



Burnham Beeches Visitor Survey Interim Results

Durwyn Liley



Today

- Focus on Dog Walking elements and DCOs
- Preliminary results: (survey work completed in November, report finalised in January)
- Final report will include:
 - Full analysis of questionnaire data
 - Maps showing distribution of people within the site;
 - Analysis of postcode data
- Approach; Key results (Dog Walking); Interpretation

Logistics



- 23 July – 16th November
- 17 different dates (8 weekend, 9 weekday) (134 person hours survey work)
- Split between main Car-park (8 days); Stag (3 days); Dell (4 days); Moat (2 days).
- Pre-school holidays; school holidays; autumn half term; mid November
- On each date 8 hours survey work spread from early am to near dusk



Approach

- Single surveyors; selecting interviewees at random
- Survey day broken into 2 hour sessions
- Questionnaire involved two discrete sections,.
- Visitors also counted
- Data collected using ipads

Questionnaire

- Visitor type (e.g.. a local resident or a holiday maker)
- Visit seasonality, duration, timing and frequency
- Transport mode used to access site
- Activity undertaken during visit and motivation for visiting
- The route taken by the visitor and whether this was reflective of their normal route
- Visitor demographics (age and gender)
- Home postcode
- The number of dogs observed with a visitor and whether these were seen on or off the lead
- The names of other local sites visited by interviewed group
- Questions were also incorporated into the question to gauge visitor opinion on the potential introduction of Dog Control Orders.

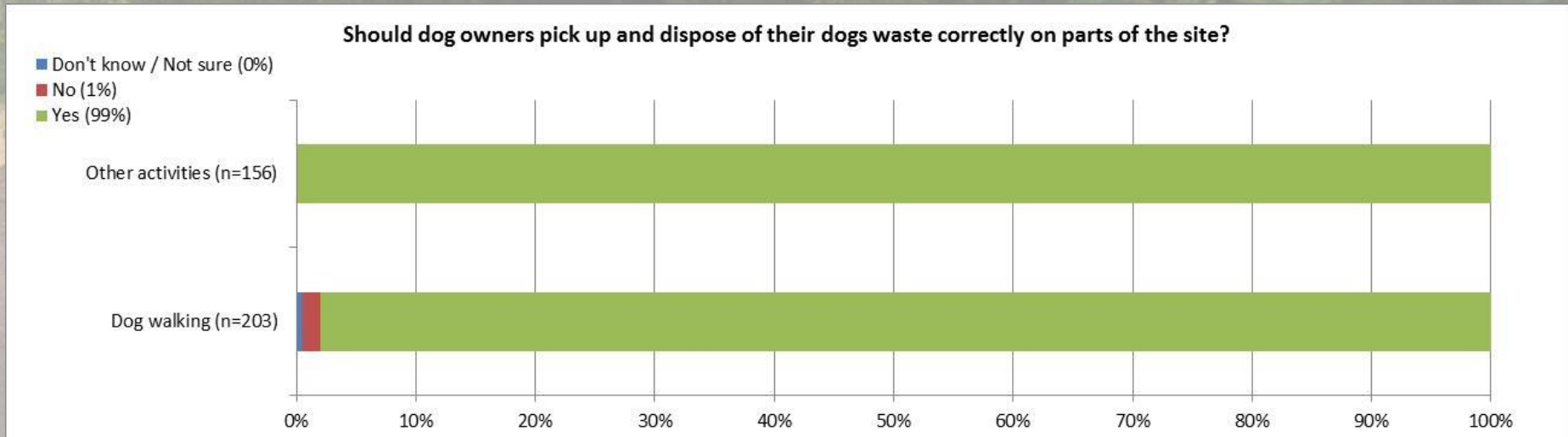
An overview

- 359 interviews (data relating to 702 people)
- 70 refusals and 49 people already interviewed
- 61% of interviews conducted at main CP
- 44% visit 3x a week or more – dog walkers and joggers primarily
- 15% visit less than once a month - those visiting for walking, a family outing or 'other' activities
- 85% of all visitors arrived by car, 14% on foot
- For 43% of all visitors, main factor behind choice of BB is it's close to home
- Just 3% of people choose to visit BB because of the trees and 2% visit because of the wildlife interest

