

Cannock Chase AONB

Visitor Survey Analysis

Volume 2: Appendices

October 2012



LEPUS CONSULTING

LANDSCAPE ECOLOGY, PLANNING AND URBAN SUSTAINABILITY



Cannock Chase AONB Visitor Survey Analysis 2012

Volume 2: Appendices

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Appendix A: Additional Visitor Data

Birches Valley Visitor Centre – Raw Data

Month	Visitor Numbers
January	9282
February	18494
March	22796
April	34186
May	29122
June	24728
July	25693
August	37123
September	26024
October	30563
November	17,071
December	17588
Total	292670

Figure A1: Birches Valley Car Parking Data

These figures just relate to the public car parking amenity and are calculated using Forestry Commission standards. This is a multiplier of 2.1 people per car, other standards used include 2.4 or 2.6, however this multiplier was adopted after onsite calibration work was undertaken. These figures do not take into account any additional events which may skew visitor number trends.

Events which attracted uncharacteristic visitor numbers include:

- Christmas - 20,000
- Other events – 5,000
- Concerts – 10,000
- School Visits – 12,000

Shugborough Hall Visitor Centre – Raw Data

Year	Visitor Numbers
2010-2011	127,480
Events	50,000

Wildlife Trust Wolsey Centre – Raw Data

Year	Visitor Numbers
2010-2011	41,000

Marquis Drive Visitor Centre – Raw Data

Data unavailable

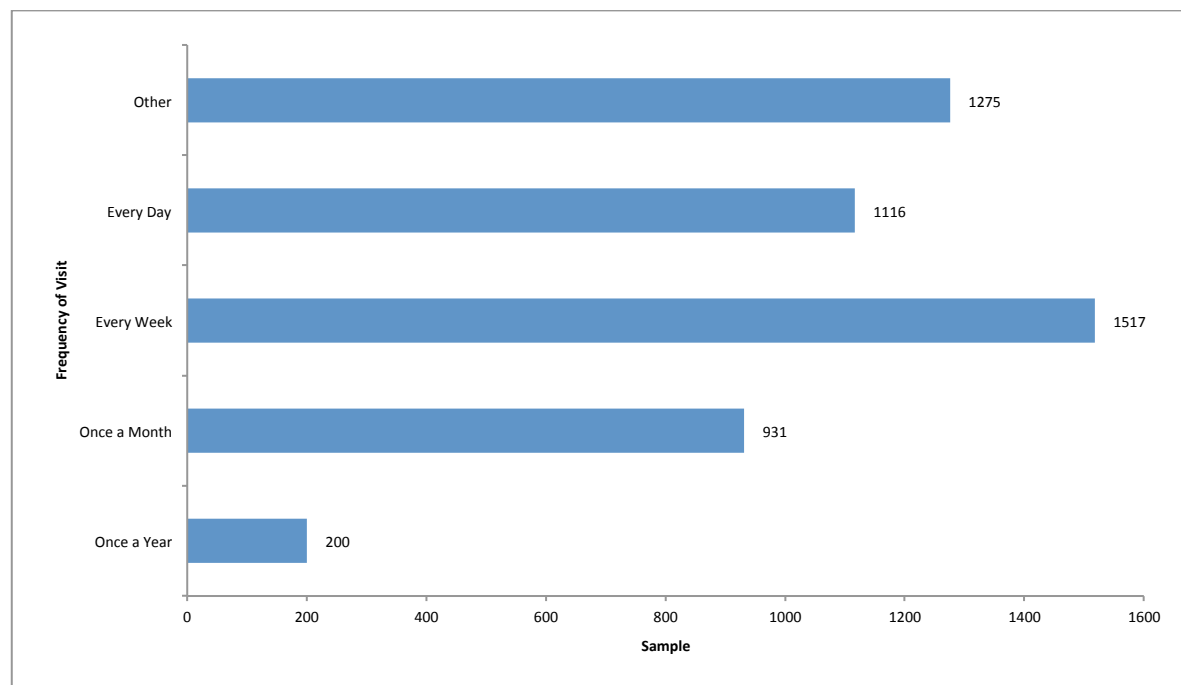
Museum of Cannock Chase – Raw Data

Year	Visitor Numbers
2010-2011	40,646
2011-Feb 2012	38,716

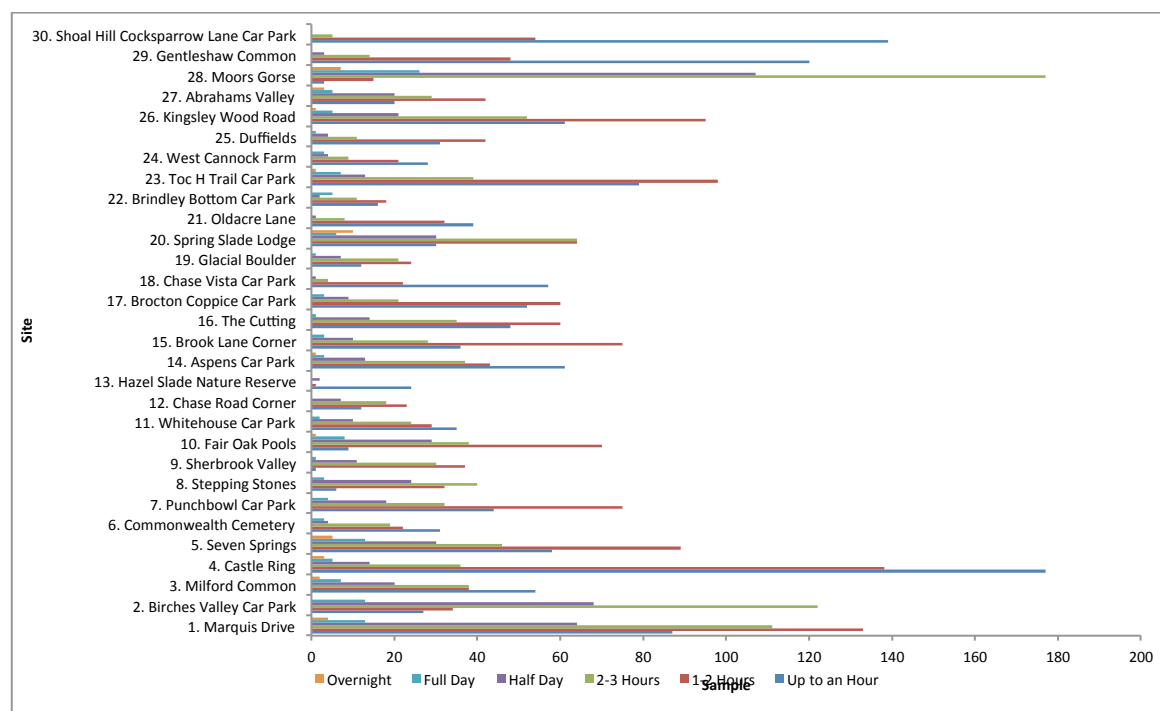
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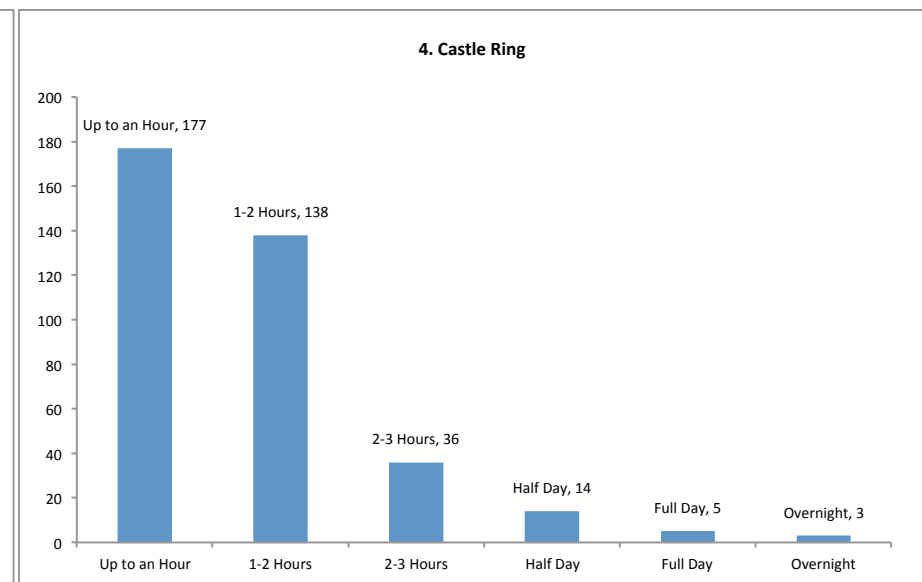
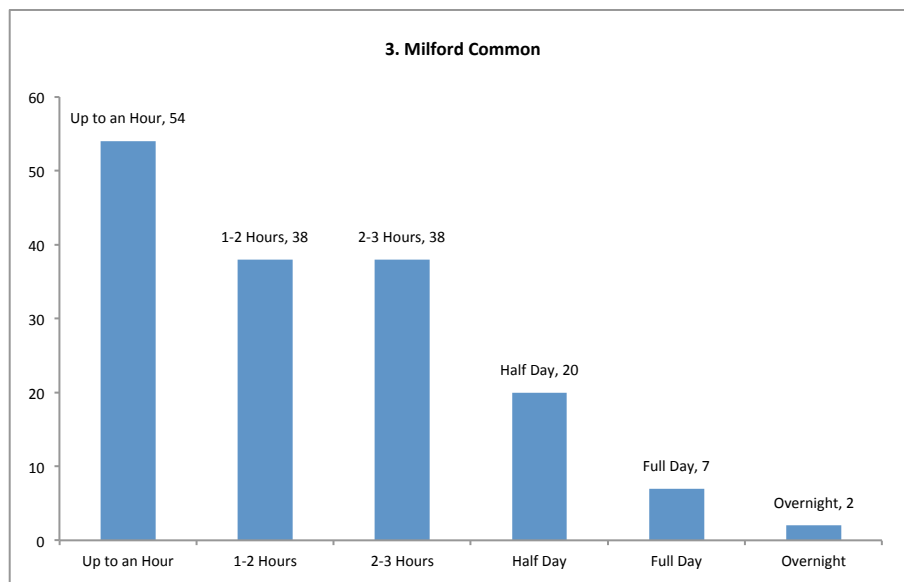
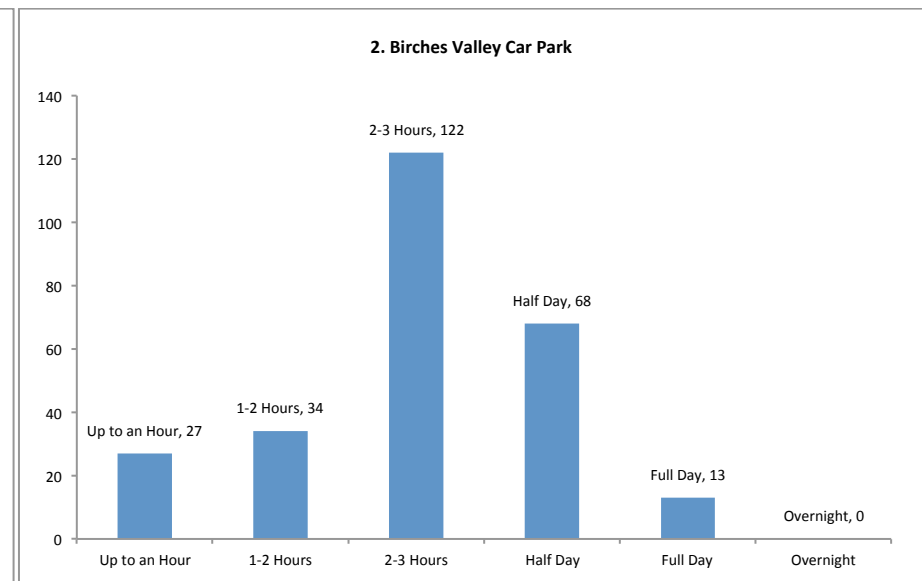
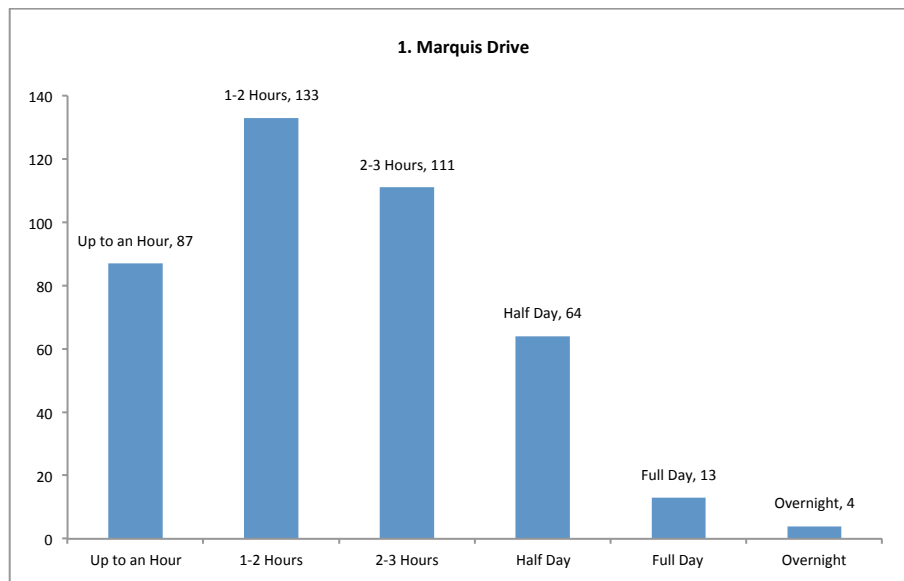
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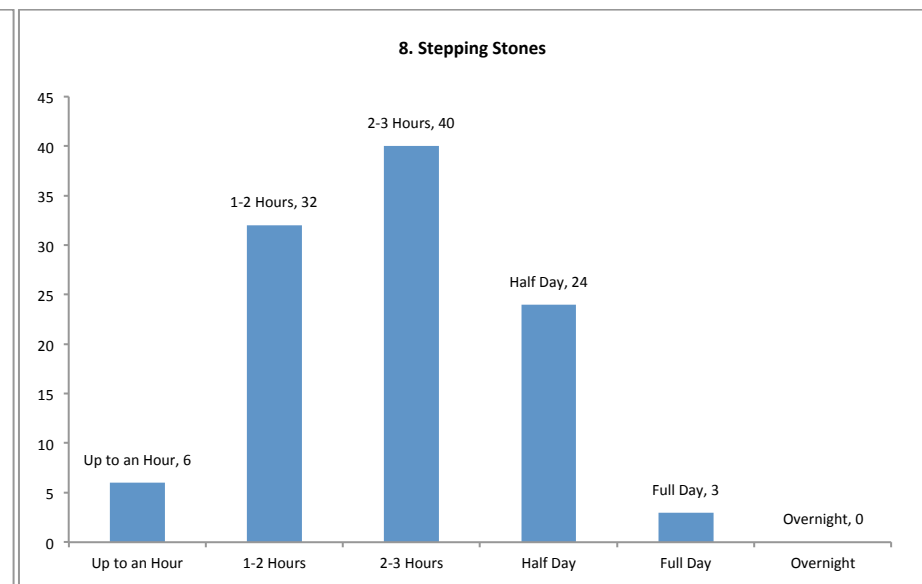
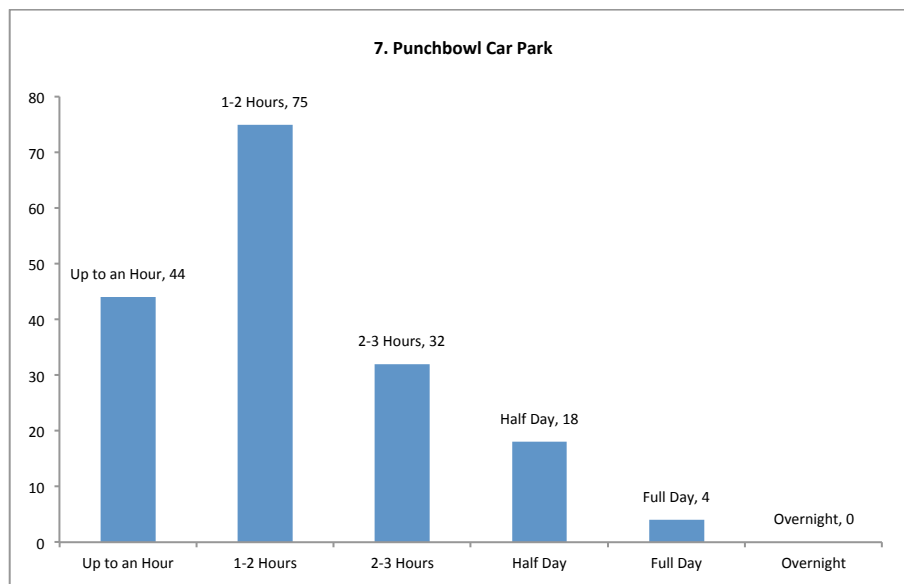
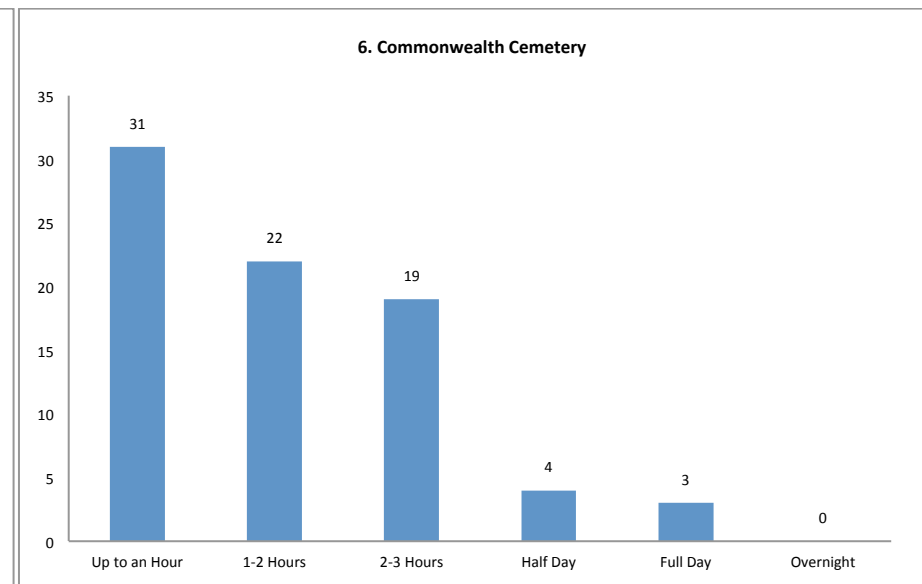
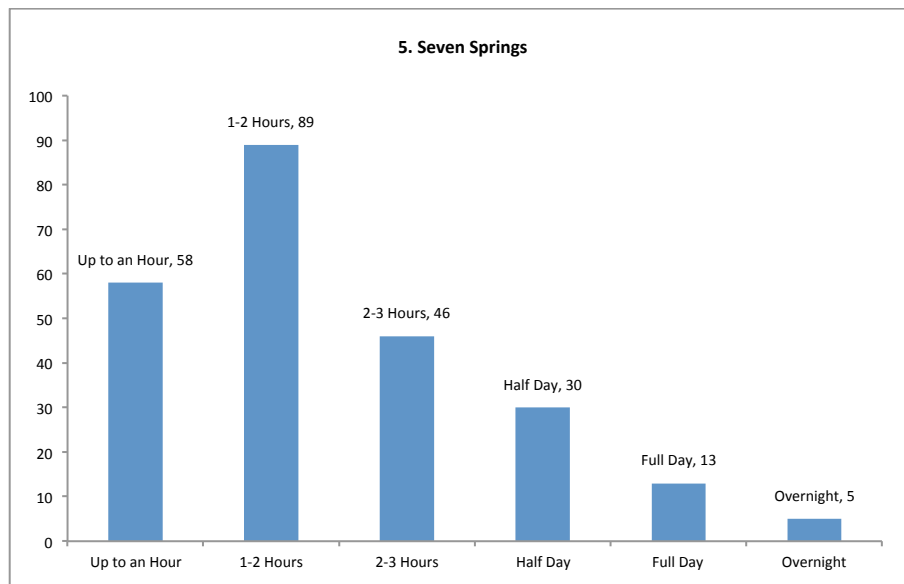
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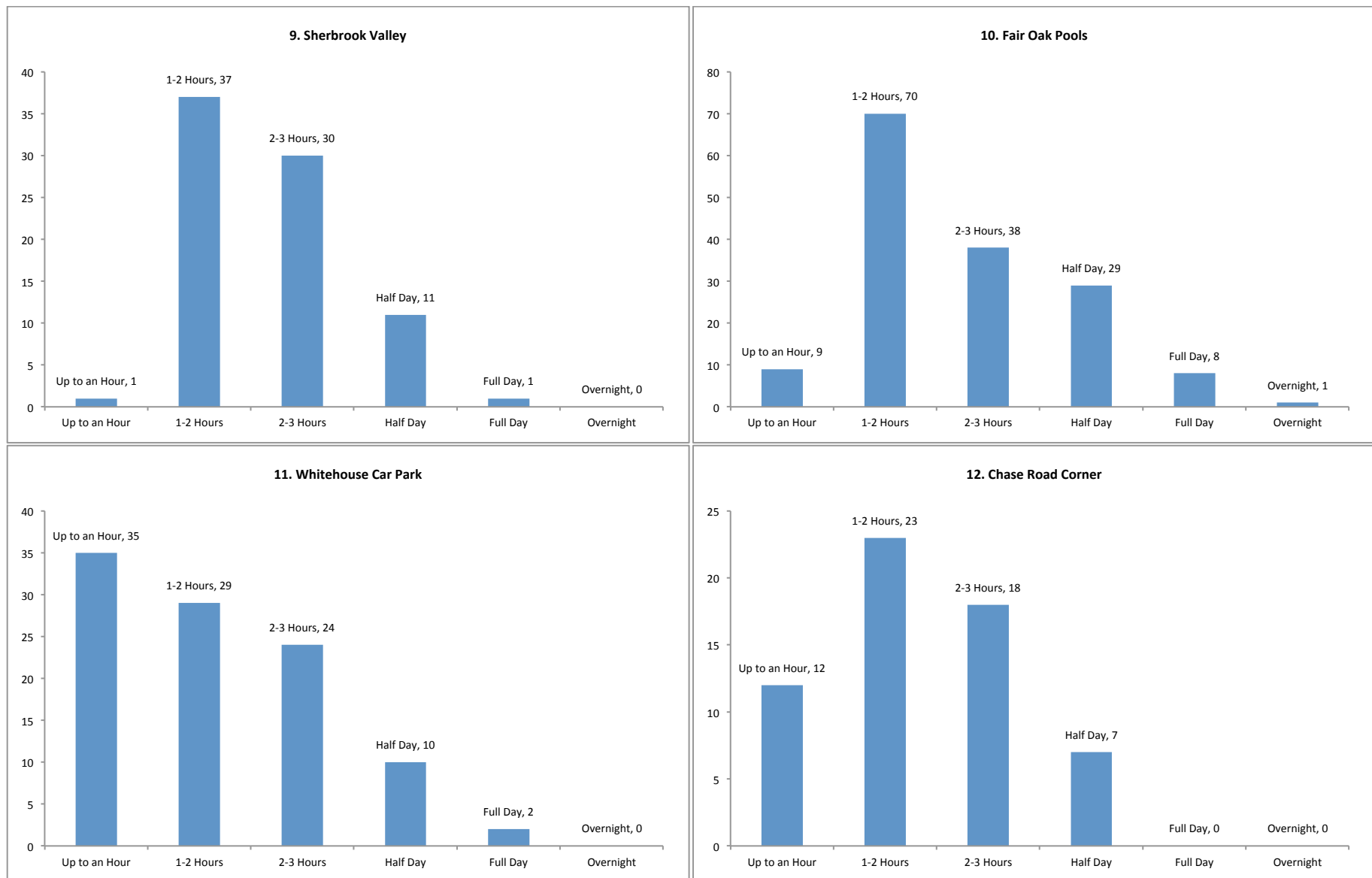


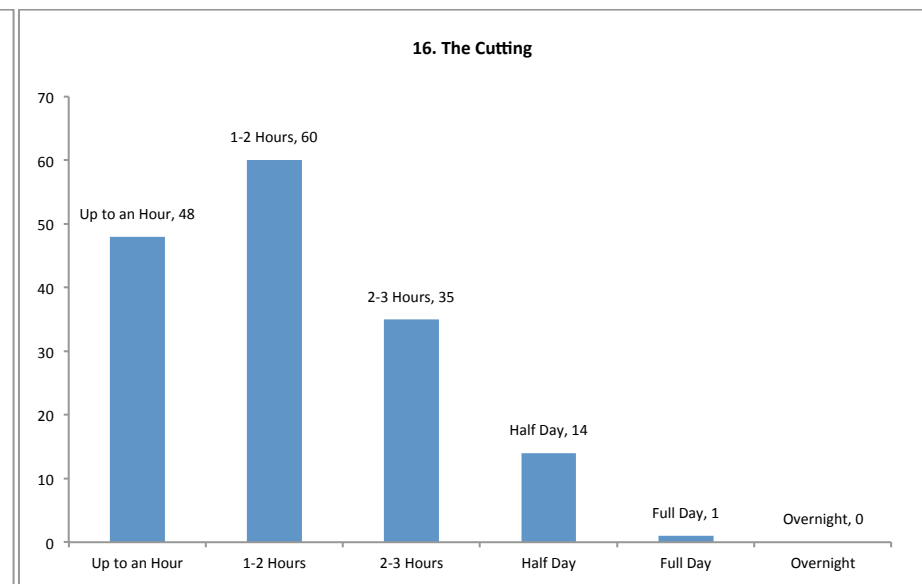
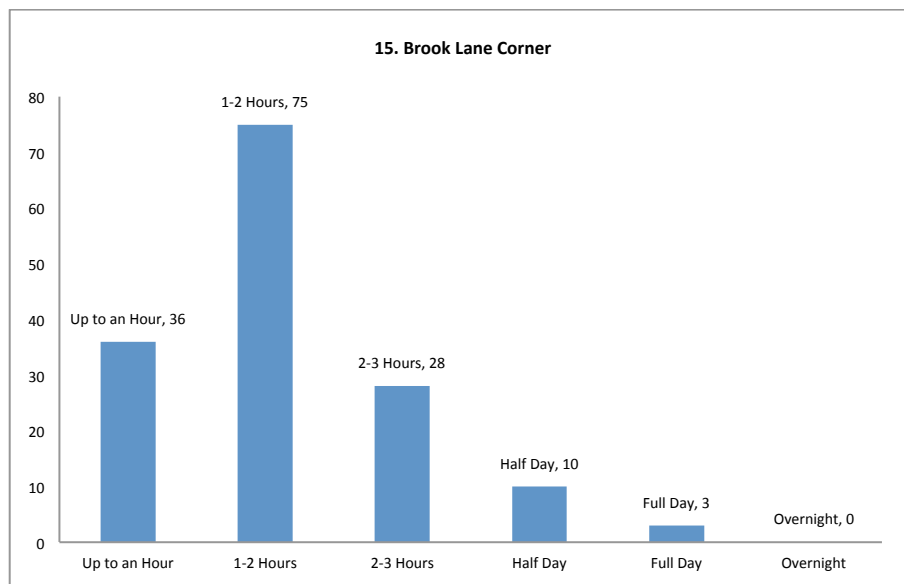
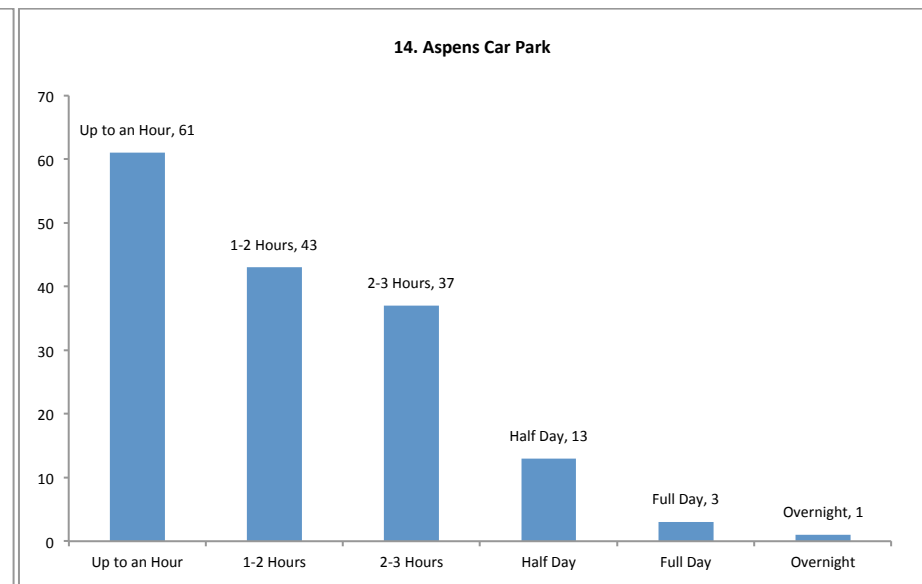
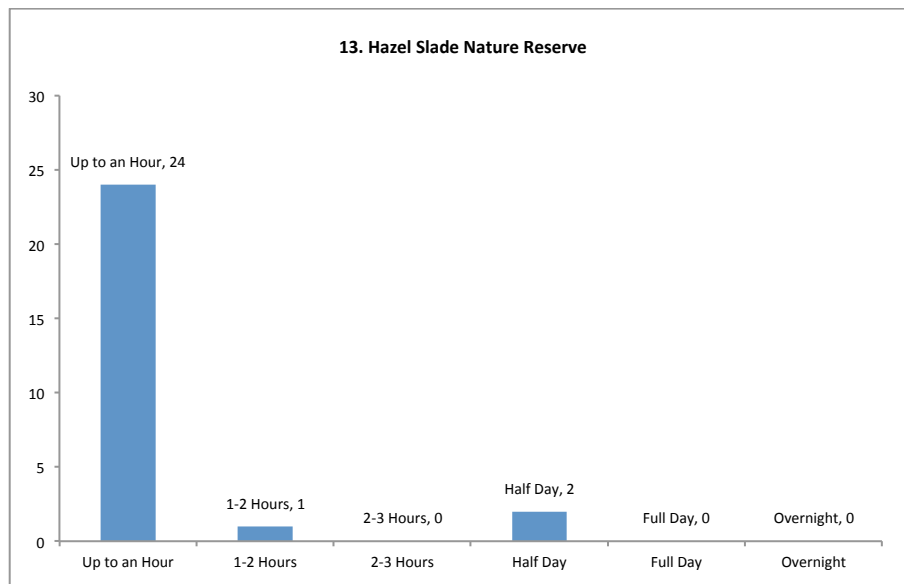
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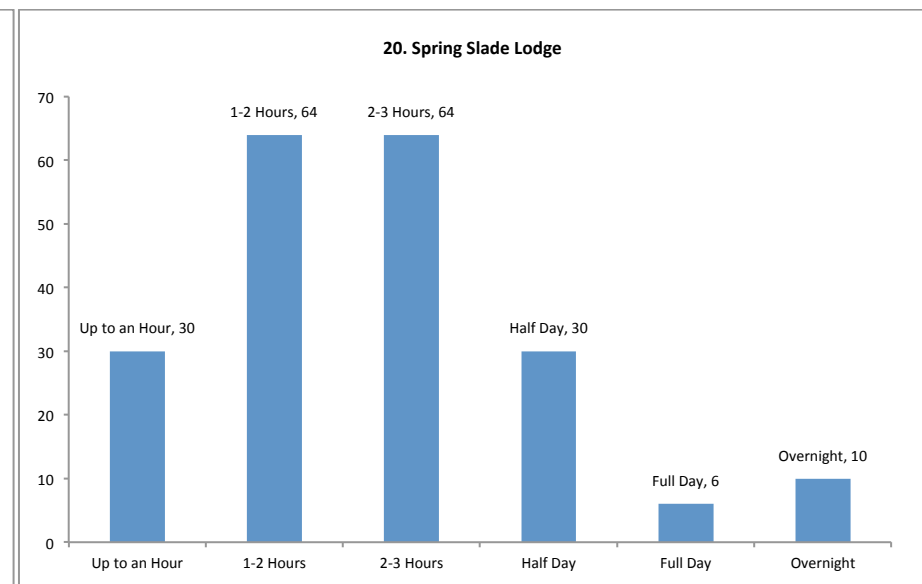
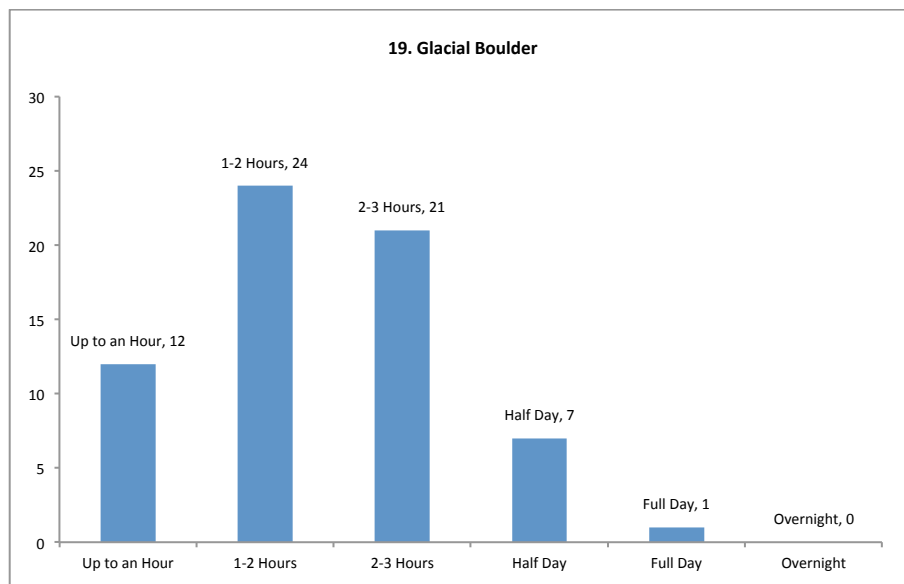
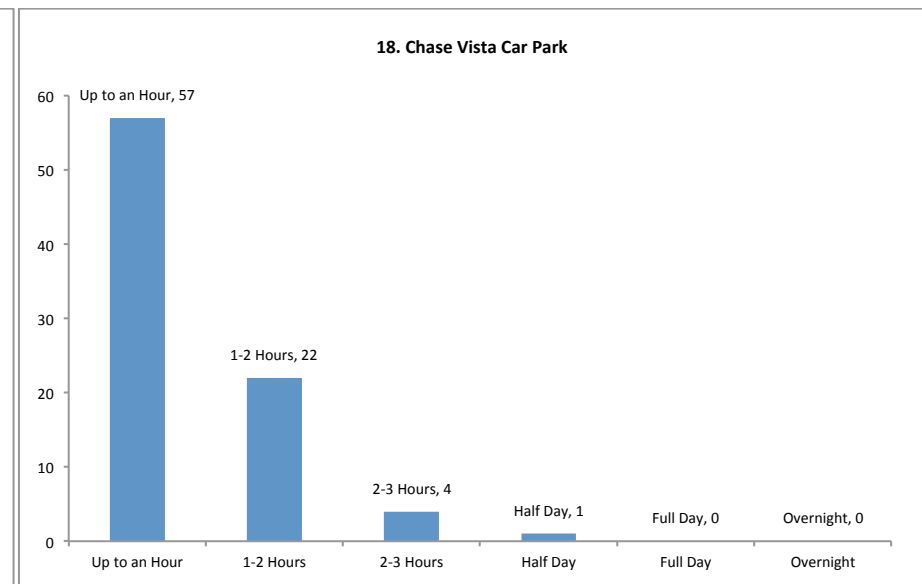
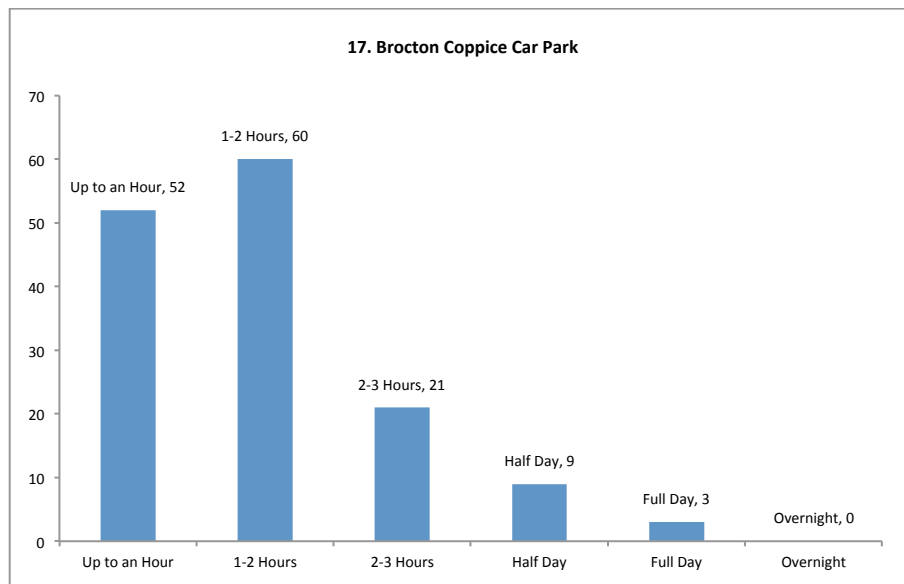


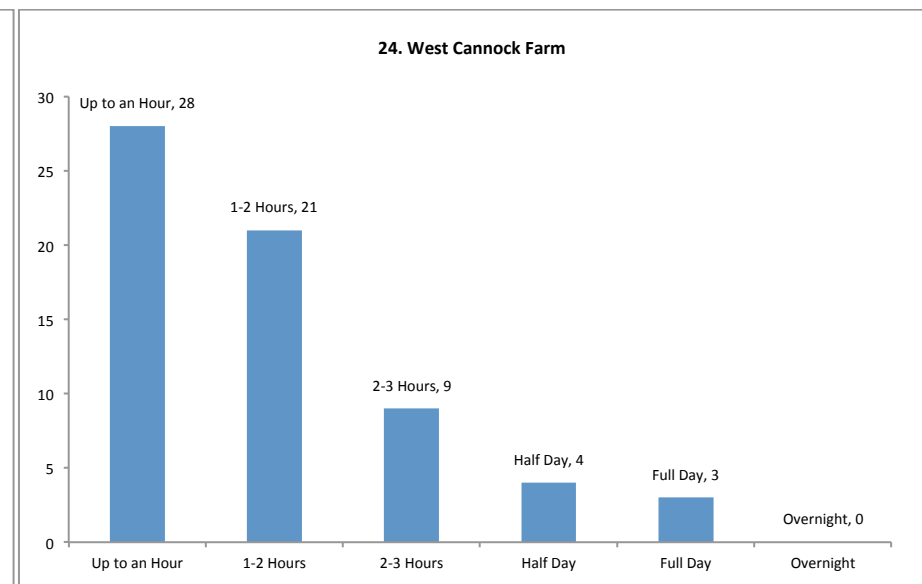
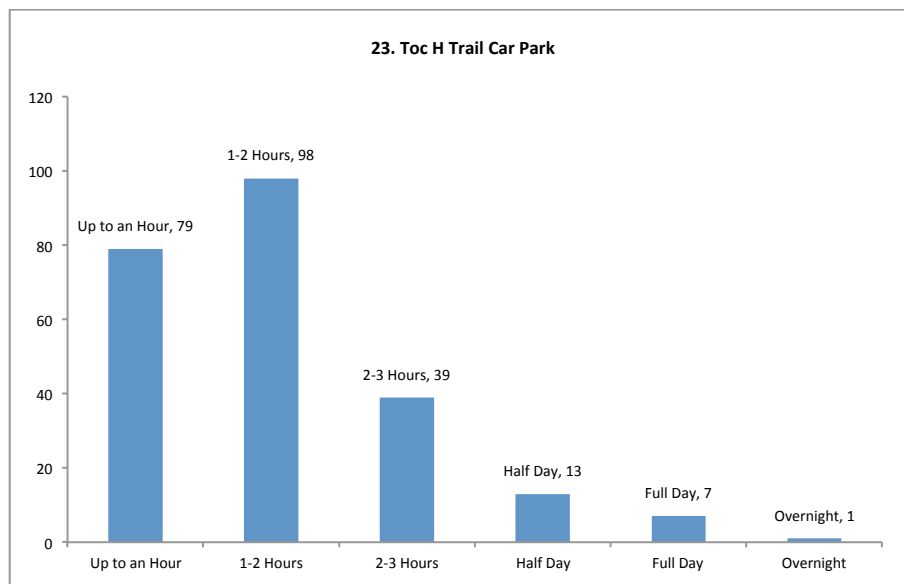
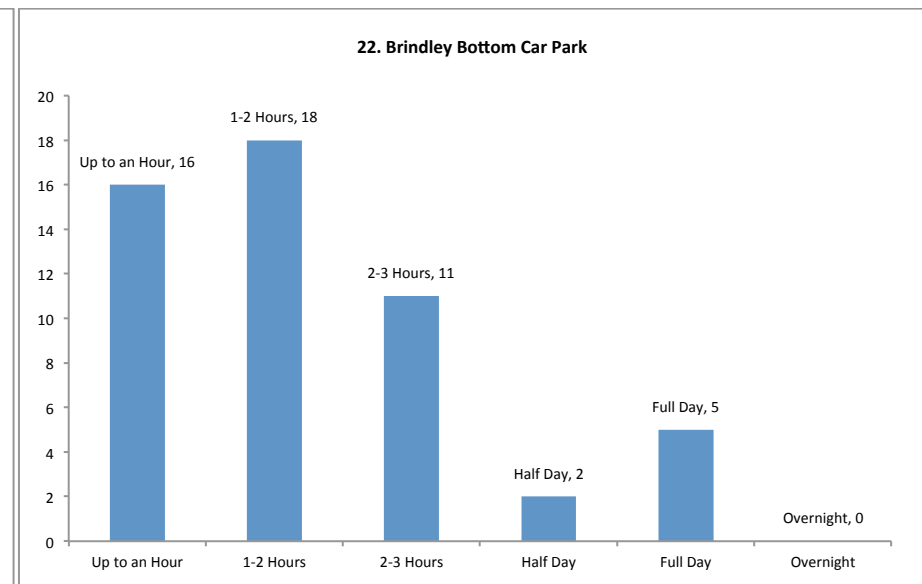
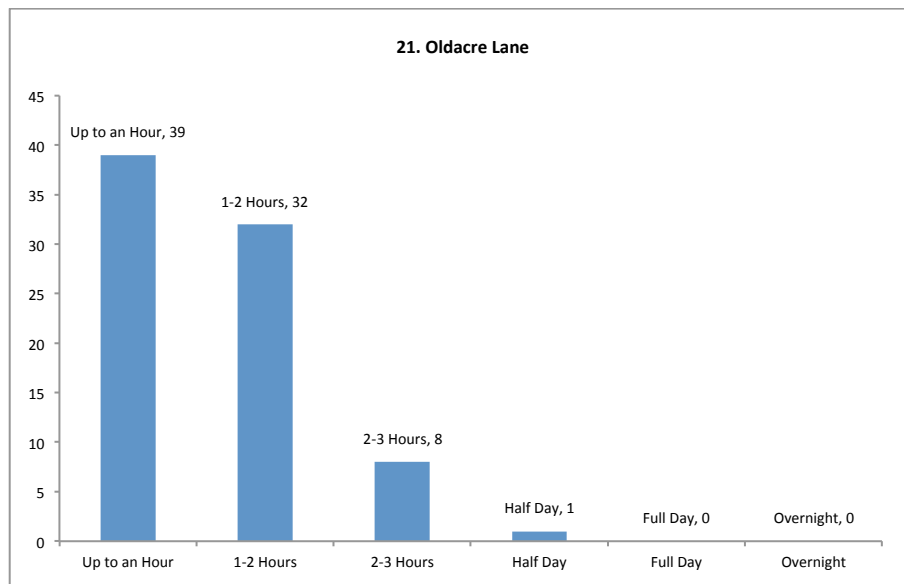


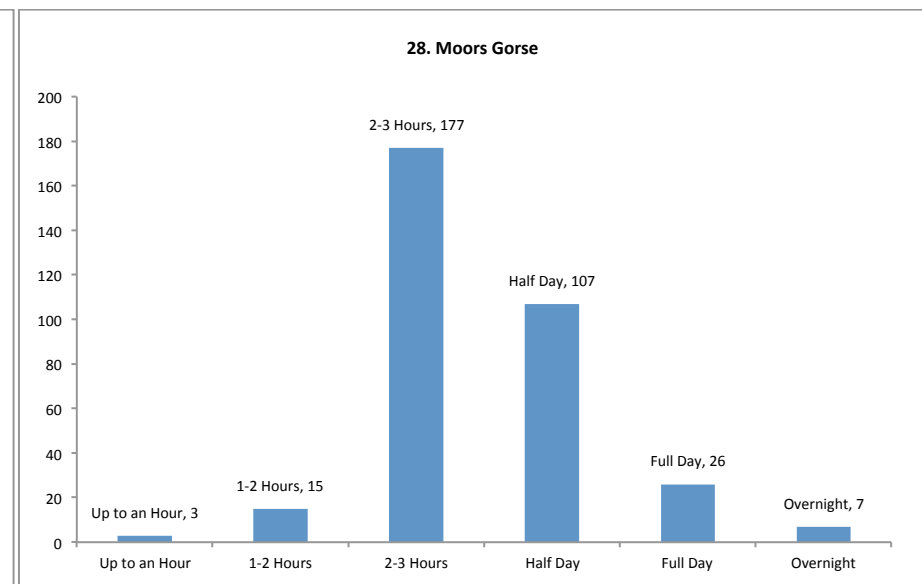
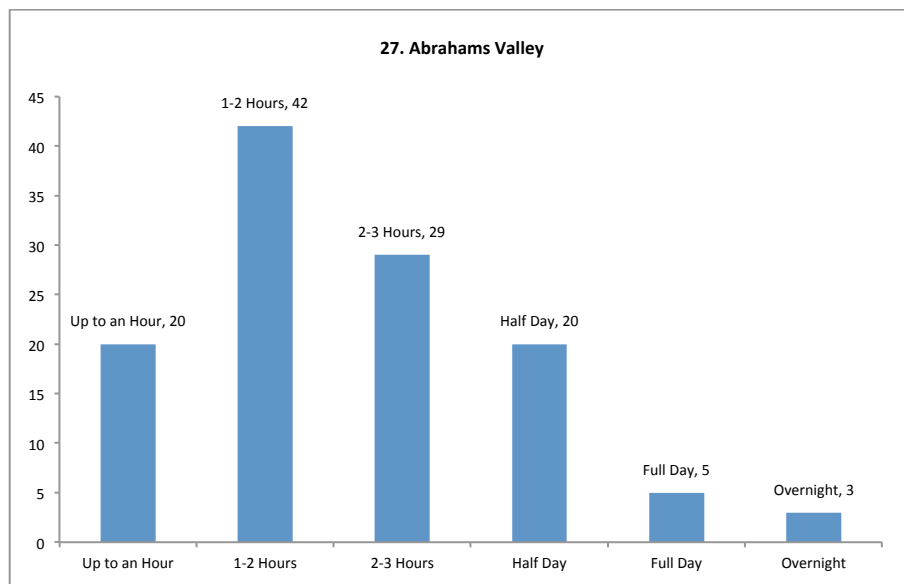
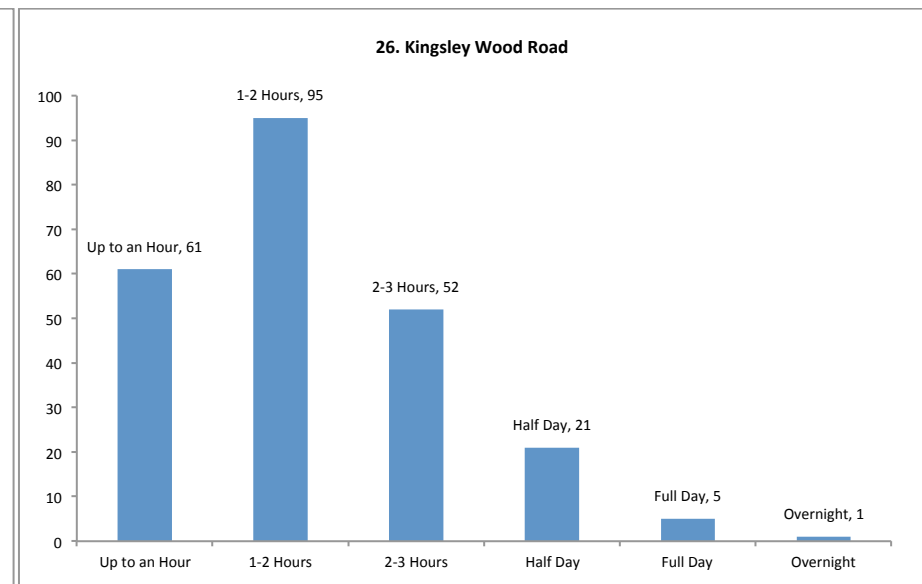
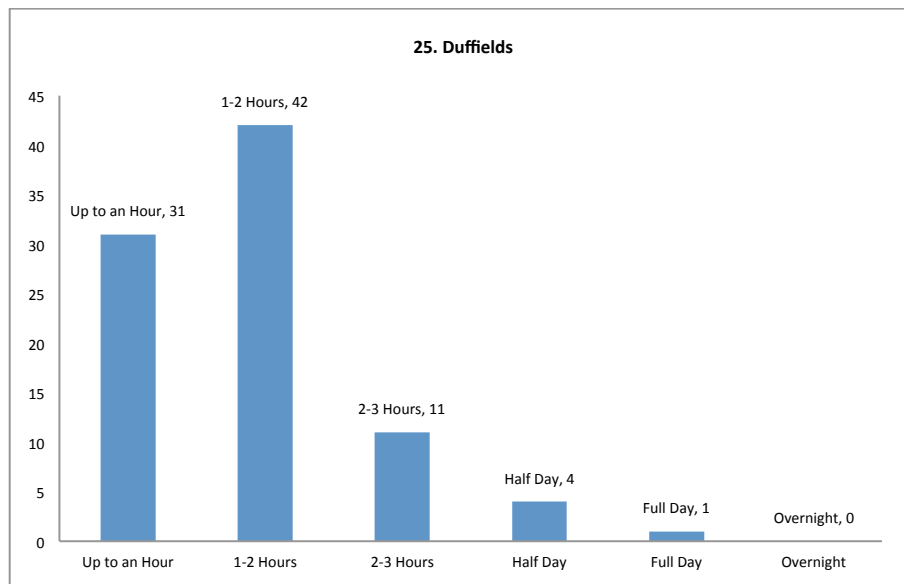


