



Wealden Heaths and Shortheath Common 2018 Visitor Surveys

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Summary

This report provides the results of a visitor survey at a number of heathland sites in East Hampshire, part of the Wealden Heaths, including the nearby Shortheath Common. These surveys update a previous survey undertaken in 2012. Surveys covered five separate heathland sites (using 23 survey locations), and involved face-to-face interviews and tally counts of passing people between 9th June and 21st July 2018.

16 hours of surveys were undertaken at each survey point (368 hours of survey in total). We recorded a total of 1,370 groups, consisting of 2,012 people, entering the sites. The mean group size across all survey sites was 1.5 people with 1.3 adults, 0.2 minors and 1.0 dogs per group. The busiest site was by far Ludshott & Bramshott, with an average of 11 people entering per hour, compared to just 2.3 at Shortheath. At individual survey points, the number of people per hour ranged from 26 at Ludshott, Waggoner's Wells to 0.3 at Woolmer, Hollywater layby. Numbers of dogs were also counted: there were 10 survey points where the number of dogs exceeded the number of groups, and therefore on average, more than 1.0 dogs per group. At a site level, weekends were typically busier than weekdays, however this was not the case when considering individual survey points.

A total of 457 interviews were conducted with visitors, on average 20 per survey point, but ranging from just 1 interviewee at the Hollywater layby to 74 at Waggoner's Wells. The vast majority of interviewees were visiting directly from home – 96% of interviewees – however interviewees included people from as far away as Scotland (on holiday in the area). Almost three quarters of interviewees were dog walkers (71%), followed by walkers (12%), cyclists/mountain bikers (5%), joggers/runners (4%) and groups on family outings (3%). However, there were some clear differences in activities between sites and especially between survey points.

Overall, three quarters of interviewees were on site for less than 1 hour, with some slight differences between sites. We also found three quarters visited at least 2 to 3 times a month or more frequently – with a quarter of all interviewees visiting sites at least daily. There were greater differences between sites in terms of visit frequency, with the percentage of daily visitors ranging from 46% at Shortheath to just 11% at Broxhead. Roughly three quarters of interviewees said they visited equally all year round, with summer and spring the most popular with those who selected one or more individual seasons. Approximately half of interviewees had been visiting the sites for more than 10 years and around two thirds accessed the sites by car, but with marked differences between survey points.

The main reason for site choice, i.e. why the interviewee chose that location on that day was that it was close to home – the single main reason for roughly two in five interviewees. Other important factors were that it was good for the dog/the dog enjoys it, the scenery or variety of views, the ability to let dog off lead and the presence of water (all mentioned by more than 20% of interviewees).

Interviewees also visited alternative sites that included the Devil's Punch Bowl, Frensham Pond, Alice Holt and some of the other sites covered in the visitor survey.

Overall, 86% of interviewees were from Hampshire, and 85% specifically from East Hampshire. Interviewees were mostly from parishes of Headley (23%), Whitehill (which includes Bordon, 16%) and Bramshott and Liphook (12%). Linear distances between the home postcode and the survey point were on average 6.3 km (mean), with half living within a 2.3 km radius (median) and three quarters within 3.9 km. These distances for interviewees differed at a statistically significant level when examined by: survey site, survey point, activity, mode of transport and visit frequency. Visitors arriving on foot, at Woolmer, and those who were dog walking or walking lived the closest to the survey points. The longest distances were typically for those who travelled by car or bicycle, at Kingsley or Ludshott & Bramshott, who were angling or wildlife watching.

Routes of interviewees during their visit were recorded as part of the survey and an average length was around 2.1 (median) to 2.6 km (mean). Route length for the two main activity groups, dog walkers and walkers, had a mean length of 2.5 km (median 2.0 km) and 3.4 km (2.8 km) respectively. Woolmer had noticeably the longest routes, with a median of 3.6km, influenced in part by the longer routes of runners and cyclists. Routes at the three sites of Kingsley, Broxhead and Shortheath were also noted to overlap with each other on occasion, as visitors use this complex of sites. Visitor footfall was often concentrated along some short, key sections of path. On some sites such as Broxhead, visitor footfall was dispersed at a low density across almost the entire site.

