



Chilterns AONB Visitor Survey 2007

Final Report

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Executive Summary

This report presents the results of a study investigating leisure usage of the Chilterns AONB. The study was designed and delivered by Tourism South East on behalf of the Chilterns Conservation Board. The study involved the following research:

- A site survey involving face-to-face interviews with a random sample of visitors at 11 key countryside sites across the AONB. The survey took place over a 9 month period, from February to October 2007 and generated 1,066 completed questionnaires.
- A local resident survey, involving face-to-face interviews with a random sample of residents from eight town centres close to or immediately adjoining the AONB boundary. A total of 536 local residents were interviewed.

The survey explored use of the Chilterns for a wide range of leisure and recreational interests. Of key interest was an assessment of social and geo-demographic changes in the nature and scale of leisure usage of the Chilterns since the last baseline study delivered in 1997.

The results do not provide a complete picture of visits to the Chilterns; they are representative of leisure visits to 11 popular countryside sites and will under-represent certain groups of visitor as explained in the methodology section.

It should also be noted that the 2007 study is not a replica of the 1997 study. Resources did not allow for a repetition of the large-scale surveys carried out in 1997. It should also be noted that the peak summer period in 2007 was characterised by significant rainfall. The weather will have impacted on visitor flows on rainy days and on the types of visits encountered.

Summary results are presented as follows:

How many visits are made to the Chilterns?

- It is estimated that in 2007 just over 55 million leisure visits were made to and within the Chilterns AONB.
- The area surrounding the Chilterns is extremely densely populated and it is estimated that approximately 80% of leisure trips (some 45 million), are made by the 1.38 million residents of the 11 districts within which the Chilterns AONB falls.
- The town centre survey showed that approximately 20% of residents of towns immediately adjoining the Chilterns did not visit the Chilterns for leisure purposes.

Visitor profile

- The 2007 site visitor survey found that the largest proportion of leisure trips to the Chilterns is made by local residents living within the AONB or in adjoining towns (74%). This highlights the importance of the Chilterns as a local recreational resource. Leisure visitors travelling for the day from outside the 11 districts made up 18% of all leisure trips.
- The overnight tourism market was found to be relatively small. Only 2% of visitors were found to be staying overnight in the Chilterns and a further 5% were staying overnight in accommodation outside the Chilterns. The majority of visitors staying inside the Chilterns area were accommodated in the homes of friends or relatives (63%).
- The site visitor survey found the average group size to be 2.9 people consisting of 0.76 children and 2.17 adults. The results from the town centre survey suggest that visits made by local users tend to be much larger, an average of 4.5 people and contain more children.
- Visiting the Chilterns was found to be a sociable activity. The site visitor survey found that 83% of leisure visitors were in family groups/groups of friends or a mixture of family and friends, 16% of respondents were visiting the area on their own. Only 1% of respondents were part of an organised group.
- Only 5% of site visitor survey respondents were aged 16-24. 41 % of respondents fell into the 25-44 age band, 28% were aged 45-64 and 27% were 60 plus.
- Overall 97% of leisure visitors to the Chilterns classified themselves as white. The town centre survey also found a similar ethnic profile.
- Among the site visitor survey sample at least one member of 4% of groups interviewed was registered disabled and/or an orange badge holder.

Reasons for visiting

- The site visitor survey found that walking is the most important single reason for visiting the Chilterns. 36% of respondents intended to go on a short walk of up to 2 hours and a further 8% were on a longer walk of over 2 hours. A fifth were walking the dog (21%). Other reasons for visiting are shown below.

Walking	44%
Of which short walk (less than 2 hours)	36%
Of which long walk(more than 2 hours)	8%
Walking the dog	21%

Sitting and relaxing/ enjoying the views/ picnicking....	10%
Visiting a tourist attraction or place of interest	7%
Pursuing a hobby or special interest...	3%
Visiting a pub, café or tea room	3%
Driving around/ sightseeing (from car)	2%
General nature study, watching wildlife ...	2%
Cycling/ mountain-biking	2%
Taking part in other outdoor sports	1%
Visiting friends or relatives	1%
Visiting a town or village	1%
Educational trip or outdoor course	<1%
Other	3%

Reasons for choosing particular location visited

- 29% of respondents said that they had chosen to visit the area because they had been before and enjoyed previous visits, whilst 23% of respondents had chosen to visit the location because it was easy to get to or close to their home or holiday base.
- The most common other reasons for visiting the area are the scenery and landscape (10%), good walking country (7%) and visiting friends and relatives nearby (6%).

Frequency of visits

- The Chilterns is characterised by a high level of repeat visits. The site survey found that 89% of visitors had visited the Chilterns on at least one occasion previously.
- The site visitor survey found that among those who had visited before, the frequency of trips is relatively high. On average visitors made 47.1 visits to the Chilterns a year.
- Interestingly the town centre survey found a lower frequency of trips among local visitors compared to the site visitor survey, on average 41.1 trips a year. The discrepancy between the two surveys reflects the fact that the site visitor survey encountered relatively more local habitual visitors and visitors living in villages close by who have only a short distance to travel and therefore are able to take more trips.
- There were significant differences in the frequency of trips by visitor type. The site visitor survey found that local residents are the most prolific visitors making an average of 143 visits per year which translates to around 2.7 trips per week, compared to overnight visitors staying outside the Chilterns who make an average of 5.6 trips to the Chilterns a year.

- The site visitor survey found relatively little seasonal variation in visits to the Chilterns. Forty percent of visitors visit the Chilterns several times a week in the summer and a third visit several times a week in the winter. The town centre survey showed a greater seasonal variation in visits to the Chilterns with a notable drop in the frequency of winter visits.

Trip features

- The site visitor survey found that a third of visitors had travelled less than 5 miles.
- Despite the relatively short distance travelled by many visitors, the site visitor survey found that 94% of visitors reached the Chilterns by car, van, or 4x4 (94%) and 98% of visitors come from a car owning household. However it should be noted that interviews were conducted in and around car parks at sites with little or no public transport, which is likely to create a car bias.
- Among the survey sample the use of public transport, organised coach tours and more sustainable modes of travel such as walking and cycling was very low (4%).
- Dwelling time was found to be relatively short. 30% of visitors interviewed on-site were spending less than one hour on their trip. A further 47% were spending between one to two hours on their trip.
- Average length of stay by those staying overnight in the Chilterns was 4.8 nights.

Sources of information used/awareness

- Only 19% of the sample of on-site visitors interviewed replied that they had used or were using a map or other information source to plan their trip. This probably reflects the high proportion of local visitors who are familiar with the area and don't require any information or guidance.
- Sixty-seven percent of those who did use information to plan their visit indicated that they had used a map, of which 43% used an Ordnance survey map, 18% used other maps and 6% used specific tourist maps. The internet was the next most popular source of information (20%), with the Chilterns AONB web site and the National Trust web site being the most popular. The other main information sources used for trip planning (each mentioned by 6% of respondents) were visitor leaflets, GPS/Sat Nav and previous knowledge of the area.
- The 2007 site visitor survey found that 85% of respondents were aware that they were in the Chilterns Area of Outstanding Natural Beauty (before they were interviewed).

Visitor satisfaction

- The site survey showed a high level of satisfaction with the facilities and services provided for visitors to the Chilterns, with all but one service (public transport) being rated good or very good by at least 80% of respondents.
- At Dunstable Downs and Sharpenhoe Clappers only, respondents were also asked how they would rate the enjoyment of the visit for children in their party. Out of 63 respondents 16% said 'very high', 54% said 'high' and 30% said 'average'.
- At Dunstable Downs and Sharpenhoe Clappers only, respondents were asked what they liked most about their visit. The scenery/landscape/natural beauty was the most important factor (mentioned by 39% of respondents). Other important factors were peace and tranquillity (12%), fresh air/exercise (6%), getting away from it all (5%) and good walking country (5%).
- The majority of site survey visitors (83%) could not think of anything that had spoilt their visit. However 17% of the sample mentioned a number of factors that had negatively impacted on their visit. The main complaints were about the weather (mentioned by a third of respondents), dog fouling/lack of dog bins (14%) and litter (6%).

Visitor Expenditure

- The average amount of money visitors spent during their trip to the Chilterns in 2007 was found to be £8.54 per visitor per day. The biggest area of expenditure for all visitors is eating and drinking, representing 63% of total expenditure.
- Ninety-seven percent of respondents had spent something during their visit. The average amount of expenditure per visitor per day was £8.54. This ranged from £5.16 for local residents to £13.02 for visitors staying overnight in the Chilterns (excluding spend on accommodation).
- The biggest area of expenditure for all visitors was eating and drinking (representing 63% of expenditure), followed by travel and transport (16%), shopping (12%) and entertainment (9%).
- Based on average expenditure per person per visit, it is estimated that total expenditure associated with trips to the Chilterns is in the region of £336.8 million. With the multiplier effect, it is estimated that nearly £471.6 million income is generated in total for local businesses.

1. Introduction

1.1 Study purpose and objectives

This report presents the results of a survey of leisure visitors to the Chilterns AONB. The survey was carried out by TSE Research on behalf of the Chilterns Conservation Board to provide valuable information on the value, volume and nature of leisure visits to the Chilterns. Of key interest was an assessment of social and geo-demographic changes on the nature and scale of leisure usage of the Chilterns since that last site visitor survey in 1997.

Specific objectives of the research were as follows:

- Provide an up to date picture of leisure visitors to the Chilterns AONB and their economic impact
- Identify trends through comparison of current results with the 1997 survey
- Provide insights to assist with:
 - promoting more effective marketing and visitor management
 - preparing funding applications, business planning and preparing strategies (eg the development of the 2008-2013 Chilterns AONB Management Plan).
 - developing visitor facilities.

1.2 Research methodology

A literature review was undertaken to determine what information existing surveys could provide, particularly regarding insights into the characteristics of countryside leisure visitors, and barriers to participation.

As with the 1997 survey the two main research tools implemented were an on-site face-to-face interview survey with a random sample of leisure visitors combined with a supplementary survey of residents from a selection of main towns immediately adjoining the AONB. The main purpose of the town centre survey was to assist in calibrating the results from the site survey with regard to the frequency of trips by local residents, the average size of visiting groups and the average spent by local visitors during their trip. These findings would serve as key data inputs in our assessment of the overall volume and value of local visits.

In designing the 2007 survey it was acknowledged from the outset that the desire for comparability with the 1997 survey meant that the broad approach taken to the survey work needed to be similar with the previous survey. This did not mean, however, that each method needed to be exactly the same, but that it was critical there should be consistency on key topics, the use of definitions and indicators for measuring visitor numbers.

The methodological differences from the 1997 survey are noted in the table below.

<i>1997</i>	<i>2007</i>
<i>Site survey interviews with random sample of 1,636 visitor groups across 15 locations. This was supplemented with hourly counts of cars parked at selective interview sites.</i>	<i>Site survey interviews with random sample of 1,066 visitor groups across 11 locations.</i>
<i>Telephone household survey with random sample of 1,786 household.</i>	<i>Face to face interviews with random sample of 536 local residents across 8 high street locations.</i>
<i>Self-completion survey of school trips.</i>	<i>No such survey.</i>
<i>The 1997 site survey had a filter question excluding people who had travelled less than 20 miles from home to the interview site; the separate Household survey of local residents was designed to capture this group.</i>	<i>In the 2007 survey there was no such filter question leading a higher proportion of local visitors in the survey sample.</i>

It is also worth noting here that in 2007 we experienced a prolonged spell of wet and gloomy weather during the summer months. Inevitably the poor weather affected samples at some interview sites, in particular the quieter sites.

It is also possible that the poor weather may have deterred some visitors from taking holiday trips in the Chilterns, thus reducing the number of holiday-makers encountered during the summer period and impacting on the distribution of day trips and overnight trips.

The above methodological changes and poor summer should be borne in mind when interpreting survey findings and economic impact figures, particularly when comparing findings to 1997.

1.2.1 On-site leisure site visitor survey

Eleven sites across the Chilterns were chosen to give good geographical coverage with an aim of achieving 100 interviews per site. In total, 54 interviewing sessions took place between February to October to cover the off peak, shoulder, and peak period achieving 1,036 completed interviews. Individual interviewing sessions were set to take place between 11am and 6pm. These typically involved interview sessions of a continuous 5 hour period between 11am to 4pm and 1pm to 6pm.

A predetermined interviewing schedule was set up to include a set number of weekday and weekend sessions throughout the survey period to ensure a representative sample of visitors were contacted.

The survey sites were selected to include both honey pot sites (such as the Ashridge Estate and Wendover Woods) and also smaller, more informal sites popular for local leisure (such as Ivinghoe Beacon) in order to give a good spread of local residents, day visitors from further afield and visitors staying away from home.

The questionnaire was based as closely as possible on the one used for the 1997 survey. A copy of the questionnaire is contained in Appendix 1. The questionnaire covered the following areas:

- *Visitor profile:* (type of visit, group type, age, gender, ethnicity, disability, occupation)
- *Visitor origin:* home location, location of accommodation, type of accommodation
- *Visit characteristics:* purpose of visit, reasons for visiting the particular location, length of stay, frequency of previous visits, transport used, attractions visited, use of facilities, expenditure breakdown
- *Activities undertaken:* from traditional outdoor pursuits (walking, cycling, horse riding) to special interest/activity (bird watching, visiting villages/attractions) and new niche activities (e.g. mountain biking)
- *Sources of information:* information used to plan visit (this will have changed considerably from the 1997 survey when the internet wasn't featured in the survey), use of web sites, Tourist Information Centres, identification of specific leaflets
- *Visitor Opinions:* likes/dislikes, gaps in provision, suggestions, opinions on facilities, and, awareness of AONB designation.

In total 1,245 individuals were approached for interview of which 179 did not want to take part in the survey, and 30 individuals were not eligible to take part in the survey as their visit was not leisure related. This provided us with a total achieved sample of 1,036 interviews. Response rates for each survey site are shown in Table (i).

Table (i): Response rates for site survey

Survey location	Count	%
Ashridge Estate	101	10%
Coombe Hill	103	10%
Cowleaze Wood	94	9%
Dunstable Downs	101	10%
Hambleden	81	8%
Hughenden Manor	101	10%
Ivinghoe Beacon	96	9%
Sharpenhoe Clappers	82	8%
Tring Reservoirs	105	10%
Watlington Hill	82	8%
Wendover Woods	90	9%
Total	1036	100%

The following comments should be noted with regard to the site survey.

- It is acknowledged that on-site surveys of this type are liable to under-represent certain sectors of the leisure market, including touring coach parties and visitors involved in outdoor sports such as cycling and horse-riding. With regard to outdoor sports, the practicalities of stopping visitors for interview are very well appreciated and alternative survey methodologies such as focus groups and self-completed questionnaires are better suited for gathering data from specific leisure markets such as ramblers, mountain bikers and equestrians.
- The site survey interviews took place between 11am to 6pm. This means it could not include early morning and late evening users among the sample of respondents.
- The majority of sites where interviews took place are popular honey-pot sites and interviews took place close to car parks as they served as the main entry/exit points for visits. As a result the survey will have under-represented people walking from home to visit the countryside on their doorstep.

In view of the above it should be recognised that the survey does not provide a complete picture of visits to the Chilterns. That said standard methodologies recommended for countryside leisure research were adopted to improve current knowledge of the leisure usage of the Chilterns and changes to that usage.

1.2.2 Town centre survey

In 1997 the resident survey involved a large telephone interview survey with a random sample of 1,786 households across the towns immediately adjacent to the AONB boundary such as Marlow as well as major towns further afield such as Luton. Due to budget limitations the 1997 household survey could not be repeated. Instead the 2007 town centre survey involved a face-to-face interview survey with a random sample of 536 local residents at a selection of town centres. A copy of the questionnaire is contained in Appendix 2.

In total 8 locations were chosen and included a mix of small market towns and larger main towns immediately adjacent to the AONB boundary (see Table ii). The survey involved 21 interview sessions over June, July, September and October 2007. As with the on-site site visitor survey individual interviewing sessions were set to take place between 11am and 6pm. For the residents survey interviewers encountered a relatively high level of refusals. In total, 1135 residents were approached, of which 599 did not want to participate in the survey.

Around 100 residents were also excluded from the study as they stated that they did not visit the Chilterns for leisure purposes. In other words of the 636 local residents who agreed to take part in the survey, 20% were not able to participate as they did not visit the Chilterns for leisure purposes. This finding on the proportion of non-visitors is used later in the report to calculate the total volume of visits to the Chilterns by local residents.

Table (ii): Response rates for site survey

Survey location	Count	%
Goring on Thames	70	13%
Henley on Thames	60	11%
High Wycombe	65	12%
Princes Risborough	70	13%
Berkhamsted	84	16%
Dunstable	54	10%
Houghton Regis	83	15%
Hitchin	50	9%
Total	536	100%

1.2.3 *Impact modelling*

A central focus of this study is to determine the volume of visits to the Chilterns and the economic impact of those visits on the local economy. In an ideal world, this would be gauged by dedicated cordon-surveys covering all visitor and traffic routes into the AONB, but due to the prohibitive costs of detailed head counts and traffic censuses etc, this is rarely able to happen. Instead we adopt a sample approach as we did in 1997 which enables us to make statistical inferences from a group of visitors (1,036) to the general population of visitors to the Chilterns. For example, the estimated number of visits made by local residents is based on applying average number of visits to the home population in the 11 districts covering the Chilterns.

To calculate the estimated number of non-local resident trips to the Chilterns and associated expenditure we have used an updated version of the statistical model which was used in 1997. The estimates produced by the model are subject to a range of possible errors and therefore should be taken as indicative of the general volume and make up of leisure activity rather than definitive figures. That said the figures produced are believed to provide a relatively robust estimate of current leisure activity.

Where possible we have endeavoured to use the same methods and assumptions used to estimate the volume and economic impact figures in 1997.

An overview of the model known as the Cambridge Model is provided in Section 4 of this report.

1.3 Statistical reliability

All sample surveys are subject to statistical error that varies with the sample size. Table (iii) below shows the respective sample achieved for each respondent type and gives the margins within which one can be 95% certain that the true figures will lie (assuming the sample is random).