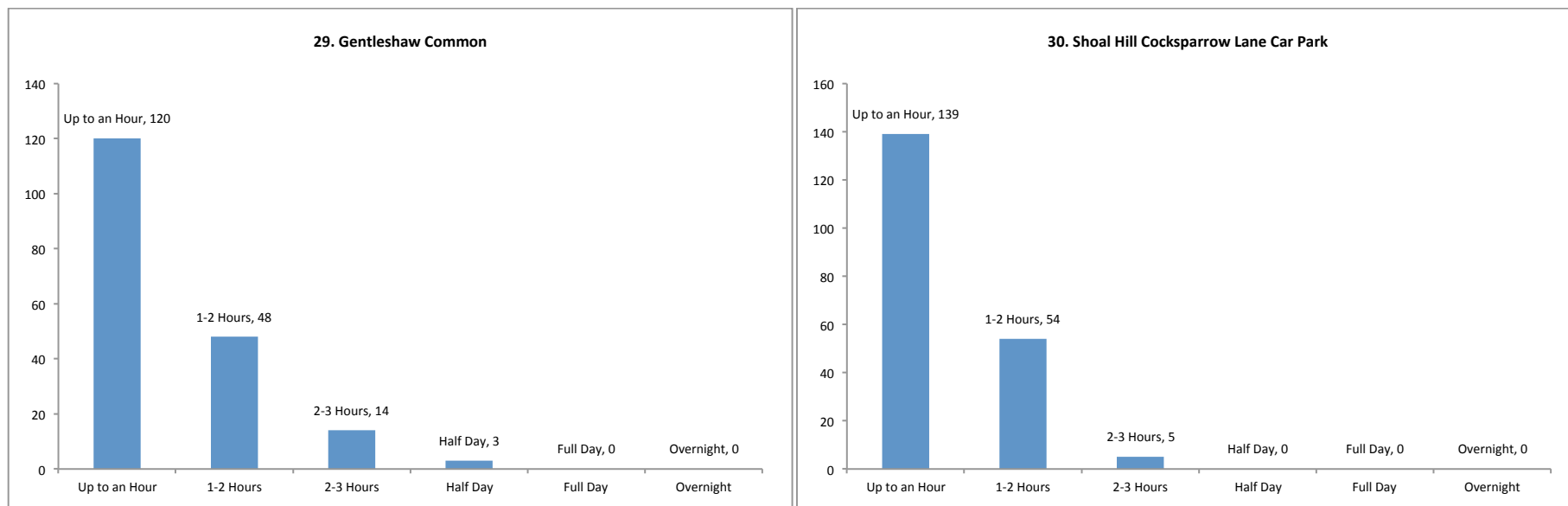




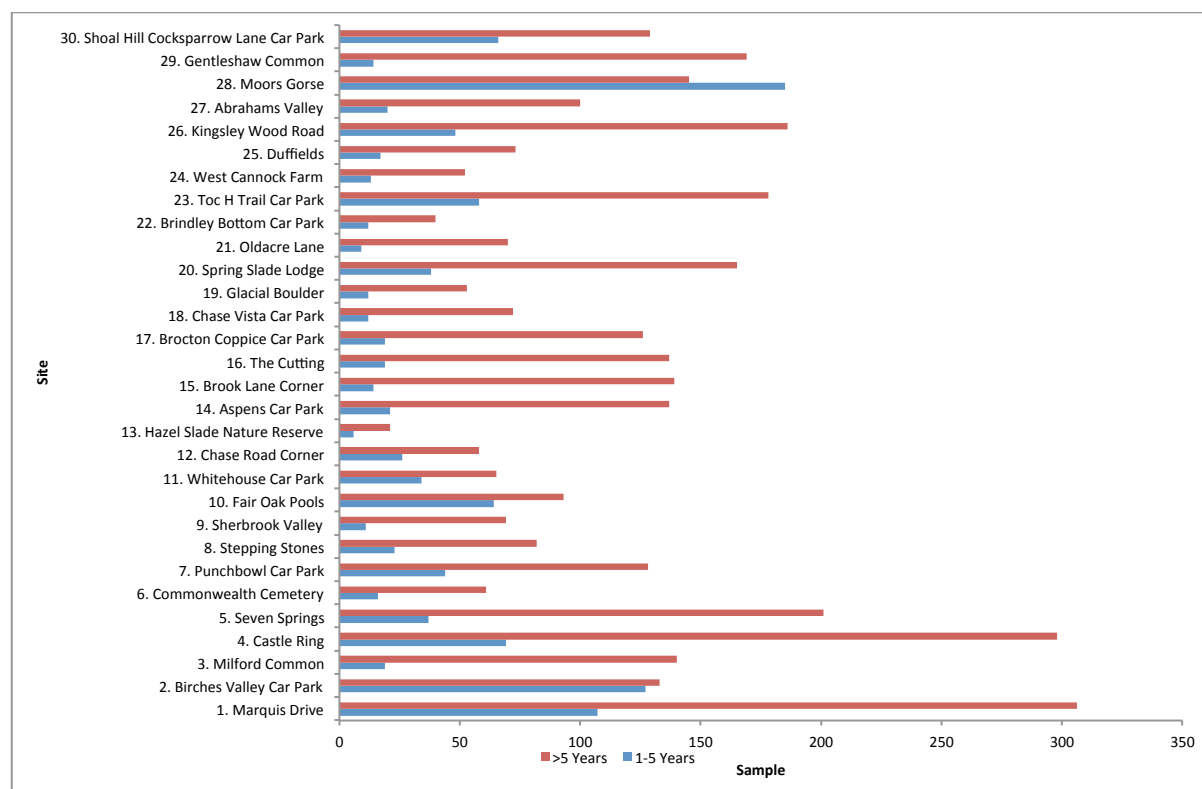


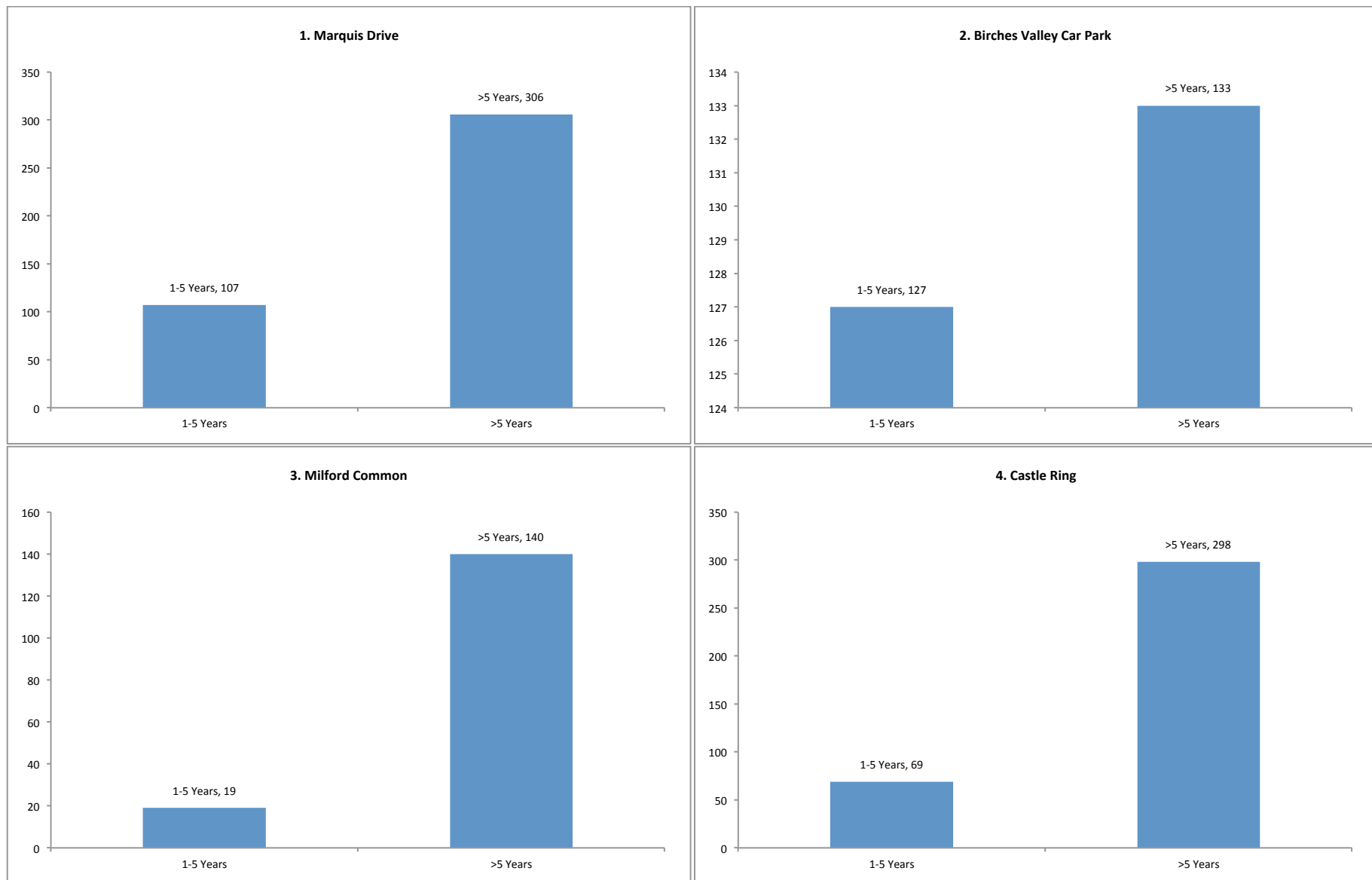


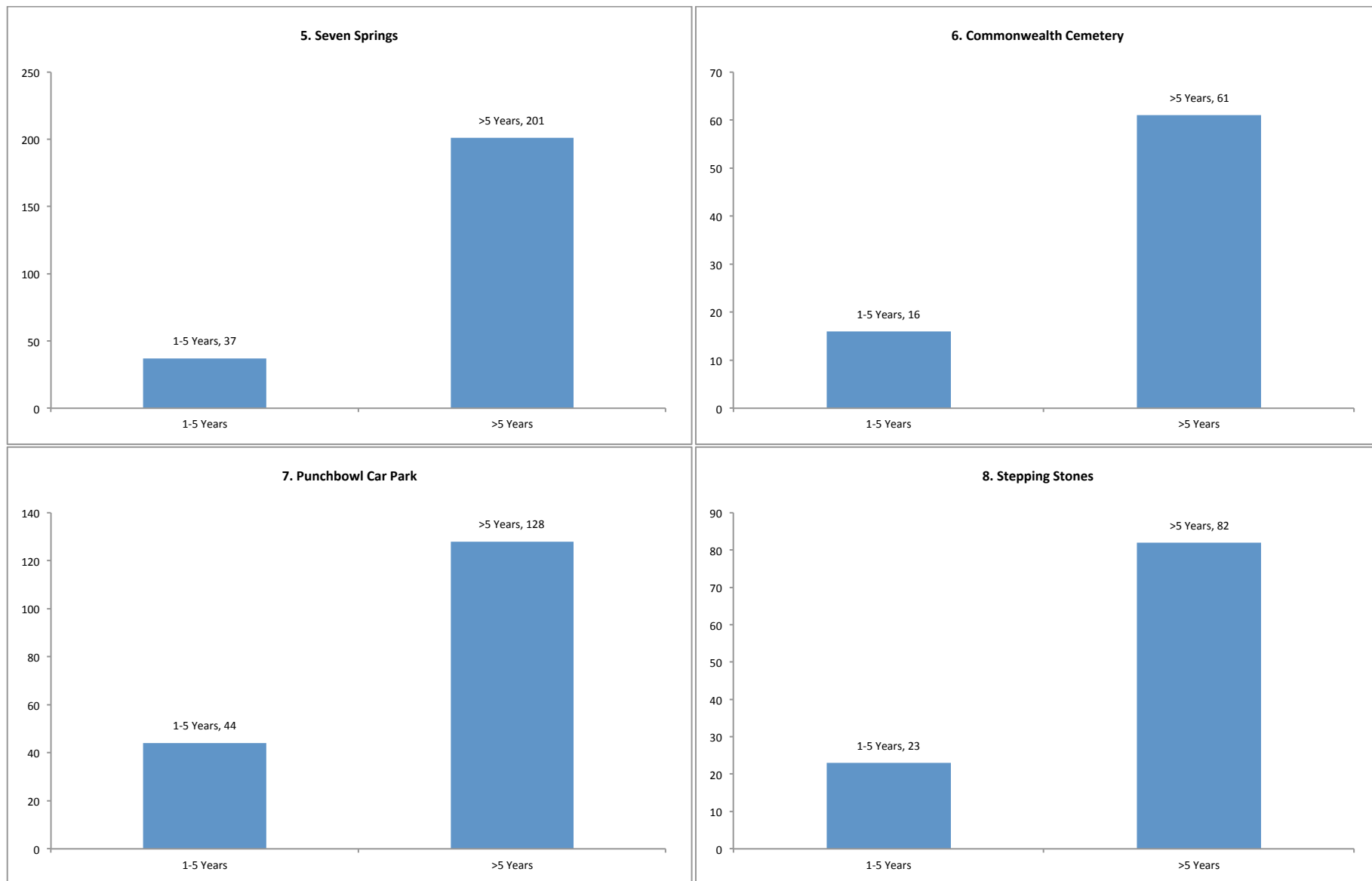


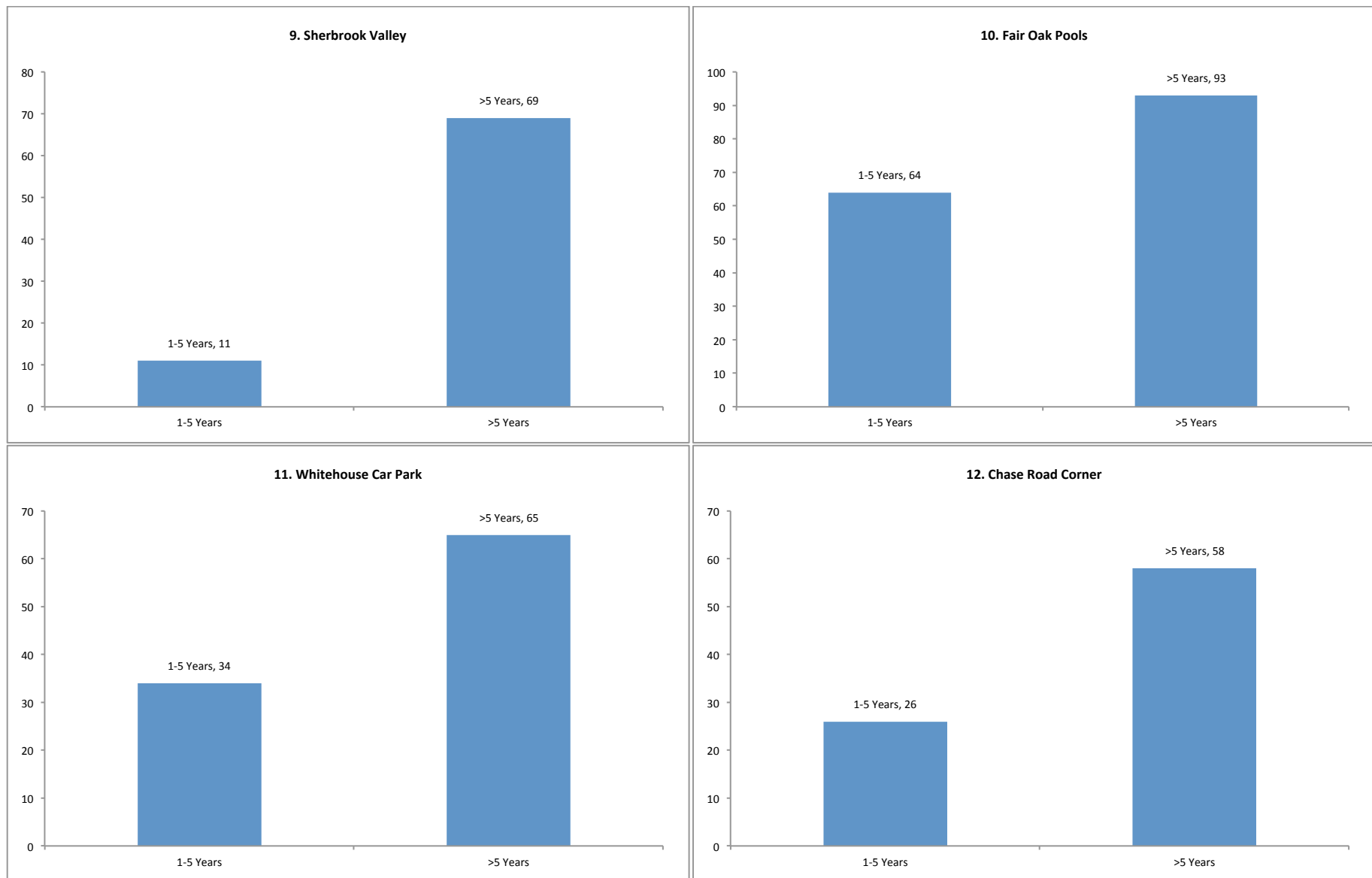


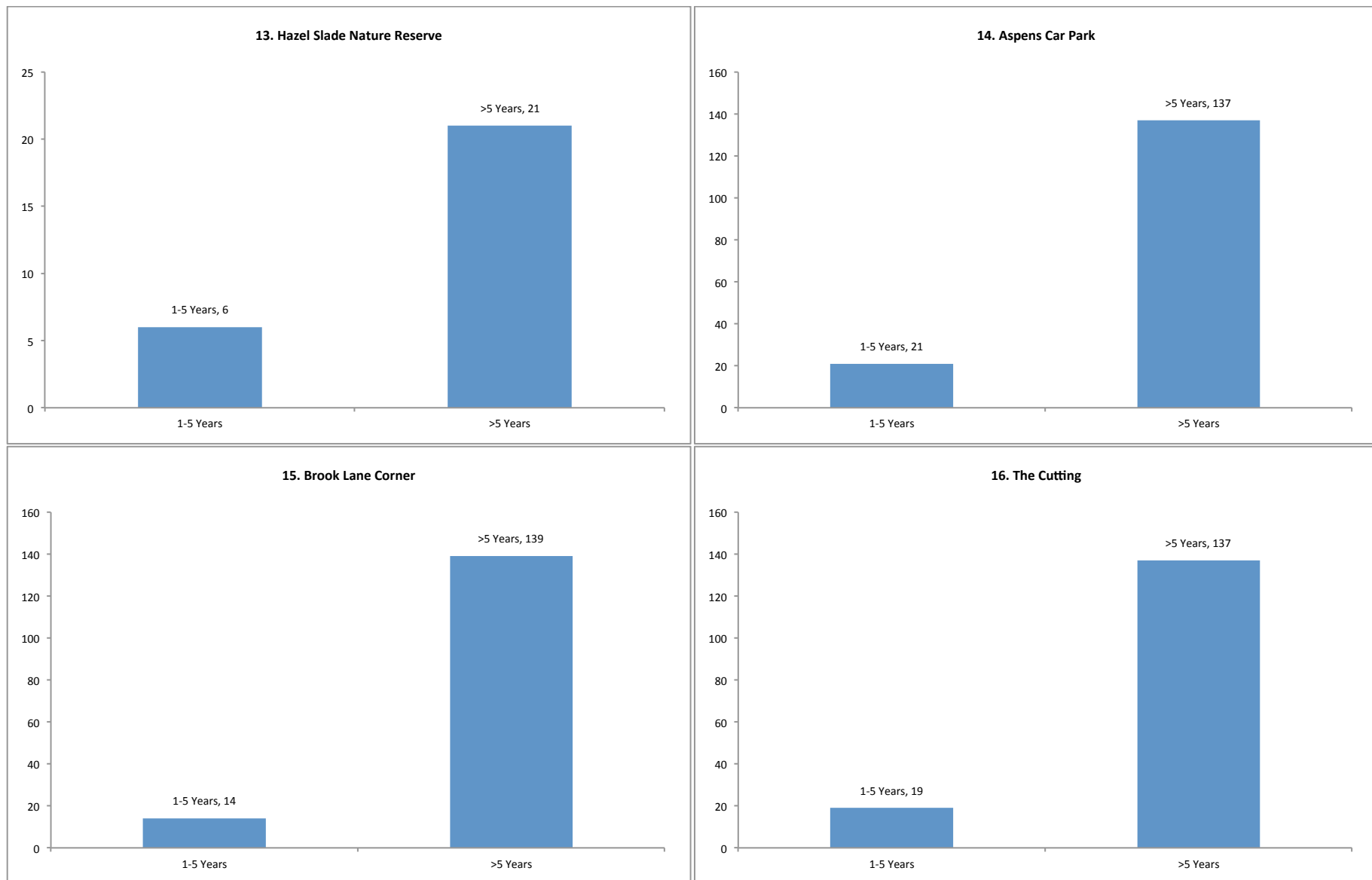
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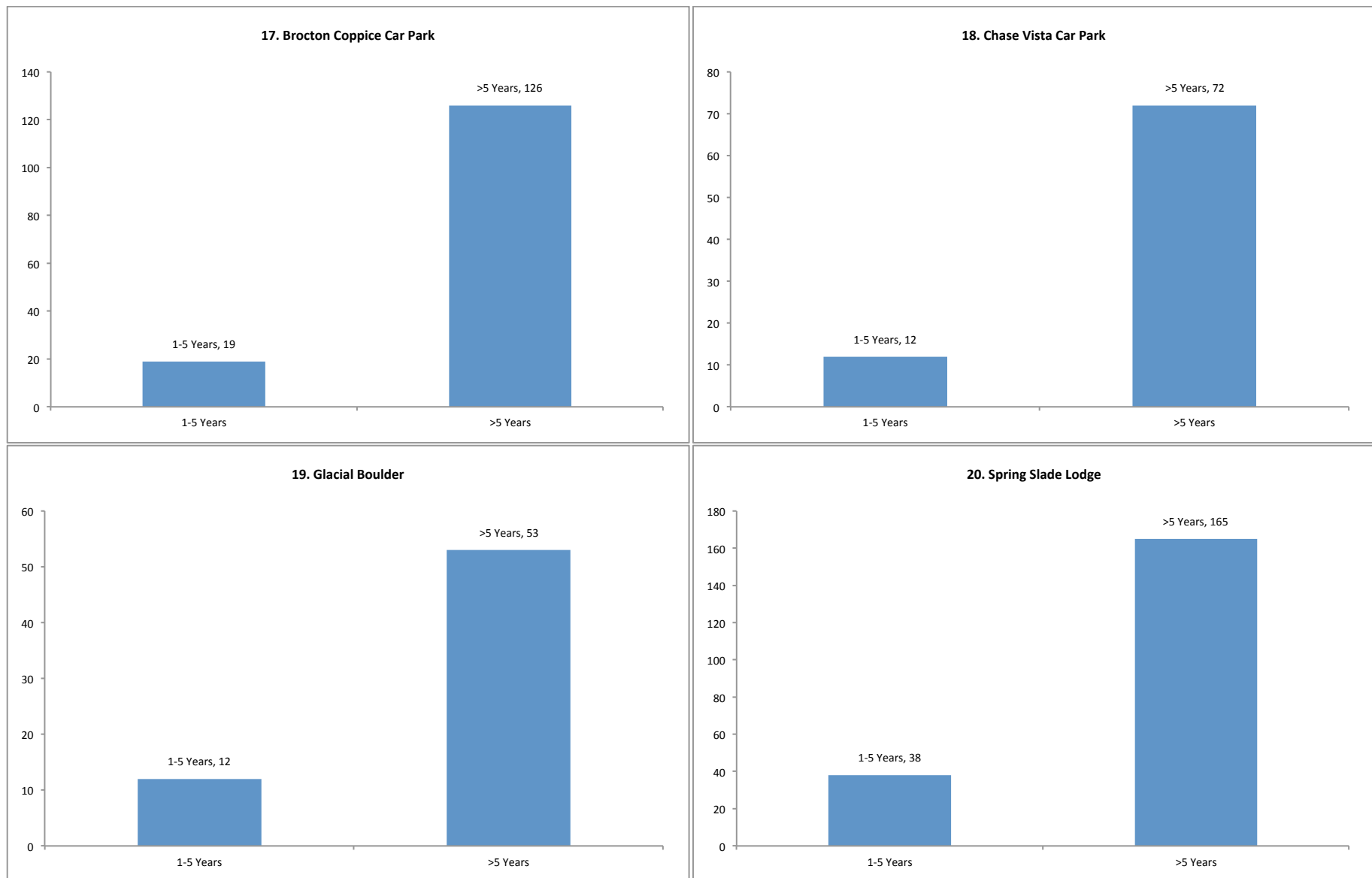


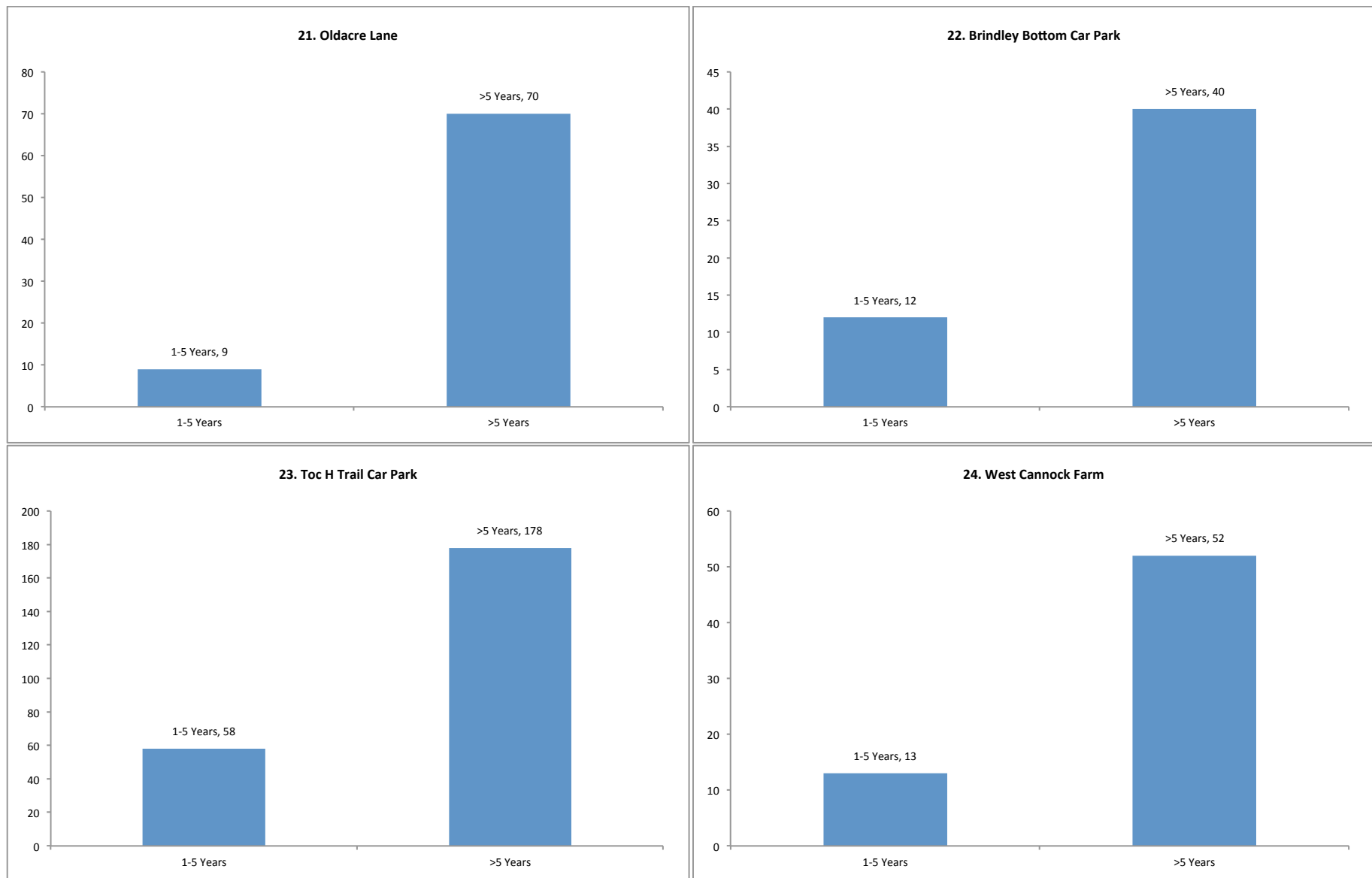


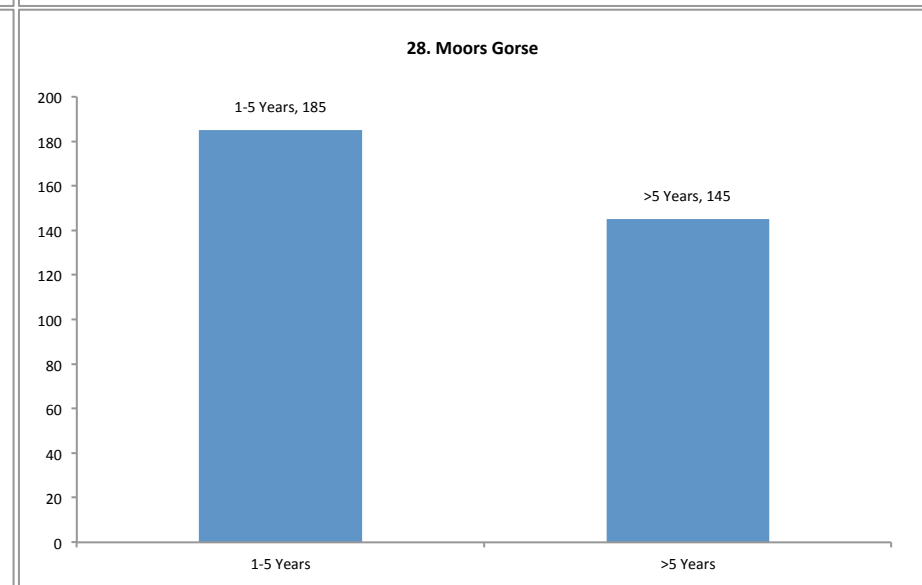
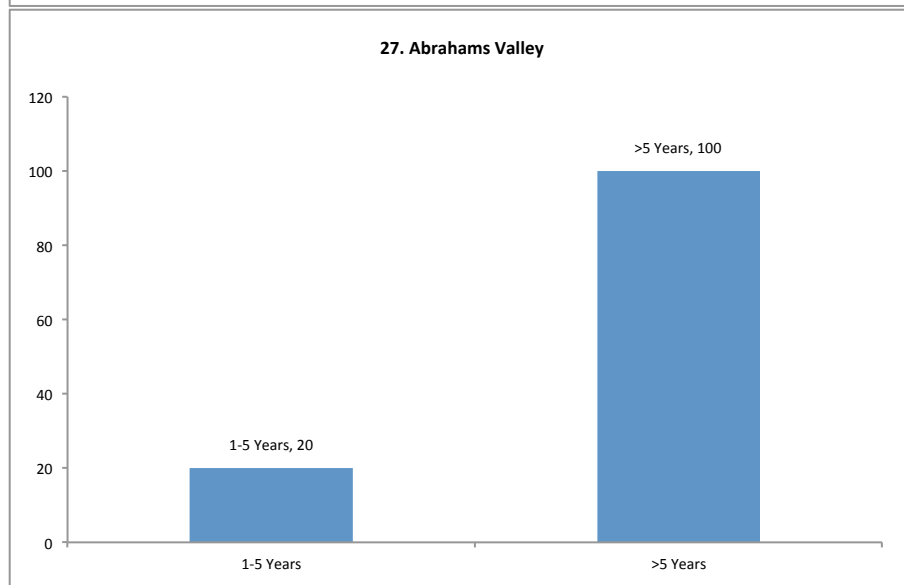
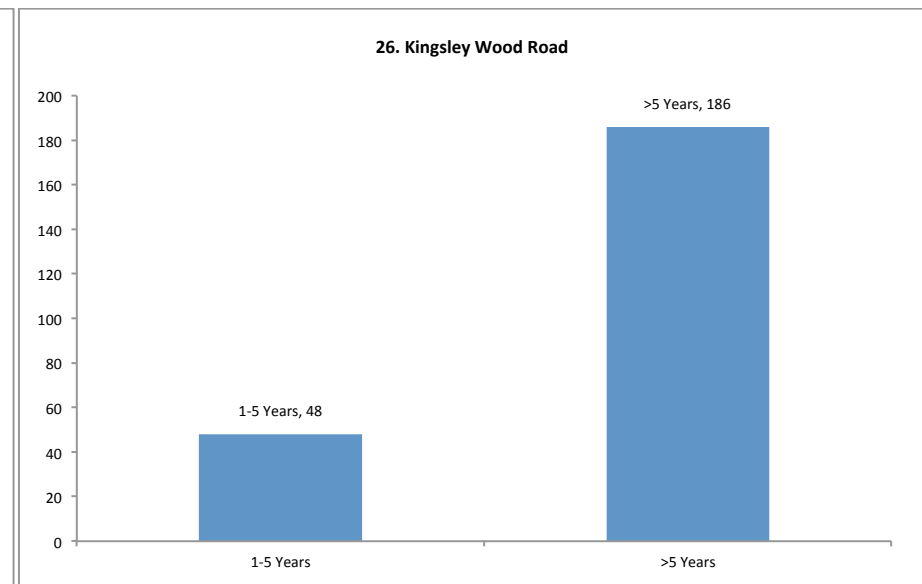
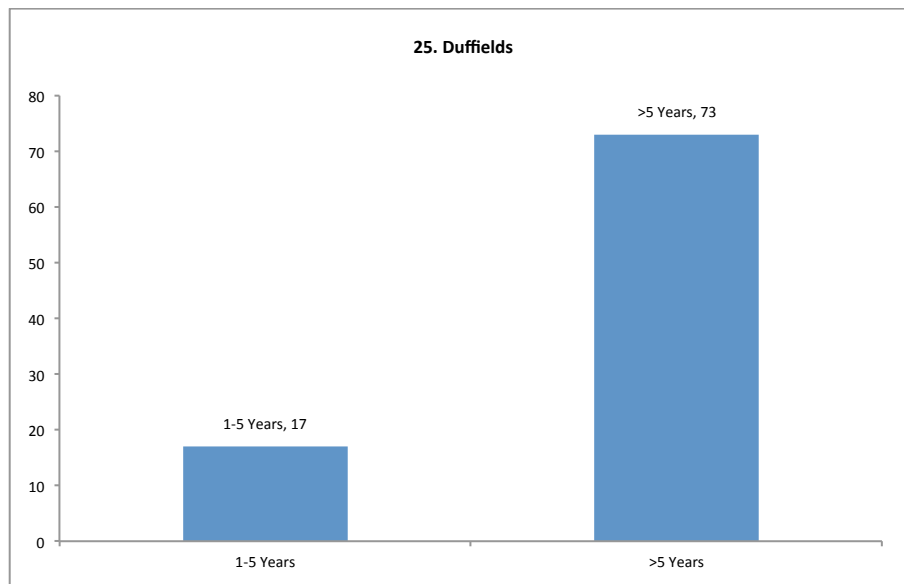


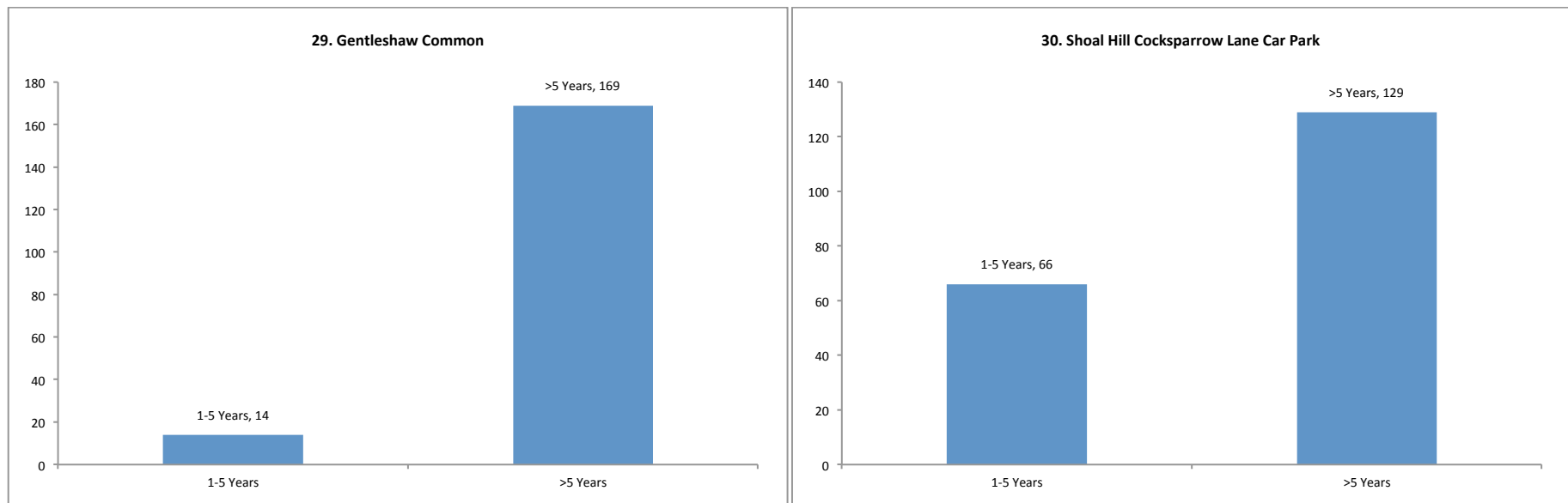




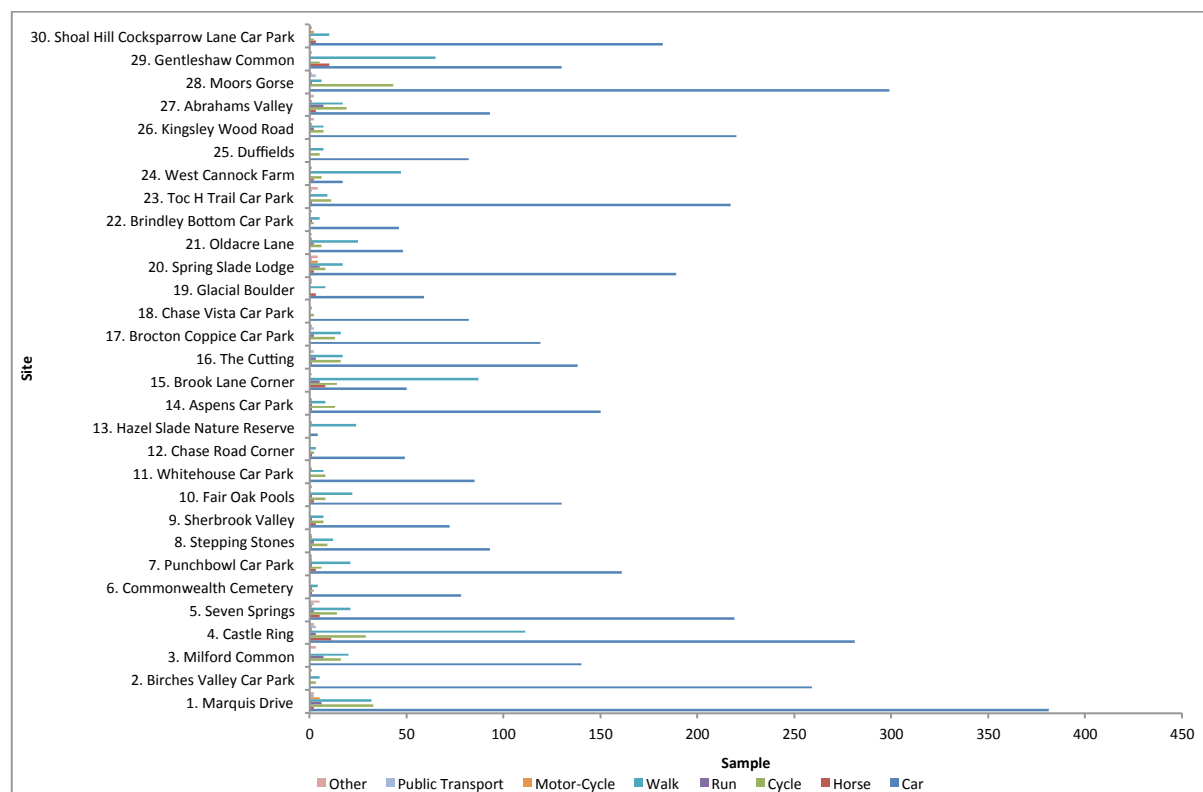




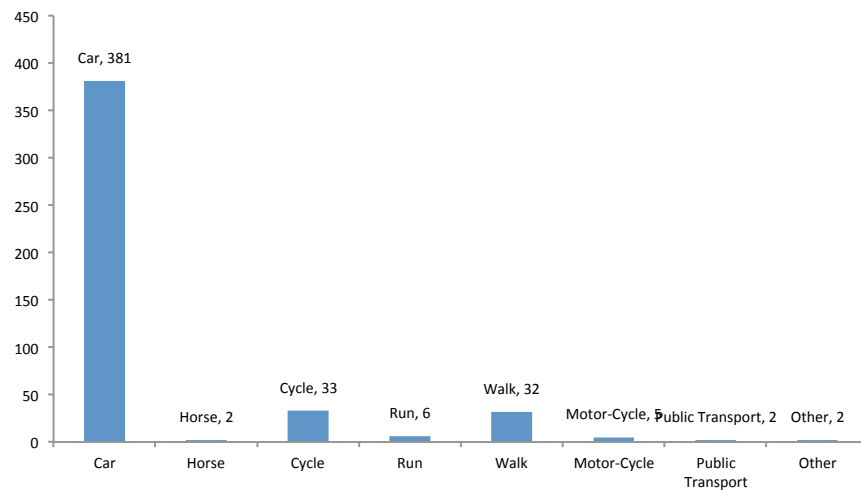




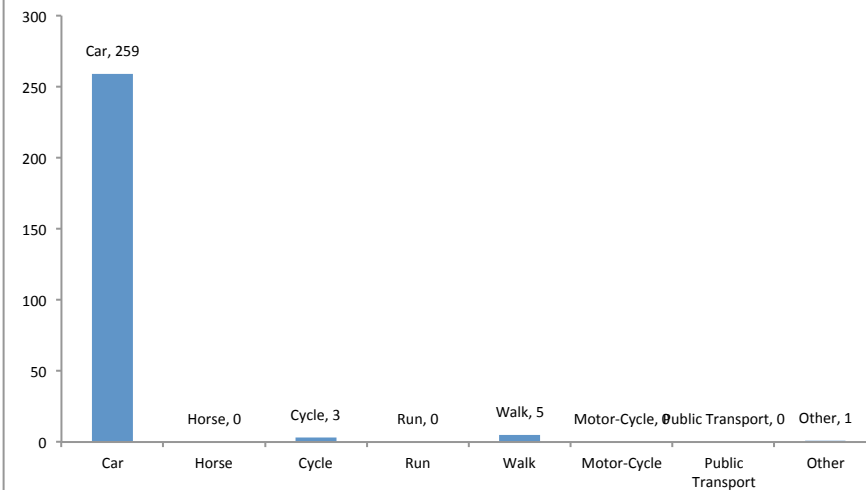
Survey Component 5: Transportation



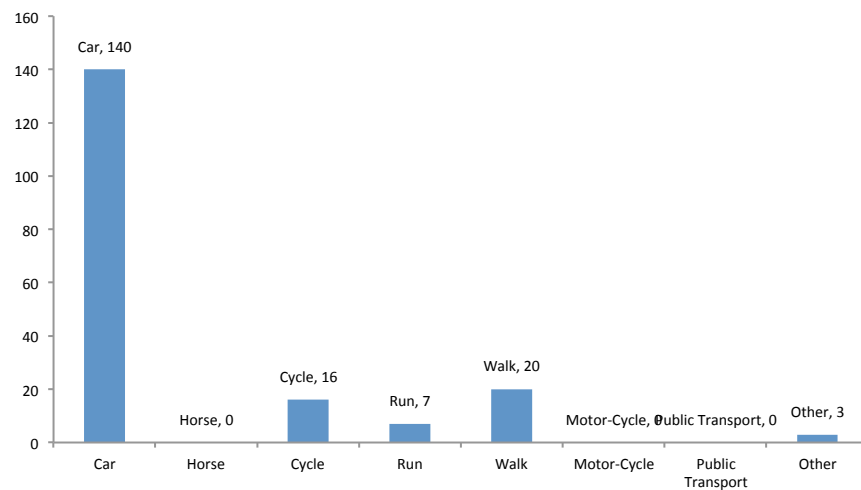
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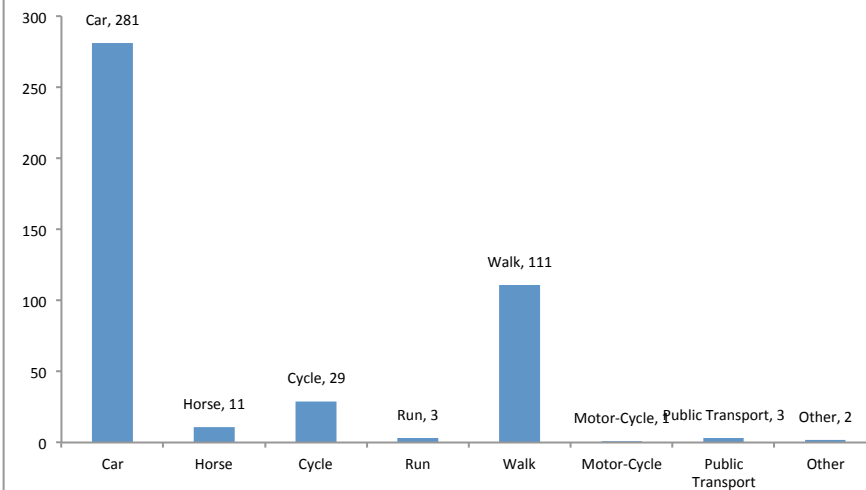
2. Birches Valley Car Park



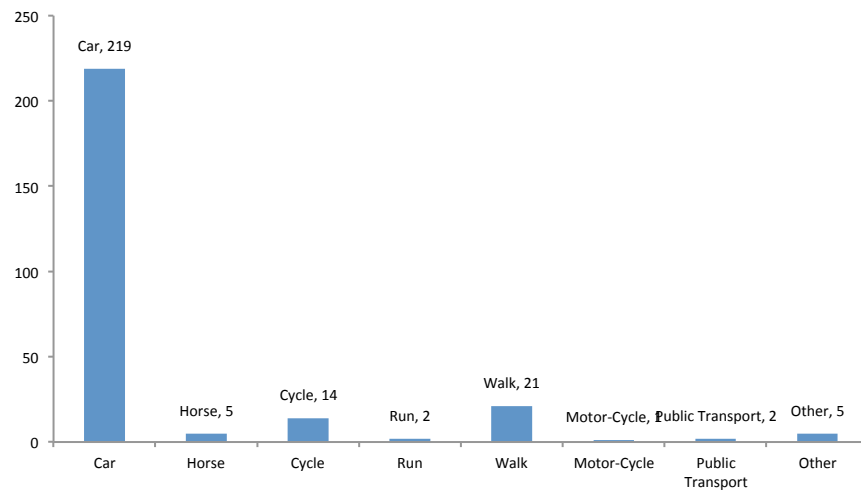
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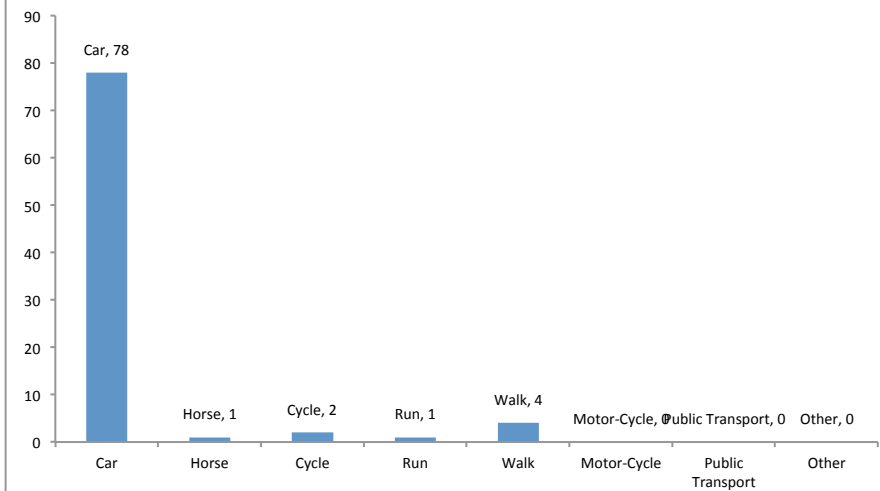
4. Castle Ring



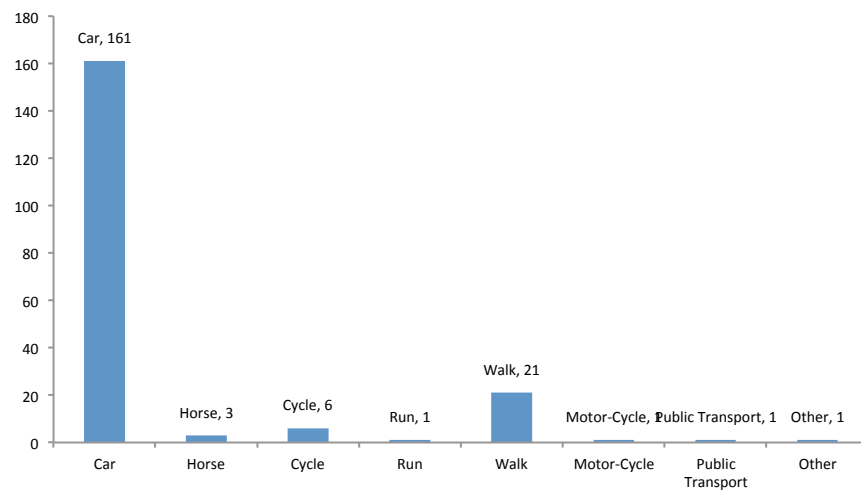
5. Seven Springs



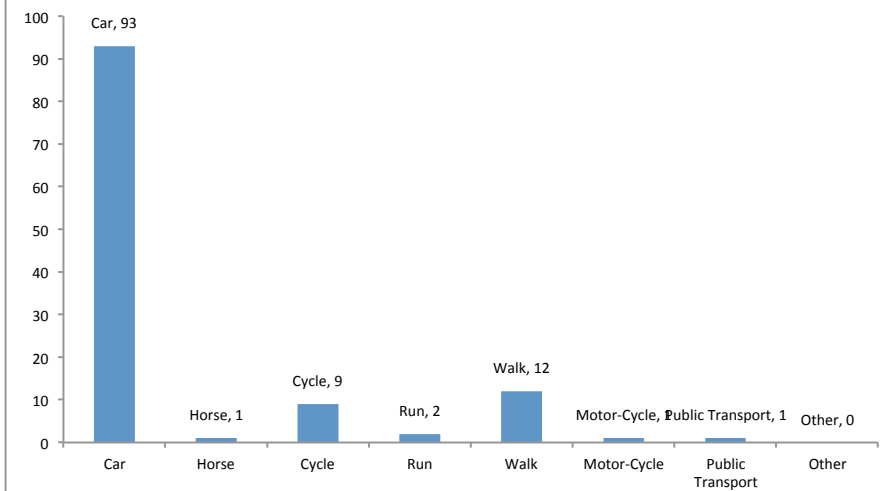
6. Commonwealth Cemetery

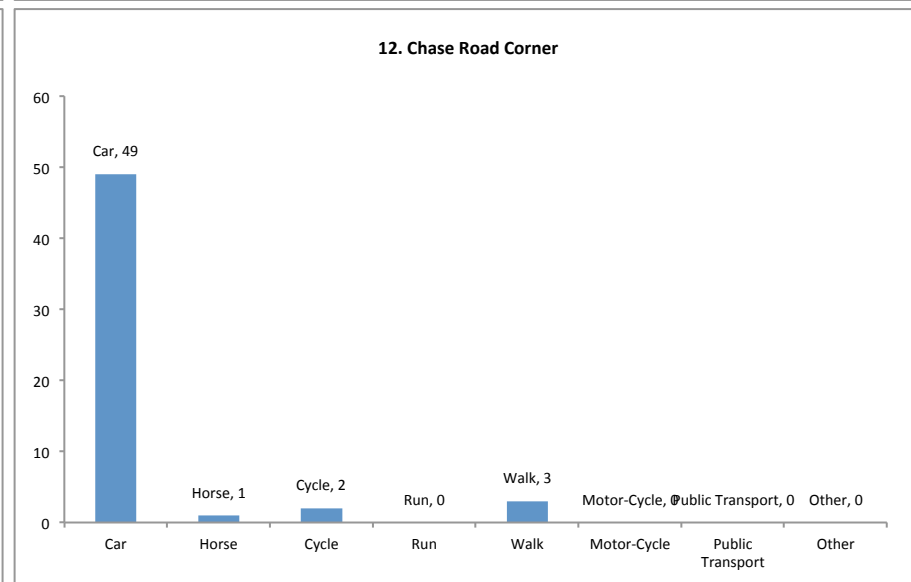
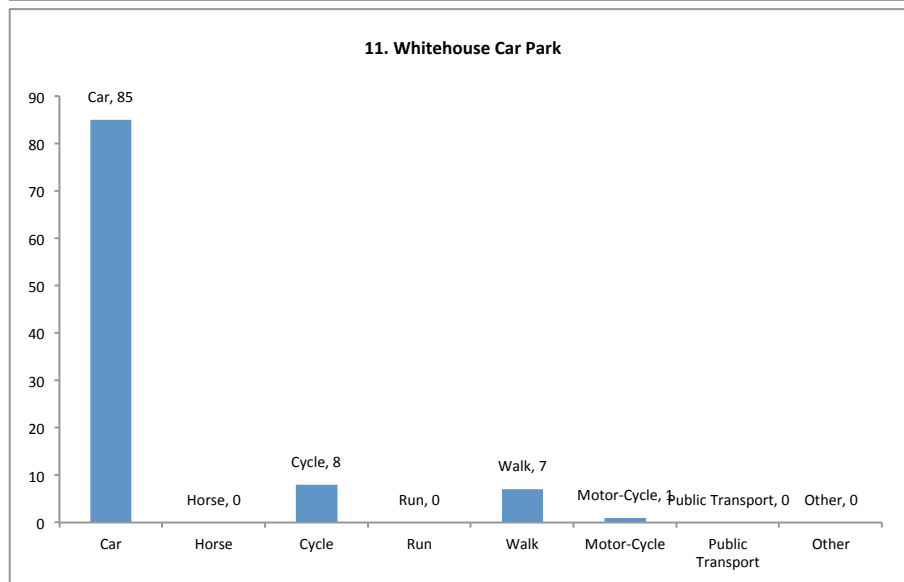
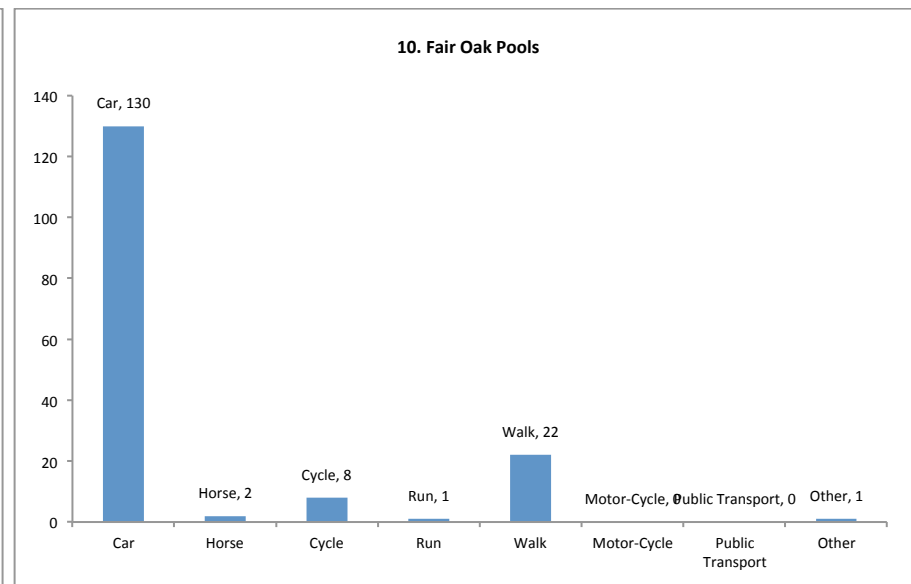
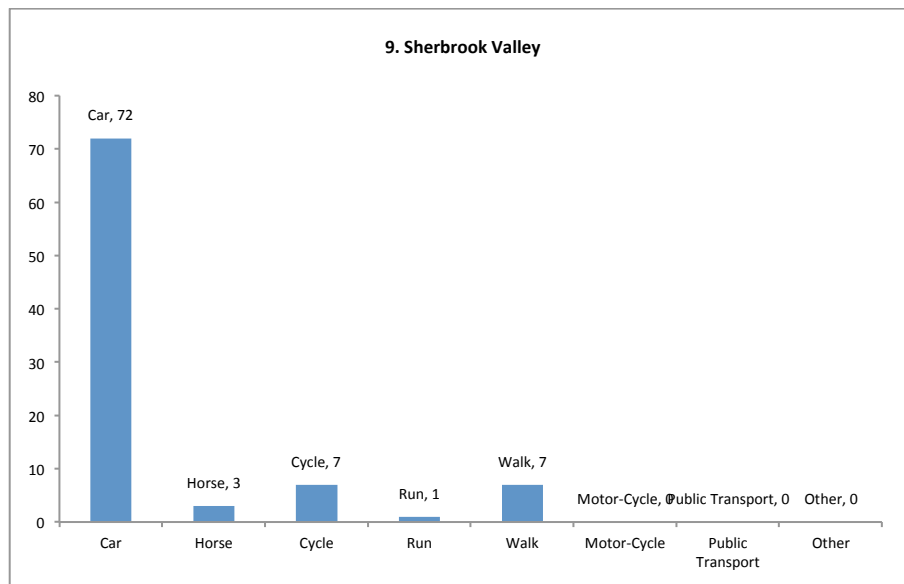


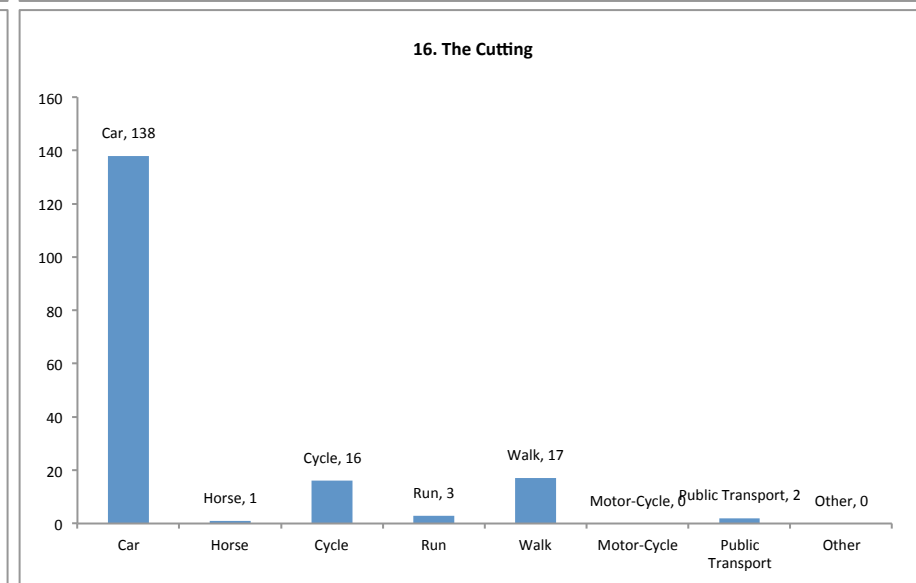
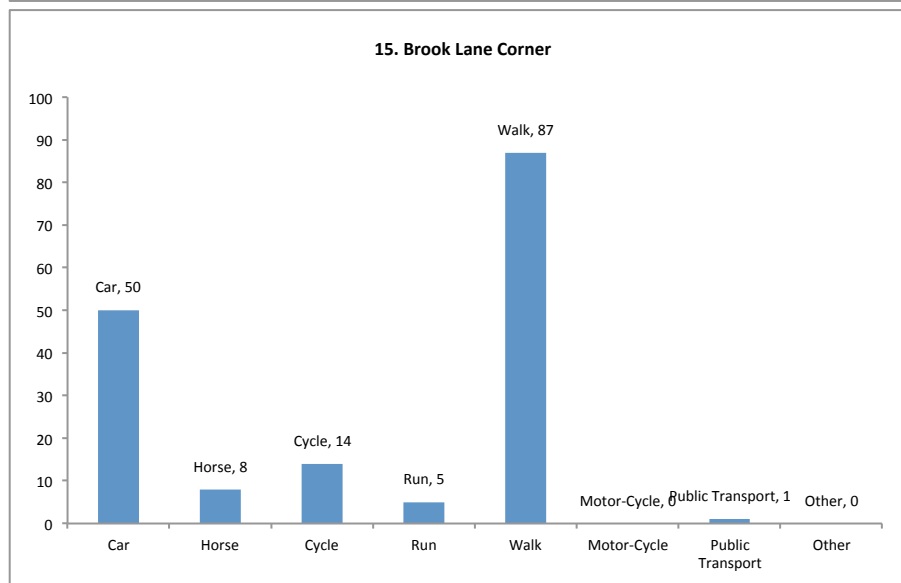
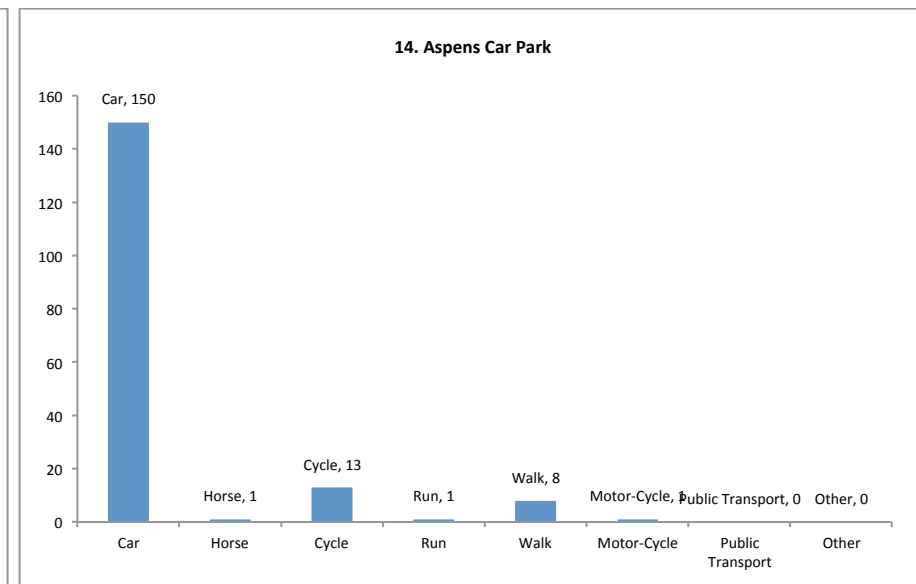
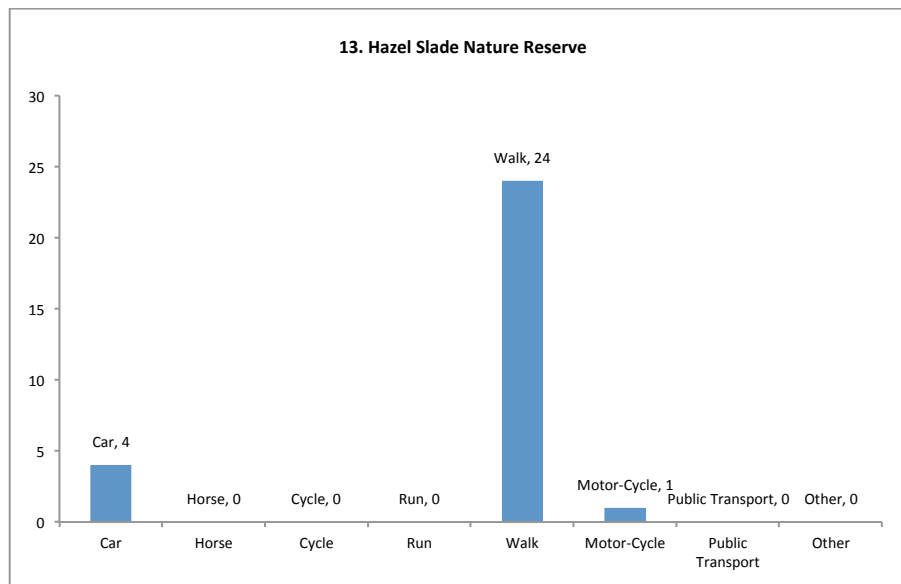
7. Punchbowl Car Park