The survey results provide a snapshot across a wide area. It is important to note there was a high refusal rate at some locations, due to a number of reasons that included visitors in a hurry as on site before work, a high proportion of cyclists and runners who were reluctant to stop and unusually hot weather conditions. The unusually hot weather was also noted to influence access patterns; for example visitors' routes were shorter and it was clear interviewees had selected to visit shaded sites or those with water.

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Visitor survey fieldwork was undertaken by Alison Jay, Graham Blight, Graham Sadler, Jackie Lake, Mel Roach, Philippa Crooke and Su Powner. Tally data were entered by Fenella Lewin and routes were digitised by Damiano Weitowitz.

Finally, our thanks to the members of the public who gave up their time to participate in the surveys.

1. Introduction

- 1.1 This report presents the results from a visitor survey conducted on two Special Area of Conservation (SAC) sites, Woolmer Forest and Shortheath Common, and on part of the Wealden Heaths Phase II Special Protection Area (SPA). These visitor surveys were commissioned by AECOM, on behalf of East Hampshire District Council, to allow an examination of the visitor patterns and understand levels of use on these internationally important wildlife sites. The survey was commissioned to update a previous visitor survey conducted in 2012 (see Brookbank, 2012).

European Sites

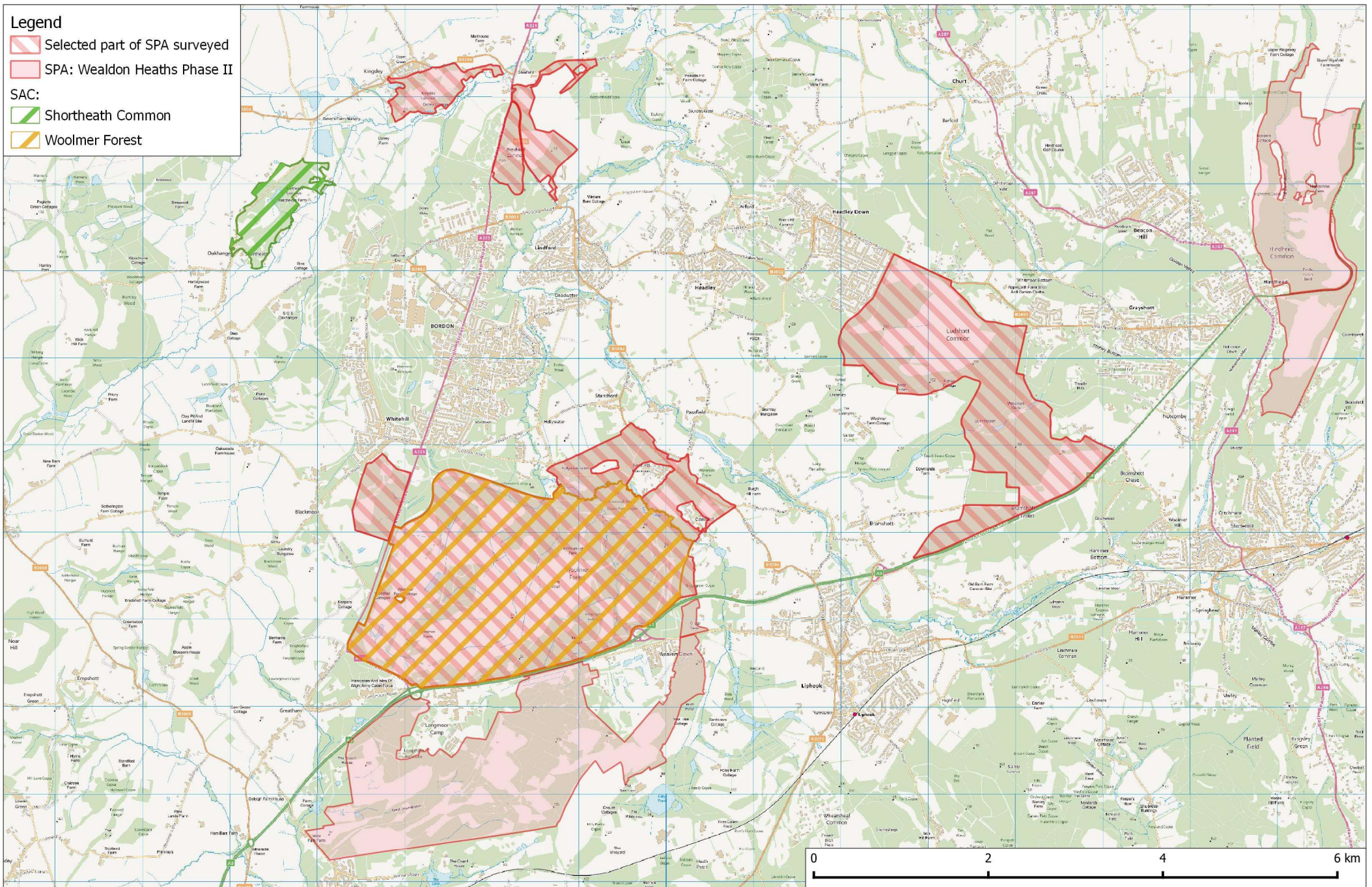
- 1.2 The visitor survey focused on the selected Hampshire parts of the Wealden Heaths Phase II SPA (excluding Devil's Punch Bowl, Hindhead and the Longmoor Inclosure of Woolmer Forest - south of the A3) and Woolmer Forest and Shortheath Common SAC, as shown in Map 1.
- 1.3 The Wealden Heaths Phase II SPA covers approximately five key "sites" spanning Hampshire and Surrey. This complex of heathland sites is notified for breeding populations of the three protected bird species; nightjar *Caprimulgus europaeus*, woodlark *Lullula arborea*, and Dartford warbler *Sylvia undata*¹.
- 1.4 The two SAC sites are: Shortheath Common and Woolmer Forest (the latter of which is also encompassed in the Wealden Heaths Phase II SPA area). Shortheath Common contains important valley mire, but also dry heath and bog woodland². Woolmer Forest is primarily designated for its dry heath (the largest and most diverse area of lowland heath in Hampshire), an 8 ha humic pond and unusual seepage mires³.