Table (iii): Sample size & margins of error at 95% confidence interval

	RESULT	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
	Sample	+/-	+/-	+/-	+/-	+/-
Overall survey sample	1036	1.8	2.4	2.8	3.0	3.0
Respondents were on overnight trips staying inside the Chilterns	35	9.9	13.3	15.2	16.2	16.6
Respondents were on overnight trips staying outside the Chilterns	47	8.6	11.4	13.1	14.0	14.3
Local resident day visitor	767	2.1	2.8	3.2	3.5	3.5
Non-local day visitor	187	4.3	5.7	6.6	7.0	7.2

The margins of error shown above should be borne in mind when interpreting the results contained in this report.

1.4 Presentation of findings

In Section 2 of the report we provide a review of the literature on countryside leisure to help build a picture of the pattern of countryside recreation, in particular to enhance our understanding of who visits the countryside and what motivates them to visit. We hope this background information will help to put into context the findings of this survey and assist in interpretation.

The results of the site visitor survey and town centre survey are presented in Section 3 of the report. We begin by examining the profile of visitors and then move onto look at the features of their trip including aspects such as the frequency of visits, how they get there, how long they spent, what they do and how much money they spend. The Section ends with an examination of visitor opinions and satisfaction. Key findings generally refer to all visitors; however commentary is provided where there is a significant difference between visitor types (e.g. day and staying visitors).

Our estimates of volume and value are presented in Section 4 of the report.

1.5 Definitions

1.5.1 Study Area

'The Chilterns' - because of the difficulties in conveying the precise boundaries and area covered by the Chilterns Area of Outstanding Beauty (AONB), interviewers used a map showing 'The Chilterns Area' as a prompt. A copy of the map is contained in Appendix 3.

The area covered by the map extends across the boundaries of eleven districts. These are:

<i>Aylesbury Vale</i>	<i>South Bedfordshire</i>
<i>Chiltern</i>	<i>South Bucks</i>
<i>Dacorum</i>	<i>South Oxfordshire</i>
<i>Luton</i>	<i>Three Rivers</i>
<i>Mid Bedfordshire</i>	<i>Wycombe</i>
<i>North Hertfordshire</i>	

In total the area in hectares of the AONB is approximately 83,558 (ha), representing around 23% of the total land covered by the 11 districts as illustrated in Table iv below.

Table (iv): Area by local authority

<i>Local Authority District</i>	<i>Area in Hectares</i>	<i>Hectare of local authority within AONB</i>	<i>% of local authority area in AONB</i>
Aylesbury Vale	90,338	4,661	5%
Chiltern	19,626	13,905	71%
Dacorum	21,287	9,015	42%
Luton	4,314	22	1%
Mid Bedfordshire	50,600	696	1%
North Hertfordshire	37,540	2,278	6%
South Bedfordshire	21,227	5,620	26%
South Bucks	14,140	400	3%
South Oxfordshire	67,825	23,333	34%
Three Rivers	8,862	530	6%
Wycombe	32,405	23,098	71%
Total hectares	368,164	83,558	23%

Sources: *Chilterns AONB Management Plan, Table 2, p. 6; Office of National Statistic*

When we refer to 'the Chilterns' in this report, we are referring to the villages and towns forming part of and immediately adjoining the AONB boundary. This includes main towns such as Marlow, Dunstable, Berkhamsted, and High Wycombe.

1.5.2 Type of visitors

For the purposes of reporting the findings of the on-site survey, visitors to the Chilterns are divided into four main types:

'Local day visitors from home' – residents of the 11 districts covering the Chilterns who are on a leisure day visit.

'Non-local day visitors from home' - respondents on a leisure day visit who have travelled from, and are returning to, their normal place of residence on the day of their visit which is located outside the 11 districts covering the Chilterns.

'Staying inside the Chilterns Area' - visitors on a holiday or leisure visit staying overnight away from home in accommodation within the villages and towns forming part of and immediately adjoining the AONB boundary.

'Staying outside the Chilterns Area' - visitors on a holiday or leisure visit staying overnight away from home in accommodation outside the villages and towns forming part of and immediately adjoining the AONB boundary.

2. Literature review

2.1 Factors affecting propensity to visit

The review was used to decipher what factors affect people's propensity to visit the countryside. According to the literature, people's socio-economic background, how close they live to the countryside and whether they own a car are among the important factors which influence whether they are likely or unlikely to visit the countryside. The following section examines these factors in more detail.

2.1.1 Demographic and socio-economic factors

According to the England Leisure Visits Survey, little has changed with regard to the socio-economic background of leisure day visitors to the countryside between 1998 to 2005.

Table 1: Characteristics of adults making leisure day visits to the countryside

	1998	2002/3	2005
Age:			
Under 45	52%	49%	43
45+	48%	51%	54
Gender:			
Male	52%	49%	51
Female	48%	51%	49
Social Grade:			
ABC1	61%	65%	-
C2DE	39%	34%	-
Car owning household:			
Yes	90%	93%	88
No	10%	7%	12
Children in household:			
Yes	32%	32%	29
No	68%	68%	71

Source: Great Britain Day Visits Survey (1998-2003) and England Leisure Visit Survey (2005)

The literature review reveals a number of enduring features among the profile of people who visit the countryside and in the nature of their visits. Those who visit the countryside are more likely to be older adults, in employment, car owners, and from higher occupational grades (ABC1's). Those least likely to visit are young adults, people in C2DE social groups, particularly those in low income jobs and those who do not own a car.

The under-representation of young people and disadvantaged groups has been a concern for a number of local authorities. The Countryside Agency's Integrated Access Demonstration Projects has been one recent initiative to look at ways to widen participation. However, it should be noted that low participation does not necessarily equate to disadvantage. A survey in 2001 found that that

low levels of participation in countryside recreation by young people in Southeast Hampshire was a function of tastes and preferences rather than barriers to participation (Leisure Industries Research Centre, 2001).

National Park site visitor surveys reaffirm the affluent and mature profile of visitors. A survey of the proposed South Downs National Park found that 78% of visitors were in the socio-economic categories A, B, and C1 (79% of all staying visitors and 75% of all day visitors) and only 20% of visiting parties included children under the age of 16 years (TSE Research, 2003).

Research into leisure usage of the New Forest National Park found that 24% of all visitors fell into the affluent 'AB' socio-economic group (higher and intermediate managerial/ professional occupations) and 48% were 'C1's (all other white collar occupations) and only 12% of visiting groups contained children under the age of 16 years (TSE Research, 2005)

2.1.2 Car ownership

As indicated earlier car ownership, is another key feature of visits to the countryside. Survey data (see below) reveals that the vast majority of visitors come from car owning households and travel to national parks and country parks by private motor vehicle. The convenience and ease of travel are the most common reasons for travelling by private motor vehicle.

<i>TSE research surveys</i>	<i>Year of study</i>	<i>% travelling by private motor vehicle</i>
<i>Ashdown Forest</i>	<i>2005</i>	<i>98%</i>
<i>Lepe Country Park</i>	<i>2002</i>	<i>93%</i>
<i>New Forest National Park</i>	<i>2005</i>	<i>85%</i>
<i>South Downs proposed National Park</i>	<i>2003</i>	<i>83%</i>
<i>West Berkshire Countryside</i>	<i>2005</i>	<i>85%</i>

2.1.3 'Core' users

While there are no definitive figures on the number of people who visit the countryside for recreational purposes, there is some evidence that the main users of the countryside are a relatively small group of people who visit time and time again. Among the most frequent users are local residents. In the New Forest, 46% of local residents visit the forest for recreational purposes at least once every day, and 42% of local households residing in settlements within the boundary of the proposed South Downs National Park visit the countryside locations for recreational purposes at least once every day (TSE Research, 2003 & 2005).

2.1.4 Personal motivation

For most visitors, nice scenery, peace and quiet, places for walkers, attractive villages, and relative closeness are ranked as important factors influencing people's decision to visit the countryside (TSE Research, 2003, 2005). For those travelling from large towns or cities, the countryside's aesthetic attributes coupled with the traditional pastimes of walking, watching the view/wildlife, relaxing and picnicking articulate a need to escape from the day-to-day pace of urban life into an environment that offers the qualities of open space, fresh air and tranquillity.

More recently, these motivational factors are being joined by the desire to engage in outdoor activities that are characterised as more active and competitive ranging from off-road motor vehicle driving to paragliding (Keeling, 2003). However, site visitor surveys reveal that trips to the countryside tend to involve what could be described as 'passive pastimes' such as walking and enjoying views.

2.1.5 Distance travelled

The distance from home to the countryside is a key factor influencing visitation. From her review of countryside recreation surveys over the 1980s, Glyptis (1991) found that half of all trips to the countryside involved a 'round-trip' distance of less than 20 miles and over one third were under 10 miles. Fourteen years later the results of the England Leisure Survey suggest little has changed. According to the England Leisure Visits Survey (2005) on average countryside trips involve a round trip of 21.5 miles.

2.1.6 Non-visitors

In terms of the reasons people provide for not visiting the countryside, lack of time, lack of knowledge and lack of interest are main reasons for not visiting. Given that most people get to the countryside by car, not having a car is a major constraint.

The site visitor survey of the proposed South Downs National Park found that the main reasons provided by non-visitors and lapsed visitors for not visiting the South Downs were; poor physical mobility/disability/health reasons, lack of time, no access to a car, preference to go elsewhere, and lack of interest in the countryside. Results split by occupational grades suggest that slightly more DE households were prevented from visiting due to not having a car and due to poor physical mobility/health reasons.

2.2 Access to the countryside

There is a range of evidence from the literature that many groups in Britain – young adults, low income groups, minority ethnic and black communities, people with disabilities, older people, and women – do not participate in the countryside and related activities proportionate to their numbers in society (British Waterways, 2002, 1995; Slee, 2002; Fife, 2001; Inland Waterways Amenity Advisory Council, 2001; FieldFare Trust, 1999; Groundwork Blackburn and Manchester Metropolitan University, 1999; Chesters, 1997).

These studies throw up two issues that need to be kept in mind when examining the provision of access to and enjoyment of the countryside. One is that the research suggests that a majority of the population are actually under-represented and, by inference, that a minority of the population is dominant as countryside users, being over-represented in proportion to their numbers in society as a whole. Therefore, under-representation of groups as countryside users may be more than a minority issue.

Another issue is that one should be careful not to automatically infer exclusion from under-representation because the latter is not a reliable indicator of the former. For instance, a group that is under-represented may not feel excluded if it has full access but still declines to participate.

2.2.1 Black and ethnic minorities

The role of ethnicity and culture in countryside recreation has not received adequate research attention in the UK. Relatively few local and national site visitor surveys collect information on ethnic background so it is difficult to gauge the actual levels of participation/under-participation across the UK.

In the United States, where the relationship between ethnicity and recreation has been an area of research for several decades, studies consistently show that ethnic minority groups are less likely to visit the countryside than the majority white population.

Over the years several hypotheses have been advanced as explanations. The 'marginality' hypothesis holds the view that low participation in countryside recreation among ethnic minorities results from limited access to socioeconomic resources which, in turn, results from historical patterns of discrimination (Washburne, 1978). However, this hypothesis cannot account for low levels of participation among wealthier ethnic minority households.

Another hypothesis known as 'subcultural' hypothesis directs research attention to the cultural factors associated with the formation of outdoor recreational preferences. It suggests that ethnic differences in recreation behaviours can be attributed to different norms, value systems, and socialisation patterns adhered to by different ethnic groups independent of socioeconomic factors.

It has been argued that the same values that attract the white people to the countryside engender indifference towards the countryside by ethnic minorities.

In a 1973 essay, Meeker suggested that while white Americans view the countryside as places for refuge and escape from urban stressors, African Americans and Native Americans display little enthusiasm for parks and wilderness because these places are reminders of their subjugation and oppression (Meeker, 1973).

Among academics, discrimination is often cited as a barrier to greater minority participation in countryside recreation. It is generally assumed that perceptions of discrimination or actual experiences with discrimination exert a negative affect on visitation among ethnic minorities. However, in the few American studies that attempt to offer insights to the relationship between minority recreation use patterns and discrimination, either substantial empirical evidence, or a comprehensive analysis of the process by which discrimination impacts on visitation, is lacking. The dearth of research in this area and the limitations of hypothesis available from over the Atlantic still leave the question “what factors account for the relatively low proportion of ethnic minorities in countryside recreation?” unanswered. It could be contended that socioeconomic factors, cultural background, and discrimination all have a role to play, but the processes are not clearly understood.

British studies highlight the following issues:

Lack of appropriate activities to attract ethnic minority groups and provide a positive experience. As Meeker suggested in his work with African and Native Americans, for Britain’s ethnic minorities, the countryside may also carry undesirable associations from a person’s country of origin and they may consider activities such as walking to be a ‘necessity’ rather than a leisure activity. Other factors such as strict dress codes (particularly for females, such as the wearing of a bhurka for muslim females) and a lack of single gender activities also affect the participation of certain groups (British Waterways, 2002; Inland Waterways Amenity Advisory Council, 2001; Floyd, 2001; Church *et al*, 2001 Slee *et al*, 2001).

Lack of awareness and lack of (appropriate) interpretative information at sites, inadequate signage, and lack of publicity. There is some evidence that traditional forms of publicity material such as leaflets, posters and adverts in the local newspaper have a limited impact on the general community and even less on black and minority ethnic communities. Studies of highlighted that leaflets and brochures promoting the countryside and other natural open spaces rarely feature non-white faces, a fact which contributes to the sense of being in the wrong place (Ling Wong, 2001a; Aitchison *et al*, 2000, Slee *et al*, 2001).

Lack of confidence and negative perceptions of the environment – including not feeling welcome, not knowing where to go, fears of getting lost, lack of support, feelings of vulnerability, fears for personal security, and negative perceptions of regular users and groups (i.e. the perceived fear that they will be hostile/racist).

One of the biggest problems for the tentative black visitor to the countryside and other natural open spaces is that there are not many black people there (Coster, 1991). In one study the author comments that her visits to the countryside were always accompanied by a feeling of unease or dread and the sense that she was the only black face in a 'sea of white' (Pollard, 1989).

Burgess (1995) discovered that 'anxiety' can seriously affect people's use of woodland and other natural spaces. All the women featured in Burgess' study feared being in woodland alone and women from ethnic communities needed to be in large parties before they felt safe.

The real or perceived risk of encountering animals and the wild fauna associated with natural open spaces is another major factor which dissuades minority ethnic groups from visiting the countryside (Rishbeth, 2002; Slee *et al*, 2001). A study by Madge (1997) showed that the fear of coming into contact with animals, and in particular dangerous dogs, was much higher for African-Caribbean and Asian groups than white groups.

Negative feelings associated with previous experience of the countryside. Recreational activity amongst minority ethnic groups is also limited by real or perceived experiences of racism. Watt (1998) noted that localism (or a strong neighbourhood attachment) played a key role in defining the leisure lives of some households, but was most strong for Asian youth. This localism arose from partly well-founded fears of racist attack in 'unsafe' or less familiar areas. In this way, young Asians avoid the countryside, a place they feel more vulnerable.

2.2.2 People with disabilities

For many disabled people a major barrier to taking a day trip or holiday is the uncertainty of the accessibility of spaces and buildings. The Countryside Agency publication, *Sense and Accessibility*, states that two of the biggest barriers facing people with disabilities are poor quality information and physical difficulty of access (Alison Chapman Consultancy, 2000). Often, information does not provide enough detail to encourage or enable potential users; prior to the publication *Countryside For All*, there were no national 'information' guidelines on access for all and few for 'improved access' in rural settings (Fieldfare Trust, 1997).

The most limiting physical barriers are structures such as stiles and gates. Permanent barriers, such as stumps and padlocked gates, are often installed (particularly along waterways) to prevent footpath abuse by motorcyclists but they also make routes difficult or impossible to use by others, such as those with wheelchairs or prams (Inland Waterways Amenity Advisory Council, 2001).

A lack of physical access once at a recreational site is further compounded by inadequate transport and problems encountered 'getting to' the site itself. Confidence in the reliability of public transport, knowledge about accessibility and consistency in organised transport such as Dial 'a' Ride schemes are also often poor (Alison Chapman Consultancy, 2001).

Recent research in the South Downs and the New Forest revealed that impaired mobility was not an issue confined to registered disabled people. A significant proportion of elderly residents living in proximity to the South Downs reported that they rarely visited the open spaces due to poor health, the absence of companions to support them during a walk, and the view that there were insufficient benches for resting (TSE Research, 2003, 2005).

2.2.3 Gender issues

In her study, Burgess (1995, 1998) noted that most participants found pleasure in visiting urban fringe woodlands but anxiety affected people's use of, and behaviour within, woodland (Valentine, 1989; 1995; Ward Thompson *et al*, 2002). This was particularly the case for women; the majority of those women interviewed feared being alone in the natural environment, especially women from minority ethnic groups. Although men also feared attack they were less concerned for their own safety than for that of their wives, children, mothers and sisters. Woods in particular are associated with danger and are seen as places in need of regulation in order to be safe (Macnaghten and Urry, 2000; Valentine, 1992). Consequently, countryside use is higher for males than for females.

2.2.4 Young people

The *Southeast Hampshire Young People's Countryside Recreation Demand Survey*, commissioned by the Countryside Agency as part of the Integrated Access Demonstration Programme, was the first survey of its kind to look specifically at young people's needs and barriers to countryside access and recreation (Leisure Industries Research Centre, 2001). The survey found that that low levels of participation in countryside recreation by young people in Southeast Hampshire was a function of tastes and preferences rather than barriers to participation. Of the young people who had limited experience of countryside recreation, 25% described the countryside as 'boring' whilst 29% said there was 'nothing to do'.

In a survey on *Young People and Sport* for Sport England, Rowe and Champion (2000) emphasised that between 1995 and 1999 only 15% of children participated in outdoor activity holidays organised by schools. The proportion of young people taking part in outdoor sport through organisations such as the Guides and Scouts also dropped from 30% in 1994 to 24% in 1999 (Rowe and Champion, 2000). However, those who have experience of and access to local countryside are more positive regarding recreational potential than those who have not (Leisure Industries Research Centre, 2001; Lohr and Pearson-Mims, 2001; Lohr *et al*, 2000). The countryside and woodlands are often considered fun places to visit and play in (Crowe and Bowen, 1997) but people who have had negative experiences of countryside visits in the past – from uninspiring school trips to long, tiring walks with parents – are less likely to be users in adulthood (Millward and Mostyn, 1997).

