New Forest) for recreation or leisure.
- Each interviewee typically makes around 130 visits to greenspaces (any greenspaces, not just the New Forest) per annum. Residents of the urban centres of Bournemouth, Southampton and Portsmouth all made slightly fewer visits to greenspaces (115, 104 and 102 visits per annum respectively).
- 1379 interviewees (70%) had visited the New Forest woodland and heathland in the previous 12 months.
- 84% of interviewees in the closer (5km) distance band had visited the New Forest woodland and heathland in the previous 12 months; the percentage declined in successive distance bands to 54% beyond 15km.
- There was evidence that those who lived in flats, the more elderly (65+) and social grades C2, D and E (i.e. working class or non-working people including pensioners) were less likely to have visited the New Forest in the past year.
- Across all interviewees, the average number of visits to the New Forest woodland heathland was around 48 per year (this includes those who

don't visit the New Forest at all, the average for those that do visit the New Forest was 72 visits per annum). For all those living within 0-5km (i.e. including those living within the New Forest) we estimated residents make an average of 122 visits to the New Forest woodland and heathland, this tailing off with distance to 18 visits per annum within the 20-25km band.

For those 1,397 interviewees (70% of total) who had visited the New Forest in the past year:

- 20% had stayed overnight in at least one of their visits to the New Forest
- Walking was by far the most commonly cited activity, (60%); other commonly cited activities included dog walking (19%) and enjoying the view/picnic (4%).
- Walkers tended to visit less frequently than other users. Taking into account the frequency of visit and using this to scale up the number of visits would suggest that around 47% of visits (from those living within 25km) are walking, 37% are dog walking and no other activity accounts for more than 5% of visits.
- Dog walking was particularly associated with the nearer distance bands (25% of interviewees from the 0-5km band cited dog walking as their main activity). Main activities that featured more among those living in the 20-25km band included camping (including campervans and caravans) (6%); bird/wildlife watching (4%), and going for a drive/motorbike ride (4%).
- A very wide range of locations were visited within the New Forest woodland and heathland; Lyndhurst was the most popular named destination, followed by Burley, Brockenhurst and Lymington.
- It was clear that sites such as Moors Valley Country Park and Avon Heath were thought to be part of the New Forest woodland and heathland by many interviewees, indicating that some local residents were not clear what the geographic bounds of the 'New Forest' are.
- 93% indicated they had travelled by car; other modes of transport included on-foot (8%), by bicycle (5%), train (2%) and bus (1%).
- The most common length of visit to the New Forest woodland and heathland was 4 hours+ (27%); also commonly cited were 1-2 hours and 2-3 hours (both 26%). Those visiting from the nearer distance bands (particularly 0-5km) tended to visit for shorter time periods. Dog walking was notable compared to other activities in that dog walkers tended to make shorter visits, with 41% of dog walkers visiting for 1-2 hours.
- Those living within 5km of the New Forest SPA/SAC/Ramsar showed a particularly strong affinity to the New Forest, (62% indicating that at least 75% of greenspace visits were to New Forest woodland and heathland). Across all distance bands 22% of interviewees indicated that at least 75% of greenspace visits were to New Forest woodland and heathland.
- Some 312 locations were named as other, alternative locations (beside the New Forest woodland and heathland) visited by interviewees. 230 of

the 1,397 interviewees indicated they visited the coast as an alternative to the New Forest. Country Parks were among the most frequently named locations (albeit with relatively low levels of use), notably Royal Victoria Country Park was the most commonly named alternative location (54 interviewees), and Moors Valley Country Park (43 interviewees) and Queen Elizabeth Country Park (27 interviewees). Alternative destinations also included a wide range of other National Parks (11 other National Parks specifically named).

For those 603 interviewees (30% of overall total) who had not visited the New Forest in the past year:

- 67% had visited the New Forest at some time (just not in the past year)
- Key reasons for not visiting included lack of time or too busy (20%), too old/infirm (18%) and too far away (17%). Too far away was cited by as a reason for 2% of those that didn't visit in the 0-5km band, rising to 27% in the 20-25km band.
- The most commonly named greenspace sites visited were the Royal Victoria Country Park (22 interviewees, 4% of the 603 interviewees), Poole Park (18 interviewees, 3%), Queen Elizabeth Country Park (15 interviewees, 2%), Upton Country Park (15 interviewees, 2%) and Bournemouth (15 interviewees, 2%).
- Main activities undertaken when visiting greenspace sites were walking (46%), dog walking (14%), enjoying the view/picnic (6%), and visiting the café/pub (3%). The are similar responses to those given by interviewees that visited the New Forest woodland and heathland, the key difference relates to the overall percentages, which are lower for those people who had not visited the New Forest in the past year. This would suggest that this group undertakes similar activities but overall potentially use greenspaces less frequently.
- Modes of transport used to access greenspace sites included car (59%), foot (25%), bus (6%) and bicycle (3%). Compared to those interviewees who visited the New Forest in the past year, a relatively high proportion travelled on foot.

Views on new green infrastructure (asked of all 2,000 interviewees):

Interviewees were asked to score three different options for green infrastructure improvements: 1) A large new country park with marked trails, a visitor centre, parking and other facilities – located somewhere around the periphery of the New Forest, 2) new smaller parks or small areas of open greenspace local to their home, and 3) improved footpaths, bridleways, cycle routes close to their home.

- In general, there was a greater level of interest in new small parks or improved footpaths close to home compared to a large new country park around the periphery of the New Forest.

- Those who had visited the New Forest in the past year were typically a little more positive about each option. For example, 67% of those who had visited the New Forest indicated they would be interested in seeing more local footpaths and better links compared to 55% of those who hadn't visited the New Forest in the past year.
- There was little evidence of a clear pattern across distance bands for any of the options, suggesting those that live nearby do not particularly favour different approaches to those living further away. The scores for a large single country park tended to be a little more positive for those living further away from the New Forest, particularly those interviewees in the 10-15 and 15-20km bands, whereas those living in the 0-5km band were particularly negative about this option.
- Comparing scores across the three options, there was a significantly higher proportion of interviewees than expected that did not score any one option higher than another, suggesting all approaches potentially have merit;
- Of those that did show a clear preference, smaller parks were the most common preference (18% of all interviewees);
- There were slight differences between walkers and dog walkers in that a higher proportion of dog walkers to walkers preferred a single country park while a higher proportion of walkers preferred improved footpaths and links.

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1. Introduction

Overview

- 1.1 This report, commissioned by a partnership of local authorities with funding from central government, is part of a series that relates to understanding the impacts of recreation (arising from new housing development) on the New Forest international nature conservation designations. The various studies are intended to inform necessary mitigation approaches.
- 1.2 In this report we present the results of telephone interviews with residents from areas surrounding the New Forest (out to 25km). The work aims to understand how frequently local residents visit the woodland and heathland areas of the New Forest.

Relevant legislation

- 1.3 The designation, protection and restoration of key wildlife sites is embedded in the Conservation of Habitats and Species Regulations 2017 (as amended), which are commonly referred to as the 'Habitats Regulations.' These Regulations are in place to transpose European legislation set out within the Habitats Directive (Council Directive 92/43/EEC), which affords protection to plants, animals and habitats that are rare or vulnerable in a European context, and the Birds Directive (Council Directive 2009/147/EC), which originally came into force in 1979, and which protects rare and vulnerable birds and their habitats. These key pieces of European legislation seek to protect, conserve and restore habitats and species that are of utmost conservation importance and concern across Europe. European sites include Special Areas of Conservation (SACs) designated under the Habitats Directive and Special Protection Areas (SPAs) classified under the Birds Directive. Ramsar sites, those wetlands of international importance that are listed in the Ramsar Convention are, through government policy, are also treated as European sites.
- 1.4 Public bodies, including local planning authorities, have specific duties in terms of avoiding deterioration of habitats and species for which sites are designated or classified, and stringent tests have to be met before plans and projects can be permitted. Importantly, the combined effects of individual plans or projects must be taken into account. For local planning authorities, this means that the combined effect of individual development proposals

needs to be assessed collectively for their cumulative impact, as well as on an individual basis.

The New Forest

- 1.5 The New Forest is one of the largest tracts of semi natural vegetation in the country, and as such is one of our most important wildlife sites. The area hosts three international wildlife site designations and is closely located to other international wildlife sites such as the Solent and Southampton Water.
- 1.6 The New Forest is classified as an SPA for its breeding and overwintering bird species of European importance, in accordance with the European Birds Directive. The designation relates to internationally significant breeding populations of Dartford Warbler *Sylvia undata*, Nightjar *Caprimulgus europaeus*, Woodlark *Lullula arborea*, Honey Buzzard *Pernis apivorus*, Hobby *Falco subbuteo* and Wood Warbler *Phylloscopus sibilatrix* and over-wintering Hen Harrier *Circus cyaneus*.
- 1.7 The New Forest is also designated as an SAC for its habitats and non-avian species of European importance, in accordance with the European Habitats Directive. This designation reflects the unique mosaic of habitats across the New Forest, which includes eight Annex 1 heathland, grassland, woodland, wetland, bog and open water habitats, together with three Annex 2 species, Stag Beetle *Lucanus cervus*, and Southern Damselfly *Coenagrion mercuriale*, and Great Crested Newt *Triturus cristatus*.
- 1.8 Also relevant is the New Forest's listing as a Ramsar site, under the Ramsar Convention. This recognises the international importance of the site as a wetland, supporting wetland flora and fauna of international importance, and adding to the global network of Ramsar listed wetlands.

Housing growth and recreation impacts

- 1.9 A challenging issue for UK nature conservation is how to respond to increasing demand for access without compromising the integrity of protected wildlife sites. Areas that are important for nature conservation are often important for a range of other services, including the provision of space for recreation for an increasing population. Such recreation space can be used for a wide variety of activities, ranging from the daily dog walks to competitive adventure and endurance sports.

- 1.10 There is now a strong body of evidence showing how increasing levels of access can have negative impacts on wildlife. Visits to the natural environment have shown a significant increase in England as a result of the increase in population and a trend to visit more (O'Neill, 2019). The issues are particularly acute in southern England, where population density is highest. Issues are varied and include disturbance, increased fire risk, contamination and damage (for general reviews see: Liley et al., 2010; Lowen, Liley, Underhill-Day, & Whitehouse, 2008; Ross et al., 2014; Underhill-Day, 2005).
- 1.11 The issues are not however straightforward. It is now increasingly recognised that access to the countryside is crucial to the long term success of nature conservation projects, for example through enforcing pro-environmental behaviours and a greater respect for the world around us (Richardson, Cormack, McRobert, & Underhill, 2016). Access also brings wider benefits to society that include benefits to mental/physical health (Keniger, Gaston, Irvine, & Fuller, 2013; Lee & Maheswaran, 2011; Pretty et al., 2005) and economic benefits (ICF GHK, 2013; ICRT, 2011; Keniger et al., 2013; The Land Trust, 2018). Nature conservation bodies are trying to encourage people to spend more time outside and government policy is also promoting countryside access in general (e.g. through enhancing coastal access).
- 1.12 There are two statutory purposes for national parks in England and Wales. The first is to conserve and enhance natural beauty, wildlife and cultural heritage and the second is to promote opportunities for the understanding and enjoyment of the special qualities of national parks by the public. This second purpose includes opportunities for open air recreation. However, if it appears that there is a conflict between the two National Park purposes, the Environment Act 1995 requires greater weight to be attached to the purpose of conserving and enhancing the natural beauty, wildlife and cultural heritage of the National Park (this is known as the Sandford Principle¹). When national parks carry out these purposes, they also have the duty to encourage the social and economic well-being of local communities within the national park.
- 1.13 There is therefore, a significant challenge: to avoid or mitigate potential negative impacts associated with recreation so as to comply with legislation

¹ Named after Lord Sandford, who chaired the 1974 National Parks Policy Review Committee.

without compromising the ability of people to be outside enjoying sites for recreation.

Aims of this work

- 1.14 The New Forest has a particular draw for recreation, and it is unique in scale and the recreation opportunities it provides. Previous work has considered the recreation impacts and links to new development (e.g. Sharp, Lowen & Liley 2008; Fearnley *et al.* 2012) and also highlighted the range of use that includes both use by local residents living in or near the New Forest as well as visitors from a wide area including tourists. Previous visitor survey work on the New Forest (Tourism South East Research Services & Geoff Broom Associates 2005) extended to the whole National Park estimated 13.5 million visitor days to the New Forest. More recent work (RJS Associates Ltd. 2018) estimated that figure had increased to 15.2 million visitor days for recreation and leisure in 2017 and estimated it could rise to 17.6 million visitor days by 2037.
- 1.15 In order to better understand the relative draw of the New Forest and the links between housing and recreation use, the telephone survey involved interviews with randomly selected residents within a 25km radius of the New Forest SPA/SAC/Ramsar. The aim was:
- To better understand where recreational visits to the New Forest originate from
 - To be able to estimate visit rates (i.e. how often local residents visit) for different parts of the New Forest surrounds
 - To provide evidence to supplement the on-site surveys (face-face interviews) and in particular identify who doesn't visit the New Forest and why.

Other reports

- 1.16 This report involved a telephone survey of residents within and surrounding the New Forest and forms part of a series of reports that relates to understanding the impacts of new development on the New Forest SPA/SAC/Ramsar. The project involves visitor surveys combined with work to understand the impacts of recreation and relevant mitigation approaches. Other reports, produced in parallel with this one, include:
- **Recreation use of the New Forest SAC/SPA/Ramsar: New Forest visitor survey 2018/19** - results of on-site face-face

interviews with visitors conducted at formal car parks and other locations across the New Forest SAC/SPA/Ramsar;

- **Recreation use of the New Forest SAC/SPA/Ramsar: New Forest vehicle counts 2018/19** – results of vehicle counts across the New Forest SAC/SPA/Ramsar car parks, counting all parked vehicles on a range of different dates over a year;
- **Recreation use of the New Forest SAC/SPA/Ramsar: Overview of visitor results and implications of housing change on visitor numbers** - a summary of the visitor survey results, drawing the findings from the telephone survey, on-site survey and vehicle counts together and making predictions for change in recreation as a result of new housing.
- **Recreation use of the New Forest SAC/SPA/Ramsar: Impacts of recreation and potential mitigation approaches** – sets out the impacts of recreation and provides options for mitigation and avoidance

2. Methods

Geographic selection of interviewees

- 2.1 The outer limit for the survey was 25km from the New Forest SPA/SAC/Ramsar. This distance was selected to ensure data were collected from a wide geographic area, including those living some distance away from the New Forest, while also ensuring that the survey was relevant to the New Forest area and included residents who might visit the New Forest.
- 2.2 The choice of 25km was based in part on previous visitor survey data (Tourism South East Research Services & Geoff Broom Associates 2005) which we have broken down into 5km bands (Table 1). It can be seen that the majority (59%) of interviewed day visitors lived close to the New Forest (within 5km²), and this band also has the smallest number of dwellings (118,362). Based on the 2005 data shown in the table, the choice of 25km as an outer limit for this survey would capture 92% of the interviewed day visitors and 62% of all visitors.

Table 1: Visitor interview data (face-face surveys) from the 2005 survey, by distance from the New Forest SPA/SAC/Ramsar. Number of dwellings is extracted from 2017 postcode data giving the number of residential properties per postcode; staying visitors includes both those staying inside the National Park and those outside.

Distance	Number of dwellings (%)	Number of day visitors from home (%)	Number of staying visitors (%)	All interviewees (%)
0-5km	118,362 (9)	1,105 (59)	8 (1)	1,113 (39)
5-10km	222,358 (18)	338 (18)	17 (2)	355 (12)
10-15km	205,675 (16)	163 (9)	16 (2)	179 (6)
15-20km	137,397 (11)	68 (4)	7 (1)	75 (3)
20-25km	165,277 (13)	45 (2)	17 (2)	62 (2)
25-50 km	408,072 (32)	51 (3)	40 (4)	91 (3)
Beyond 50km		100(5)	889 (89)	989 (35)
Total	1,257,141 (100)	1,870 (100)	994 (100)	2,864 (100)

- 2.3 Table 1 shows that the highest proportion of visitors originate close to the New Forest. Sampling for the telephone survey was therefore weighted towards the closer distances, in order to ensure good coverage from the

² Note that 0-5km (used throughout the report) includes those living within the New Forest SPA/SAC

near distances. The previous telephone survey (Tourism South East Research Services & Geoff Broom Associates 2005) also weighted sampling towards the closer distances: in that survey 50% of interviews were within the National Park boundary, 30% were adjacent to the boundary and 20% were from the urban conurbations of Bournemouth and Southampton.

- 2.4 In this current survey it is also important to be able to draw conclusions on the level of use from people living further away. If those residents are making relatively few visits, and perhaps a proportion do not visit at all while a small number do visit regularly, it will be also important to ensure our sampling does generate enough interviews from the outer distance bands.
- 2.5 As such the number of telephone interviews was stratified by 5km bands out to 25km, with sampling weighted towards the closer bands such that the aim was to conduct 600 interviews in the near band, 500 in the next, 400 in the next down to 200 in the outer band. The Isle of Wight does lie within the 25km linear distance but is separated by Southampton Water. We excluded the Isle of Wight, as the 2005 survey had relatively few visitors from the island and the obvious barriers to travel mean recreation use by island residents is likely to be atypical.
- 2.6 To ensure good geographic spread within the band, the survey also had a target for each local authority within each band, reflecting the proportion of housing within the distance band as a whole. These targets are summarised in Table 2. The number of interviews within each authority area was therefore targeted to be reflective of the proportion of the housing in the distance band as a whole that falls within the authority. In four cases the number of interviews was under 5 (but greater than zero) and in these cases we allocated 5 interviews to the relevant area to ensure a minimum of 5 in any one part of a distance band.

Sampled telephone numbers

- 2.7 Telephone interviews were conducted by Perspective Research Services Ltd. who collated sample postcodes and ran the interviewing. Sampled telephone numbers included a mix of Random Digit Dialling (RDD) and a lifestyle sample. The RDD sample was created by taking a telephone number and changing the last digit to 1, 2, 3 and so forth which generates approx. 1,000 more telephone numbers. The lifestyle sample, purchased by Perspective Research Services, was created from multiple databases where consumers have filled out a lifestyle survey, these may occur when joining up to a club

card, subscriptions, upon purchasing a product or service. The inclusion of the lifestyle sample ensured the survey included mobile numbers as many people now rarely use their landline or do not have a landline at all. The challenge with using the mobile numbers is that there is a greater risk of respondents having moved and not living within the target radius. In total 16,000 phone numbers were used for the sampling, broken down as follows:

- RDD, landlines only: 5,000
- Lifestyle sample, landline: 6,095
- Lifestyle sample, mobile, 4,905.

Interview methodology

Questionnaire design

- 2.8 The survey questionnaire (Appendix 1) was designed jointly by Footprint Ecology and Perspective Research Services in close consultation with the steering group. It was designed to align to the on-going on-site visitor survey which involves face-to-face interviews with visitors to the New Forest. As such the two approaches should provide complimentary data and cross-checking between the two data sets will be possible.
- 2.9 The questionnaire was structured into clear sections, not all of which were applicable to all interviewees. An initial screening checked that the interviewee was over 18³ and checked the home postcode. Section 1 related to general use of greenspaces for recreation and included Q2: Have you or anyone in your household visited the heaths or woodland parts of the New Forest for leisure or recreation in the last 12 months? Section 2 was relevant only to those who had answered yes to Q2 and mostly involved questions relating to recreation use of the New Forest. For those who had not visited the New Forest in the past year, a separate section addressed reasons for not visiting. Section 3 was then asked of all interviewees and involved views on management and the final section involved general information and profile, and again was asked of all interviewees.
- 2.10 Some of the questions asked for named locations people visited – either within the New Forest (Q6) or other greenspace locations outside the New Forest (Q13). It should be noted the answers to these questions were logged

³ No under 18s were interviewed and if the respondent was under 18 the interviewer asked if anyone else was available to come to the phone and if not the interview was terminated.

as given and therefore reflect the interviewees understanding of the geography and the names they use for sites. As such locations visited could be simply the 'local area' or very specific named sites (such as Moors Valley Country Park). Locations that one person views as within the New Forest heathland and woodland could, for others, be outside the New Forest heathland and woodland. For example, Hatchet Pond (a water body surrounded by heathland) or Lyndhurst (a small town, with easy access to woodland and heathland from the edge).

- 2.11 Within the profile section of the questionnaire, the interviewee's household was coded with a social grade based on the occupation of the Chief Income Owner. The grade (six categories A, B, C1, C2, D and E), is a standard market research tool, derived from the British National Readership Survey (NRS).
- 2.12 The survey was commissioned to provide information on visitor use of the New Forest SPA, SAC and Ramsar, i.e. the heathland and woodland parts of the New Forest. As such we were interested in recreation use of only part of the National Park. Within the questionnaire specific wording was used to specify the heathland and woodland parts of the New Forest, to ensure interviewees were clear that the questionnaire did not relate to visits to the towns, coast or other parts of the New Forest.