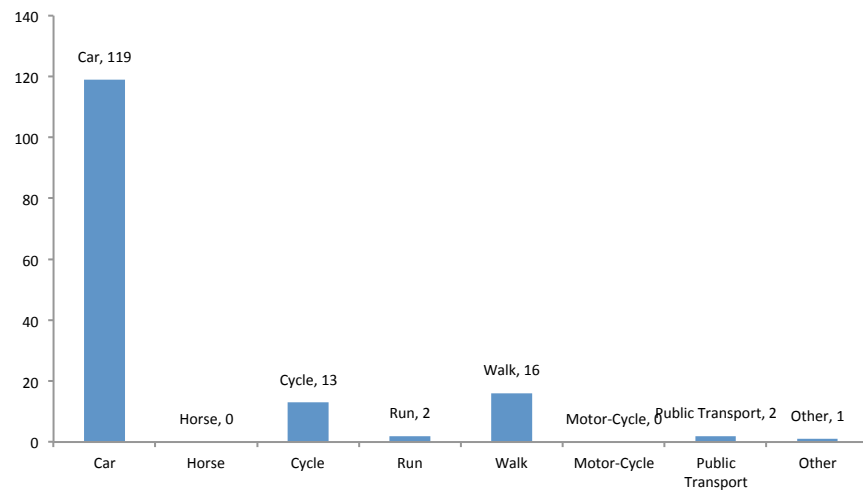
8. Stepping Stones



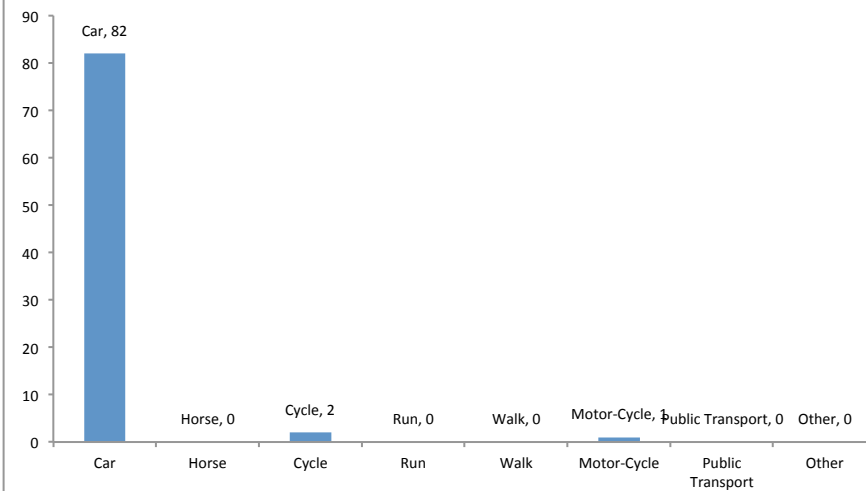




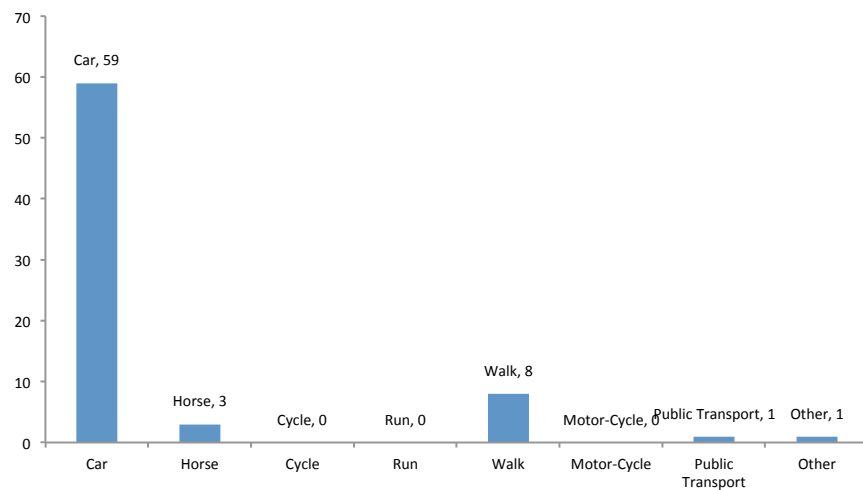
17. Brocton Coppice Car Park



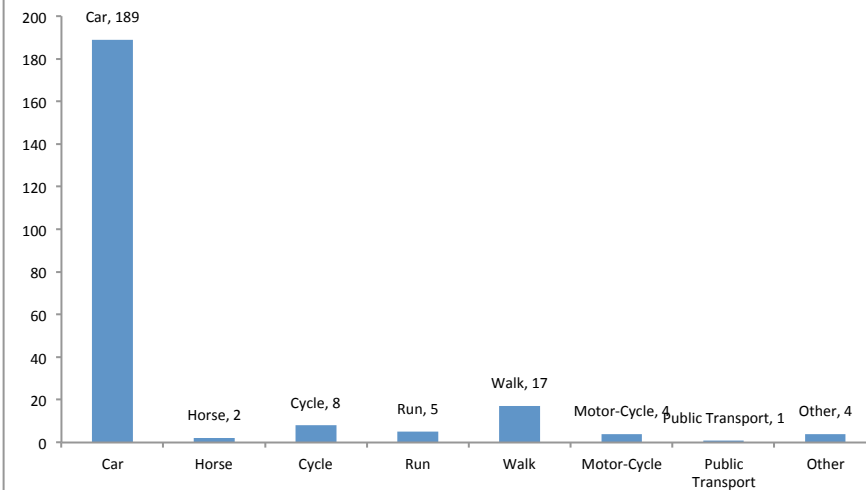
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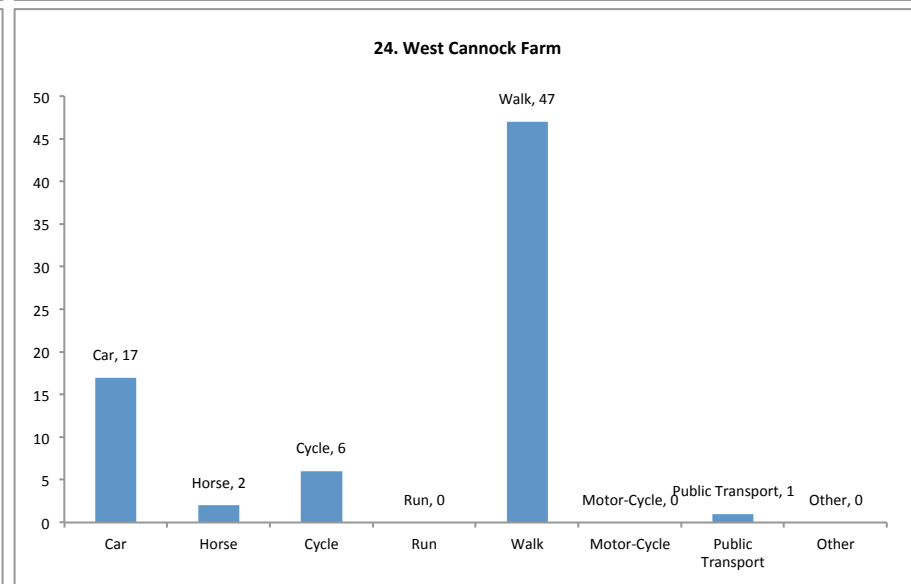
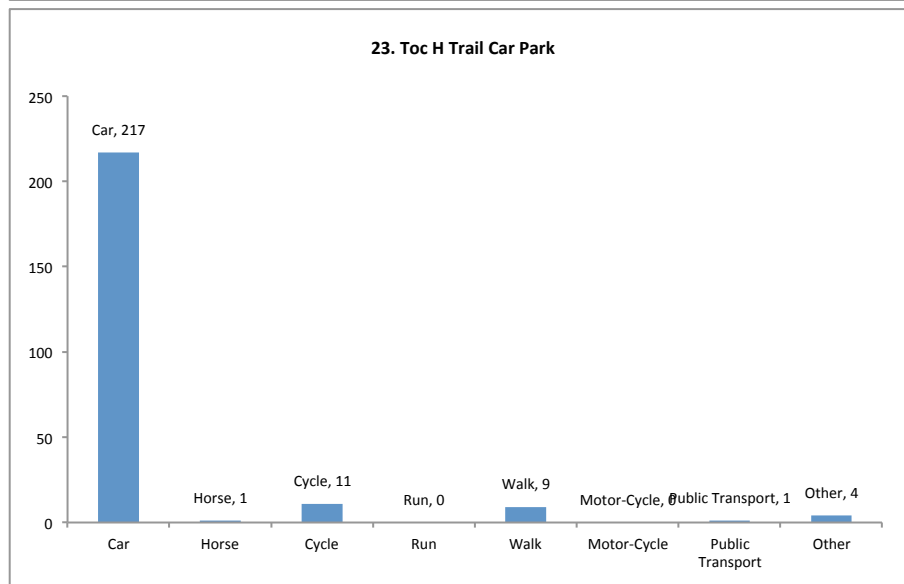
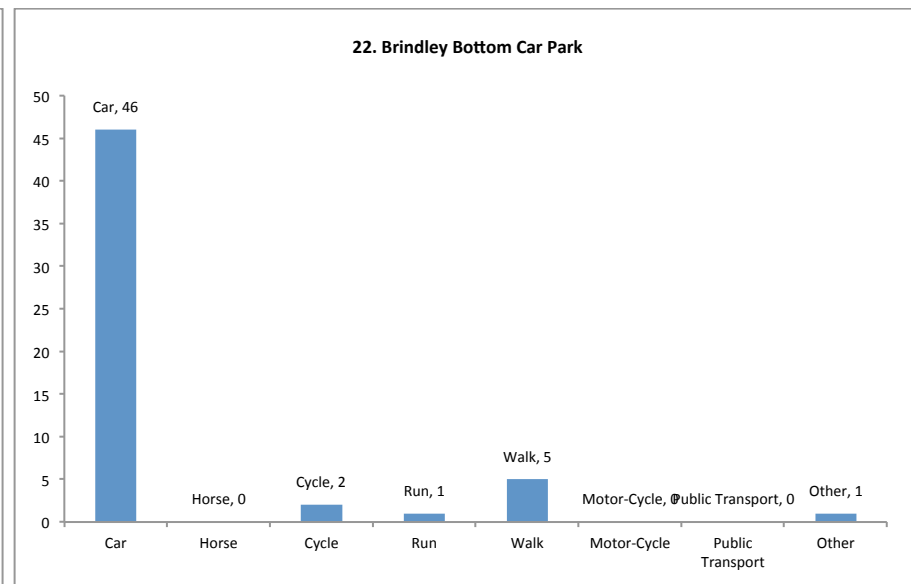
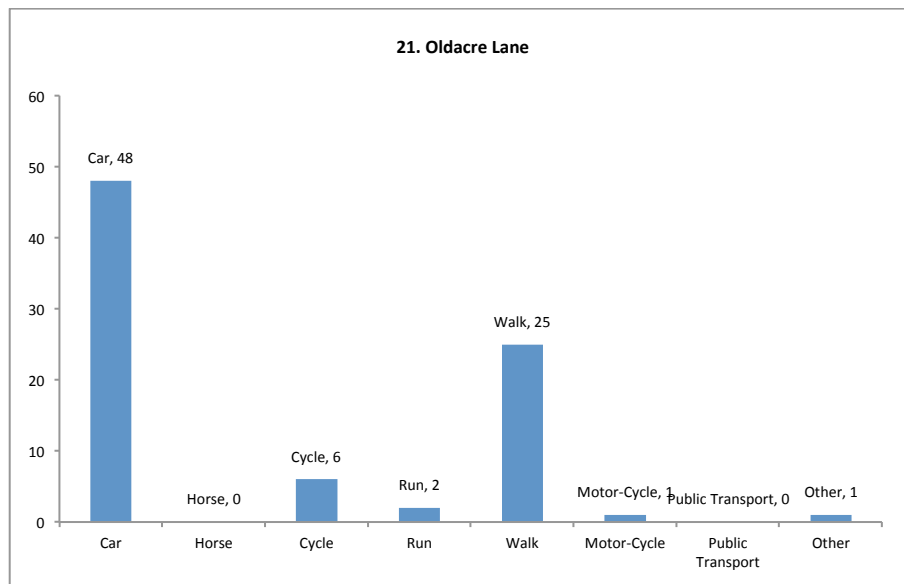


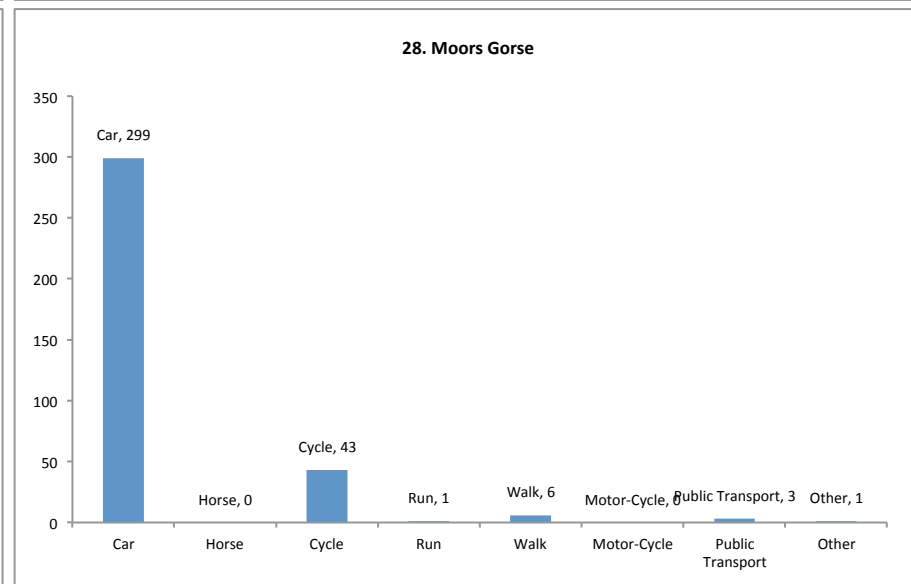
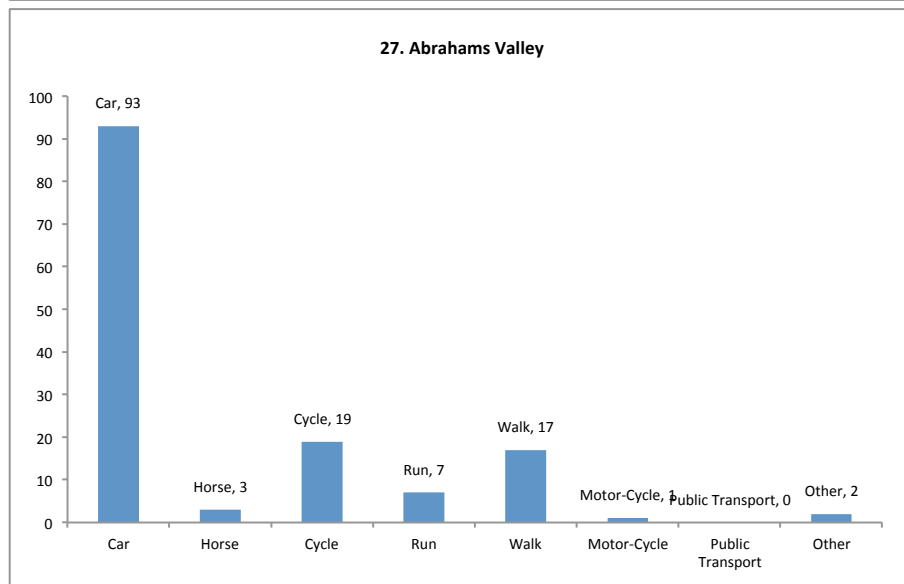
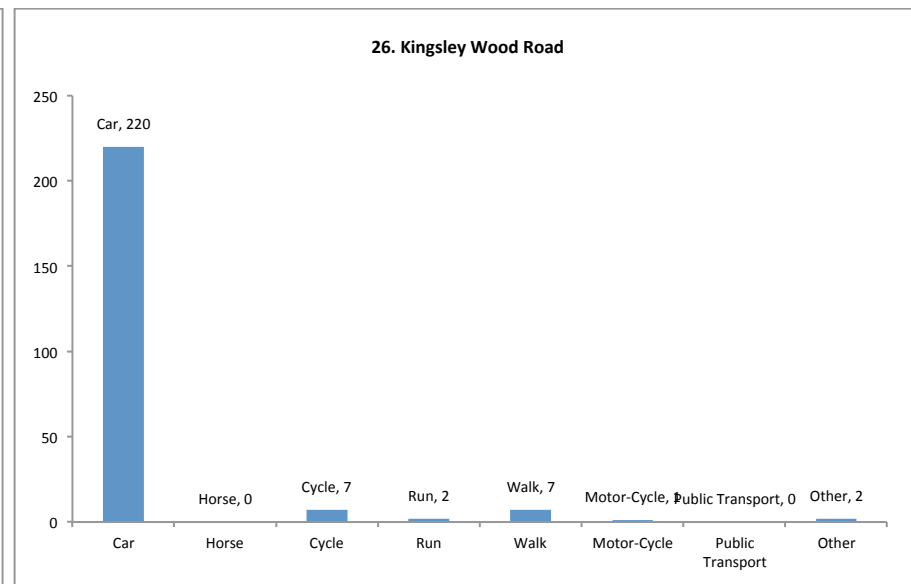
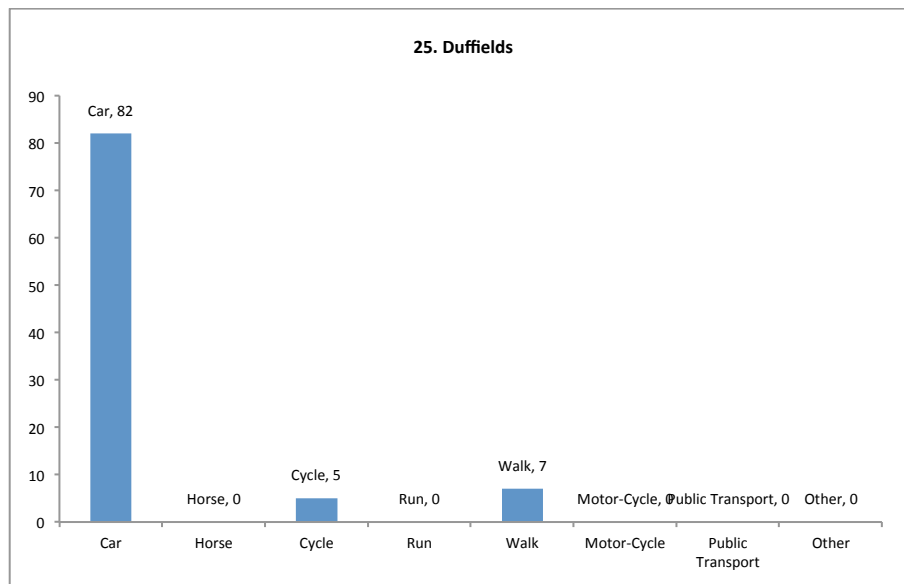
19. Glacial Boulder

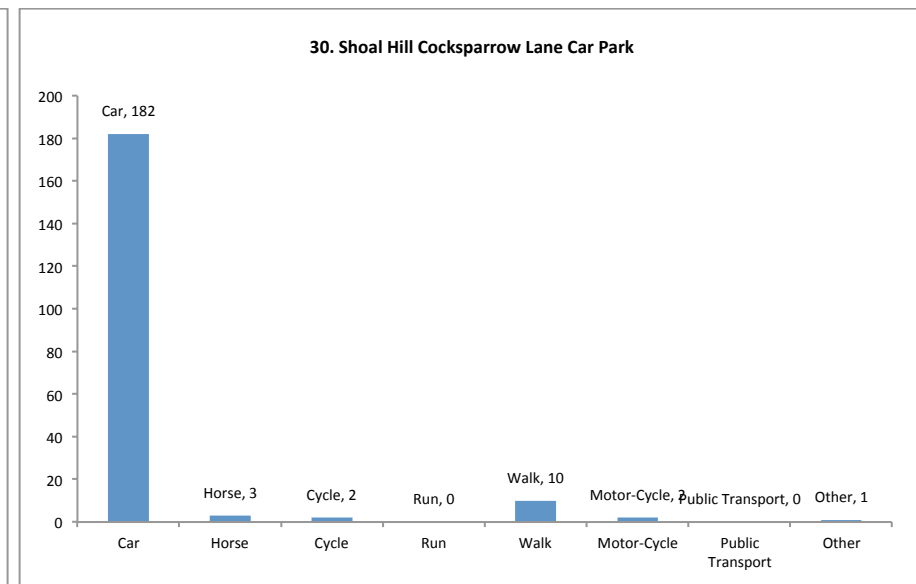
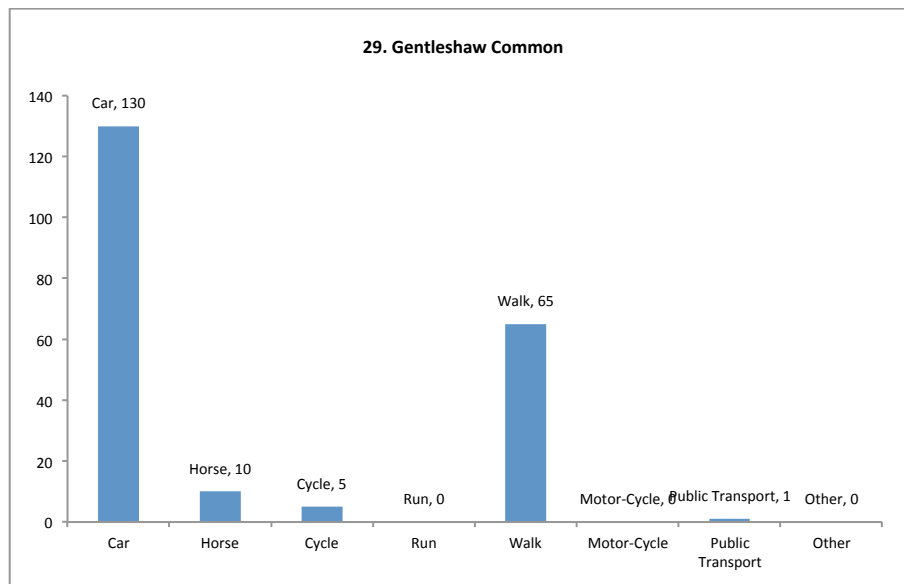


20. Spring Slade Lodge

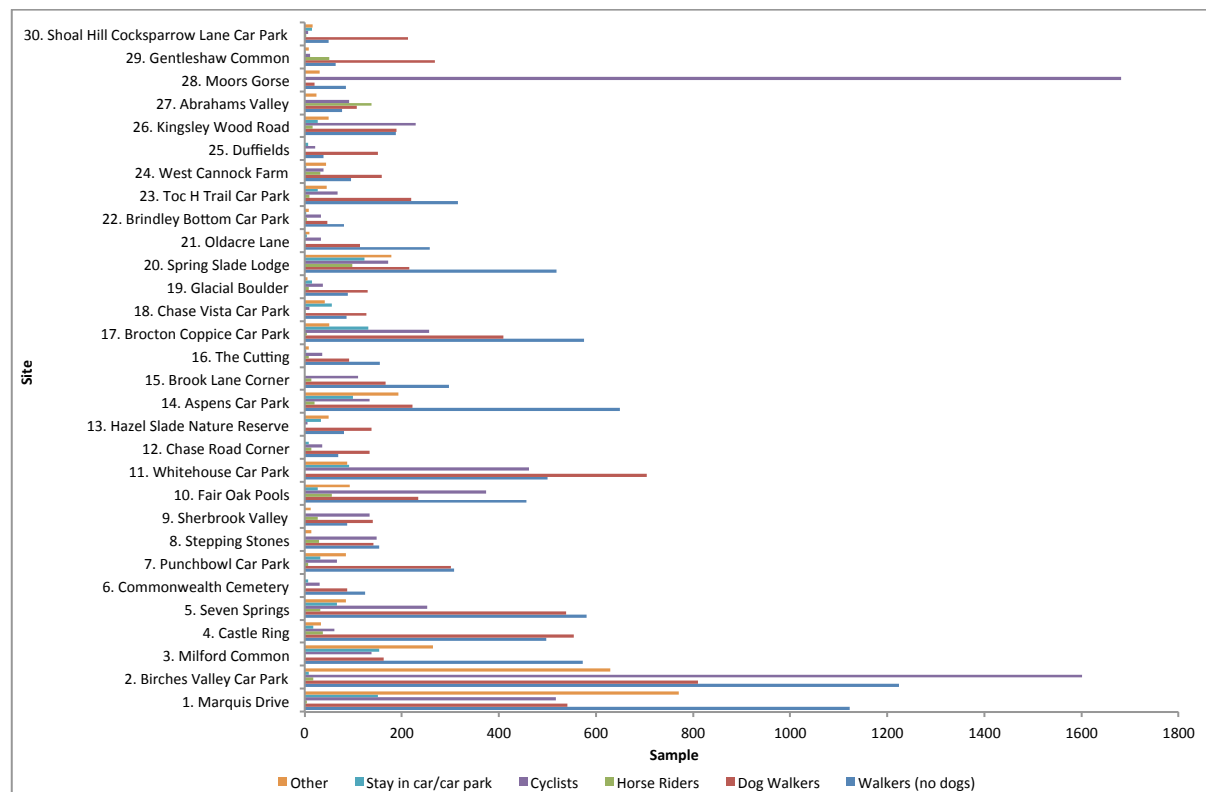


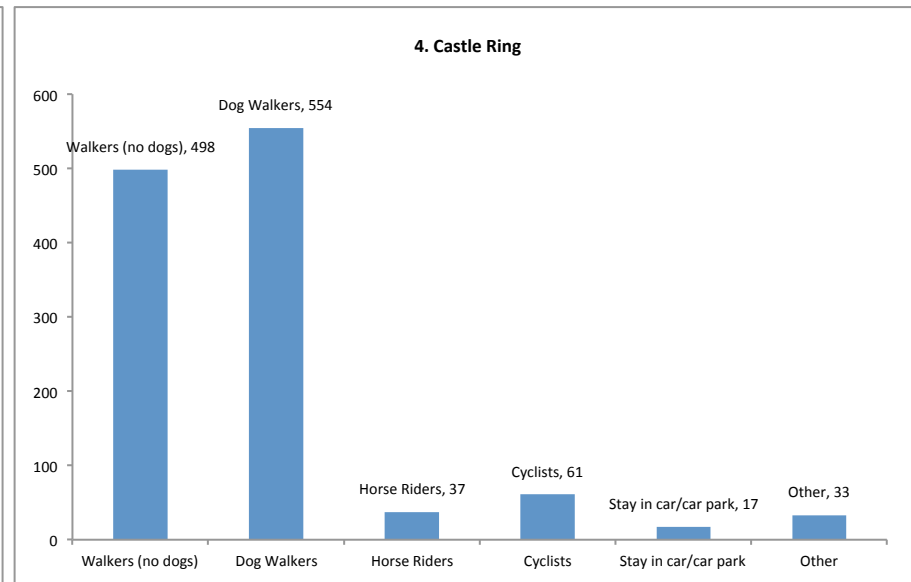
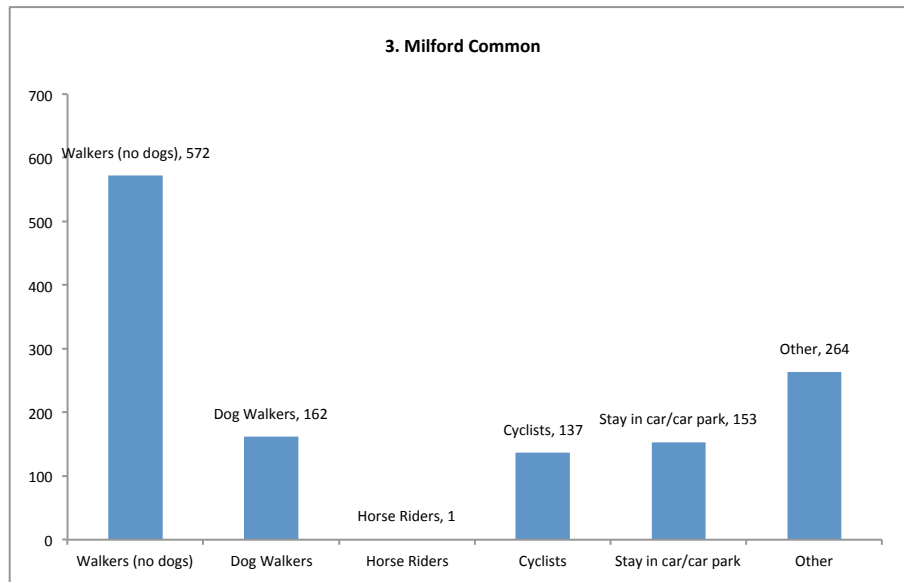
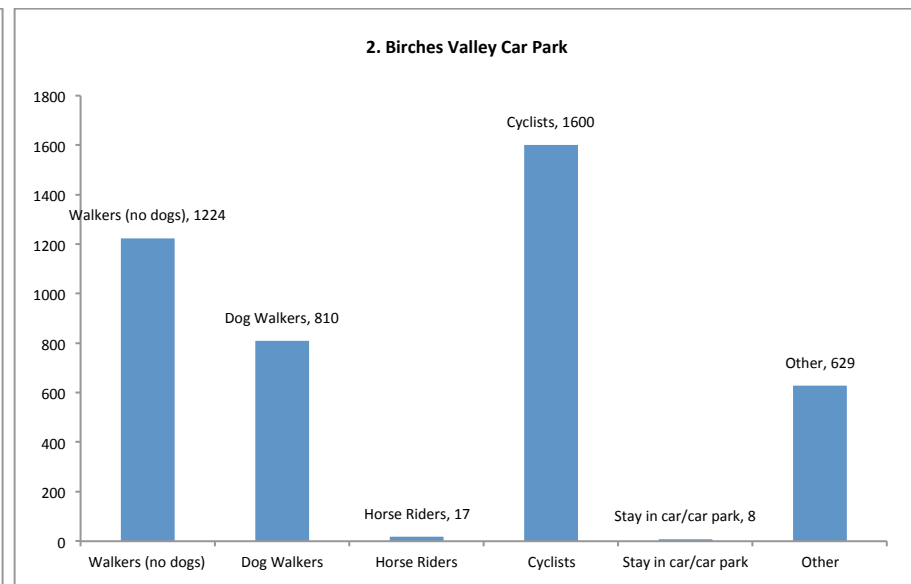
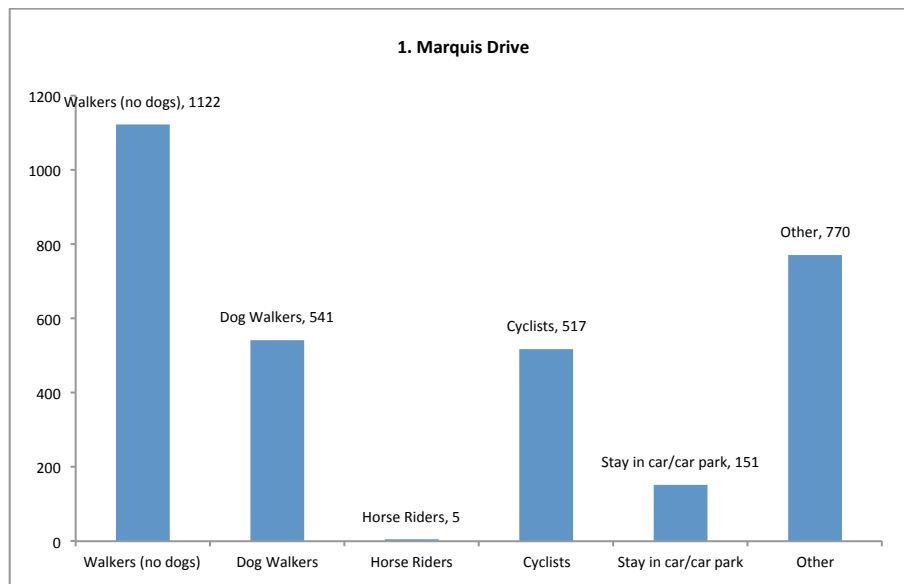


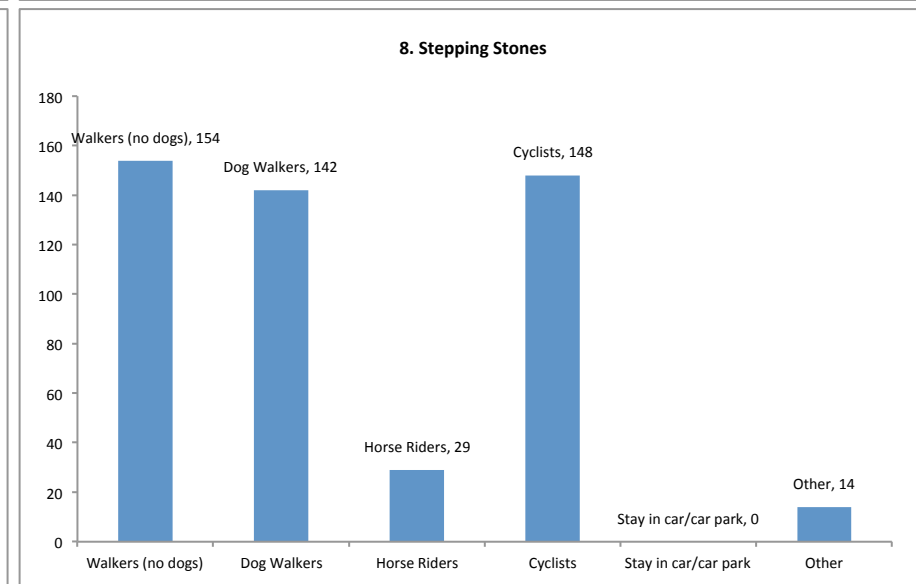
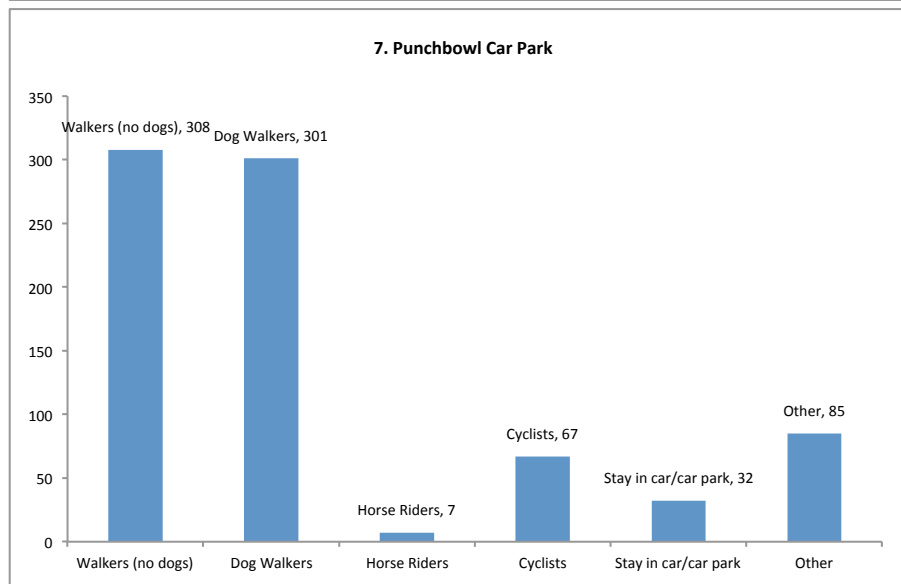
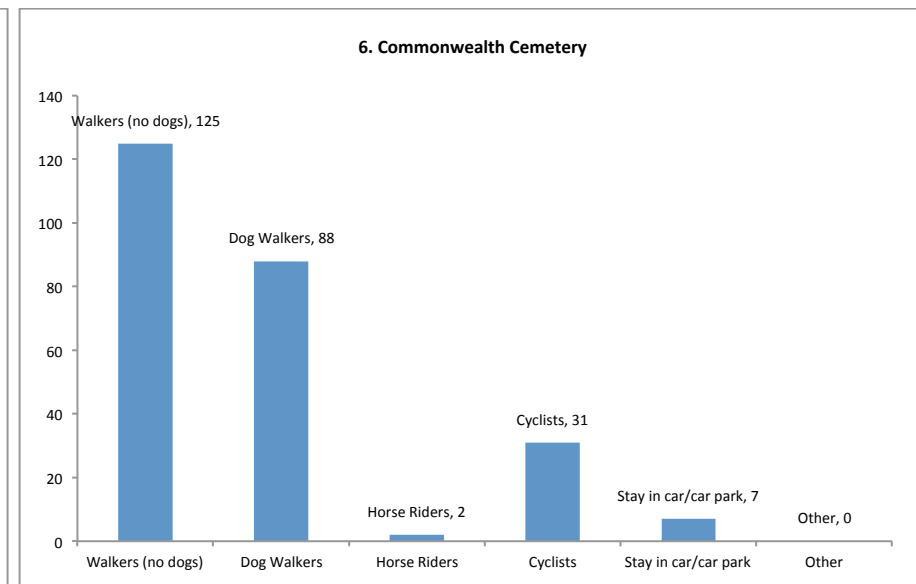
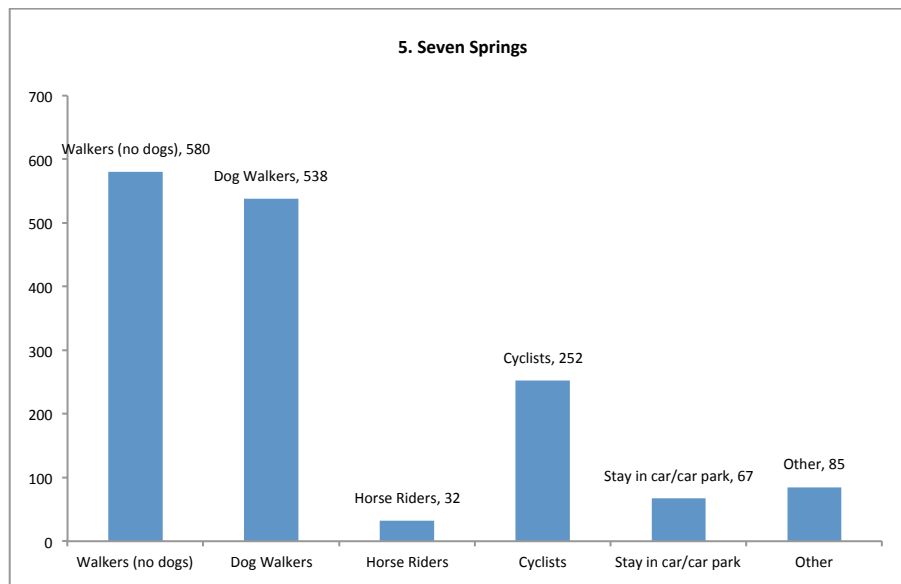


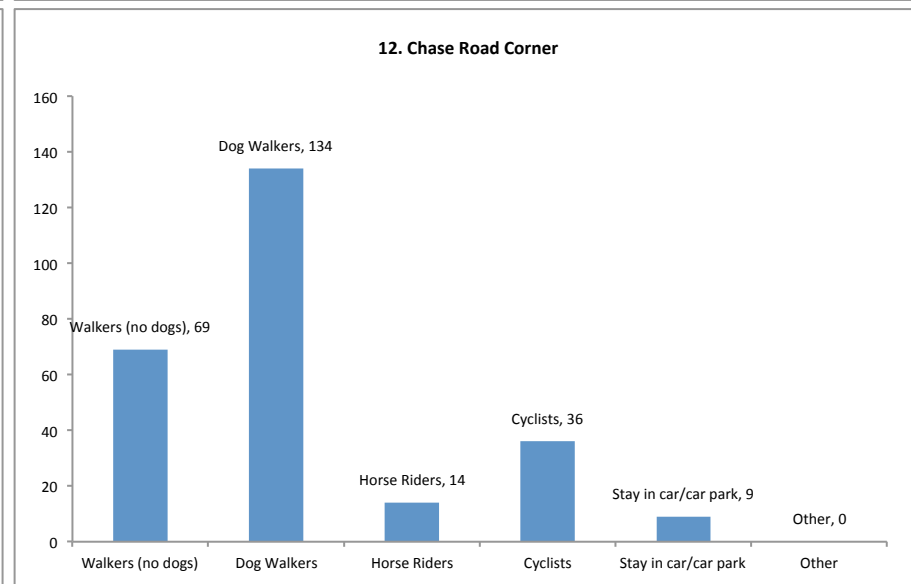
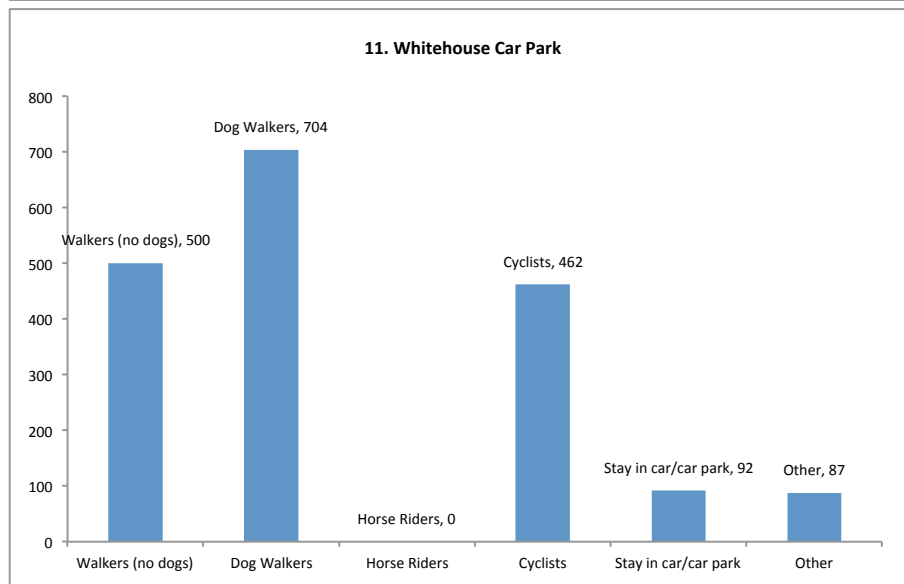
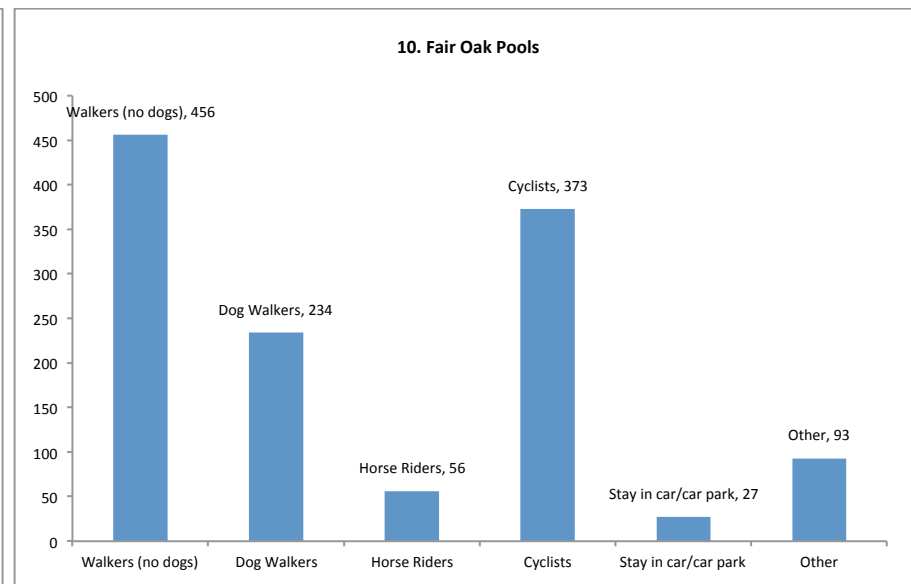
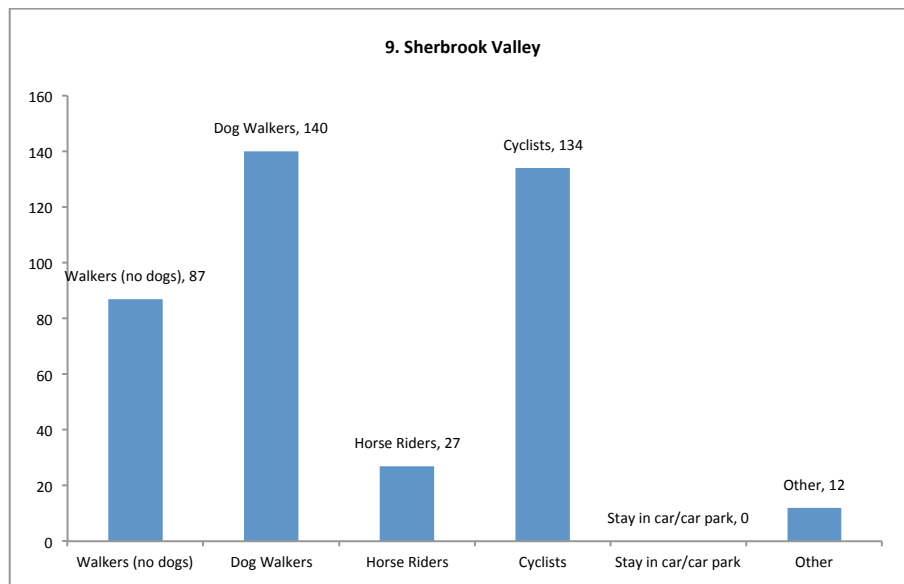


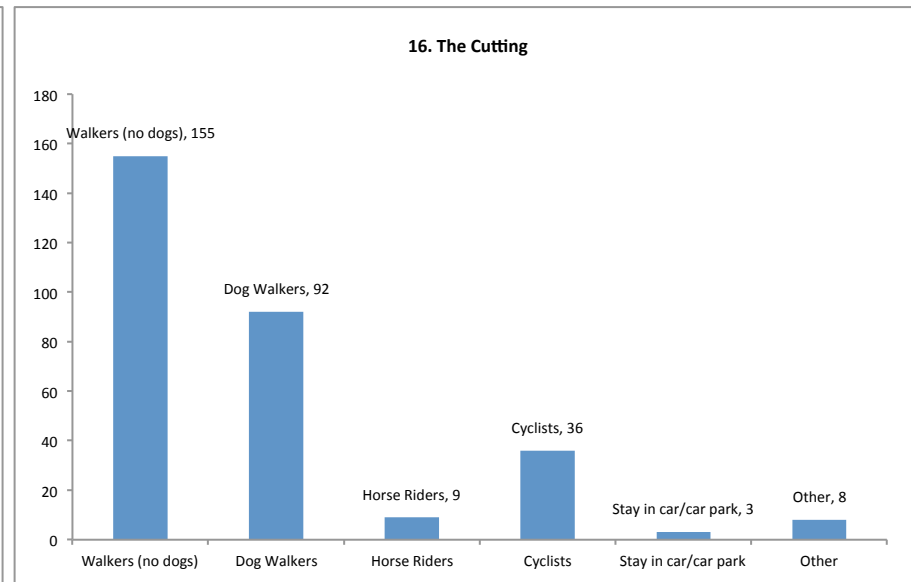
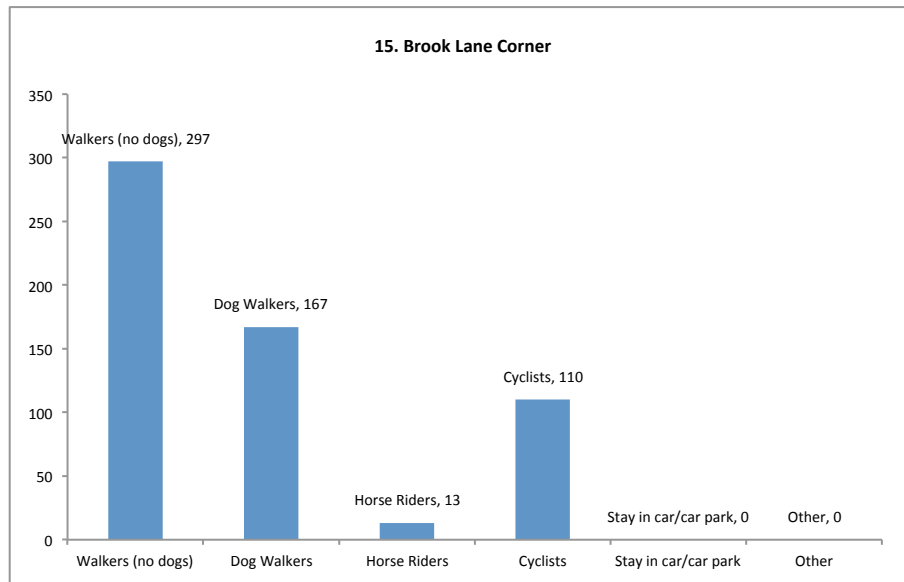
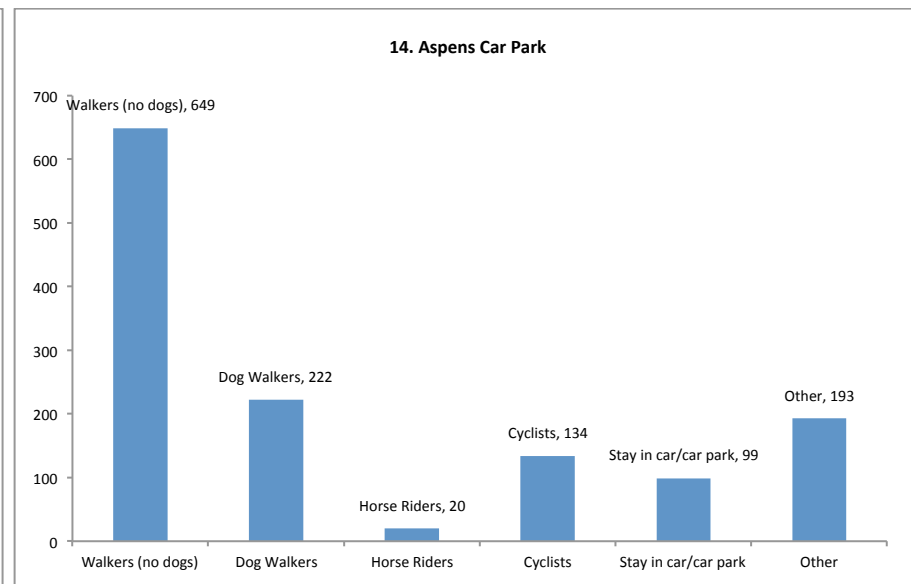
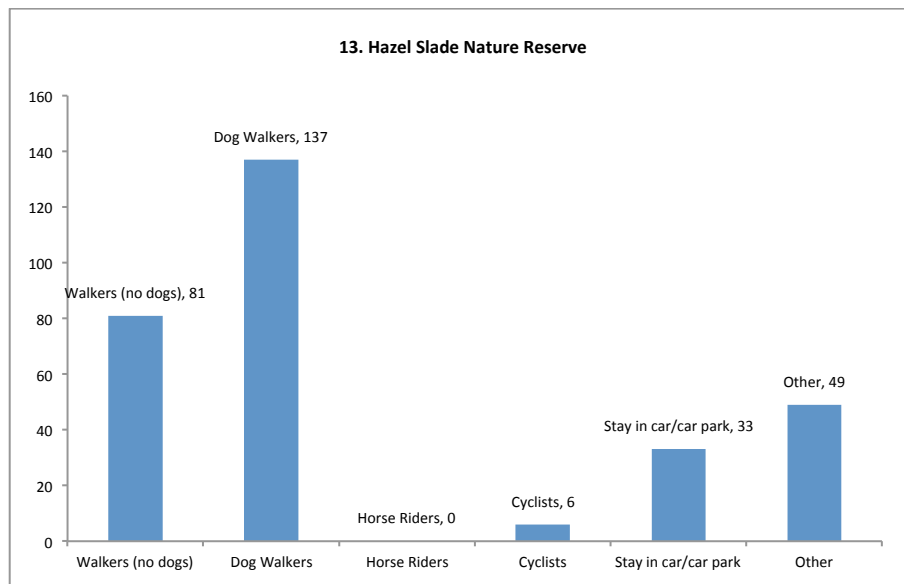
Survey Component 6: Activities

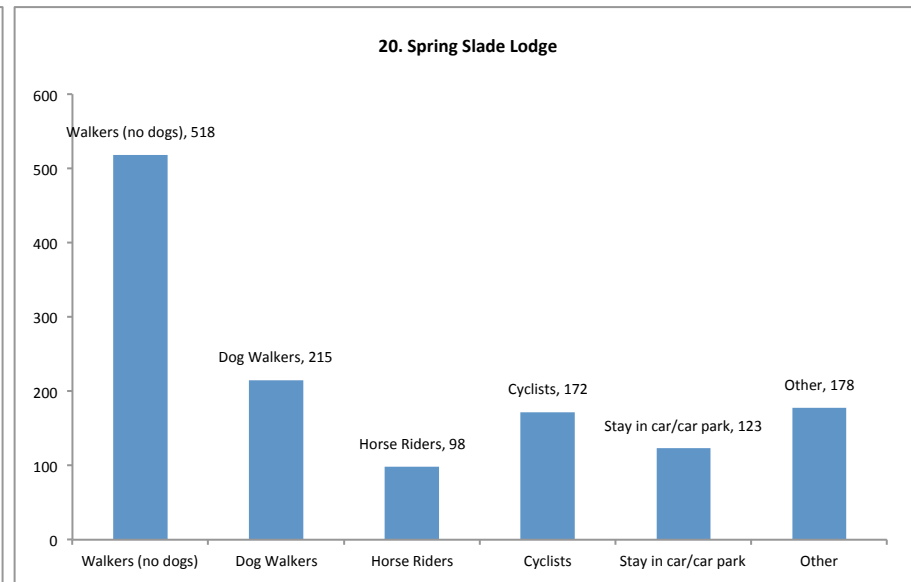
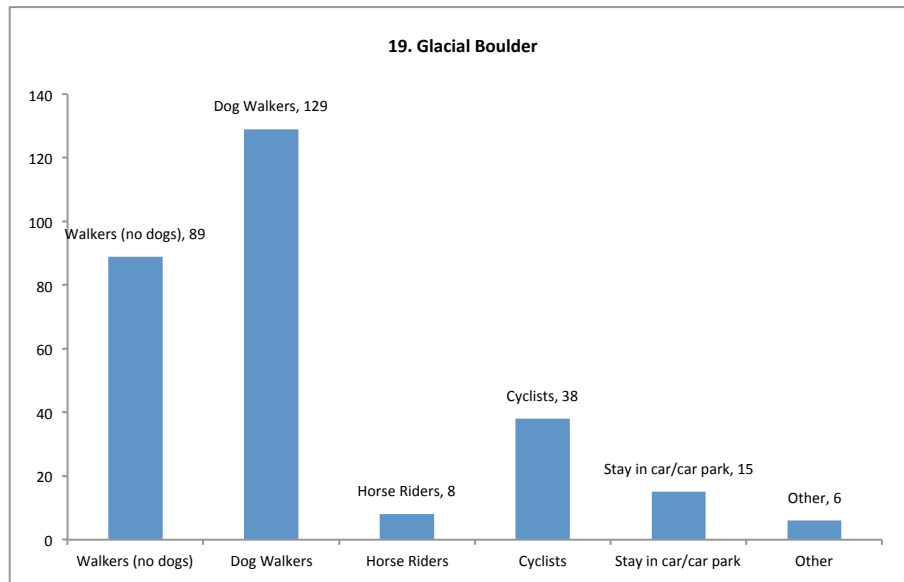
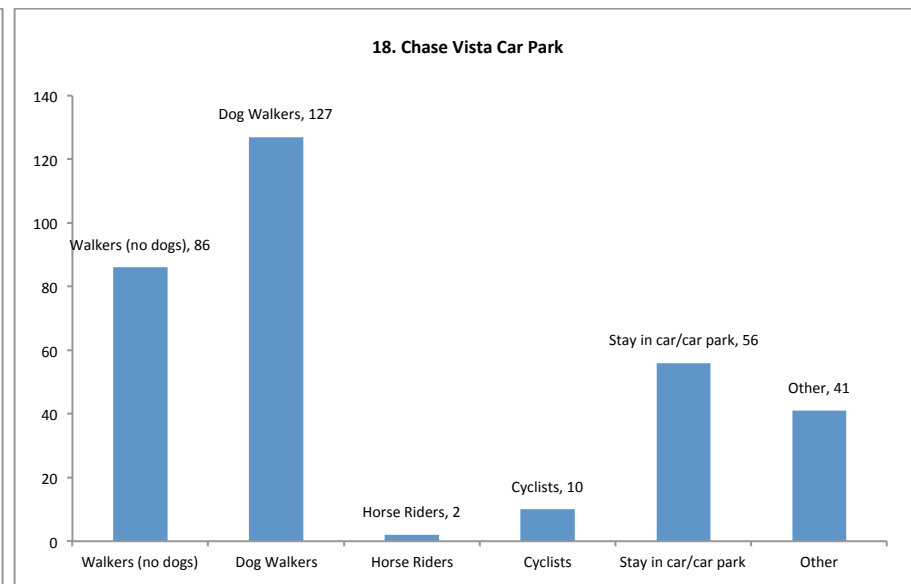
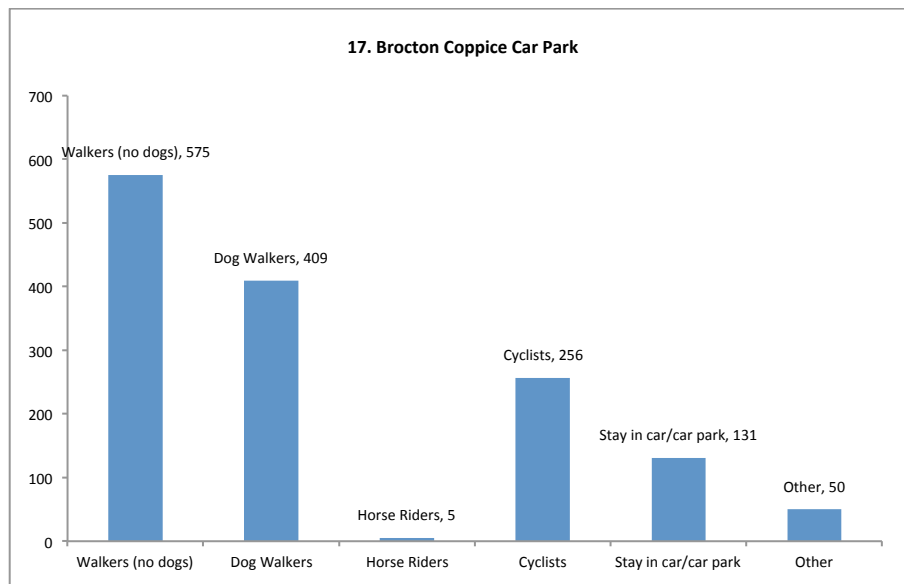


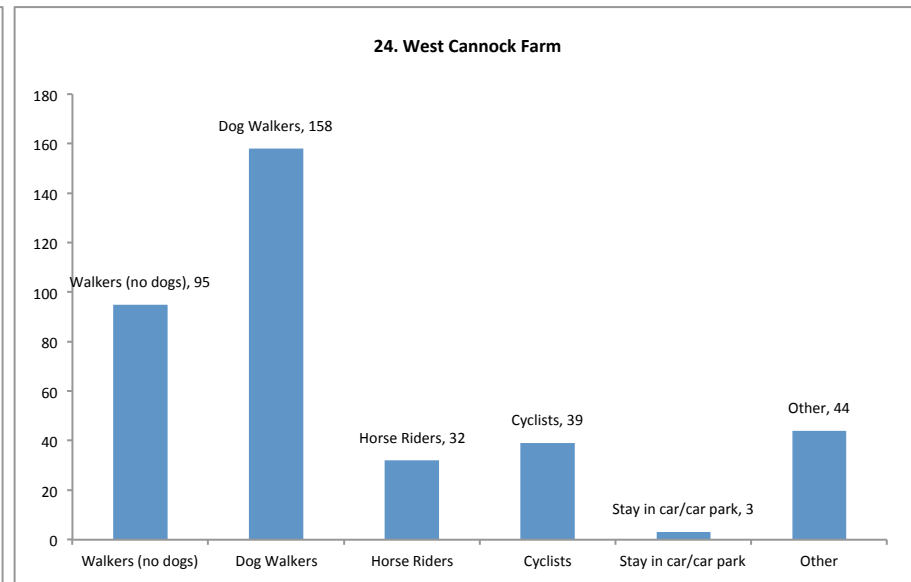
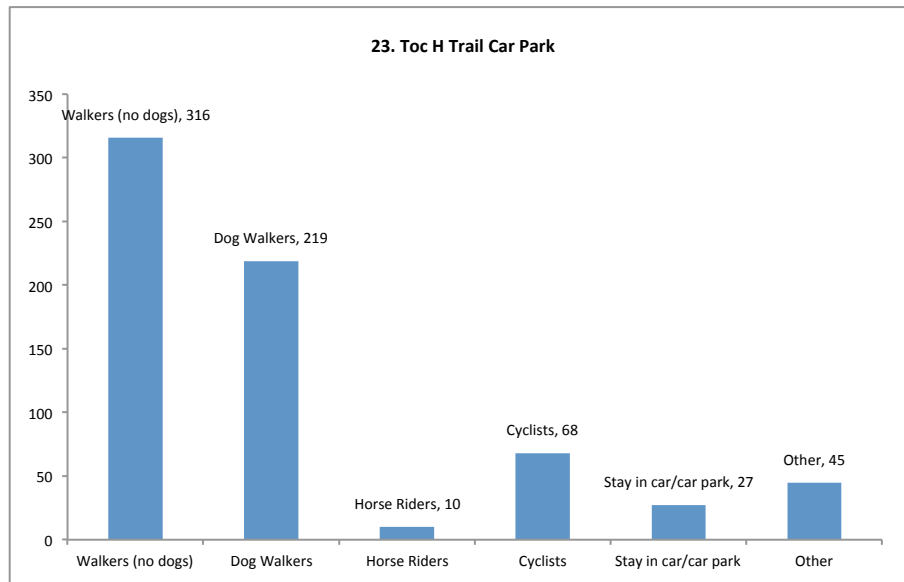
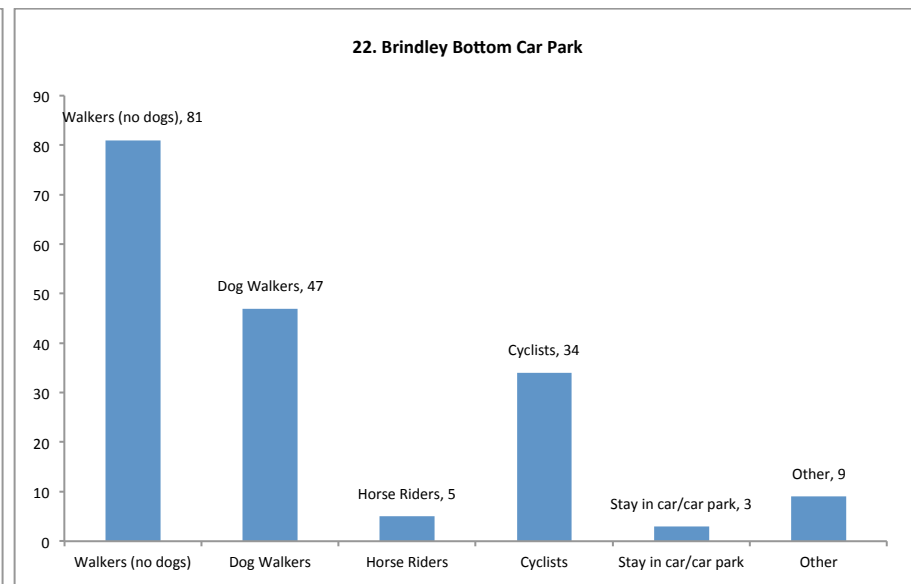
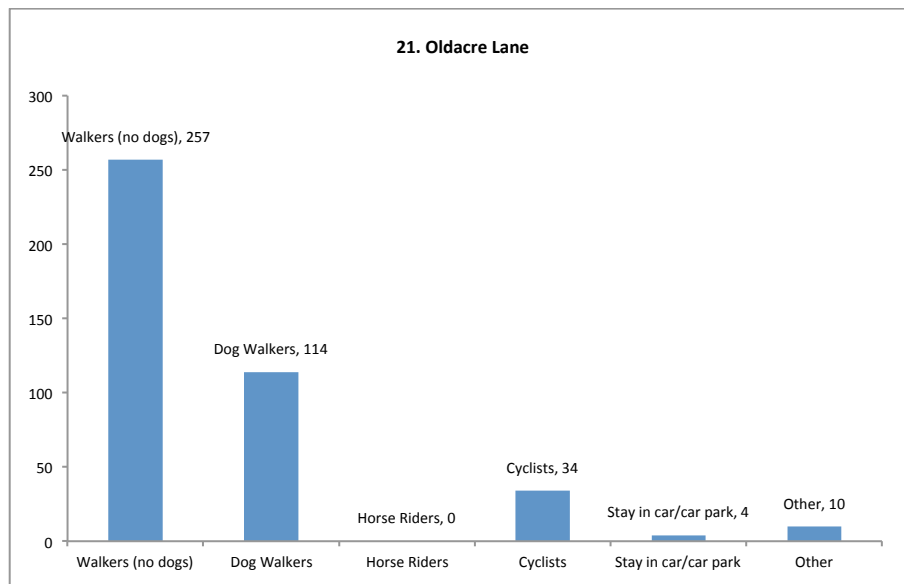