2.2.5 Older people

Little literature was evident regarding the participation of older people in countryside recreational activity. Morton and Owen (1998) undertook a study of senior citizens' perceptions about and activity within the natural environment. They concluded that engagement in volunteering activities was a minority pursuit because current opportunities are unattractive to, or unsuitable for, older people. In comparison, escorted countryside trips with Countryside Rangers were greatly appreciated.

In their study *Local Open Space and Social Inclusion*, Ward Thompson *et al* (2002) highlight that retired and elderly people are often anxious about their safety in wooded areas. The worries of older people ranged from those which were age-specific, such as the fear of falling and concern about the ability to summon help, to more general fears such as being alone in wooded areas and 'vulnerable' to attack. The study cites older people as a group which can benefit appreciably from the health benefits of woodlands and open spaces. Group and family visits as well as the presence of countryside rangers can help to overcome some of older people's anxiety and facilitate enjoyment of the countryside.

2.2.6 Low income groups

The fact that visitors to the countryside tend to be from middle class households is well established. However, there is also comparatively little in the literature that deals specifically with participation of low income groups in countryside recreation, let alone reasons for their under-representation.

One of the problems is that 'low income groups' encompass a heterogeneous group of people and cut across other groupings such as women, ethnic minorities, and disabled people.

There are a few studies which examine the role of social exclusion and countryside recreation. Social exclusion is however a general concept applied to many groups, and it is not easy to disentangle the role of poverty/deprivation from other sources of disadvantage in these studies.

3. Survey results

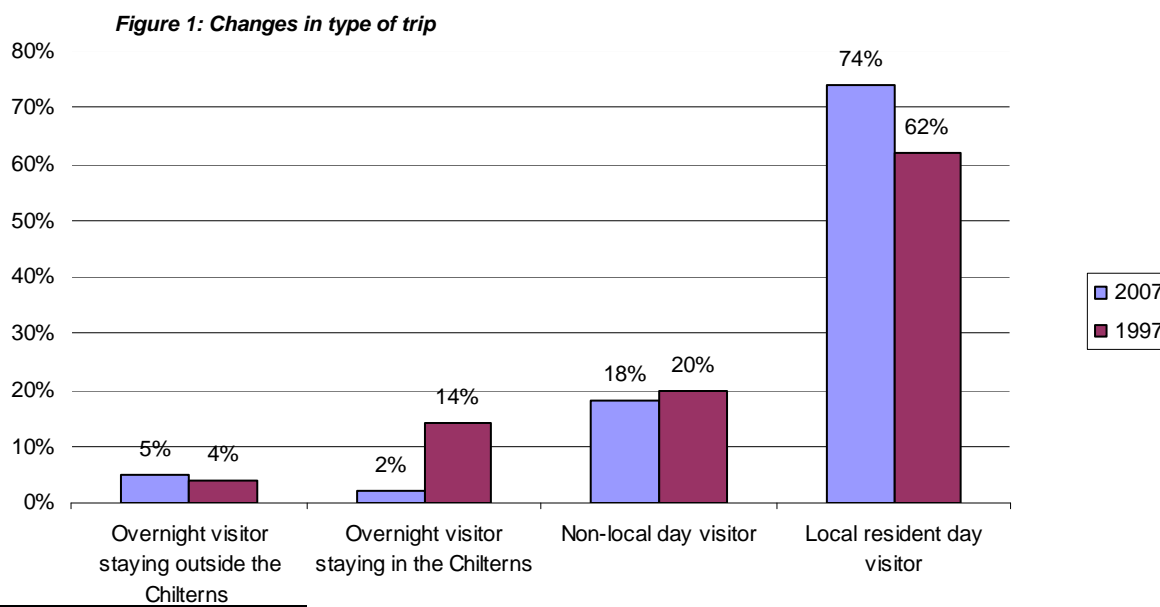
3.1 Type of trip

The 2007 site visitor survey found that the largest proportion of leisure trip to the Chilterns is made by local residents. In this report 'local residents' refer to residents living within the 11 districts covering the Chilterns (74%)¹. Leisure visitors travelling for the day from further afield made up 18% of all leisure trips.

The leisure staying market is relatively small. Only 2% of visitors were found to be staying overnight in the Chilterns and a further 5% were staying overnight in accommodation outside the Chilterns.

Compared to the findings of the 1997 survey, the recent survey results indicate an increase in usage by local residents and a reduction in the tourism market as a result of a smaller proportion of non-local day trips and overnight visitors staying in the Chilterns compared to 1997 (see figure 1 below).

However, the comparison needs qualifying in view of a significant change made to the methodology of the 2007 site survey. The 1997 site survey had a filter question excluding people who had travelled less than 20 miles from home to the interview site; the separate household survey of local residents was designed to capture this group. This exclusion filter was not used for the 2007 survey. This will explain why there is a higher proportion of local visitors in the 2007 survey (74%) compared to the 1997 survey (62%).



¹ In Section 4 of the report for the purpose of estimating the annual volume of visits, we split 'local resident' trips into 3 broad groups. These are trips made by residents living with the boundary of the AONB, trips made by residents living in towns immediately adjoining the boundary and trips made by residents from the remaining parts of the 11 districts.

Results by site reveal that Hambleden (17%), Hughenden Manor (18%), Ivinghoe Beacon (10%), and Watlington Hill (13%) receive relatively more visits from staying visitors (staying in and outside the Chilterns) compared to the other locations.

The results also reveal that Cowleaze Wood (27%), Hambleden (43%), Hughenden Manor (37%), and Watlington Hill (25%) receive relatively more visits from non-local day visitors compared to the other locations.

Table 2: Site visitor survey sample by type of trip by survey location

	Staying outside Chilterns	Staying in Chilterns	Local day visitor	Non-local day visitor
Base	47	35	767	187
	5%	2%	74%	18%
Ashridge Estate	6%	0%	87%	7%
Coombe Hill	2%	4%	81%	13%
Cowleaze Wood	3%	1%	69%	27%
Dunstable Downs	6%	2%	80%	12%
Hambleden	8%	9%	40%	43%
Hughenden Manor	12%	6%	45%	37%
Ivinghoe Beacon	7%	3%	75%	15%
Sharpenhoe Clappers	5%	3%	86%	6%
Tring Reservoirs	4%	3%	85%	8%
Watlington Hill	8%	5%	62%	25%
Wendover Woods	3%	2%	89%	6%

3.2 Profile of visitor

3.2.1 Home location of survey respondents

The site visitor survey found that the highest proportion of leisure visitors, around a third, travelled from home locations in Buckinghamshire (32%). Relatively equal proportions of leisure trips came from Bedfordshire and Hertfordshire (around 18% each). Eleven percent of leisure trips were made by residents of Oxfordshire.

Only 1% of leisure trips were made by visitors from overseas.

Table 3: Home location of site visitor survey respondents

County	All visitors		All staying visitors		All day visitors	
	Count	Percentage	Count	Percentage	Count	Percentage
Bucks	328	32%	4	4%	324	35%
Beds	191	18%	1	1%	190	20%
Herts	188	18%	3	3%	185	20%
Oxon	111	11%	2	2%	109	12%
G. London	67	6%	10	10%	57	6%
Berks	38	4%	1	1%	37	4%
Surrey	16	2%	4	4%	12	1%
Northants	6	1%	1	1%	5	1%
Derbyshire	5	<1%	5	5%	-	-
Devon	5	<1%	5	5%	-	-
Hants	5	<1%	3	3%	2	<1%
Notts	4	<1%	4	4%	-	-
Bristol/Somerset	4	<1%	3	3%	1	<1%
Tyne & Wear	4	<1%	4	4%	-	-
West Midlands	4	<1%	4	4%	-	-
West Sussex	4	<1%	4	4%	-	-
Scotland	4	<1%	4	4%	-	-
Middlesex	4	<1%	-	-	4	<1%
Dorset	3	<1%	2	2%	1	<1%
Lancs	3	<1%	3	3%	-	-
Lincs	3	<1%	3	3%	-	-
Yorkshire – North	3	<1%	3	3%	-	-
Australia	3	<1%	3	3%	-	-
Essex	2	<1%	2	2%	-	-
Kent	2	<1%	1	1%	1	<1%
Merseyside	2	<1%	2	2%	-	-

Table 4: Home location of site visitor survey respondents continued

County	All visitors		All staying visitors		All day visitors	
Norfolk	2	<1%	1	1%	1	<1%
Northumberland	2	<1%	2	2%	-	-
Wales – South	2	<1%	2	2%	-	-
Yorkshire – West	2	<1%	2	2%	-	-
Rep. of Ireland	2	<1%	2	2%	-	-
Italy	2	<1%	2	2%	-	-
Cambs	1	<1%	1	1%	-	-
Cheshire	1	<1%	1	1%	-	-
Cornwall	1	<1%	1	1%	-	-
G. Manchester	1	<1%	1	1%	-	-
Staffs	1	<1%	1	1%	-	-
Warwickshire	1	<1%	-	-	1	<1%
Wilts	1	<1%	1	1%	-	-
Worcs	1	<1%	1	1%	-	-
U.S.A.	1	<1%	1	1%	-	-
Belgium	1	<1%	1	1%	-	-
Spain	1	<1%	1	1%	-	-
Hungary	1	<1%	1	1%	-	-
Poland	1	<1%	1	1%	-	-
Japan	1	<1%	1	1%	-	-
Total	1035		105		930	

3.2.2 Group size and composition

The site visitor survey suggests that average group size and composition has changed little since 1997. The survey found the average group size to be 2.9 people consisting of 0.76 children and 2.17 adults, similar to the 1997 finding.

Results split by site visitor survey location reveal that the average group size was found to be largest at Wendover Woods and contained more children, indicating a larger presence of family groups with young children.

The results from the town centre survey suggest that visits made by local users tend to be much larger, an average of 4.5 people and contain more children.

Table 5a: Average group size by site visitor survey locations

Base = 1,036	Total adults	Total children	Total people
Sharpenhoe Clappers	1.83	0.57	2.40
Coombe Hill	2.06	0.56	2.62
Tring Reservoirs	1.95	0.68	2.63
Watlington Hill	2.22	0.43	2.65
Hambleden	2.35	0.4	2.74
Ivinghoe Beacon	2.11	0.65	2.76
Cowleaze Wood	1.98	0.91	2.89
Ashridge Estate	2.06	1.01	3.06
Dunstable Downs	2.34	0.83	3.17
Hughenden Manor	2.68	0.51	3.20
Wendover Woods	2.28	1.74	4.02
<i>Average group size 2007</i>	<i>2.17</i>	<i>0.76</i>	<i>2.93</i>
<i>Average group size 1997</i>	<i>2.10</i>	<i>0.70</i>	<i>2.70</i>

Table 5b: Average group size by town centre survey locations

Base = 536	Total adults	Total children	Total people
Henley on Thames	2.78	0.68	3.46
Berkhamsted	3.62	0.36	3.98
High Wycombe	3.03	1.15	4.18
Goring on Thames	3.73	0.67	4.4
Hitchin	3.68	1.08	4.76
Princes Risborough	3.3	1.54	4.84
Houghton Regis	3.13	1.8	4.93
Dunstable	4.22	1.13	5.35
Average group size	3.44	1.05	4.49

The site visitor survey found that 83% of leisure visitors were in family groups/groups of friends or a mixture of family and friends, 16% of respondents were visiting the area on their own (see Table 7).

Only 1% (representing 13 visiting groups) of respondents were part of an organised group or club. The findings are listed below:

	<i>Count</i>
<i>School group</i>	2
<i>Youth group</i>	1
<i>Special interest group (e.g. history, nature)</i>	3
<i>Outdoor activity group (e.g. walking, cycling)</i>	2
<i>Social group (e.g. WI, senior citizens)</i>	1
<i>Other</i>	4

It should be noted that face to face surveys of this nature tend to under-represent visitors who are part of an organised group or club. This is due to the difficulties of obtaining participation from individual visitors who are often reluctant to temporarily part from their group for the purpose of completing the interview particularly if they are engaged in group activities.

Anecdotal evidence from site managers suggest that group visits have grown since 1997 driven by initiatives such as the Health Walks programme and guided walking events.

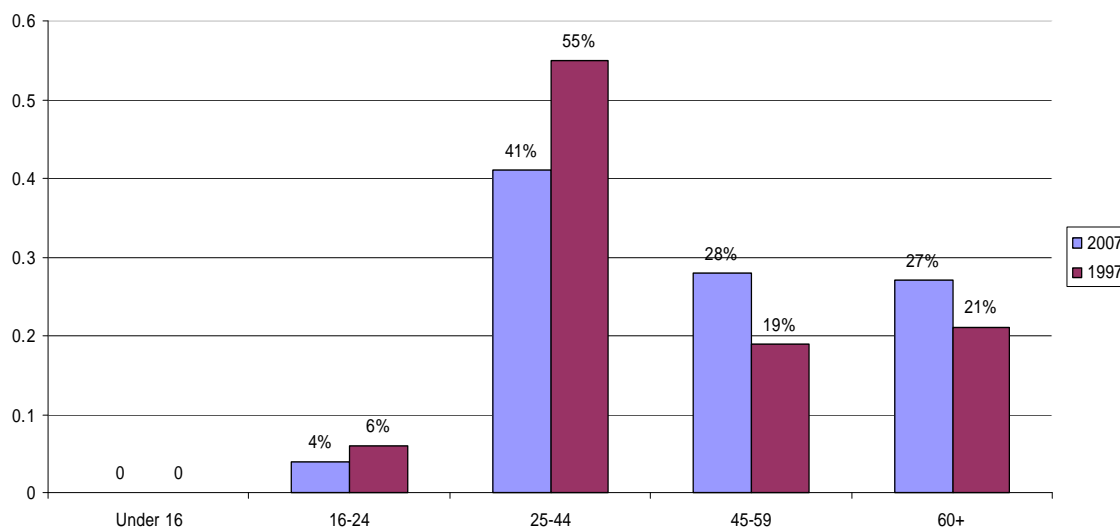
Table 6: Group composition by site visitor survey location

	On your own		With partner, family and/or friends		With a club or organised group	
Ashridge Estate	13	13%	87	86%	1	1%
Coombe Hill	22	21%	81	79%	-	-
Cowleaze Wood	15	16%	79	84%	-	-
Dunstable Downs	8	8%	93	92%	-	-
Hambleden	10	12%	68	84%	3	4%
Hughenden Manor	16	16%	84	83%	1	1%
Ivinghoe Beacon	12	13%	81	84%	3	3%
Sharpenhoe Clappers	22	27%	59	72%	1	1%
Tring Reservoirs	14	13%	91	87%	-	-
Watlington Hill	23	28%	59	72%	-	-
Wendover Woods	7	8%	79	88%	4	4%
Total	162	16%	861	83%	13	1%

3.2.3 Age of survey respondents

The age profile of adult interviewees drawn from the site visitor survey is shown below and compared to the 1997 survey.

Figure 2: Changes in age of site visitor survey respondents



Only 5% of respondents were aged 16-24 (compared to 6% in 1997). Forty-one percent of respondents fell into the 25-44 age band (compared to 55% in 1997), 28% were aged 45-64 (compared to 19% in 1997) and 27% were 60+ (compared to 21% in 1997).

The age profile of respondents drawn from the town centre survey was a little more mixed. See Table 7 below.

Table 7: Age profile of town centre survey respondents

	Base	16-24 years	25-44 years	45-59 years	60+ years
	532	16%	34%	28%	22%
Berkhamsted	83	12%	29%	36%	23%
Dunstable	54	24%	29%	31%	14%
Goring on Thames	70	7%	30%	30%	32%
Henley on Thames	59	16%	20%	30%	32%
High Wycombe	65	20%	41%	20%	19%
Hitchin	49	14%	30%	34%	20%
Houghton Regis	82	21%	49%	13%	17%
Princes Risborough	70	9%	38%	36%	17%

3.2.4 Ethnicity of survey respondents

Overall 97% of leisure visitors to the Chilterns classified themselves as white. The town centre survey also found a similar ethnic profile.

The results are comparable to other surveys leisure trips to the countryside. According to the ELVS 96% of countryside leisure day trips are made by white visitors. A survey of the Peak District National Park found that 94% were white British. Surveys closer to the Chilterns also present similar findings. Around 97% of visitors to the South Downs and 99% of visitors to West Berkshire classified themselves as white.

Table 8: Ethnicity of sample by site visitor survey location

	White		Black or Black British		Asian or Asian British		Mixed		Chinese or other ethnic group	
	1010	97%	4	<1%	14	1%	3	<1%	5	<1%
Ashridge Estate	100	99%	-	-	1	1%	-	-	-	-
Coombe Hill	100	97%	1	1%	1	1%	-	-	1	1%
Cowleaze Wood	93	99%	-	-	1	1%	-	-	-	-
Dunstable Downs	93	92%	1	1%	5	5%	1	1%	1	1%
Hambleden	80	99%	1	1%	-	-	-	-	-	-
Hughenden Manor	99	98%	-	-	1	1%	-	-	1	1%
Ivinghoe Beacon	93	97%	-	-	2	2%	-	-	1	1%
Sharpenhoe Clappers	79	96%	-	-	2	2%	1	1%	-	-
Tring Reservoirs	104	99%	1	1%	-	-	-	-	-	-
Watlington Hill	81	99%	-	-	-	-	-	-	1	1%
Wendover Woods	88	98%	-	-	1	1%	1	1%	-	-

3.3 Trip characteristics

3.3.1 Main purpose of trip

The site visitor survey found that walking remains the most important single reason for visiting the Chilterns AONB. Thirty-six percent of respondents intended to go on a short walk of up to 2 hours and a further 8% were on a longer walk of over 2 hours (44% in total compared to 43% in 1997). In recognition of the large volume of trips made by dog walkers, the 2007 survey included dog walking as a specific trip purpose to which a fifth of visitors (21%) replied was the main purpose of their trip.

In contrast to the 1997 survey, the proportion of people visiting the Chilterns simply to sit and relax, enjoy the view and/or have a picnic dropped from 24% to only 10%.