Survey logistics

- 2.13 The survey ran from the 15th November 2018 until 13th December 2018, with calls spread over a total of 30 shifts, predominantly 5pm-9pm, with some Saturdays 10am-6pm. A total of 18,512 productive calls were made⁴.
- 2.14 Lifestyle sample numbers were prioritised above the RDD sample and within the Lifestyle sample, those numbers belonging to those under 44 years old were prioritised. This was based on past experience of Perspective Research Services who typically find those under 44 years old are the hardest to reach.
- 2.15 Sampling was adjusted daily according to remaining targets and calls were prioritised by distance band, then by local authority. Perspective Research Services stopped at 10-20% short of each target in order to ensure hard appointments made for future shifts could be honoured.

⁴ productive calls included complete surveys, appointments to call back, refusals, partially completed surveys, quota fail, no answer and voicemail

- 2.16 The number of interviews achieved, by local authority and distance band, are shown in Table 2, which also gives (in brackets) the target number of interviews, based on the number of residential delivery points within the band and authority. Where there are differences in the number of interviews and the target, these reflect the challenges of simultaneous interviews by a small team contacting people at random by phone. The distance band target was prioritised over the local authority target, which means overall the sampling matches the initial weighting (600 interviews from 0-5km etc.) but the distribution by authority within that band may vary slightly.

Table 2: Number of interviews (target number of interviews) per distance band and authority. Grey shading indicates cells where value was less than 5 and where the sample was scaled up to ensure a minimum of 5. The target for the overall total was 2,000. Note that the survey was undertaken prior to the restructure of local authorities in Dorset and therefore the boundaries relevant at the time were used.

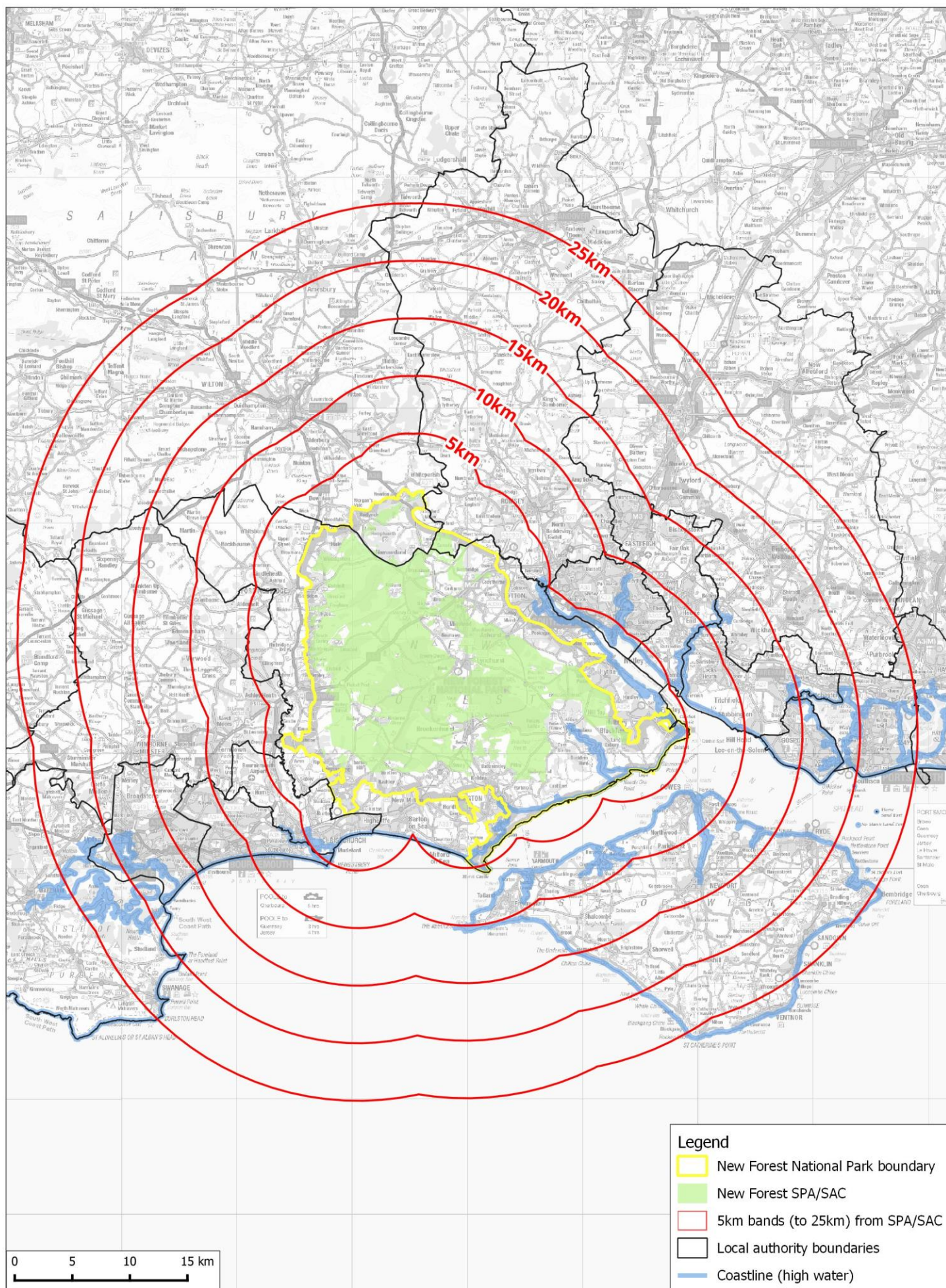
Authority Area	0-5km	5-10km	10-15km	15-20km	20-25km	Total
Total properties in band	118,362	222,358	205,675	137,397	165,277	783,440
Bournemouth	0 (0)	68 (89)	93 (104)	0 (0)	0 (0)	161 (193)
Christchurch District	88 (82)	7 (19)	0 (0)	0 (0)	0 (0)	95 (101)
City of Portsmouth	0 (0)	0 (0)	0 (0)	23 (22)	118 (103)	141 (125)
City of Southampton	53 (58)	185 (227)	0 (0)	0 (0)	0 (0)	238 (285)
East Dorset District	2 (10)	90 (48)	8 (16)	7 (24)	1 (5)	108 (103)
Eastleigh District	2 (9)	30 (31)	86 (83)	20 (5)	0 (0)	138 (128)
Fareham District	0 (0)	31 (35)	66 (55)	20 (21)	0 (0)	117 (111)
Gosport District	0 (0)	0 (0)	25 (33)	65 (53)	0 (0)	90 (86)
Havant District	0 (0)	0 (0)	0 (0)	0 (0)	8 (8)	8 (8)
New Forest District	351 (409)	0 (5)	0 (0)	0 (0)	0 (0)	351 (414)
New Forest NP	89 (91)	0 (0)	0 (0)	0 (0)	0 (0)	89 (91)
North Dorset District	0 (0)	0 (0)	0 (0)	0 (0)	11 (5)	11 (5)
Poole	0 (0)	0 (0)	42 (40)	107 (107)	6 (6)	155 (153)
Purbeck District	0 (0)	0 (0)	0 (0)	0 (0)	5 (15)	5 (15)
Test Valley District	2 (12)	86 (39)	1 (11)	0 (5)	2 (15)	91 (82)
Wiltshire	13 (20)	2 (7)	72 (51)	10 (17)	10 (13)	107 (108)
Winchester District	0 (0)	0 (0)	8 (7)	48 (46)	39 (30)	95 (83)
Total interviews within band	600 (600)	499 (500)	401 (400)	300 (300)	200 (200)	2000 (2000)

Analysis and structure of report

2.17 The results section is structured to follow the broad structure of the questionnaire. Distance bands (Map 1) are used to compare interview responses, allowing us to categorise each interview to one of 5 distance bands (each of 5km). For each interview we also calculated the Euclidean (linear, 'as the crow flies') distance from the postcode to the nearest car park within the New Forest SPA/SAC/Ramsar. As the Solent and motorways have the potential to have a strong effect on travel time and ease of access, we also assigned each interview to a travel time (minutes). Travel time isochrones (2 minute bands) are shown in Map 2 and were generated with OpenRoute Service plugin for QGIS. Travel times are based on road speeds and assume travel at constant maximum speed.

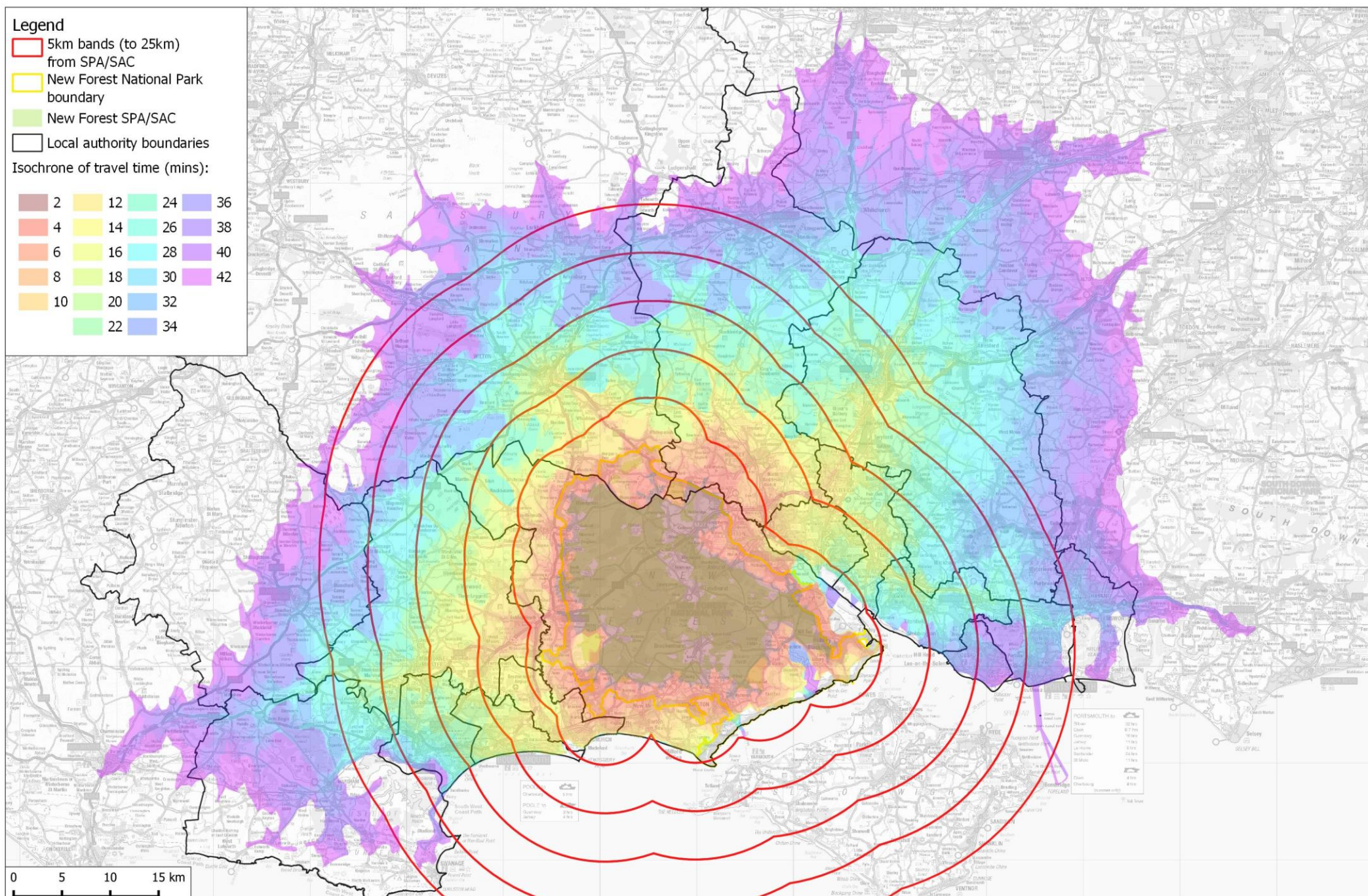
- 2.18 Visitor profile data are used throughout the report in various tables/analyses. Appendix 2 includes a simple summary of visitor profile responses, providing an overview of the overall data and the people who were interviewed.

Map 1: Distribution of 5km bands around the combined extent of the SPA and SAC



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Map 2: 5km bands compared to travel time isochrones. Travel time calculated using openrouteservice and based on road speed limits to parking locations.



3. Results: general use of greenspace and use of the New Forest

- 3.1 This section analyses the results from questions that were asked of all interviewees and included whether the interviewee visited greenspaces in general (Q1) and also whether they visited the New Forest heathland and woodland (Q2).

General use of all greenspace for leisure (from Q1)

- 3.2 Around 19% of interviewees visited greenspaces (any greenspaces, not just the New Forest) for recreation or leisure on a daily or more than daily basis while around 5% didn't visit greenspaces at all or very infrequently (Table 3). Responses are shown in Map 3, which shows all 2000 interviewees included in the survey and their visit frequency to greenspaces in general.
- 3.3 We calculated an approximate value for the number of annual visits to greenspace for each interviewee using the frequency data from Q1⁵. Across all interviewees we estimated each interviewee makes around 130 visits to greenspaces per annum. Values were reasonably consistent across local authorities with the exception of residents of the New Forest who typically made around 245 leisure visits per year to greenspaces (Figure 1). Among interviewees who lived within the National Park there was a high percentage of interviewees who visited greenspaces more than once a day (9%) or daily (43%).
- 3.4 In Figure 1 the authorities are ranked according to the approximate value for the number of annual visits to greenspace. Discounting the two with low sample sizes (Purbeck and Havant), it is notable that residents of the urban centres of Bournemouth, Southampton and Portsmouth all make slightly fewer visits to greenspaces (115, 104 and 102 visits per annum respectively).

⁵ This was done by assuming: More than once a day (365+ visits a year) = 450 visits per year; Daily (300-365 visits) = 360 visits per year; Most days (180-300 visits) = 240 visits per year; 1 to 3 times a week (40-180 visits) = 110 visits per year; 2 to 3 times per month (15-40 visits) = 30 visits per year; Once a month (6-15 visits) = 11 visits per year; Less than once a month (2-5 visits) = 3 visits per year; Other = 0 visits per year; and Don't visit/less than once per year/Don't know = 0 visits per year.

Map 3: Frequency of visits to countryside in general for recreation (Q1)

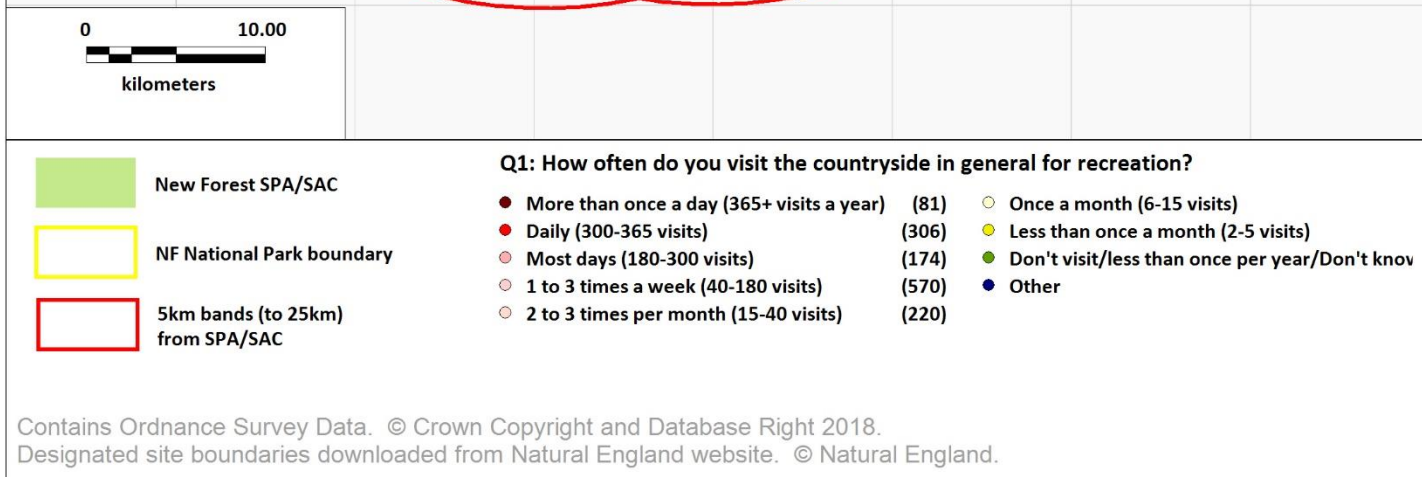
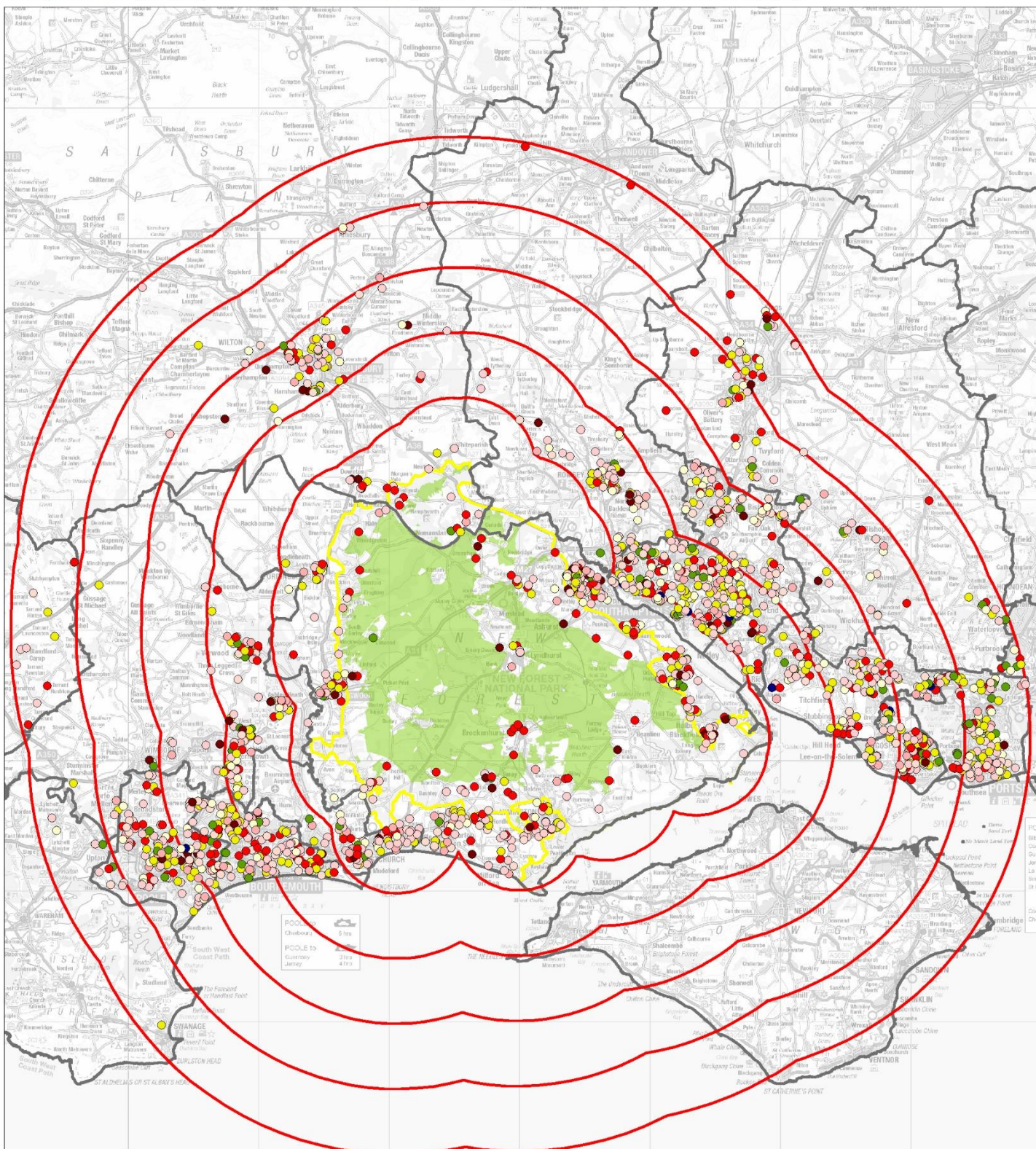


Table 3: Number (%) of interviewees by frequency of visit to greenspaces for recreation or leisure and by local authority⁶. Data from Q1.