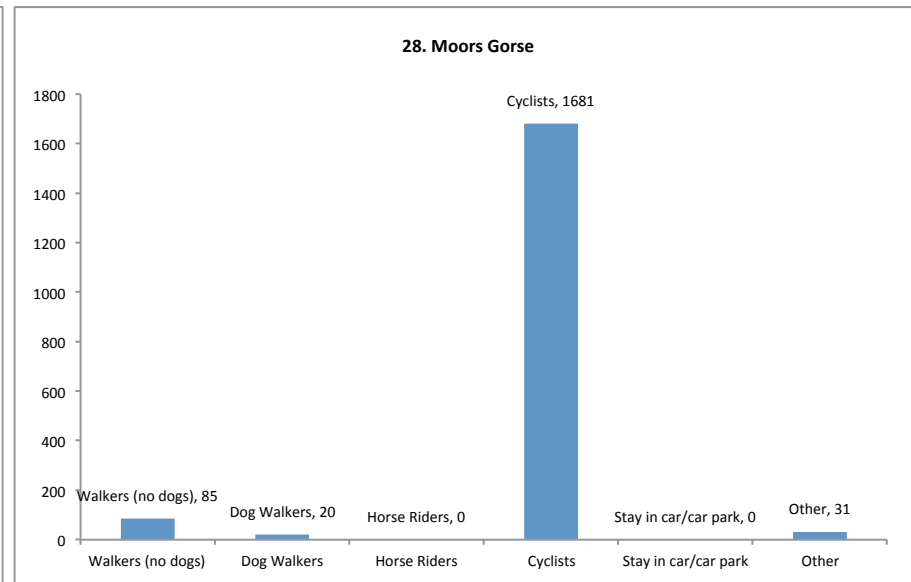
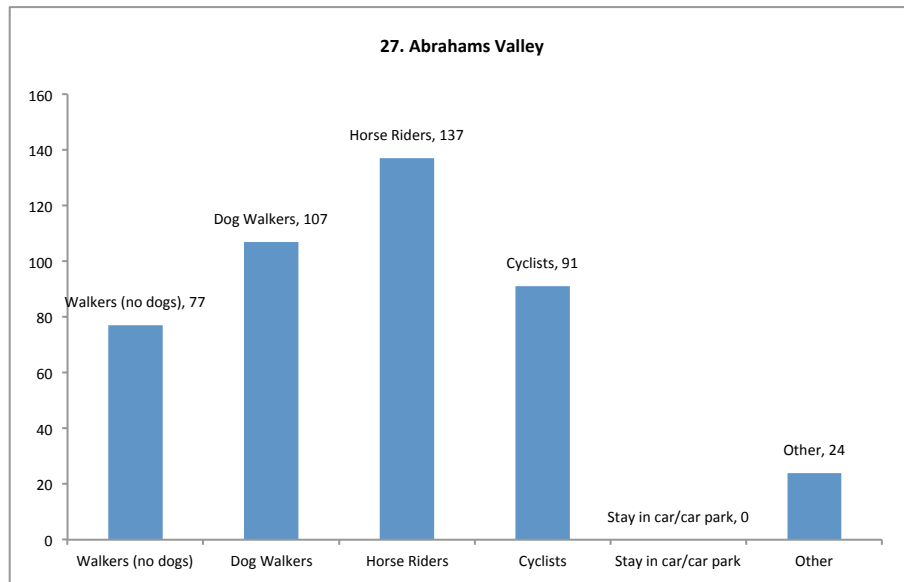
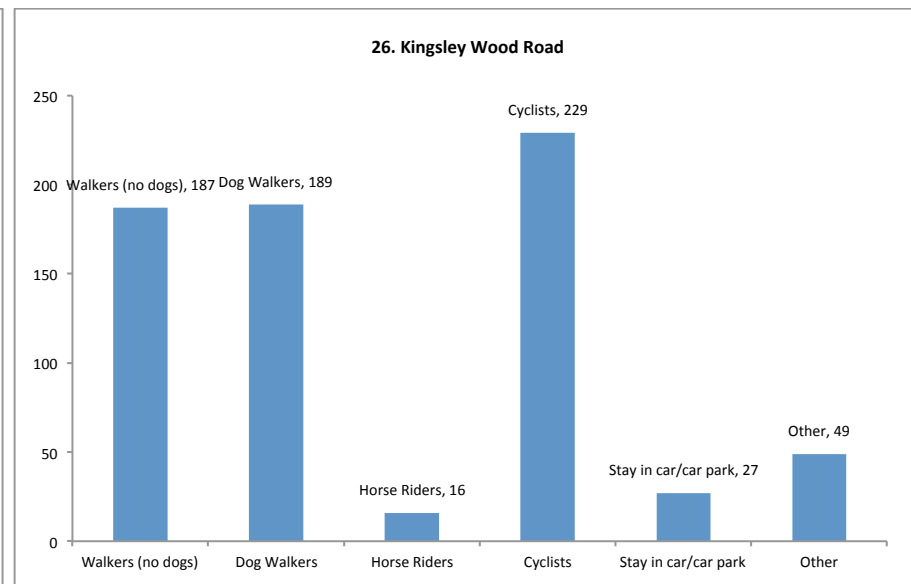
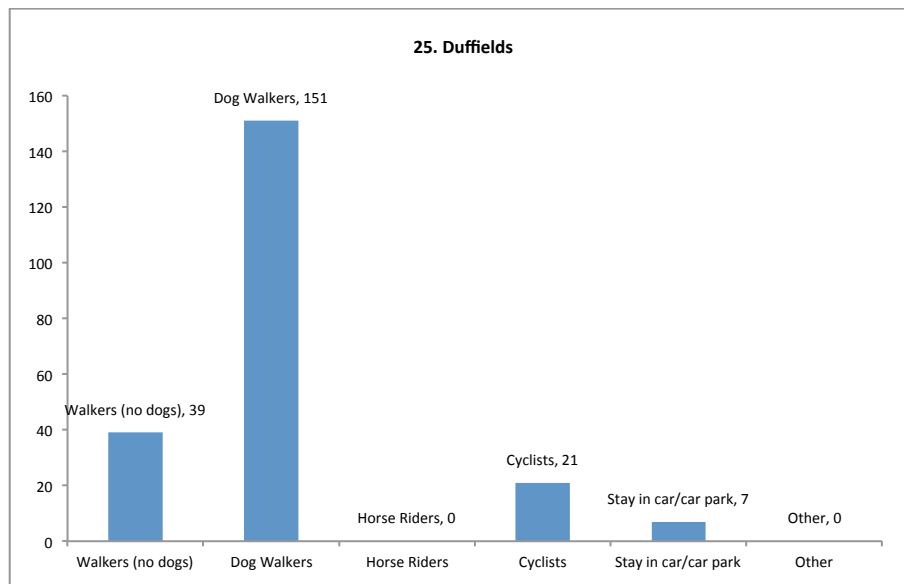


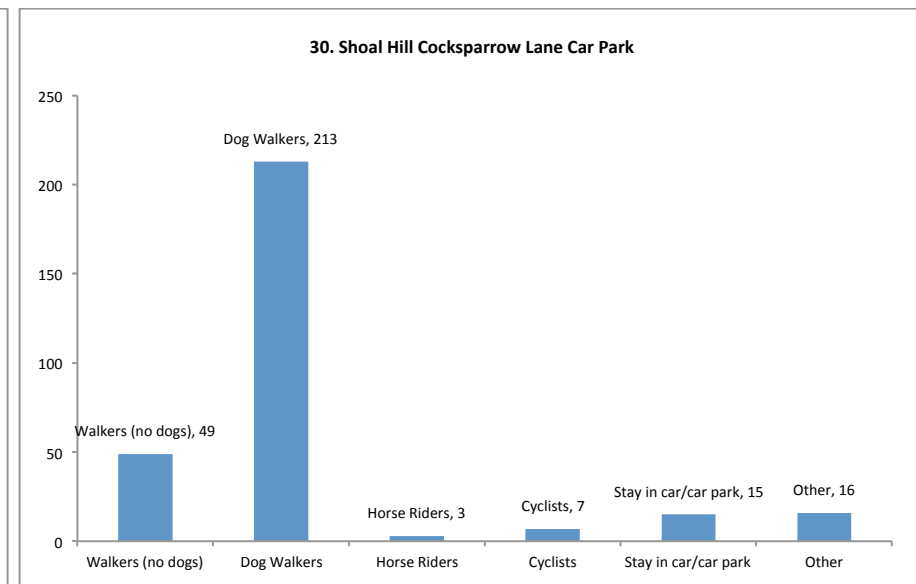
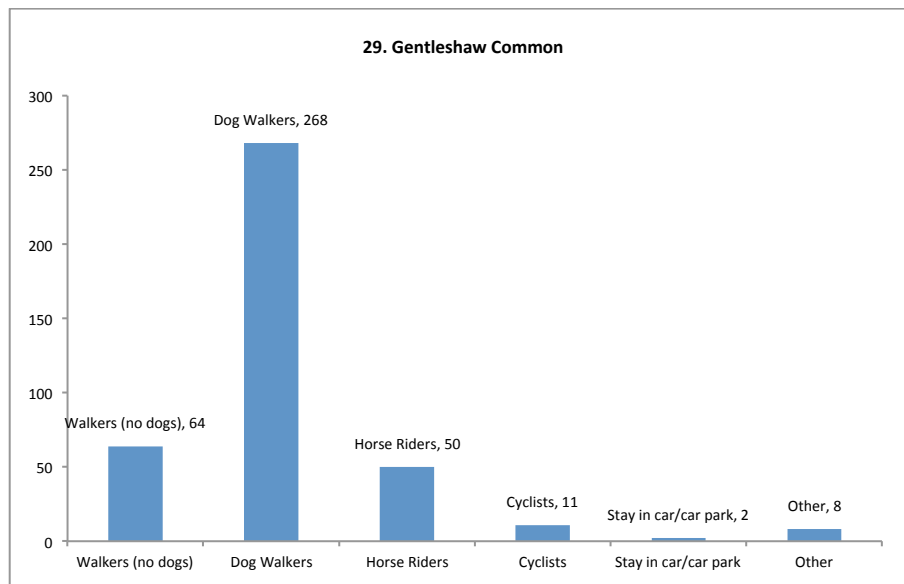




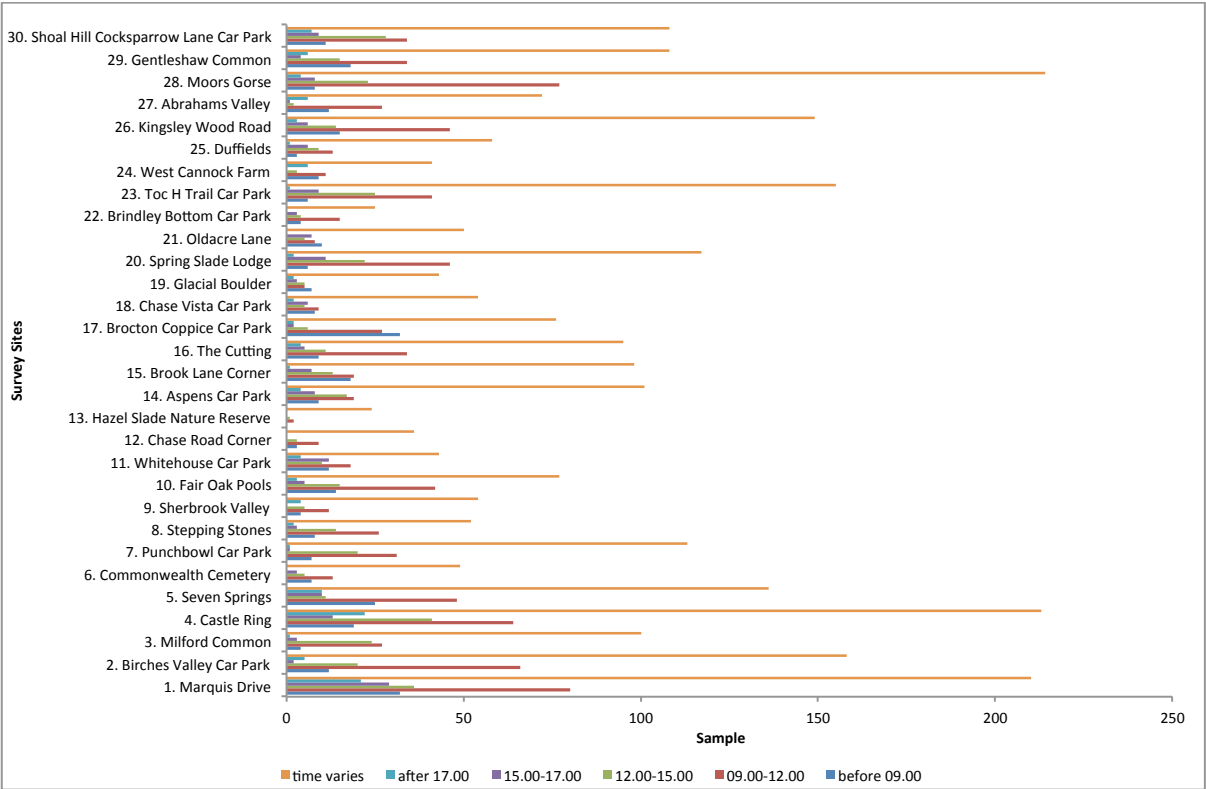


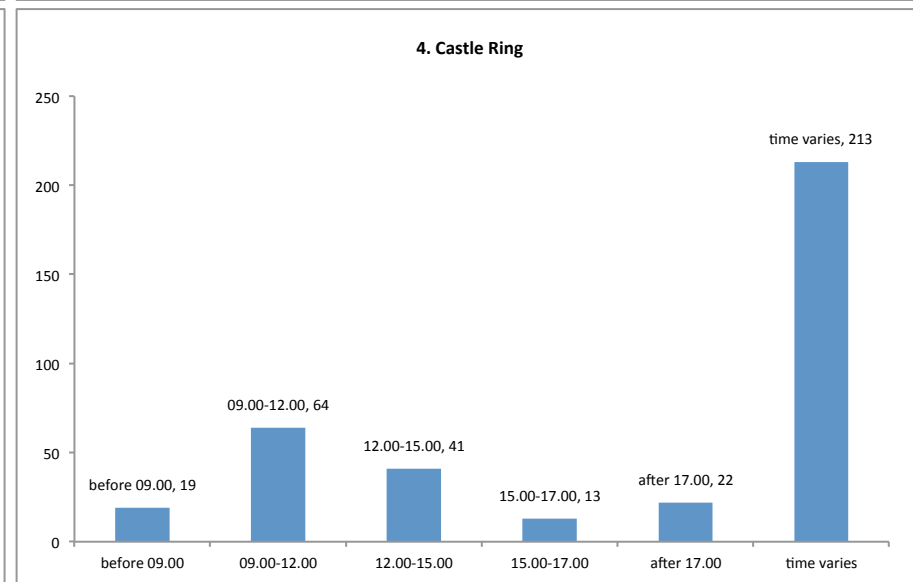
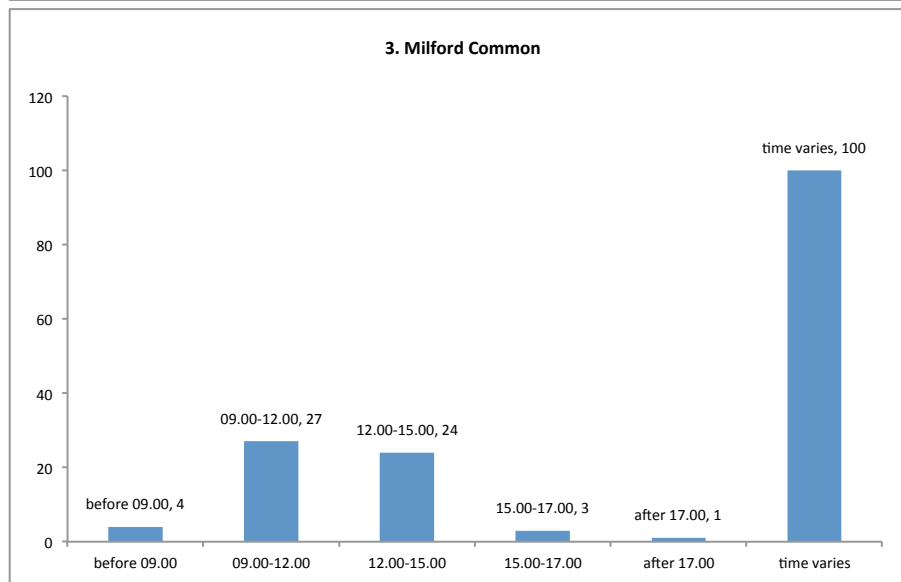
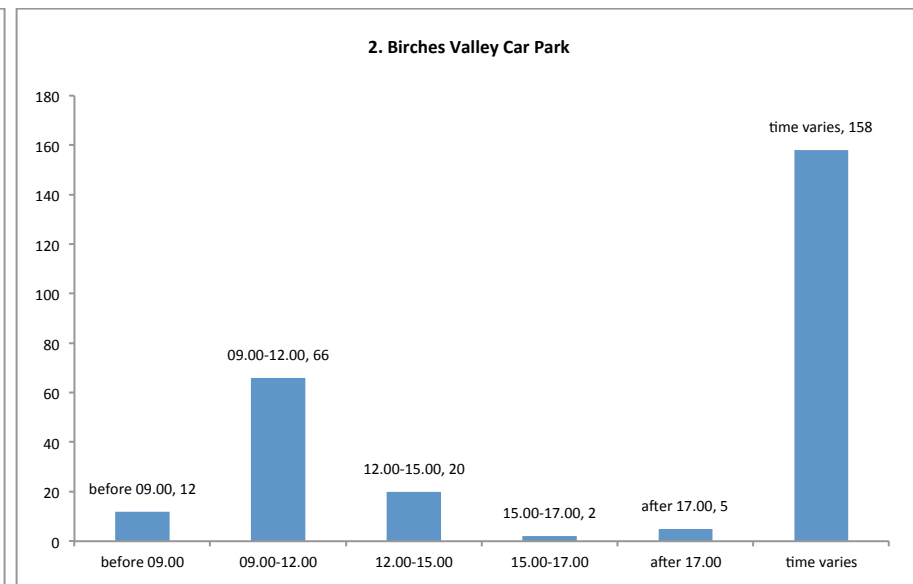
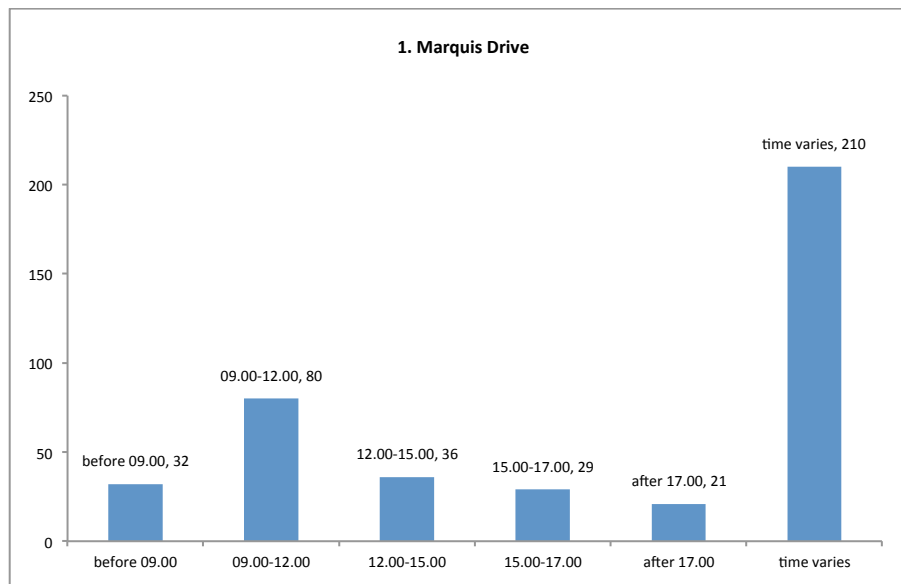


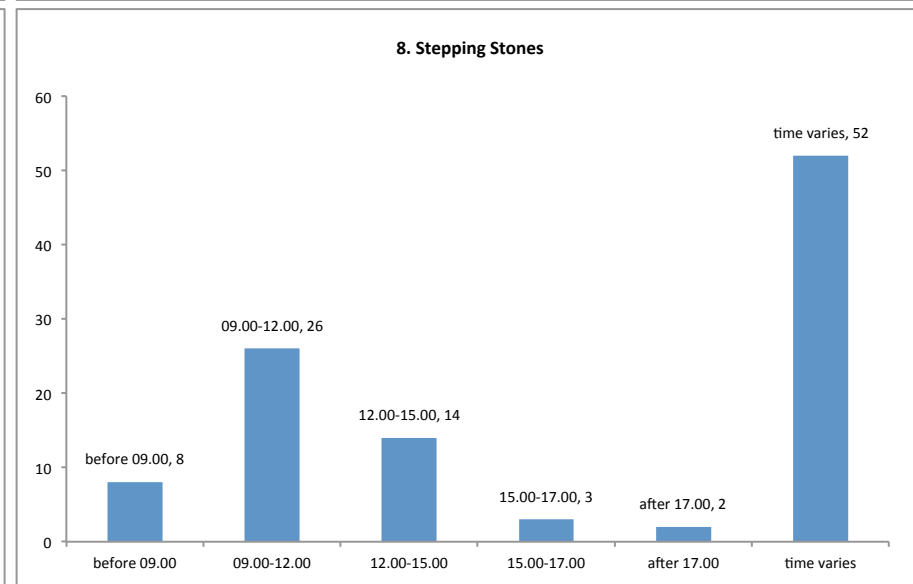
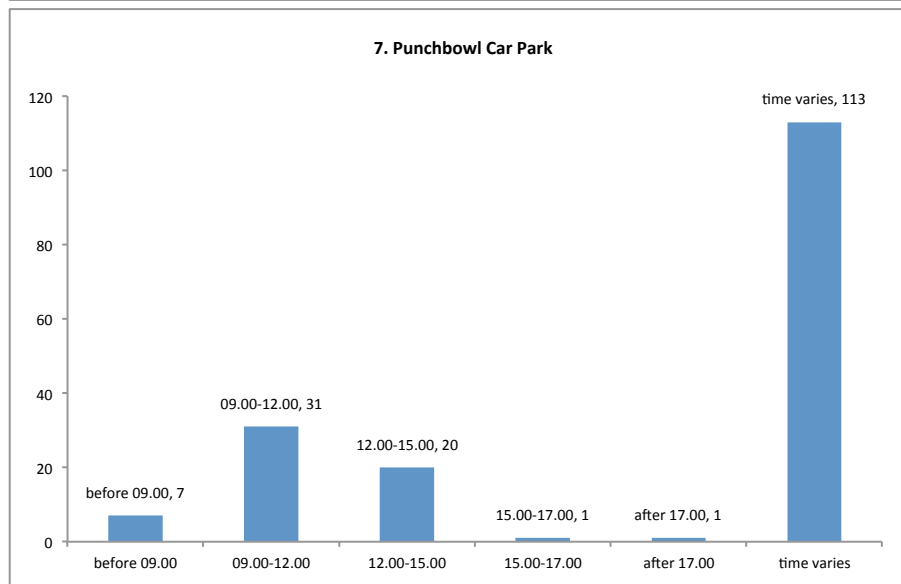
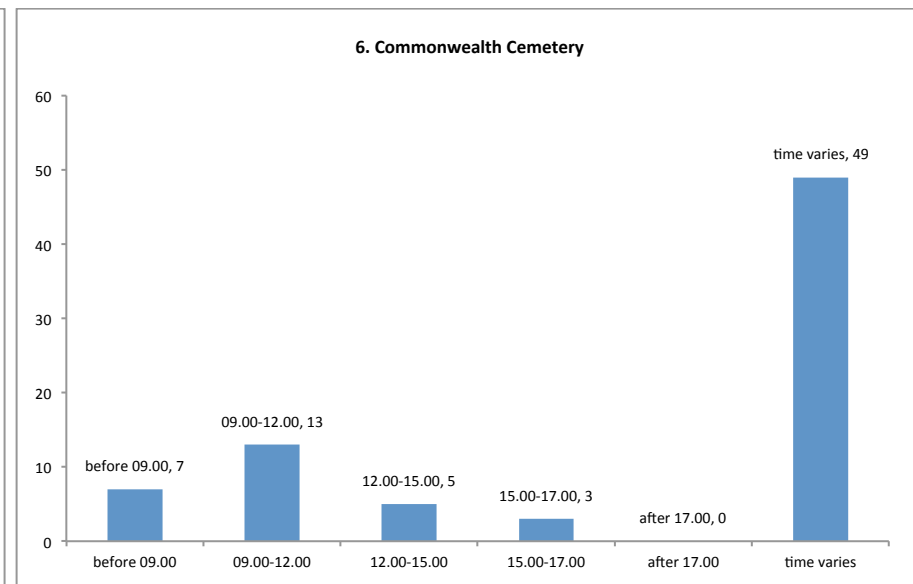
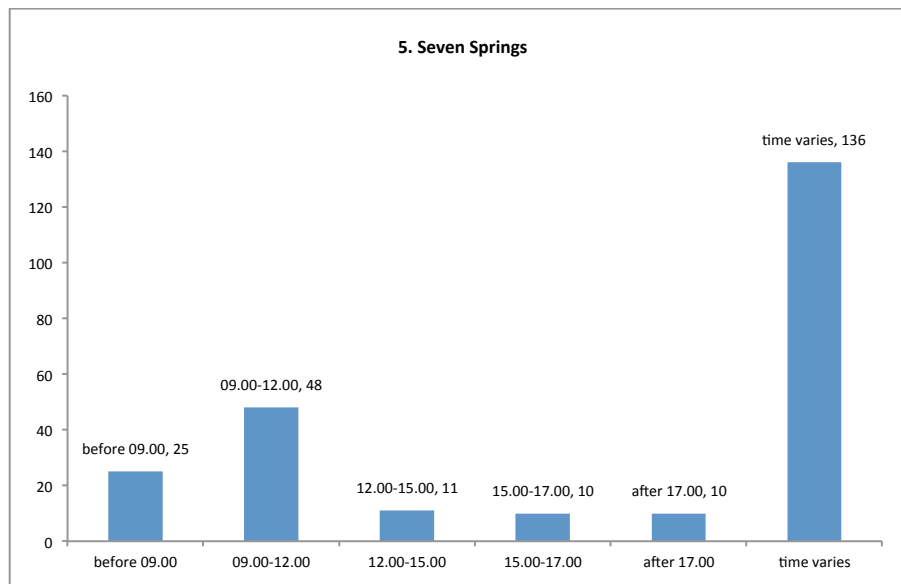


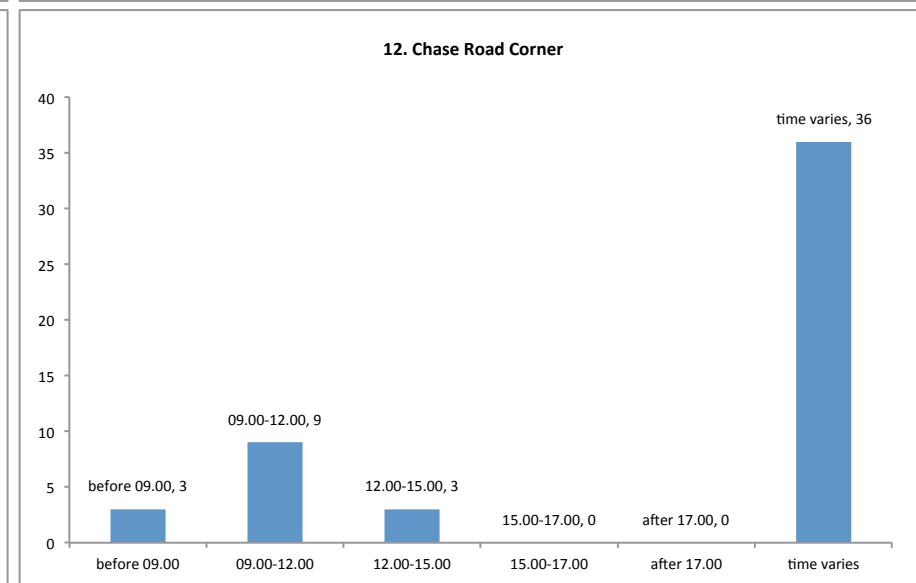
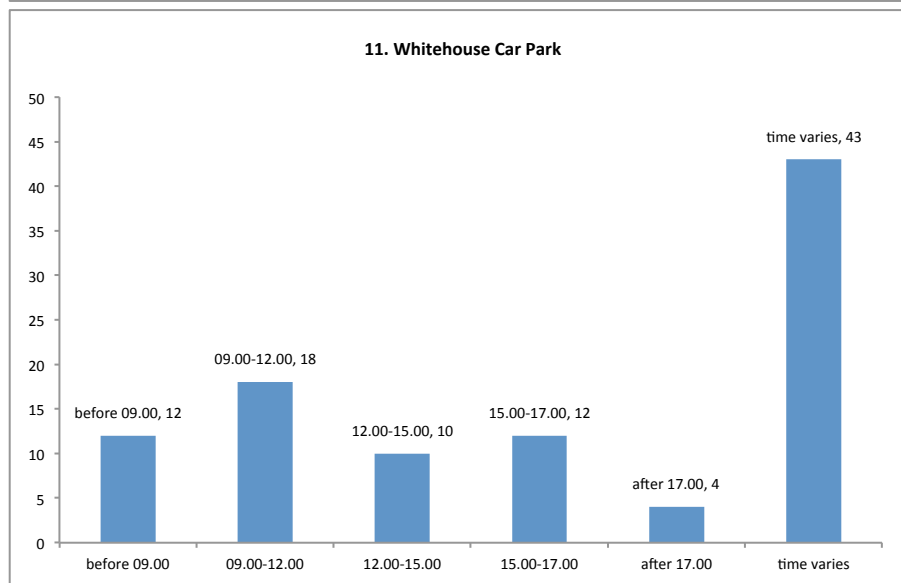
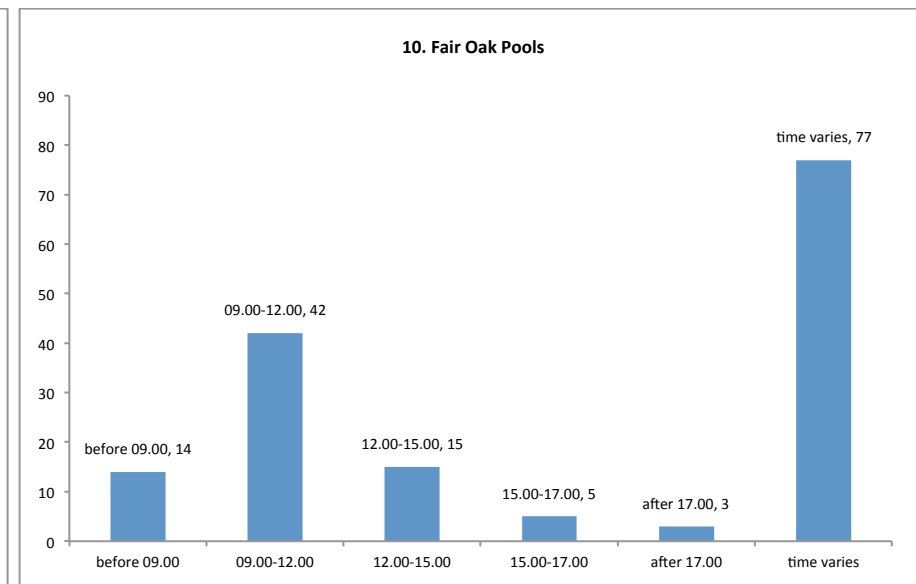
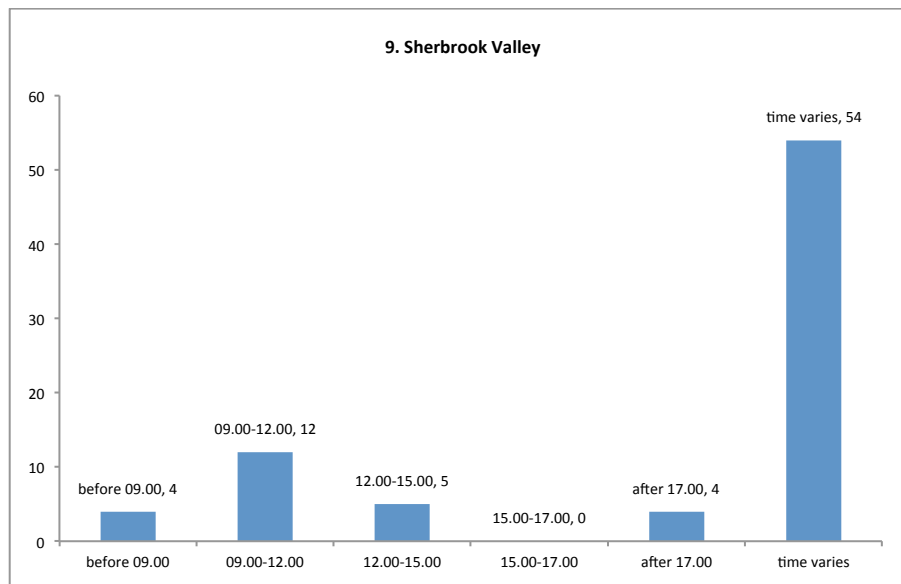


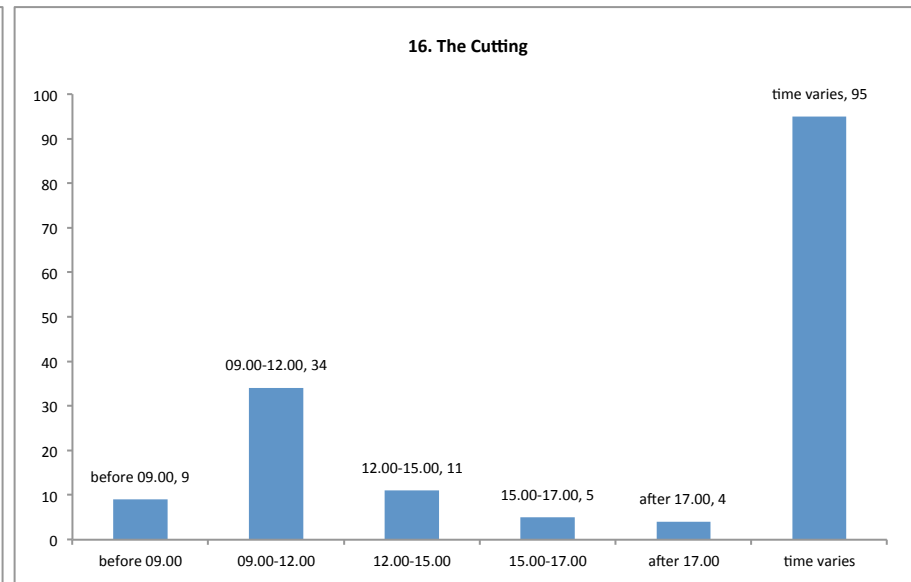
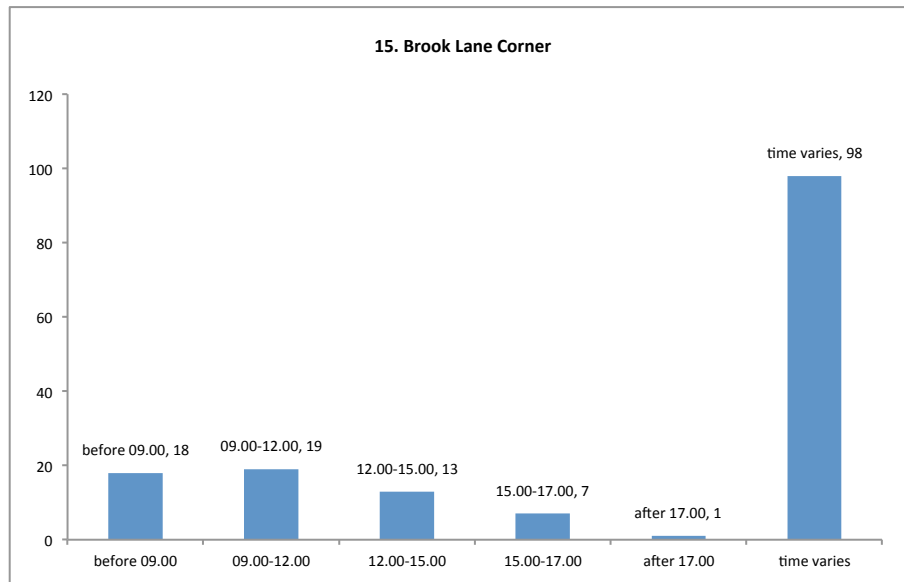
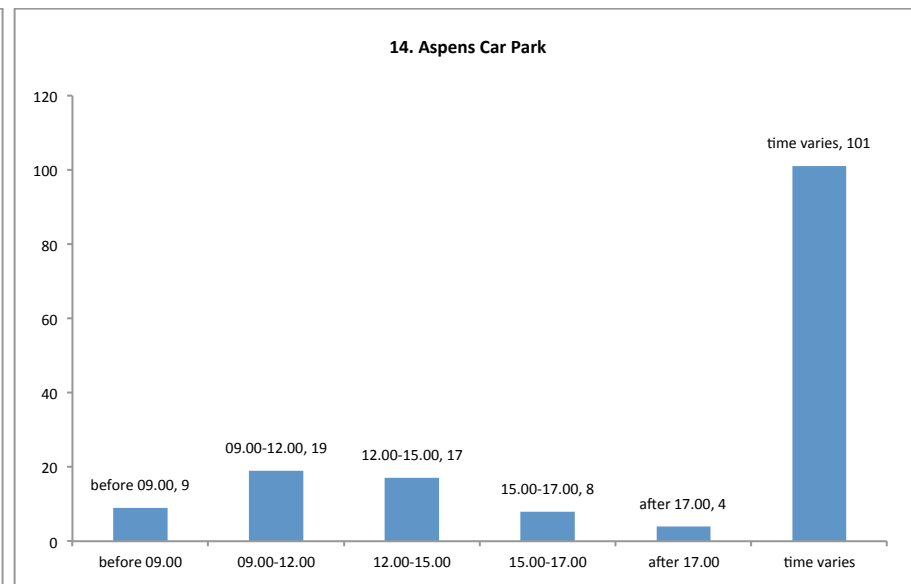
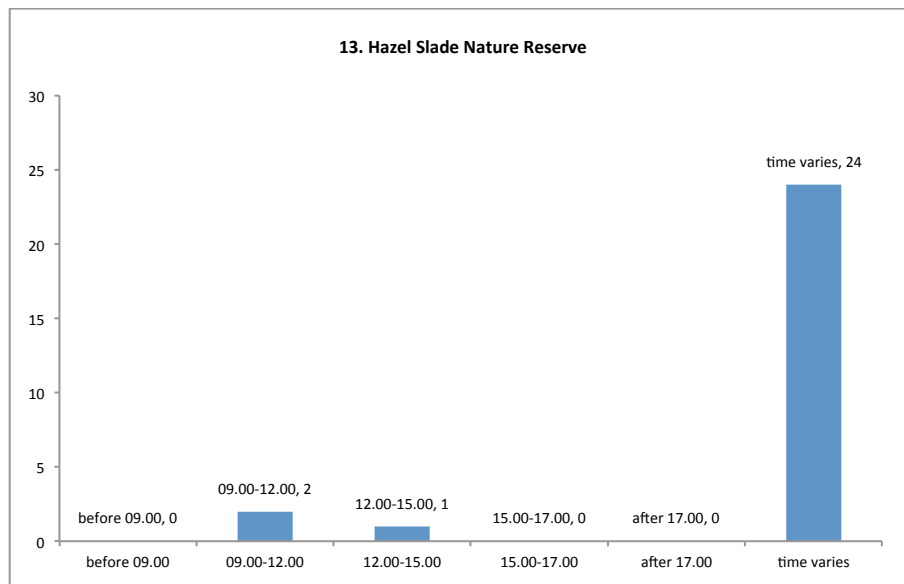
Survey Component 7: Temporal Dimension

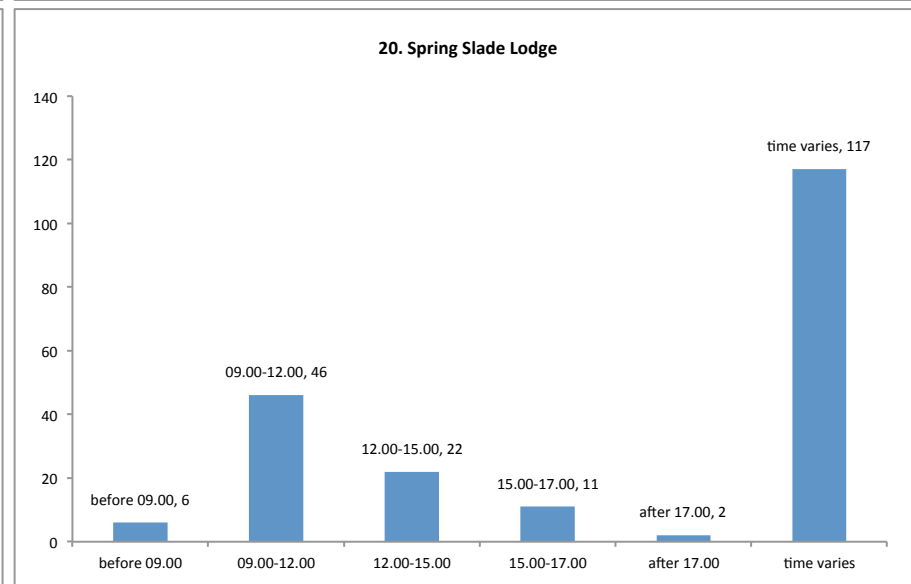
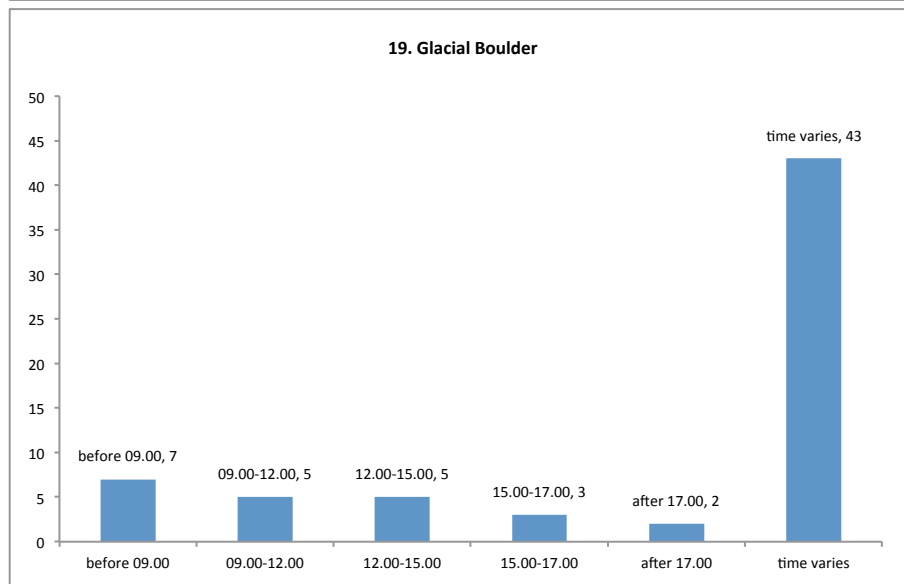
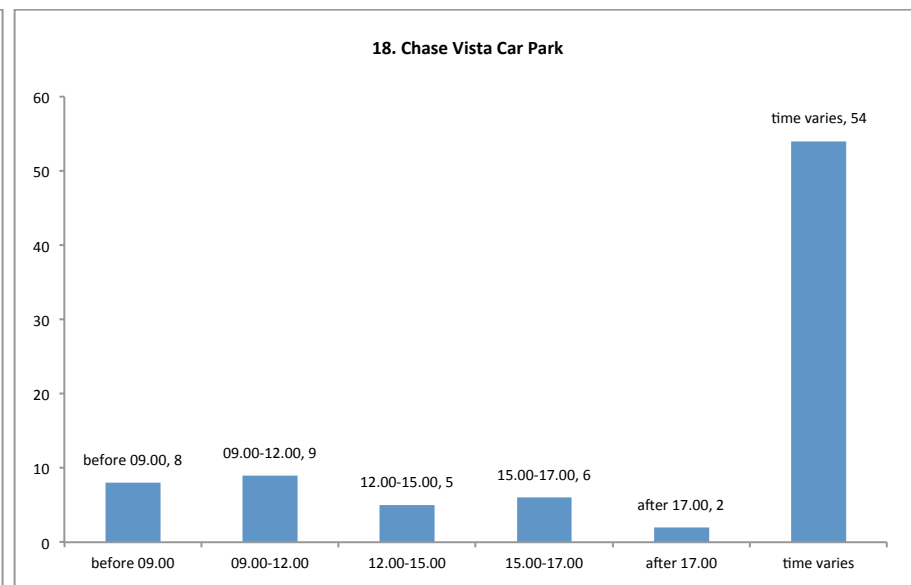
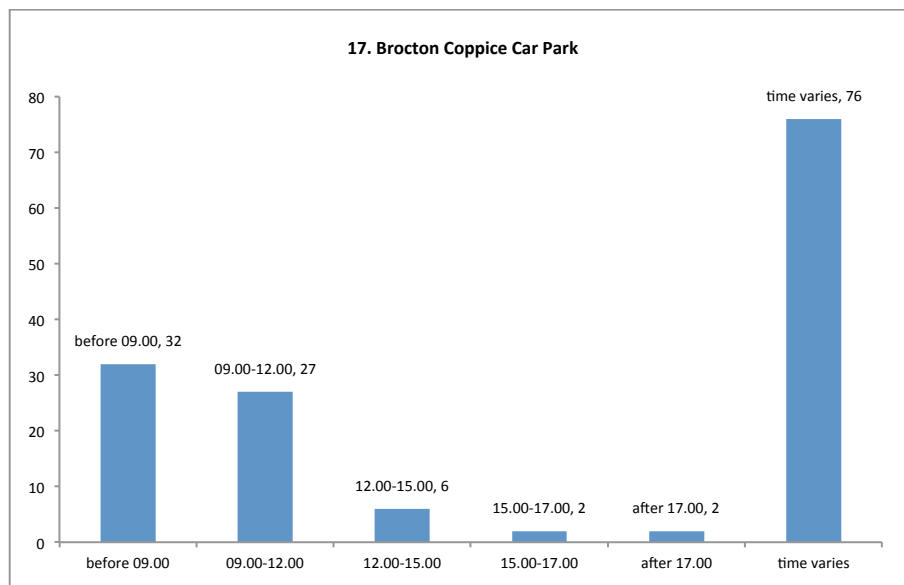


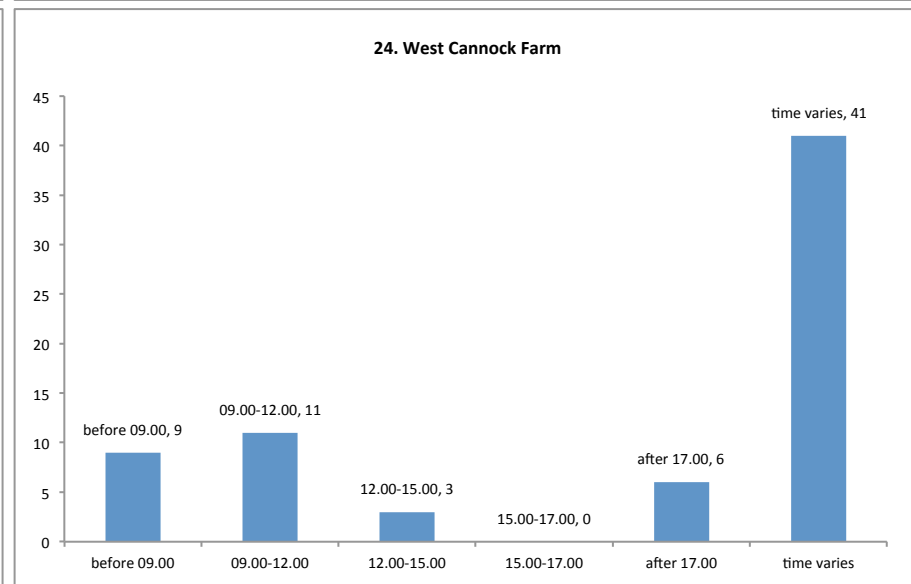
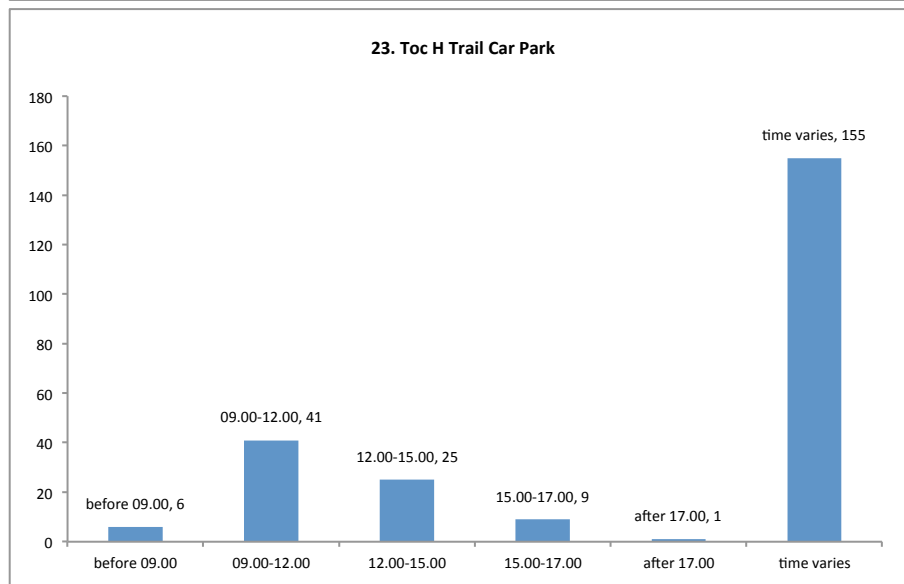
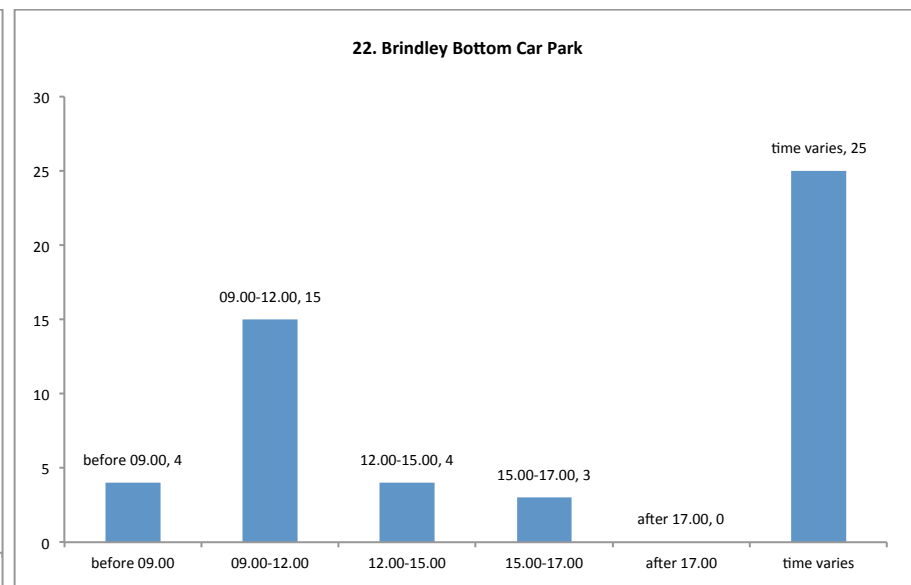
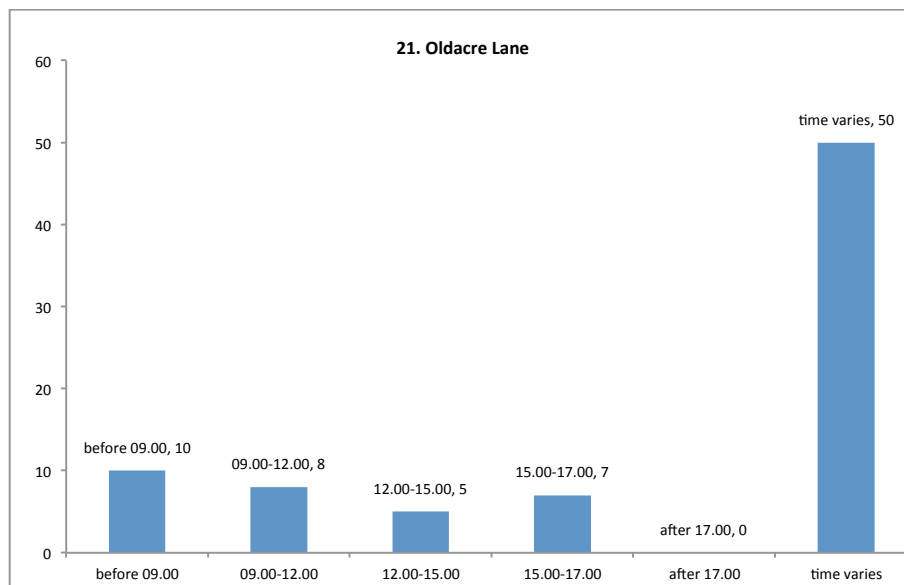


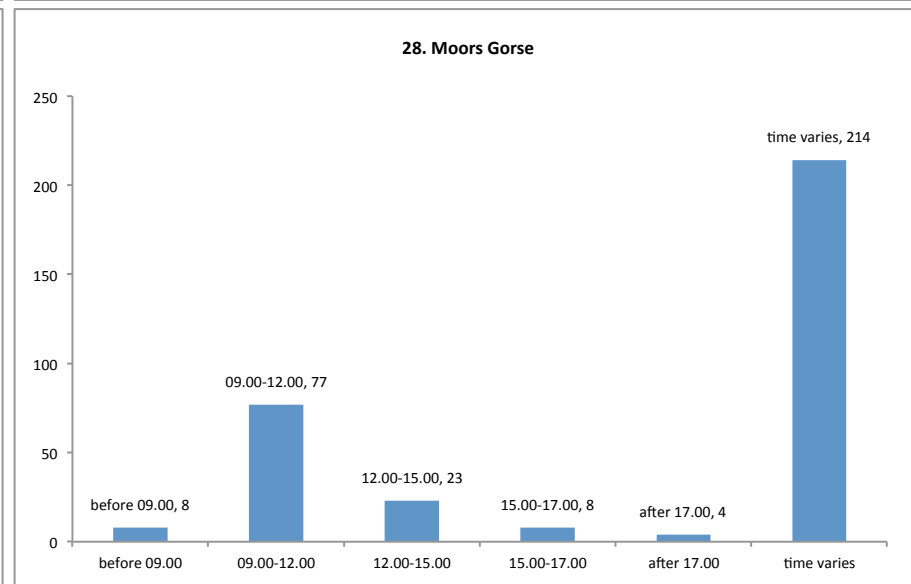
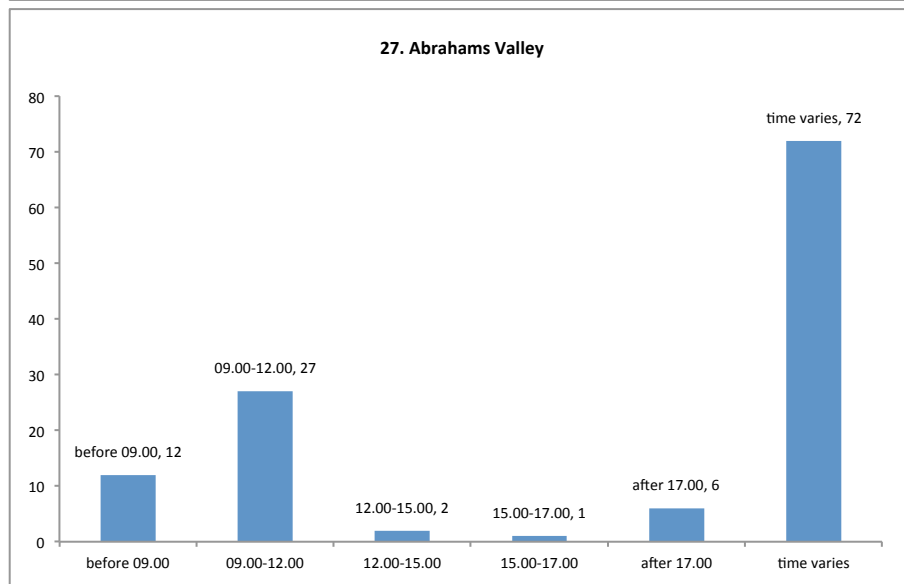
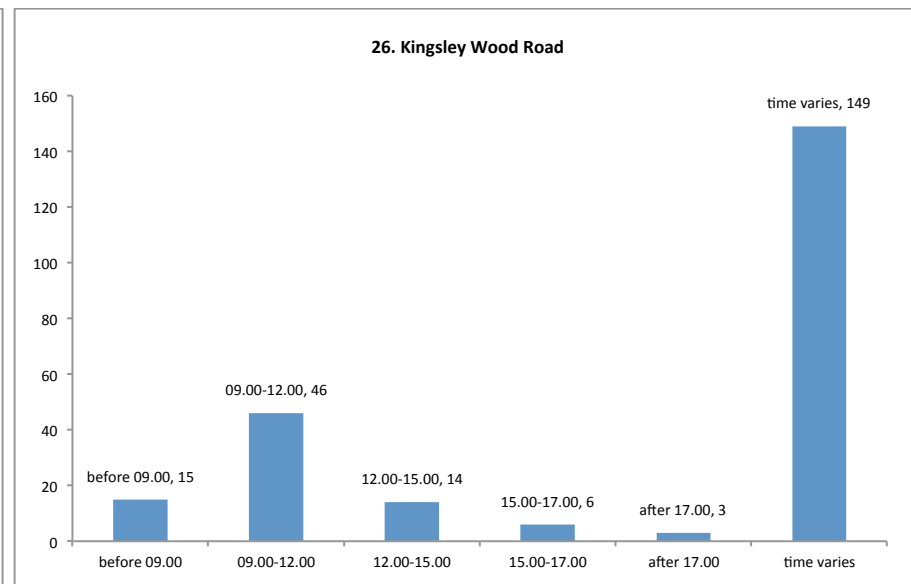
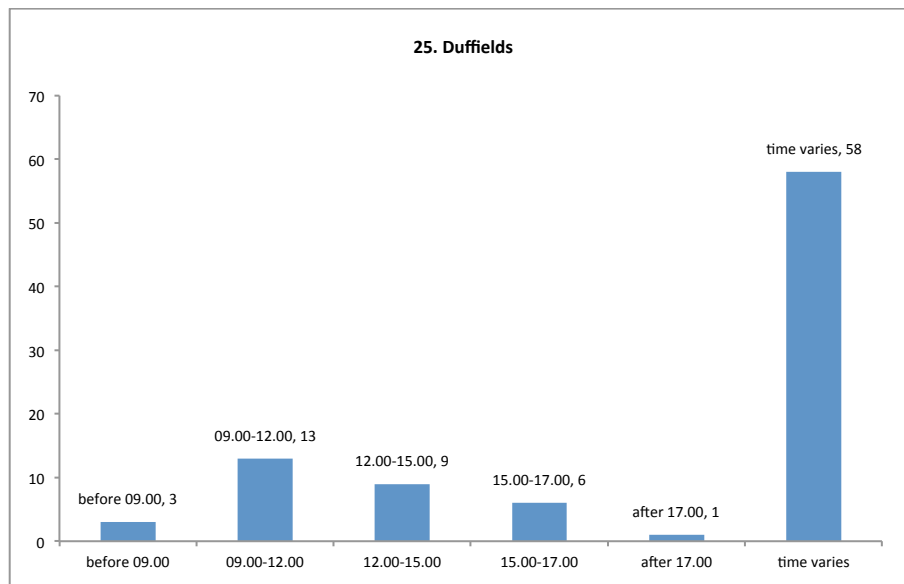