Table 9a: Main purpose of trip among visitors

	2007	1997
Walking	44%	43%
<i>Of which short walk (less than 2 hours)</i>	36%	28%
<i>Of which long walk (more than 2 hours)</i>	8%	15%
Walking the dog	21%	-
Sitting and relaxing/ enjoying the views/ picnicking....	10%	24%
Visiting a tourist attraction or place of interest	7%	11%
Pursuing a hobby or special interest...	3%	4%
Visiting a pub, café or tea room	3%	-
Driving around/ sightseeing (from car)	2%	4%
General nature study, watching wildlife ...	2%	4%
Cycling/ mountain-biking	2%	3%
Taking part in other outdoor sports	1%	1%
Visiting friends or relatives	1%	3%
Visiting a town or village	1%	3%
Educational trip or outdoor course	<1%	<1%
Other	3%	0%

The site visitor survey also found a small change in the proportion of people visiting a town or village within the Chilterns, or a specific tourist attraction or place of interest compared to the last survey. The 1997 survey found that for 3% of visitors the main reason for visiting was to visit a town or village in the AONB, whereas the 2007 survey found only 1% of respondents providing this answer.

The proportion of visitors replying that their main reason for visiting was to visit a tourist attraction or place of interest also changed from 11% of all trips in 1997 to 7% of all trips in 2007.

Eight percent of all respondents gave their main purpose of visit as taking part in an outdoor sport (other than walking) or special interest, including pursuing a hobby/special interest (3%), mountain biking (2%), studying nature (2%), or taking part in other outdoor sports (1%) (this compares to 11% in 1997). Less than one percent of respondents were on an educational visit or outdoor course.

Two percent of respondents had come mainly to the Chilterns to drive around sightseeing from the car. However, it should be borne in mind that the survey may under-represent these visitors, because respondents would have to leave their car to be interviewed at one of the main sites.

The changes in reasons for visiting and activities engaged in between 1997 and 2007 as highlighted by the recent survey needs to be qualified in light of the following two factors.

- A higher proportion of local residents were captured by the 2007 survey and they were more likely to be visiting for a short stroll rather than a day out compared to a visitors living outside the Chilterns.
- The poor weather seen over much of the summer period in 2007 will have also influenced the type of activities visitors engaged in potentially reducing activities such as picnicking, taking part in outdoor sports, visiting a town or village and studying nature, and increasing the proportion of shorter trips.

It is also worth noting more generally that face-to-face interview surveys under-represent activities such as cycling and horse-riding as well as organised group activities as it is very difficult to stop and interview visitors engaged in these activities.

Results split by survey location suggest that walking is the most popular reason for visiting most sites with the exception of Hambleden where relatively more visitors replied that their main purpose was to visit a tourist attraction or place of interest and Hughenden Manor where relatively more visitors replied that their main purpose was to pursue a hobby or special interest.

Coombe Hill was found to be a very popular spot for dog walking with 42% of visitors giving this as their main purpose for visiting.

Hambleden was also relatively more popular than the other 10 sites for driving around and sightseeing from the car and for studying nature and wildlife.

Table 9b: Main purpose of trip by site visitor survey location

	Ashridge Estate	Coombe Hill	Cowleaze Wood	Dunstable Downs	Hambleton	Hughenden Manor	Ivinghoe Beacon	Sharpenhoe Clappers	Tring Reservoirs	Watlington Hill	Wendover Woods
Walking (short & long walks)	39%	36%	53%	34%	17%	19%	48%	40%	44%	39%	29%
Walking the dog	22%	42%	19%	10%	9%	19%	13%	30%	13%	30%	26%
Sitting and relaxing/ enjoying the views ...	13%	5%	10%	24%	4%	2%	15%	12%	3%	-	22%
Visiting a tourist attraction or place of ...	6%	4%	9%	6%	22%	6%	4%	5%	14%	6%	6%
Pursuing a hobby or special interest...	4%	2%	-	9%	2%	42%	2%	1%	3%	2%	1%
Visiting a pub, café or tea room	1%	4%	2%	4%	-	-	5%	2%	10%	5%	-
Driving around/ sightseeing (from car)	3%	2%	1%	3%	12%	2%	-	-	2%	7%	2%
General nature study, watching wildlife ...	3%	-	-	4%	15%	2%	-	-	3%	-	3%
Cycling/ mountain-biking	4%	1%	3%	3%	1%	2%	6%	4%	2%	-	-
Taking part in other outdoor sports	4%	-	2%	1%	1%	-	5%	5%	2%	2%	3%
Visiting friends or relatives	1%	3%	1%	-	4%	1%	2%	-	2%	5%	3%
Visiting a town or village	-	2%	-	2%	5%	-	-	-	2%	1%	1%
Educational trip or outdoor course	-	-	-	1%	2%	5%	-	-	-	1%	-
Other	1%	-	-	-	5%	-	-	-	-	-	-

3.3.2 Reasons for choosing location visited

Separate to the question on main purpose of trip, site visitor survey respondents were also asked why they chose the particular location visited.

The most popular reason, mentioned by nearly a third of respondents (29%) was that they had chosen to visit the location because they had been before and enjoyed previous visits (39% of visitors gave this answer in 1997).

The next most popular reason was convenience. Around a quarter of all respondents (23%) had chosen to visit the location because it was easy get to or close to their home or holiday base. Only 9% of visitors gave this answer in 1997 and the reason for the increase could be partly due to the higher proportion of local resident visitors represented in the 2007 survey.

Four percent of respondents had been recommended to visit the location by friends or relatives (compared to 8% in 1997). Only 3% of respondents said that they had mainly decided to visit the location because they had never been before (compared to 4% in 1997).

Table 10a: Reasons for visiting the area mentioned by visitors

	2007	1997
Familiarity/ been before/ like the area	29%	39%
Easy to get to/ close to home	23%	9%
Scenery/ landscape	10%	7%
Good walking country	7%	4%
Other	6%	4%
Friends/ relatives live here or live nearby	6%	9%
Wanted to go to a specific place or attraction	4%	5%
Recommended by a friend or relative	4%	8%
Never been before	3%	4%
Peace & quiet/ not too crowded	3%	2%
Wildlife/ birds/ nature/ animals	2%	3%
Good for other outdoor activity	2%	2%
Good for pursuing other interest/ hobby	1%	2%
Because it is an AONB	<1%	1%

Another 6% indicated that friends or relatives lived nearby (compared to 9% in 1997).

As in the 1997 survey fewer than expected respondents gave scenery and landscape as the main reason for visiting the Chilterns though the proportion was slightly higher (10% in 2007 compared to 7% in 1997).

In common with the 1997 survey finding, 4% of all respondents had come to the Chilterns to visit a specific place of interest or attraction (5% mentioned this in 1997).

The 2007 survey found that less than 1% of all visitors replied that they had come to the area because it is designated as an Area of Outstanding Natural Beauty (it was also 1% in 1997).

As with the 1997 survey, 'Peace & quiet/not too crowded' and 'Wildlife/birds/flowers/animals' were also mentioned relatively infrequently as a main reason for choosing to visit the area (3% and 2% respectively).

Despite the dominance of walking as the main purpose of visiting the Chilterns, only 7% of respondents said they that chosen to visit the area specifically because it was 'good walking country' (compared to 4% in 1997).

As with the 1997 survey, 2% of respondents said that their main reason for visiting the Chilterns was because it was good for their hobby/interest or other outdoor activities.

Table 10b: Reasons for visiting the area mentioned by visitors by survey location

	Ashridge Estate	Coombe Hill	Cowleaze Wood	Dunstable Downs	Hambleden	Hughenden Manor	Ivinghoe Beacon	Sharpenhoe Clappers	Tring Reservoirs	Watlington Hill	Wendover Woods
Familiarity/ been before/ like the area	47%	28%	21%	22%	15%	13%	25%	28%	28%	26%	42%
Easy to get to/ close to home	25%	23%	20%	20%	5%	25%	21%	37%	27%	24%	27%
Scenery/ landscape	5%	14%	14%	18%	6%	3%	17%	7%	8%	10%	6%
Good walking country	4%	6%	3%	12%	19%	5%	6%	6%	6%	10%	6%
Other	1%	6%	13%	3%	23%	12%	2%	1%	6%	4%	2%
Friends/ relatives live here or live nearby	5%	7%	5%	3%	9%	13%	6%	2%	6%	10%	4%
Wanted to go to a specific place or attraction	3%	3%	3%	3%	4%	16%	3%	-	6%	4%	1%
Recommended by a friend or relative	3%	1%	7%	3%	6%	5%	4%	5%	2%	2%	6%
Never been before	1%	4%	7%	6%	4%	7%	3%	1%	2%	1%	1%
Peace & quiet/ not too crowded	5%	5%	3%	7%	1%	1%	3%	4%	-	1%	2%
Wildlife/ birds/ nature/ animals	1%	-	1%	2%	-	-	1%	5%	5%	5%	2%
Good for other outdoor activity	1%	1%	1%	1%	2%	1%	5%	-	3%	1%	1%
Good for pursuing other interest/ hobby	-	3%	-	-	5%	-	2%	2%	4%	-	-
Because it is an AONB	-	-	-	1%	-	-	1%	1%	-	2%	-
Attractive towns & villages	-	-	-	-	1%	-	-	-	-	-	-

3.3.3 Frequency of trips

Eleven percent of visitors interviewed on-site were visiting the Chilterns for the first time, while the remaining 89% had visited the Chilterns on at least one occasion previously.

Visitors who answered that they visited frequently were asked to establish how frequently they visit during the summer and winter months. The survey found relatively little difference in the number of times a trip is made over the summer and the winter. Forty percent of visitors visit the Chilterns several times a week in the summer and a third visit several times a week in the winter. Six percent of visitors make a trip to the Chilterns every day over the summer and the winter.

In the supplementary town centre survey, respondents were also asked to establish how frequently they tend to visit during the summer and winter months. The results from the town centre survey show a somewhat different pattern of visitation. The latter survey revealed a greater seasonal variation in visits to the Chilterns with a notable drop in the frequency of winter visits.

Table 11a: Previous visits over summer and winter among visitors

	Site visitor survey results		Town centre survey results	
	Summer	Winter	Summer	Winter
Every day	6%	6%	5%	4%
Several times a week	40%	32%	27%	13%
About once a week	29%	29%	27%	42%
At least once a month	20%	22%	30%	19%
Less often	2%	8%	12%	21%
Don't know	2%	2%	-	-

The site visitor survey results split by survey location reveal that most locations receive visits from people who make regular frequent trips several times a week or at least once a week. The survey found that frequent visitors to Cowleaze Wood, Hambleden and Sharpenhoe Clappers tend to visit every day, whereas frequent visitors to Ashridge Estate typically visit at least once a month.

In general, the responses provided by visitors indicated little change in the frequency of visits to each survey location over the summer and winter. Frequent visitors to Ashridge Estate indicated that over the winter they tended to reduce their trips to less often than once a month. A proportion of visitors to Tring Reservoirs and Wendover Woods also reduced the number of visits made over the winter

Table 11b: Previous visits over summer among visitors by survey location

	Every day	Several times a week	About once a week	At least once a month	Less often	Don't know
Ashridge Estate	-	-	-	100%	-	-
Coombe Hill	-	100%	-	-	-	-
Cowleaze Wood	12%	35%	18%	29%	6%	-
Dunstable Downs	-	-	50%	50%	-	-
Hambleden	25%	25%	25%	25%	-	-
Hughenden Manor	-	-	100%	-	-	-
Ivinghoe Beacon	-	75%	-	25%	-	-
Sharpenhoe Clappers	25%	38%	38%	-	-	-
Tring Reservoirs	-	55%	9%	36%	-	-
Watlington Hill	-	27%	33%	20%	7%	13%
Wendover Woods	-	43%	48%	9%	-	-

Table 11c: Previous visits over winter among visitors by survey location

	Every day	Several times a week	About once a week	At least once a month	Less often	Don't know
Ashridge Estate	-	-	-	-	100%	-
Coombe Hill	-	100%	-	-	-	-
Cowleaze Wood	12%	35%	18%	29%	6%	
Dunstable Downs	-	-	50%	50%	-	
Hambleden	25%	13%	25%	38%	-	
Hughenden Manor	-	-	-	100%	-	
Ivinghoe Beacon	-	75%	-	25%	-	
Sharpenhoe Clappers	25%	38%	38%	-	-	
Tring Reservoirs	-	36%	18%	27%	18%	
Watlington Hill	-	20%	40%	13%	7%	13%
Wendover Woods	-	26%	43%	22%	4%	

3.3.4 Average number of trips

The site visitor survey found significant differences in the frequency of trips by visitor type. Local residents were found to be the most prolific visitors making an average of 143 visits per year which translates to around 2.7 trips per week. Overnight visitors staying outside the Chilterns visited less frequently; an average of 5.6 trips to the Chilterns a year.

Table 12a: Frequency of trips over last 12 months by trip type

	2007
Staying outside Chilterns	5.6
Staying in Chilterns	11.4
Local resident day visitors	142.5
Non-local day visitors	28.9
Average no. of trips to the Chilterns	47.1

Results split by survey location suggest that Sharpenhoe Clappers is popular among repeat visitors who make an average of 54.5 visits per year.

Table 12b: Frequency of trips over last 12 months by survey location

All visitors	Annual average no. on trips to this location	Annual average no. of trips to Chilterns
Ashridge Estate	29.8	51.1
Coombe Hill	37.0	59.3
Cowleaze Wood	26.0	38.3
Dunstable Downs	15.4	26.8
Hambleden	16.4	35.0
Hughenden Manor	30.5	47.5
Ivinghoe Beacon	16.3	30.5
Sharpenhoe Clappers	54.5	61.2
Tring Reservoirs	34.7	59.2
Watlington Hill	38.2	68.1
Wendover Woods	30.2	41.9
Average no. of trips to the Chilterns		47.1

Interestingly the town centre survey found a lower frequency of trip among local visitors, on average 41.1 trips a year. The discrepancy between the two surveys suggests that the site visitor survey encountered relatively more local habitual visitors who lived close by in one of the villages.

Table 12c: Frequency of trips among local residents

Berkhamsted	34.4
Dunstable	22.6
Goring on Thames	55.9
Henley on Thames	72.4
High Wycombe	60.9
Hitchin	15.3
Houghton Regis	13.3
Princes Risborough	54.3
Average no. of trips to the Chilterns	41.1

3.3.5 Accommodation used by staying visitors

A relatively small number of visitors (35) staying within the Chilterns were encountered during the site visitor survey. The 35 visitors staying in the Chilterns were asked to indicate the type of accommodation they were staying in. Their responses are shown in Table 13 below.

Table 13: Type of accommodation used for staying trips

Base	Count
Home of friend or relative	22
Hotel/ motel	4
Campervan/ motorhome	1
Farmhouse (B&B)	1
Self-catering house/ cottage/ flat	1
Camping (tent)	1
Second home	1
Bed & breakfast	1
Touring caravan	1
Total	

The majority of visitors staying inside the Chilterns area were accommodated in the homes of friends or relatives.

3.3.6 Car ownership & transport used for making trip

The site visitor survey found that 98% of all visitors came from a household which owned a car. Car ownership was also high among residents interviewed as part of the town centre survey. The results of the latter survey are presented below.

Table 14a: Car ownership by residents

	Base	Yes	No
	532	91%	9%
Goring on Thames	68	93%	7%
Henley on Thames	60	92%	8%
High Wycombe	65	88%	12%
Princes Risborough	70	97%	3%
Berkhampsted	83	93%	7%
Dunstable	53	85%	15%
Houghton Regis	83	87%	13%
Hitchin	50	96%	4%

The site visitor survey found that the car is the most popular mode of transportation used to reach the locations where interviews took place, and the pattern appears to have changed little since 1997. Overall 94% of visitors travelled by car, van, or 4x4 (compared to 92% in 1997). A further 1% of visitors to the Chilterns had arrived on a motorcycle

Among the survey sample the use of public transport, organised coach tours and more sustainable modes of travel such as walking and cycling was very low.

It should be noted that most of the interview sites are not easily accessible by public transport which partly accounts for the low level of use.

Table 14b: Modes of transportation used by visitors

	Count	2007	1997
Car/van/4x4/ landrover	969	94%	92%
Bus/ coach service	2	<1%	<1%
Coach (private tour)	4	<1%	1%
Motorcycle/ moped	9	1%	2%
Bicycle	12	1%	2%
Train	2	<1%	1%
Campervan	3	<1%	<1%
Walked	35	3%	2%
Total	1036	100%	100%

It should also be noted that the survey is likely to under-represent walkers avoiding the busiest interview sites and using long distance trails such as the Ridgeway and Icknield Way. Walkers will also have been under-represented as many interviews were conducted in and around the car parks at honey pot sites, most of which are not within walking distance of big centres of population.

Visitors travelling to and within the Chilterns by bicycle/mountain bike and horse will also be under-represented due to the practical difficulties of stopping people whilst cycling/riding. Coach tours are also probably more important than suggested by the less than 1% of respondents in the survey, due to the practical difficulties in interviewing a representative sample of visitors in large organised groups. In general both the 1997 and 2007 survey will have under-represented visitors arriving by foot, on bicycles, on horse-back and on coaches due to the reasons mentioned.

Table 14b: Mode of transport used by site visitor survey location

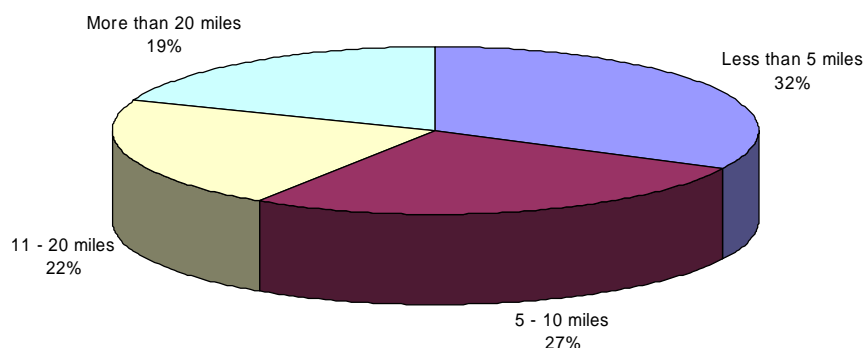
	Car/van/4 x4/ landrover	Bus/ coach service	Coach (private tour)	Motorcycl e/ moped	Bicycle	Train	Camper van	Walked
Ashridge Estate	99%	-	-	-	-	-	-	1%
Coombe Hill	97%	-	-	1%	2%	-	-	-
Cowleaze Wood	100%	-	-	-	-	-	-	-
Dunstable Downs	97%	-	-	1%	-	-	-	2%
Hambleden	84%	-	-	1%	4%	2%	1%	7%
Hughenden Manor	86%	-	4%	-	1%	-	-	9%
Ivinghoe Beacon	94%	-	-	2%	1%	-	2%	-
Sharpenhoe Clappers	98%	-	-	-	-	-	-	1%
Tring Reservoirs	89%	-	-	1%	2%	-	-	9%
Watlington Hill	91%	1%	-	4%	2%	-	-	1%
Wendover Woods	91%	1%	-	-	1%	-	-	7%

Results split by survey location reveal that whilst car usage was high for all locations, relatively more visitors reached Hambleden, Hugenden Manor and Tring Reservoirs by alternative forms of transportation than the other 8 locations.