Local authority	More than once a day (365+ visits a year)	Daily (300-365 visits)	Most days (180-300 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)	Other	Don't visit/ less than once per year/ Don't know	Total
Bournemouth	2 (1)	23 (14)	12 (7)	49 (30)	26 (16)	14 (9)	26 (16)	1 (1)	8 (5)	161 (100)
Christchurch Borough	6 (6)	9 (9)	12 (13)	33 (35)	8 (8)	7 (7)	16 (17)	0 (0)	4 (4)	95 (100)
City of Portsmouth	3 (2)	15 (11)	13 (9)	35 (25)	15 (11)	13 (9)	35 (25)	0 (0)	12 (9)	141 (100)
City of Southampton	4 (2)	28 (12)	22 (9)	54 (23)	36 (15)	31 (13)	45 (19)	4 (2)	14 (6)	238 (100)
East Dorset District	5 (5)	17 (16)	14 (13)	27 (25)	8 (7)	9 (8)	21 (19)	0 (0)	7 (6)	108 (100)
Eastleigh Borough	5 (4)	18 (13)	9 (7)	40 (29)	22 (16)	21 (15)	20 (14)	0 (0)	3 (2)	138 (100)
Fareham Borough	1 (1)	21 (18)	9 (8)	31 (26)	15 (13)	13 (11)	20 (17)	2 (2)	5 (4)	117 (100)
Gosport Borough	3 (3)	11 (12)	12 (13)	21 (23)	7 (8)	6 (7)	23 (26)	1 (1)	6 (7)	90 (100)
Havant Borough	0 (0)	2 (25)	0 (0)	0 (0)	0 (0)	2 (25)	1 (13)	0 (0)	3 (38)	8 (100)
New Forest District	18 (5)	52 (15)	31 (9)	124 (35)	32 (9)	25 (7)	55 (16)	0 (0)	14 (4)	351 (100)
New Forest NP	8 (9)	38 (43)	8 (9)	23 (26)	2 (2)	2 (2)	5 (6)	0 (0)	3 (3)	89 (100)
North Dorset District	0 (0)	3 (27)	0 (0)	4 (36)	1 (9)	0 (0)	2 (18)	0 (0)	1 (9)	11 (100)
Poole	6 (4)	25 (16)	13 (8)	44 (28)	20 (13)	21 (14)	19 (12)	1 (1)	6 (4)	155 (100)
Purbeck District	0 (0)	0 (0)	0 (0)	2 (40)	0 (0)	1 (20)	1 (20)	0 (0)	1 (20)	5 (100)
Test Valley Borough	7 (8)	7 (8)	5 (5)	28 (31)	13 (14)	12 (13)	16 (18)	0 (0)	3 (3)	91 (100)
Wiltshire	8 (7)	16 (15)	8 (7)	33 (31)	8 (7)	9 (8)	22 (21)	0 (0)	3 (3)	107 (100)
Winchester City	5 (5)	21 (22)	6 (6)	22 (23)	7 (7)	12 (13)	17 (18)	0 (0)	5 (5)	95 (100)
Total	81 (4)	306 (15)	174 (9)	570 (29)	220 (11)	198 (10)	344 (17)	9 (0)	98 (5)	2000 (100)

⁶ These data relate to the local authority boundaries prior to local Government re-organisation in Dorset.

New Forest telephone survey

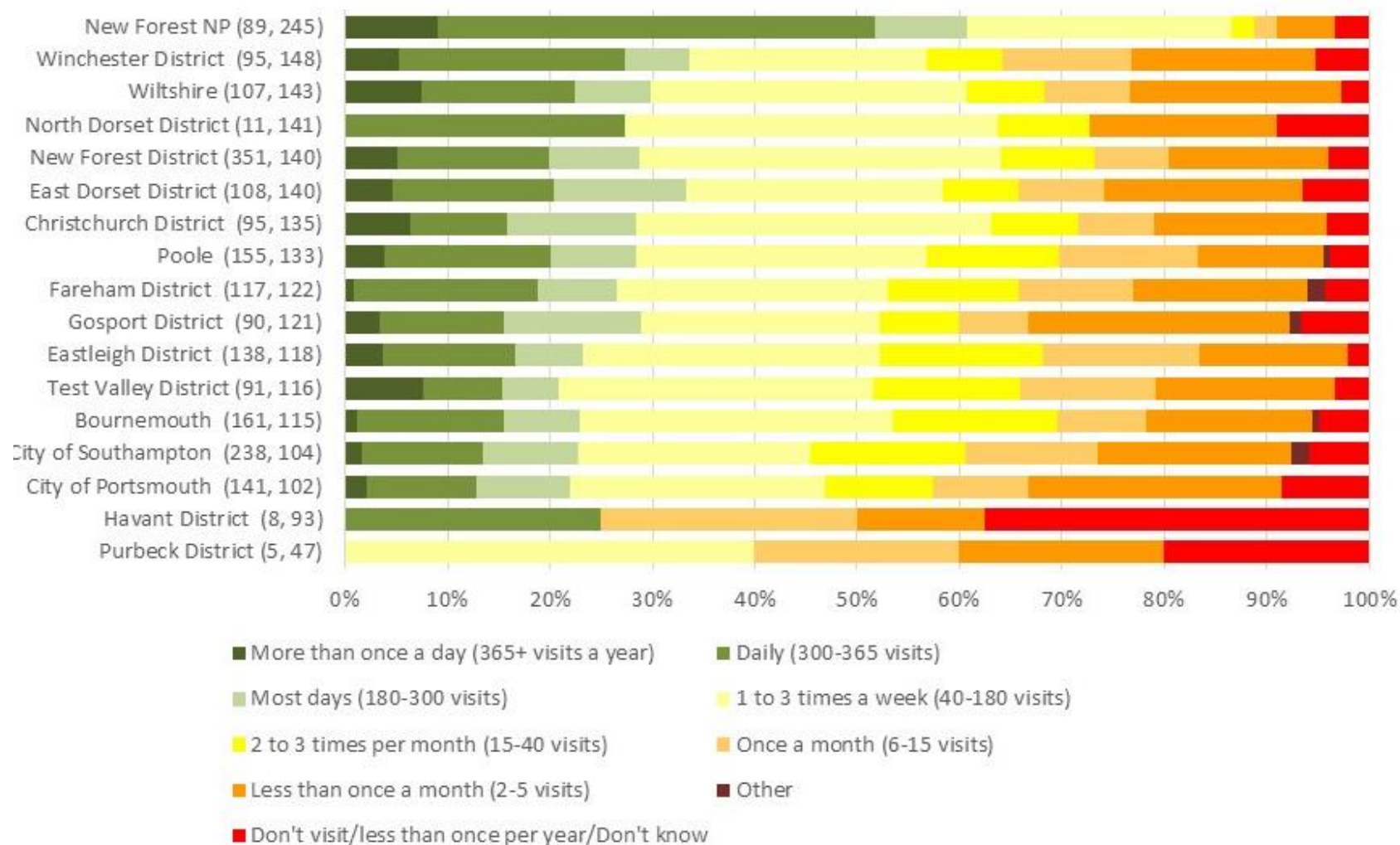


Figure 1: Frequency of leisure visits to all greenspaces by local authority (from Q1). The headings for each bar give the planning authority and then two numbers, the first is the sample size (i.e. number of interviewees) and the second is the estimate of the number of visits per annum per interviewee to greenspace.

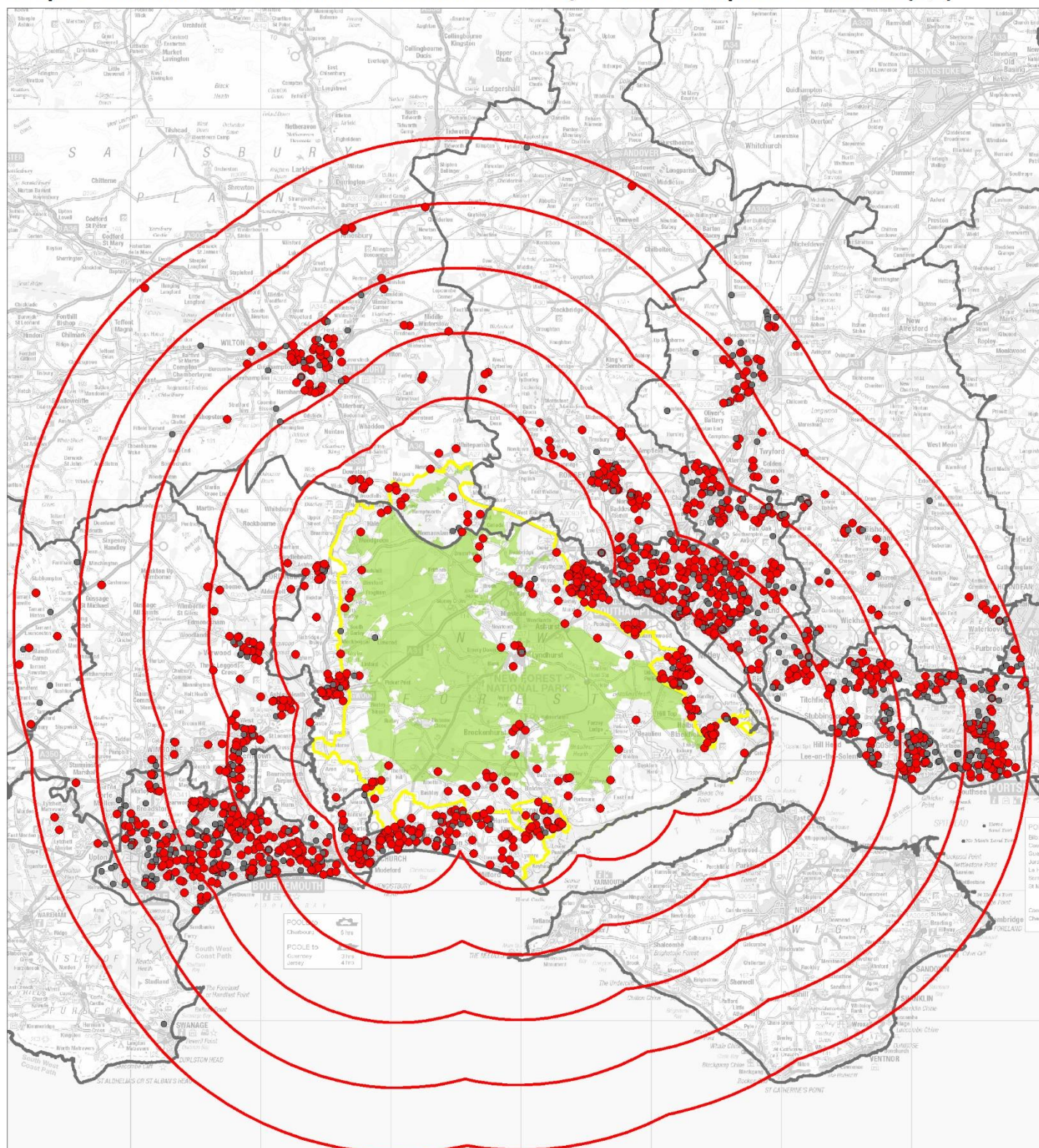
Visits to the heathland and woodland parts of the New Forest (Q2)

- 3.5 In total, 70% of interviewees had visited the New Forest heaths and woods over the past 12 months. The breakdown by distance band (5km bands out to 25km) is summarised in Table 4 and by band and authority in Table 5. The percentage of interviewees answering that they had visited the heathland and woodland parts of the New Forest decreased with distance, dropping from 84% in the first 5km to 54% for the 15-20km band and the 20-25km. These data are broken down further in Figure 2, which shows that the percentage of interviewees who had visited in the past year decreased evenly with distance to around 17km and then appears to level out at distances beyond 17km to around 50%. Figure 3 shows a similar plot, this time based on travel time (drive time, in 2 minute categories). This plot is perhaps slightly more even than Figure 2 and suggests that percentage of interviewees who had visited in the past year decreased evenly with travel time to around 30 minutes drive.
- 3.6 The data are also shown in Map 4, which shows all interviewee postcodes and differentiates those who indicated they had visited the New Forest woodland and heathland in the past year.

Table 4: Number (%) interviewees by distance band from the New Forest SPA/SAC/Ramsar and whether they or their household had visited the New Forest heaths and woods in the past 12 months.

Q2 Visited NF in past 12 months?	0-5km	5-10km	10-15km	15-20km	20-25km	Total
No	96 (16)	140 (28)	137 (34)	137 (46)	93 (47)	603 (30)
Yes	504 (84)	359 (72)	264 (66)	163 (54)	107 (54)	1397 (70)
Total	600 (100)	499 (100)	401 (100)	300 (100)	200 (100)	2000 (100)

Map 4: Whether visited the New Forest heathland/woodland in past 12 months (Q2)



Q2: Visited New Forest woodland and heathland in past 12 months

• No (603) • Yes (1397)

Table 5: Total number of interviews (% answering yes to Q2, whether they or their household had visited the New Forest heaths and woods in the past 12 months), by distance band and local authority.

	0-5km	5-10km	10-15km	15-20km	20-25km	Total
New Forest NP	89 (91)	0	0	0	0	89 (91)
Bournemouth	0	68 (75)	93 (63)	0	0	161 (68)
Christchurch	88 (77)	7 (43)	0	0	0	95 (75)
City of Portsmouth	0	0	0	23 (57)	118 (54)	141 (55)
City of Southampton	53 (70)	185 (68)	0	0	0	238 (68)
East Dorset	2 (100)	90 (76)	8 (88)	7 (43)	1 (100)	108 (75)
Eastleigh	2 (50)	30 (67)	86 (69)	20 (45)	0	138 (64)
Fareham	0	31 (65)	66 (67)	20 (50)	0	117 (63)
Gosport	0	0	25 (48)	65 (42)	0	90 (43)
Havant	0	0	0	0	8 (38)	8 (38)
New Forest	351 (86)	0	0	0	0	351 (86)
North Dorset	0	0	0	0	11 (45)	11 (45)
Poole	0	0	42 (69)	107 (56)	6 (17)	155 (58)
Purbeck	0	0	0	0	5 (60)	5 (60)
Test Valley	2 (50)	86 (80)	1 (100)	0	2 (50)	91 (79)
Wiltshire	13 (100)	2 (100)	72 (68)	10 (80)	10 (60)	107 (73)
Winchester	0	0	8 (50)	48 (69)	39 (59)	95 (63)
Total	600 (84)	499 (72)	401 (66)	300 (54)	200 (54)	2000 (70)

New Forest telephone survey

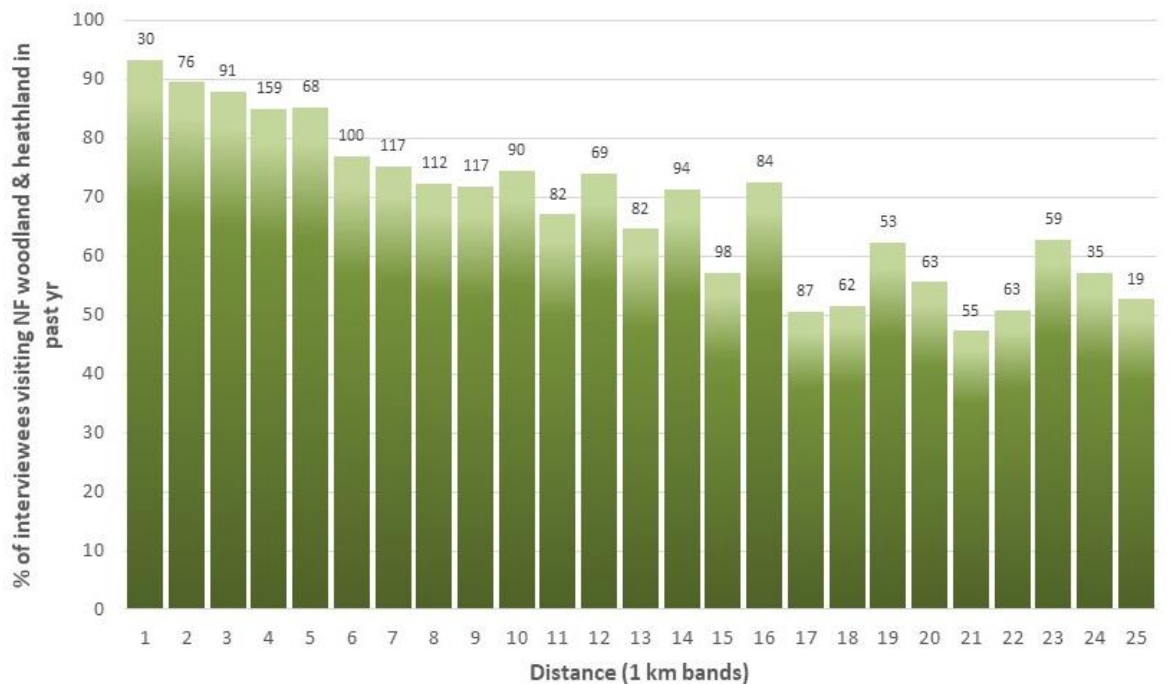


Figure 2: Percentage of interviewees who indicated they had visited the New Forest landscape of heathland and woodland (Q2), by linear distance from the home postcode to the nearest SPA/SAC car park (1km bands). Labels give sample size (number of interviews)

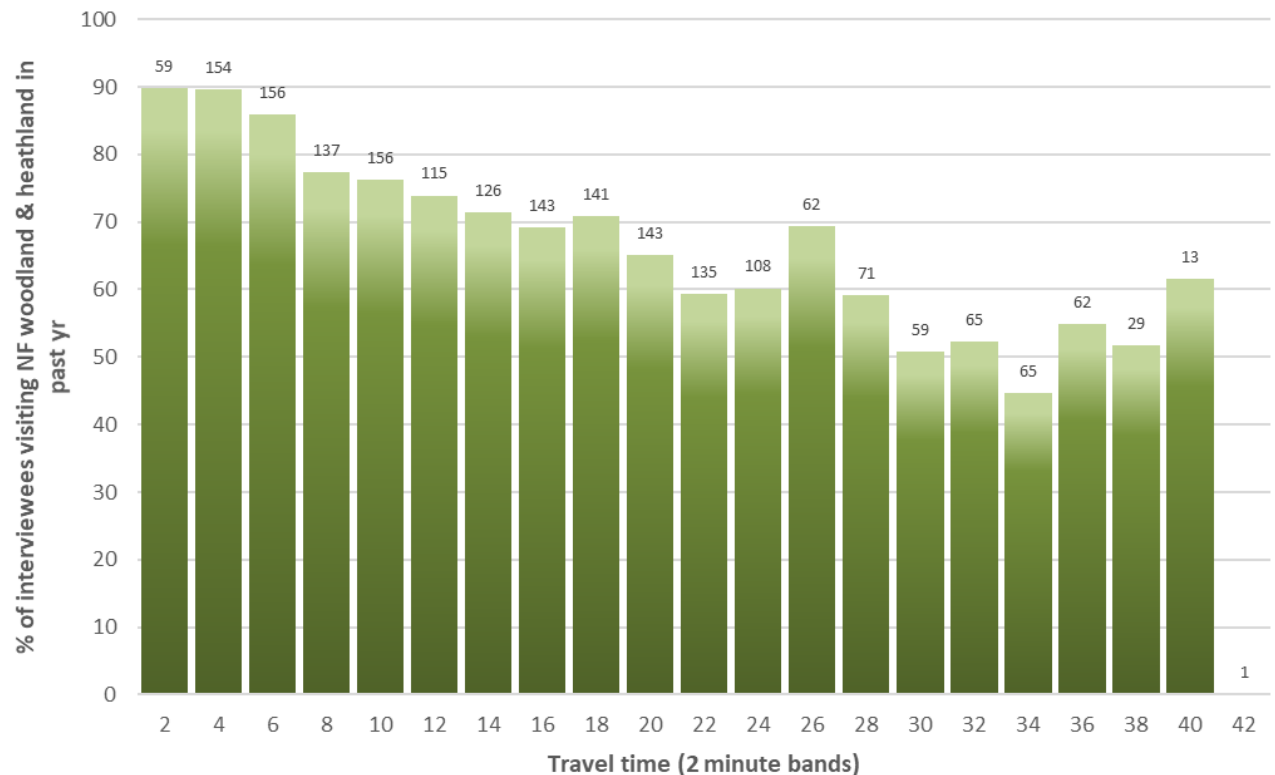


Figure 3: Percentage of interviewees who indicated they had visited the New Forest landscape of heathland and woodland (Q2), by travel time (driving time) from the home postcode to the nearest SPA/SAC/Ramsar car park (2 minute bands). Labels give sample size (number of interviews)

- 3.7 There were significant differences between house type ($\chi^2_4=46.43$, $p<0.001$)⁷; in particular those living in flats were less likely to have visited in the past year. Of the 202 interviewees who lived in flats, 54% indicated they had visited the New Forest woodland and heathland in the past year, compared to 76% of those in detached houses ($n=851$). There were also significant differences between age groups ($\chi^2_6=58.39$, $p<0.001$) with the highest percentage of those who indicated they had visited in the past year being for interviewees in the 25-34 age category (50 interviewees, 84% visiting in the past year). Interviewees in the youngest age category aged 18-24 (23 interviewees, 65% visiting in the past year) and those aged 65+ (906 interviewees, 62% visiting in the past year) were the ones least likely to have visited.
- 3.8 There were also differences between social class ($\chi^2_5=56.64$, $p<0.001$). 1869 interviewees were categorised with an approximated social class. Classes with relatively low percentages (<70%) of interviewees who indicated they had visited the New Forest woodland and heathland in the past year were those coded C2⁸ (67% visiting in the past year), D⁹ (58% visiting in past year) and E¹⁰ (61% visiting in past year).