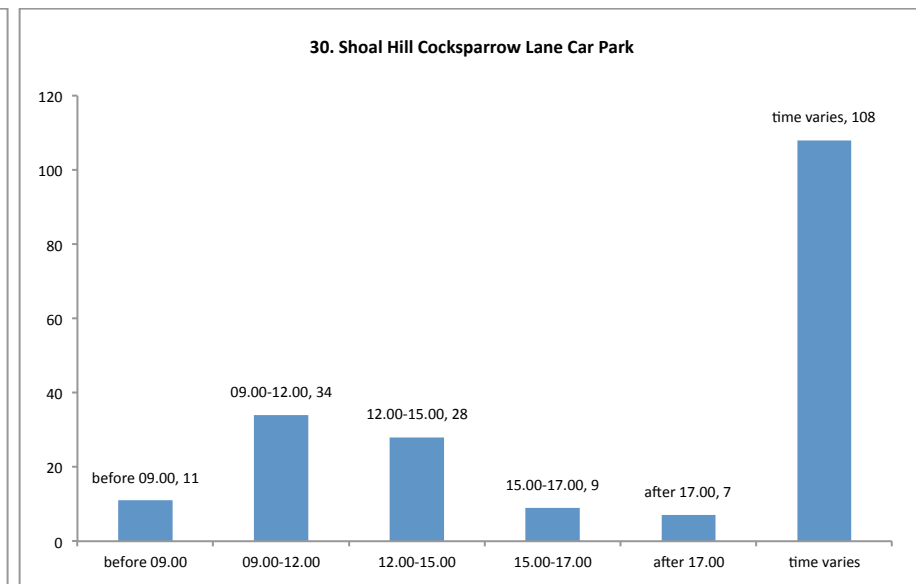
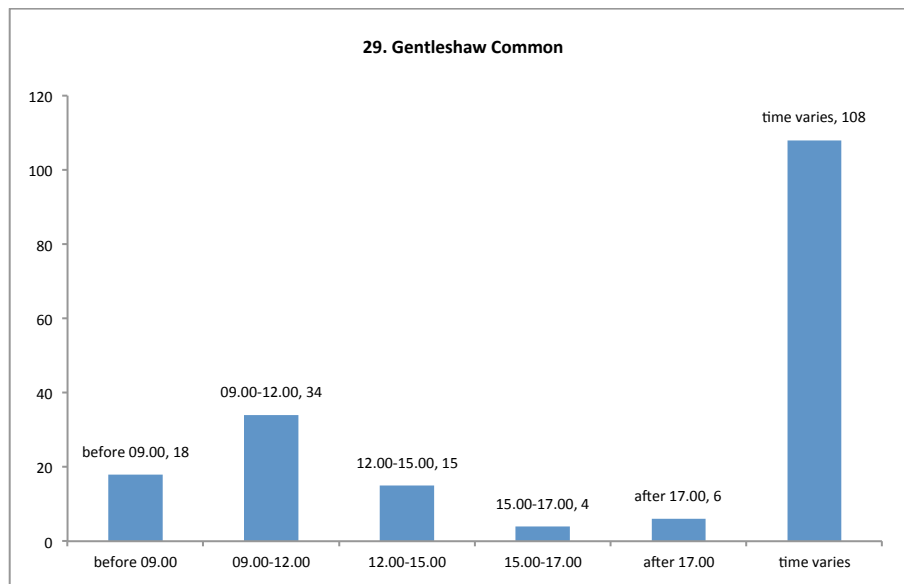




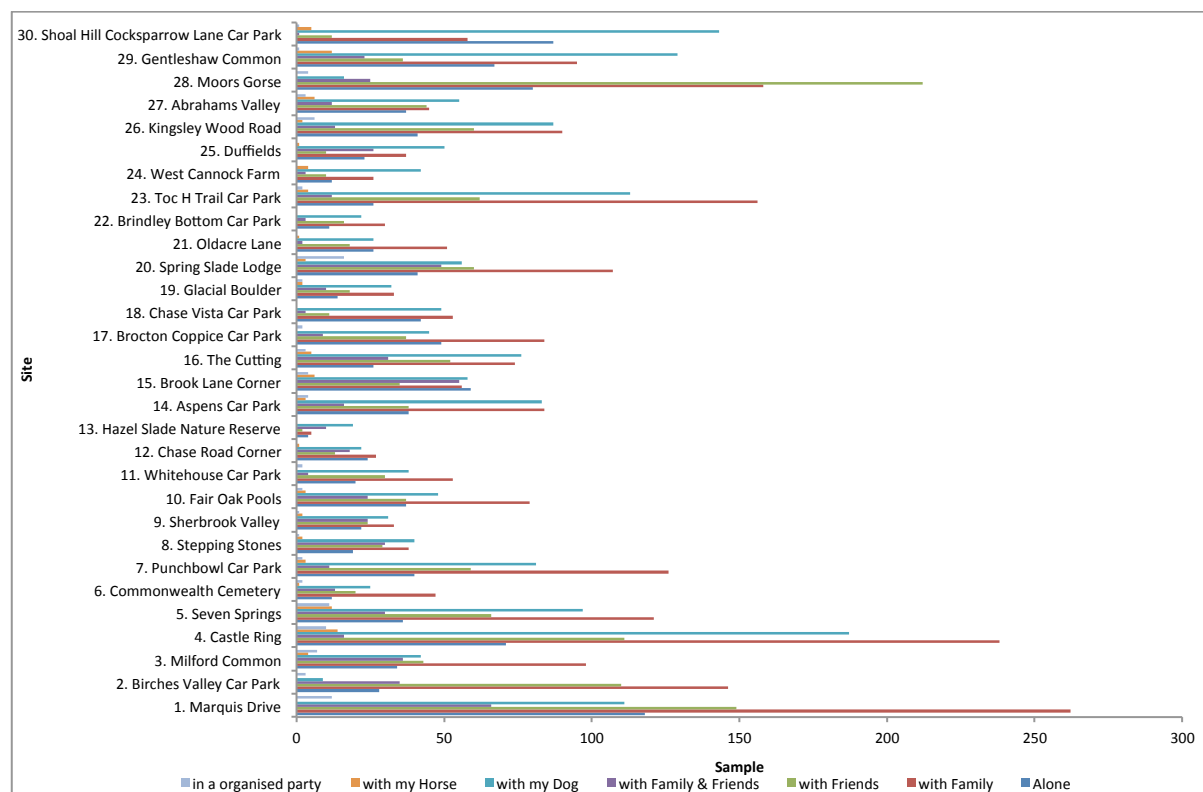


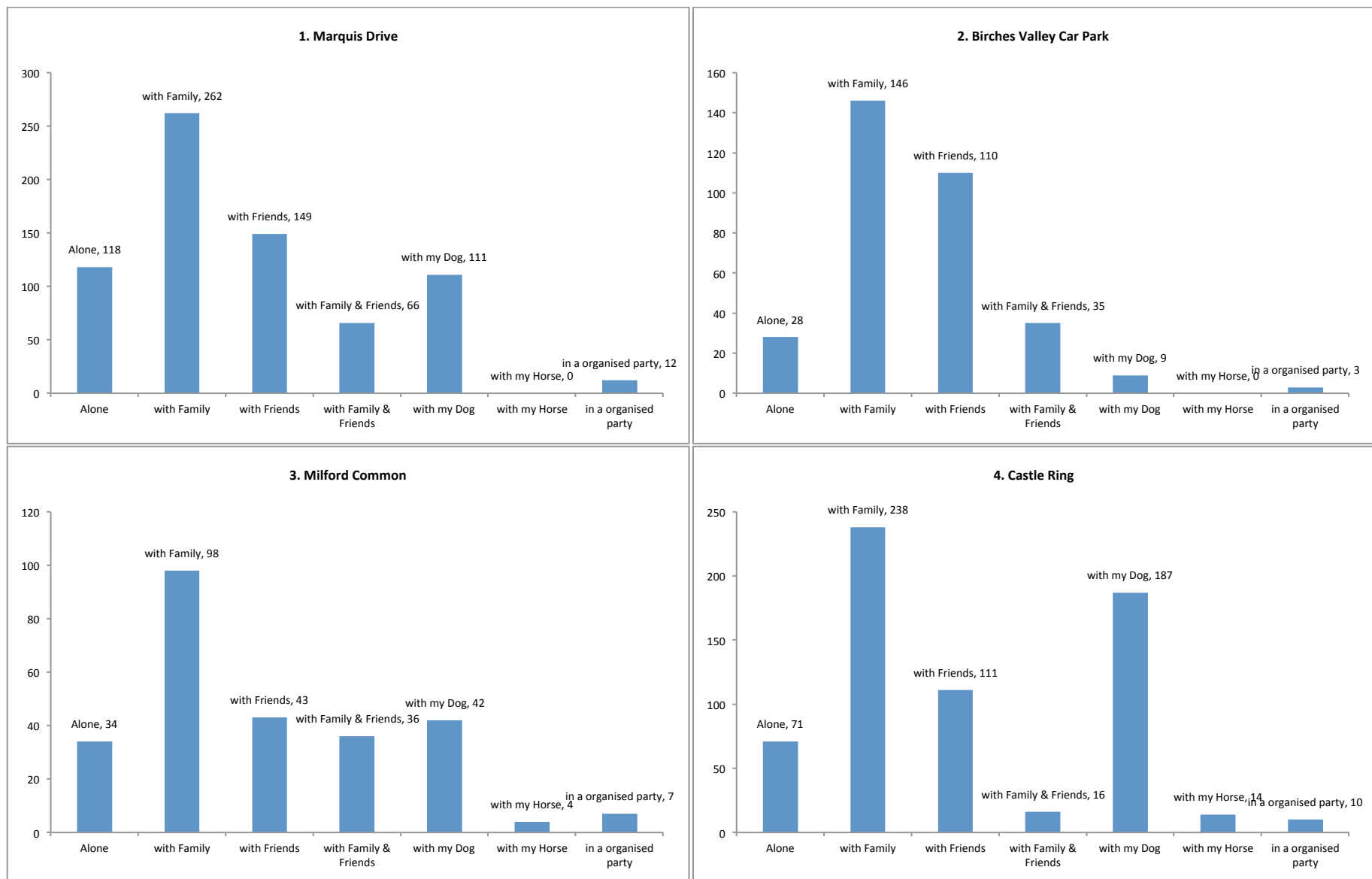


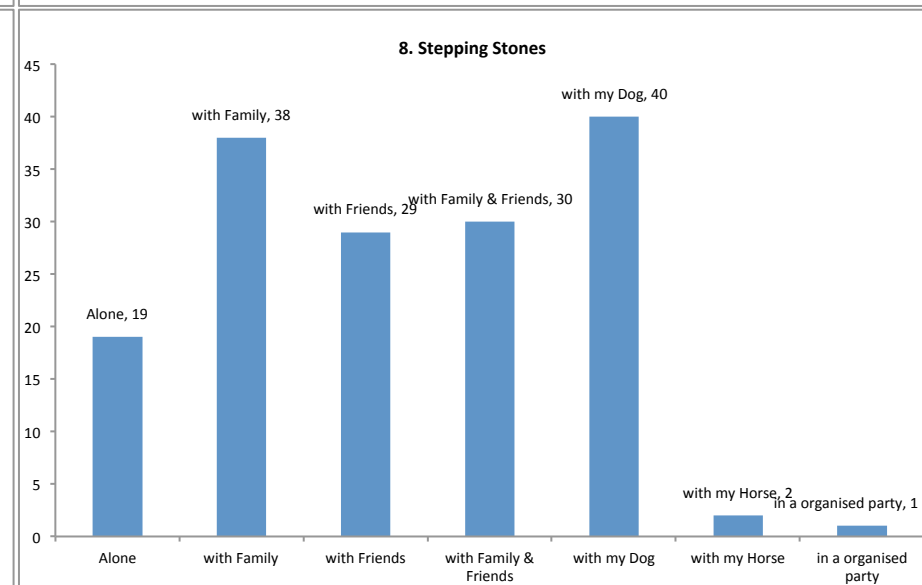
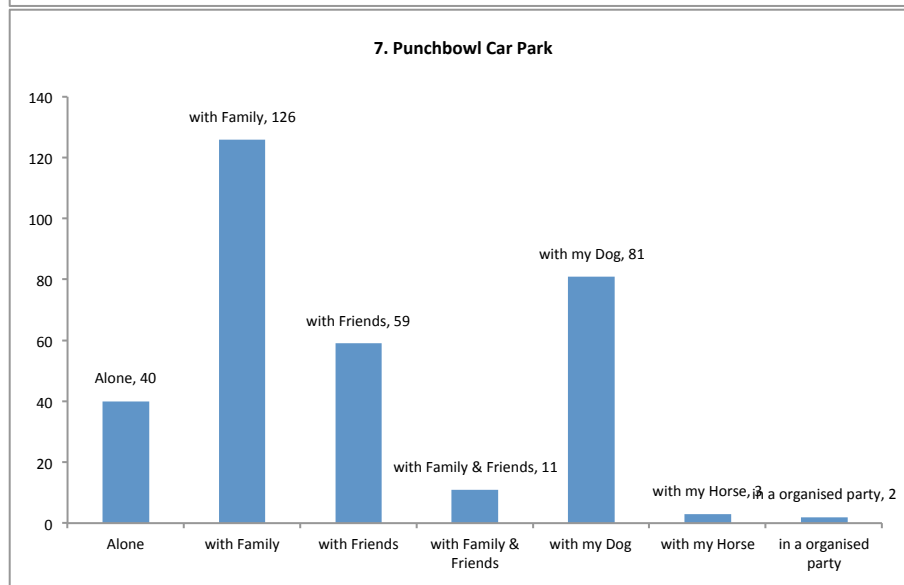
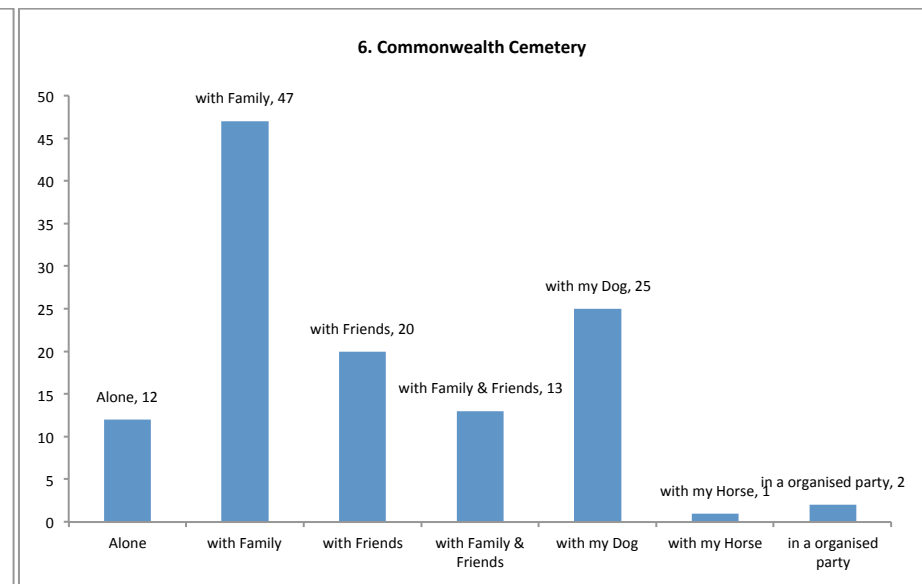
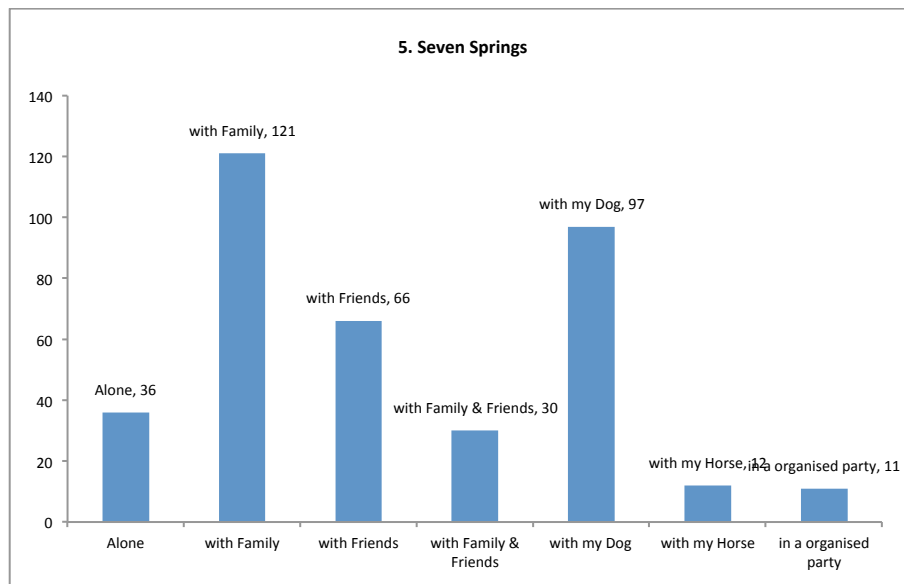


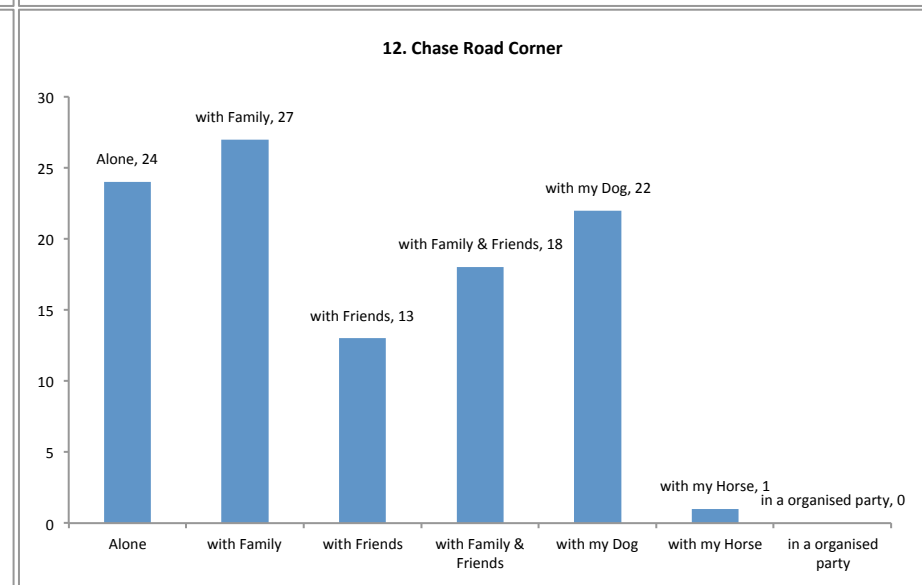
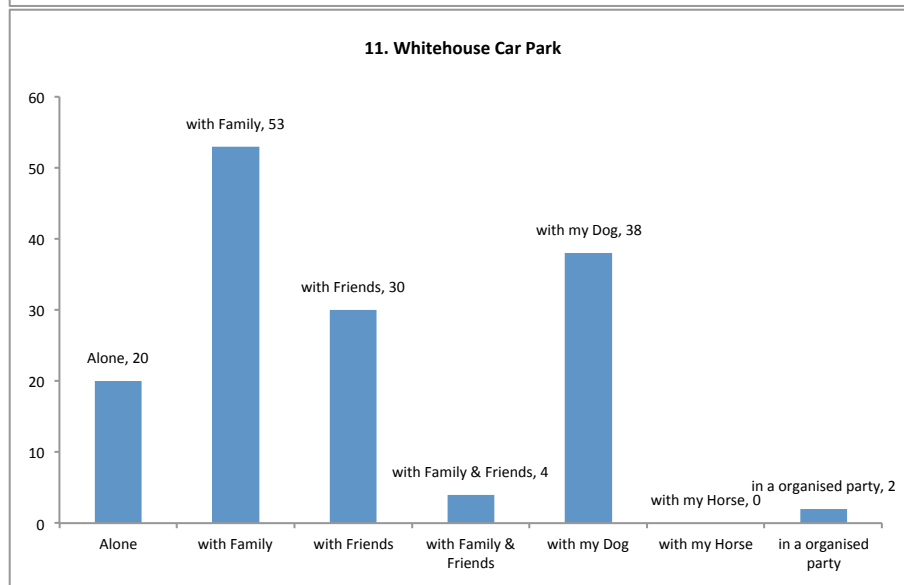
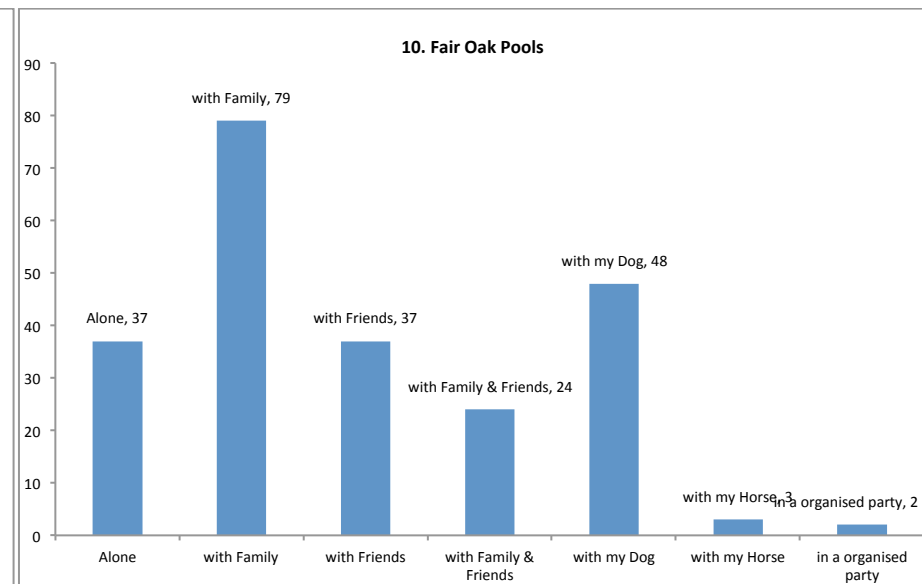
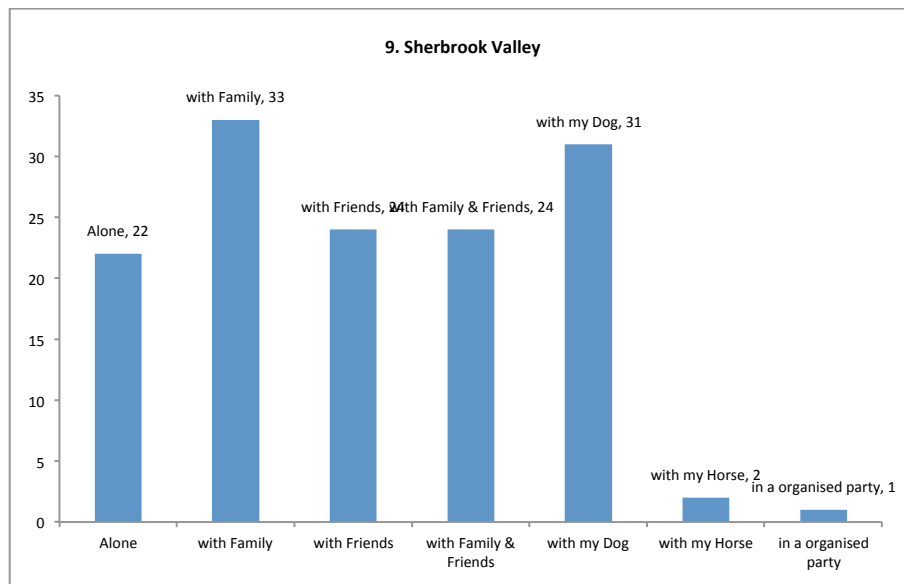


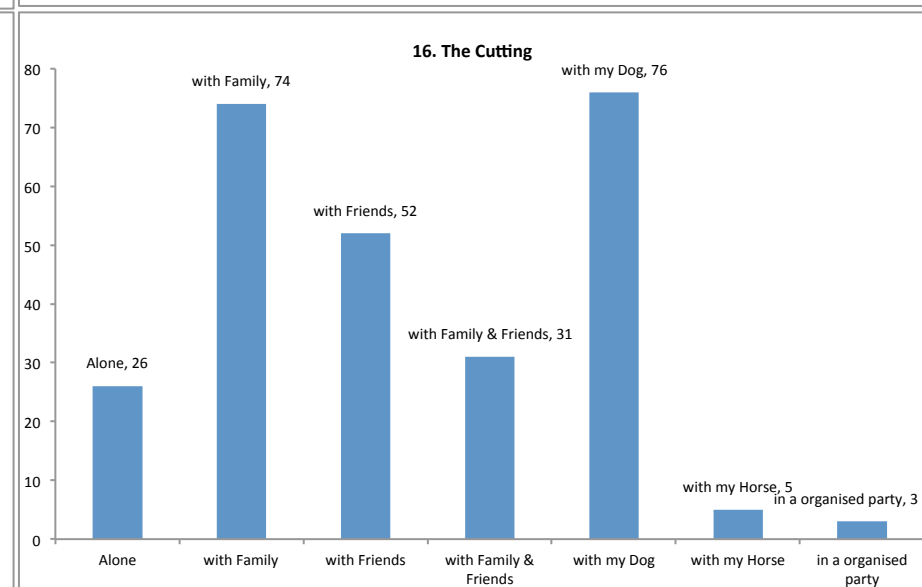
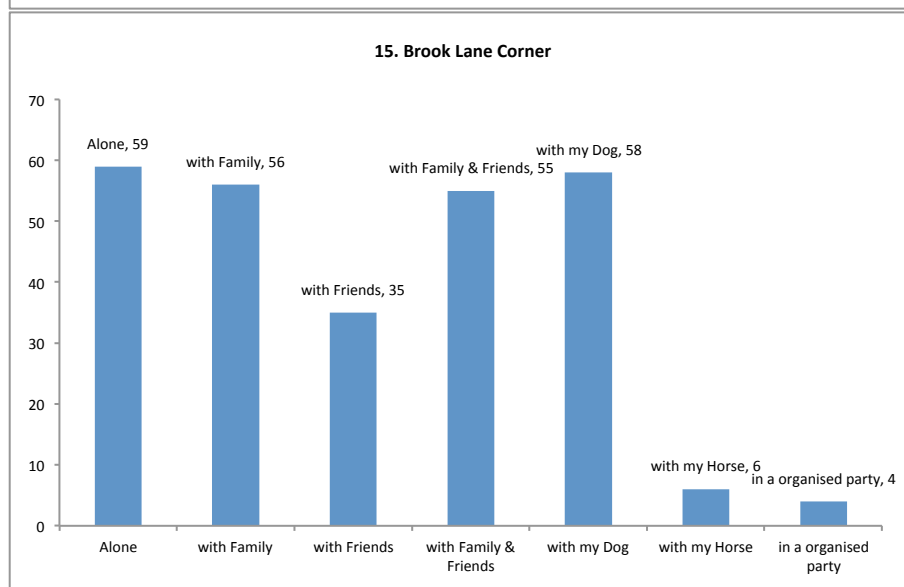
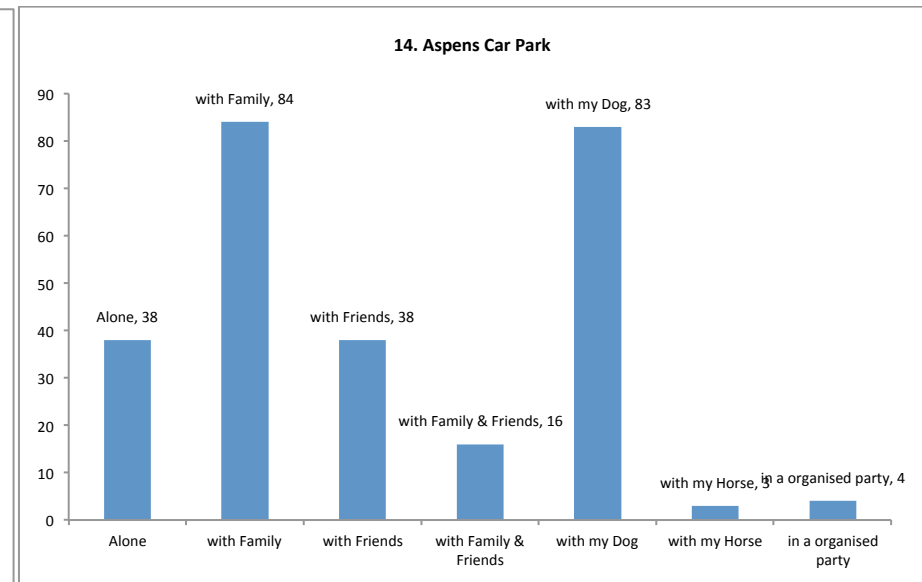
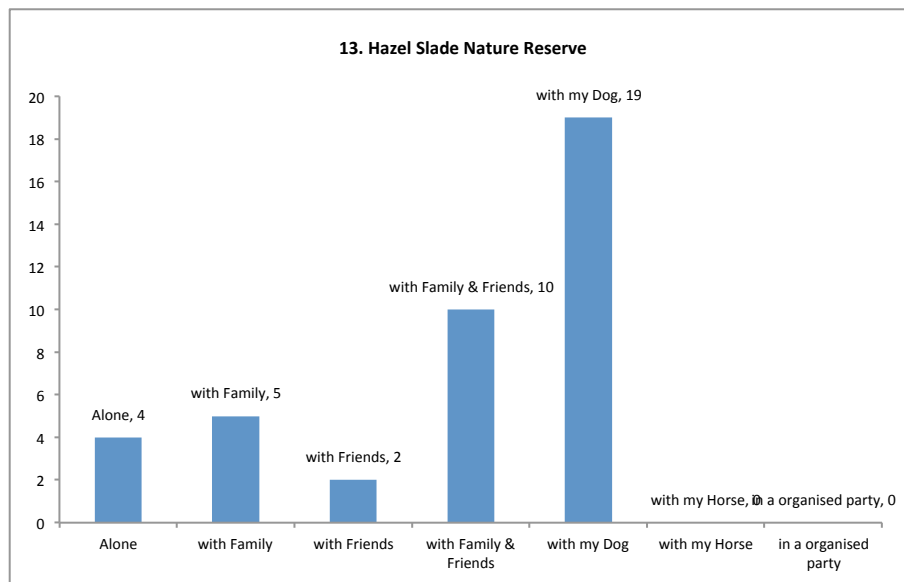
Survey Component 8: Group Demographics

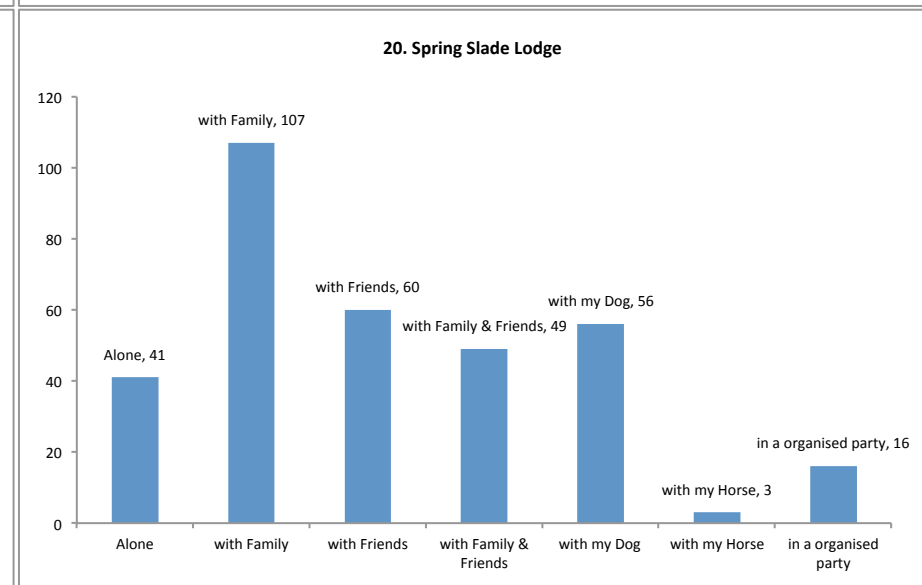
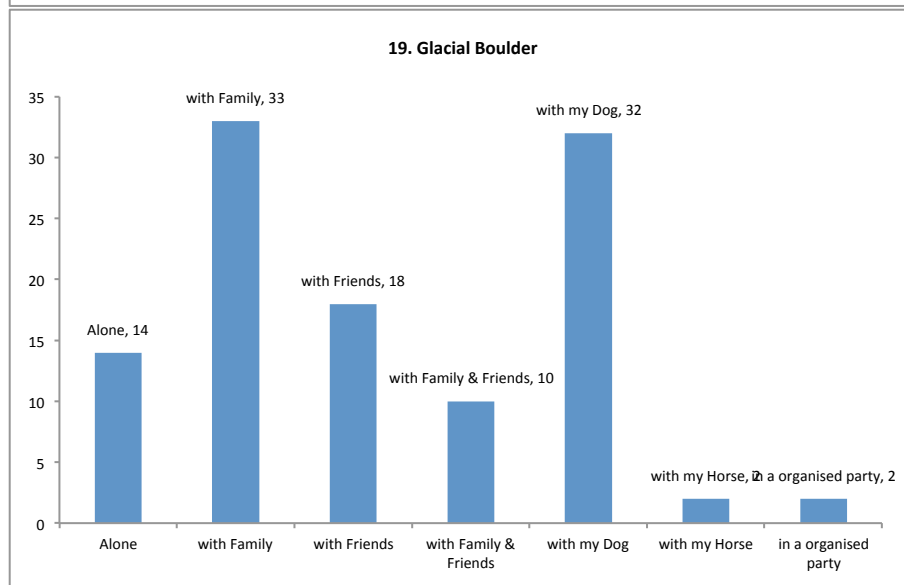
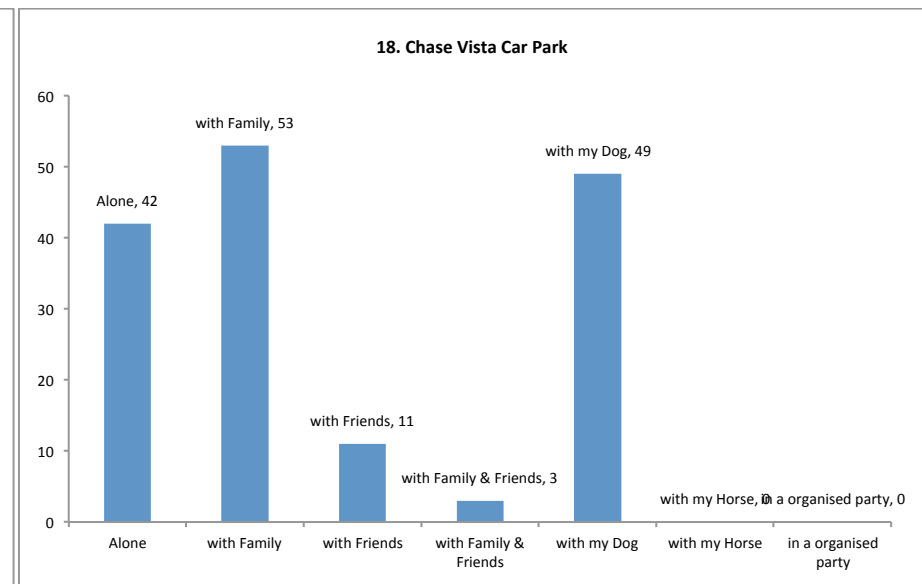
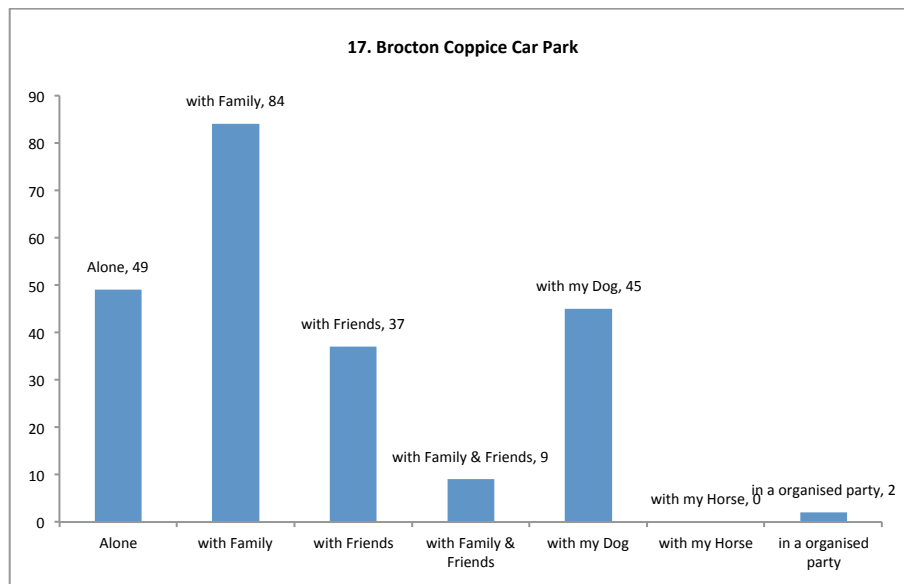


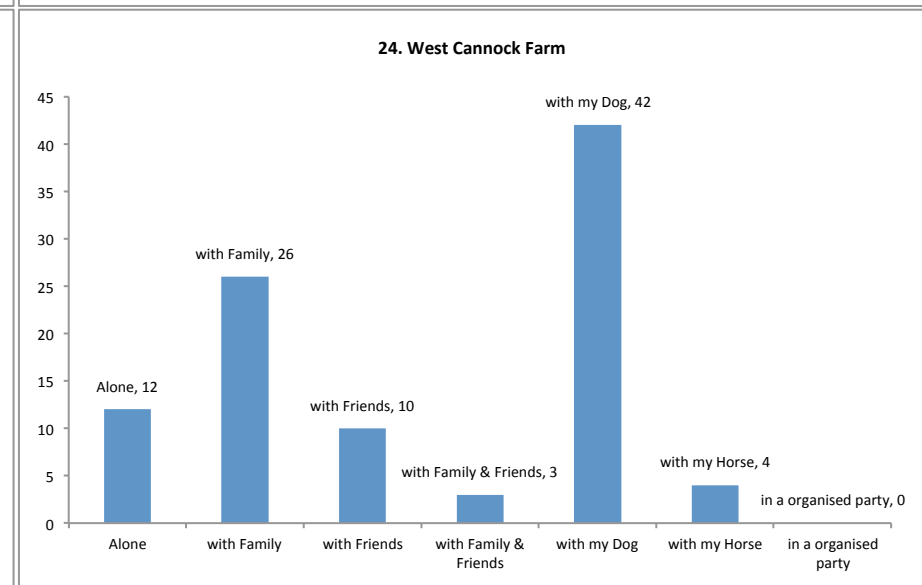
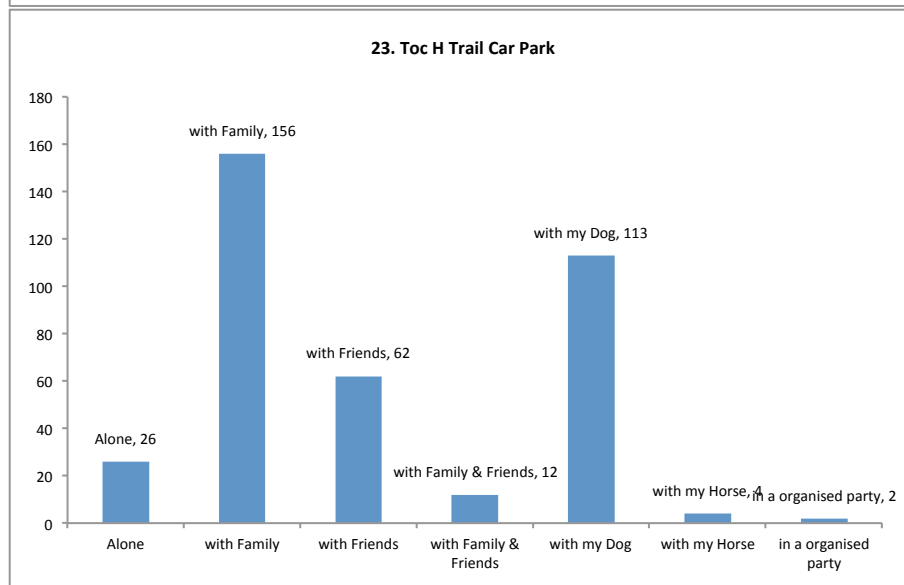
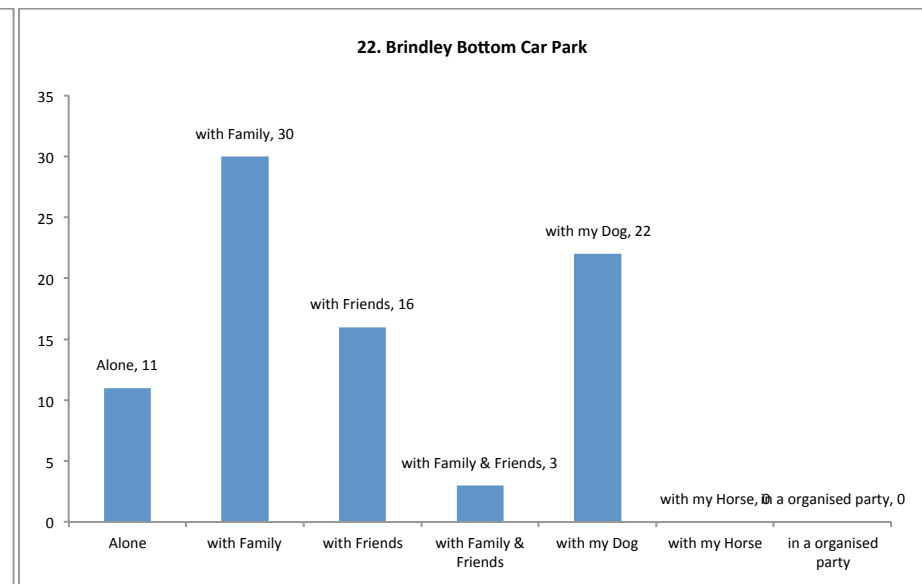
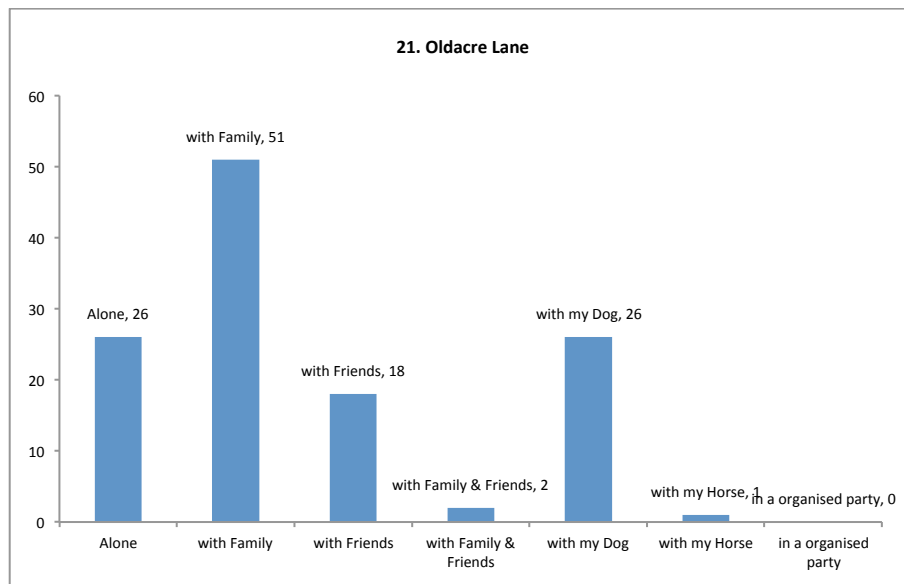


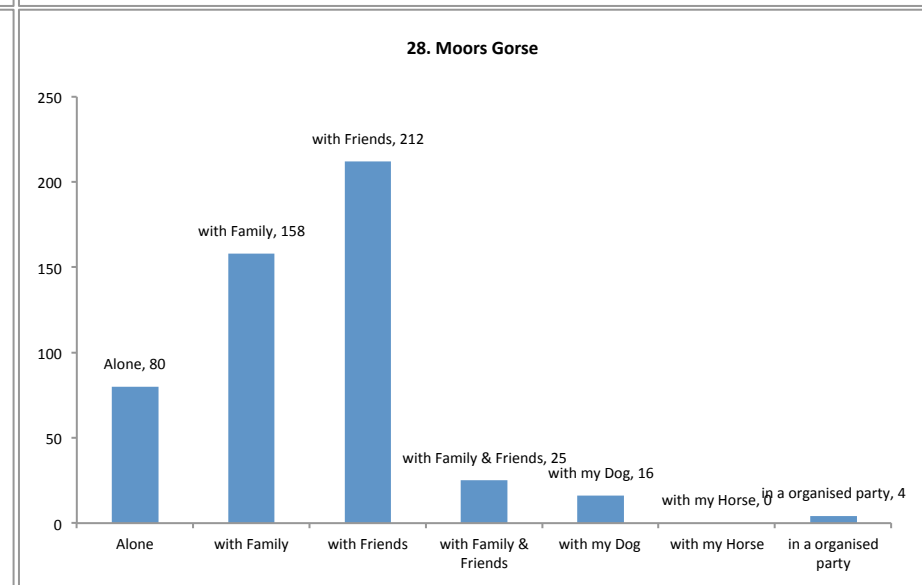
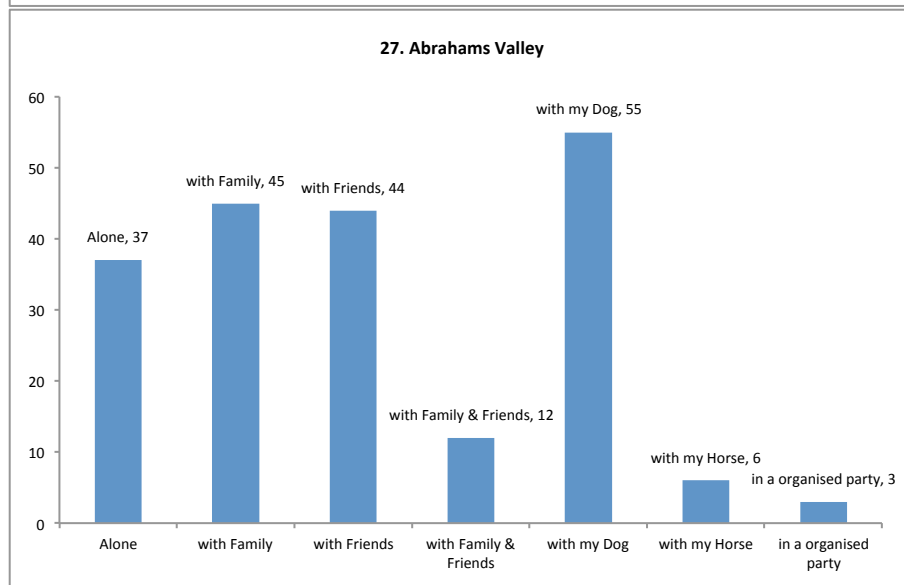
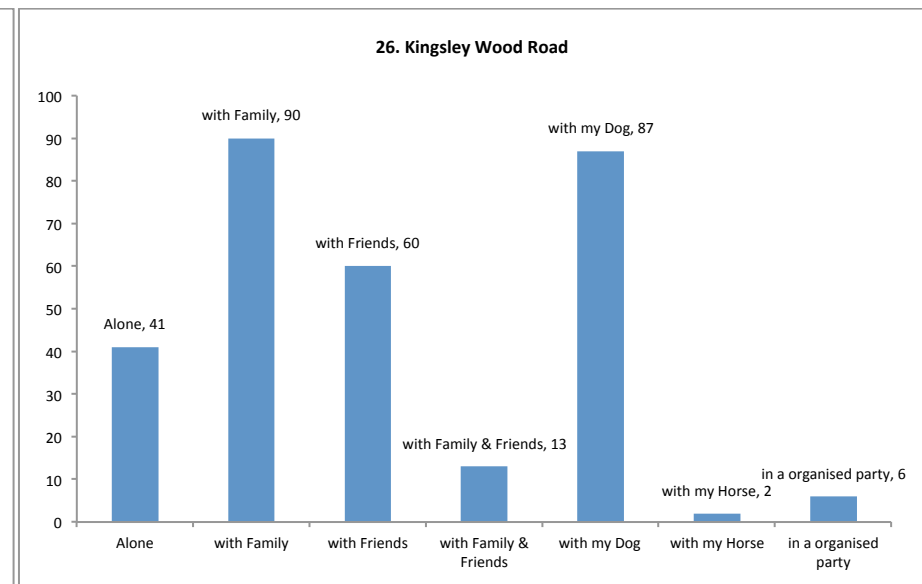
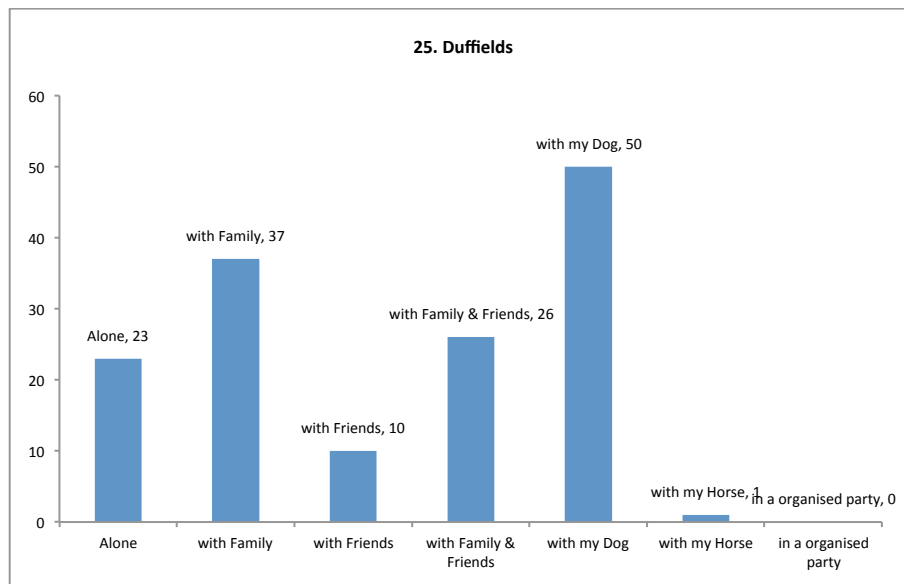


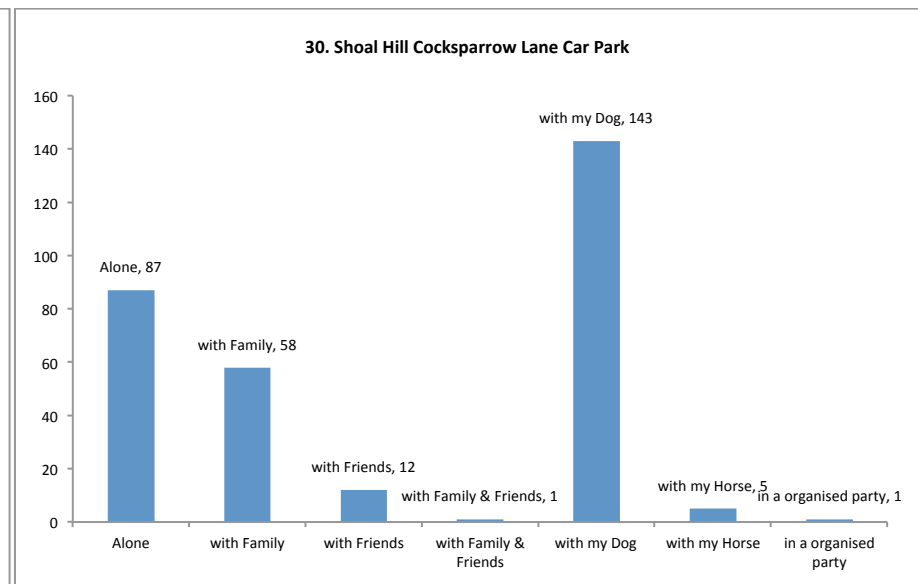
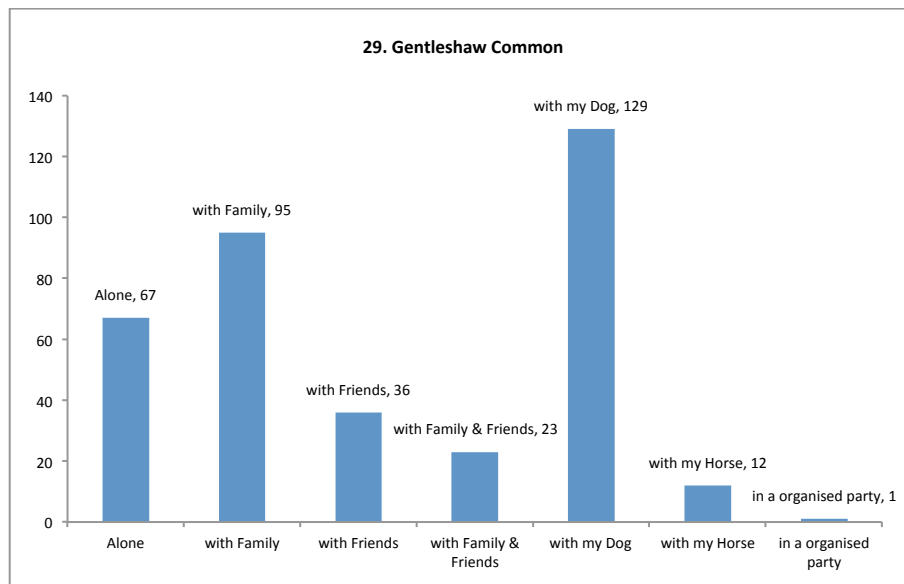