3.3.7 Distance travelled

The high level of car use may be taken to indicate that most visitors had travelled a significant distance to reach the Chilterns. However, the site visitor survey found that a third of visitors had travelled less than 5 miles.

Figure 3: Distance travelled from home/accommodation base



Results split by survey location reveal that the largest proportion of visitors to Sharpenhoe Clappers and Wendover Woods travelled less than 5 miles.

Hambleden, Hugenden Manor and Ivinghoe Beacon received relatively more visitors who had travelled more than 20 miles than the other locations.

Table 15: Distance travelled by survey location

	Base	Less than 5 miles		5 - 10 miles		11 - 20 miles		More than 20 miles	
All	1036	337	32%	276	27%	223	22%	200	19%
Ashridge Estate	101	27	27%	39	39%	26	26%	9	9%
Coombe Hill	103	39	38%	38	37%	8	8%	18	17%
Cowleaze Wood	94	19	20%	21	22%	32	34%	22	23%
Dunstable Downs	101	36	36%	30	30%	21	21%	14	14%
Hambleden	81	20	25%	14	17%	23	28%	24	30%
Hughenden Manor	101	36	36%	10	10%	16	16%	39	39%
Ivinghoe Beacon	96	13	14%	32	33%	22	23%	29	30%
Sharpenhoe Clappers	82	44	54%	25	30%	7	9%	6	7%
Tring Reservoirs	105	33	31%	27	26%	32	30%	13	12%
Watlington Hill	82	28	34%	14	17%	23	28%	17	21%
Wendover Woods	90	42	47%	26	29%	13	14%	9	10%

3.3.8 Length of stay

The 2007 site visitor survey results suggest that the time spent on a leisure visit to the Chilterns has reduced since 1997 with the number of visitors spending less than an hour and up to 2 hours increasing and the number of visitors spending 3-4 hours decreasing.

Whilst this change may partly be explained by the higher proportion of local resident visitors within the 2007 sample, many of who were simply taking a short stroll, there is some evidence that dwelling time is generally reducing. A recent comparable survey of the Peak District National Park which involved a random sample of visitors found that 47% of visitors spent between 1 to 2 hours at the park (Peak District National Park Site visitor survey, 2005).

Figure 4: Changes in average dwelling time

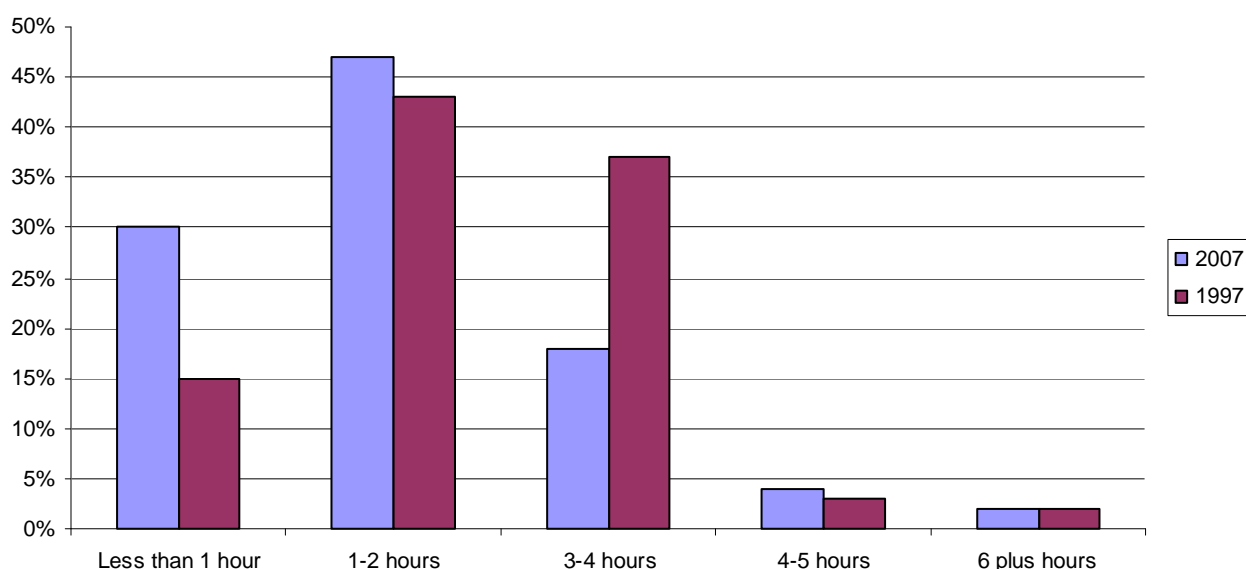


Table 16: Dwelling time at site by survey location

	Base	Less than 1 hour		1-2 hours		3-4 hours		4-5 hours		6-8 hours		9+ hours	
	1036	306	30%	491	47%	184	18%	38	4%	10	1%	7	1%
Ashridge Estate	101	22	22%	54	53%	19	19%	5	5%	1	1%	-	
Coombe Hill	103	45	44%	51	50%	5	5%	2	2%	-	-	-	
Cowleaze Wood	94	33	35%	45	48%	16	17%	-	-	-	-	-	
Dunstable Downs	101	24	24%	54	53%	21	21%	2	2%	-	-	-	
Hambleden	81	20	25%	34	42%	20	25%	6	7%	1	1%	-	
Hughenden Manor	101	28	28%	45	45%	22	22%	5	5%	1	1%	-	
Ivinghoe Beacon	96	30	31%	48	50%	14	15%	4	4%	-	-	-	
Sharpenhoe Clappers	82	41	50%	33	40%	8	10%	-	-	-	-	-	
Tring Reservoirs	105	21	20%	51	49%	25	24%	2	2%	2	2%	4	
Watlington Hill	82	32	39%	32	39%	9	11%	4	5%	2	2%	3	
Wendover Woods	90	10	11%	44	49%	25	28%	8	9%	3	3%	-	

All visitors staying overnight were asked how many nights would be spent within the Chilterns area.

Length of stay by those staying in the Chilterns area at the time they were interviewed was 4.8 nights, which is 1.4 nights less than the average of 6.2 nights found in 1997.

Table 17: Average no.of night spent in Chilterns

Base	35
Ashridge Estate	0
Coombe Hill	7.5
Cowleaze Wood	3.0
Dunstable Downs	3.5
Hambleden	7.4
Hughenden Manor	11.8
Ivinghoe Beacon	2.0
Sharpenhoe Clappers	4.3
Tring Reservoirs	6.3
Watlington Hill	1.4
Wendover Woods	5.5
Average nights spent	4.8

3.3.9 Places visited

Visitors were asked where else they had visited during their trip or where else they intended to visit during their trip.

The results suggest that most visitors did not venture too far from where they were interviewed.

Table18a: Places visited/plan to visit by visitors

	Ashridge Estate	Coombe Hill	Cowleaze Wood	Dunstable Downs	Hambleden	Hughenden Manor	Ivinghoe Beacon	Sharpenhoe Clappers	Tring Reservoirs	Watlington Hill	Wendover Woods
Base	101	103	94	101	81	101	96	82	105	81	90
Ashridge Visitor Centre	91%	-	-	1%	-	-	8%	-	3%	-	-
Aston Rowant Nature Reserve	-	-	10%	-	-	-	-	-	-	-	-
Barton Hills	1%	-	-	-	-	-	1%	1%	-	-	-
Chiltern Open Air Museum	-	-	-	-	-	1%	-	-	-	-	-
Coombe Hill	-	n/a	-	-	-	1%	1%	-	1%	-	4%
Cowleaze Sculpture Trail	-	-	86%	-	-	-	-	-	-	5%	-
Dunstable Downs	5%	1%	-	n/a	-	1%	9%	1%	3%	-	-
Greys Court	-	-	-	-	2%	1%	-	-	-	-	-
Hambleden Valley	-	-	-	-	91%	-	-	-	-	-	-
Hodgemoor Woods	-	-	-	-	-	1%	-	-	-	-	-
Hughenden Manor	-	-	-	-	-	n/a	1%	-	-	-	1%
Ivinghoe Beacon	5%	1%	-	1%	-	1%	n/a	-	3%	-	-
None	9%	-	11%	-	2%	-	-	1%	2%	19%	-
Other	5%	7%	3%	6%	11%	12%	15%	5%	9%	10%	2%
Pitstone Hill	1%	-	-	-	-	-	5%	-	2%	-	-
Pulpit Hill	-	2%	-	-	-	1%	1%	-	-	-	1%
Sharpenhoe Clappers	-	-	-	-	-	-	2%	n/a	-	-	-
Stonor House	-	-	-	-	1%	-	-	-	-	-	-
Sundon Hills	-	-	-	-	-	-	-	5%	-	-	-
Tring Park	-	-	-	-	-	1%	1%	-	2%	-	-
Tring Reservoirs	2%	1%	-	-	-	1%	8%	-	n/a	-	2%
Warden & Galley Hills	-	-	-	-	-	-	-	1%	-	-	-
Watlington Hill	-	-	2%	-	1%	-	1%	-	-	n/a	-
Wendover Woods	-	2%	1%	-	-	2%	1%	-	2%	1%	n/a
West Wycombe Hill	-	1%	-	-	1%	9%	-	-	-	-	-
Whipsnade Zoo	3%	-	-	2%	-	1%	2%	-	-	-	-
Whiteleaf Cross	1%	3%	-	-	-	1%	-	-	-	-	-

NB: Does not add to 100% as multiple responses permitted

The proportion of residents who had visited, or said that they were firmly intending to visit, each of the main places of interest in the Chilterns is shown in the tables below.

Table 18b: Places visited by residents

Base	528	
Grangelands	3	1%
Warden & Galley Hills	6	1%
Hodgemoor Woods	11	2%
Sundon Hills	21	4%
Warburg Reserve	22	4%
Pulpit Hill	26	5%
Aston Rowant Nature Reserve	27	5%
Cowleaze Woods/ sculpture trail	28	5%
Sharpenhoe Clappers	35	7%
Barton Hills	41	8%
Pitstone Hill	42	8%
Chiltern Open Air Museum	60	11%
Watlington Hill	66	13%
Mapledurham	68	13%
Tring Park	68	13%
Greys Court	76	14%
Whiteleaf Cross	77	15%
Stonor House	80	15%
Coombe Hill	86	16%
Other	90	17%
Hambleden Valley	93	18%
West Wycombe Hill	110	21%
Hughenden Manor	117	22%
Tring Reservoirs	149	28%
Wendover Woods	153	29%
Ivinghoe Beacon	158	30%
Ashridge Visitor Centre	171	32%
Whipsnade Zoo	203	38%
Dunstable Downs	213	40%

Table 18c: Towns/villages visited by residents

Base	496	
Wigginton	24	5%
Lane End	35	7%
Kensworth	39	8%
Chinnor	43	9%
Ewelme	45	9%
Barton Le Clay	47	9%
Benson	47	9%
Stokenchurch	48	10%
Whitchurch	48	10%
Woodcote	56	11%
Hughenden	62	13%
Nettlebed	64	13%
Watlington	67	14%
Other	73	15%
Great Missenden	75	15%
Aldbury	78	16%
Hambleden/ Turville	78	16%
Goring on Thames	102	21%
Amersham/ Chesham	107	22%
Berkhamsted	108	22%
Princes Risborough	113	23%
Wendover	116	23%
Wallingford	120	24%
West Wycombe	121	24%
Tring	145	29%
Marlow	177	36%
Henley on Thames	196	40%

3.3.10 Information used to plan trip

Given the high level of repeat visitation and high proportion of local resident visitors represented in the 2007 visitors survey sample, it may not be surprising to find that only 19% of visitors replied that they had used or were using a map or other information sources to plan their trip, this compares to 39% of the sample in 1997.

Of those visitors who used information sources, 67% indicated that they had used a map to plan their visit, of which 43% used an Ordnance survey map, 18% used 'other maps' and 6% used specific tourist maps.

Table 19a: Information sources used to plan trip

	2007	1997
Base	19% of sample	39% of sample
Ordnance survey map	43%	24%
Internet website (please specify)	20%	-
Other map	18%	6%
Walking guide	12%	15%
Other source (s)	12%	6%
Previous knowledge of the area	6%	9%
Tourist map	6%	20%
Tourist/ visitor leaflet (please specify)	6%	24%
Touring guide book (e.g. AA/ Readers Digest)	3%	15%
Personal recommendation	2%	13%
Information/ visitor centre (please specify)	1%	1%
Brochure/ holiday guide (please specify)	1%	1%
Road signs	1%	22%
Advertisement/ poster	1%	0%
Newspaper article/ TV or radio feature	1%	1%

Multiple responses permitted

New to the 2007 survey was the response 'Internet' and it was found that a fifth of visitors had consulted the Internet for information on the Chilterns. Internet sites mentioned were:

	<i>Count</i>
- <i>National Trust website</i>	7
- <i>Chilterns AONB website</i>	7
- <i>AA routeplanner</i>	3
- <i>Multi-map</i>	3
- <i>Forestry Commission website</i>	2
- <i>Chilterns Sculpture Trail website</i>	2

-	<i>Short walks in Herts</i>	1
-	<i>Google</i>	1
-	<i>Campsite website</i>	1
-	<i>Where to go to in Herts</i>	1
-	<i>Can't recall</i>	1
-	<i>www.geocaching.com</i>	1
-	<i>Oxford cycle workshop website</i>	1
-	<i>The Ridgeway website</i>	1

Six percent of respondents (11 respondents) reported to have used a tourist/visitor leaflet for information and the planning of their trip. The following sources were mentioned: Wendover Woods trail guide, Cycle routes leaflet, Chilterns leaflet, FC Wendover Woods leaflet, Marlow area map & guide, Walks around Hambleden, National Trust leaflet on Ashridge Estate and the Wendover Woodland Park leaflet.

Touring guides, such as those produced by the AA and Readers Digest, were used by only 3% of all respondents (compared to 15% in 1997). Walking guides were mentioned by 12% of all respondents (compared to 15% in 1997).

As with the 1997 survey, brochures and holiday guides were found to be used by only 1% of all respondents and when asked to name the title of the brochure/guide, one respondent mentioned a brochure on canals, one respondent mentioned the British Waterways brochure and another mentioned the Reservoirs & Waterways guide.

In stark contrast, the importance of road signs as a source of information has declined since 1997. In the earlier survey road signs were mentioned by 22% of respondents compared to only 1% in the most recent survey. This is probably due in part to the increased use of GPS and satellite navigation.

Only 2% of respondents stated that they had received information from an information/visitor centre and these were the Ashridge visitor centre and the Wendover visitor centre.

Very few respondents mentioned articles in newspapers or features on television or the radio, or other advertisements or posters.

Twenty-four respondents representing 12% of the sample mentioned 'other' sources not coded on the questionnaire. These were left as open responses and the results are listed below:

	<i>Count</i>	
-	<i>GPS/ Sat Nav</i>	12
-	<i>National Trust Handbook</i>	8
-	<i>Compass</i>	1
-	<i>Orienteering map</i>	1
-	<i>Field Studies Council butterfly charts</i>	1
-	<i>RSPB birdsite software on PDA</i>	1

Respondents who mentioned maps, guide books, brochures and leaflets were also asked to say where (if they were able to recall) they obtained the information. Of the respondents who replied to the question, over half said they had obtained the information source from a book shop (56%) and a further 10% mentioned 'Other shop'.

Seventeen respondents mentioned a TIC or an information centre and these identified as Ashridge Visitor Centre, Chilterns Gateway Centre, Marlow TIC, Henley TIC, Wendover TIC, and the Wendover Woods cafe/ info point.

Table 19b: where information was obtained by visitors

	Base	
Book shop	83	56%
Other shop	14	10%
Information/ visitor centre	11	7%
Friend or relative	9	6%
Internet/ website	7	5%
Tourist Information Centre	6	4%
Library	3	2%
Pub or restaurant	1	1%

All visitors who had obtained information from the sources identified in Table 19b were asked as an open question if there was anywhere that would be more convenient to obtain information.

Table 19c: Alternative places to obtain information suggested by visitors

No/don't know	92	68%
Internet	17	13%
Information boards	3	2%
Local shops	2	1%
Better road signs	2	1%
Wendover Woods car park	1	1%
National Trust shop	1	1%
Newbury TIC	1	1%
At the hotel (Travelodge)	1	1%
Dunstable library or Tourist Office	1	1%
Dunstable Downs visitor centre	1	1%
Chilterns website could be easier to find	1	1%
National Trust website should have more info on Ivinghoe Beacon	1	1%
Hemel Hempstead should have a Tourist Information Centre	1	1%
TIC in St Albans	1	1%
Schools & universities	1	1%
Chilterns website should have more specific information	1	1%
Amersham should have a Tourist Information Centre	1	1%
Local libraries	1	1%

Of those who provided a response, 68% either felt that current places to obtain information were adequate or did not know what alternatives could be made available.

Seventeen respondents mentioned the Internet, suggesting that more information could be made available online.

3.3.11 Visitor expenditure

Participants of the site visitor survey were asked to estimate how much they, and the members of their immediate group, expected to spend that day. The survey collected information about the amount of money spent within the Chilterns area.

Expenditure was broken down into four categories - shopping (including groceries), eating out (food and drink purchased in pubs, cafes and restaurants), entertainment (including admissions to attractions, sports/leisure, bingo, dancing etc.) and travel/transport (fares, parking charges, fuel etc. paid for in the Chilterns area). Staying visitors were also asked how much they and their group would be spending on accommodation during their whole stay.