¹ <http://jncc.defra.gov.uk/pdf/SPA/UK9012132.pdf>

² <http://jncc.defra.gov.uk/protectedsites/sacselection/sac.asp?EUCode=UK0030275>

³ <http://jncc.defra.gov.uk/protectedsites/sacselection/sac.asp?EUCode=UK0030304>

Map 1: Location of the SPA and SAC sites surveyed.



Contains Ordnance Survey data © Crown copyright and Database Right 2018. Contains map data © OpenStreetMap contributors. Terms: www.openstreetmap.org/copyright Designated site boundaries download from the Natural England website © Natural England.

2. Visitor survey methodology

- 2.1 Sites selected for surveying were determined by the East Hampshire District Council and AECOM, and individual survey points were a subset of the points surveyed in 2012 (Brookbank, 2012).
- 2.2 Surveys involved a surveyor standing on site at each set survey point to interview passing site users. While on site, in order to understand levels of access, the surveyors also maintained a tally count of the number of people seen to be using the site. This survey work follows a standardised methodology, developed over the past twelve years by Footprint Ecology and used on a wide range of sites.

Surveying locations

- 2.3 The survey locations cover five sites and 23 survey locations (Table 1 and Map 2). The five sites were;
- Shortheath Common
 - Kingsley Common
 - Broxhead Common
 - Woolmer Forest
 - Ludshott & Bramshott Common.
- 2.4 Survey points, where possible, were identical locations to those used in the 2012 survey. Some points had to be repositioned slightly to cover changes in access since then. More significant relocations due to considerable changes over the 6 years since the previous survey were;
- Point 3 was positioned further into the site, at an intersection within the site, as no interviewees were recorded from the old point in the 2012 surveys.
 - Point 8 was moved further into the site, as the car park previously used is now private, but there is still access from footpaths and bridleways.
 - Point 16 was moved, as the car park previously used has now closed, but cycle lane improvements appear to have been made and therefore there is still significant access via other points.
 - Point 20 was moved further into the site, down Ludshott Common Road (access appears much more diffuse along this road, and this was considered the best location to intercept visitors).
 - Point 17 has been moved further into the site to reflect apparent changes in paths.