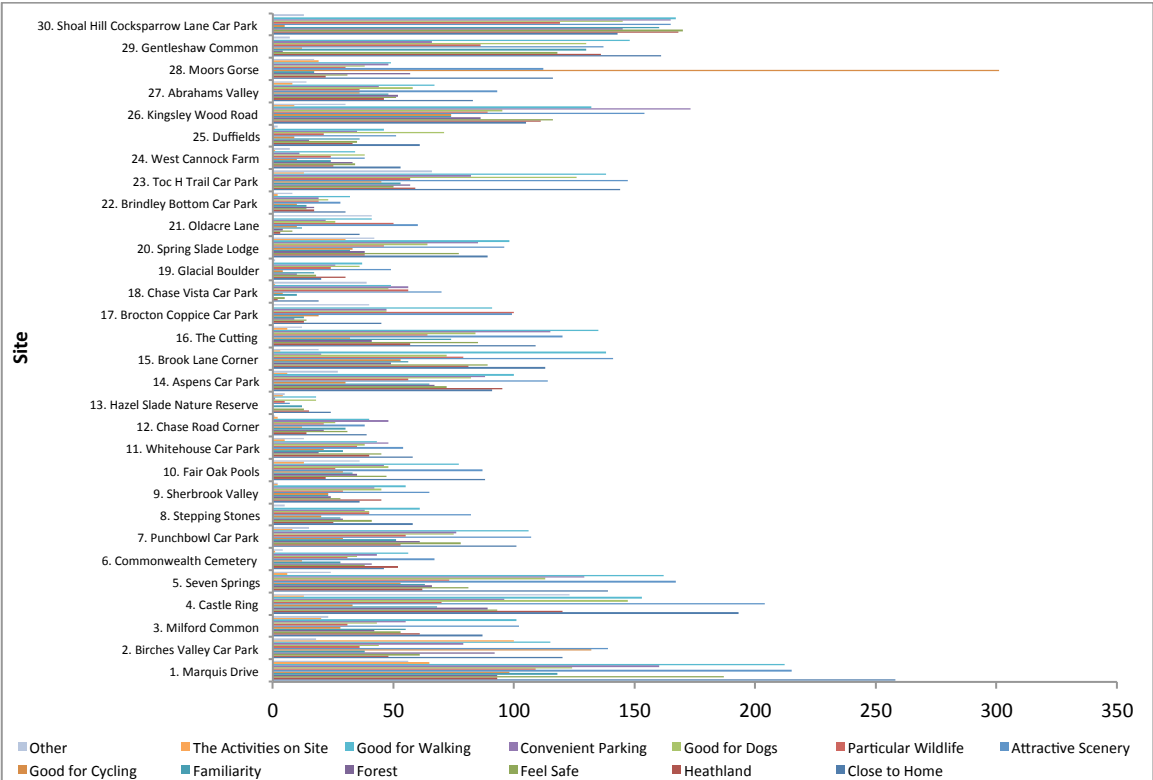


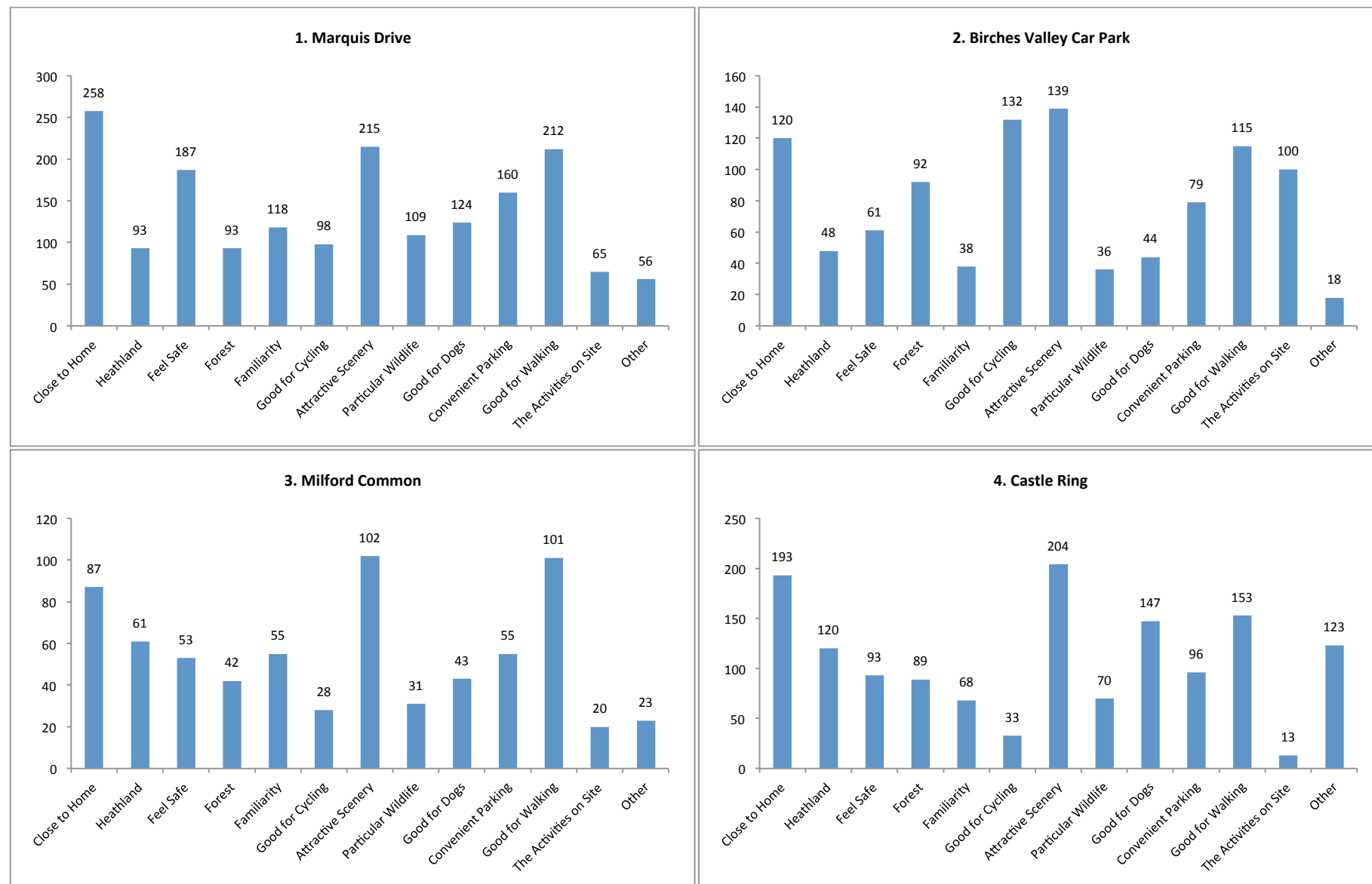


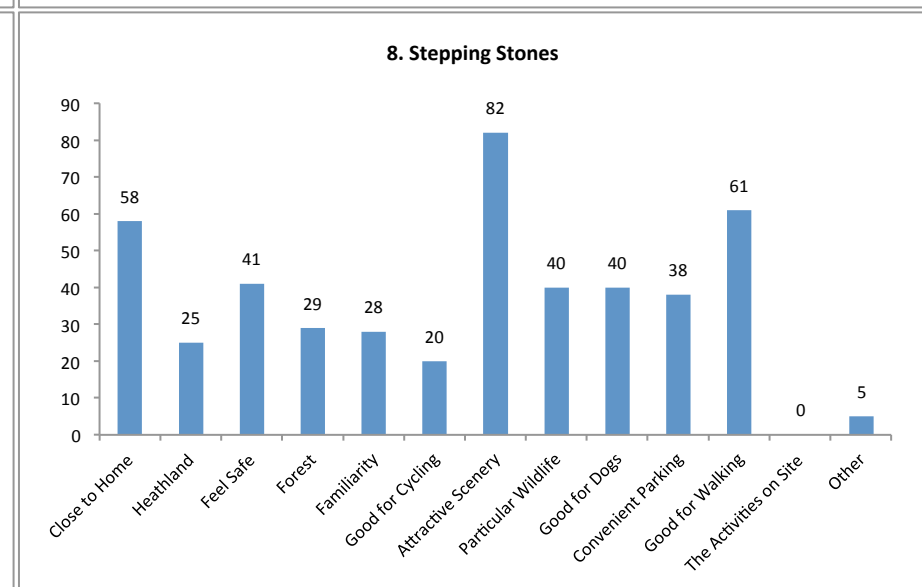
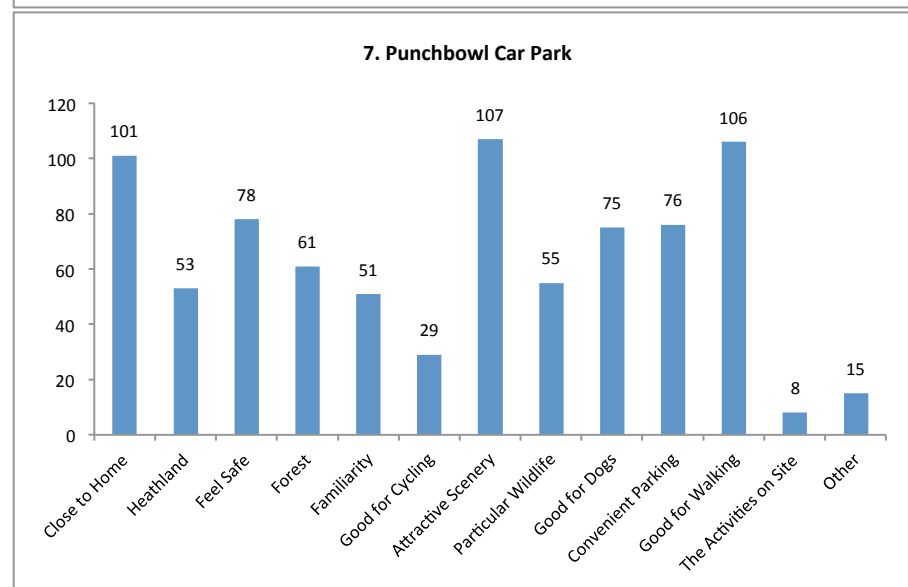
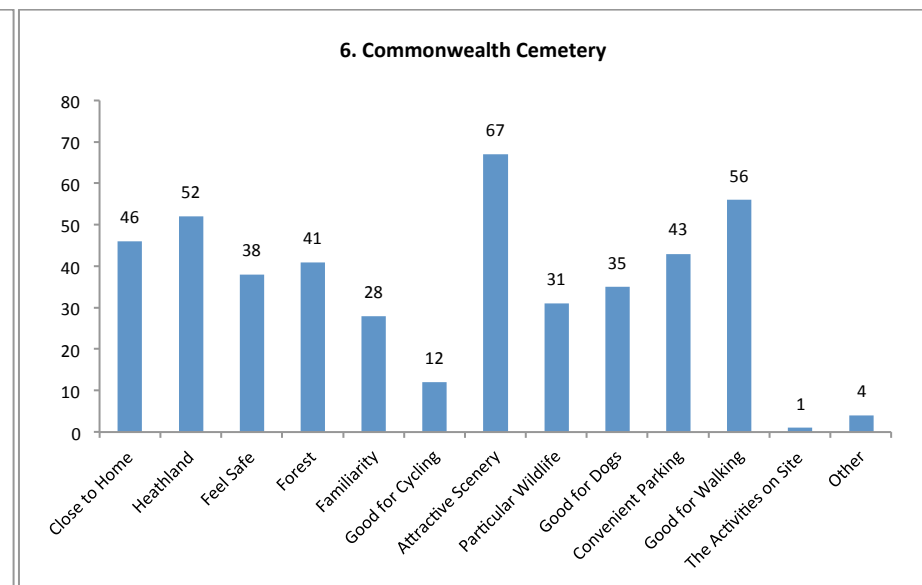
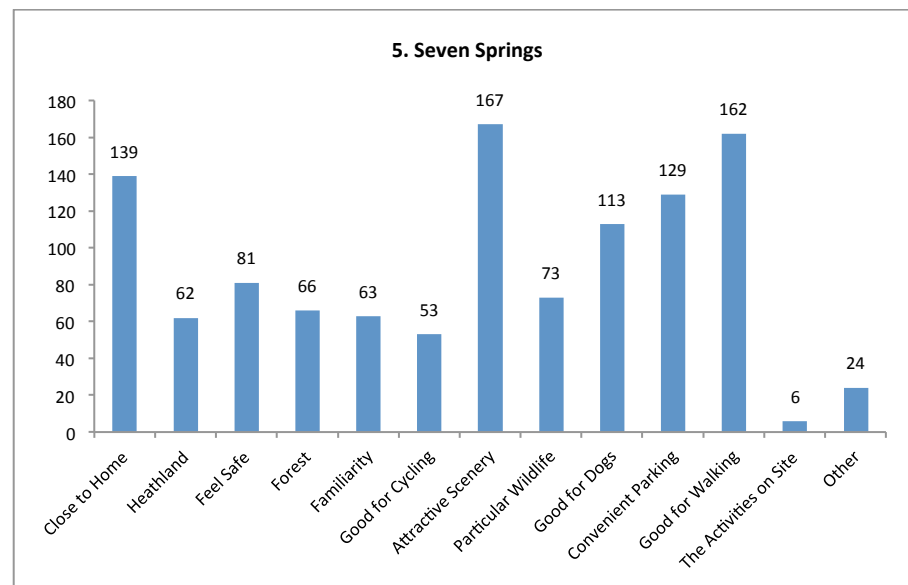


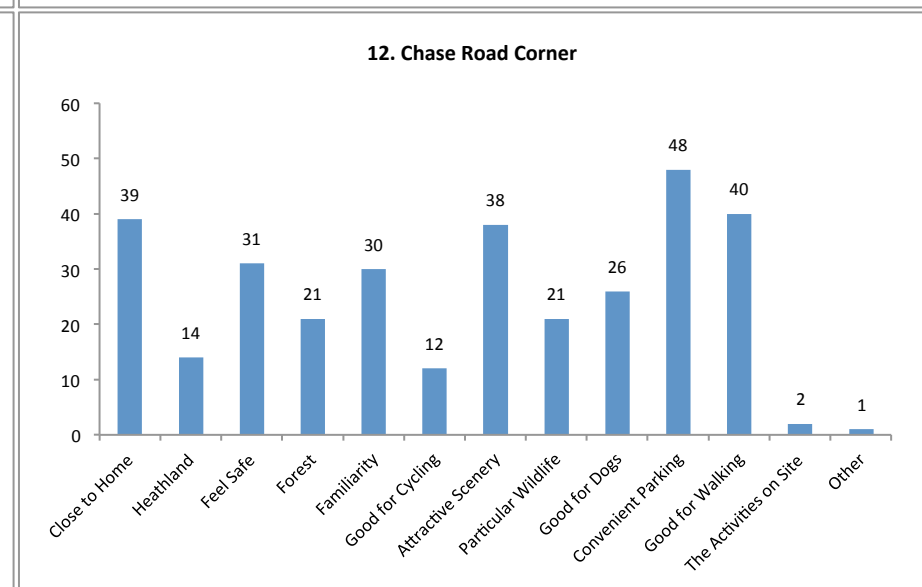
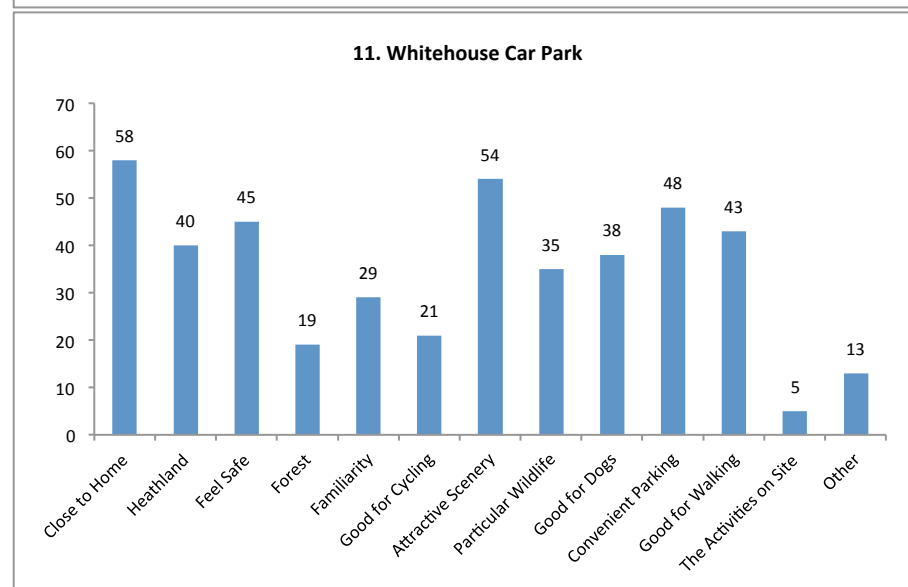
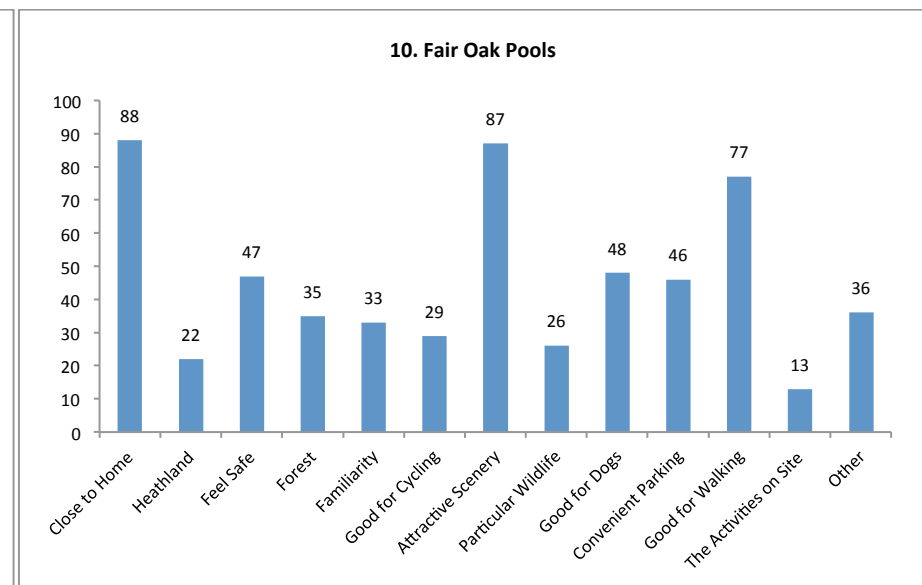
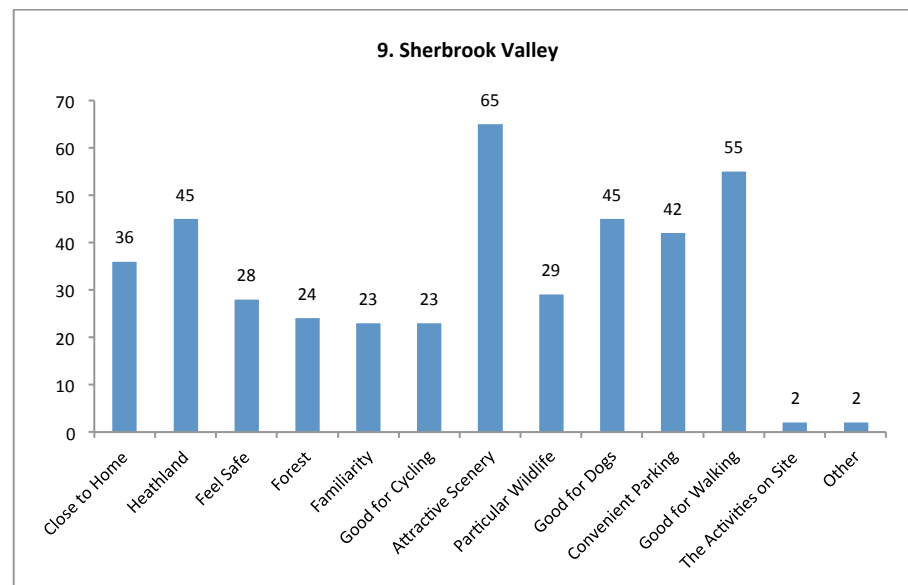


Survey Component 9: Reasons for Visit

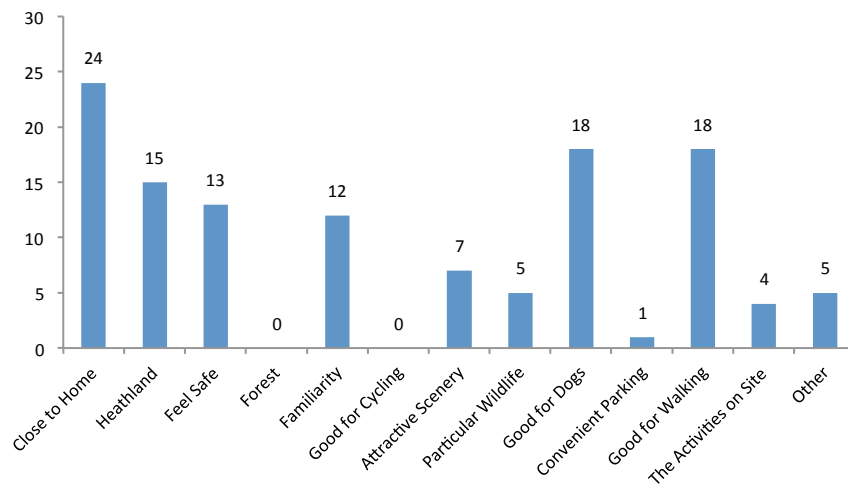




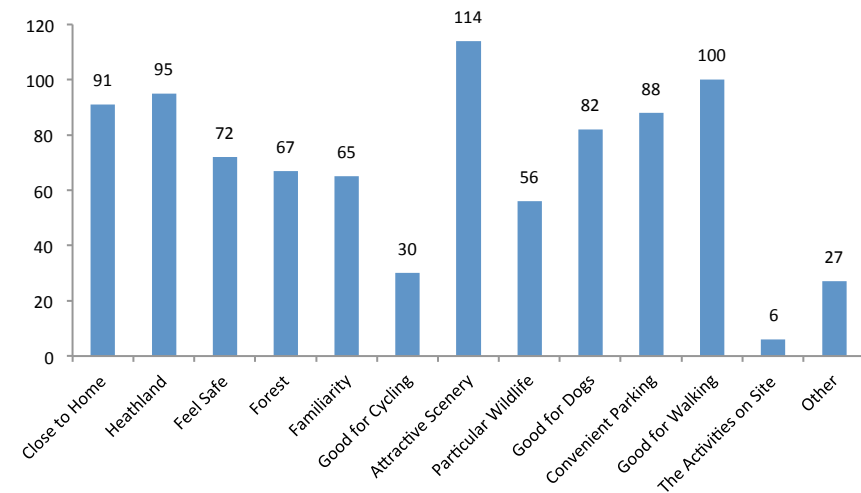




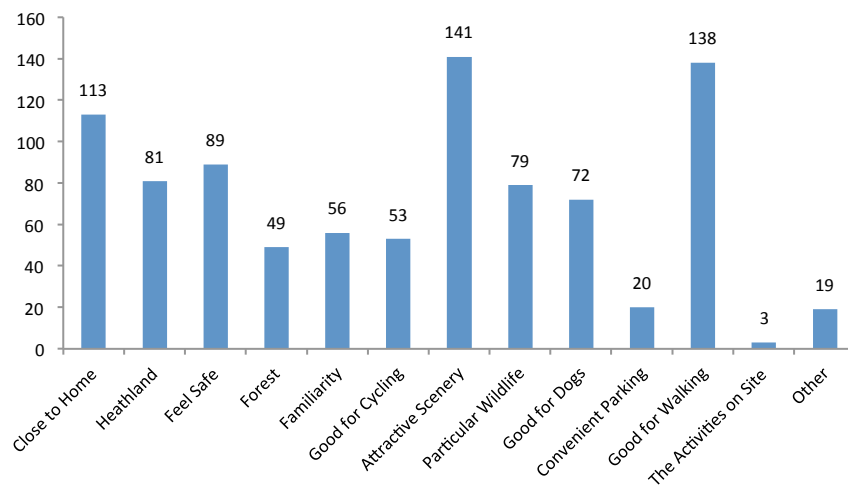
13. Hazel Slade Nature Reserve



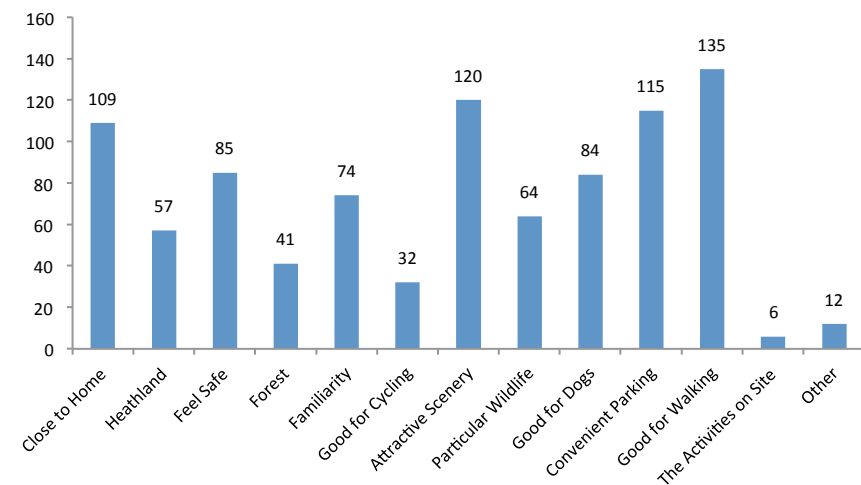
14. Aspens Car Park

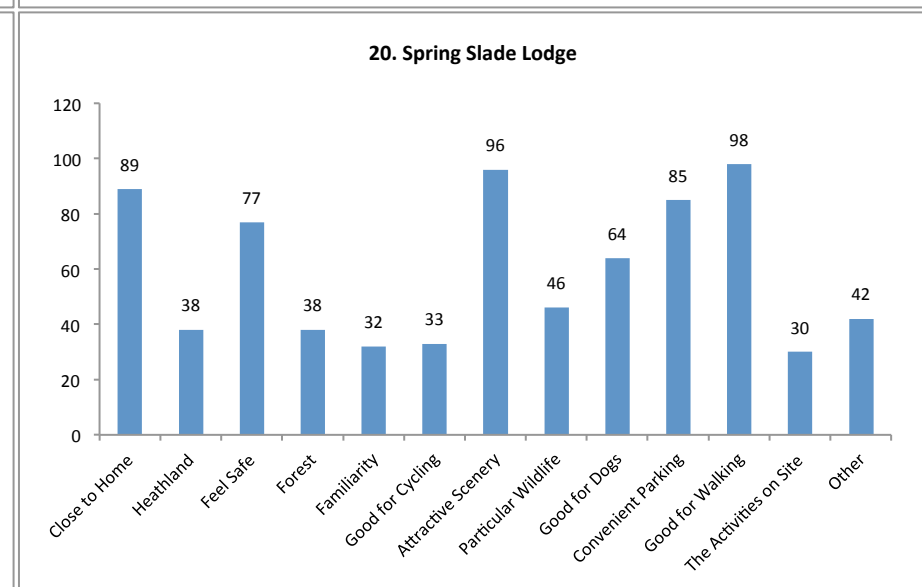
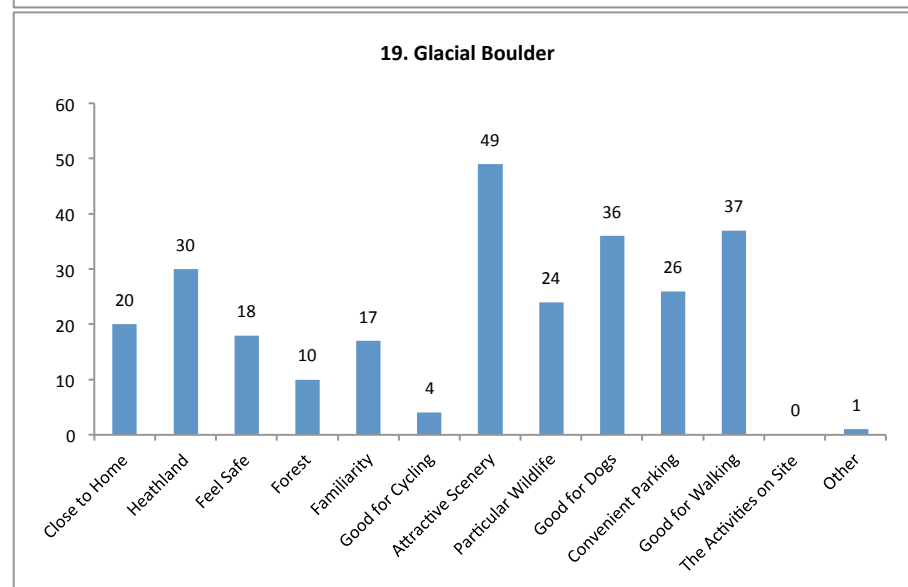
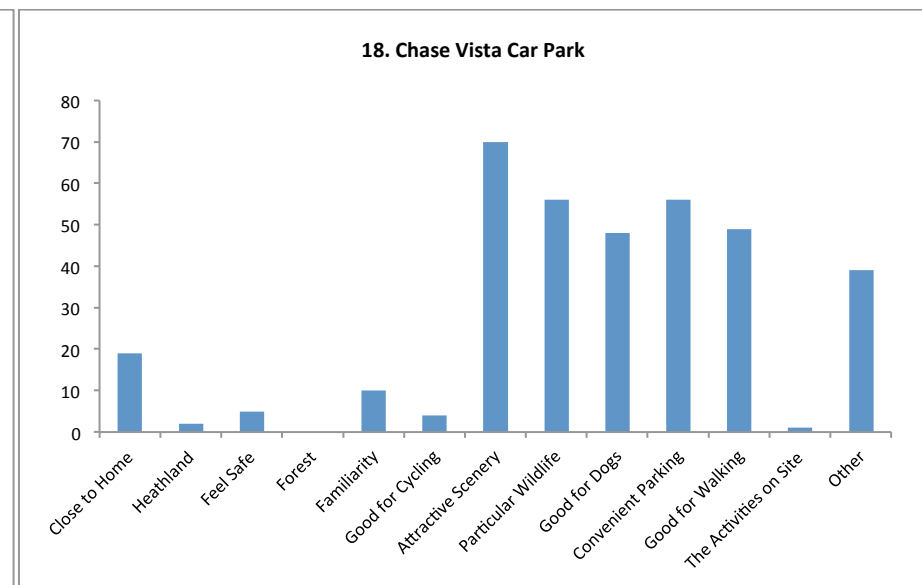
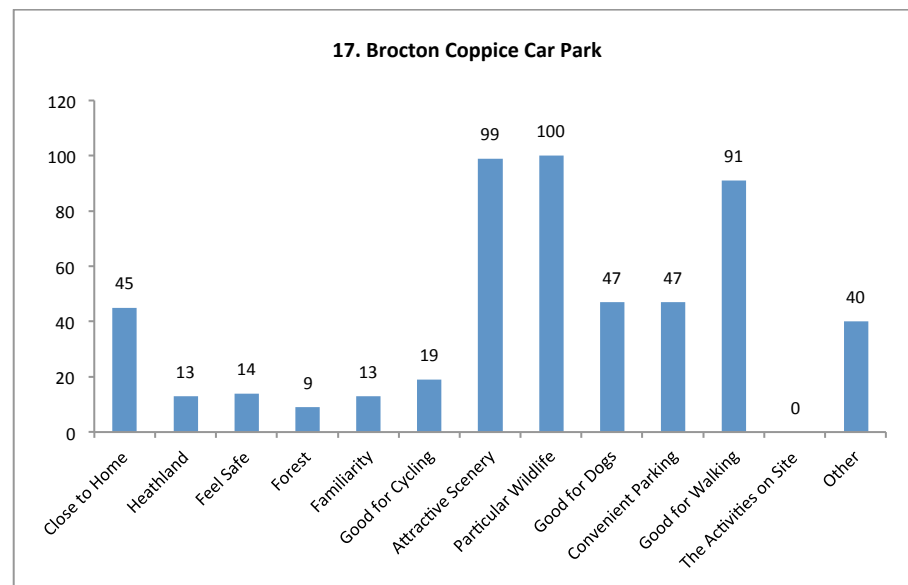


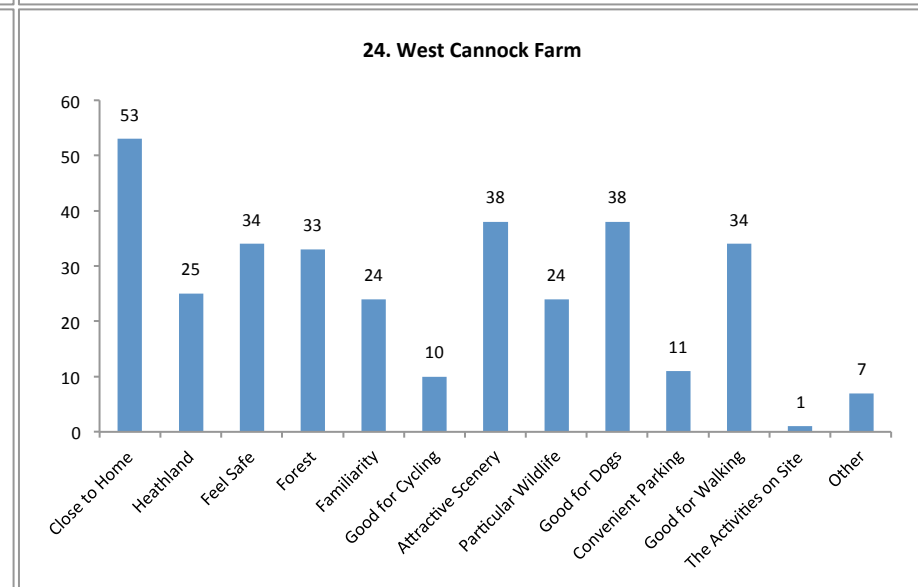
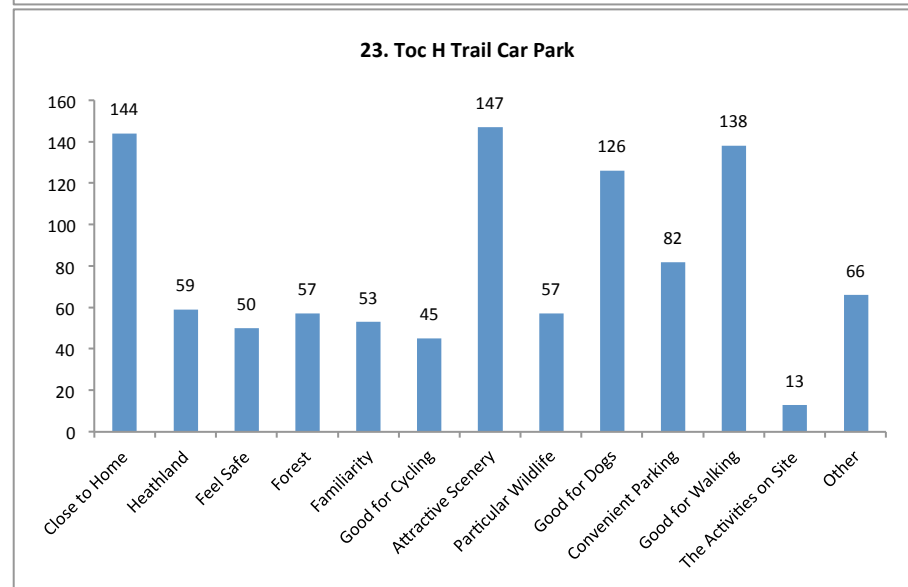
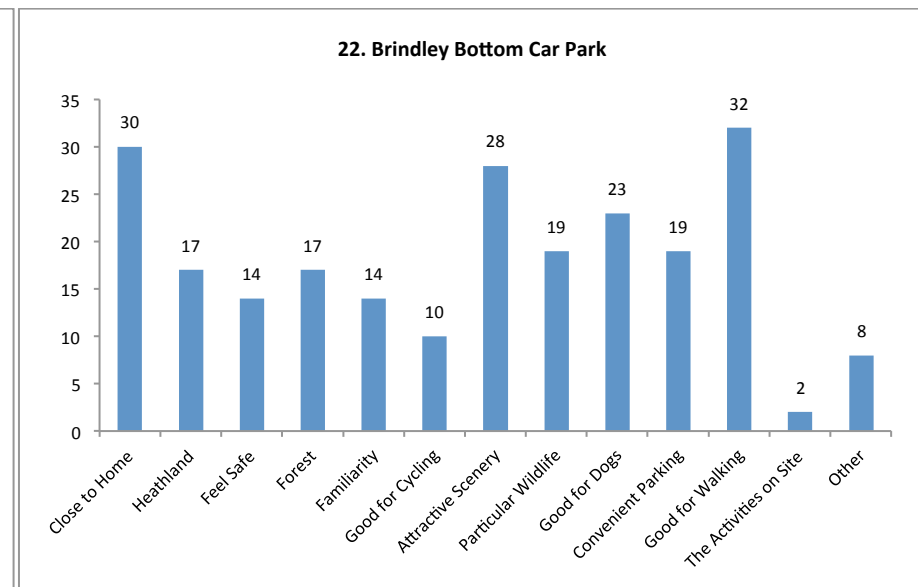
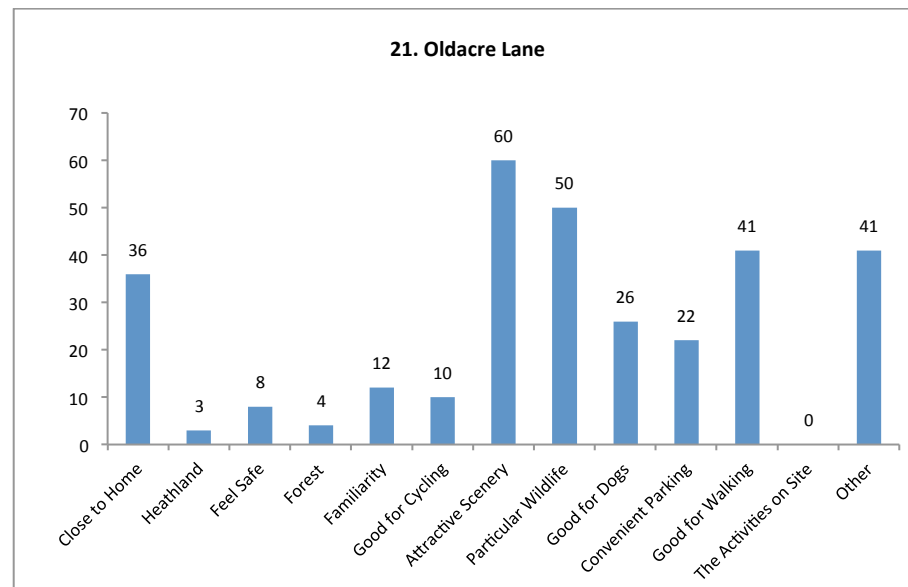
15. Brook Lane Corner

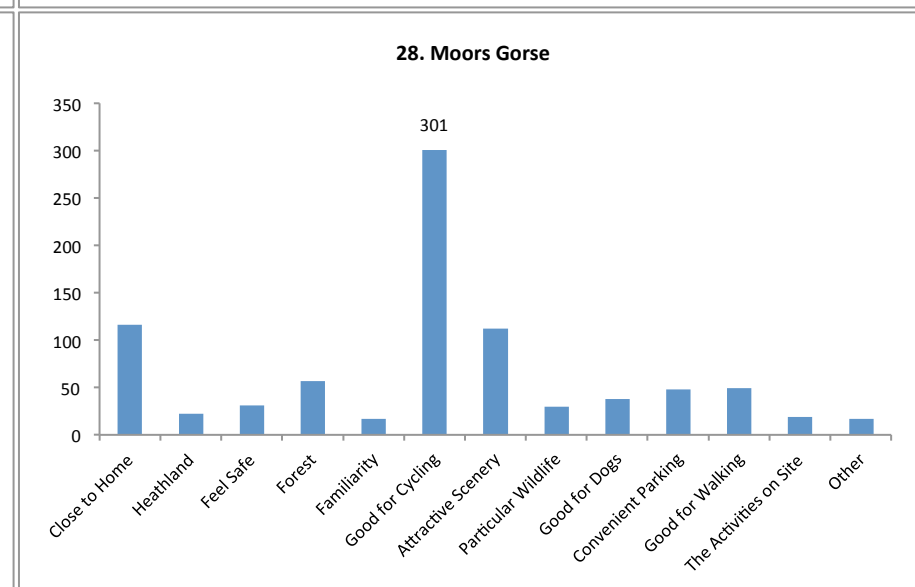
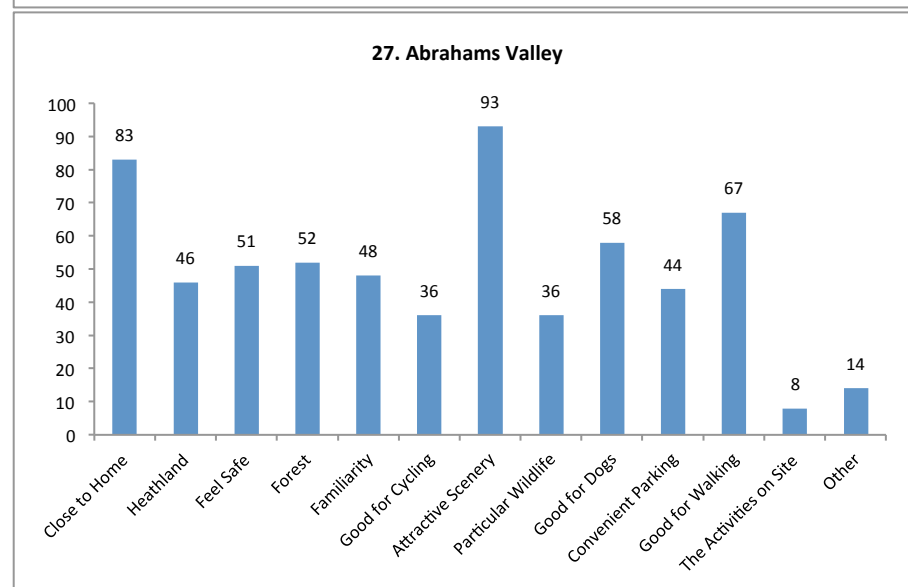
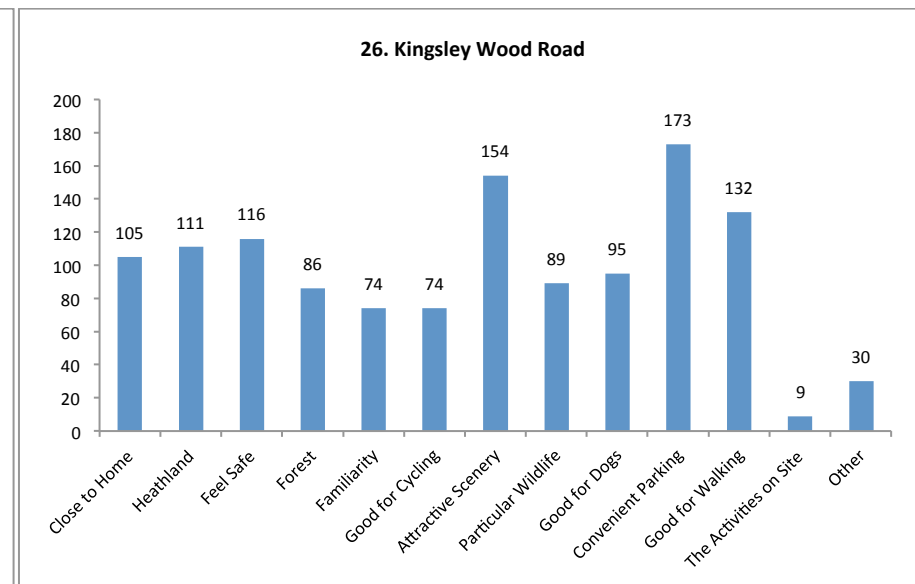
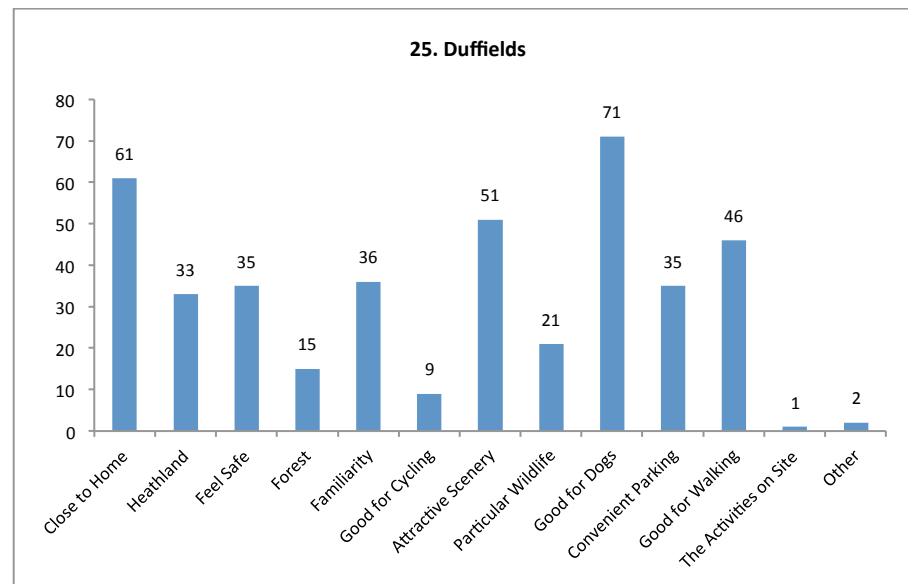


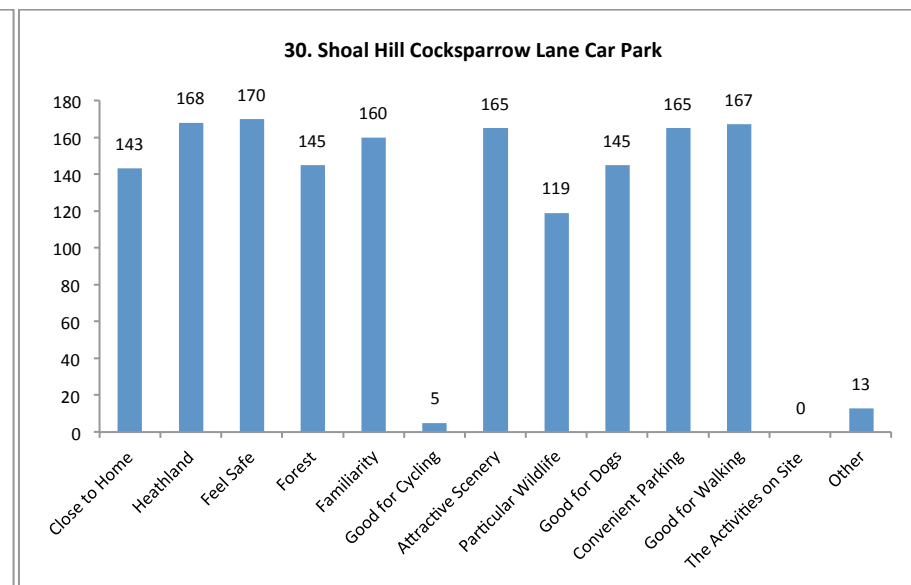
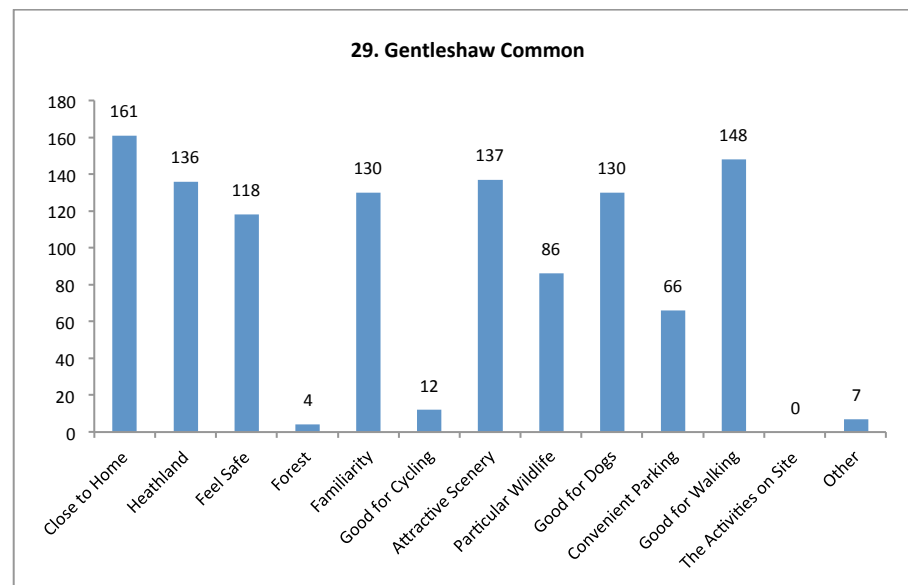
16. The Cutting



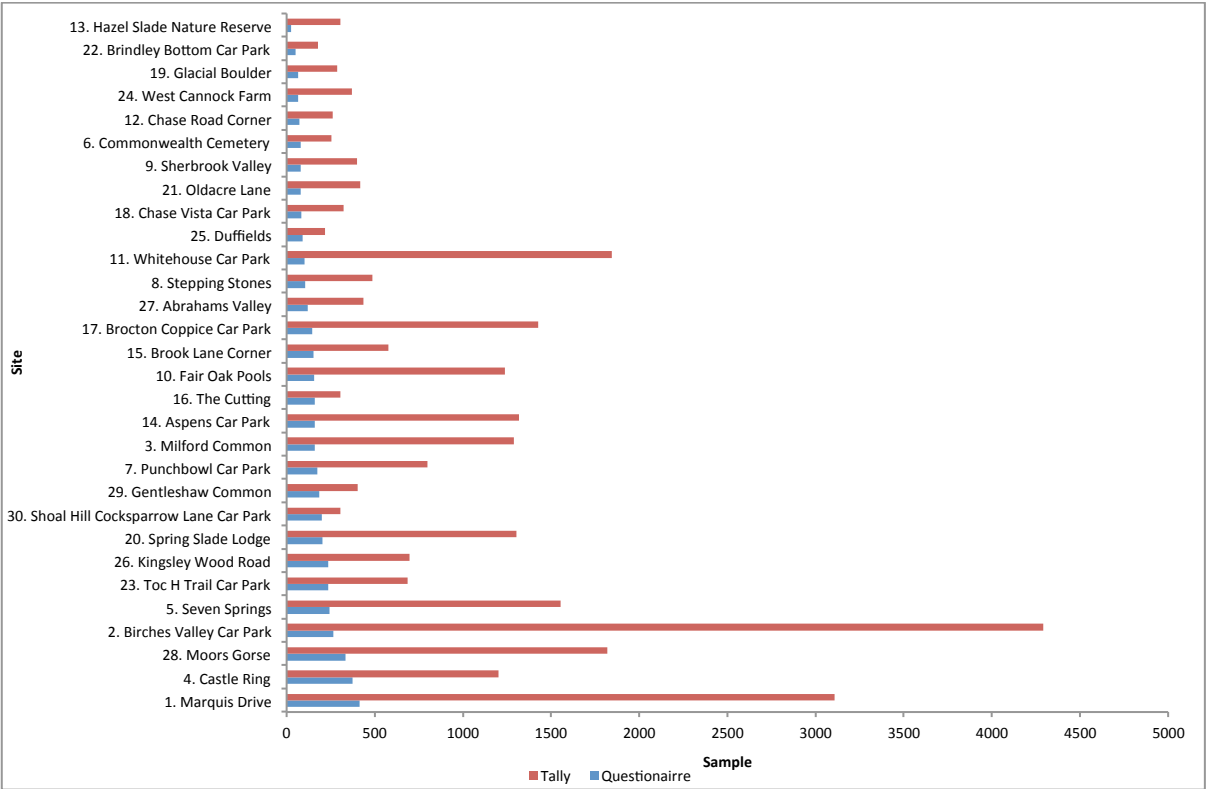




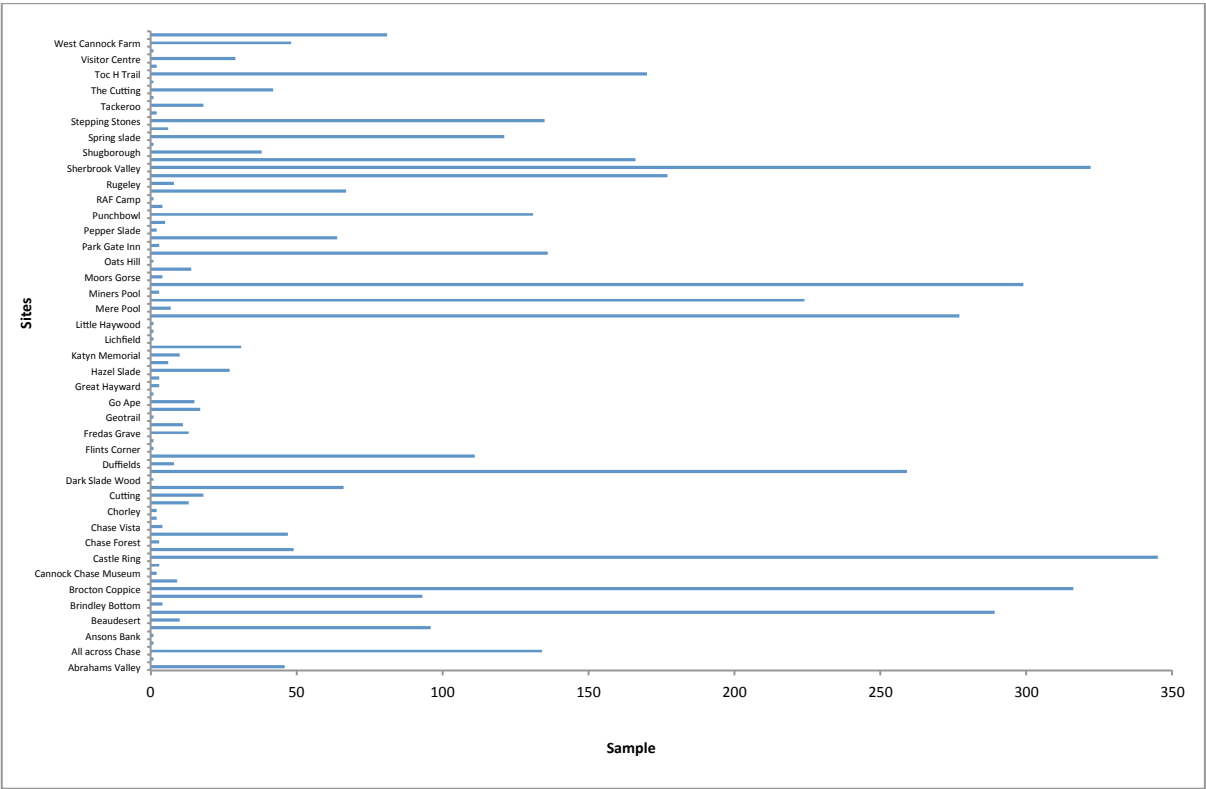




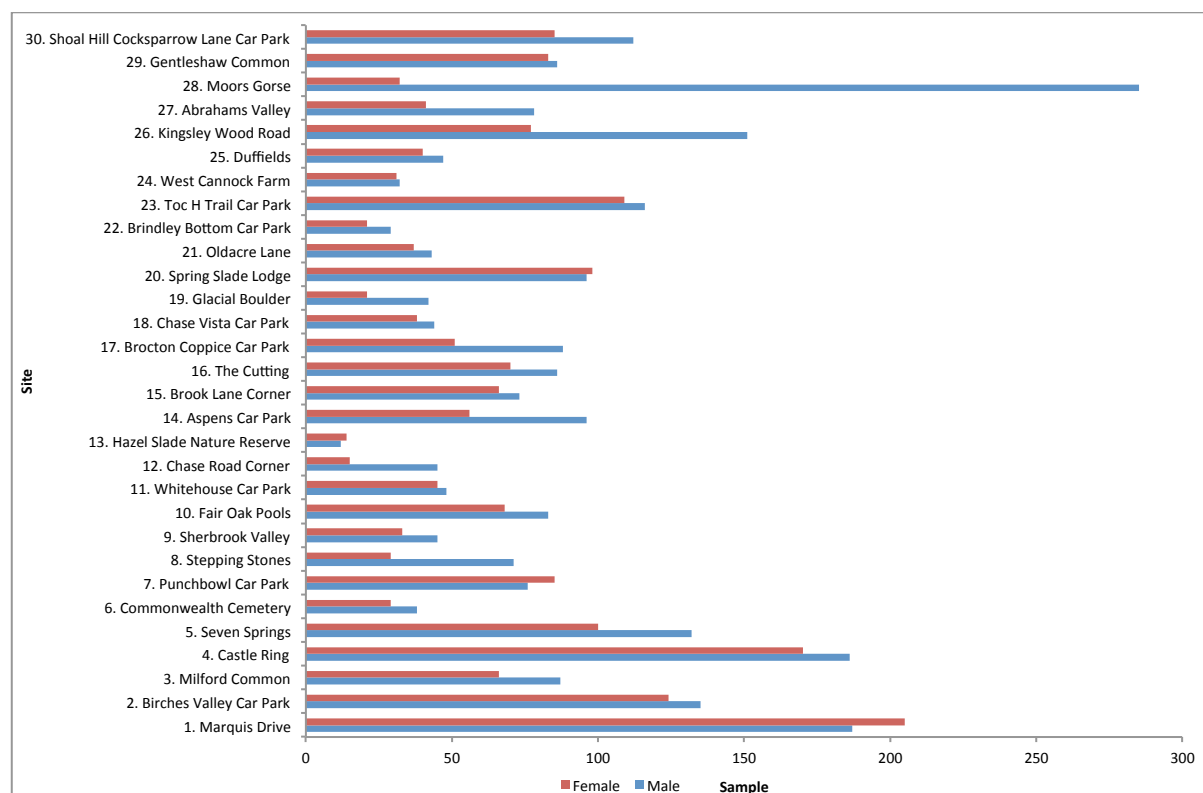
Survey Component 10: Preferred Locations

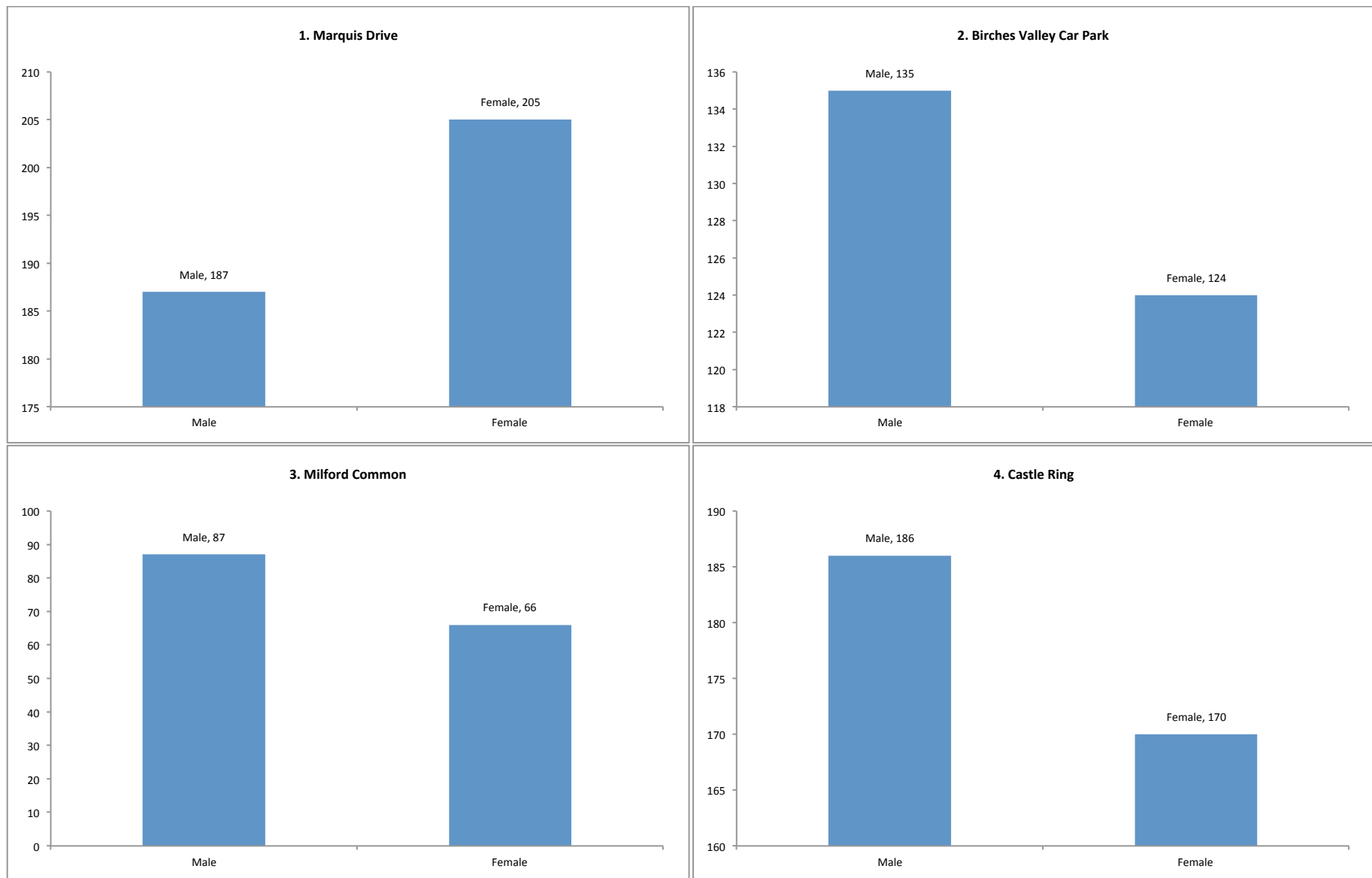


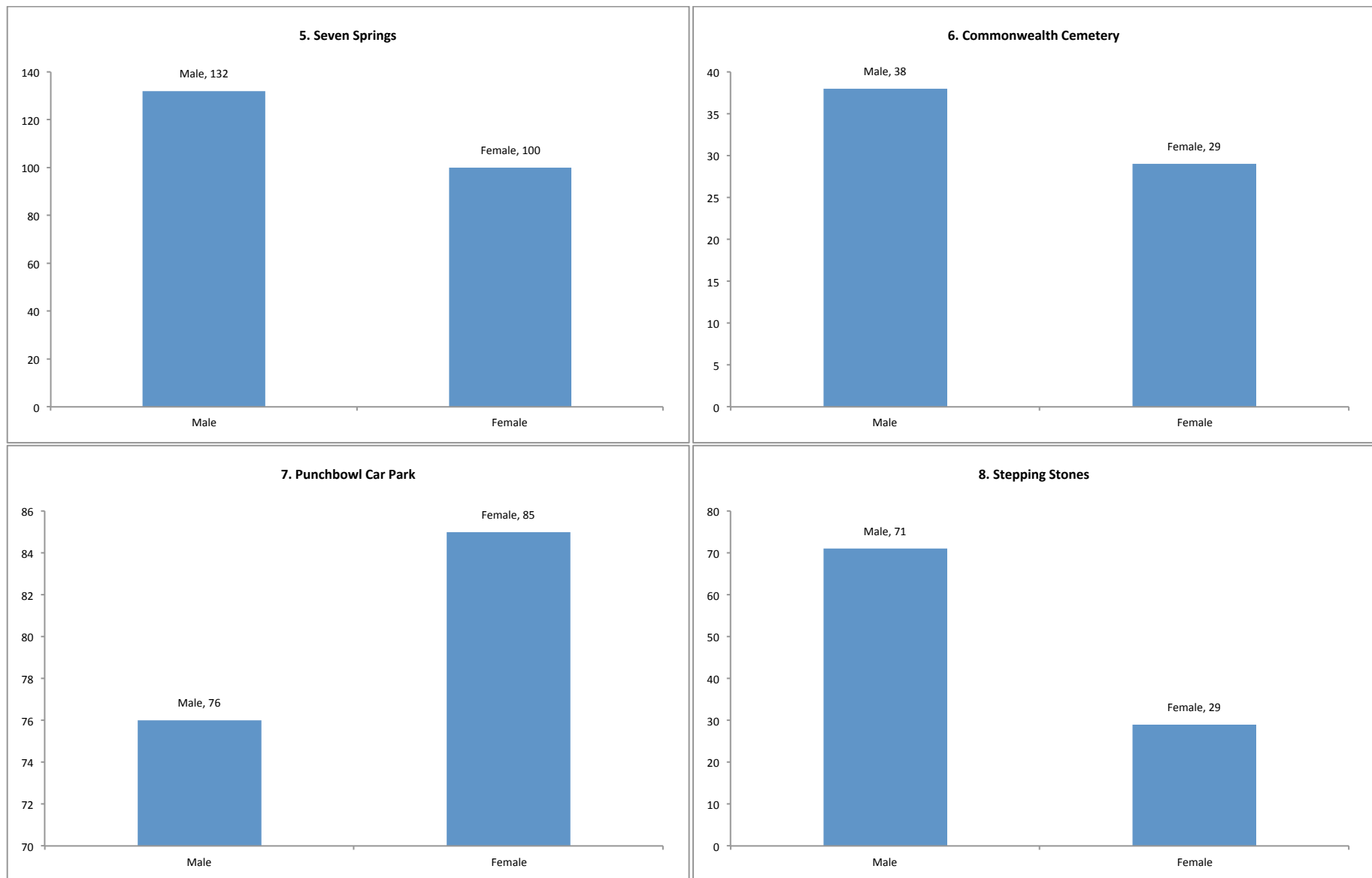
Survey Component 11: Alternative Locations