Dog Walking

- 62% of interviewees had dogs with them (max 8 dogs)
- 57% interviewees were dog walking; 44% once accounting for group size
- A higher proportion of interviewed dog walkers were female (63%)
- 52% of all dogs were seen off-lead
- 88% of dog walkers interviewed had travelled to the site by car (81% non dog walkers)
- For 74% of dog walkers, visit is an hour or less
- For 50% of dog walkers, the main reason they choose to visit BB is because it is close to home (whereas 33% of non-dog walkers visit because close to home)
- No dog walkers interviewed stated that the trees or wildlife interest were a reason for visiting
- 94% of dog walkers were aware of the importance of Burnham Beeches for nature conservation

Schedule 1: Pick up

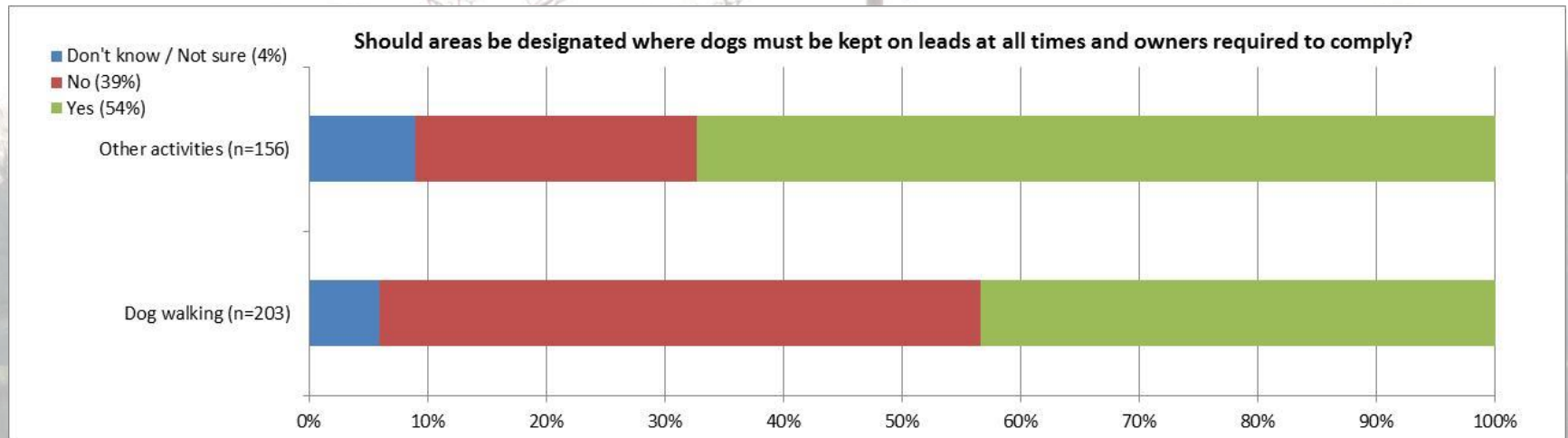


For those that said yes:

- All of site: 88%; (81% of dog walkers; 96% non dog walkers)
- Part of the site: 12%

Comments included the suggestion 'around main paths' and not in 'deep woods'