Table 1: List of the 23 survey points and details of the location and how tally counts were conducted at each point. Old ID locations from the 2012 survey are also given.

| Site | New ID | Location name | Interviews | Tally | Old ID |
|-------------------|--------|-----------------------|--|---|--------|
| Shortheath Common | 1 | Main car park | Interviewing in the main car park | Single tally anyone enter/leave/passing through bounds of car park | 1A |
| | 2 | Oakhanger playground | Interviewing at the entrance beside Oakhanger playground | Single tally enter/leave site (include both tracks) | 1B |
| | 3 | Central | Interviewing at track intersection | Two tallies- enter/leave from east and separately all others passing | 1C |
| Kingsley Common | 4 | Main car park | Interviewing in the main car park | Single tally anyone enter/leave/passing through bounds of car park | 2A |
| | 5 | Gold Hill | Interviewing at access point from houses (note no parking here) | Single tally enter/leave site | 2B |
| | 6 | Fir Hill | Interviewing at access point of people from over Oxney Stream | Single tally enter/leave site | 2C |
| | 7 | Forge Road | Interviewing at access point of footpath (people accessing past Glen Farm) | Single tally enter/leave site | 2D |
| Broxhead Common | 8 | Cricket Club entrance | Interviewing at access point beside entrance sign to site | Two tallies- enter/leave into site and separately all others passing | 3A |
| | 9 | B3004 layby | Interviewing at access point of footpath. Survey point set back into the site to interview other people moving within the site. | Two tallies- enter/leave into site and separately all others passing | 3B |
| | 10 | Royal Drive | Interviewing along footpath at access point beside MOD sign into site | Single tally enter/leave site | 3C |
| | 11 | A325 layby | Interviewing at access point of path into site. Survey point set back into the site to interview other people moving within the site. | Single tally enter/leave site from layby | 3D |
| | 12 | Western edge entrance | Interviewing at access point of bridleway into site. Survey point set back into the site to interview other people moving within the site. | Two tallies- enter/leave into site and separately all others passing | 3E |
| Woolmer Forest | 13 | Hollywater layby | Interviewing at access point of path into site from very small layby beside along access road. | Single tally enter/leave at path | 7A |
| | 14 | Passfield | Interviewing at access point of path into site (also car access road, but ignore these) | Single tally enter/leave | 7B |
| | 15 | Rifle range | Interviewing at intersection of paths, covering the perimeter road. | Two tallies- enter/leave into site on path from NW corner (beside roundabout) and separately all others passing | 8A |

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|-------------------------|----|------------------|---|--|-----|
| | 16 | Petersfield Road | Interviewing at first intersection of paths, covering the cycle path and dirt path into site. | Two tallies- enter/leave into site and separately all others passing | 8B |
| | 17 | Conford | Interviewing at intersection of paths. (note park further up and walk) | Single tally of any passing people | 8C |
| Ludshott Common | 18 | Main car park | Interviewing on single path from the car park | Single tally anyone enter/leave/passing through bounds of car park | 10A |
| | 19 | Bewleswood Farm | Interviewing on single path from the car park | Single tally enter/leave | 10B |
| | 20 | Grayshott | Interviewing in the main car park | Single tally anyone enter/leave/passing through bounds of car park | 10C |
| | 21 | Headley Down | Interviewing at intersection of paths beside NT sign. | Two tallies- enter/leave into site from car park and separately all others passing | 10D |
| | 22 | Waggoners Wells | Interviewing in the main car park | Single tally anyone enter/leave/passing through bounds of car park | 10F |
| Bramshott Common | 23 | Downlands | Interviewing in the main car park | Single tally anyone enter/leave/passing through bounds of car park | 10E |