In contrast to the 1997 site visitor survey, when it was found that around 77% of respondents had spent money on one or more of the items above, the 2007 site visitor survey found that 97% of respondents had spent something even if it was as little as 42 pence on a snack.

Table 20a: Average expenditure per day per visitor

Expenditure items	Staying outside Chilterns	Staying in Chilterns	Local	Non-local	All visitors
Eating & drinking	£4.91	£8.52	£2.54	£5.40	£5.34
Shopping	£0.91	£0.98	£0.83	£1.44	£1.04
Entertainment	£0.27	£1.75	£0.67	£0.42	£0.78
Travel & transport	£1.24	£1.77	£1.12	£1.40	£1.38
Total	£7.33	£13.02	£5.16	£8.66	£8.54
Spend on accommodation	£32.54	£15.42			
Total for staying visitors	£39.87	£28.44			

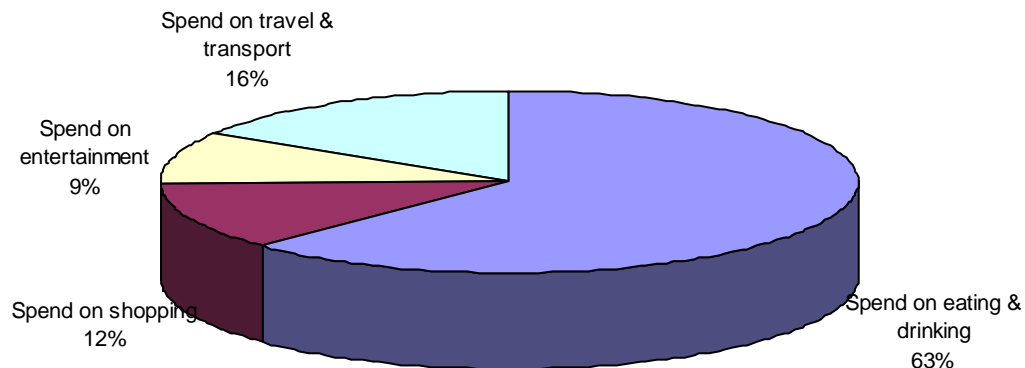
On average, visitors staying overnight in the Chilterns spent more per day than visitors staying outside the Chilterns, local residents and non-local day visitors (£13.02 per person per day compared to £7.33 for those visiting from accommodation bases outside the Chilterns, to £5.16 for local residents and £8.66 for non-local day visitors).

Expenditure per person per night on accommodation by visitors staying within the AONB boundary was on average £15.42, significantly lower than the £32.54 spent by overnight visitors staying in

towns outside the boundary. This is not surprising given that 22 out of the 35 overnight visitors staying within the AONB were staying in the home of a friend or family.

Not surprisingly the biggest area of expenditure for all visitors is eating and drinking, representing 63% of total expenditure.

Figure 5: Distribution of expenditure



The 2007 town centre survey also found a similar average expenditure figure, approximately £8.81 per person per day, with the highest spend per head being found among Hitchin residents (£13.30) and the lowest being found among Dunstable residents (£4.00).

Table 20b: Average expenditure per day per resident

Berkhamsted	£8.53
Dunstable	£4.00
Goring on Thames	£12.43
Henley on Thames	£7.50
High Wycombe	£8.50
Hitchin	£13.30
Houghton Regis	£7.55
Princes Risborough	£8.65
Average expenditure	£8.81

To assess real term changes in expenditure since 1997, we need to factor in the impact of inflation.

Using GDP deflators at market prices we find that there has been a 28% increase in prices since 1997-98. This is illustrated in the following calculation where $n1$ equal GDP deflator 113.691 and $n2$ equals GDP deflator 88.480.

$$\frac{(n1 - n2)}{n2} \times 100 = 28\%$$

In 1997 the average expenditure per person per day for all visitors (including those who did not spend anything and excluding accommodation costs) was £3.65. Applying the 28% increase in prices, we see that £3.65 in 1997-8 prices would be worth £4.67 in 2007-8 prices (see Table 21a below).

Table 21a: Impact of price inflation

Expenditure items	Ave. spend per day- all visitors (1997)	Real term expenditure in 2007-8 prices (+28%)
Eating & drinking	£2.02	£2.59
Shopping	£0.80	£1.02
Entertainment	£0.19	£0.24
Travel & transport	£0.64	£0.82
Total	£3.65	£4.67

To calculate real terms growth rate we need to compare the difference between the real term expenditure of £4.67 with £8.54 (derived from the site visitor survey). This indicates a 83% increase in expenditure since 1997. The calculation is presented below.

$$\frac{(n1 - n2)}{n2} \times 100 = 83\% \quad \text{Where } n1 = £8.54 \text{ and } n2 = £4.67$$

Table 21: Real term growth indices

Year	GDP deflator	Ave. spend per day- all visitors	Real terms expenditure in 2007-8 prices	Real terms growth rate
1997-8	88.48	£3.65	£4.67	
2007-8	113.691	£8.54	£8.54	83%

Source: Office of National Statistics

3.4 Visitor Knowledge/Opinions

3.4.1 Awareness of AONB

Awareness of the designation of the Chilterns as an AONB appears to have increased since 1997. Then, the site visitor survey found that three quarters of respondents were aware that they were in the Chilterns Area of Outstanding Natural Beauty (before they were interviewed). The 2007 site visitor survey found that 85% of respondents were aware that they were in the Chilterns Area of Outstanding Natural Beauty (before they were interviewed).

3.4.2 Accessibility for disabled visitors

Among the site visitor survey sample at least one member of 4% of groups was registered disabled and/or an orange badge holder representing 43 respondents.

Respondents were asked to rate the provision of information and facilities for people with disabilities.

Among those disabled visitors who provided their views (bearing in mind this represents a very small number of individuals), the results suggest a level of dissatisfaction at some locations. Cowleaze Wood, Ivinghoe Beacon, and Sharpenhoe Clappers each received a 'poor' rating with regard to the provision of information for people with disabilities.

Table 22a: Rating on the provision of information

	Base	Poor	Fair	Good	Very good	Can't say
		Count	Count	Count	Count	Count
Ashridge Estate	4	0	1	1	0	2
Coombe Hill	1	0	0	1	0	0
Cowleaze Wood	7	1	2	0	0	4
Dunstable Downs	9	0	1	2	4	2
Hambleden	3	0	1	0	0	2
Hughenden Manor	5	0	0	3	2	0
Ivinghoe Beacon	3	1	0	1	0	1
Sharpenhoe Clappers	6	1	1	1	1	2
Tring Reservoirs	4	0	1	1	1	1
Watlington Hill	0	0	0	0	0	0
Wendover Woods	1	0	0	1	0	0

Coombe Hill, Cowleaze Wood, Sharpenhoe Clappers and Tring Reservoirs received a 'poor' rating with regard to the provision of facilities (e.g. toilets, paths) for people with disabilities

Table 22b: Rating on the provision of facilities

	Base	Poor	Fair	Good	Very good	Can't say
		Count	Count	Count	Count	Count
Ashridge Estate	4	0	3	1	0	0
Coombe Hill	1	1	0	0	0	0
Cowleaze Wood	7	2	0	2	2	0
Dunstable Downs	9	0	1	3	3	2
Hambleden	3	0	1	0	0	2
Hughenden Manor	5	0	1	2	2	0
Ivinghoe Beacon	3	0	1	1	0	1
Sharpenhoe Clappers	6	2	1	2	0	1
Tring Reservoirs	4	1		2	0	1
Watlington Hill	0	0	0	0	0	0
Wendover Woods	1	0	0	1	0	0

3.4.3 Accessibility for all visitors

To get a more general picture of the issues of accessibility, all respondents were asked to report on any thing which might restrict their access to the countryside for leisure purposes.

Table 23: Restrictions on access

	Base	No/ nothing	Pram/ pushchair/ buggy	Limited mobility - use a walking stick/ frame	Limited mobility - wheelchair user	Other (please specify)
Base	1,035	93%	3%	2%	0%	2%
Ashridge Estate	101	93%	5%	-	1%	1%
Coombe Hill	103	96%	1%	-	-	3%
Cowleaze Wood	94	90%	4%	4%	-	1%
Dunstable Downs	101	91%	1%	4%	1%	3%
Hambleden	81	89%	1%	5%	-	5%
Hughenden Manor	101	90%	3%	2%	1%	4%
Ivinghoe Beacon	96	98%	-	1%	-	1%
Sharpenhoe Clappers	82	96%	1%	1%	-	1%
Tring Reservoirs	105	91%	5%	1%	1%	2%
Watlington Hill	81	98%	2%	1%	-	-
Wendover Woods	90	90%	7%	-	-	3%

The results reveal that most visitors (93%) replied that nothing restricted their access to the countryside. For the 7% of visitors who did mention restrictions, those with very small children mentioned difficulties

caused by pushing a pram around, whereas other visitors mentioned difficulties caused by having to walk around with the assistance of a walking stick/frame.

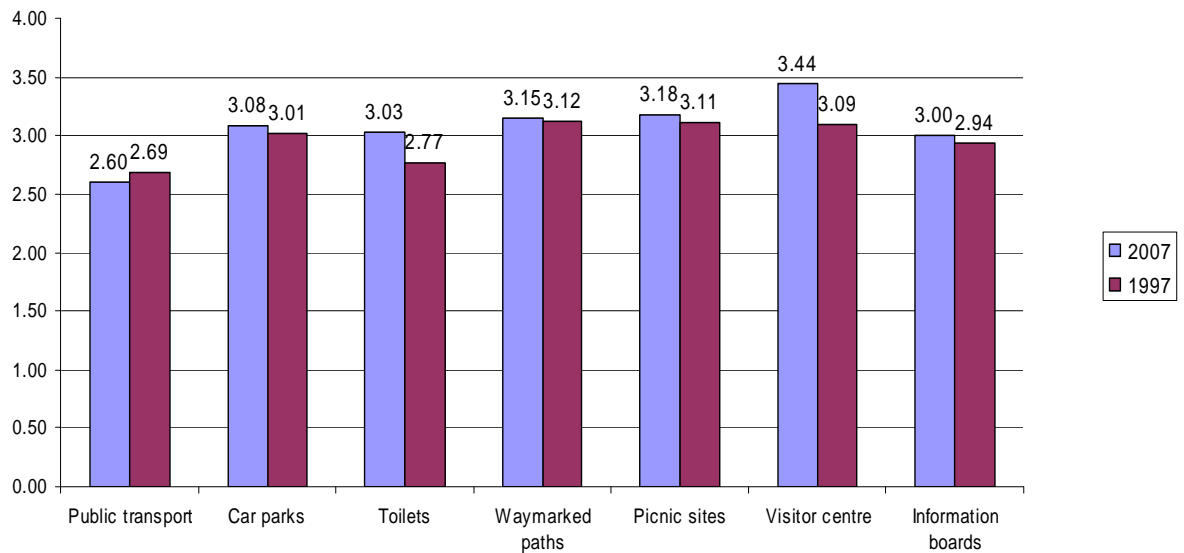
Overall 2% of respondents, who provided an answer, mentioned 'other' restrictions. These included having a lack of spare time to enjoy the Chilterns, poorly kept paths or paths being too steep for walking, too much traffic around the area, a lack of decent parking at many locations, private ownership of some land restricting access, the weather and poor health.

3.4.4 General levels of satisfaction

As in 1997, respondents were asked to express an opinion on each of the facilities and services they had used during their visit. They were shown a card listing the possible responses - 'poor', 'fair', 'good' and 'very good'. Each response has been scored on a range of one to four, where one was 'poor', two 'fair', three 'good' and four 'very good', to calculate an average score. The average scores are shown in Figure 5 and generally indicate a high level of satisfaction with the facilities and services provided for visitors to the Chilterns.

Table 24: Visitor satisfaction ratings

	Poor		Fair		Good		Very good		Can't say/ Not used	
Car parks	42	4%	145	15%	471	49%	307	32%	71	7%
Information boards	28	5%	89	15%	335	56%	143	24%	441	43%
Local pubs	3	1%	22	7%	145	48%	134	44%	732	71%
Picnic sites	12	4%	29	9%	158	51%	109	35%	728	70%
Public transport	2	40%	-	-	1	20%	2	40%	1031	99.5%
Toilets	26	10%	39	15%	103	39%	98	37%	770	74%
Visitor centres	2	1%	19	9%	76	36%	117	55%	822	79%
Waymarked paths	11	1%	92	11%	497	59%	238	28%	198	19%

Figure 6: Mean satisfaction scores

The satisfaction rating on car parking provision remains similar to the rating provided in 1997. Car parking provision was rated as 'good' or 'very good' by 81% of respondents (average score 3.08 compared to average score of 3.01 in 1997).

Fifty-seven percent of the sample was able to comment on information boards. Of these, 80% rated information boards as 'good' or 'very good', 15% as 'fair' and 5% 'poor' (average score of 3.00 compared to 2.94 in 1997).

Twenty-nine percent of respondents had visited a local pub during their trip and satisfaction was generally high with 92% rating local pubs as 'good' or 'very good'.

Thirty percent of respondents had used and were able to comment on the provision of picnic sites within the Chilterns area, far fewer than in 1997 when 57% of the sample were able to comment. Picnic sites were generally rated very well receiving an average score of 3.18 compared to 3.11 in 1997.

Used by only 5 respondents, public transport received an average satisfaction score of 2.60, only marginally worse than the score given in 1997.

Public toilets received an average satisfaction score of 3.03, an improvement on the score of 2.77 in 1997 with 76% rating public toilets, 15% as 'fair' and 10% as 'poor'.

Twenty-one percent of respondents provided views on Visitor Centres. Of these respondents, 36% rated it as 'very good' and a further 5% as 'good' (average score 3.44, an improvement on the score of 3.09 received in 1997).

Waymarked paths received an average score of 3.15 only marginally different to the score of 3.12 received in 1997. Eighty-seven percent of respondents rated these as 'good' or 'very good'.

At Dunstable Downs and Sharpenhoe Clappers only respondents were also asked how they would rate the enjoyment of the visit today for the children in their party. In total 63 respondents replied to this question and results are presented in Table 25 below.

Table 25: Visitor satisfaction on children's enjoyment

Very low	-	-		
Low	-			
Average	19	30%	19	30%
High	34	54%	34	54%
Very high	10	16%	10	16%

3.4.5 Factors spoiling enjoyment of most recent visit

Respondents were asked whether or not a number of specific factors had spoilt the enjoyment of their visit that day. In total 173 respondents (representing 17% of the sample) mentioned factors that had negatively impacted on their visit that day. The findings for all respondents are shown below.

As illustrated below, the largest number of complaints related to the weather (mentioned by 34% of respondents), followed by dog fouling (8%), lack of dog poo bins (6%) and litter/lack of litter bins (6%).

Comment	Count
<i>Cold wind/ rain/ weather</i>	67
<i>Dog mess (on paths)</i>	15
<i>Lack of litter bins/ litter along paths / litter outside toilets/café</i>	12
<i>Lack of dog poo bins</i>	11
<i>Noise from the music festival</i>	6
<i>Dog(s) not under control</i>	5
<i>Muddy / blocked overgrown or poorly maintained paths/trails/ lanes</i>	5
<i>Parking is too expensive - does not encourage people to visit</i>	5
<i>Poor signposting / waymarking</i>	5
<i>Flies/ insects/ wasps</i>	4
<i>Children!/ Badly behaved children</i>	4
<i>Paths are a bit overgrown/ poorly maintained</i>	4
<i>Fly-tipping</i>	3
<i>Bumpy roads/ potholes</i>	3
<i>Disappointed the house and garden was closed (Hughenden)</i>	2
<i>Footpaths/ towpaths flooded</i>	2

<i>Gateway Centre courtyard is too exposed to sun/heat and rain - need more trees or covering</i>	2
<i>Lack of toilets</i>	2
<i>More seating needed along pathways</i>	2
<i>Noise from helicopters/ aircraft</i>	2
<i>Not enough car parking</i>	2
<i>Rowdy youths - drinking & smoking/ playing loud music</i>	2
<i>Some sculptures seem to be missing</i>	2
<i>The Gateway Centre is completely out of keeping & out of character</i>	2
<i>Too many people/ crowded</i>	2
<i>You can't use the facilities after 6pm/ the Centre closes too early</i>	2
<i>Ran out of cream teas & food disappointing/ no ice-cream van</i>	2
<i>Ashridge Visitor Centre offers lovely food, unlike here (the Gateway Centre)</i>	1
<i>Bicycle puncture</i>	1
<i>Block of toilets by the other car park has been demolished</i>	1
<i>Car park ticket machine not working - worried about getting fined/ clamped</i>	1
<i>Choking smoke from farmer's bonfire/ crop burning</i>	1
<i>Close proximity of other car users and other people smoking</i>	1
<i>Cyclists going the wrong way down a one-way track</i>	1
<i>Expensive ice-creams</i>	1
<i>Gift shop was shut</i>	1
<i>Lack of information about Sharpenhoe Clappers</i>	1
<i>Lack of kennel facilities</i>	1
<i>Not allowed to fly glider on NT property</i>	1
<i>Nowhere to sit in the cafe</i>	1
<i>Play area too small - not enough there for the number of children using it</i>	1
<i>Poor toilets in the Bluebell Tearoom</i>	1
<i>The bushes block the views from the car park</i>	1
<i>The cafe was crowded - not enough staff (not their fault)</i>	1
<i>Upset by tree felling</i>	1
<i>Worried about vandalism (wheel has puncture and will need to stay here overnight)</i>	1
<i>Young staff inexperienced & inflexible</i>	1
Total number of comments (by 67 respondents)	195

3.4.6 Factors contributing to enjoyment of most recent visit

At Dunstable Downs and Sharpenhoe Clappers respondents were also what they most liked about their visit that day. In total 151 respondents mentioned factors that had positively impacted on their visit that day. The findings for all respondents are shown below.

As illustrated below, for many visitors the factors impacting positively were the scenery and the tranquillity of the locations.