⁷ The numbers here are the Chi-squared statistic, with the number in subscript (the 4) indicating the number of degrees of freedom and the p value the statistical significance.

⁸ Skilled working class, with chief income earners occupation being skilled manual work

⁹ Working class, with chief income earner's occupation being semi-skilled and unskilled manual work

¹⁰ Non working, i.e. state pensioners, casual and lowest grade workers, unemployed with state benefits

4. Results: patterns of use of the New Forest

4.1 In this section we consider the questions relating to interviewees' visits to the New Forest, covering a range of topics such as frequency of visits to the New Forest heathland and woodland (Q4), the activities undertaken (Q5), locations visited within the New Forest (Q6), transport (Q7) etc. The questions addressed in this section were only asked of those interviewees who stated they did visit the New Forest heathland and woodland (i.e. the 1397 that answered yes to Q2).

Overnight visits (Q3)

4.2 The percentage of interviewees that had stayed overnight increased with distance from the SPA/SAC/Ramsar, such that 16% of those living in the 0-5km band had stayed overnight (at least once), rising to 33% for those living 20-25km away (Table 6).

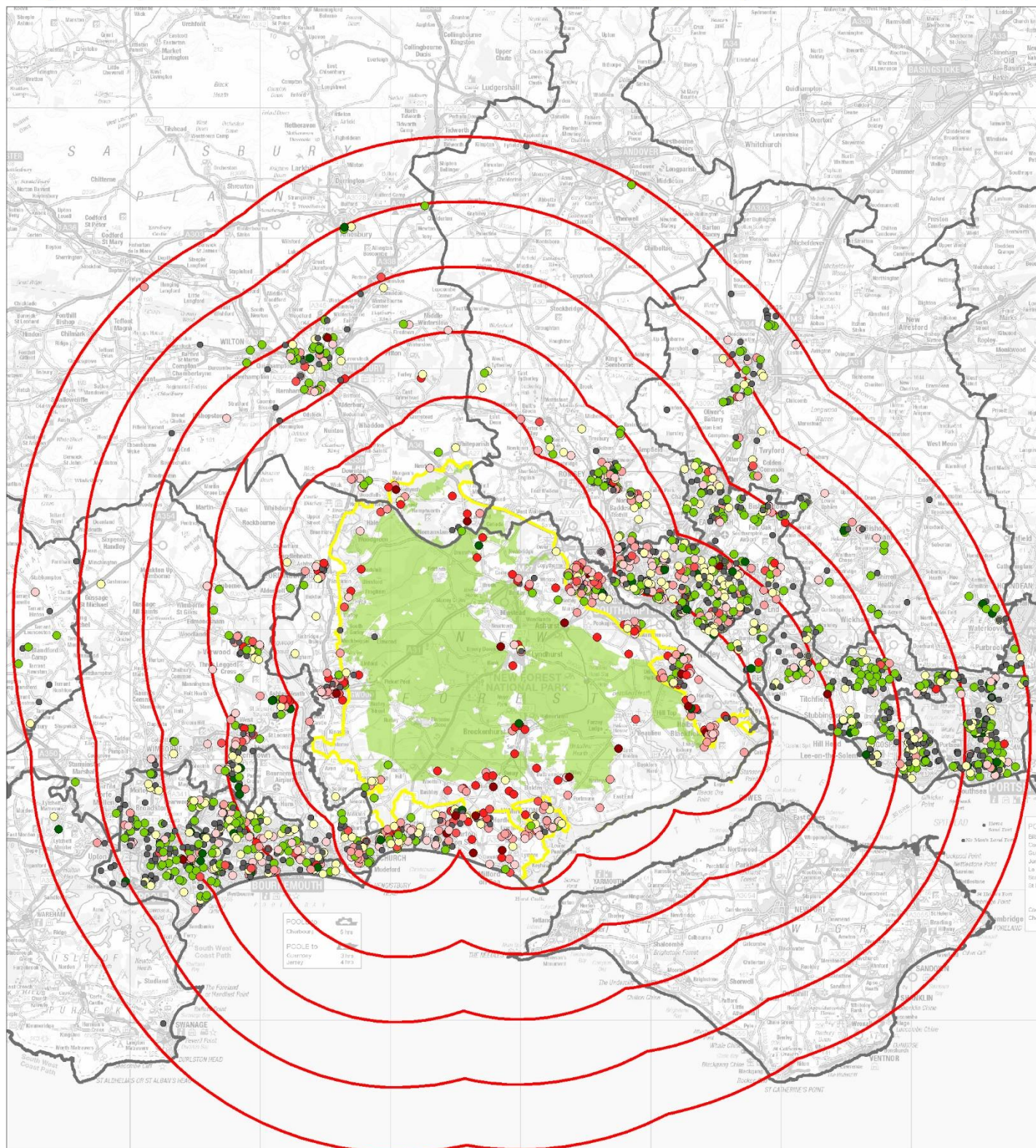
Table 6: Numbers (%) of interviewees that had stayed overnight in any of their visits to New Forest in past 12 months (from Q3), by distance band from the New Forest SPA/SAC. Data for those 1397 interviews who visited the New Forest in past year only.

Distance band	Yes	No	Don't know	Total
0-5km	79 (16)	424 (84)	1 (0)	504 (100)
5-10km	70 (19)	288 (80)	1 (0)	359 (100)
10-15km	62 (23)	201 (76)	1 (0)	264 (100)
15-20km	38 (23)	124 (76)	1 (1)	163 (100)
20-25km	35 (33)	71 (66)	1 (1)	107 (100)
Total	284 (20)	1108 (79)	5 (0)	1397 (100)

Frequency of visits to New Forest heathland and woodland (Q4)

4.3 Frequency of visit is summarised in Table 7 by distance band and the data are also shown in Figure 4 and Map 5. For those living closer to the New Forest SPA/SAC/Ramsar, visits tended to be more frequent, for example within the 0-5km band a quarter (25%) of those who visit the New Forest do so most days or more frequently whereas that figure drops to 10% for 5-10km and 5% for 10-15km.

Map 5: Frequency of visits to New Forest heathland/woodland in past 12 months (Q4)



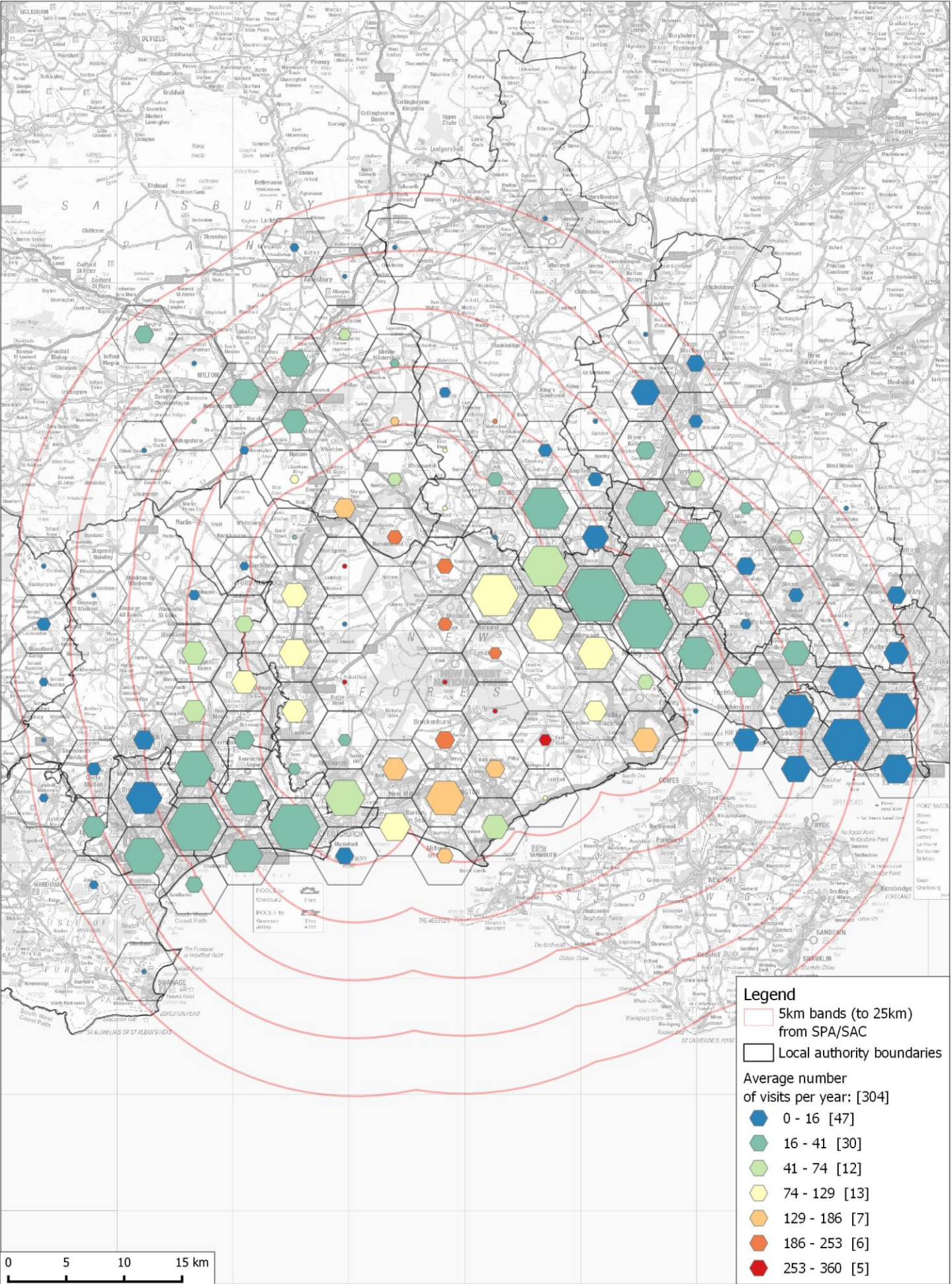
Q4: Frequency of visit to New Forest

● More than once a day (365+ visits a year)	(28)	● Once a month (6-15 visits)	(304)
● Daily (300-365 visits)	(87)	● Less than once a month (2-5 visits)	(424)
● Most days (180-300 visits)	(69)	● Don't know/other	(68)
● 1 to 3 times a week (40-180 visits)	(225)	● Not visited at all	(603)
● 2 to 3 times per month (15-40 visits)	(192)		

- 4.5 We calculated an estimate of the number of visits to the New Forest woodland and heathland for interviewees, based on the frequency of visits (see paragraph 3.3). Across all 2,000 interviewees, this estimate was 48 visits per annum. Just taking those who did visit the New Forest woodland and heathland¹¹ the equivalent figure was 72 visits per annum. Estimates by distance band (for all interviewees) are shown in Figure 4. For those interviewees living within 0-5km we estimate 103 visits per annum to the heathland and woodland of the New Forest. This drops to 37 visits per annum for the 5-10km band and tails off to 10 visits per annum within the 20-25km band.
- 4.6 The visits are mapped in Map 6, where the mean number of visits to the New Forest is shown on a hexagonal grid (5km high cells). The size of the coloured hexagons reflects the number of interviewees for each cell and the colours grade from red (highest mean number of visits per year) to blue (lowest mean visits per year). It can be seen that the highest visit rates per interviewee were from the New Forest itself while the lower rates were from Portsmouth, towards Winchester and to the north of Poole/edge of Purbeck.
- 4.7 The same data are shown by distance band in Figure 5, this time using 1km bands. Rather than being based on 5km bands drawn around the SPA/SAC boundary, these distances were calculated individually for each interview, as the linear distance from the home postcode to the nearest car park within the New Forest SPA/SAC/Ramsar. The plot shows that visit rate declines with distance and visits per household seem to flatten out and remain constant somewhere around 15km. Figure 6 shows a similar plot, this time based on travel time rather than the linear ('as the crow flies') distance. It can be seen that there is relatively little difference between the two plots, except the travel times do generate a slightly smoother plot, with less variability between the outer bands, potentially reflecting the influence of the Solent on travel times.

¹¹ Those who stated they visited less than once a month or more frequently

Map 6: Visit frequency summarised using 5km hexagonal grids. Size of hexagonal indicates sample size and colour averaged number of visits per year for interviewees within each cell.



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Table 7: Number (%) of interviewees and frequency of visit to the New Forest heathland and woodland by distance band from the New Forest SPA/SAC/Ramsar. Dark grey shading indicates the highest value in each column and pale grey shading the second highest.

Frequency	0-5km	5-10km	10-15km	15-20km	20-25km	Total
More than once a day (365+ visits a year)	24 (5)	2 (1)	1 (0)	1 (1)	0 (0)	28 (2)
Daily (300-365 visits)	67 (13)	13 (4)	5 (2)	1 (1)	1 (1)	87 (6)
Most days (180-300 visits)	37 (7)	17 (5)	9 (3)	6 (4)	0 (0)	69 (5)
1 to 3 times a week (40-180 visits)	133 (26)	54 (15)	20 (8)	11 (7)	7 (7)	225 (16)
2 to 3 times per month (15-40 visits)	68 (13)	60 (17)	32 (12)	18 (11)	14 (13)	192 (14)
Once a month (6-15 visits)	81 (16)	92 (26)	67 (25)	42 (26)	22 (21)	304 (22)
Less than once a month (2-5 visits)	78 (15)	99 (28)	117 (44)	80 (49)	50 (47)	424 (30)
Don't know/other	16 (4)	22 (6)	13 (5)	4 (3)	12 (12)	68 (5)
Total	504 (100)	359 (100)	264 (100)	163 (100)	107 (100)	1397 (100)

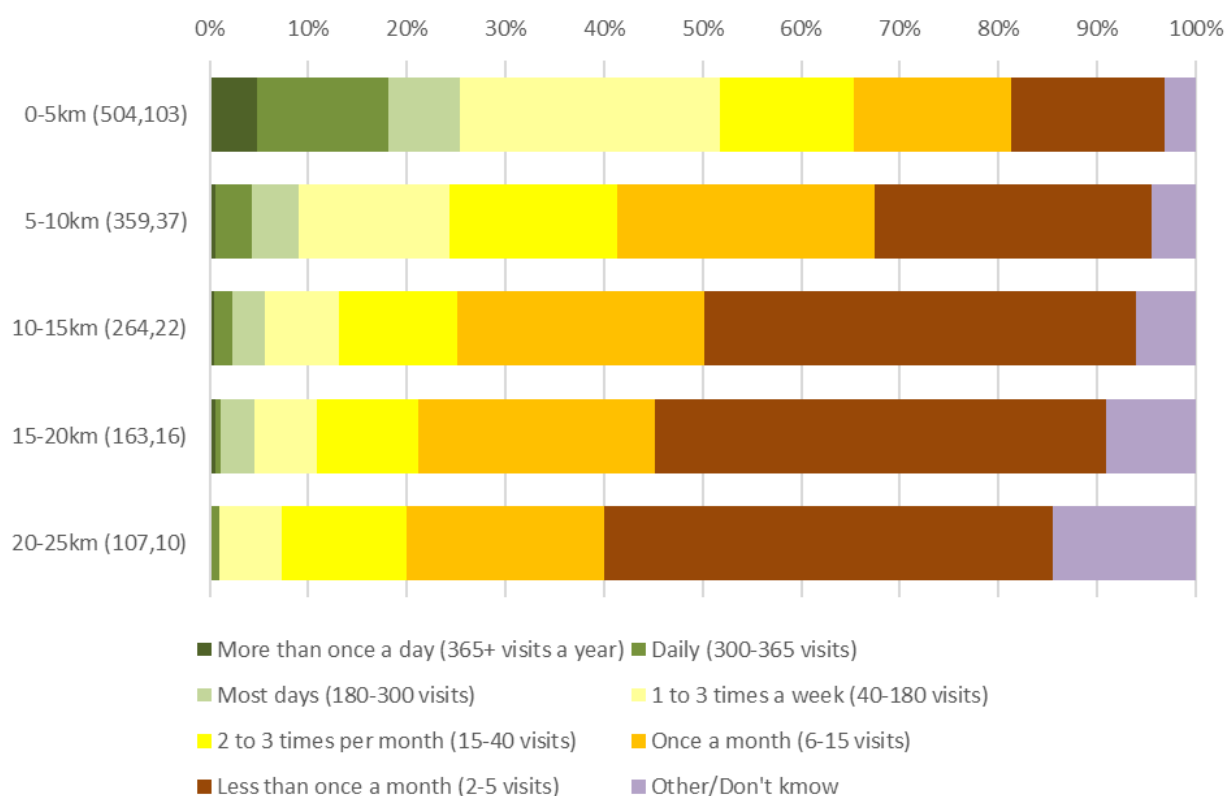


Figure 4: Frequency of visit by distance band (from Q4). The headings for each bar give the distance band and then two numbers, the first is the sample size (i.e. number of interviewees) and the second is the estimate of visits per annum to the New Forest heathland and woodland (based on all residents in given distance band, including those who made no visits at all to the New Forest heathland and woodland).

New Forest telephone survey

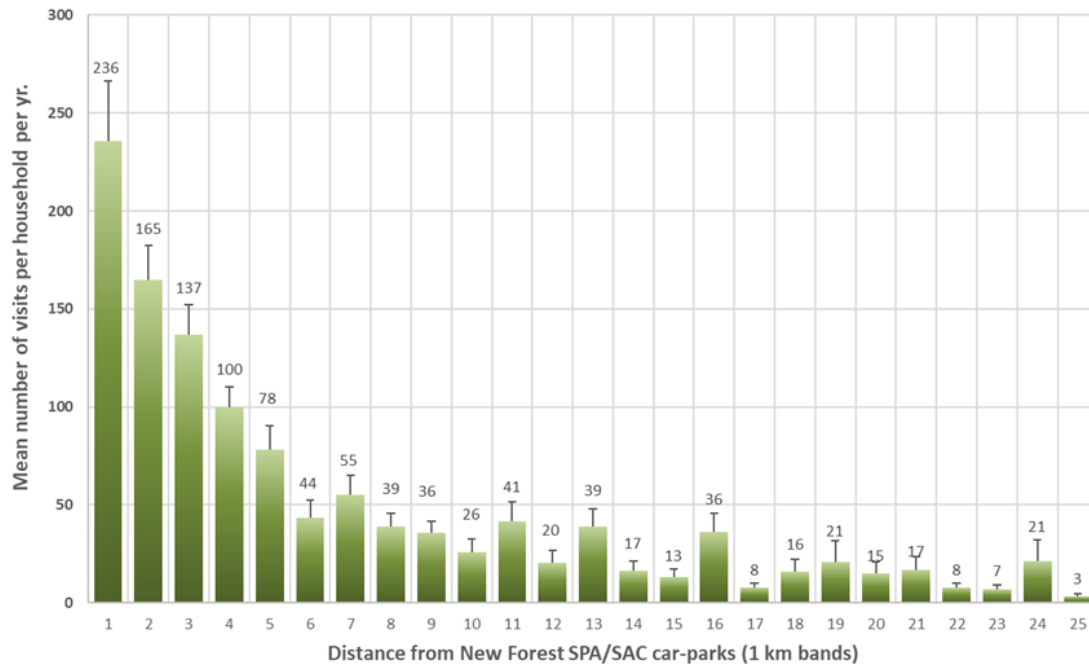


Figure 5: Mean visits per household per year to the New Forest woodland and heathland, by linear distance (between the home postcode and nearest car park within the New Forest SAC/SPA/Ramsar). Means (and 1 standard error) plotted per 1km bands. Value labels give mean. Note that the mean values are based on the total interviewees within each band (i.e. all 2000).