Schedule 2: Dogs on leads at all times

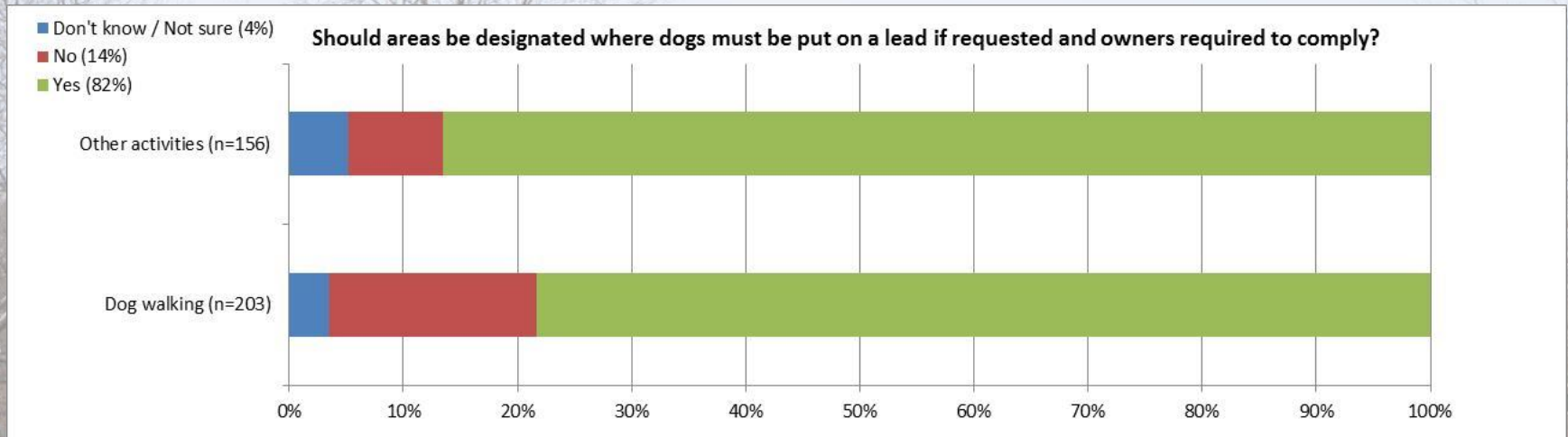


For those that said yes:

- All of site: 12%; (8% of dog walkers; 15% non dog walkers)
- Part of the site: 82%

Variations in % of site (less than 25% most common, then 50-74%); comments related to around café; where livestock; where wildlife interest (e.g. ponds); where 'valid reason'