Visitor surveying

Surveying procedure

- 2.5 Surveyors were positioned for two days at each survey point to conduct interviews with site users and count passing people. Potential interviewees were approached at random by selecting the next available interviewee once the preceding interview was completed. The surveyors conducted the interview on tablets using SNAP survey software⁴, an industry standard software for questionnaire design and visitor surveys. A full print out of our questionnaire used is included in Appendix 1. Interviewees' routes within the sites were plotted in the field as part of the questionnaire on paper maps, and subsequently digitised in GIS.
- 2.6 During the survey period time, the surveyor also maintained a count (a 'tally') of the number of discrete visitor groups, number of adults, minors, and dogs seen. These counts enabled us to then compare sites in terms of visitor volume/footfall, and to identify what proportion of visitors were interviewed at each location.
- 2.7 Tally counts excluded vehicles, as some survey points are located on access roads for residents. No sites were so busy that tally counts could not be accurately achieved simultaneously while interviews were undertaken. No unaccompanied minors were approached or interviewed (but were recorded in tallies).
- 2.8 Surveyors wore green hi-vis jackets with the Footprint Ecology logo and clearly identified themselves as visitor surveyors. Where parking was available, surveyors also had a poster clearly displayed in their car window to indicate that the visitor surveys were taking place.

Timings

- 2.9 Sixteen hours of survey work were conducted at each survey point, evenly split between weekends and weekdays and covering different times of day. Survey times were four two-hour blocks per day, with timings as follows: 0700-0900; 1000-1200; 1300-1500; 1700-1900. This ensured coverage over the whole day, while allowing the surveyors time for comfort breaks.