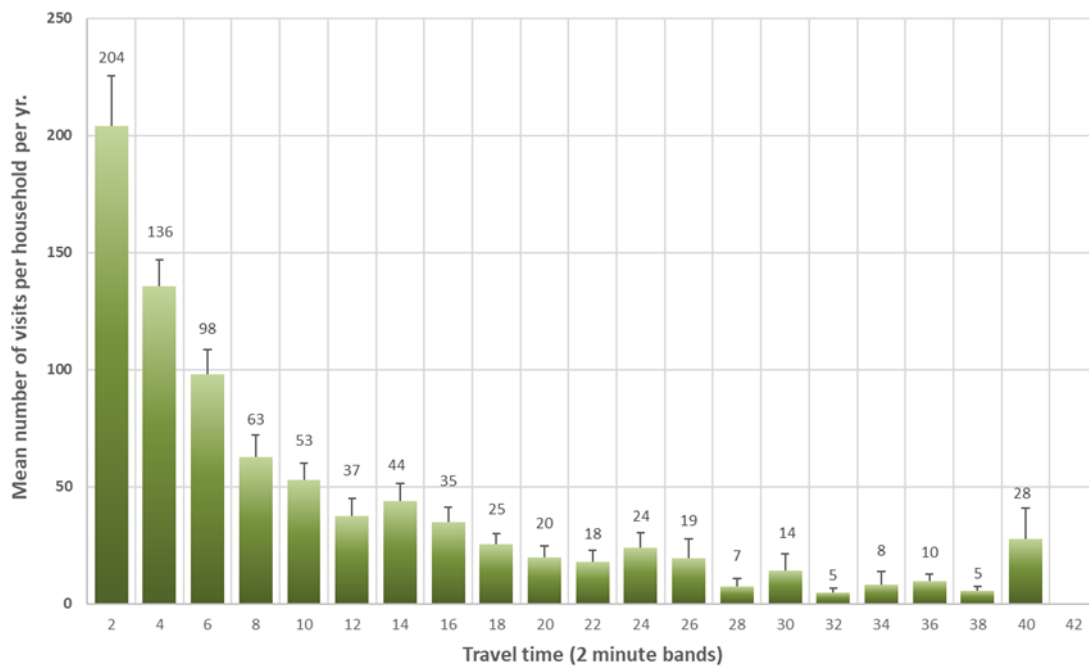


Figure 6: Mean visits per household per year to the New Forest woodland and heathland, by travel time. Travel times rounded to nearest two minutes and estimated from interviewee postcode to nearest New Forest SAC/SPA/Ramsar car park. Means (and 1 standard error) shown. Value labels give mean. Note that the mean values are based on the total interviewees within each band (i.e. all 2000).

- 4.10 The mean number of visits per interviewee per year within each local authority are summarised in Table 8. It should be noted that these values do not represent an overall mean number of visits per household for a given authority, as for example the sampling only included parts of many local authorities. The mean values are simply derived from the interviewees that were included in the survey. The table lists the local authorities in rank order and it can be seen that it is the interviewees within the National Park that have the highest mean visit rate, with around 211 visits per annum. Those interviewees within New Forest District (but outside the National Park) had the second highest mean, of around 106 visits per annum. For all other local authorities, the value per interviewee was less than 100 visits per annum. The data would suggest that housing in New Forest District generally would be expected to generate around twice as many visits as housing in East Dorset, and four times as many as housing in Southampton. Purbeck, Winchester, Gosport, North Dorset and Havant were the only authorities where no interviewees stated they visited the New Forest woodland and heathland at least daily.

Table 8: Frequency of visit by local authority. Table gives the number of interviewees who visited in the last year and gave a particular visit frequency, and the mean visits per annum based on these categories. N is the sample size (number of interviewees) in total from the given local authority. Grey shading reflects the highest two values in each row, with darker grey shading highlighting the highest value.

LPA inc NPA	Number of interviewees							N	Mean (+1SE)
	More than once a day	Daily	Most days	1 to 3 times a week	2 to 3 times per month	Once a month	Less than once a month		
Approx. single value (visits per annum)	450	360	240	110	30	11	3		
New Forest NP	9	30	7	19	4	5	5	89	211.3 (17.4)
New Forest District	15	34	25	91	44	47	38	351	105.27 (7.07)
East Dorset	0	5	8	13	14	10	24	108	53.26 (9.18)
Christchurch	0	2	5	14	8	22	18	95	42.06 (7.91)
Wiltshire	0	3	3	12	12	13	31	107	38.93 (8.18)
Test Valley	0	1	2	14	12	19	20	91	33.07 (6.33)
Bournemouth	0	3	4	16	15	35	34	161	29.42 (5.18)
City of Southampton	1	3	6	19	30	44	49	238	27.69 (4.25)
Eastleigh	0	3	3	8	12	22	36	138	24.57 (5.58)
Purbeck	0	0	0	1	0	1		5	24.2 (21.6)
Winchester	0	0	3	5	10	10	29	95	18.6 (4.86)
Poole	1	1	2	8	8	21	43	155	17.87 (4.6)
Fareham	1	1	1	1	11	17	39	117	15.33 (5.34)
City of Portsmouth	0	1	0	2	9	19	36	141	8.28 (2.8)
Gosport	0	0	0	2	2	17	17	90	5.76 (1.77)
North Dorset	0	0	0	0	1	1	3	11	4.55 (2.73)
Havant	0	0	0	0	0	1	2	8	2.13 (1.36)
Total	28	87	69	225	192	304	424	2000	47.8 (2.2)

Activities undertaken (Q5)

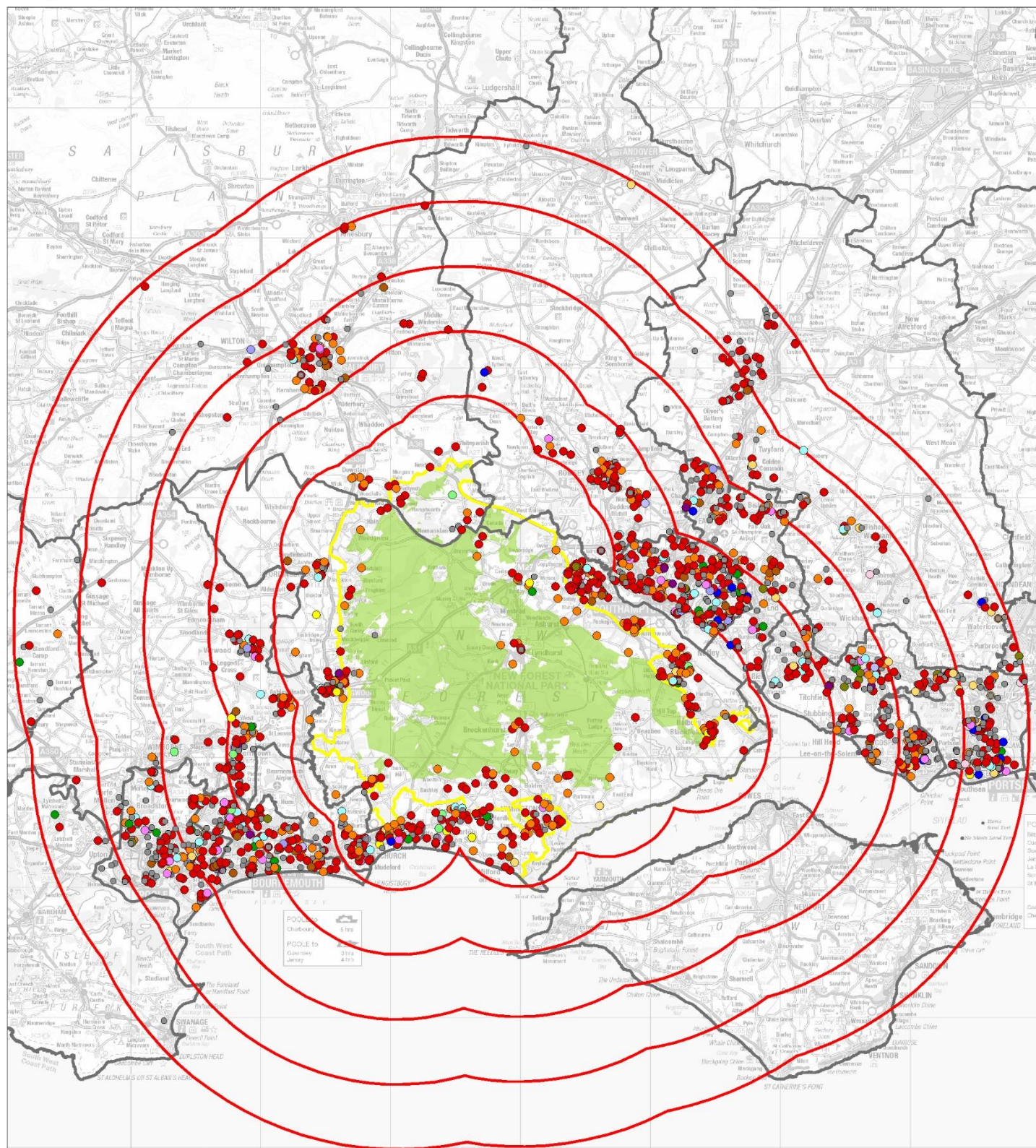
- 4.11 The activities undertaken by interviewees are summarised in Figure 7 and the distribution of responses is shown in Map 7. The questionnaire recorded both a single main activity and secondary activities, reflecting that some interviewees might visit for multiple activities. It can be seen that walking was by far the most commonly cited activity, given as a main activity by 60% of the interviewees that stated that they visited the New Forest heathland and woodland.
- 4.12 While walking was the most frequently cited activity, walkers did not tend to visit the New Forest heathland and woodland as frequently as other activities; horse riders, runners and dog walkers were the most frequent visitors (Figure 8 and Table 9). For example, nearly a quarter (24%) of interviewees who visited the New Forest and gave dog walking as their main activity stated they visited at least daily compared to just 4% of those whose main activity was simply walking.

Table 9: Number (%) of interviewees and frequency of visits to the New Forest heathland and woodland for the 5 most commonly cited main activities. Grey shading reflects the highest two values in each column, with darker grey shading highlighting the most commonly given response.

Frequency of visit	Walking	Dog walking / exercising dogs	Enjoying the view / picnic	Cycling off-road / mountain biking	Visiting café / pub / restaurant	Total
More than once a day (365+ visits p.a.)	10 (1)	15 (6)	0 (0)	0 (0)	0 (0)	25 (2)
Daily (300-365 visits)	28 (3)	48 (18)	3 (5)	2 (4)	0 (0)	81 (7)
Most days (180-300 visits)	40 (5)	17 (6)	1 (2)	3 (6)	0 (0)	61 (5)
1 to 3 times a week (40-180 visits)	125 (15)	52 (20)	5 (9)	11 (23)	5 (14)	198 (16)
2 to 3 times per month (15-40 visits)	125 (15)	34 (13)	6 (11)	8 (17)	2 (5)	175 (14)
Once a month (6-15 visits)	180 (21)	55 (21)	13 (23)	13 (28)	11 (30)	272 (22)
Less than once a month (2-5 visits)	286 (34)	37 (14)	24 (42)	10 (21)	17 (46)	374 (30)
First visit	10 (1)	0 (0)	2 (4)	0 (0)	0 (0)	12 (1)
Other	16 (2)	1 (0)	1 (2)	0 (0)	1 (3)	19 (2)
Don't know	18 (2)	4 (2)	2 (4)	0	1 (3)	25 (2)
Total	838 (100)	263 (100)	57 (100)	47 (100)	37 (100)	1242 (100)

- 4.13 Taking into account the frequency of visit responses and using this to scale up the number of visits for each main activity would suggest that around 47% of visits are walking, 37% are dog walking and no other activity accounts for more than 5% of visits.

Map 7: Main activities undertaken when visiting the New Forest (Q5)



- New Forest SPA/SAC
- NF National Park boundary
- 5km bands (to 25km) from SPA/SAC

Q5: Main activity

● Not visited NF in past year	(603)	● Horse riding	(15)
● Bird / Wildlife watching	(24)	● Meeting up with friends	(11)
● Camping (inc campervans/caravans)	(18)	● Organised sport (golf, football etc.)	(16)
● Cycling off-road / mountain biking	(47)	● Other	(33)
● Dog walking / exercising dogs	(263)	● Photography	(9)
● Drive/Motorbike ride	(9)	● Running	(11)
● Enjoying the view / picnic	(57)	● Visiting café / pub / restaurant	(37)
● Family outing	(9)	● Walking	(838)

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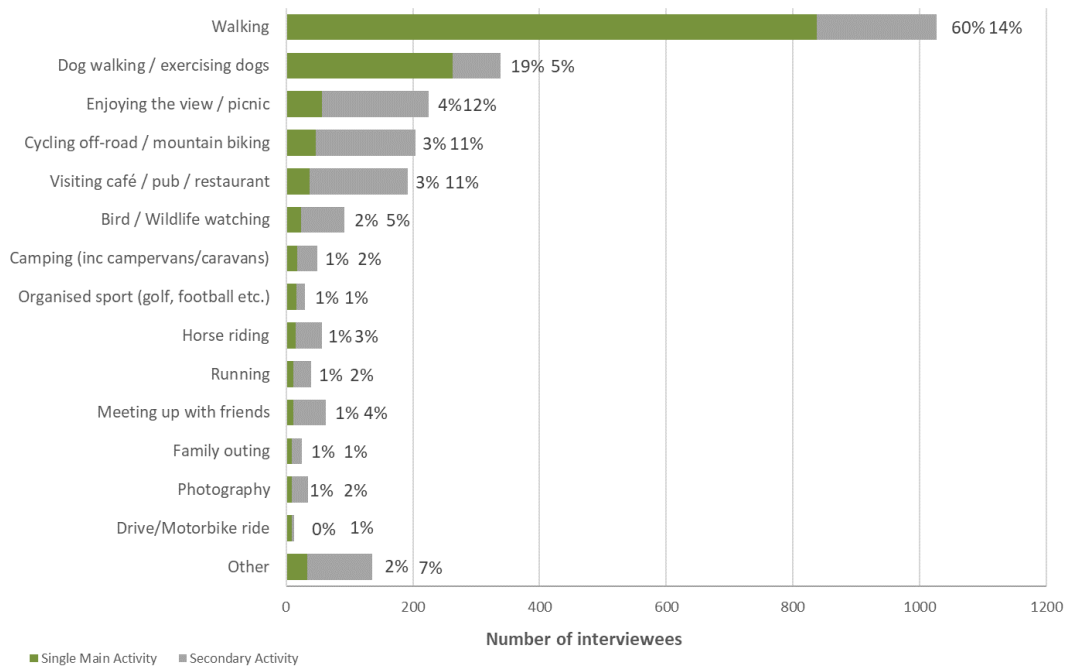


Figure 7: Main and secondary activities undertaken by interviewees (from Q5) while visiting the New Forest woodland and heathland. Percentages are based on those interviewees who visited the New Forest (1397).

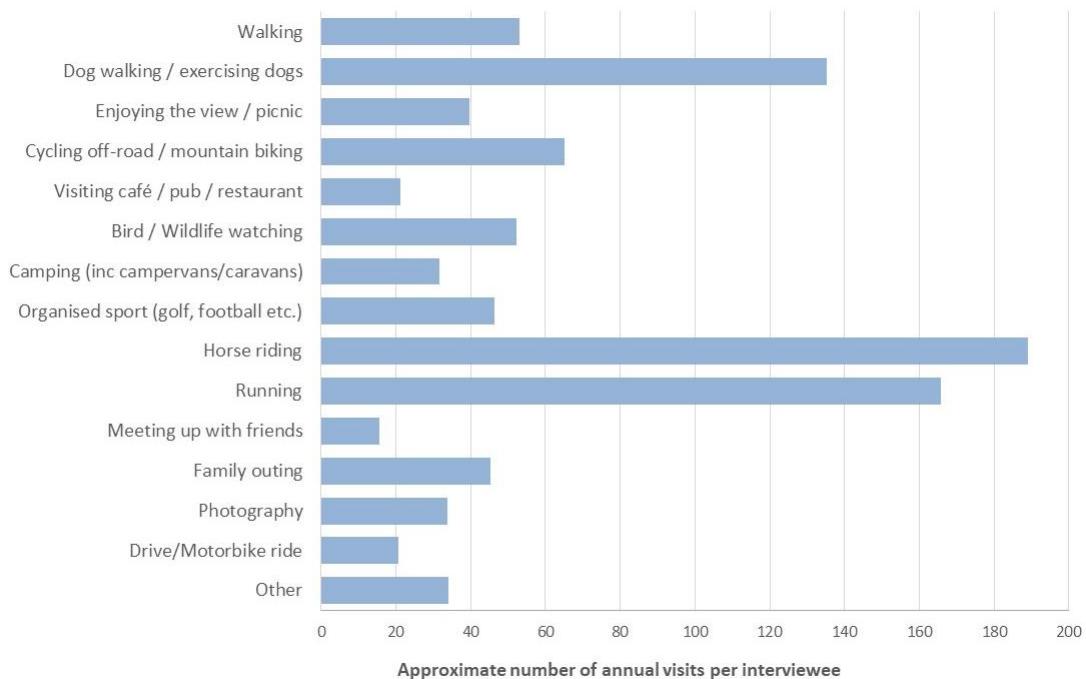


Figure 8: Main activities undertaken by interviewees (from Q5) while visiting the New Forest woodland and heathland. Annual visits calculated based on the frequency data (Q3); see paragraph 3.3 for details.

4.14 Comparing between distance bands (Figure 9), dog walking was particularly associated with the nearer distance bands, for example 25% of interviewees from the 0-5km band cited dog walking as their main activity when visiting the New Forest heathland and woodland, and this dropped to just 4% of those living in the 20-25km band. Main activities that featured more among those living in the 20-25km band included camping (including campervans and caravans) (6% of those from the band who visit the New Forest); bird/wildlife watching (4%), drive/motorbike ride (4%) and other¹² (7%).

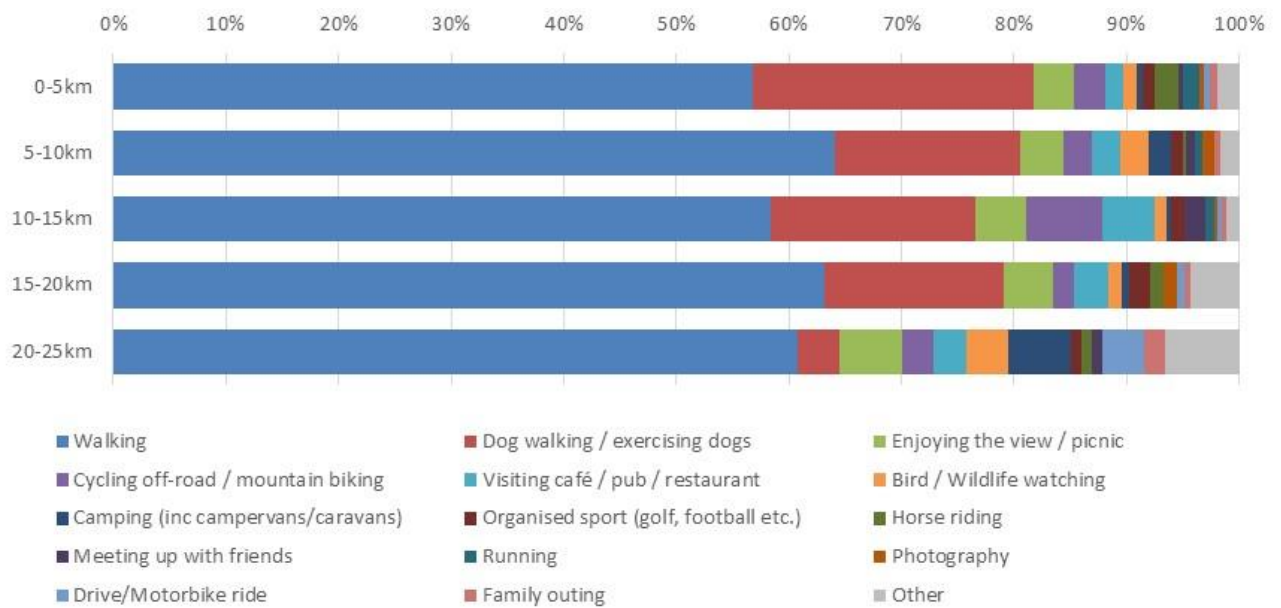


Figure 9: Main activities (from Q5) undertaken by interviewees when they go to the New Forest, by distance band. Only those who visited the New Forest heathland and woodland (1397) included.

¹² 'Other' was used to include a varied range of activities each cited by only a very small number of interviewees, e.g. road cycling, model aircraft flying, sailing, trail hunting, barbeques, holiday home etc.

Locations within the New Forest visited (Q6)

- 4.15 Interviewees were asked to name up to three locations that they visited within the New Forest. Place names were transcribed during the interview and then subsequently checked. As would be expected a number of interviewees gave a general answer, indicating they just drove and parked at random, they visited 'the woods', or indicating a very broad area of the New Forest (such as north of the A31). In total 2,418 responses were logged (i.e. on average each interviewee who visited the New Forest heathland and woodland gave 1.7 responses), of which 2,107 could be tied to a specific location and involved 204 different locations in and around the New Forest.
- 4.16 While the list of named locations generated was substantial (Figure 10), many locations were only mentioned by a very small number of interviewees, suggesting a wide range of places visited by the interviewees. Just 17 locations on our list were named by 2% or more of interviewees and 48 locations by 1% or more (Table 10). Lyndhurst was the most popular named destination, followed by Burley and Brockenhurst. Interestingly the list included a number of locations outside the New Forest National Park, suggesting some interviewees perhaps didn't have a clear idea of where the New Forest woods and heathland ends. For example, 150 interviewees named Lymington, 20 interviewees gave Moors Valley Country Park as one of their destinations and Avon Heath Country Park (6 interviewees) also featured.