Comment	Count
<i>The scenery/ landscape/ views / natural beauty / countryside</i>	101
<i>The atmosphere/ peace & quiet/ tranquillity</i>	30
<i>Fresh air/exercise</i>	15
<i>Getting away from it all/ escape from the town / relaxing</i>	14
<i>Good walking country/ Good for dog walking</i>	13
<i>Open space / plenty of space for kids to run around</i>	11
<i>Nice weather/ sunshine brings people out</i>	10
<i>Wildlife/ nature/ birds/ butterflies/ wild flowers</i>	10
<i>Watching the gliders/ aeroplanes</i>	7
<i>Convenient for where we live/ local / familiar</i>	7
<i>Good for children – safe / something different</i>	5
<i>Spending time with family/ friends/ children</i>	4
<i>Wheelchair accessible/ easy to get around</i>	4
<i>Dog friendly - water for the dog available here and away from roads</i>	3
<i>Nice place to wander around</i>	3
<i>Plants & trees/ greenery</i>	3
<i>Environment awareness and recycling at the Gateway Centre</i>	2
<i>Parking facilities/ easy parking</i>	2
<i>The range of activities & facilities</i>	2
<i>We enjoyed visiting the new centre</i>	2
<i>Areas kept natural for the wildlife</i>	1
<i>Came to see the orchids</i>	1
<i>Free parking</i>	1
<i>Good for photography</i>	1
<i>Great ice cream from the ice cream van</i>	1
<i>In bad weather you can sit inside with a coffee and look out</i>	1
<i>It's free - can pop in for 5 minutes or stay 5 hours</i>	1
<i>It's very clean</i>	1
<i>The food is very good</i>	1
<i>The stream/ spring coming out of the hill</i>	1
<i>Well looked after by Jeremy (the manager) - it enhanced our visit</i>	1
Total number of comments (by 151respondents)	259

4. Volume, value & economic impact assessment

4.1 Methodology

One of the primary objectives of the Chilterns Site visitor survey was to assess the importance of the AONB for recreation and tourism by enabling estimates to be made of the number of leisure visits to the Chilterns AONB and the economic impact of those visits to the local economy.

To achieve this we drew on results from the site visitor and town centre survey as well as a number of other local and national sources (as listed below) which we will discuss in more detail in the following sections.

Data sources for impact assessment:

Chilterns On-Site Site visitor survey 2007

Chilterns Town Centre survey 2007

Census of Population 2001

TSE accommodation database 2007

TSE Regional Occupancy Survey 2007

England Leisure Visits Survey 2005

United Kingdom Tourism Survey 2007

International Passenger Survey 2007

As we highlighted in Section 1.2.3 we have been aware of the need to use the same methods and assumptions used to produce the 1997 volume and value figures. Back then a statistics based impact model known as the Cambridge Model was used to provide indicative estimates of the volume, value and economic impact of tourism on the Chilterns.

The model has two stages – stage one calculates the volume and value of day and staying visitors to the study area, whilst stage two calculates the economic impact of visitor spending on the local economy.

For the purpose of this study we have updated the template used for the 1997 study. In the following sections we will describe the model in more detail.

As the primary focus of the Cambridge Model is on tourism activity, it is not designed to generate a view of local residential trips to a location. Therefore the methodology has been adapted in order to estimate the volume of local trips. We begin in Section 4.2.1 by describing the method used to estimate the volume of local resident visits.

4.2 Estimates of visitor volume

4.2.1 Estimate of the number trips by local residents

As with the 1997 survey the following definition was adopted for local visits;

'Local day visitors from home' – residents of the 11 districts covering the Chilterns who are on a leisure day visit (See definitions page 15).

To calculate the total number of local day visits to the Chilterns, estimates of the frequency of visits were applied to estimates of the total resident population.

Population data was obtained from the ONS website for the following 11 districts (see Table 26a below).

Based on the population data available to us from the ONS website it is estimated that the total population of the 11 districts is 1.38 million.

Table 26a: Estimated population of each district

Aylesbury Vale	168,300
Chiltern	89,400
Dacorum	138,100
Luton	185,000
Mid Bedfordshire	128,500
North Hertfordshire	120,000
South Bedfordshire	114,700
South Buckinghamshire	62,900
South Oxfordshire	127,900
Three Rivers	84,400
Wycombe	160,900
Total population	1,380,100

Source: Office of National Statistic

Of the 1.38 million residents, it is estimated that approximately 79,400 people (6%) live in settlements within the boundary of the AONB², approximately 395,000 people (29%) live in towns adjoining the Chilterns³ and the remaining 905,700 (65%) live in towns in the remaining parts of the land covered by the 11 districts.

² In 2005 Terra Consult estimated that the population was approximately 70,387.

³ These include Amersham, Beconsfield, Berkhamsted, Chesham, Chinnor, Dunstable, Henley on, Thames, High Wycombe, Marlow, Princess Risborough, Sonning Common, Tring, Wallingford, Wendover, Aylesbury, Hemel Hempsted, and Thame.

Table 26b: Estimated population within AONB and remaining parts of district

Population within the Chilterns AONB	79,400
Population of towns immediately adjoining the Chilterns	395,000
Population of remaining surrounding towns	905,700
Total population	1,380,100

Source: Office of National Statistic; Terra Consult

As we discovered from the town centre survey, not every resident visits the Chilterns for leisure purposes. We found that approximately 20% of residents of towns immediately adjoining the Chilterns did not visit the Chilterns for leisure purposes.

It is possible that the proportion of residents who live in the remaining parts of the 11 districts covering the Chilterns and who do not visit the Chilterns for leisure purposes is higher than 20%. However, as we have no further data to confirm this, for the purpose of this study we also assume that 20% of the population of the remaining parts of the 11 districts do not visit the Chilterns for leisure purposes. This leaves us with a visiting population of 1,119,957 (see Table 27 below).

To calculate the total number of visits to the Chilterns by residents we need to apply the average frequency of trips to the population data. Drawing on results from the visitor and residents survey the following averages are used:

	<i>Ave. no. of visits per year</i>	
	<i>2007</i>	<i>1997</i>
<i>Resident from within the Chilterns</i>	<i>143</i>	<i>71</i>
<i>Residents of towns adjoining the Chilterns</i>	<i>41</i>	<i>40</i>
<i>Resident of remaining part of districts</i>	<i>28</i>	<i>18</i>

The site visitor survey produced an average trip figure of 143 trips per resident per year, whereas the town centre survey produced an average trip figure of 41 trips per resident per year.

For residents of the remaining towns of the 11 districts such as Luton town and Hemel Hempstead we believe based on our experience of countryside leisure research that they are more likely to have a visitation pattern similar to 'non-local day trips from home' than to residents from the main towns immediately adjoining the Chilterns. The site visitor survey found that the average number of trips made by non-local visitors from home was relatively high, approximately 28 trips a year.

Based on these averages, we calculate that approximately 44.6 million leisure trips were made to the Chilterns in 2007 by residents of the 11 districts covering the Chilterns.

Table 27: Estimated local visits to the Chilterns

	<i>Estimated population which visits for leisure</i>	<i>Ave. no. of visits per year</i>	<i>Total estimated visits in 2007</i>
Population within the Chilterns AONB	79,400	143	11,354,200
Population of towns immediately adjoining the Chilterns (- 20%)	315,959	41	12,954,319
Population of remaining parts of districts (- 20%)	724,532	28	20,286,896
Total population	1,119,891		44,595,415

Of these local visits, approximately 11.3 million were made by residents living in villages within the boundary of the AONB, approximately 13 million were made by residents living in the towns adjoining the boundary of the AONB and the remaining 20.2 million visits were made by residents living in towns in the remaining parts of the 11 districts.

4.2.2 Estimate of the number of trips by non-local day visitors

Non-local day visits are defined as visits by people living outside the 11 districts forming part of the Chilterns such as Reading, Oxford and Greater London.

Estimates of the volume of non-local day visits to the Chilterns were based on the methodology developed as part of the Cambridge Model.

Information on day visits from home at the regional level is available from the 2005 England Leisure Visits Survey (ELVS). The Cambridge Model only uses information from the ELVS on 'tourism day trips'. They are a sub-set of leisure visits and are defined as round trips which start from and return to home for leisure purposes which last three hours or more and are not taken regularly. The more general term 'leisure visits' are not included in this estimation as these trips include regular activities such as going to the cinema or going to the gym after work.

To distribute regional estimates of tourism day trips to countryside areas, the Model assumes that non-local countryside day visits are influenced primarily by the amount and quality of countryside within the area concerned. It therefore includes a 'countryside index' based on population density, with additional weighting given to countryside designated as Area of Outstanding Natural Beauty.

A proportion of visits to the Chilterns will also be to commercial visitor attractions located in towns across the Chilterns. The Cambridge Model distributes the latter on the basis of visits to attractions information collected by Visit Britain.

On the basis of the assumptions set out above, it is estimated that non-local day trips from home to the Chilterns amounted to around 7.7 million.

Table 28: Estimated non-local trips to the Chilterns

Local Authority District	Estimated no. of tourism day trips
Aylesbury Vale	1,322,055
Chiltern	488,839
Dacorum	382,362
Luton	12,336
Mid Beds	1,253,785
North Herts	620,974
South Beds	862,039
South Bucks	423,977
South Oxfordshire	1,402,564
Three Rivers	185,285
Wycombe	784,314
Total	7,738,530

Source: ELVS/Cambridge Model

4.2.3 Estimate of the number of trips by overnight visitors staying inside the Chilterns

The Cambridge Model is used to produce estimates of the number of visitors staying overnight in the Chilterns. To do this, the model utilises information from national tourism surveys and regionally based data held by Tourism South East. The model distributes regional tourism activity as measured in those surveys to local areas using 'drivers', such as local accommodation capacity and local accommodation occupancy that influence the distribution of tourism activity at the local level.

The main national surveys used are the United Kingdom Tourism Survey (UKTS) which provides information on tourism activity by UK residents and the International Passenger Survey (IPS) which provides information on overseas visitors to the United Kingdom.

The UKTS and IPS provides information on the total number of overnight trips to a county. Drawing on these two studies and some recent adjustments to the figures it is estimated that nearly 8 million overnight trips were made in total to the counties of Bedfordshire, Buckinghamshire, Hertfordshire and Oxfordshire.

Table 29: 2007 Cambridge estimates by County

County	No. of overnight trips
Bedfordshire	1,267,000
Buckinghamshire	1,860,000
Hertfordshire	2,234,000
Oxfordshire	2,567,000
Total	7,928,000

NB: The above figures have been further adjusted through recent Cambridge county level studies.

Both UKTS and IPS provide some information on the relative proportion of trips using different types of accommodation. It is this information which enables us to distribute county trips to local levels. We do this by matching these figures to the supply of accommodation within the Chilterns so that the average number of trips per bed space or unit of accommodation can be derived. By then applying average occupancy levels to bedspaces available we are able to estimate the number of overnight visits.

UKTS and IPS also indicates the proportion of trips to a county that are spent with friends or relatives so that the average number of such trips per resident can be calculated.

Therefore in order to distribute county totals to the local level, the following information sources available at a local district level were utilised.

- Audit of known accommodation stock from records held by Tourism South East.
- Accommodation occupancy rates drawn from regional occupancy survey
- Estimates of resident population and number of households

Based on Tourism South East's internal database there are approximately 485 tourism-related and hospitality businesses located in the Chilterns (see Table 30). The vast majority of these businesses are located in the main towns immediately adjoining the Chilterns.

Of these businesses 205 are commercial accommodation business (Hotels, guest houses and B&Bs) and 19 are Inns with rooms, together providing approximately 3,222 bedspaces. There are a further 43 self-catering units and 344 caravan and camping pitches (see Table 31).

Table 30: Supply of hospitality businesses in the Chilterns

Type of hospitality businesses	No.
Attractions	72
Hotels	30
B&B/Guest House	171
Self Catering	28
Camping and Caravan sites	2
Hostels	4
Inn with Rooms	19
Inn/Pub	129
Café/Tea Shop/Restaurant	30
Total	485

Sources: Regional Tourist Board TRIPS Database

Table 31: Available bedspaces, units and pitches

No. of bedspaces (Hotels, Guest Houses, Inns and B&Bs)	3,222
No. of self-catering units	43
No of pitches	344
Total commercial overnight trip capacity	3,609

Our regional occupancy survey indicates that the estimated annual occupancy rate in accommodation businesses, based in and on the fringe of the Chilterns AONB, is 60%. Applied to the estimated bedspace figures and taking into account the short season of some B&B's, self-catering establishments and caravan/camping sites⁴ – we can arrive at a figure for the number of bednights spent in commercial accommodation within the Chilterns.

To estimate the number of visitors staying in the homes of residents living within the boundary of the AONB and within the main towns adjoining the AONB a similar process was followed using regional estimates from the UKTS and IPS and data on the number of households in each town extracted from the ONS web site.

Based on the methodology described above, it is estimated that there were approximately 898,450 overnight visitors staying in commercial accommodation and in the homes of friends and family in the Chilterns.

4.2.4 Estimate of the number of day trips by visitors staying outside the Chilterns

Information on day trips into a county from holiday bases outside that county is not available from the national surveys.

Estimates of the number of leisure day visits to the Chilterns by visitors staying overnight in accommodation outside the Chilterns were based on the relative proportions of different visitor types.

During the survey period, the ratio of non-local day visitors to visitors staying outside the Chilterns was 4:1. By using this ratio we arrive at a figure of 1,934,633 day visits to the Chilterns by visitors staying overnight outside the Chilterns.

4.2.5 Total estimated visits to the Chilterns

Based on the assumptions and data sources available to us we estimate that just over 55 million leisure trips were made to the Chilterns in 2007, representing a 4% growth in trips since 1997.

⁴ This takes into account business tourism which is not seasonal in its nature.

We estimate that approximately 80% of leisure trips are made by residents of the 11 districts forming part of the Chiltern AONB.

Table 32: Estimated volume of leisure visits

Volume of trips	2007	
Local day trips	44,595,415	80%
Non-local day trips	7,738,530	14%
Visitors staying in AONB	898,540	2%
Visitors staying outside AONB*	1,934,633	4%
Total	55,167,118	

4.3 Estimated expenditure associated with leisure trips to Chilterns

The research also aimed to provide estimates of total expenditure by leisure visitors to the Chilterns.

Based on average expenditure per person per visit, we calculate that total expenditure associated with trips to the Chilterns was in the region of £336.8 million.

Table 33: Expenditure associated with leisure visits to Chilterns

	Spend per person	Total expenditure
Local day trips	£5.16 ⁵	£230,112,341
Non-local day trips	£8.66	£67,015,670
Visitors staying in AONB (x length of stay)	£28.44	£25,554,478
Visitors staying outside AONB	£7.33	£14,180,860
Total		£336,863,349

4.4 Economic impact of leisure trip activity

In addition to the direct expenditure, the spending of visitors has a range of indirect and induced effects on the local economy.

An indirect multiplier is associated with the purchases on supplies from other local businesses by firms deriving part or their entire turnover from the direct expenditure of visitors.

An induced effect is associated with the local expenditure of those deriving their salaries from businesses whose turnover results directly or indirectly from the expenditure generated through visits to the Chilterns.

To calculate the indirect impact, visitor expenditure is multiplied by a factor of 1.30. This multiplier was devised by English Partnerships and indicates levels of further economic activity associated with the creation of local income and local supplier purchases. Thus every £1 of direct expenditure associated with the exhibitions will result in a further expenditure of 30 pence down the supply chain. Using this approach an extra £101,059,005 is generated.

The induced multiplier is estimated at 1.10 for the local economy. Thus every £1 of direct expenditure associated with the exhibitions will result in a further expenditure of 10 pence down the spending chain. Using this multiplier an extra £33,686,335 is generated.

⁵ For the economic impact analysis we are using local resident expenditure data from the on-site visitor survey as we feel this survey provides a more accurate measure of expenditure than the residents survey where individuals are faced with the problem of having to recall their last trip and estimate how much was spent.

On the basis of the estimated direct expenditure associated with the exhibition, the projections of indirect and induced economic benefit associated with the exhibition are presented in the table below.

Table 34: Economic impact of leisure visits to Chilterns

1.3 indirect impact expenditure	£101,059,005
1.1 induced impact expenditure	£33,686,335
Total indirect/induced expenditure	£134,745,340
Total direct expenditure	£336,863,349
Total expenditure	£471,608,689
FTE jobs sustained	11,673

Overall it is estimated that approximately £471.6 million was generated through visitor expenditure and multiplier effects for businesses located within the villages and towns forming part of, or immediately adjoining, the AONB boundary.

Drawing on data on local employment levels and average salaries from the New Earnings Survey and the Labour Force Survey it is estimated that the income generated for businesses supported approximately 11,673 FTE jobs.

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APPENDIX 1: On Site Visitor Questionnaire

CHILTERN AONB RECREATIONAL VISITOR SURVEY 2007

Date: / / 07 Time: (24 hr) Interviewer initials:..... Site:

Weather: Wet -1 Cloudy (completely overcast) -2 Sunny (or sunny intervals) -3 Cold -4

Good morning/ afternoon my name is....., I am working for Tourism South East. We are undertaking a survey of recreational visitors to the Chilterns AONB. Do you have time to answer some questions?

SECTION A

1. Please can you tell me where you live?

Home town

County/Country

2. Are you here today

On a leisure trip staying away from home -1 **Go to Q3**

On a leisure day trip from your home -2 **Go to Q8**

Visiting for any other reason -3 **Thank and close (keep tally)**

3. What type of accommodation you are staying in during this visit?

- | | | | |
|-------------------------|-----|--------------------------|-----|
| Hotel/motel | -01 | Self catering flat/house | -11 |
| Guest house | -02 | Camper van | -12 |
| Pub/inn | -03 | Static caravan | -13 |
| Bed & Breakfast | -04 | Touring caravan | -14 |
| Farmhouse (B&B) | -05 | Camping (tent) | -15 |
| Home of friend/relative | -06 | Youth Hostel | -16 |
| Host family | -07 | Activity/training centre | -17 |
| Boat/canal boat | -08 | University/college | -18 |
| Second home | -09 | Other (write in) | -19 |
| Timeshare | -10 | | |

4. Are you staying within the area shown on this map? (SHOW MAP)

YES -1 NO -2

5. Where are you staying?

Name of town/village

County

6. How many nights are you staying away from home on this holiday/ visit

a) within the area shown on the map nights

b) in total nights

7. How much will YOU AND YOUR IMMEDIATE GROUP be spending on accommodation during your whole stay?

Write in actual amount to the nearest £. Please put "0" if spent or expect to spend nothing.