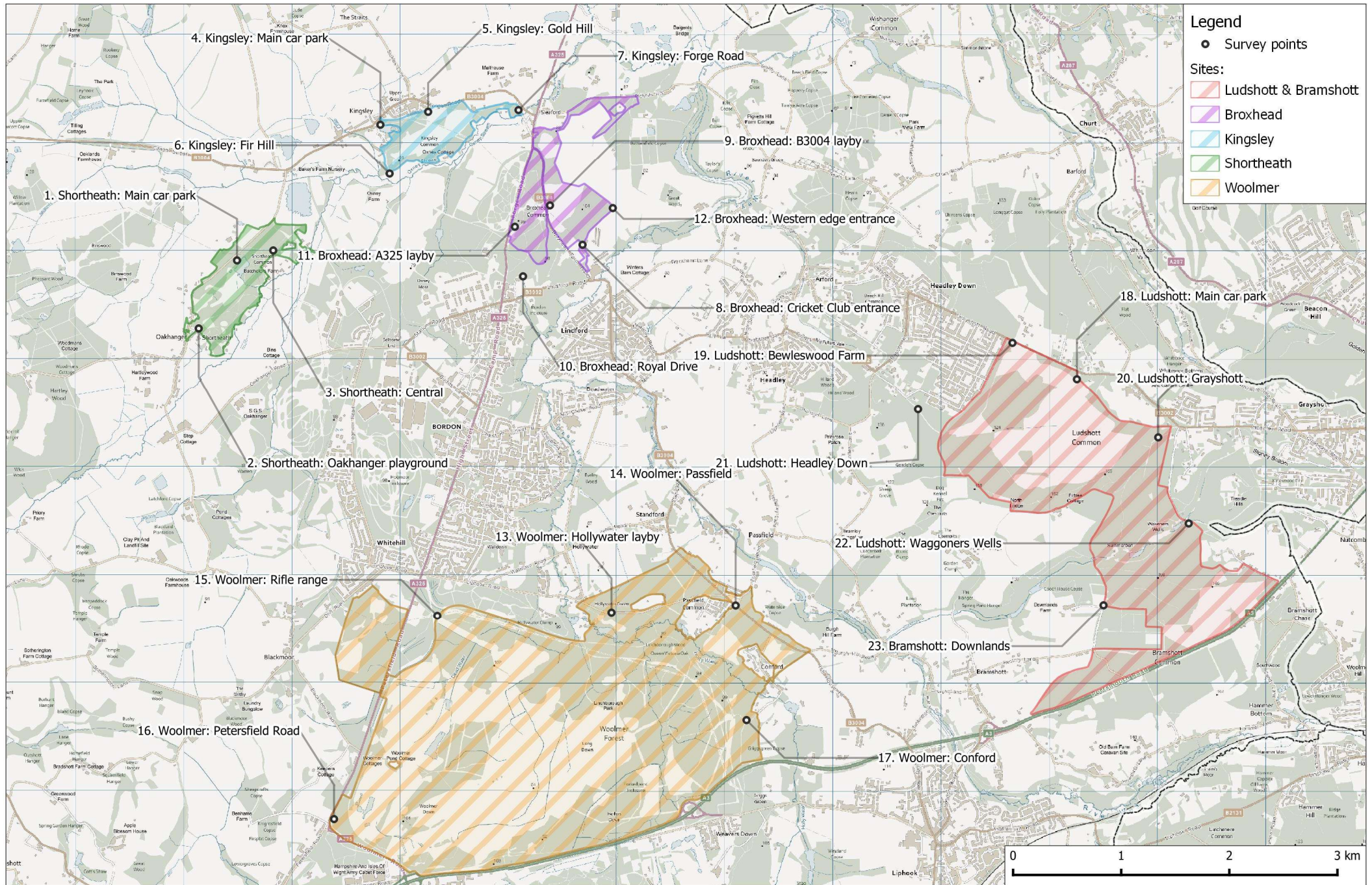
⁴ www.snapsurveys.com

- 2.10 All surveying was conducted during school term time, after the summer half term and before the start of the summer school holidays (term time between 4th June and 24th July).

Analysis

- 2.11 All route and postcode analysis were conducted in GIS, QGIS 2.18. Home postcodes were geocoded using Royal Mail Postzon postcode data, from 2018. Only full, valid postcodes were used in analysis of visitor origins, partial postcodes or named towns/villages were not included in any analysis due to the variation in precision.
- 2.12 Analyses in this report make use of a number of averages where appropriate, means and medians, and often presented together to examine the distribution of values. All data analysed with statistical tests were not normally distributed (usually positively skewed, with a small number of very high outlier values), and therefore we used non-parametric tests and median values. Box plots are often used to explore these data and show median values (horizontal lines), interquartile range (boxes) and the upper and lower limits of the data (whiskers). Mean values have been overlaid, shown as white circle makers, and outliers are shown as solid black circles.

Map 2: Location of survey points at selected sites.



3. Visitor Survey Data Collection

3.1 All surveying was undertaken between the 9th June and 21st July 2018. Exact dates of visitor surveying for each survey point location are given in Table 2.

Table 2: Surveying dates for each survey point location.

| Survey Point ID | First date | Last date | Survey Point ID | First date | Last date |
|-----------------|------------|------------|-----------------|------------|------------|
| 1 | 14/06/2018 | 16/06/2018 | 13 | 29/06/2018 | 01/07/2018 |
| 2 | 15/06/2018 | 17/06/2018 | 14 | 20/07/2018 | 21/07/2018 |
| 3 | 12/06/2018 | 16/06/2018 | 15 | 01/07/2018 | 03/07/2018 |
| 4 | 14/06/2018 | 17/06/2018 | 16 | 26/06/2018 | 30/06/2018 |
| 5 | 12/06/2018 | 17/06/2018 | 17 | 30/06/2018 | 02/07/2018 |
| 6 | 08/07/2018 | 09/07/2018 | 18 | 19/06/2018 | 23/06/2018 |
| 7 | 15/06/2018 | 17/06/2018 | 19 | 14/06/2018 | 16/06/2018 |
| 8 | 09/06/2018 | 11/06/2018 | 20 | 08/07/2018 | 09/07/2018 |
| 9 | 10/06/2018 | 12/06/2018 | 21 | 28/06/2018 | 30/06/2018 |
| 10 | 29/06/2018 | 01/07/2018 | 22 | 08/07/2018 | 09/07/2018 |
| 11 | 30/06/2018 | 02/07/2018 | 23 | 29/06/2018 | 01/07/2018 |
| 12 | 10/06/2018 | 11/06/2018 | | | |