Table 10: Top locations named by interviewees as locations they visited within the New Forest (all locations named by at least 1% of interviewees). Only data from those who visited the New Forest heathland and woodland (1397) included.

Location	Number (%)	Location	Number (%)
Lyndhurst	329 (24)	Hatchet Pond	14 (1)
Burley	239 (17)	Cadnam	13 (1)
Brockenhurst	203 (15)	Bucklers Hard	12 (1)
Lymington	150 (11)	Frogham	12 (1)
Beaulieu	126 (9)	Dibden Enclosure	10 (1)
Bolderwood	54 (4)	Bolton's Bench	10 (1)
Ringwood	49 (4)	Bashley	10 (1)
Wilverley Plain	42 (3)	Beaulieu Heath	9 (1)
Stoney Cross	35 (3)	Red Shoot Inn	9 (1)
Fritham	35 (3)	Bransgore	9 (1)
Godshill	29 (2)	Longdown	9 (1)
Ashurst	25 (2)	Linwood	9 (1)
Holmsley	24 (2)	Milford On Sea	8 (1)
Fordingbridge	23 (2)	Linford Bottom	8 (1)
Nomansland	23 (2)	Deer Sanctuary	8 (1)
Sway	23 (2)	Rufus Stone	8 (1)
Lepe	21 (2)	Blackfield	8 (1)
Moors Valley Country Park	20 (1)	Pig Bush	8 (1)
Longslade Bottom	19 (1)	Minstead	8 (1)
Christchurch	19 (1)	Linford	8 (1)
Rhinefield	18 (1)	Hythe	8 (1)
Canada Common	16 (1)	Rockford Common	7 (1)
Deerleap	16 (1)	Woodlands	7 (1)
Bramshaw	15 (1)	Hale	7 (1)

4.17 There was some variation in the top-ranking sites for different activities. Drawing on the four main activity types, the top five ranked sites (named first in the list of three) were:

- Walking: Lyndhurst (13%), Burley (8%), Brockenhurst (8%), Lymington (4%), Beaulieu (4%);
- Dog walking: Burley (11%), Lyndhurst (10%), Brockenhurst (6%), Beaulieu (2%), Fritham (2%);
- Enjoying the view/picnic: Lyndhurst (14%), Brockenhurst (7%), Burley (7%), Bolderwood (7%), Lymington (7%); and
- Cycling off-road / mountain biking: Lyndhurst (21%), Brockenhurst (11%), Burley (9%), Linwood (4%), Lymington (4%).

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Figure 10: Word cloud for all locations within the New Forest named by interviewees. Font size is representative of frequency.

Mode of transport to reach the New Forest heathland and woodland (Q7)

- 4.18 Of the 1,397 interviewees who had visited the New Forest in the past year, 93% indicated they had travelled by car; other modes of transport included on-foot (8%), by bicycle (5%), train (2%) and bus (1%). 'Other' transport modes that did not fit within the pre-determined categories included horse (or donkey, or pony and trap, horse and carriage etc., 7 interviewees, <1%) and motorbike (6 interviewees, <1%).
- 4.19 Data are summarised Table 11, by distance band, which shows that the only those people living within 10km indicated that they ever visited the New Forest heathland and woodland on foot and the 0-5km band had the most interviewees who travelled on foot or by bike. Conversely, the percentage travelling by train increased with distance bands, from 1% in the 0-5km band to 6% in the 20-25km band.
- 4.20 Interviewees could give multiple modes of transport (for example an interviewee might sometime travel by bike and other times by car). While the majority (1254 interviewees, 90%) just gave a single answer, 118 interviewees (8%) gave two modes and 24 interviewees (2%) gave 3 or 4 modes.

Table 11: Number of interviewees (%) by mode of transport used to reach the New Forest heaths and woodland and by distance band (from Q7). Only those who visited the New Forest heathland and woodland (1397) included. Note interviewees could give multiple modes of transport and therefore percentages do not add to 100.

Mode of transport	0-5km	5-10km	10-15km	15-20km	20-25km	Total
Car/van	447 (89)	344 (96)	258 (98)	156 (96)	100 (93)	1305 (93)
On foot	101 (20)	13 (4)	0 (0)	0 (0)	1 (1)	115 (8)
Bicycle	51 (10)	14 (4)	2 (1)	2 (1)	1 (1)	70 (5)
Train	7 (1)	6 (2)	8 (3)	6 (4)	6 (6)	32 (2)
Bus	8 (2)	3 (1)	2 (1)	3 (2)	2 (2)	18 (1)
Other	11 (2)	3 (1)	3 (1)	3 (2)	3 (3)	23 (2)
Interviewees	504 (100)	359 (100)	264 (100)	163 (100)	107 (100)	1397 (100)

- 4.21 Modes of transport are summarised in Table 12 by activity. It can be seen that for all types of main activity, car/van was the most commonly cited transport mode. Notable use of other modes of transport were recorded for those cycling off-road (30% by bicycle) and those running (45% arriving on foot).

Table 12: Number of interviewees (%) by main activity and mode of transport used to reach the New Forest (Q7); just the three main transport modes included. Only those who visited the New Forest heathland and woodland (1,397) included. Note interviewees could give multiple modes of transport and therefore percentages do not add to 100.

Main Activity	Car/van	On foot	Bicycle	Total interviewees
Walking	795 (95)	71 (8)	35 (4)	838 (100)
Dog walking / exercising dogs	243 (92)	33 (13)	10 (4)	263 (100)
Enjoying the view / picnic	52 (91)	0 (0)	1 (2)	57 (100)
Cycling off-road / mountain biking	35 (74)	3 (6)	14 (30)	47 (100)
Visiting café / pub / restaurant	36 (97)	0 (0)	0 (0)	37 (100)
Other	29 (88)	1 (3)	1 (3)	33 (100)
Bird / Wildlife watching	24 (100)	2 (8)	1 (4)	24 (100)
Camping (inc campervans/caravans)	18 (100)	0 (0)	2 (11)	18 (100)
Organised sport (golf, football etc.)	16 (100)	0 (0)	2 (13)	16 (100)
Horse riding	13 (87)	0 (0)	1 (7)	15 (100)
Meeting up with friends	11 (100)	0 (0)	0 (0)	11 (100)
Running	7 (64)	5 (45)	2 (18)	11 (100)
Drive/Motorbike ride	8 (89)	0 (0)	0 (0)	9 (100)
Family outing	9 (100)	0 (0)	1 (11)	9 (100)
Photography	9 (100)	0 (0)	0 (0)	9 (100)
Total	1305 (93)	115 (8)	70 (5)	1397 (100)

Length of visit (Q8)

4.22 The most common length of visit to the New Forest woodland and heathland was four hours plus with over a quarter (27%) of interviewees stating this was their typical visit duration. Also frequently cited were 1-2 hours and 2-3 hours (both 26%) (Table 13). As might be expected, those visiting from the nearer distance bands (particularly 0-5km) tended to visit for shorter time periods.

4.23 Comparing across activities (Table 14), 4 hours plus was the most frequently cited category for most activities. Dog walking was a notable exception, with 41% of dog walkers visiting for 1-2 hours.

Table 13: Number (%) of interviewees and length of visit, by distance band. Only those who visited the New Forest heathland and woodland (1,397) included. Grey shading indicates the top two values in each column (darker grey highlighting the highest).

Length of visit	0-5km	5-10km	10-15km	15-20km	20-25km	Total
Less than 30 minutes	11 (2)	7 (2)	3 (1)	5 (3)	3 (3)	29 (2)
30 minutes - 1 hour	61 (12)	17 (5)	14 (5)	3 (2)	1 (1)	96 (7)
1-2 hours	204 (40)	87 (24)	45 (17)	19 (12)	10 (9)	365 (26)
2-3 hours	131 (26)	103 (29)	70 (27)	36 (22)	20 (19)	360 (26)
3-4 hours	34 (7)	54 (15)	42 (16)	29 (18)	13 (12)	172 (12)
4 hours +	63 (13)	91 (25)	90 (34)	71 (44)	60 (56)	375 (27)
Total	504 (100)	359 (100)	264 (100)	163 (100)	107 (100)	1397 (100)

Table 14: Number (%) of interviewees and length of visit, by activity. Only those who visited the New Forest heathland and woodland (1,397) included. Grey shading indicates the top two values in each row (darker grey highlighting the highest).

Main Activity	Less than 30 mins	30 mins - 1 hour	1-2 hours	2-3 hours	3-4 hours	4 hours +	Total
Walking	14 (2)	52 (6)	210 (25)	232 (28)	107 (13)	223 (27)	838 (100)
Dog walking / exercising dogs	4 (2)	27 (10)	109 (41)	60 (23)	23 (9)	40 (15)	263 (100)
Enjoying the view / picnic	2 (4)	5 (9)	11 (19)	16 (28)	8 (14)	15 (26)	57 (100)
Cycling off-road / mountain biking	0 (0)	1 (2)	4 (9)	11 (23)	10 (21)	21 (45)	47 (100)
Visiting café / pub / restaurant	3 (8)	2 (5)	6 (16)	8 (22)	5 (14)	13 (35)	37 (100)
Other	2 (6)	1 (3)	4 (12)	6 (18)	5 (15)	15 (45)	33 (100)
Bird / Wildlife watching	0 (0)	2 (8)	4 (17)	7 (29)	4 (17)	7 (29)	24 (100)
Camping (inc. campervans/caravans)	0 (0)	0 (0)	0 (0)	1 (6)	0 (0)	17 (94)	18 (100)
Organised sport (golf, football etc.)	0 (0)	0 (0)	4 (25)	2 (13)	3 (19)	7 (44)	16 (100)
Horse riding	1 (7)	0 (0)	5 (33)	6 (40)	1 (7)	2 (13)	15 (100)
Meeting up with friends	0 (0)	2 (18)	1 (9)	3 (27)	1 (9)	4 (36)	11 (100)
Running	0 (0)	2 (18)	3 (27)	4 (36)	0 (0)	2 (18)	11 (100)
Drive/Motorbike ride	2 (22)	2 (22)	2 (22)	0 (0)	1 (11)	2 (22)	9 (100)
Family outing	1 (11)	0 (0)	1 (11)	2 (22)	1 (11)	4 (44)	9 (100)
Photography	0 (0)	0 (0)	1 (11)	2 (22)	3 (33)	3 (33)	9 (100)
Total	29 (2)	96 (7)	365 (26)	360 (26)	172 (12)	375 (27)	1397 (100)

Proportion of visits to New Forest (Q9)

- 4.24 Around a quarter (25%) of those who had visited the New Forest woodland and heathland in the past year indicated that 25% or less of their visits to greenspaces in general were to the New Forest (Table 15). This suggests that the interviewees use a wide range of sites including those outside the New Forest. Those living within 5km of the New Forest SPA/SAC showed a particularly strong affinity to the New Forest however, with 62% of those interviewees indicating that at least 75% of greenspace visits were to New Forest woodland and heathland. This indicates that those living closer to the New Forest woodland and heathland use it much more for their chosen recreation while those living further away use a wider range of sites.

Table 15: Number (%) of interviewees and visits to the New Forest as opposed to other greenspace locations (from Q9). Only those who visited the New Forest heathland and woodland (1,397) included. Grey shading indicates the top two values in each column (darker grey highlighting the highest).

Percentage of visits to New Forest	0-5km	5-10km	10-15km	15-20km	20-25km	Total
Less than 25%	45 (9)	91 (25)	82 (31)	73 (45)	58 (54)	349 (25)
25 - 49%	39 (8)	64 (18)	50 (19)	22 (13)	15 (14)	190 (14)
50 - 74%	83 (16)	90 (25)	65 (25)	28 (17)	15 (14)	281 (20)
75% and above	177 (35)	70 (19)	32 (12)	17 (10)	11 (10)	307 (22)
All New Forest	137 (27)	30 (8)	24 (9)	14 (9)	3 (3)	208 (15)
Don't know	23 (5)	14 (4)	11 (4)	9 (6)	5 (5)	62 (4)
Total	504 (100)	359 (100)	264 (100)	163 (100)	107 (100)	1397 (100)

- 4.25 Looking across activities, running was notable in that a high proportion of interviewees showed a strong degree of faithfulness to the New Forest for their activity (Figure 11).
- 4.26 The spatial distribution of responses to this question are shown in Map 8, where dark red colours indicate those interviewees who visit the New Forest for 75%+ of their chosen recreation activity/activities. It can be seen that the dark red dots are concentrated within New Forest District but also extend as far away as Poole and Gosport.

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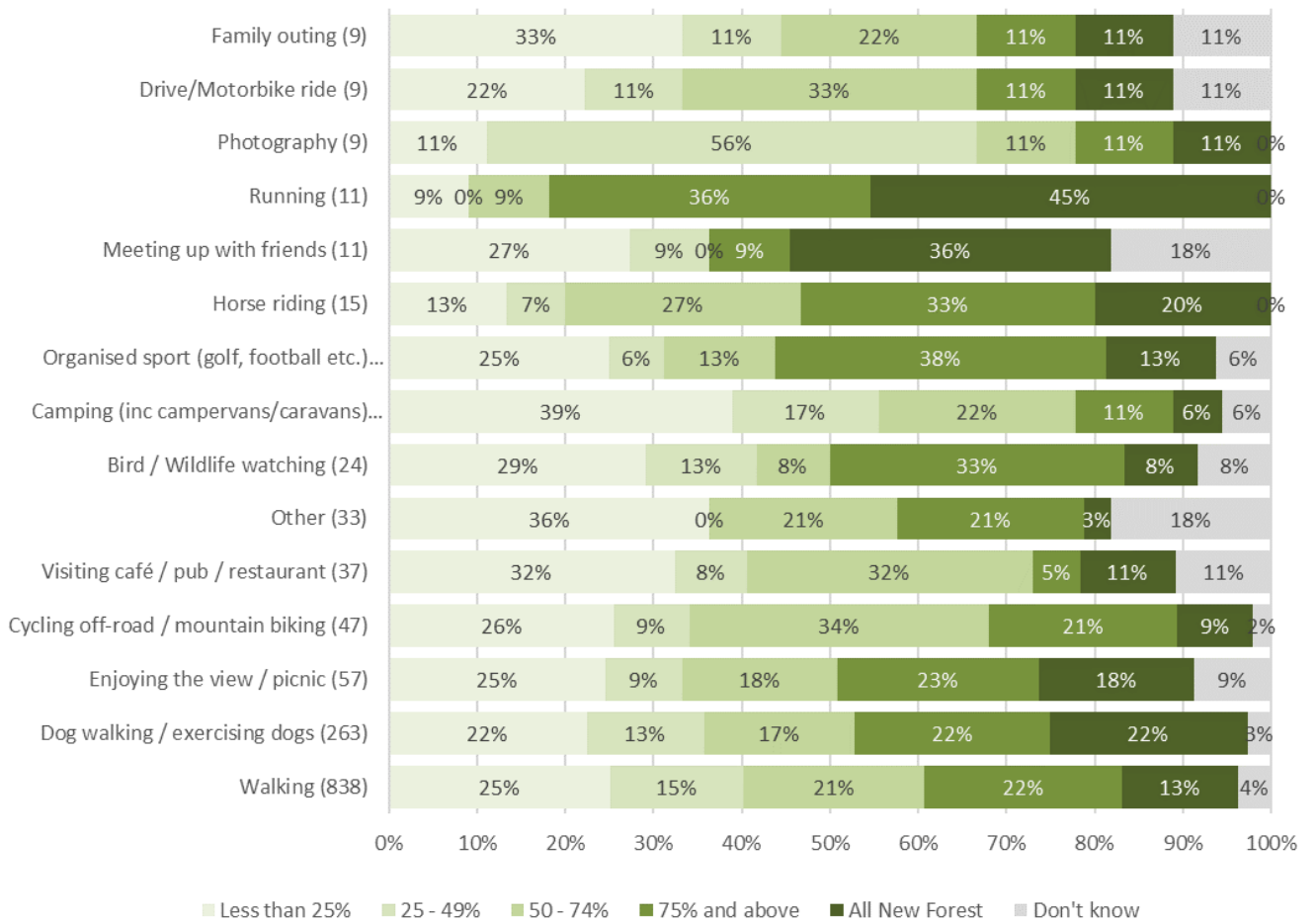
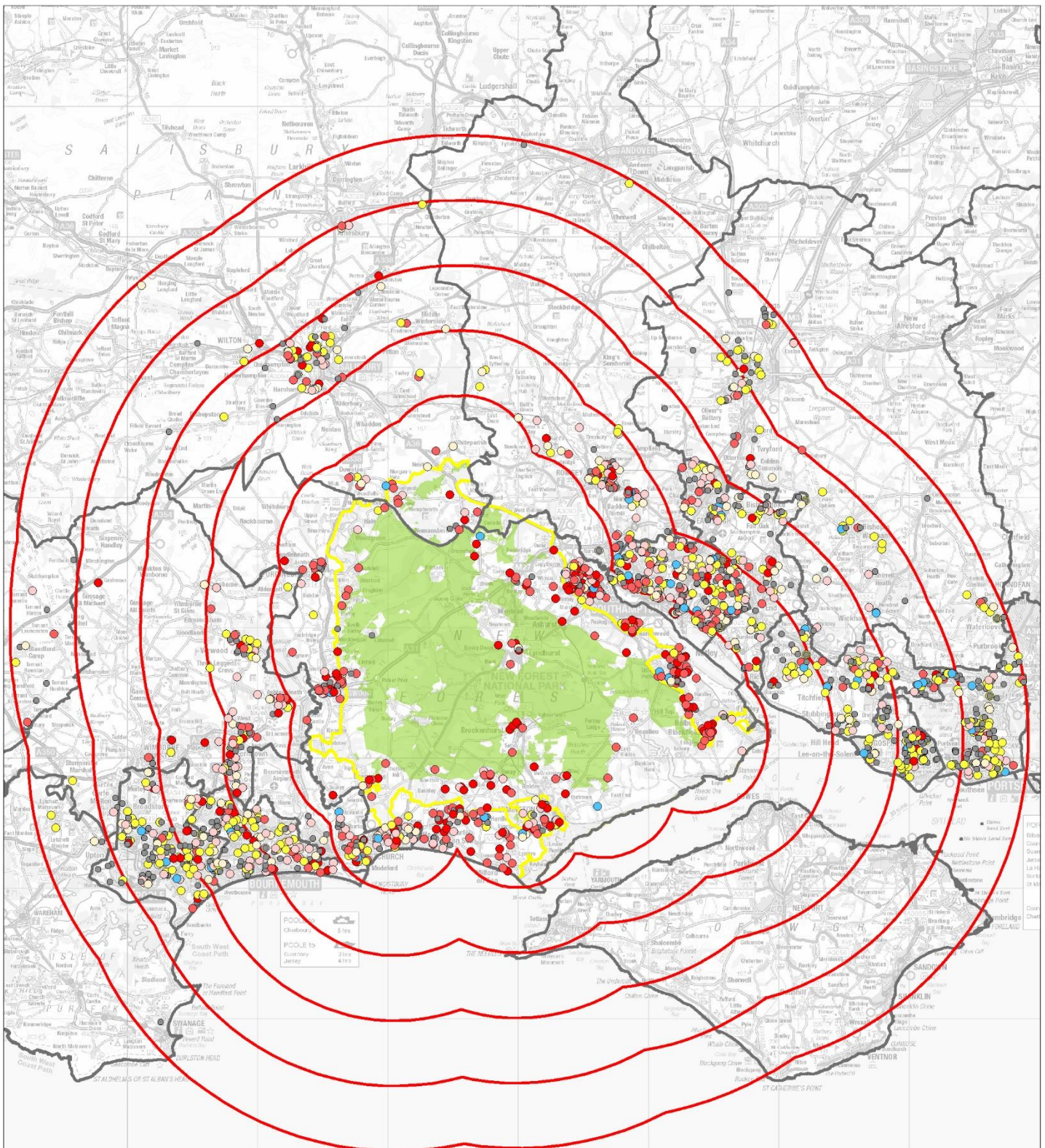


Figure 11: Proportion of visits to the New Forest compared to other greenspace sites (from Q9), by activity. Only those who visited the New Forest heathland and woodland (1,397) included. Values in brackets next to activities are the sample size.