Schedule 3: Dogs on leads if requested

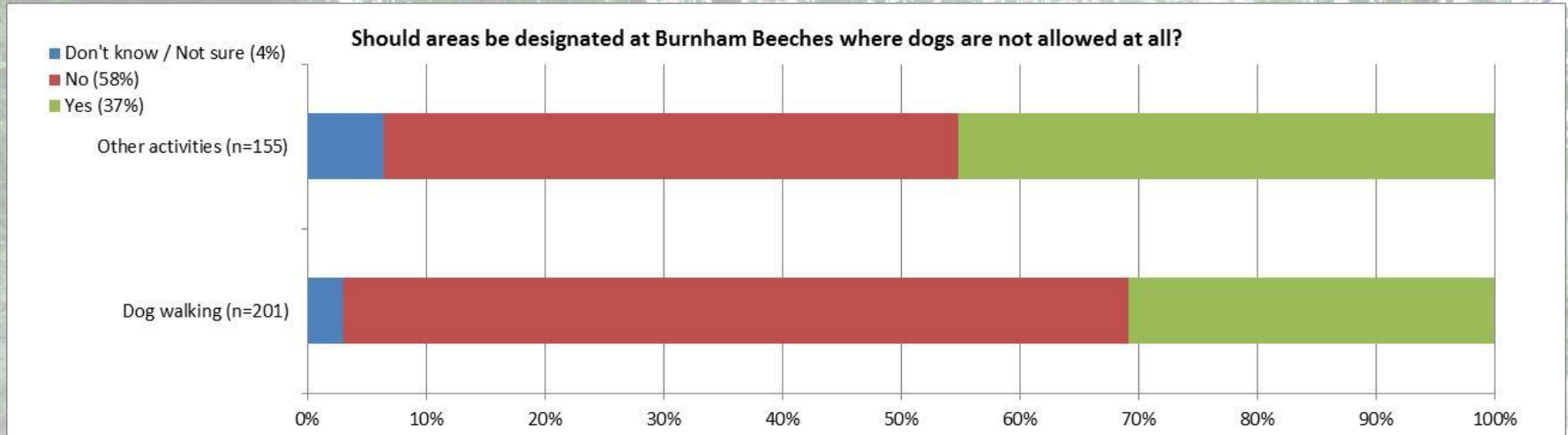


For those that said yes:

- All of site: 43%; (36% of dog walkers; 52% non dog walkers)
- Part of the site: 52%

Variation in %s where given: 25-49% most commonly given range. Many responses related to livestock, children, café, ponds, where lots other dogs

Schedule 4: Areas with no dogs

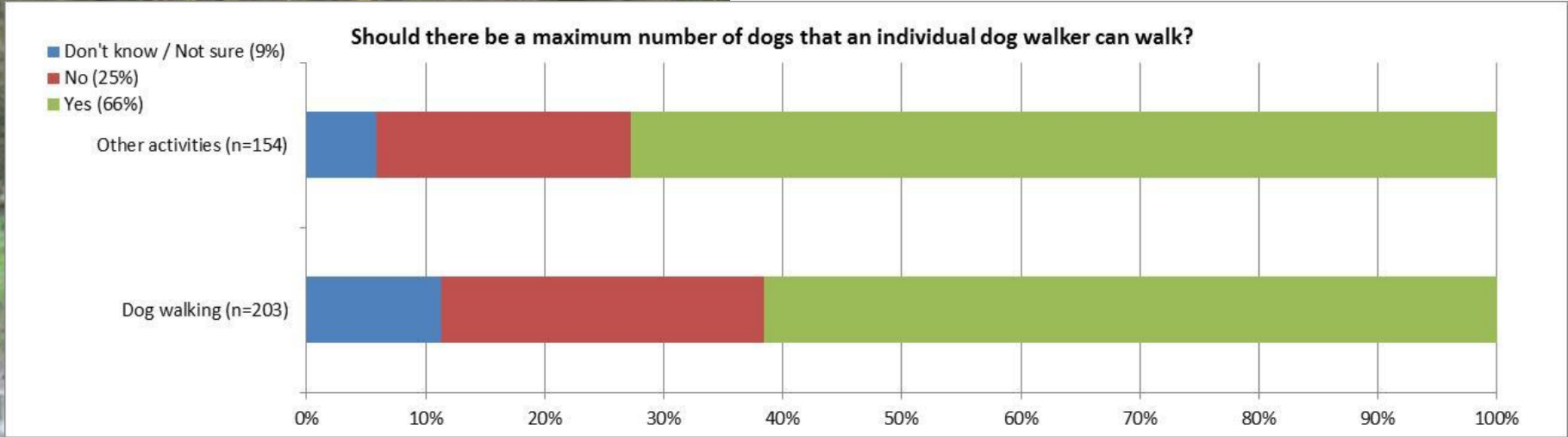


For those that said yes:

- All of site: 4%; (2% of dog walkers; 6% non dog walkers)
- Part of the site: 89%