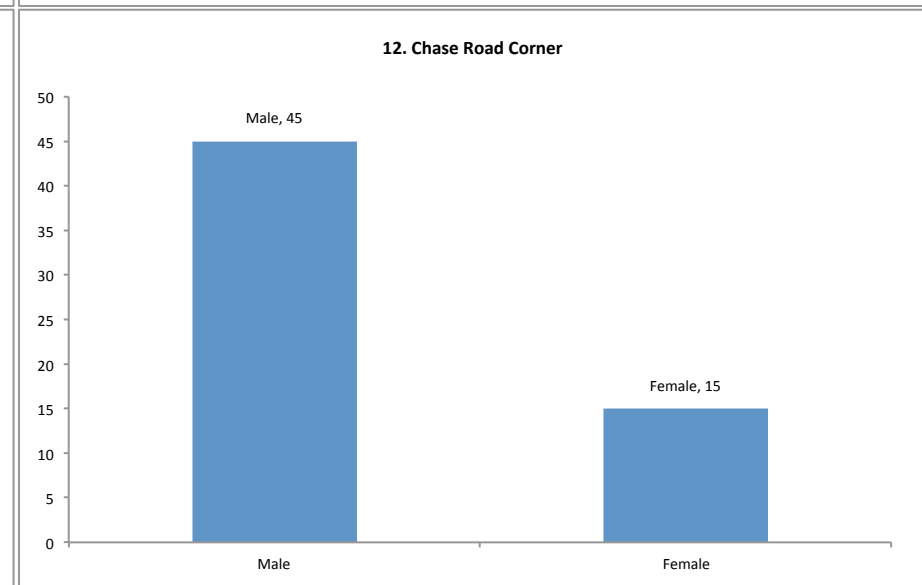
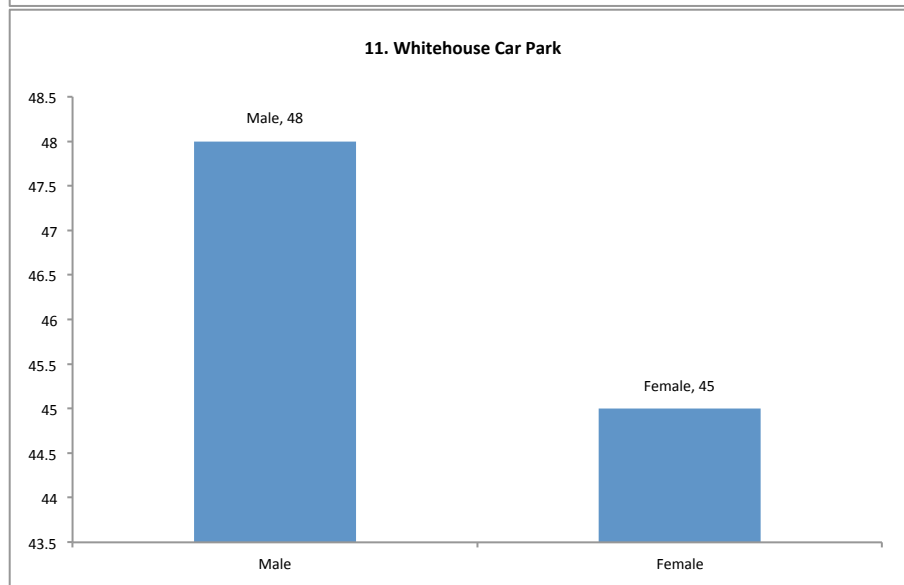
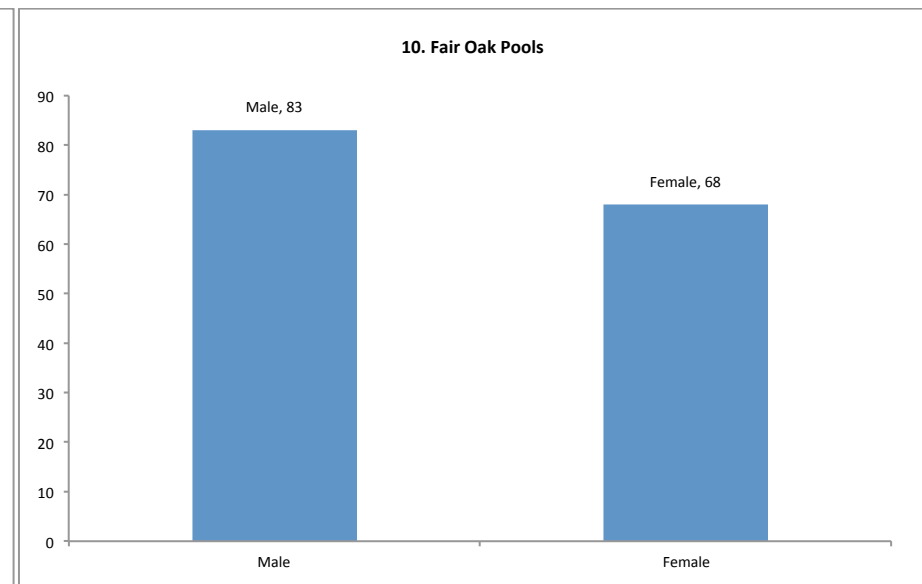
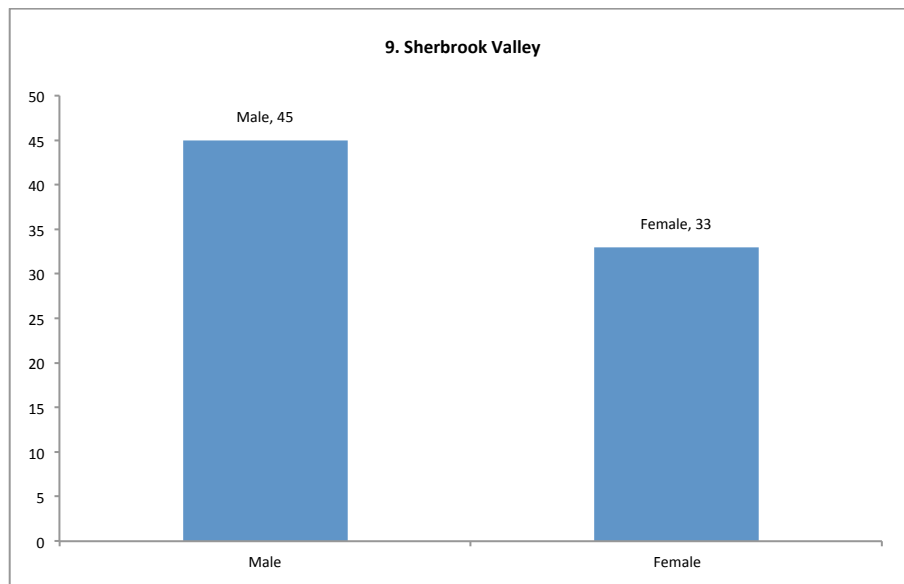


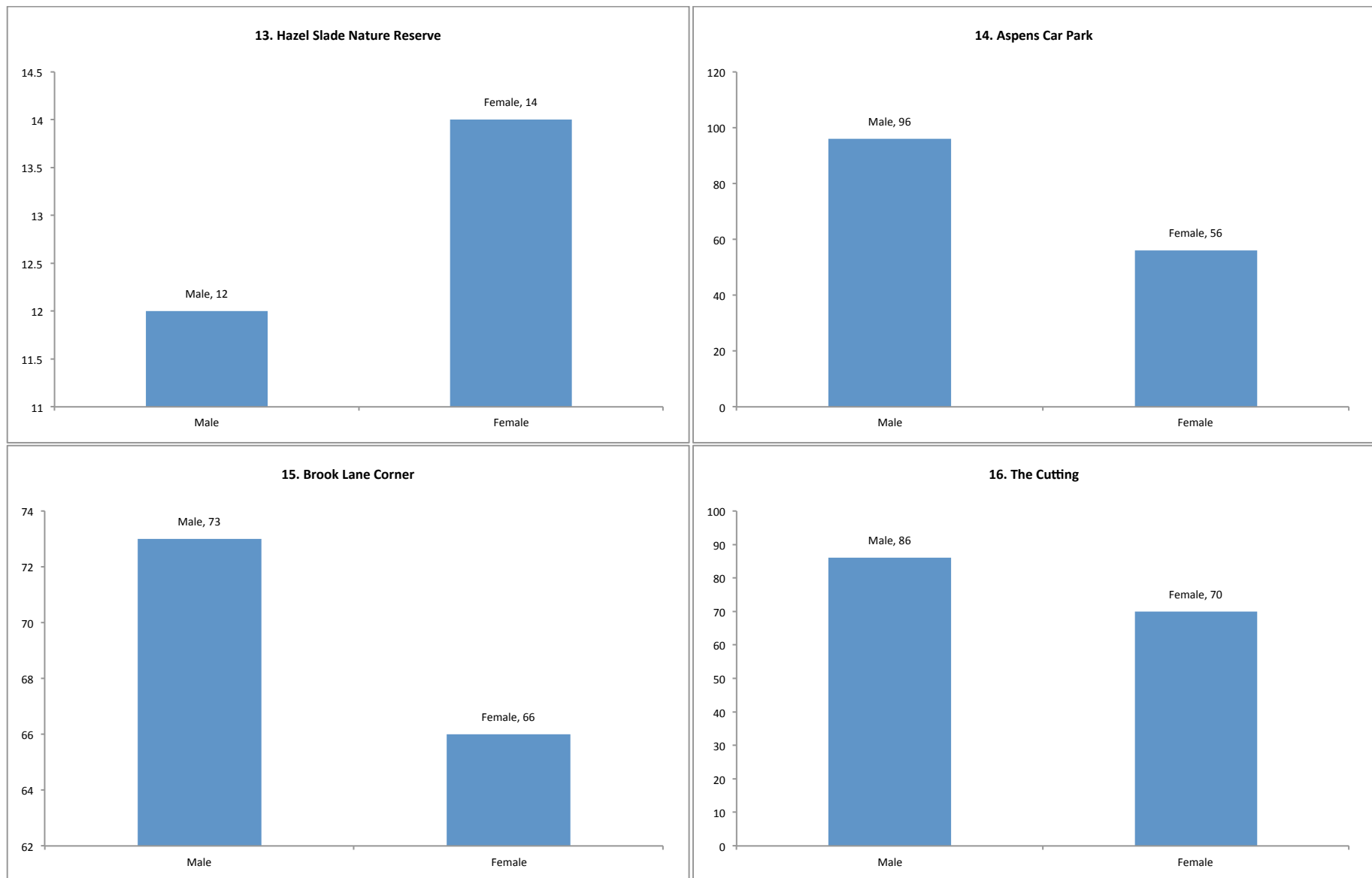
Survey Component 12: Gender

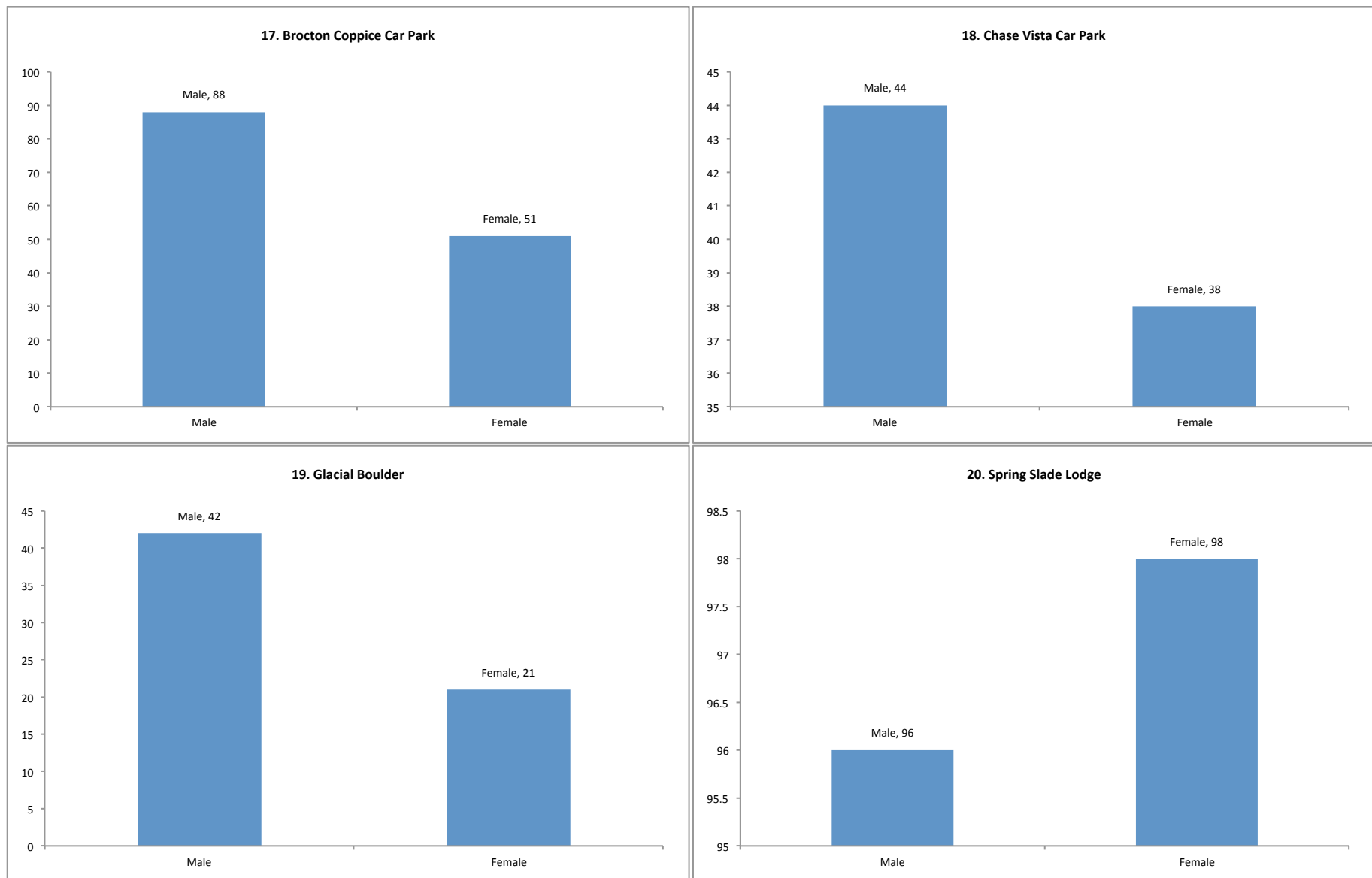


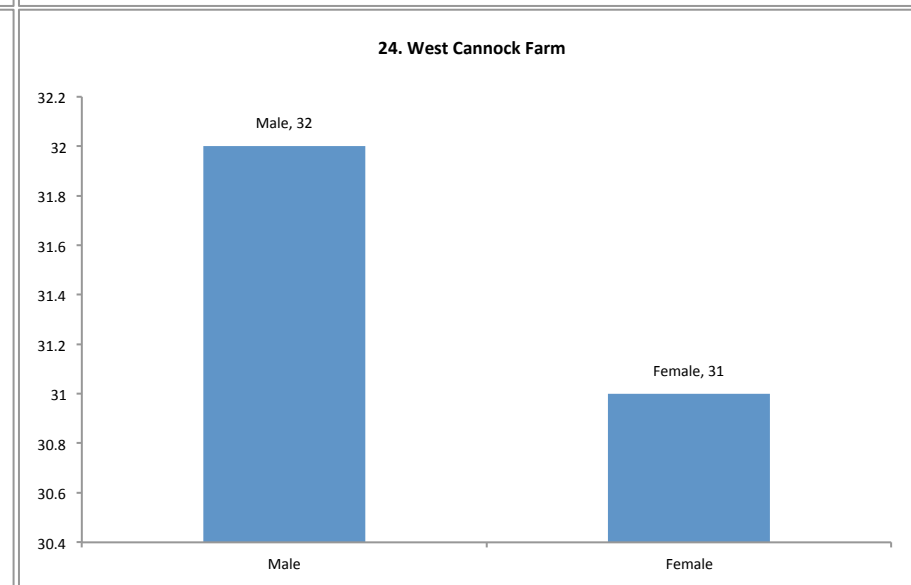
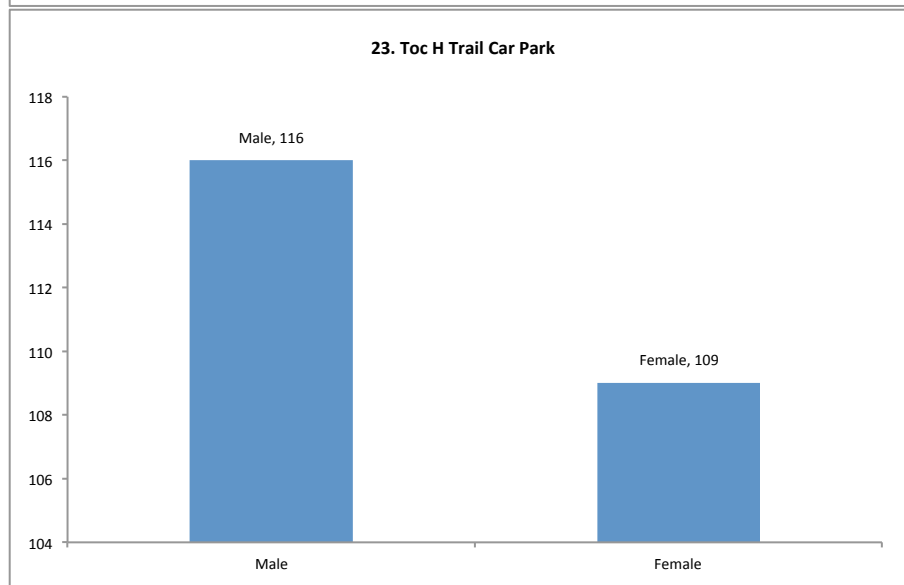
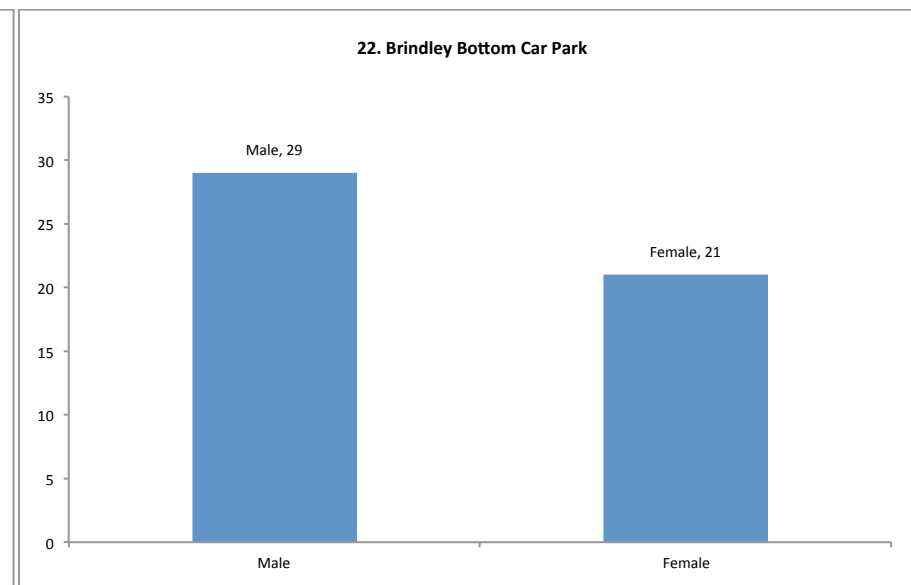
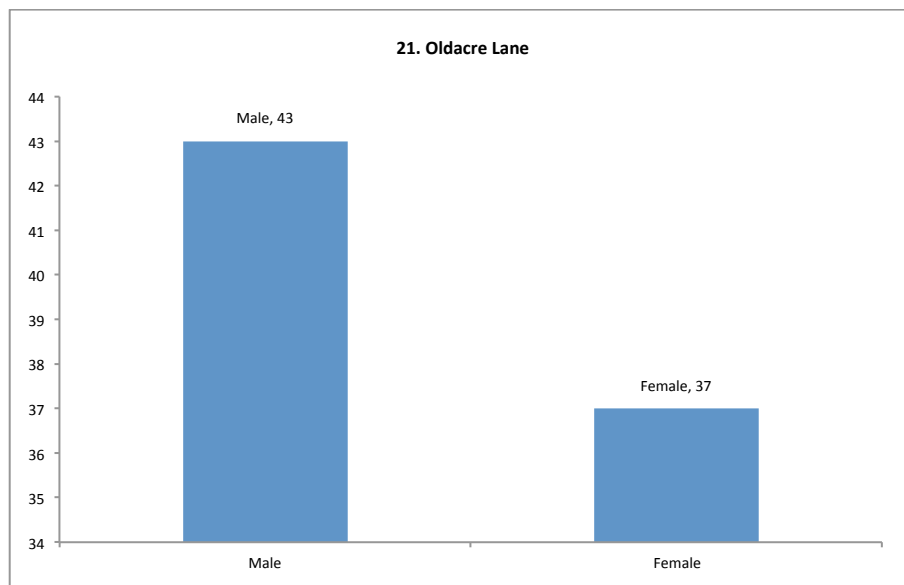


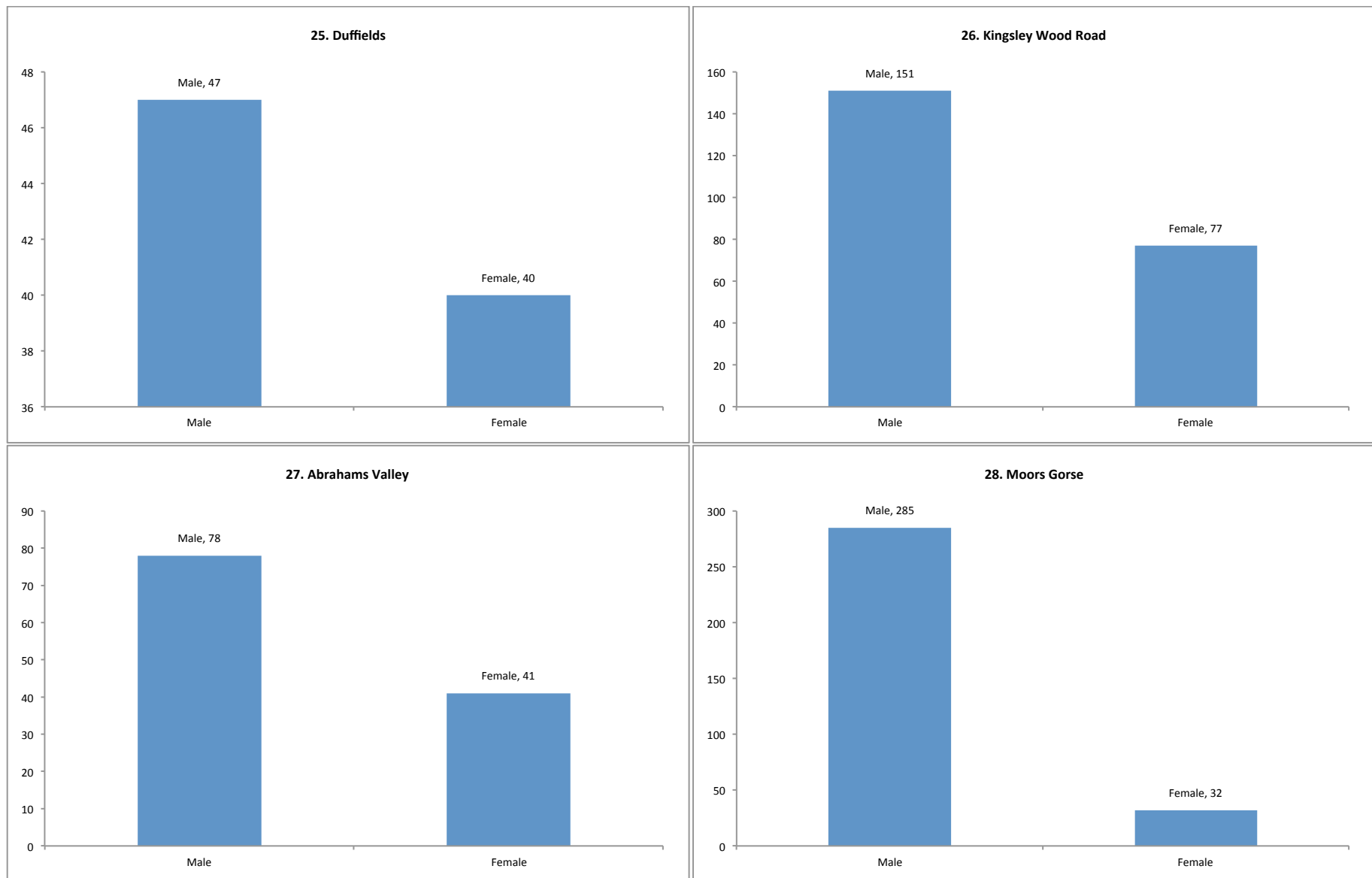


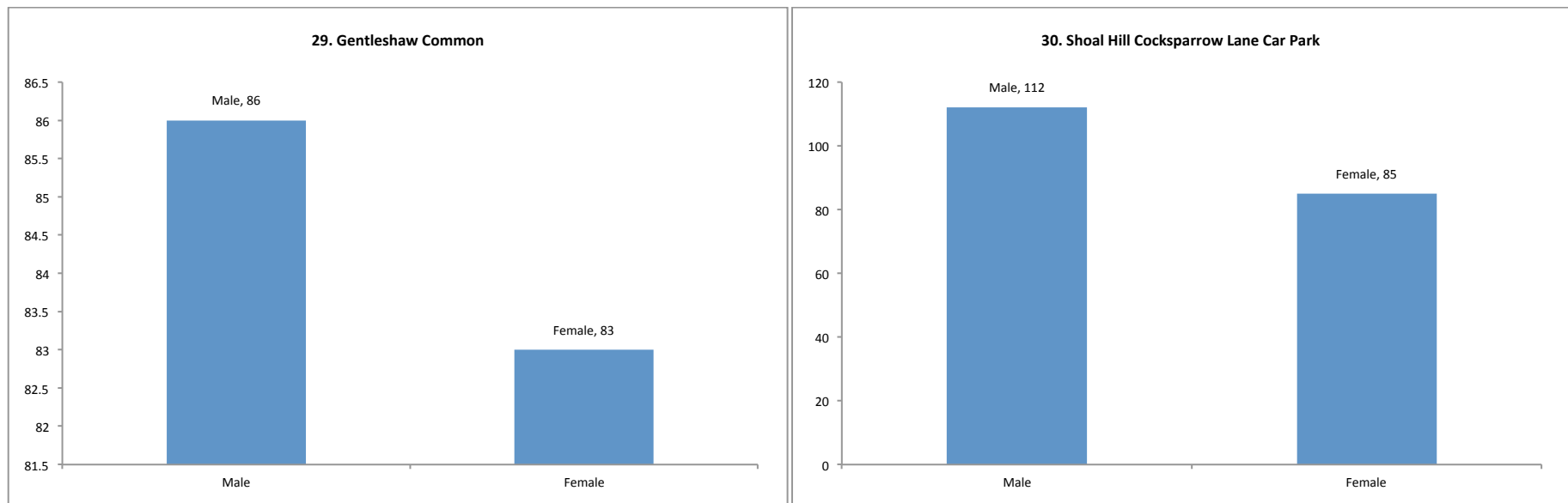




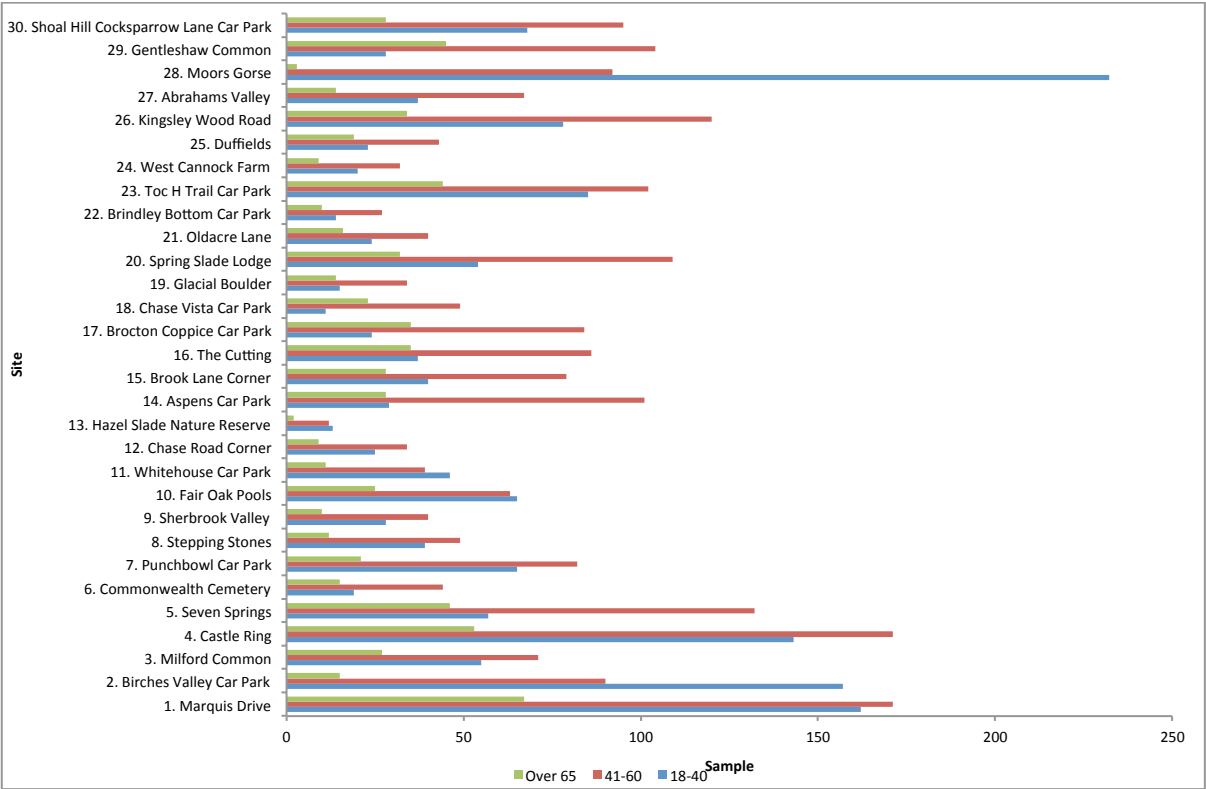


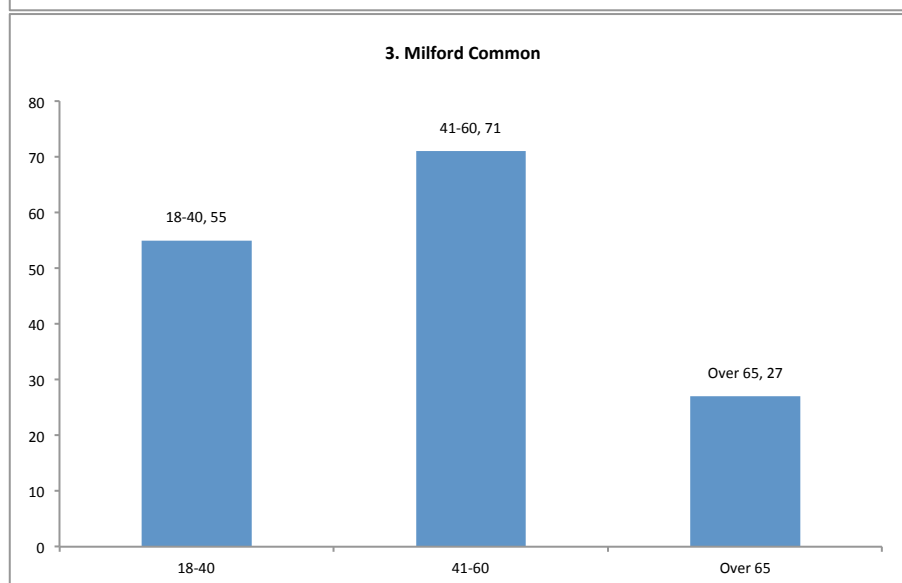
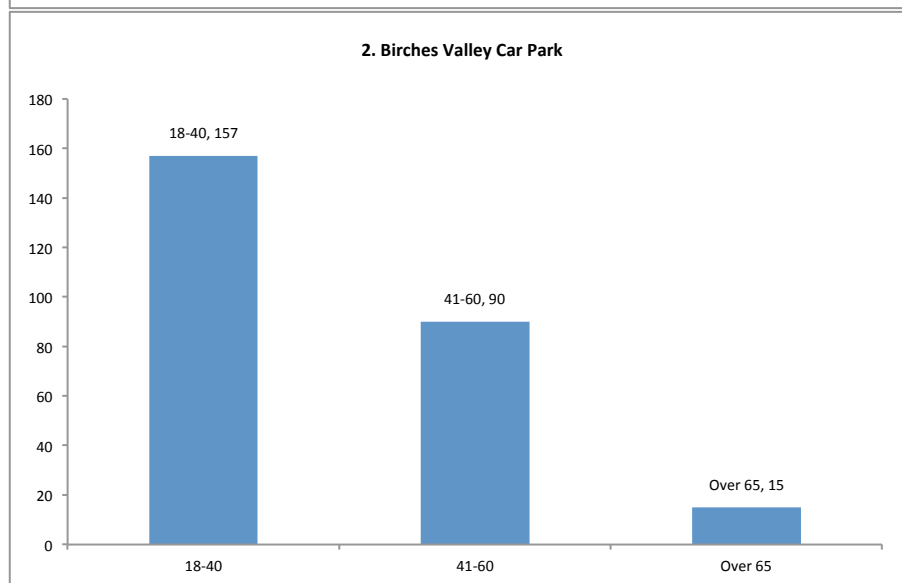
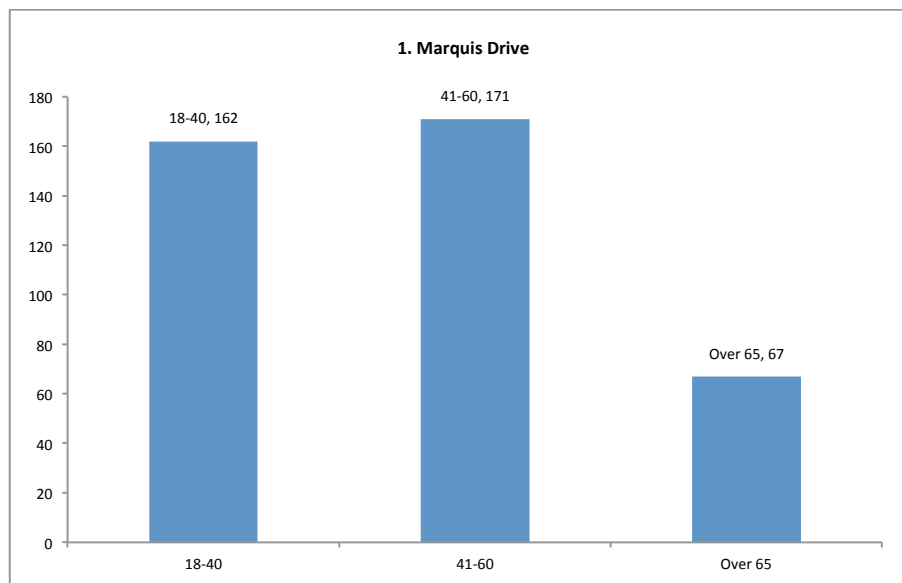


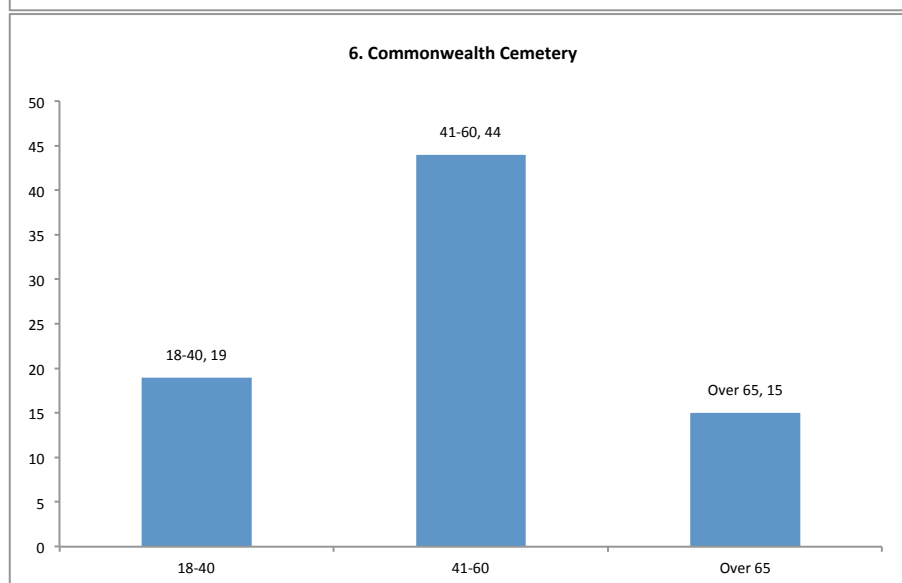
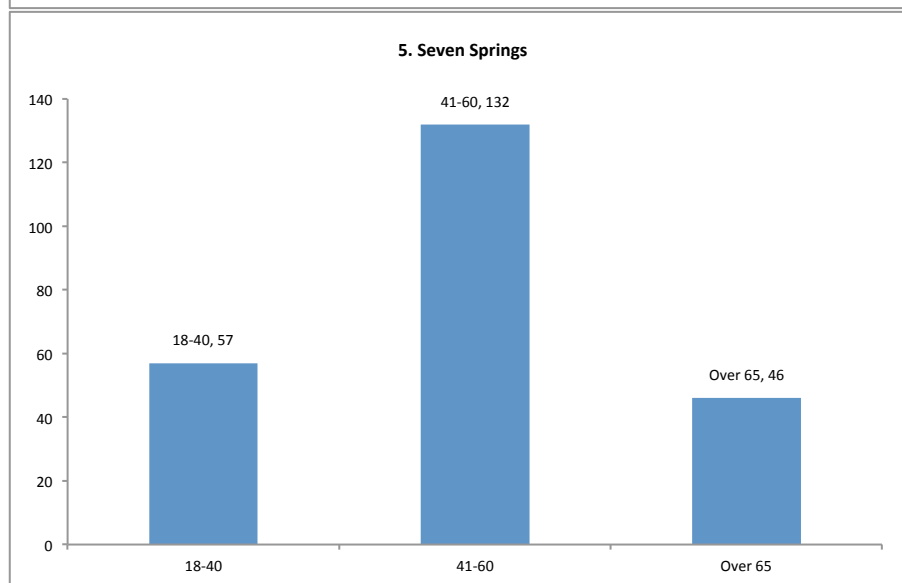
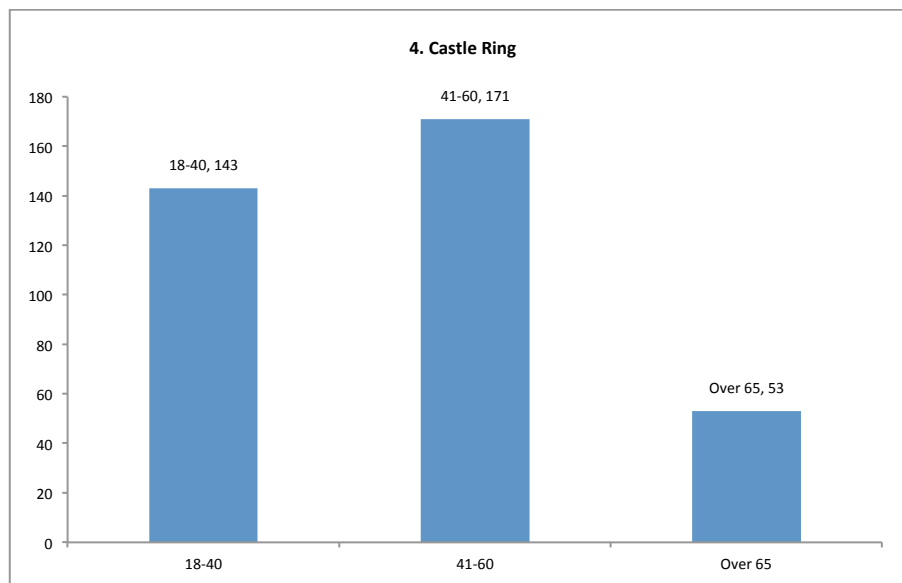


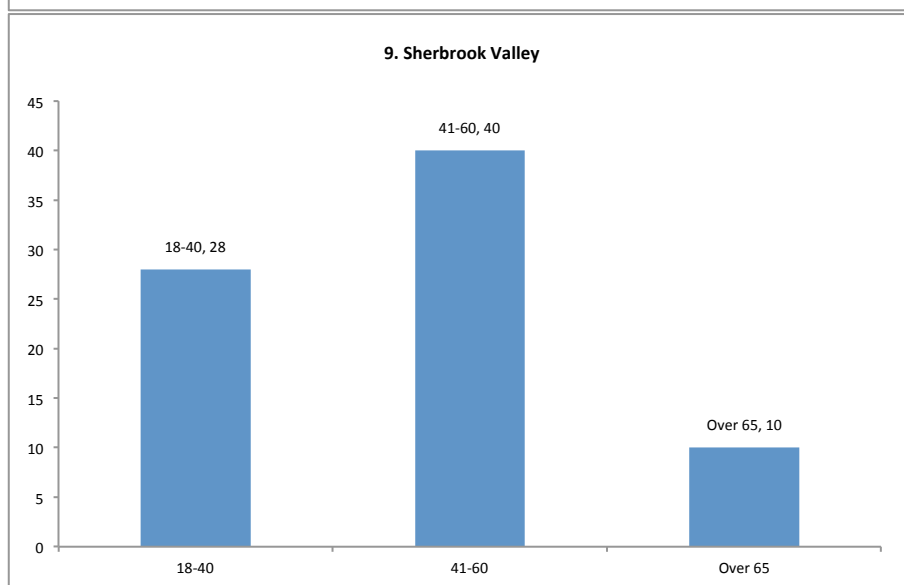
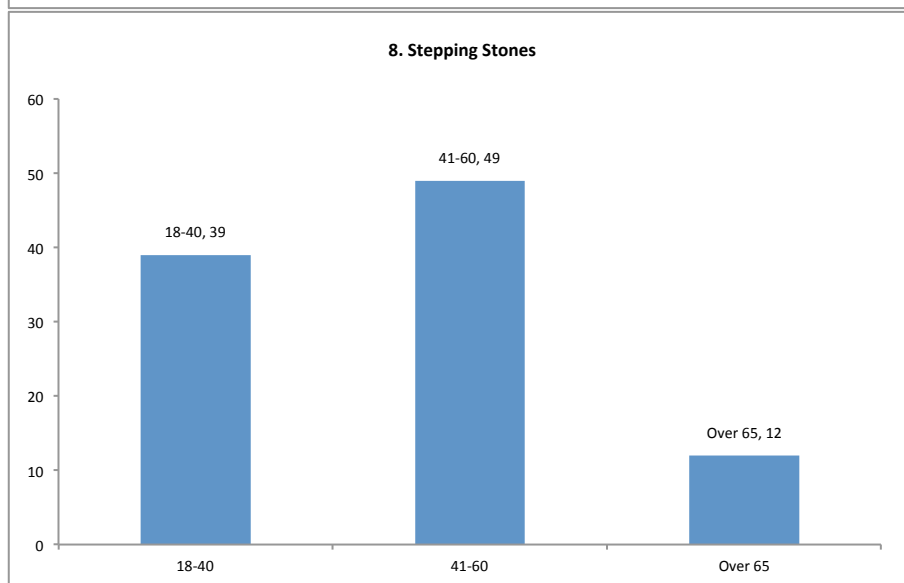
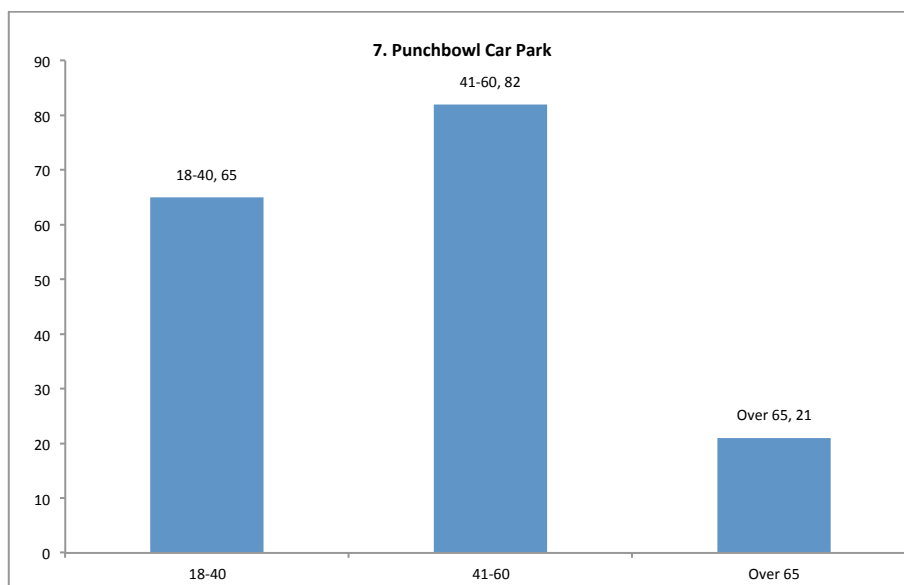


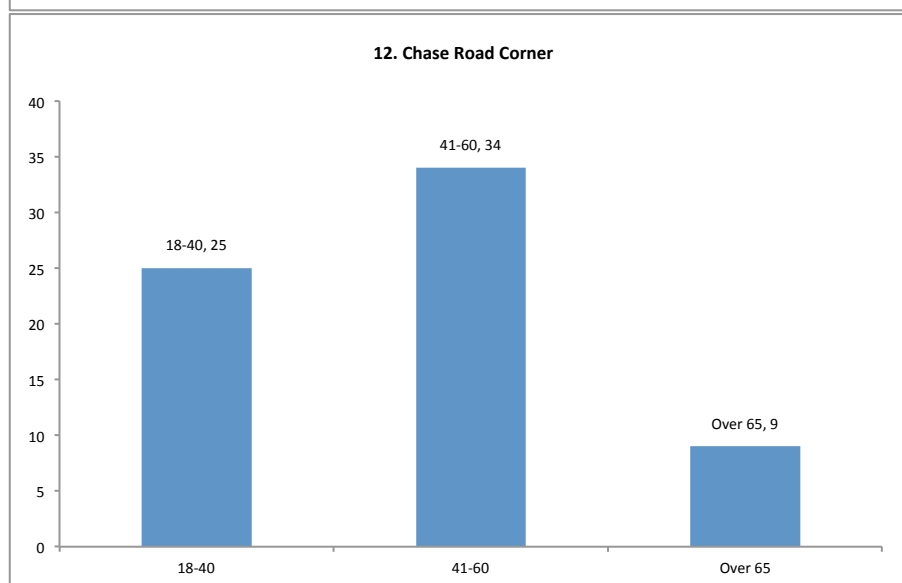
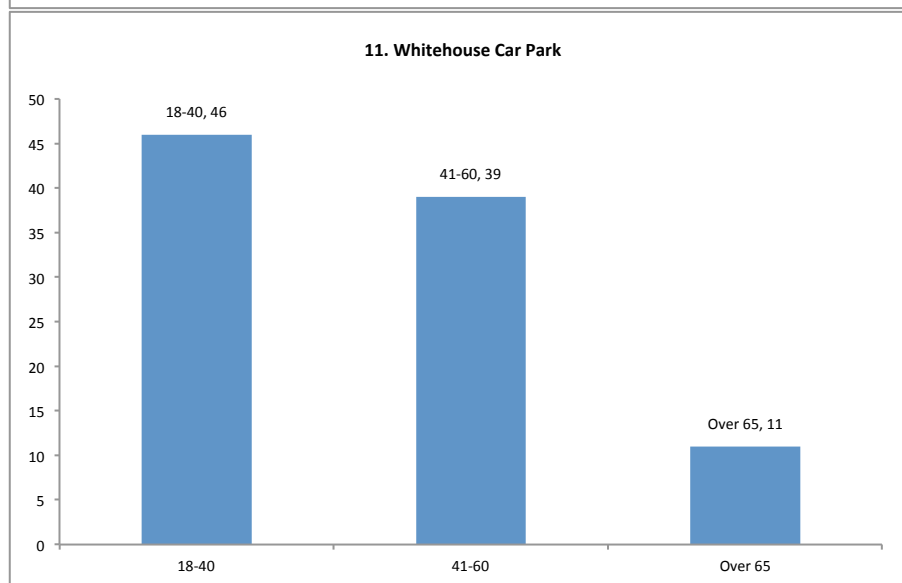
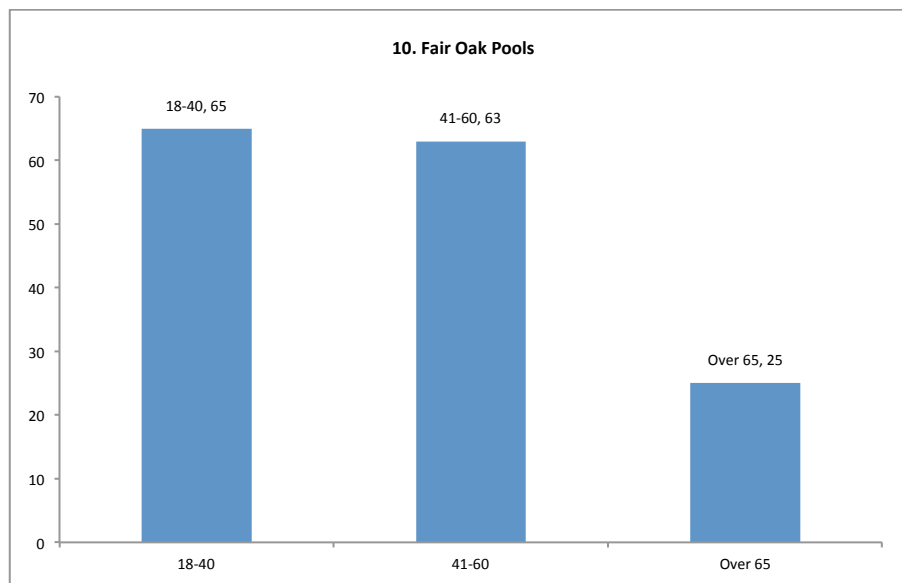
Survey Component 13: Age

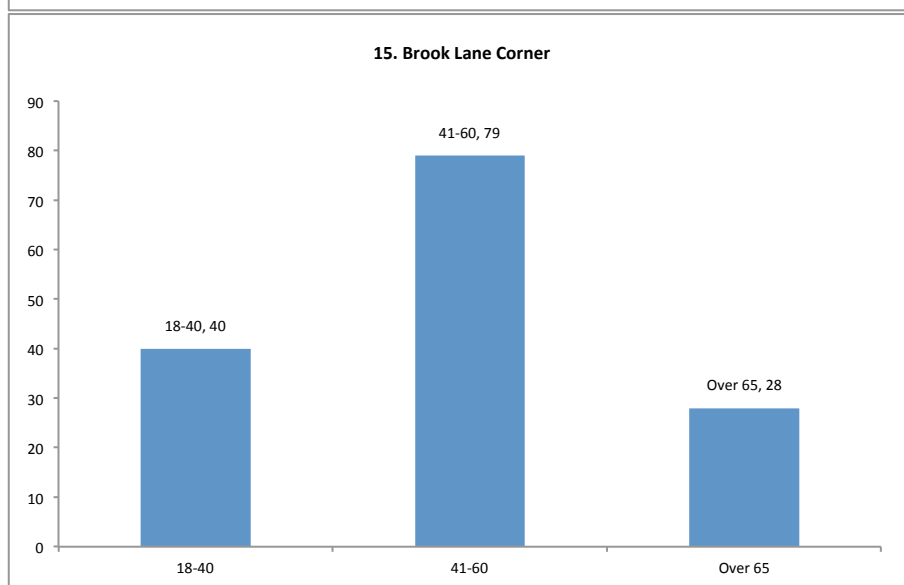
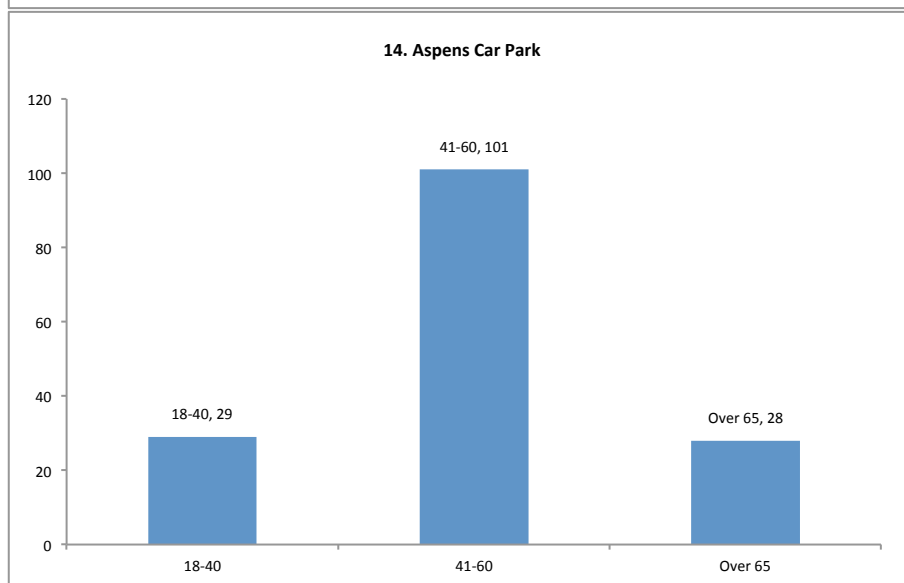
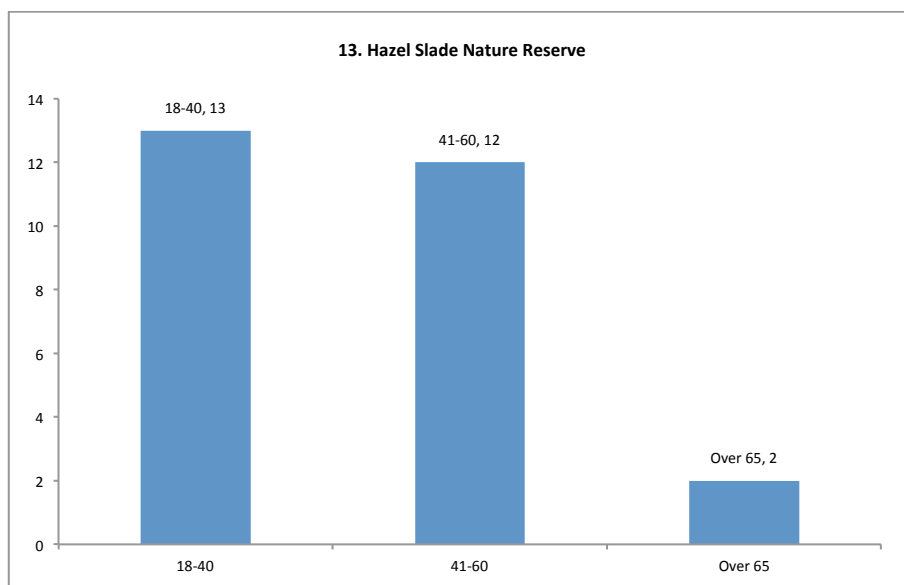


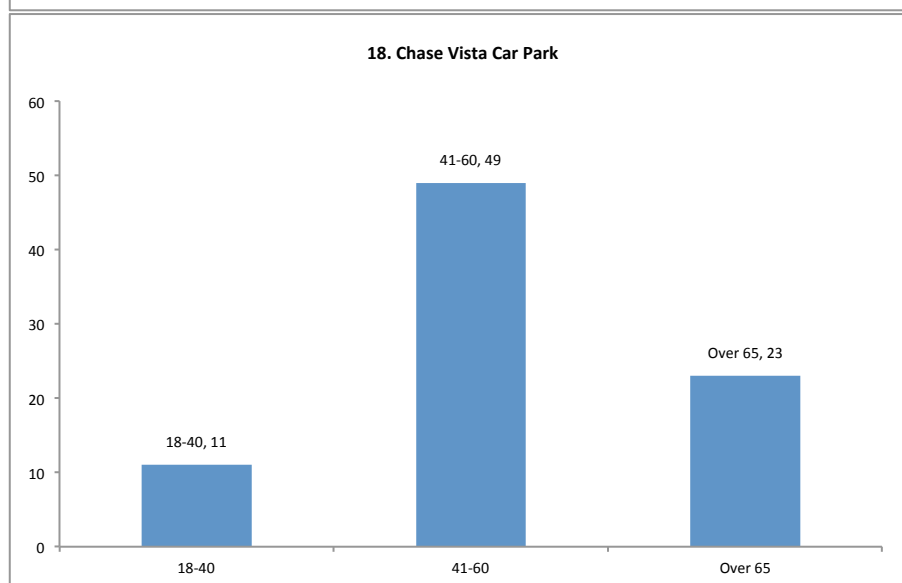
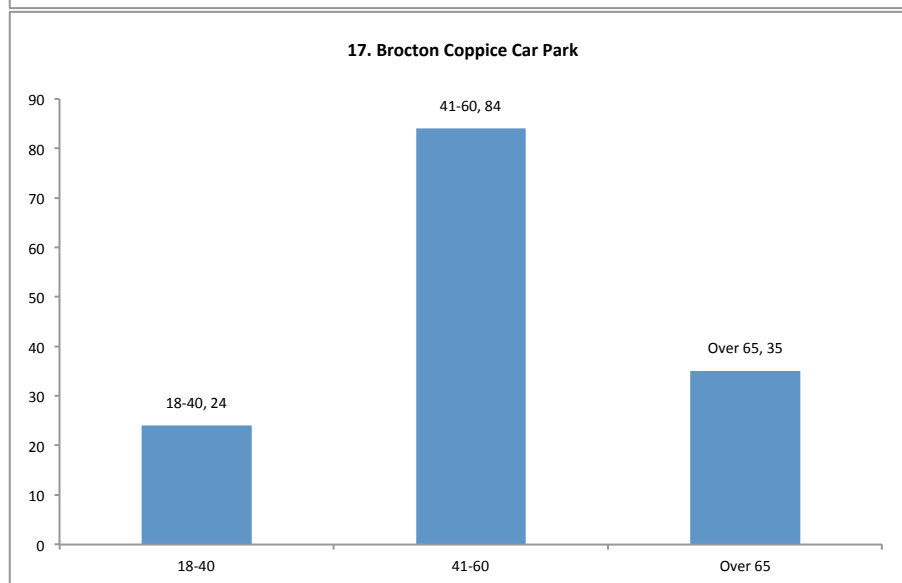
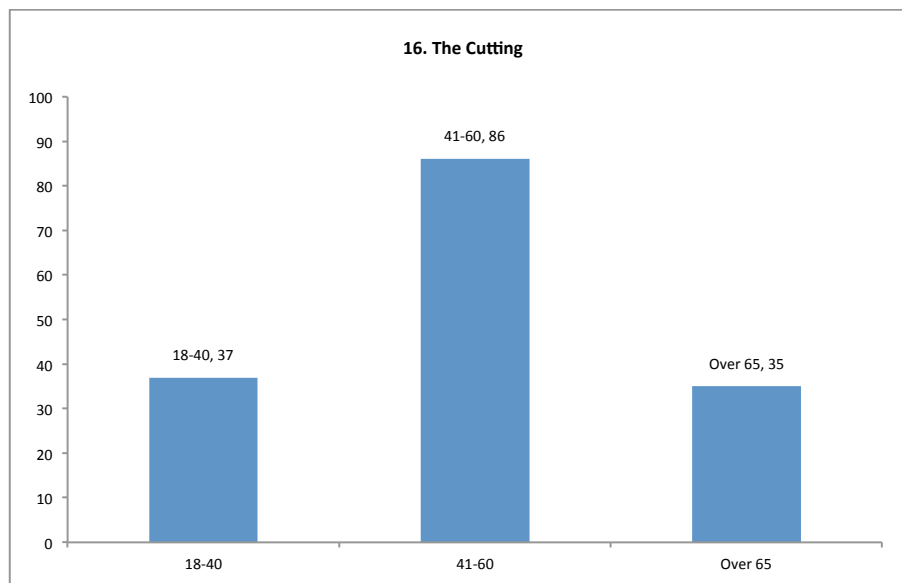