3.2 At a single location, survey point 15, Woolmer Rifle Range, the survey point was located beside the firing range and during one session high velocity practice was being undertaken and the surveyor had to move to the edge of the site. This was to protect the surveyor's hearing, and because it was noted visitors were then avoiding the area. This resulted in a lack of tally data or interviews for half a session (between 1400 and 1500). No adjustments have been made in reported data to account for this, as it was felt the area was genuinely no longer being used by visitors and this is fairly typical feature of the location.

3.3 Weather conditions during June were mostly warm and pleasant, with the odd unsettled spell and some rainfall (but often small amounts) while July was mostly warm or hot and generally dry and sunny (Table 3). However, conditions were often uncharacteristic compared to long term climatic means (1981-2010). Weather in June and July was often well above the long-term mean in regards to temperature (4th warmest June in a series from 1910, and 2nd warmest July in a series from 1910) and rainfall (June 24% of average rainfall - 3rd driest June in a series from 1910 - July rainfall was 57%

of average)⁵. Surveyors noted that on some occasions it was becoming so hot that some interviewees, and in particular their dogs, were struggling in the heat.

⁵ <https://www.metoffice.gov.uk/climate/uk/summaries/2018/june>
<https://www.metoffice.gov.uk/climate/uk/summaries/2018/july>

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Table 3: Summary of weather conditions during surveys at each location.

| ID | Survey point location name | Number of sessions in each temperature | | | | Number of sessions with any rain | Number of sessions with rain in more than half of the session | Average cloud cover across all sessions (%) |
|----|----------------------------------|--|------|------|-----|----------------------------------|---|---|
| | | Cold | Mild | Warm | Hot | | | |
| 1 | Shortheath: Main car park | 2 | 1 | 5 | 0 | 1 | 1 | 80 |
| 2 | Shortheath: Oakhanger playground | 0 | 4 | 4 | 0 | 2 | 0 | 84 |
| 3 | Shortheath: Central | 4 | 2 | 2 | 0 | 0 | 0 | 64 |
| 4 | Kingsley: Main car park | 2 | 4 | 1 | 1 | 5 | 2 | 73 |
| 5 | Kingsley: Gold Hill | 3 | 2 | 1 | 2 | 1 | 0 | 72 |
| 6 | Kingsley: Fir Hill | 0 | 1 | 3 | 4 | 0 | 0 | 55 |
| 7 | Kingsley: Forge Road | 2 | 4 | 2 | 0 | 2 | 0 | 72 |
| 8 | Broxhead: Cricket Club entrance | 0 | 5 | 2 | 1 | 1 | 0 | 64 |
| 9 | Broxhead: B3004 layby | 0 | 3 | 3 | 2 | 0 | 0 | 70 |
| 10 | Broxhead: Royal Drive | 0 | 0 | 5 | 3 | 0 | 0 | 23 |
| 11 | Broxhead: A325 layby | 0 | 1 | 0 | 7 | 0 | 0 | 8 |
| 12 | Broxhead: Western edge entrance | 0 | 3 | 2 | 3 | 0 | 0 | 55 |
| 13 | Woolmer: Hollywater layby | 1 | 1 | 1 | 5 | 0 | 0 | 22 |
| 14 | Woolmer: Passfield | 1 | 1 | 1 | 5 | 0 | 0 | 56 |
| 15 | Woolmer: Rifle range | 0 | 1 | 0 | 7 | 0 | 0 | 33 |
| 16 | Woolmer: Petersfield Road | 0 | 1 | 2 | 5 | 0 | 0 | 5 |
| 17 | Woolmer: Conford | 1 | 0 | 2 | 5 | 0 | 0 | 8 |
| 18 | Ludshott: Main car park | 1 | 4 | 2 | 1 | 2 | 0 | 80 |
| 19 | Ludshott: Bewleswood Farm | 1 | 5 | 2 | 0 | 3 | 2 | 73 |
| 20 | Ludshott: Grayshott | 3 | 1 | 1 | 5 | 0 | 0 | 25 |
| 21 | Ludshott: Headley Down | 2 | 2 | 1 | 3 | 0 | 0 | 0 |
| 22 | Ludshott: Waggoner's Wells | 0 | 0 | 2 | 6 | 0 | 0 | 23 |
| 23 | Bramshott: Downlands | 2 | 2 | 0 | 4 | 0 | 0 | 0 |