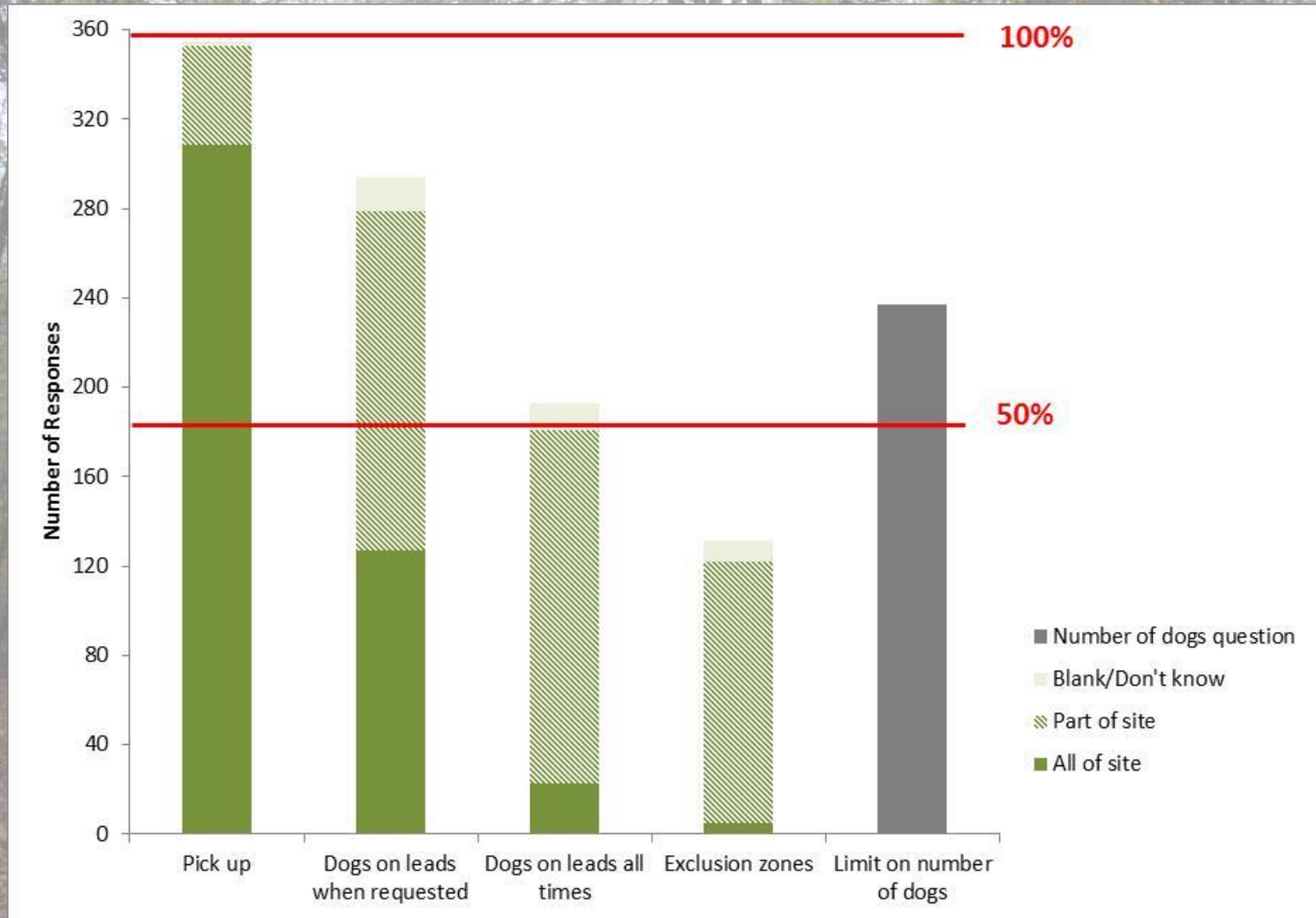
Clear preference for small part of site. Picnics, café and eating areas. Comments included the wetland areas, livestock and bird breeding season

Schedule 5: Maximum number of dogs an individual can walk



2 dogs: 16%
3 dogs: 39%
4 dogs: 37%
5 dogs: 8%

Overview



Taking forward

- Clear split between dog walkers and non-dog walkers
- Proximity to home particularly important for dog walkers
- Dog walkers higher than expected visitor volume – increasing?
- Few people visit because of wildlife or the trees
- Some challenges with the survey: clearly contentious and wide range of views
- People struggled with the %s and these need to be considered cautiously