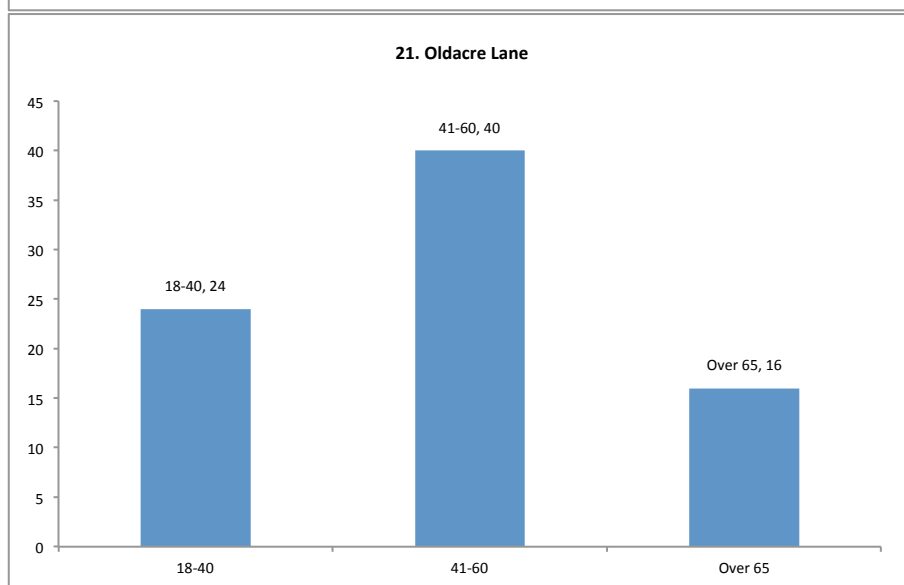
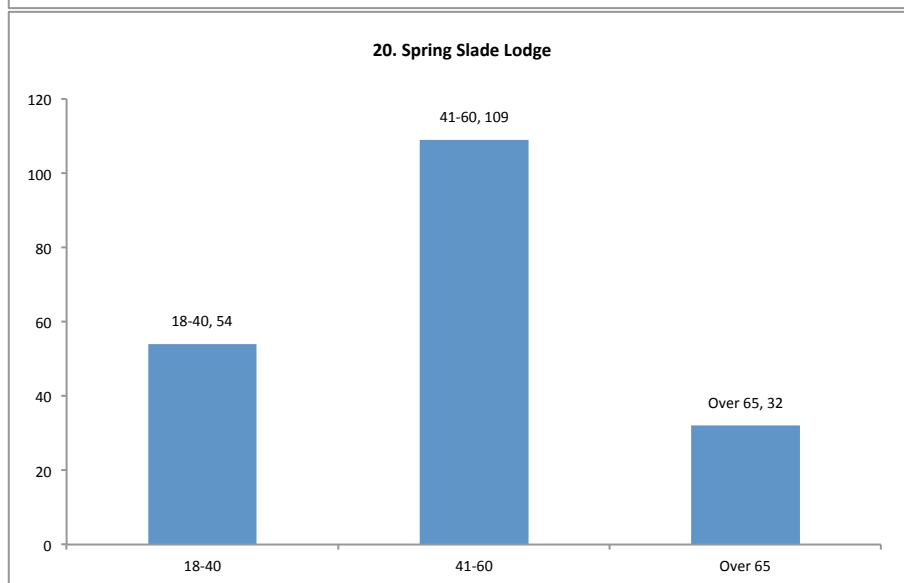
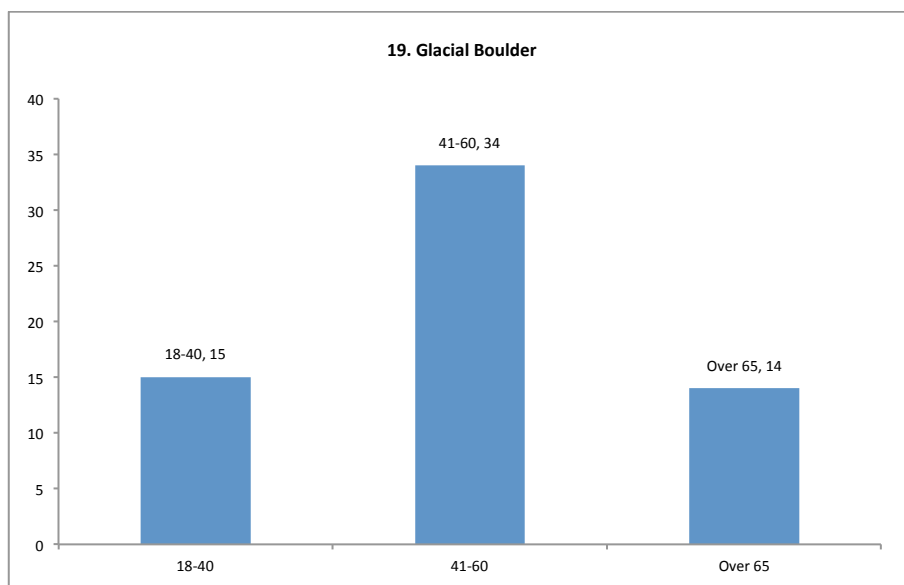


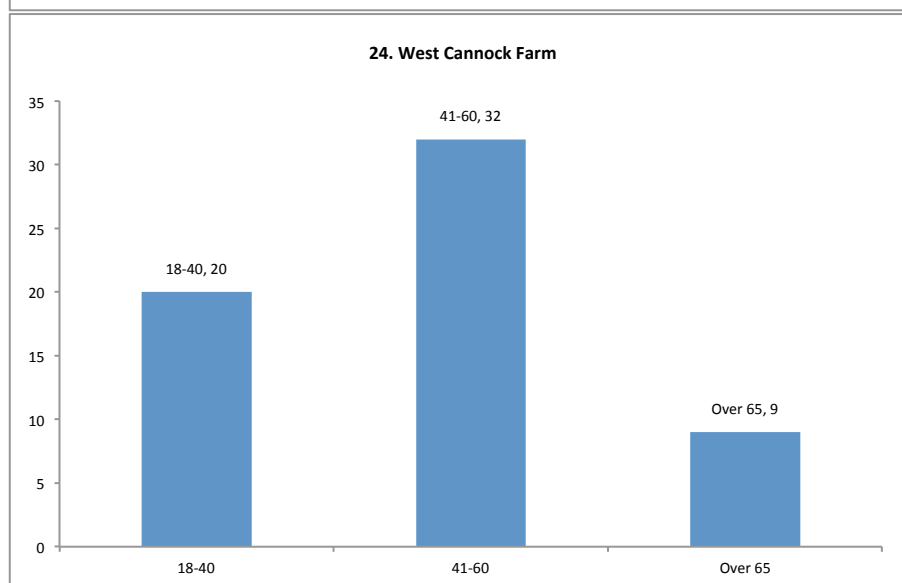
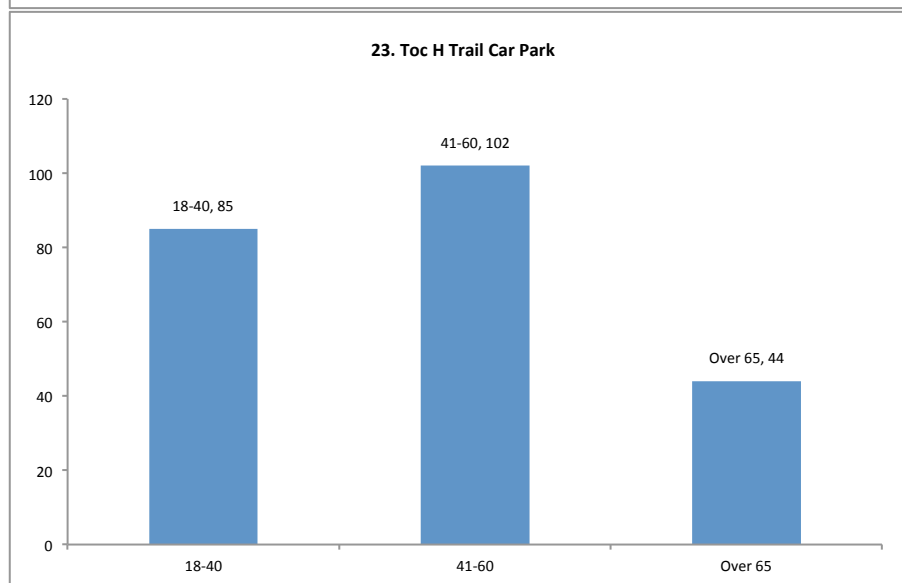
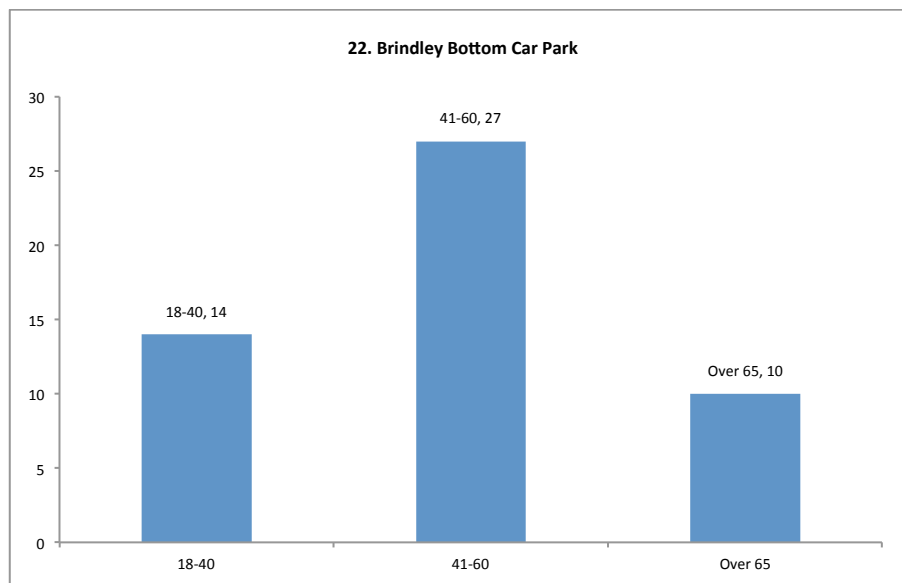


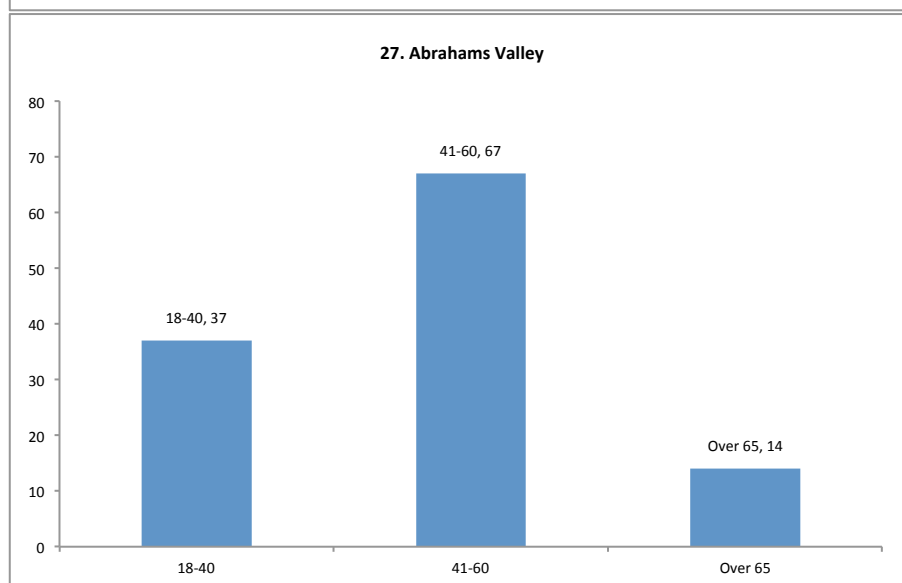
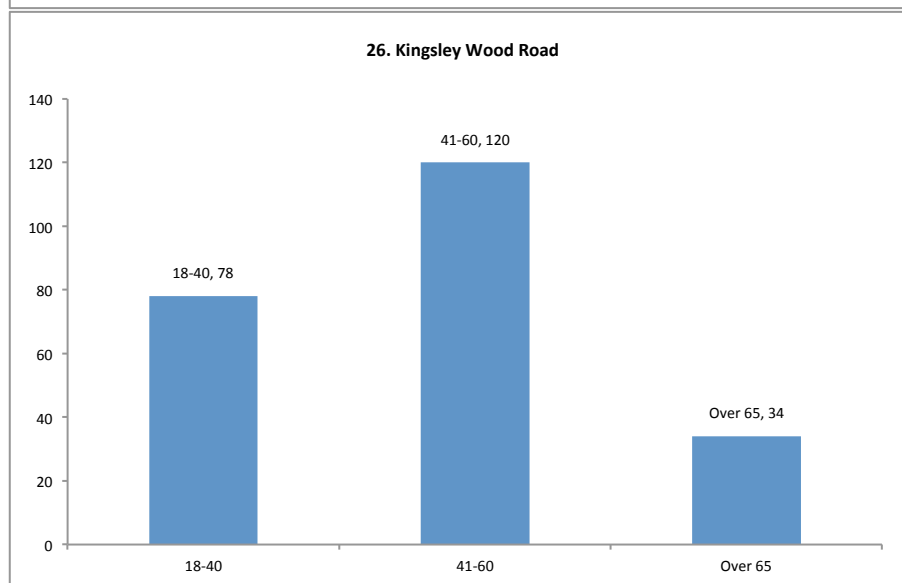
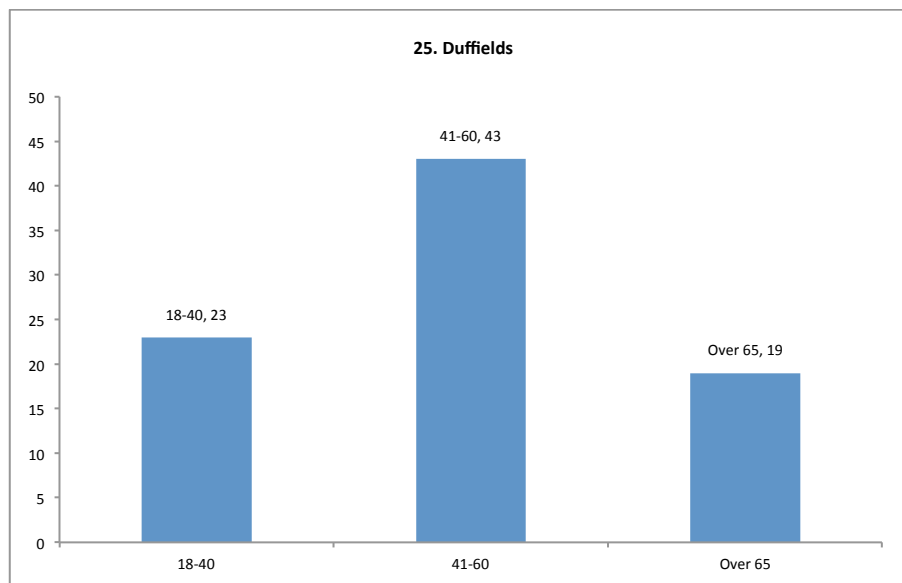


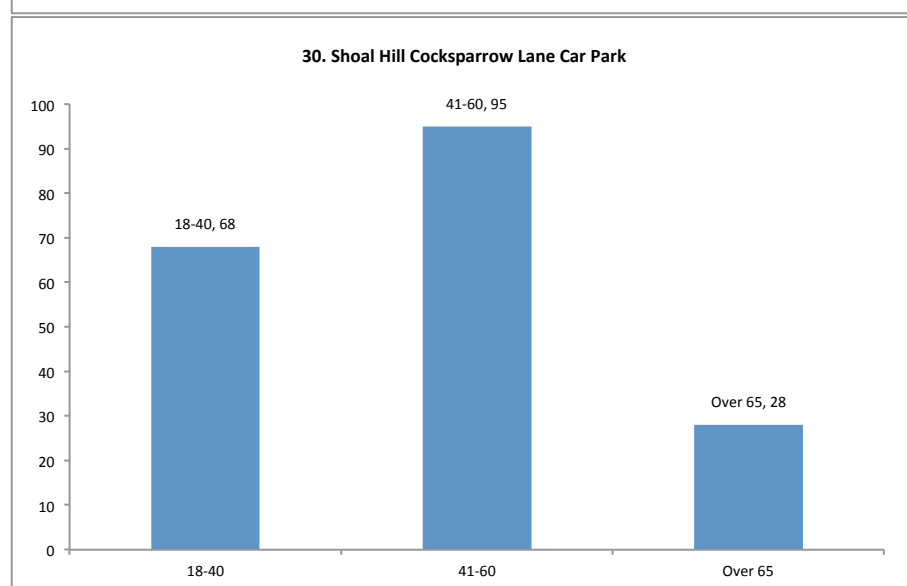
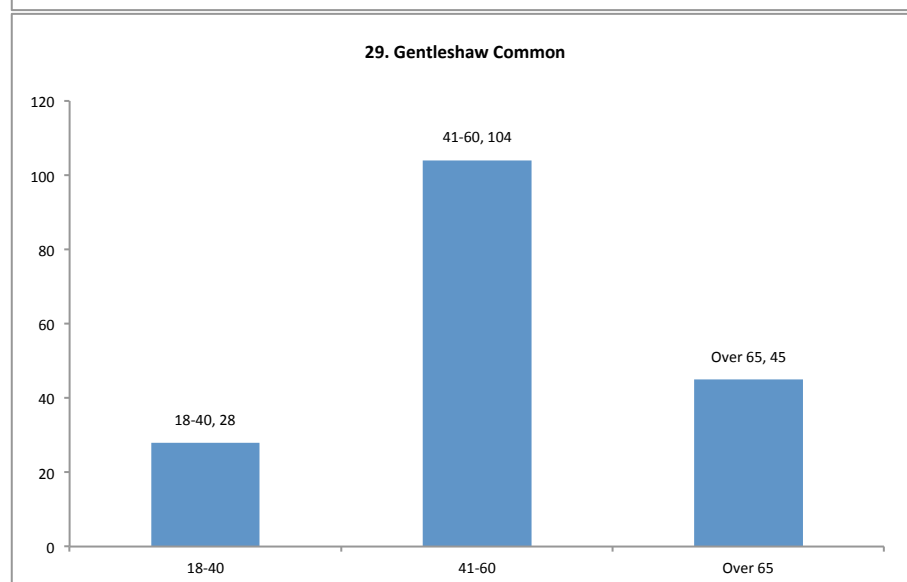
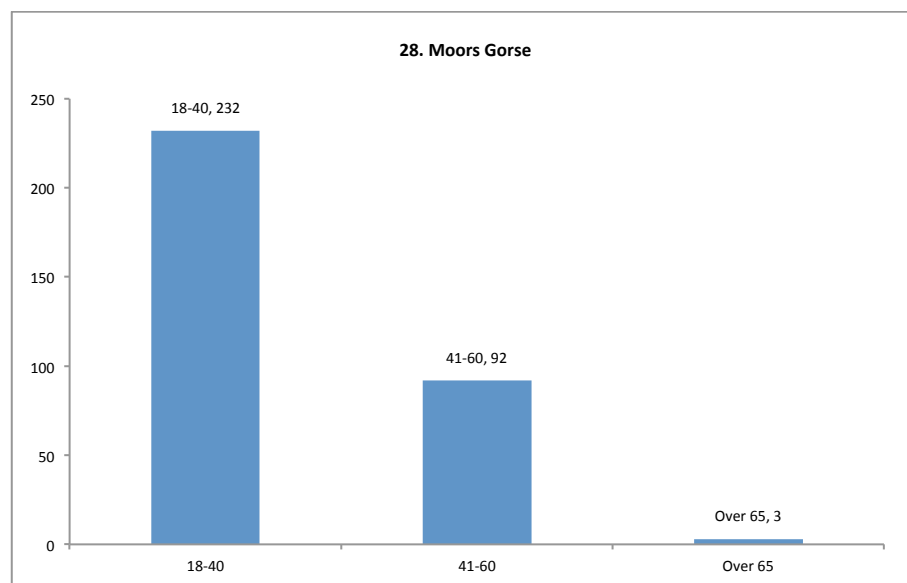




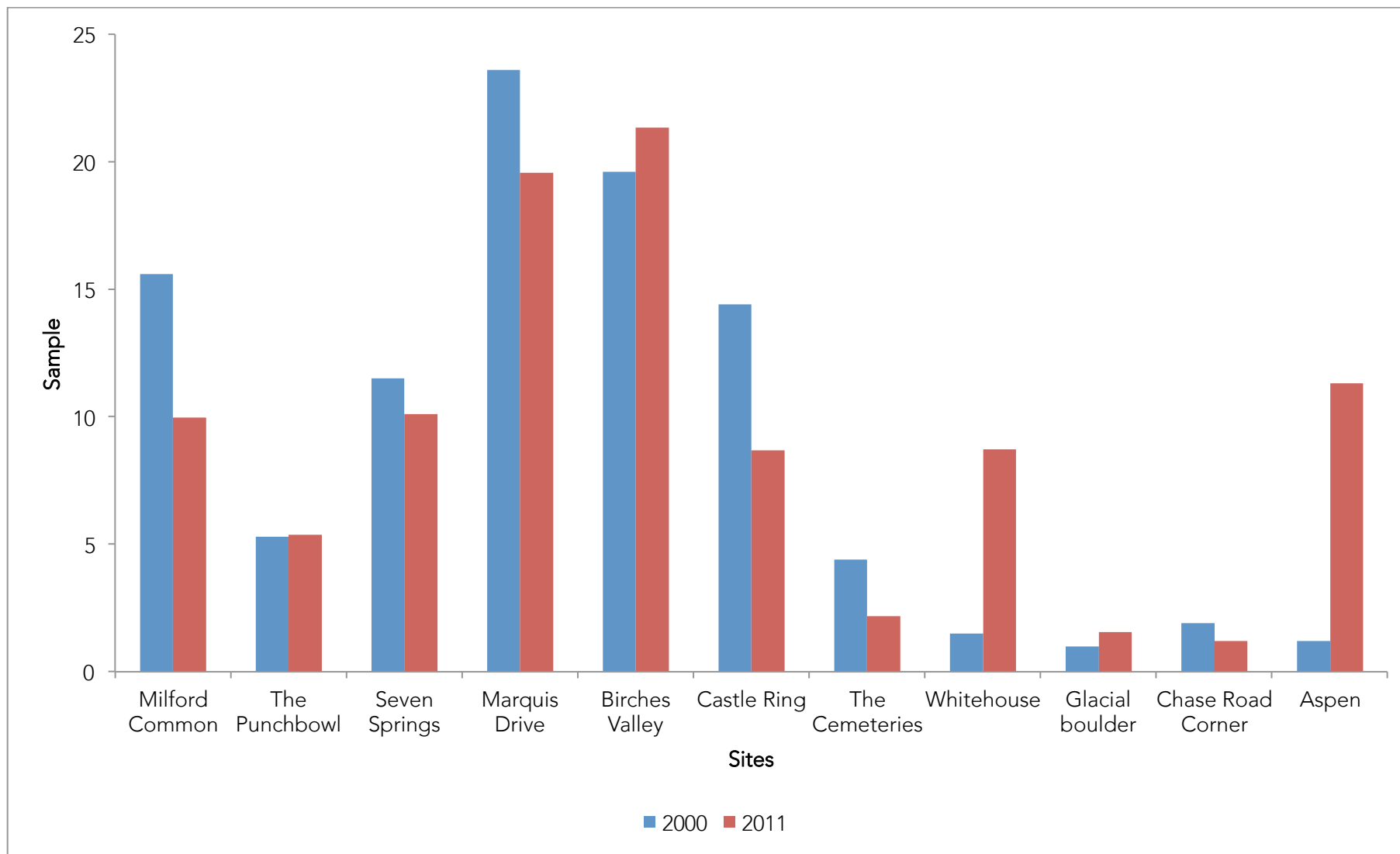




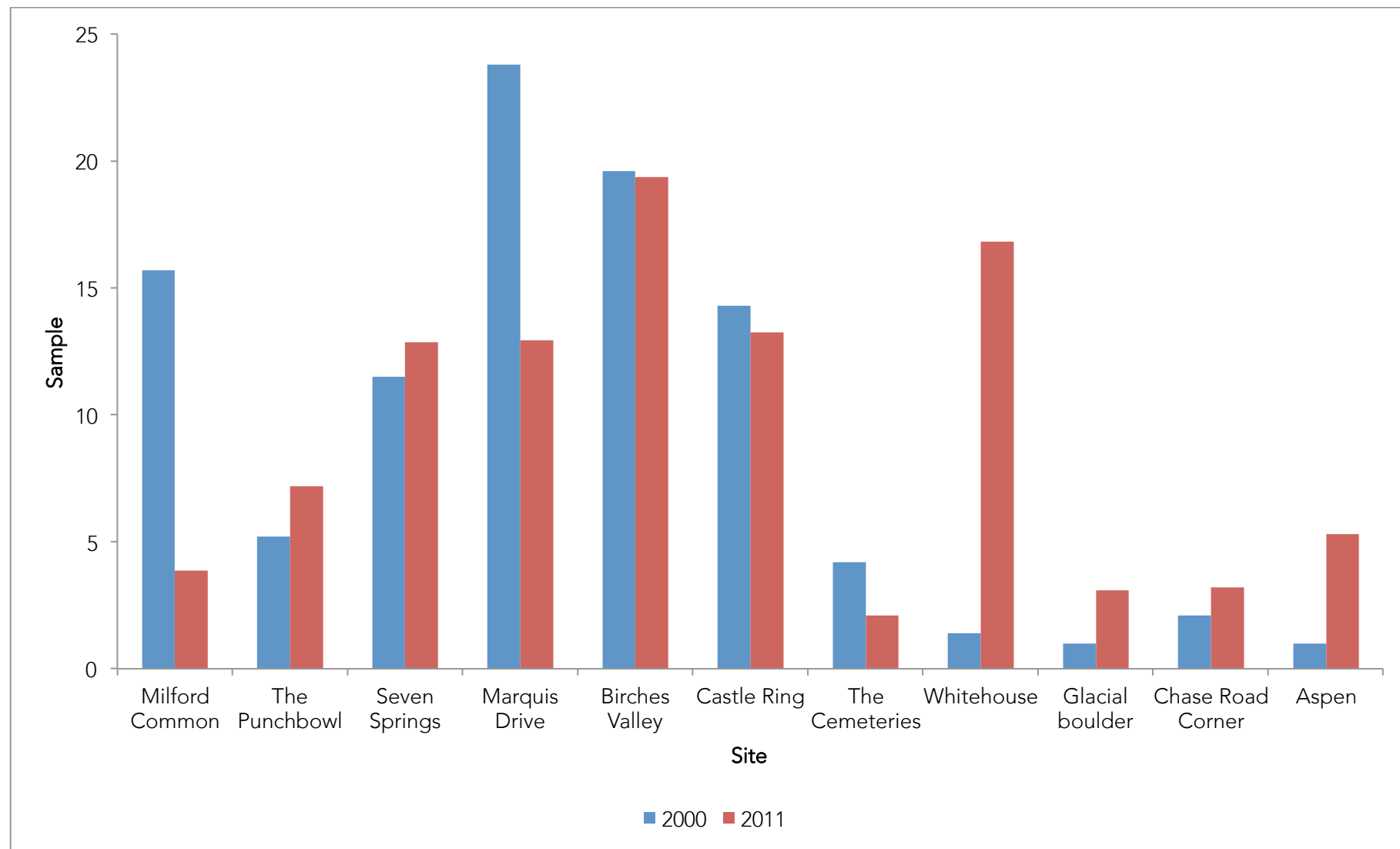




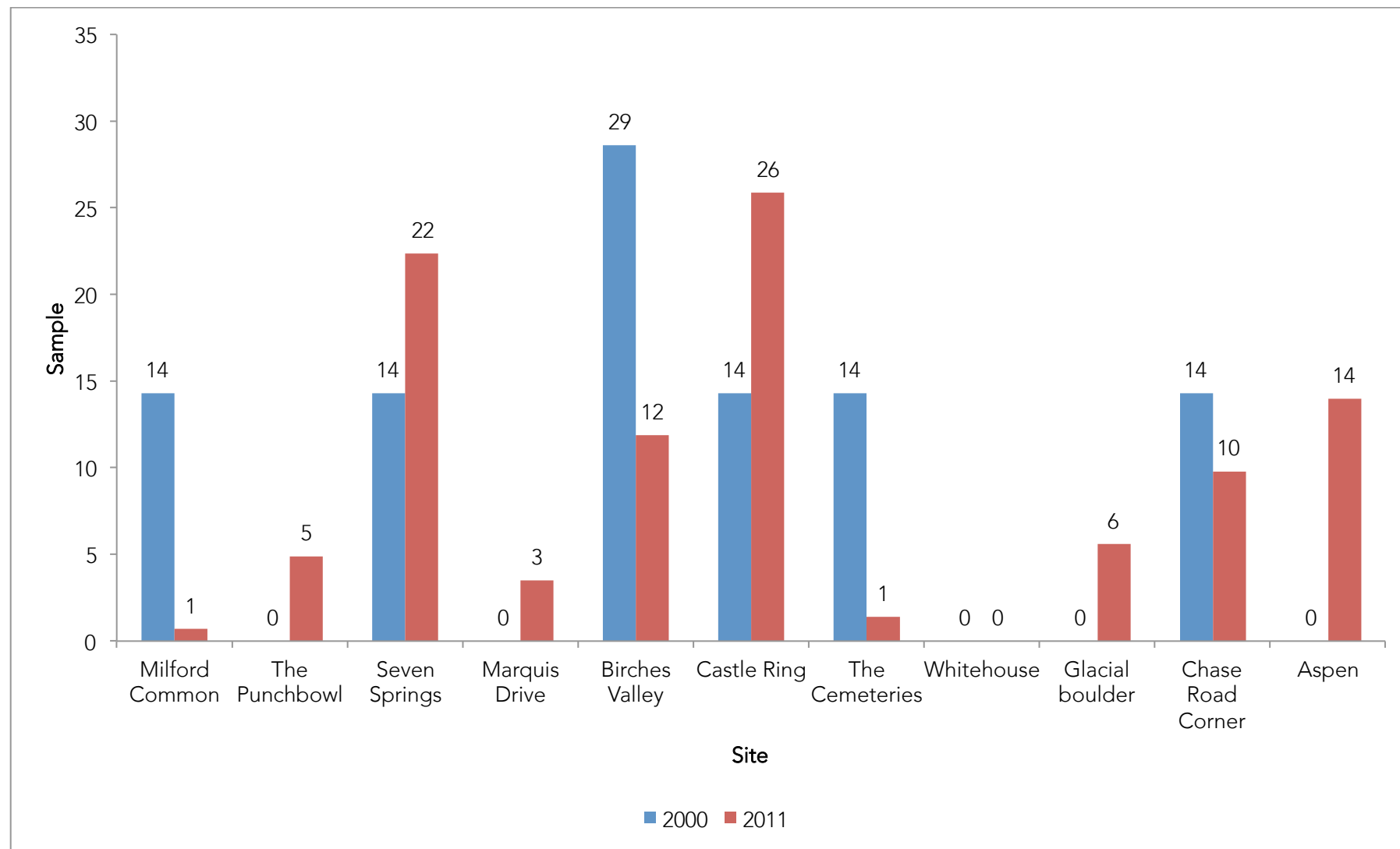
Appendix C: Comparison Data



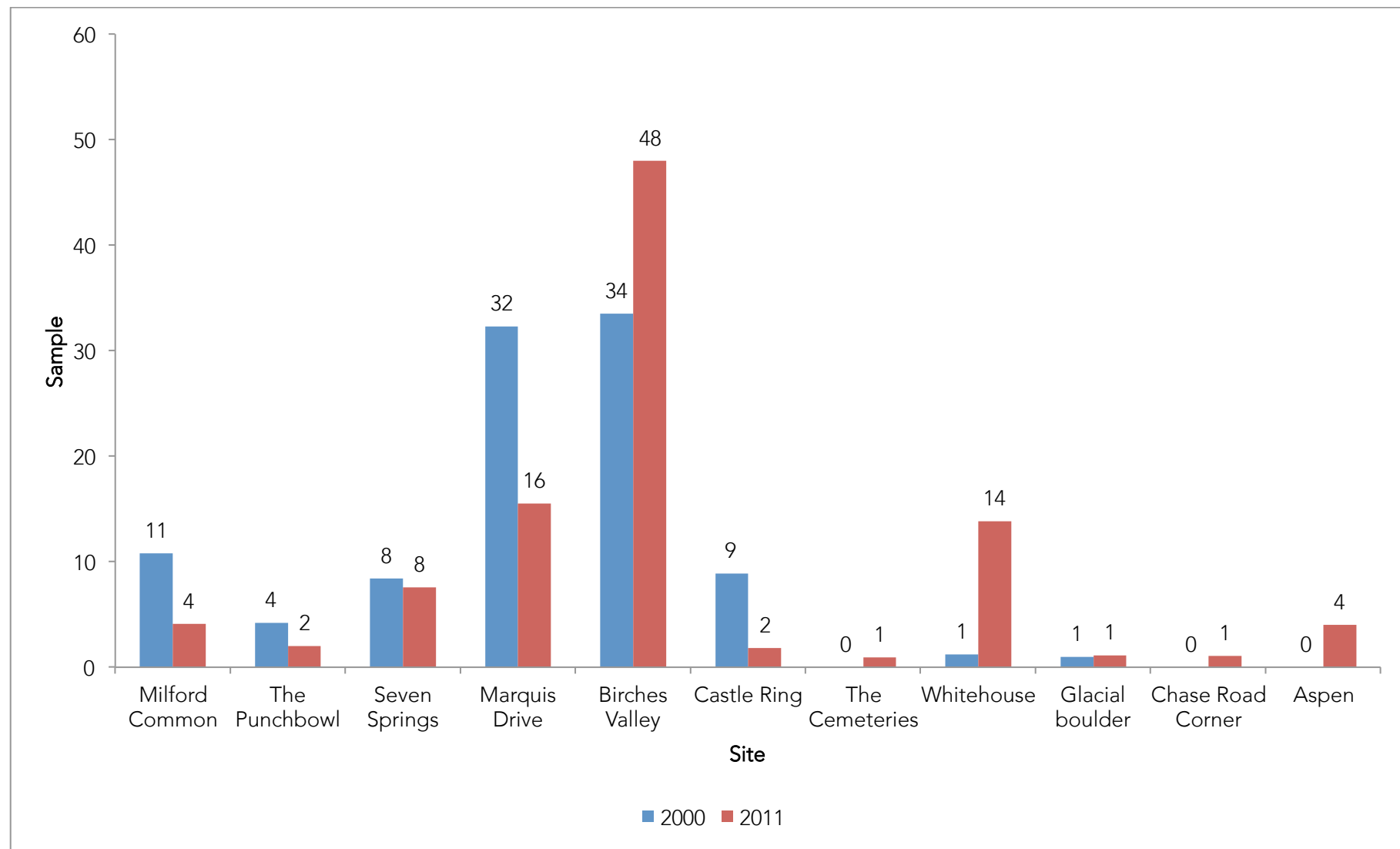
2000-2010/11 Comparison - Walking



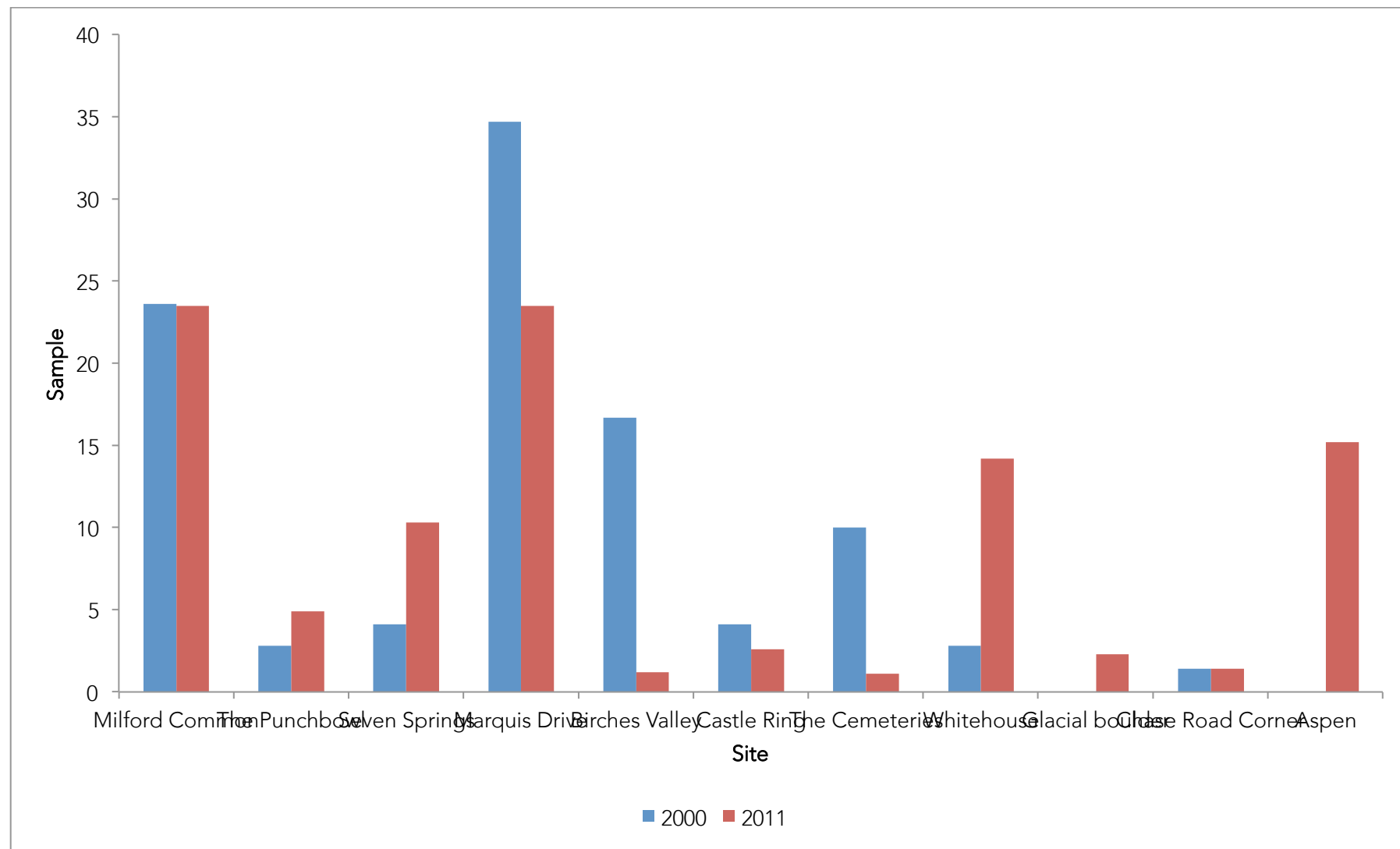
2000-2010/11 Comparison – Dog Walking



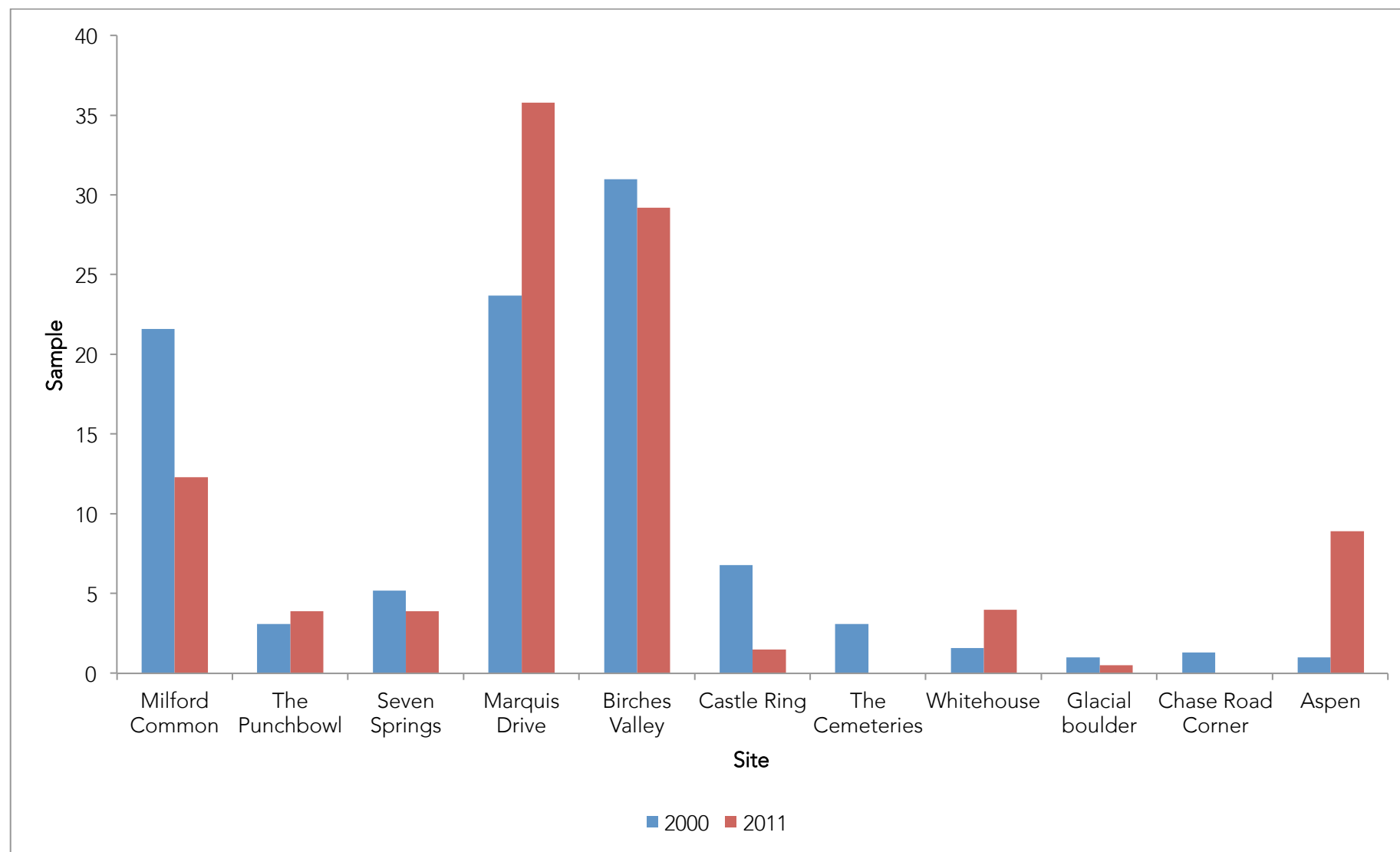
2000-2010/11 Comparison – Horse Riding



2000-2010/11 Comparison - Cycling



2000-2010/11 Comparison – Stay in Car/Car Park



2000-2010/11 Comparison – Other

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Appendix D: Visitor Survey Data

Site Number	Site	SURVEY PERIOD		No. of Weeks				
		Autumn/Winter		19.57				
		Week Day			Weekend			Total
		1 Day	Weekday Total	Period Total	1 Day	Weekend Total	Period Total	Number of Visits
1	Murgis Drive	86.00	425.00	8317.25	148.50	297.00	5812.29	14129.54
2	Birches Valley	761.00	3805.00	74463.85	160.50	321.00	6281.97	80745.82
3	Milford Common	47.00	235.00	4588.95	182.00	364.00	7123.48	11722.43
4	Castle Ring	76.00	380.00	7436.80	85.00	150.00	2544.10	9980.70
5	Seven Springs	55.00	275.00	5381.75	29.00	58.00	1125.06	6506.81
6	Commonwealth	163.00	815.00	15949.55	205.00	410.00	8023.70	23973.25
7	Punchbowl	49.00	245.00	4794.65	80.00	120.00	2348.40	7143.05
8	Stepping Stones	167.00	835.00	16340.95	84.00	168.00	3287.76	19628.71
9	Sherbrook Valley	110.00	550.00	10763.50	31.00	62.00	1213.34	11976.84
10	Fair Oak Pools	152.00	760.00	14873.20	52.00	104.00	2035.28	16908.48
11	Whitehouse	46.50	232.50	4550.03	49.00	98.00	1917.86	6467.89
12	Chase Road	122.00	610.00	11937.70	409.00	818.00	16008.28	27945.98
13	Hazel Slade	89.00	445.00	8708.65	84.00	128.00	2504.96	11213.61
14	Aspens	46.00	230.00	4501.10	352.00	704.00	13777.28	18278.38
15	Brook Lane	161.00	805.00	15753.85	82.00	164.00	3209.48	18963.33
16	The Cutting	103.00	515.00	10078.55	138.93	277.86	5437.76	15516.31
17	Brocton Coppice	231.00	1155.00	32388.35	111.00	222.00	4344.54	36732.89
18	Chase Vista	63.00	315.00	6184.55	425.00	850.00	16634.50	22799.05
19	Glacial Boulder	132.00	660.00	12916.20	29.00	58.00	1135.06	14051.26
20	Spring Slade	83.00	415.00	8164.55	104.00	208.00	4070.56	10235.11
21	Oldacre	92.00	460.00	9002.20	102.00	204.00	3992.28	12994.48
22	Brindley Bottom	12.00	60.00	1174.20	218.00	436.00	8532.52	9706.72
23	Toe H Trail	175.00	875.00	17123.75	348.00	696.00	13620.72	30744.47
24	West Cannock	50.00	250.00	4892.50	116.00	232.00	4540.24	9432.74
25	Duffields	61.00	305.00	5968.85	97.00	194.00	3796.58	9765.43
26	Kingsley Wood	94.00	470.00	9197.90	257.00	514.00	10058.98	19256.88
27	Abrahams Valley	80.00	400.00	7828.00	28.00	56.00	1095.82	8923.82
28	Moors Gorse	140.00	700.00	13869.00	81.00	162.00	3170.34	16989.34
29	Gentleshaw	90.00	450.00	8890.50	85.00	170.00	3326.90	12133.40
30	Shoal Hill	49.00	245.00	4794.65	55.00	110.00	2152.70	6947.35

Yellow shading indicates site survey data has been scaled up using average values from sites with primary survey data in the same time period in question e.g. weekday or weekend respectively.

Site Number	Site	SURVEY PERIOD		No. of Weeks				
		Christmas		2.00				
		Week Day			Weekend			Total
		1 Day	Weekday Total	Period Total	1 Day	Weekend Total	Period Total	Number of Visits
1	Marquis Drive	133.00	665.00	1330.00	275.00	550.00	1100.00	2430.00
2	Birches Valley	77.02	385.11	770.23	838.00	1676.00	3352.00	4122.23
3	Milford Common	77.02	385.11	770.23	275.00	550.00	1100.00	1870.23
4	Castle Ring	90.00	450.00	900.00	275.00	550.00	1100.00	2000.00
5	Seven Springs	221.00	1105.00	2210.00	275.00	550.00	1100.00	3310.00
6	Commonwealth	75.00	375.00	750.00	275.00	550.00	1100.00	1850.00
7	Punchbowl	77.02	385.11	770.23	275.00	550.00	1100.00	1870.23
8	Stepping Stones	14.00	70.00	140.00	275.00	550.00	1100.00	1240.00
9	Sherbrook Valley	25.00	125.00	250.00	275.00	550.00	1100.00	1350.00
10	Fair Oak Pools	77.02	385.11	770.23	275.00	550.00	1100.00	1870.23
11	Whitehouse	77.02	385.11	770.23	247.00	494.00	988.00	1758.23
12	Chase Road	18.00	90.00	180.00	275.00	550.00	1100.00	1280.00
13	Hazel Slade	78.00	390.00	780.00	275.00	550.00	1100.00	1880.00
14	Aspens	77.02	385.11	770.23	275.00	550.00	1100.00	1870.23
15	Brook Lane	55.50	277.50	555.00	168.00	336.00	672.00	1227.00
16	The Cutting	171.00	855.00	1710.00	275.00	550.00	1100.00	2810.00
17	Brocton Coppice	77.02	385.11	770.23	143.00	286.00	572.00	1342.23
18	Chase Vista	11.00	55.00	110.00	275.00	550.00	1100.00	1210.00
19	Glacial Boulder	19.00	95.00	190.00	275.00	550.00	1100.00	1290.00
20	Spring Slade	213.00	1065.00	2130.00	507.00	1014.00	2028.00	4158.00
21	Oldacre	77.02	385.11	770.23	78.00	156.00	312.00	1082.23
22	Brindley Bottom	168.00	840.00	1680.00	275.00	550.00	1100.00	2780.00
23	Toc H Trail	15.00	75.00	150.00	275.00	550.00	1100.00	1250.00
24	West Cannock	22.00	110.00	220.00	275.00	550.00	1100.00	1320.00
25	Duffields	24.00	120.00	240.00	275.00	550.00	1100.00	1340.00
26	Kingsley Wood	117.00	585.00	1170.00	153.00	306.00	612.00	1782.00
27	Abrahams Valley	24.00	120.00	240.00	275.00	550.00	1100.00	1340.00
28	Moors Gorse	127.50	637.50	1275.00	275.00	550.00	1100.00	2375.00
29	Gentleshaw	43.50	217.50	435.00	66.00	132.00	264.00	699.00
30	Shoal Hill	30.00	150.00	300.00	275.00	550.00	1100.00	1400.00

Yellow shading indicates site survey data has been scaled up using average values from sites with primary survey data in the same time period in question e.g. weekday or weekend respectively.

Site Number	Site	SEASONAL PERIOD		No. of Weeks				
		Easter		2.85				
		Week Day			Weekend			Total
		1 Day	Weekday Total	Period Total	1 Day	Weekend Total	Period Total	Number of Visits
1	Marquis Drive	673.00	3365.00	9590.25	202.60	405.20	1154.82	10745.07
2	Birches Valley	787.00	3935.00	11357.25	202.60	405.20	1154.82	12512.07
3	Milford Common	390.00	1950.00	5557.50	268.00	536.00	1527.60	7085.10
4	Castle Ring	188.00	940.00	2683.25	202.60	405.20	1154.82	3848.07
5	Seven Springs	258.00	1290.00	3676.50	202.60	405.20	1154.82	4831.32
6	Commonwealth	50.00	250.00	712.50	202.60	405.20	1154.82	1867.32
7	Punchbowl	178.00	890.00	2508.00	202.60	405.20	1154.82	3662.82
8	Stepping Stones	218.00	1090.00	3078.00	202.60	405.20	1154.82	4232.82
9	Sherbrook Valley	134.00	670.00	1909.50	202.60	405.20	1154.82	3064.32
10	Fair Oak Pools	367.00	1835.00	5229.75	202.60	405.20	1154.82	6384.57
11	Whitehouse	500.00	2500.00	7125.00	202.60	405.20	1154.82	8279.82
12	Chase Road	59.00	295.00	840.75	202.60	405.20	1154.82	1995.57
13	Hazel Slade	49.00	245.00	698.25	202.60	405.20	1154.82	1853.07
14	Aspens	189.33	946.67	2698.00	84.00	168.00	478.60	3176.60
15	Brook Lane	118.00	590.00	1681.50	202.60	405.20	1154.82	2836.32
16	The Cutting	79.00	395.00	1125.75	202.60	405.20	1154.82	2280.57
17	Brocton Coppice	202.48	1012.41	2885.36	405.00	810.00	2308.50	5193.86
18	Chase Vista	87.00	435.00	1239.75	202.60	405.20	1154.82	2394.57
19	Glacial Boulder	72.00	360.00	1026.00	202.60	405.20	1154.82	2180.82
20	Spring Slade	261.00	1305.00	3719.25	202.60	405.20	1154.82	4874.07
21	Oldacre	130.00	650.00	1852.50	202.60	405.20	1154.82	3007.32
22	Brindley Bottom	202.48	1012.41	2885.36	202.60	405.20	1154.82	4040.18
23	Toc H Trail	120.00	600.00	1710.00	202.60	405.20	1154.82	2864.82
24	West Cannock	99.00	495.00	1410.75	202.60	405.20	1154.82	2565.57
25	Duffields	55.00	275.00	783.75	202.60	405.20	1154.82	1938.57
26	Kingsley Wood	94.67	473.33	1349.00	160.00	320.00	912.00	2261.00
27	Abrahams Valley	57.33	286.67	817.00	202.60	405.20	1154.82	1971.82
28	Moors Gorse	172.00	860.00	2451.00	202.60	405.20	1154.82	3605.82
29	Gentleshaw	74.67	373.33	1064.00	96.00	192.00	547.20	1611.20
30	Shoal Hill	202.48	1012.41	2885.36	202.60	405.20	1154.82	4040.18

Yellow shading indicates site survey data has been scaled up using average values from sites with primary survey data in the same time period in question e.g. weekday or weekend respectively.

Site Number	Site	SEASONAL PERIOD		No. of Weeks				
		Spring & Summer		8.71				
		Week Day			Weekend			Total
		1 Day	Weekday Total	Period Total	1 Day	Weekend Total	Period Total	Number of Visits
1	Marquis Drive	332.00	1660.00	14458.60	810.67	1621.33	14121.81	28580.41
2	Birches Valley	217.00	1085.00	9450.35	659.67	1317.33	11473.97	20924.32
3	Milford Common	117.33	586.67	5109.87	293.33	586.67	5109.87	10219.73
4	Castle Ring	152.00	760.00	6619.60	288.00	576.00	5016.96	11636.56
5	Seven Springs	204.00	1020.00	8684.20	269.00	532.00	4633.72	13517.92
6	Commonwealth	117.33	586.67	5109.87	267.41	534.82	4658.32	9768.19
7	Punchbowl	159.00	795.00	6924.45	138.67	277.33	2415.57	9340.02
8	Stepping Stones	117.33	586.67	5109.87	267.41	534.82	4658.32	9768.19
9	Sherbrook Valley	117.33	586.67	5109.87	267.41	534.82	4658.32	9768.19
10	Fair Oak Pools	213.00	1065.00	9276.15	426.00	852.00	7420.92	16697.07
11	Whitehouse	81.00	405.00	3527.55	306.00	612.00	5330.52	8858.07
12	Chase Road	117.33	586.67	5109.87	267.41	534.82	4658.32	9768.19
13	Hazel Slade	48.00	240.00	2090.40	57.00	114.00	992.94	3083.34
14	Aspens	102.00	510.00	4442.10	159.00	318.00	2769.78	7211.88
15	Brook Lane	40.00	200.00	1742.00	94.67	189.33	1649.09	3391.09
16	The Cutting	22.67	113.33	987.13	74.67	149.33	1300.69	2287.83
17	Brocton Coppice	153.00	765.00	6663.15	148.00	296.00	2578.16	9241.31
18	Chase Vista	38.00	190.00	1654.90	63.00	126.00	1097.46	2752.36
19	Glacial Boulder	117.33	586.67	5109.87	267.41	534.82	4658.32	9768.19
20	Spring Slade	61.00	305.00	2656.55	282.40	564.80	4919.41	7575.96
21	Oldacre	27.00	135.00	1175.85	74.00	148.00	1293.08	2464.93
22	Brindley Bottom	117.33	586.67	5109.87	267.41	534.82	4658.32	9768.19
23	Toc H Trail	51.00	255.00	2221.05	147.00	294.00	2560.74	4781.79
24	West Cannock	68.00	340.00	2961.40	267.41	534.82	4658.32	7619.72
25	Duffields	117.33	586.67	5109.87	267.41	534.82	4658.32	9768.19
26	Kingsley Wood	99.00	495.00	4311.45	132.00	264.00	2298.44	6610.89
27	Abrahams Valley	55.00	275.00	2395.25	592.00	1184.00	10312.64	12707.89
28	Moors Gorse	302.00	1510.00	13152.10	696.00	1392.00	12124.32	25276.42
29	Gentleshaw	66.00	330.00	2874.30	96.00	192.00	1672.32	4546.62
30	Shoal Hill	90.67	453.33	3948.53	80.00	160.00	1393.60	5342.13

Yellow shading indicates site survey data has been scaled up using average values from sites with primary survey data in the same time period in question e.g. weekday or weekend respectively.

Site Number	Site	SEASONAL PERIOD		No. of Weeks				
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Appendix E: Survey Methodology

Introduction

This chapter draws on information from “AONB Visitor Survey Work – Notes for Volunteers Conducting Work” produced by the CCAONB Management Team to guide volunteers, in 2011.

Survey Timing

Visitor surveys were comprised of two hours of sampling within the following periods: 07.30 – 10.00, 10.30 – 13.00 and 13.30-16.00. For each assigned location a survey was conducted at each of the periods. The surveys could be carried out in a day or throughout the week. During the Spring/Summer, Easter and Summer Holidays survey periods an additional timeslot of 16.30 – 19.00 was required due to the increased hours of daylight.

For each surveyed location volunteers were required to ensure that all three primary time periods are surveyed on both a weekday and weekend. This comprised a total of twelve hours per location. The extended surveying hours during the Spring/Summer, Easter and Summer Holidays required a total of sixteen hours of surveying to account for the additional survey times.

There were a total of five survey periods; these are shown in **Table E1**:

Table E.1: Breakdown of survey periods

Survey	Date from	Date to	Comments	No. of Surveys
Autumn / Winter Survey	15 th October 2010	14 th March 2011	Half term 23 rd Oct – 31 st Oct Exclude Christmas 12 Hours Surveying – at both Week and Weekend	176
Christmas Survey	21 st December 2010	3 rd January 2011	12 Hours Surveying – either Week or Weekend	63
Easter 2011 holiday survey	11 th April	1 st May	16 Hours Surveying – either Week or Weekend	111
Spring / summer 2011 Survey	May 1 st 2011	June 30 th 2011	16 Hours Surveying – at both Week or Weekend	161
Summer holiday 2011 survey	July 19 th 2011	August 31 st 2011	16 Hours Surveying – at both Week or Weekend	121

For the primary survey periods: Autumn/Winter, Spring/Summer and Summer holidays, data collection was undertaken during both weekdays and weekends. The secondary survey periods: Christmas and Easter only required one day of data collection at either a weekday or weekend.

Survey Activity

The visitor survey includes two main features; general counts and detailed questionnaires. The following information was recorded on all survey sheets:

- Recorders Name;
- Date & Day of Week;
- Time Slot;
- Location and Site Number;
- Prevailing Weather Conditions.

General Site Counts

The general counts were designed to collect information on visitor numbers and activities at the sample site.

- Counts of all visitors to the survey site;
- Classify visitors by their activity into one of the pre-designed categories;
- Basic information relating to the surveying period.

Interviews/Questionnaires

Interviewing visitors provides a greater range of data based upon standardised responses. The questionnaire consisted of eleven questions and basic demographic information including gender and age. Instructions to volunteer surveyors were as follows:

- Randomly interview as many visitors as possible within the survey time period;
- Do not interview anyone under the age of 18;
- Interview only one person per group;
- Attempt to ensure a range of age and gender;
- Be polite and courteous at all times;
- The questionnaire is designed as an interview, read the questionnaire out to the interviewee and record the relevant information including any additional comments. Upon completion record the date, time, questionnaire number and surveyors name;
- Question 1 records interviewee postcode information. Attempt to record entire postcode e.g.: ST10 4XB. If interviewee inquires as to the requirement, explain that postcode information will allow us to look at spatial data. Reassure them that the postcode will not allow us to trace questionnaires back to individual properties as there are typically at least 20 or so houses per postcode.
- Only interview a person once, but record that person on a tally sheet

Source: Cannock Chase AONB Management Team (2010)

Additional Information

If any interviewee or member of the public requested further information regarding the visitor survey, the surveyors were instructed to explain more about the project and ask them to contact the AONB office for any further enquiries. Surveyors were also provided with an information sheet to give out to any member of the public who required further information.

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