Map 8: Proportion of visits to the New Forest compared to other sites (Q9)



0 10.00
kilometers



Q9: Proportion of visits to the New Forest compared to other sites

● All New Forest (208)	● Less than 25% (349)
● 75% and above (307)	● Don't know (62)
● 25 - 49% (190)	● No visits to New Forest in past year (603)
● 50 - 74% (281)	

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Other Greenspaces (Q10)

- 4.27 Interviewees were asked to name up to three other locations that they visit away from the New Forest heathland and woodland. In total 1,969 suggestions were logged from the 1,397 interviewees (i.e. on average each interviewee named 1.4 alternative locations). These were checked and responses re-categorised as necessary where it was clear they related to the same site or same location, for example “Moors Valley”, “Moors Valley Park”, “Moors Valley Country Park” were all simply categorised as “Moors Valley Country Park”. After re-categorising, the 1,969 suggestions involved 312 different locations (named once or more) and a further 498 suggestions that were either very general (e.g. “the beach”, “the coast”, “around UK”) or locations that could not be found using the internet or a GIS based gazetteer.
- 4.28 The 312 other locations visited by interviewees, besides the New Forest, are shown in Figure 12. It can be seen that these include a wide range of types of location. Of particular note:
- 230 of the 1,397 interviewees indicated they visited the coast as an alternative to the New Forest.
 - Country Parks were among the most frequently named locations, notably Royal Victoria Country Park was the most commonly named alternative location (54 interviewees), and Moors Valley Country Park (43 interviewees) and Queen Elizabeth Country Park (27 interviewees).
 - A wide range of other National Parks featured, for example interviewee responses included the ‘South Downs’ (36 interviewees), ‘Dartmoor’ (17 interviewees), ‘Lake District’ (16 interviewees), ‘Exmoor’ (8 interviewees), ‘Peak District’ (6 interviewees), ‘Snowdonia’ (5 interviewees), ‘South Wales’ (3 interviewees), ‘Northumberland National Park’ (1 interviewee), ‘North Yorkshire’ (2 interviewees); ‘Yorkshire Dales’ (1 interviewee) and ‘the Norfolk Broads’ (1 interviewee).

5. Results: interviewees who didn't visit/hardly visit the New Forest woodland and heathland

5.1 In this section we summarise the results from those questions asked of interviewees who had not visited the New Forest in the previous year. This applies to 30% of all the interviewees in the telephone survey – the 603 interviewees who responded no to Question 2.

Interviewees that never visit and those that visit very infrequently (Q11)

5.2 Around a two-thirds (67%) of the interviewees who hadn't visited the New Forest woodland and heathland in the past year indicated that they or had visited before, just not in the past year (Table 16). This would therefore suggest that, out of all the interviewees, just 195 (10%) had never visited the New Forest landscape of woodland and heathland. For those that had visited the New Forest woodland and heathland before, most (37%) had last visited at least four years ago (Table 17).

Table 16: Number (%) of interviewees who hadn't visited the New Forest in the past year, by distance band and whether they had ever visited the New Forest landscape of woodland and heathland (from Q11).

	0-5km	5-10km	10-15km	15-20km	20-25km	Total
Never visited the New Forest landscape of heathland and woodland	32 (33)	54 (39)	39 (28)	40 (29)	31 (33)	195 (32)
Have visited before, but not in past year	64 (67)	86 (61)	98 (72)	97 (71)	62 (67)	407 (67)
Total	96 (100)	140 (100)	137 (100)	137 (100)	93 (100)	603 (100)

Table 17: Number (%) of interviewees and timing of last visit to the New Forest heathland and woodland, by distance. Question only asked of those who indicated they had visited the New Forest, but not in the past year (Q11). Grey shading indicates the highest (dark grey) and second highest (paler grey) value in each column.

Timing of last visit	0-5km	5-10km	10-15km	15-20km	20-25km	Total
1-2 years ago	31 (48)	27 (31)	28 (29)	31 (32)	18 (29)	135 (33)
2-3 years ago	5 (8)	18 (21)	27 (28)	25 (26)	10 (16)	85 (21)
3-4 years ago	8 (13)	6 (7)	8 (8)	7 (7)	6 (10)	35 (9)
More than 4 years ago	20 (31)	35 (41)	35 (36)	34 (35)	28 (45)	152 (37)
Total	64 (100)	86 (100)	98 (100)	97 (100)	62 (100)	407 (100)

Reasons for not visiting (Q12)

5.3 All 603 interviewees that had not visited the New Forest woodland and heathland in the past year were asked if there was a reason they had not recently or never visited. Responses are summarised in Table 18, by distance band. Key reasons for not visiting included lack of time or too busy (20% of those interviewees who didn't visit), too old/infirm (18%) and too far away (17%). Notably, too far away was the only factor that appears to change with distance band, relevant to only 2% of those that didn't visit in the 0-5km band, rising to 27% in the 20-25km band.

Table 18: Number (%) of interviewees and reasons for not visiting the New Forest (from q12), by distance band. Question only asked for those 603 interviewees who hadn't visited the New Forest woodland and heathland in the past year. Responses coded by interviewer to categories on questionnaire (multiple responses possible). 'Other' were recorded as free text and includes the grey shaded codes categorised after the interview.

Reason	0-5km	5-10km	10-15km	15-20km	20-25km	Total
Don't have access to car/transport	6 (6)	14 (10)	9 (7)	11 (8)	15 (16)	55 (9)
Too old/infirm	21 (22)	27 (19)	25 (18)	26 (19)	11 (12)	110 (18)
Too much traffic/traffic congestion	3 (3)	6 (4)	3 (2)	8 (6)	4 (4)	24 (4)
Too many other people	0 (0)	1 (1)	0 (0)	1 (1)	1 (1)	3 (0)
Too far away	2 (2)	22 (16)	20 (15)	31 (23)	25 (27)	100 (17)
Visit other places instead	6 (6)	14 (10)	12 (9)	18 (13)	12 (13)	62 (10)
Lack of time/too busy	23 (24)	26 (19)	37 (27)	24 (18)	13 (14)	123 (20)
Alabama Rot ¹³	0 (0)	4 (3)	4 (3)	2 (1)	3 (3)	13 (2)
Other	37 (39)	39 (28)	35 (26)	27 (20)	19 (20)	159 (26)
Poor health	8 (8)	3 (2)	4 (3)	4 (3)	0 (0)	19 (3)
Disabled	5 (5)	5 (4)	3 (2)	1 (1)	1 (1)	15 (2)
No reason to visit	4 (4)	2 (1)	2 (1)	4 (3)	5 (5)	17 (3)
Number of interviewees	96 (100)	140 (100)	137 (100)	137 (100)	93 (100)	603 (100)

Greenspace sites visited (Q13)

5.4 Interviewees that hadn't visited the New Forest heathland and woodland in the past year were asked to name up to three greenspaces they did visit for recreation. Site names were reviewed and categorised, as with the other open questions regarding named sites. In total, 707 responses were logged

¹³ Alabama Rot is a life-threatening disease for dogs and there have been some cases around the New Forest.

from the 603 interviewees (i.e. an average of 1.2 responses per interviewee). Responses are summarised in Figure 13.

5.5 The most commonly named sites were the Royal Victoria Country Park (22 interviewees, 4% of the 603 interviewees), Poole Park (18 interviewees, 3%), Queen Elizabeth Country Park (15 interviewees, 2%), Upton Country Park (15 interviewees, 2%) and Bournemouth (15 interviewees, 2%).

5.6 Key points from the responses include:

- A wide range of sites were named, in total 206 different locations
- These included a range within the New Forest National Park, indicating that interviewees still visited the general area, even if not visiting the woodland and heathland. Examples of names locations included Lyndhurst (3 interviewees), Brockenhurst (2 interviewees), Lymington (2 interviewees), Hatchet Pond (2 interviewees) and Keyhaven (1 interviewee).
- A high proportion cited very local sites, for example 51 interviewees (9% of the 603) simply stated they visited 'local' sites without specifying a named location, giving a response such as 'local park', 'local greenspaces' or 'local recreation ground'.

New Forest telephone survey



Figure 13: Greenspace sites visited for recreation by the 603 interviewees who had not visited the New Forest in the past year (Q13)

Activities undertaken (Q14)

5.7 The 603 interviewees who had not visited the New Forest heathland and woodland in the past year still visited a range of greenspaces sites and undertook a range of activities at those sites. Question 14 asked for a single main activity and responses are summarised in Figure 14. It can be seen that the ranked order of responses for this group is similar to those that visit the New Forest (see Figure 7), with walking by far the most common response, followed by dog walking and enjoying the view/picnic. The key difference relates to the overall percentages, which are lower for those people who had not visited the New Forest in the past year, suggesting that this group undertakes similar activities but potentially uses greenspaces less frequently.

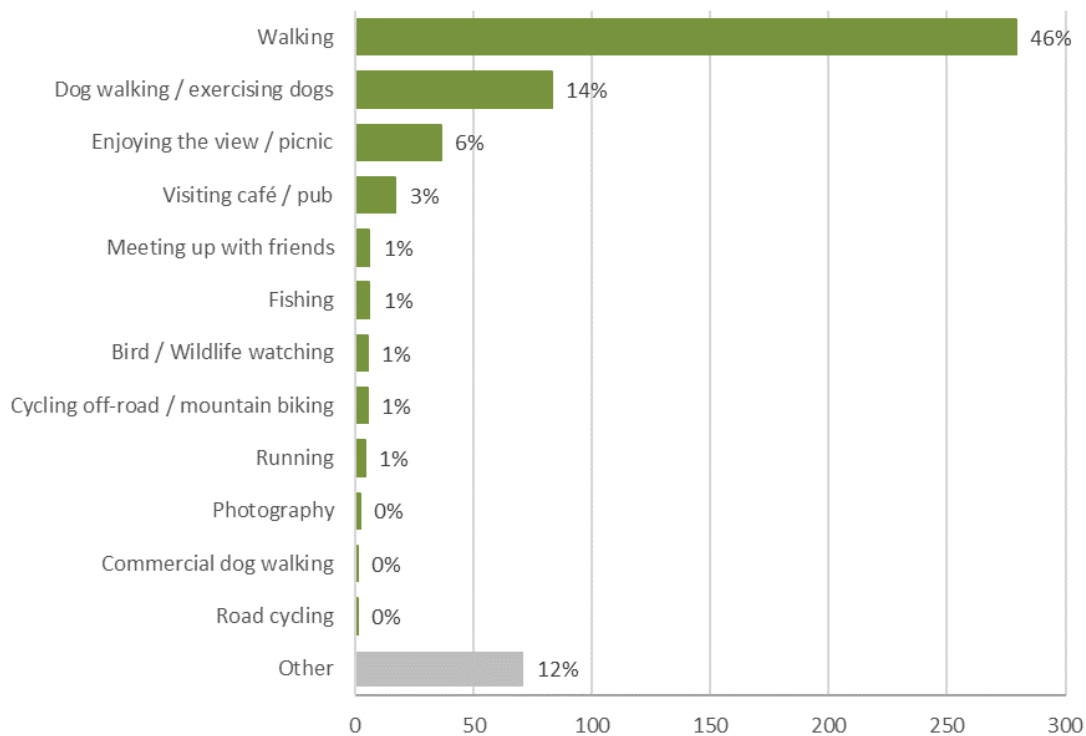


Figure 14: Number of interviewees and main activity undertaken when visiting greenspaces (Q14). Question asked of those who had not visited the New Forest woodland and heathland in the past year. Percentages are calculated using the 603 interviewees who were asked the question (516 answered).

Mode of Transport (Q15)

5.8 The mode of transport used to reach other greenspaces, by those who had not visited the New Forest woodland and heathland in the past year, is summarised in Table 19. It can be seen that, compared to those interviewees who visited the New Forest in the past year (see Table 11), a relatively high proportion travelled on foot (25% compared to 8%).

Table 19: Mode of transport used to reach other greenspaces (Q15). Question asked of those who had not visited the New Forest woodland and heathland in the past year. Percentages are calculated using the 603 interviewees who were asked the question. Note that interviewees could answer with more than one type of transport

Mode of transport	Number interviewees (%)
Car/van	354 (59)
On foot	148 (25)
Bicycle	18 (3)
Train	6 (1)
Bus	34 (6)
Other (inc boat, motor home, caravan and scooter)	6 (1)

6. Results: views on new green infrastructure

6.1 In this section we summarise the results for question 16 which asked all 2,000 interviewees to score the types of additional green infrastructure they would like to see. Each interviewee was asked about three approaches to green infrastructure:

- A large new country park with marked trails, a visitor centre, parking and other facilities – located somewhere around the periphery of the New Forest
- New smaller parks or small areas of open greenspace local to your home
- Improved footpaths, bridleways, cycle routes close to your home (in better condition, with improved signage and maybe forming a more joined up network)

6.2 The order that the three approaches were named was randomised in each interview and the interviewee was asked to score each from 1 (not at all interested) to 5 (highly interested).

All interviewees

6.3 There was relatively little difference in the scores allocated to each approach (Figure 15). New smaller parks or small areas of open greenspace local to home was the option that had the highest percentage of positive responses (60% of interviewees scoring it 4 or above). A single large country park around the periphery of the New Forest was the option with the highest proportion of low scores: 35% of interviewees scored this with a 1 or a 2.

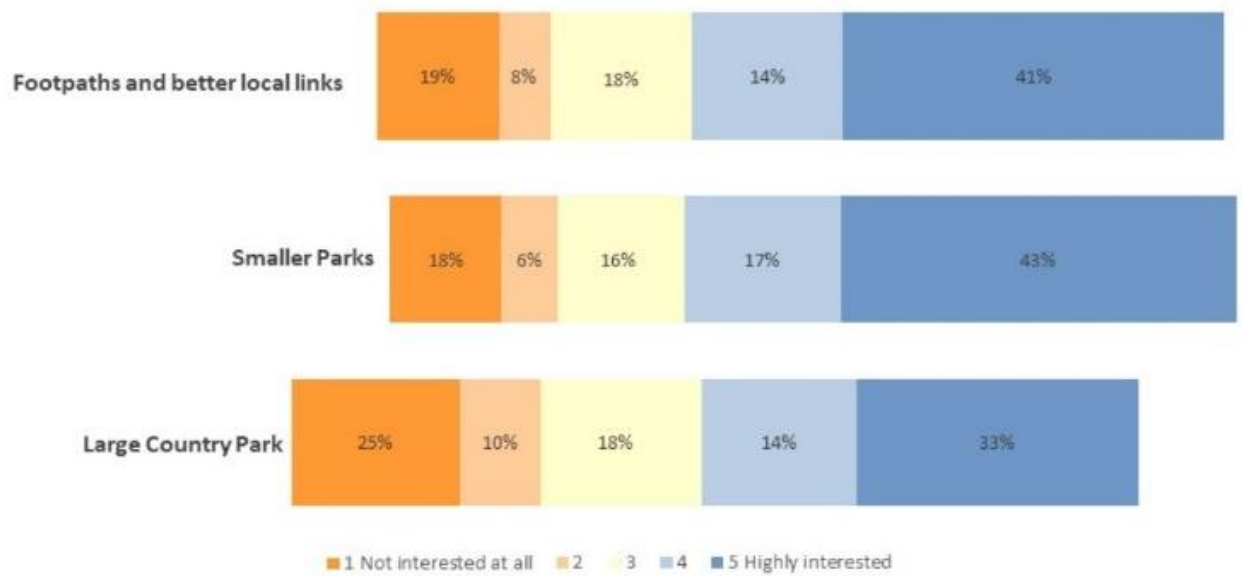


Figure 15: Relative scores for each of the three green infrastructure approaches (Q16). Data from all 2000 interviewees.

Interviewees that had visited the New Forest in the past year

6.4 The responses for those who had visited the New Forest in the past year are shown in Figure 16, alongside those who had not visited the New Forest in the past year. Those who had visited the New Forest in the past year were typically a little more positive about each option. For example, 67% of those who had visited the New Forest gave a score of 4 or 5 compared for the footpaths and better links compared to 55% of those who hadn't visited the New Forest in the past year.

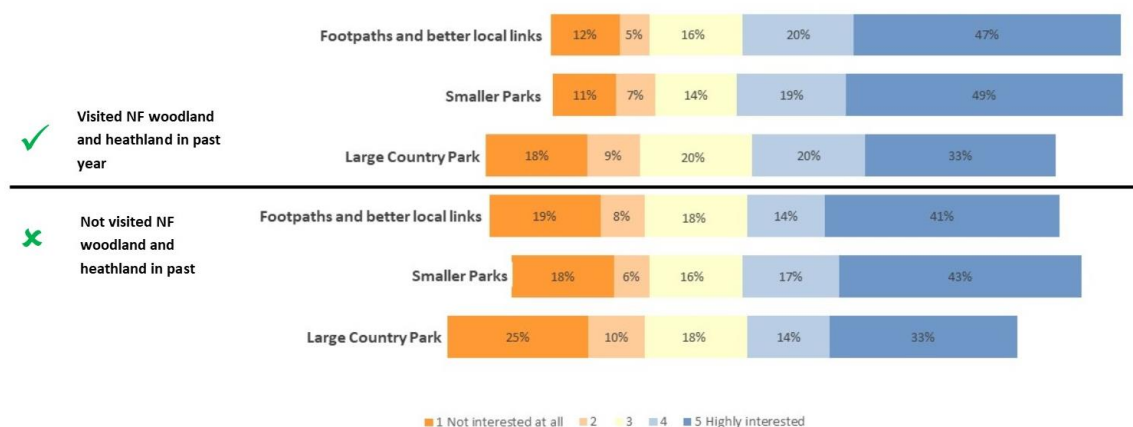


Figure 16: Relative scores for each of the three green infrastructure approaches (Q16), for interviewees who had visited the New Forest in the past year (1397 interviewees) and those that hadn't (603 interviewees).

- 6.5 Responses by distance band are shown in Figure 16, for those 1,397 interviewees who had visited the New Forest woodland and heathland in the past year. There is little evidence of a clear pattern across distance bands for any of the options, suggesting those that live nearby do not particularly favour different approaches to those living further away. The scores for a large single country park tended to be a little more positive for those living further away from the New Forest, particularly those interviewees in the 10-15 and 15-20km bands, whereas those living in the 0-5km band were particularly negative about this approach. A broadly similar pattern was evident in the responses for smaller parks. The most support for footpaths and better links were those living in the 10-15km band, where 71% gave this option a score of 4 or 5. However, in all distance bands there seemed reasonably high support for this option, with the lowest level of support (18% giving a score of 1 or 2) in the 0-5km band.

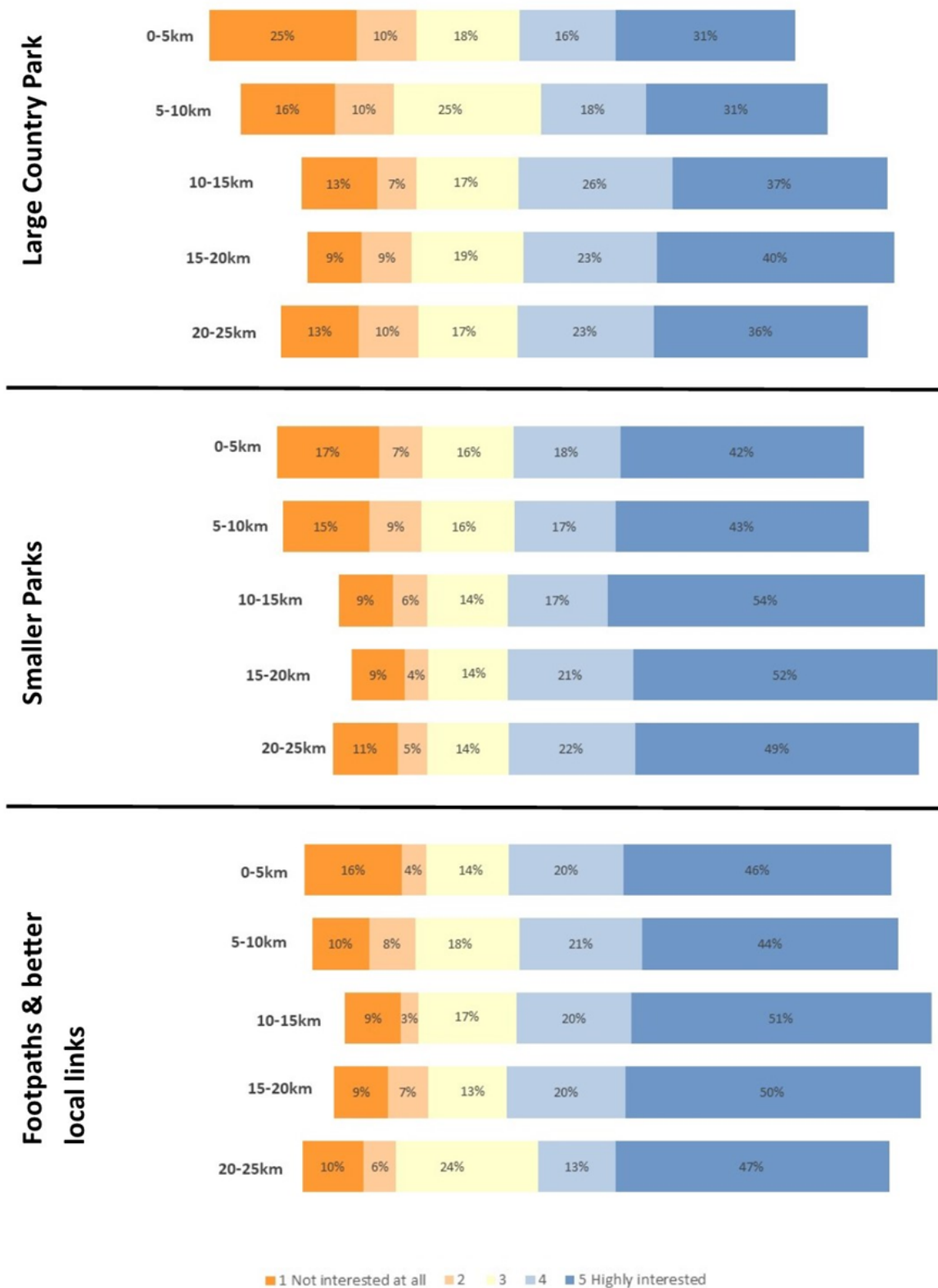


Figure 17: Relative scores for each of the three green infrastructure approaches (Q16), for interviewees who had visited the New Forest in the past year (1397 interviewees) by distance band.