£

ALL RESPONDENTS:

8. How far have you travelled to get here today?

- | | |
|--------------------|----|
| Less than 5 miles | -1 |
| 5-10 miles | -2 |
| 11-20 miles | -3 |
| More than 20 miles | -4 |

9. How long will you be spending at this particular site/ location today?

- | | | | |
|----------------|----|-----------|----|
| Less than 1 hr | -1 | 4-5 hours | -4 |
| 1-2 hours | -2 | 6-8 hours | -5 |
| 3-4 hours | -3 | 9+ hours | -6 |

10. How did you travel here today? RECORD MAIN TYPE OF TRANSPORT USED (main = longest distance)

- | | | | |
|----------------------|----|------------|-----|
| Car/van | -1 | Motorcycle | -6 |
| 4x4/ landrover | -2 | Bicycle | -7 |
| Taxi | -3 | Train | -8 |
| Bus/ coach service | -4 | Campervan | -9 |
| Coach (private tour) | -5 | Walked | -10 |

Other (write in).....-11

11. Including yourself, how many adults and children are there in your immediate group?

Adults (Male) Adults (Female)

Children (11-15 yrs) Children (under 11 yrs)

12. Who are you with on this holiday or visit?

- | | | |
|--------------------------------|----|-------------------|
| On your own | -1 | Go to Q14a |
| With family and/or friends | -2 | Go to Q14a |
| With a club or organized group | -3 | Ask Q13 |

13. What type of group are you with?

- | | |
|--|----|
| School group | -1 |
| College/ university group | -2 |
| Youth group | -3 |
| Special interest group (e.g. history, nature) | -4 |
| Outdoor activity group (e.g. walking, cycling) | -5 |
| Social group (e.g. WI, senior citizens) | -6 |
| Holiday tour group | -7 |
| Other (please specify) | -8 |

14a. How many times have you visited this particular site in the last 12 months?

(write in number of visits to this site)

14b. Including this site, how many times have you made recreational visits to the Chilterns area as a whole (SHOW MAP) in the last 12 months?

(write in number of visits to the Chilterns area as a whole or circle response below)

Visited frequently -1 **Ask Q14c**
 Don't know -2 **Go to Q15a**

14c. (IF VISITED FREQUENTLY) can you tell me how often you visited the Chilterns AONB during the summer and winter months? (READ OUT)

Summer		Winter	
Every day	-1	Every day	-1
Several times a week	-2	Several times a week	-2
About once a week	-3	About once a week	-3
At least once a month	-4	At least once a month	-4
Once every 2-3 months	-5	Once every 2-3 months	-5
Less often	-6	Less often	-6
Don't know	-7	Don't know	-7

15a. Which of the following best describes the MAIN purpose of your visit today? (circle ONE only – main purpose) (SHOWCARD 1)

15b. Which of the following describes any other activities taken part in during your visit today? (circle all that apply) (SHOWCARD 1)

	Main	Other
Short walk (up to 2 hours)	-01	-01
Long walk (over 2 hours)	-02	-02
Walking the dog	-03	-03
Jogging or running	-04	-04
Driving around/sightseeing (from car)	-05	-05
Sitting and relaxing/enjoying the views/ picnicking, playing with children etc	-06	-06
Visiting a tourist attraction/place of interest	-07	-07
Visiting a town or village (for entertainment, leisure shopping, a meal or drink)	-08	-08
Visiting a pub, cafe or tea room	-09	-09
General nature study, watching wildlife, visiting a nature reserve/ trail	-10	-10
Pursuing a hobby or special interest (e.g. ornithology, photography, conservation)	-11	-11
Cycling/ mountain-biking	-12	-12
Horse riding	-13	-13
Taking part in motor sports (e.g. 4x4 off roading)	-14	-14
Taking part in other outdoor sports	-15	-15
Visiting friends or relatives	-16	-16
Educational trip or outdoor course	-17	-17
None of these (write in box below)	-18	-18

16. (Before this visit) were you aware that you are in the Chilterns Area of Outstanding Natural Beauty?

YES -1 NO -2

17a. What was your MAIN reason for choosing this area for your visit today? (circle ONE only in the "Main" column) (SHOWCARD 2)

17b. Were there any other reasons for choosing this area for your visit? (circle all that apply under "Other") (SHOWCARD 2)

	Main	Other
Familiarity/ been before/ like the area	-01	-01
Easy to get to/ close to home/ base	-02	-02
Friends/ relatives live here/ nearby	-03	-03
Never been before	-04	-04
Recommended by a friend/ relative	-05	-05
To go to a specific place/ attraction	-06	-06
Scenery/ landscape	-07	-07
Peace & quiet/ not too crowded	-08	-08
Wildlife/ birds/ flowers/ animals	-09	-09
Attractive villages/ towns	-10	-10
Good walking country	-11	-11
Good for other outdoor activity	-12	-12
Good for pursuing other interest/ hobby	-13	-13
Because it is an AONB	-14	-14
Other (write in box below)	-15	-15

18a. Did you use/ are you using any maps or other information sources to plan your trip today?

- Yes -1 **Go to Q18b**
 No -2 **Go to Q18e**

18b. If yes, what maps or information sources did you use? (Circle all responses mentioned. Probe for detail as required)

- Tourist map -01*
 Ordnance Survey Map -02*
 Other Map -03*
 Touring guide book (e.g. AA/R.Digest) -04*
 Walking guide -05*
 Brochure/holiday guide (**ask for name**) -06*

.....
 Tourist/visitor leaflet (**ask for name**) -07*

- Personal recommendation -08
 Previous knowledge of the area -09
 Advertisement/ poster -10
 Information/ visitor centre (**ask for name**) -11

-
 Road signs -12
 Newspaper article/TV or radio feature -13
 Internet website (**ask which one**) -14

.....
 Other source (**please specify below**) -15

NOTE TO INTERVIEWER:

If any of codes 1 to 7 are mentioned, ask Q18c, Q18d and Q18e. If only codes 8 to 15 are circled, go to Q18e.

18c. Where did you obtain this information?

(circle all that apply. Probe for detail as required)

Tourist Information Centre (**ask for name**) -1

.....
 Information/ visitor centre (**ask for name**) -2

.....
 Internet/ website (**ask for name**) -3

-
 Book shop -4
 Other shop -5
 Library -6
 Accommodation -7
 Pub or restaurant -8
 Friend or relative -9
 Other (**please specify**) -10

18d. Is there anywhere that would be more convenient to obtain information?

(Write responses/ suggestions below)

18e. Did you download any leaflets or information from a website for this visit?

- Yes -1
 No -2

If YES, please say which website(s):

19. Which of the following facilities & services have you used during your visit to the Chilterns area today and how would you rate the ones you used? (READ OUT LIST - SHOWCARD 3)

	<u>Very good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Can't say</u>	<u>Not used</u>
Public transport	-4	-3	-2	-1	-5	-6
Car parks	-4	-3	-2	-1	-5	-6
Toilets	-4	-3	-2	-1	-5	-6
Waymarked paths	-4	-3	-2	-1	-5	-6
Picnic sites	-4	-3	-2	-1	-5	-6
Visitor centre	-4	-3	-2	-1	-5	-6
Information boards	-4	-3	-2	-1	-5	-6
Local pubs	-4	-3	-2	-1	-5	-6

20. What attractions or places of interest have you visited (or do you intend to visit) TODAY or during your stay (this trip)? (SHOWCARD 4. Circle all mentions.)

Coombe Hill	-01	Ivinghoe Beacon	-16
Hughenden Manor	-02	Tring Park	-17
West Wycombe Hill	-03	Whipsnade Zoo	-18
Pitstone Hill	-04	Stonor House	-19
Whiteleaf Cross	-05	Mapledurham	-20
Wendover Woods	-06	Chiltern Open Air Mus.	-21
Hambledon Valley	-07	Aston Rowant NR	-22
Sharpenhoe Clappers	-08	Hodgemoor Woods	-23
Barton Hills	-09	Warburg Reserve	-24
Dunstable Downs	-10	Pulpit Hill	-25
Warden & Galley Hills	-11	Grangelands	-26
Sundon Hills	-12	Greys Court	-27
Cowleaze Woods/		Tring Reservoirs/	
Sculpture Trail	-13	Grand Union Canal	-28
Watlington Hill	-14	Other (<i>write in</i>)	-29
Ashridge Visitor Centre	-15	
		
		Don't know	-30
		None	-31

21. Has anything affected the enjoyment of your visit so far?

- Yes -1 **Ask Q21a**
- No -2 **Go to Q22**

21a. If YES, what spoils your visit?
(Write comments in box below. DO NOT PROMPT)

SECTION B: EXPENDITURE

22. Thinking about today as a whole, how much do you expect that **you and your immediate party** will have spent **today and this evening** in total in the Chilterns area (**SHOW MAP**) on the following:

Eating & drinking (in cafes, pubs, restaurants, hotels etc.) £
Put "0" if spent/expect to spend nothing
Don't know/Can't recall/Refused -1

Shopping & outdoor shops (including maps, guidebooks, clothes, drinks, food, souvenirs & other items) £

NB: Do not include routine/ household shopping by local residents – only include spend on purchases associated with the recreational visit

Put "0" if spent/expect to spend nothing
Don't know/Can't recall/Refused -1

Entertainment (including admissions to attractions, guided tours etc.) £
Put "0" if spent/expect to spend nothing
Don't know/Can't recall/Refused -1

Travel & transport within the Chilterns area (including fuel, public transport fares, car parking charges – spend within the Chilterns area ONLY) £

Put "0" if spent/expect to spend nothing
Don't know/Can't recall/Refused -1

22a. How many people do these amounts cover?

 People

SECTION C

The following information we need from you will be used for statistical purposes only and is treated as strictly confidential. It will help us to gain a better insight into the profile of recreational visitors to the Chilterns AONB.

23. Do you consider yourself to be disabled or are you a blue badge holder?

- No -1 **Go to Q25**
 - Yes -2
- Try to find out nature of disability:**

- Physical -1
- Mental -2
- Sensory -3

24. How would you rate the provision of information and facilities within the Chilterns AONB for people with disabilities?
(**SHOWCARD 3**)

Information		Facilities (e.g. toilets, paths)	
Poor	-1	Poor	-1
Fair	-2	Fair	-2
Good	-3	Good	-3
Very Good	-4	Very Good	-4
Can't say	-5	Can't say	-5

25. Is there anything that restricts your access to the countryside?

- (circle all/ any that apply)
- No/ nothing** -1
 - Pram/ pushchair/ buggy -2
 - Limited mobility – use a walking stick or frame -3
 - Limited mobility – wheelchair user -4
 - Other (**please specify**) -5

26. Does your household own a car?

- Yes -1
- No -2

27. Which of these age groups do you fall into?
(**SHOWCARD 5a - interviewee ONLY**)

	Male	Female
A Under 16	-01	-07
B 16 - 24	-02	-08
C 25 - 34	-03	-09
D 35 - 44	-04	-10
E 45 - 59	-05	-11
F 60+	-06	-12
Declined	-13	-14

28. How would you describe the ethnic group you belong to? (**SHOWCARD 5b**)

- White -1
- Black or Black British -2
- Asian or Asian British -3
- Mixed -4
- Chinese or other ethnic group -5

29. **UK RESIDENTS ONLY:** What is your postcode?

NB: Please ask for the full postcode. This information will only be used to map where visitors come from. It will not be used for any other purpose.

30. Finally, could I ask for your name and day time telephone number (for back-checking purposes only)?

This information will not be used for any other purpose and will not be held on any database or passed on or sold to any third parties.

Name

Daytime telephone number (inc. STD code)

THANK & CLOSE

APPENDIX 2: Town Centre Resident Questionnaire

CHILTERN AONB LOCAL RESIDENTS SURVEY 2007

Date: / / 07 Time: (24 hr) Interviewer initials:..... Town:

Good morning/ afternoon my name is....., I am working for Tourism South East. We are carrying out a survey into recreational use of the Chilterns AONB by local residents. Do you have five minutes to answer a few questions?

SECTION A

1a. First of all, can you confirm that you are a resident of this town?

- YES -1 **Go to Q2**
- NO -2 **Ask Q1b**

1b. Do you live in a town or village that is either within or close to the Chilterns AONB? (SHOW MAP)

- YES -1 **Write in town/village of residence then continue to Q2**

Town/village

- NO -2 **THANK & CLOSE.** Keep tally below:

1 2 3 4 5 6 7 8 9 10 11 12

2. Have you and/or anyone in your household visited the Chilterns AONB (SHOW MAP) for a leisure or recreational visit IN THE LAST 12 MONTHS?

Leisure trips might include informal recreation such as walking the dog, going for a walk, cycling or jogging; and things like visiting country pubs or tea rooms, as well as trips to visit towns, villages, attractions or other places of interest in the Chilterns AONB.

- YES -1 **Continue to Q3a**
- NO -2 **THANK & CLOSE.** Keep tally below:

1 2 3 4 5 6 7 8 9 10 11 12

3a. Can you estimate approximately how many leisure visits to the Chilterns you and your household made in the last 12 months?

(write in number of visits to the Chilterns area as a whole on the box OR circle a response below)

- Visited frequently -1
- Don't know -2

3b. Can you tell me how often you and your household visited the Chilterns AONB during the summer and winter months? (READ OUT)

Summer		Winter	
Every day	-1	Every day	-1
Several times a week	-2	Several times a week	-2
About once a week	-3	About once a week	-3
At least once a month	-4	At least once a month	-4
Once every 2-3 months	-5	Once every 2-3 months	-5
Less often	-6	Less often	-6
Don't know	-7	Don't know	-7

4a. Which locations or places of interest do you go to when you visit the Chilterns AONB? (SHOWCARD 1. Circle all mentions.)

Coombe Hill	-01	Ivinghoe Beacon	-16
Hughenden Manor	-02	Tring Park	-17
West Wycombe Hill	-03	Whipsnade Zoo	-18
Pitstone Hill	-04	Stonor House	-19
Whiteleaf Cross	-05	Mapledurham	-20
Wendover Woods	-06	Chiltern Open Air Mus.	-21
Hambledon Valley	-07	Aston Rowant NR	-22
Sharpenhoe Clappers	-08	Hodgemoor Woods	-23
Barton Hills	-09	Warburg Reserve	-24
Dunstable Downs	-10	Pulpit Hill	-25
Warden & Galley Hills	-11	Grangelands	-26
Sundon Hills	-12	Greys Court	-27
Cowleaze Woods/		Tring Reservoirs/	
Sculpture Trail	-13	Grand Union Canal	-28
Watlington Hill	-14	Other (write in)	-29
Ashridge Visitor Centre	-15	
		

4b. Which towns or villages do you go to when you visit the Chilterns AONB? (SHOWCARD 2. Circle all mentions.)

NB: Leisure or recreational visits only – not for routine shopping or services

Aldbury	-01	Nettlebed	-16
Amersham/ Chesham	-02	Princes Risborough	-17
Barton Le Clay	-03	Stokenchurch	-18
Benson	-04	Tring	-19
Berkhamstead	-05	Wallingford	-20
Chinnor	-06	Watlington	-21
Ewelme	-07	Wendover	-22
Goring on Thames	-08	West Wycombe	-23
Great Missenden	-09	Whitchurch	-24
Hambleden/ Turville	-10	Wiggington	-25
Henley on Thames	-11	Woodcote	-26
Hughenden	-12	Other (write in)	-27
Kensworth	-13	
Lane End	-14	
Marlow	-15	Don't know	-28

5. Thinking about YOUR MOST RECENT LEISURE VISIT, how many adults (16+) were there in your immediate group (including yourself)?

How many children aged 11-15 and under 11 were in your group?

<input type="text"/>	Adults		
<input type="text"/>	Children (11-15 yrs)	<input type="text"/>	Children (under 11 yrs)

6. Can you estimate how much YOU AND THE MEMBERS OF YOUR GROUP spent IN TOTAL on your last leisure visit to the AONB?

Please include any transport fares/ parking charges, admission charges (to attractions), meals, food, drinks, gifts and any other items bought in shops during your visit. If applicable, please estimate the cost of petrol/ diesel used on the trip.

Estimated total spend (to the nearest £) £

Put "0" if spent nothing

Don't know/Can't recall -1

10. How would you describe the ethnic group you belong to? (SHOWCARD 4)

- White – British, Irish or other -1
- Black or Black British -2
- Asian or Asian British -3
- Mixed -4
- Chinese or other ethnic group -5

11. What is your postcode?

NB: Please ask for the full postcode. This information will only be used to map where residents live in relation to the AONB. It will not be used for any other purpose.

12. Please can you tell me the occupation of your household's highest income earner? If retired, what was their occupation before they retired?

.....
Specify occupation/ profession and position within the company. Indicate if self-employed, a student, retired or unemployed. Declined -1

SECTION B

The following information we need from you will be used for statistical purposes only and treated as strictly confidential. It will help us to ensure that we interview a representative cross-section of local households.

7. Including yourself, how many people in your household fall into the following age groups? (SHOWCARD 3 – write in number in each age group)

<input type="text"/>	Children under 11 yrs	<input type="text"/>	Adults 25-44 yrs
<input type="text"/>	Children 11-15 yrs	<input type="text"/>	Adults 45-59 yrs
<input type="text"/>	Adults 16-24 yrs	<input type="text"/>	Adults 60+ yrs

8. Which of these age groups do YOU fall into? (SHOWCARD 3 - interviewee ONLY)

	Male	Female
A 16 - 24	-01	-02
B 25 - 44	-03	-04
C 45 - 59	-05	-06
D 60+	-07	-08
Declined	-09	-10

9. Does your household own a car?

- Yes -1
- No -2

13. Finally, could I ask for your name and day time telephone number (for back-checking purposes only)?

This information will not be used for any other purpose and will not be held on any database or passed on or sold to any third parties.


Name

Daytime telephone number (inc. STD code)

THANK & CLOSE

APPENDIX 3: Map of Chilterns AONB

The Chilterns Area of Outstanding Natural Beauty

 The Chilterns Area of Outstanding Natural Beauty

 The Chilterns Natural Area

 Main Settlements

 Motorways

 River Thames