Preferred approaches

- 6.6 In order to simplify the responses to Q16 regarding different options for green infrastructure, we classified each interviewee as to whether there was a single option they preferred, i.e. had scored above the others. This allowed us to categorise each interview to one of the following:
- Preference for a large new country park
 - Preference for new smaller parks
 - Preference for improved footpaths and links
 - No preference (more than one option with a matching high score)
- 6.7 The preferences are summarised in Table 20, which also breaks down the proportions by distance band and for the two main activities of walking and dog walking.
- 6.8 Looking across all 1,397 interviewees that indicated they had visited the New Forest in the previous year there was a significantly higher proportion than expected (based on random distribution of responses¹⁴) that indicated no clear preference ($\chi^2_3 = 669.59$, $n=1397$, $p<0.001$). None of the specified options were above the expected proportion of responses but of three options, smaller parks were the most commonly preferred option (18% of interviewees).
- 6.9 There was no significant difference in the proportions selecting each option between distance bands ($\chi^2_3 = 11.213$, $n=1397$, $p=0.511$), but there were slight significant differences between the two main activities of walking and dog walking¹⁵ ($\chi^2_3 = 8.947$, $n=1101$, $p=0.030$); a higher proportion of dog walkers to walkers preferred a single country park while a higher proportion of walkers preferred improved footpaths and links.

¹⁴ Given there are three options and each was scored from 1-5 there are a total of 125 different combinations of scores that could be given, of which the proportion where no one response is scored higher than the others is 0.28.

¹⁵ Other activities were excluded from the test due to expected counts below 5, i.e. the sample sizes were too small.

Table 20: Summary of number (%) of interviewees giving one option a higher score than the other two options; responses to different green infrastructure options (Q16). In all cases data relate only to those interviewees who had visited the New Forest in the past year (n=1397).

	Country Park	Smaller Parks	Footpaths and better links	No preference	Total
All 1397	113 (8)	258 (18)	212 (15)	814 (58)	1397 (100)
0-5km	39 (8)	94 (19)	92 (18)	279 (55)	504 (100)
5-10km	29 (8)	65 (18)	56 (16)	209 (58)	359 (100)
10-15km	22 (8)	45 (17)	36 (14)	161 (61)	264 (100)
15-20km	14 (9)	36 (22)	16 (10)	97 (60)	163 (100)
20-25km	9 (8)	18 (17)	12 (11)	68 (64)	107 (100)
Walking	61 (7)	147 (18)	142 (17)	488 (58)	838 (100)
Dog walking / exercising dogs	30 (11)	44 (17)	29 (11)	160 (61)	263 (100)

7. Discussion

- 7.1 The results of the survey provide a snapshot of use of the New Forest SAC/SPA by people living in a broad area encompassing parts of Hampshire, Wiltshire and Dorset.
- 7.2 Overall, 95% of our interviewees visited greenspaces and each interviewee makes around 130 visits per annum. The frequency of visits made to greenspace by our interviewees broadly matches that of national survey data collected through the Monitor of Engagement with the Natural Environment survey 'MENE' (Natural England & Office of National Statistics 2018). For example, the MENE data for 2017/18 shows 3% of adults visited the natural environment more than once per day and 13% visited every day. Comparative figures for this survey are 4% and 15%. The MENE data show 19% of adults visit the natural environment less than once a month, while for this survey the equivalent is around 22%.
- 7.3 70% of all the interviewees in this survey had visited the New Forest in the past year, reflecting use of the area by a very high proportion of residents in the surrounding areas. The patterns are however complex, with 84% of interviewees in the 0-5km band stating they had visited in the previous year and the proportion clearly declining with linear distance (Figure 2) and – perhaps more clearly – with travel time (Figure 3). Around a third of those that visited from the outer distance band had however stayed overnight in the New Forest on at least one visit (Table 6) and interviewees undertook a wide range of activities. There were marked differences between distance bands and activities in the duration and frequency of visit. Dog walking was notable in that a higher proportion of dog walkers tended to come from more local distance bands (see Figure 9) and in particular a low proportion from beyond 20km. Horse riders, runners and dog walkers were the most frequent visitors (Figure 8 and Table 9) while those dog walkers tended to visit for shorter periods than other activities (Table 14).
- 7.4 On-site data (i.e. interviews with those actually visiting the New Forest heathland and woodland, interviewed during their visit) were collected in parallel to this survey (see separate on-site visitor survey report). These interview data provide a means of checking and validating the telephone survey and together the two data sets provide a means to understand how recreation use changes with distance, where different types of visitor

originate and how access will change with new housing, these combined analyses and presentation are in a separate visitor summary report.

- 7.5 It is notable that eleven other National Parks across the UK were named as alternative sites visited by interviewees who had visited the New Forest woodland and heathland in the past year. This clearly suggests that interviewees view the experience of a National Park in a particular way and are prepared to travel far for that experience. This reflects the national profile and draw of the New Forest. By contrast, it is also clear that the New Forest also provides a space for regular short visits and more typical greenspace visits, with alternative sites being given as local country parks and other smaller scale greenspaces.

Context with other surveys

- 7.6 The survey is broadly similar to a previous telephone survey, undertaken in 2004 (Tourism South East Research Services & Geoff Broom Associates 2005). The 2004 survey involved interviews with 2,164 households. Information was gathered on recreational visits made to the proposed New Forest National Park over the previous 12 months, in relation to the whole National Park rather than just the woodland and heathland.
- 7.7 Caution is necessary in drawing direct comparison, as the 2004 survey was weighted much more to local residents: with 50% of interviewees from within the National Park boundary, 30% adjacent to the boundary and 20% of the sample from urban conurbations in Bournemouth and Southampton. The 2004 survey was more general in nature and the wording of the questions was often different, covering for example visitor spend. The focus for the current survey has been much more targeted towards the effects of new housing and how visit rates vary with distance and across local authorities.
- 7.8 In general, the 2004 survey seems to suggest lower visit rates per household. For example, after excluding households who made no visits during the year, the 2004 survey estimated the average number of visits per household (within the National Park) at 129 per year, for adjacent households it was estimated as 54 visits per year and 18 visits per year for those conurbations such as Southampton or Bournemouth. In this survey, based on all interviewees, we estimated a mean of 211 visits to the New Forest heathland and woodland per annum per interviewee within the National Park

boundary. For Southampton and Bournemouth residents the values were 28 and 29 per annum, respectively.

- 7.9 While the frequency of visits seems markedly different, the overall percentage of households that visited the New Forest were broadly equivalent. In the 2004 survey 87% of interviewees had visited the New Forest over the previous year; for those residents within the National Park boundary the figure was higher at 95%. In this survey, many more of the interviews involved people living further away, so it is not surprising that a lower percentage, some 70% of all interviewees, indicated they had visited the heaths and woods in the past year. For the National Park residents, the 91% value from this survey was broadly similar to 2004.
- 7.10 In 2004, 8% of interviewees had never visited the New Forest and in this survey, 10% of our interviewees had never visited. These are broadly similar, and differences will be likely to relate to the sampling approach.
- 7.11 In the 2004 survey 50% of interviewees gave their main activity as walking¹⁶ and 20% as dog walking. In this survey the equivalent figures are 60% and 19%. Given that the current survey covered a wider geographic area, and a higher proportion of dog walkers were from near distance bands, any differences are likely to relate to the sampling approach.

Limitations

- 7.12 We deliberately limited the sampling to within a 25km radius of the SPA/SAC and within the 25km weighted our sampling to the closer distance bands. Clearly many people are likely to visit the New Forest from distances beyond 25km and the survey therefore only captures a proportion of visitors to the SAC/SPA. Our sampling approach is justified by Figure 5 which shows visit rate in relation to linear distance. It can be seen that visit rates decline with distance and 'flatten off' somewhere around 15-17km, reaching a low and relatively constant rate. The visit rates in the near distance bands are much higher and even within 5km there is a marked decrease with distance, highlighting the need for greater sampling weight to the nearer distance bands.

¹⁶ Note that in the 2004 survey walking was categorised into walks of different durations (less than an hour, 1-2 hours etc.); 50% relates to all categories combined

- 7.13 The benefit of a telephone survey is that it provides the potential to achieve a random sample of residents across a wide geographic area and it is possible to reach those who do not necessarily go out to the countryside or visit very infrequently. The challenge is that landlines are being used much less and many people will not necessarily respond to an unrecognised number/cold calling. Furthermore, those that are at work or away from home will not be able to answer a landline, and therefore there is the risk of over-sampling those who remain at home. We reduced the risk of these biases through targeting interviews in the evenings and weekends and including mobile numbers as well as landlines in the survey. Nonetheless, only 4% of interviewees were in the 18-34 age group and 39% were over 65.
- 7.14 According to national data from the Office of National Statistics (ONS)¹⁷, 18.0% of the population of England were over 65 in 2017. This percentage refers to all people, and 22.5% of the population of England were under 18. Given that our sampling did not include those under 18, if our sampling were to match the English figures and involve a random sample, we would have expected around 23% of our interviews to involve those over 65. Taking the data for New Forest District only, the ONS data indicates 28.4% were over 65 and 19% were under 18. If our sampling were to match the New Forest District age profile we might therefore expect around 35% of interviewees to be aged 65+. It would therefore appear that there has been some sampling bias towards those more elderly in our survey, however potentially such a bias is relatively small.
- 7.15 One of the challenges for the questionnaire was to extract information about visits to the woodland and heathland parts of the New Forest, i.e. the New Forest SPA/SAC rather than the other parts of the National Park. Among the locations that interviewees named as places within the New Forest that they visited the commonest destinations were settlements such as Lyndhurst, Brockenhurst and Burley. While these locations are not countryside sites as such, it is quite possible for visitors to access the heathland and woodland. For example, parking at Bolton's Bench on the outskirts of Lyndhurst could provide easy access to the town and adjacent heathland lawn areas. It is quite possible for visits to combine shopping or visiting cafes etc with access

¹⁷ All ONS data in this paragraph from the [ONS website](#), overview of the UK population: November 2018, accessed 06/04/2019.

to the wider countryside, and therefore we have included these visits within the analysis.

- 7.16 By contrast a small number of interviewees who stated they had not visited the New Forest heathland and woodland in the past year cited destinations such as Lyndhurst as places they had been to. While, on the face of it, this appears to be a discrepancy in the data, it is quite possible that these visits were restricted to the town.
- 7.17 Some of the locations cited by interviewees as places they visited within the New Forest heathland and woodland were also clearly outside the National Park, for example Moors Valley Country Park. This may mean our figure of 70% of interviewees who visited the New Forest woodland and heathland in the past year is approximate, as some interviewees clearly struggled to understand the geography and the areas being referred to. It is interesting to note the apparent blurred boundary for many interviewees as to where the New Forest ends. This may have implications for mitigation options.
- 7.18 Despite these limitations, the results provide an overview of the draw of the New Forest SPA/SAC and the role it provides for recreation provision. The on-site visitor surveys provide results that sit alongside the telephone survey findings and the two together allow checks of visit rates in relation to distance and together provide a robust picture of the links between recreation use of the New Forest and where people live.

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Appendix 1: Computer Aided Telephone Interview (CATI) script

Good morning/afternoon/evening, my name is _____ and I'm calling from Perspective Research Services, an independent market research agency based in London. We are conducting a survey about recreational use of important nature conservation areas within the New Forest on behalf of a number of local authorities. May I ask you a few questions?

READ IF NECESSARY: It should only take around 10 minutes of your time.

READ IF NECESSARY: The survey has been commissioned by Test Valley Borough Council on behalf of a partnership which also includes Eastleigh Borough Council, New Forest District Council, the New Forest National Park Authority, Southampton City Council and Wiltshire Council.

FURTHER BACKGROUND IF REQUIRED: The research focuses on local people's perceptions and experiences of spending recreation and leisure time in the New Forest and the results will help determine what resources are needed in the future.

READ IF NECESSARY: This is genuine research, no selling is involved at any stage, we simply want your opinions for our survey. All our surveys are conducted under the Code of Conduct of the UK Market Research Society, and if you would like to check on anything I can give you a telephone number or a website to the Market Research Society or to our Director.

MRS National Freephone - 0500 39 69 99, www.mrs.org.uk

- 1) Yes (GO TO S1)
- 2) No (GO TO INTRO1)

INTRO1: No problem, when is the best time to call you back?

- 1) Make a hard/soft appointment
- 2) Refused (GO TO REFUSED)

REFUSED: Is there someone else in the household I can speak to/try for another time?

[If refused, please collect the reason why]

- 1) Yes (make an appointment)
- 2) No refusal – not interested in surveys
- 1) No refusal – not interested in New Forest or any forests
- 2) No refusal – Other specify (OPEN END)

SCREENER SECTION

Firstly just a few questions to ensure we capture a broad representation of the area:

S1: Are you over 18 years old?

- 1) Yes (CONTINUE TO S2)
- 2) No (GO BACK TO “REFUSED” TO ASK FOR SOMEONE ELSE)

S2: Capture full postcode

MAIN QUESTIONNAIRE

SECTION 1: GENERAL COUNTRYSIDE VISIT PATTERNS

We will be asking you about how you use ‘green spaces’ in the survey, by this we mean public outdoor space such as footpaths in the countryside, woods, heaths, coastal areas, parks and playing fields.

1 How often do you generally visit greenspaces for recreation or leisure?

[Spontaneous Awareness – Do not Read out – Single Answer - Select most appropriate answer and confirm from list below]

- More than once a day (365+ visits a year)
- Daily (300-365 visits)
- Most days (180-300 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 state

2 Have you or anyone in your household visited the heaths or woodland parts of the New Forest for leisure or recreation in the last 12 months?

- Yes (go to q3)
- No (go to q10)
- Don't know / unsure

3 Have you stayed overnight in any of those visits in the past year?

- Yes
- No
- Don't know / unsure

SECTION 2: THOSE WHO HAVE VISITED THE NEW FOREST HEATHS AND WOODLAND IN PAST YEAR ONLY (i.e. have answered 'yes' to q2)

4 How often have you visited the New Forest heaths and woodland for recreation or leisure in the last year?

[Spontaneous Awareness – Do not Read out – Single Answer - Select most appropriate answer and confirm from list below]

- More than once a day (365+ visits a year)
- Daily (300-365 visits)
- Most days (180-300 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 state

5a What is the single main activity you undertake when you go to the New Forest heaths and woodland?

[Spontaneous Awareness – Do not Read out – Single Answer - Select most appropriate answer and confirm from list below]

Main Activity	
Dog walking / exercising dogs	
Walking	
Running	
Cycling off-road / mountain biking	
Road cycling	
Horse riding	
Bird / Wildlife watching	
Fishing	
Enjoying the view / picnic	
Photography	
Model aircraft	
Meeting up with friends	
Commercial dog walking	
Visiting café / pub	
Other (Capture):	

5b Are there any other activities that you take part when you go to the New Forest heaths and woodland?

[Spontaneous Awareness – Do not Read out – Multiple Answer - Select most appropriate answer(s) and confirm from list below]

Other Activities	
Dog walking / exercising dogs	
Walking	
Running	
Cycling off-road / mountain biking	
Road cycling	
Horse riding	
Bird / Wildlife watching	
Fishing	
Enjoying the view / picnic	
Photography	
Model aircraft	
Meeting up with friends	
Commercial dog walking	
Visiting café / pub	
Other (Capture):	

6 Which locations within the New Forest do you go to most frequently?

[record up to three locations ranked by one visited most]

Location Name	Rank

7 Which forms of transport do you use to reach the New Forest heaths and woodland?

[Spontaneous Awareness – Do not Read out – Multiple Answer - Select most appropriate answers and confirm from list below]

Car / van	
On foot	
Bicycle	
Train	
Bus	
Other (Capture)	

8 When you visit the New Forest landscape of woodland and heaths, how long do you tend to spend in a typical visit?

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

9 What proportion of your visits to greenspaces occur in the New Forest as opposed to other greenspace locations. Can you give a rough percentage?

[Read from list – Single Answer]

All New Forest	Q10
75% and above	Q9
50 – 74%	Q9
25 – 49%	Q9
Less than 25%	Q9
Not sure	Q9

10 Which other greenspaces do you use, away from the New Forest landscape of heathland and woodland?

[record up to three locations ranked by one visited most]

Location Name	Rank

NEW SECTION: ONLY FOR THOSE WHO HAVE NOT VISITED THE NEW FOREST IN THE LAST YEAR (i.e. have answered 'no' to q2)

11a Have you or anyone in your household ever visited the New Forest landscape of heathland and woodland

- Yes
- No
- Don't know / unsure

11b If yes, how long ago was the last visit?

- Over a year
- more than 2 years ago
- more than 3 years
- more than 4 years

12 Is there a reason why you have not recently or never visited the New Forest landscape of heathland and woodland?

[Spontaneous Awareness – Do not Read out – Multiple Answer - Select most appropriate answers and confirm from list below]

Don't have car/no access to transport	
Too old/infirm	
Too much traffic/traffic congestion	
Too many other people	
Too far away	
Visit other places instead	
Lack of time/too busy	
Alabama rot	
Don't know	
Other (Capture)	

13 Which other greenspace sites do you use for recreation?

[Record up to three locations ranked by one visited most]

Location Name	Rank

14 What is the single main activity when you go to these sites?

[Spontaneous Awareness – Do not Read out – Single Answer - Select most appropriate answer and confirm from list below]

Other Activities	Other
Dog walking / exercising dogs	
Walking	
Running	
Horse riding	
Cycling off-road / mountain biking	
Road cycling	
Bird / Wildlife watching	
Fishing	
Enjoying the view / picnic	
Photography	
Model aircraft	
Meeting up with friends	
Commercial dog walking	
Visiting café / pub	
Other (Capture):	

15 Which forms of transport do you use to reach these greenspace sites?

[Spontaneous Awareness – Do not Read out – Multiple Answer - Select most appropriate answers and confirm from list below]

Car / van	
On foot	
Bicycle	
Train	
Bus	
Other (Capture)	

SECTION 3 - ALL INTERVIEWEES: VIEWS ON MANAGEMENT

16 Which of the following greenspaces options would be of most interest to you – please rank them on a scale of 1 to 5, where 5 means you'd be highly interested and 1 not interested at all:

(PROGRAMMING INSTRUCTION: PLEASE RANDOMISE STATEMENTS)

- A large new country park with marked trails, a visitor centre, parking and other facilities – located somewhere around the periphery of the New Forest
- New smaller parks or small areas of open greenspace local to your home
- Improved footpaths, bridleways, cycle routes close to your home (in better condition, with improved signage and maybe forming a more joined up network)

NEW SECTION: GENERAL INFO/PROFILE. APPLY TO ALL

POSTCODE NOTED IN SCREENER

17: Can I please take your age?

[If refused, please read out ranges]

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

18: How many people are there in your household including children?

19: What type of house do you live in?

[Single code]

- Flat
- Terraced
- Semi-detached
- Detached

20: How long have you lived here?

21: [PLEASE CAPTURE GENDER BASED ON TONE OF VOICE/NAME OF RESPONDENT]

- Male
- Female

- Don't know

22: Which member of your household, related to you, would you say is the Chief Income Earner, that is the person with the largest income whether from employment, pension, state benefits, investments, or any other source. What is that person's occupation?

[REFER TO MANUAL - PROBE FULLY]

Reply may be REF

.. Reply may be open ended

type return twice to finish response

Response:

23: CODE SOCIAL CLASS

1 A

2 B

3 C1

4 C2

5 D

6 E

Reply may be REF

.. Reply may be one of the above

Response:

THANK & CLOSE

"Thank you very much for your time today, we are really grateful for your help"

Appendix 2: Summary of interviewee profile information

In this appendix we provide a summary of the visitor profile information of the 2000 interviewees, reflecting the sample of interviewees included in the survey.

Data are summarised in the graphs below and key points highlighted in the bullets.

- A larger proportion of respondents identify themselves as coming from older age bands.
- In terms of gender, there is a broadly even split between males and females
- Almost half of respondents live in a two-person household, 20% live alone with the remaining 23% living in households of 3 or more
- Almost 7 out of 10 respondents live in detached or semi-detached housing, with 15 and 10% respectively living in terraced housing and flats
- A large proportion (circa 70%) have lived in their current accommodation for over 10 years