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|-------|----|----|----|----|----|---|----|
| Total | 25 | 48 | 44 | 69 | 17 | 5 | 45 |
|-------|----|----|----|----|----|---|----|

4. Visitor Survey Results: Tally Data

- 4.1 Over the 368 hours of survey, a total of 1,370 groups were recorded entering, consisting of 2,012 people (of which 233 were minors i.e. those thought by the surveyor to be under 18) and 1,345 dogs. From this we would conclude a “typical” group would usually consist of one adult, with a minor present in four in every five groups, and one dog per group (mean group size: 1.5 people per group; 1.3 adults, 0.2 minors and 1.0 dogs).
- 4.2 The data are presented as totals for each site in Table 4. The busiest site by far was Ludshott & Bramshott with a total of 1,053 people (adults and minors) recorded passing the surveyors at the 6 survey points – equating to an average of 176 people at each survey point in 16 hours of surveying.
- 4.3 The quietest site was typically Shortheath; with the fewest groups per survey point (average of 24.3 in the 16 hours), fewest people (37.3 in the 16 hours), fewest (3.3 in the 16 hours) and an average of only 2.3 people per hour. However, Shortheath was not lowest in terms of the number of dogs per survey point. The site with the fewest number of dogs, accounting for survey points, was Woolmer Forest, with an average of 20.6 per survey point in the 16 hours.

Table 4: Summary of the different tally counts recorded for each site, average people passing per hour and the weekday : weekend ratio of passes. Total number of each count is shown as the sum for the 16 hours completed at each survey point for all survey points at each site, and then as an adjusted value for a typical single survey point on the site.

| Survey site name [no. survey points] | Total number of each count type recorded (value adjusted for the number of survey points) | | | | People passing per hour | Ratio weekday : weekend |
|---|--|--------------------|--------------------|-------------------|-------------------------|-------------------------|
| | Groups | People | Dogs | Minors | | |
| Shortheath [3] | 73 (24.3) | 112 (37.3) | 70 (23.3) | 10 (3.3) | 2.3 | 37:63 |
| Kingsley [4] | 195 (48.8) | 270 (67.5) | 225 (56.3) | 30 (7.5) | 4.2 | 47:53 |
| Broxhead [5] | 188 (37.6) | 244 (48.8) | 148 (29.6) | 26 (5.2) | 3.1 | 44:56 |
| Woolmer [5] | 236 (47.2) | 333 (66.6) | 103 (20.6) | 63 (12.6) | 4.2 | 44:56 |
| Ludshott & Bramshott [6] | 678 (113) | 1053 (175.5) | 799 (133.2) | 104 (17.3) | 11.0 | 42:58 |
| Total | 1370 (59.6) | 2012 (87.5) | 1345 (58.5) | 233 (10.1) | 5.5 | 43:57 |

- 4.4 These differences between sites in the relative number of people, dogs and minors are best expressed in terms of a “typical” group, as presented in Figure 1. From Figure 1 we can see that group size was largest at Shortheath

and Ludshott & Bramshott – just over 1.5 people per group, consisting of around 1.4 adults per group. The site with the smallest adult group size was at Woolmer Forest, but this was the site with the highest number of minors per group. At Woolmer, around one in four groups typically included a minor, compared to less than 3 in every 20 groups at Shortheath, Kingsley and Broxhead. The smallest overall group size was at Broxhead, with 1.3 people per group (adults and minors). The typical number of dogs per group varied greatly and ranged from over one dog in every group (1.2 dogs per group) at Ludshott & Bramshott and Kingsley, to less than one dog in every other group (0.5 dogs per group) at Woolmer Forest.

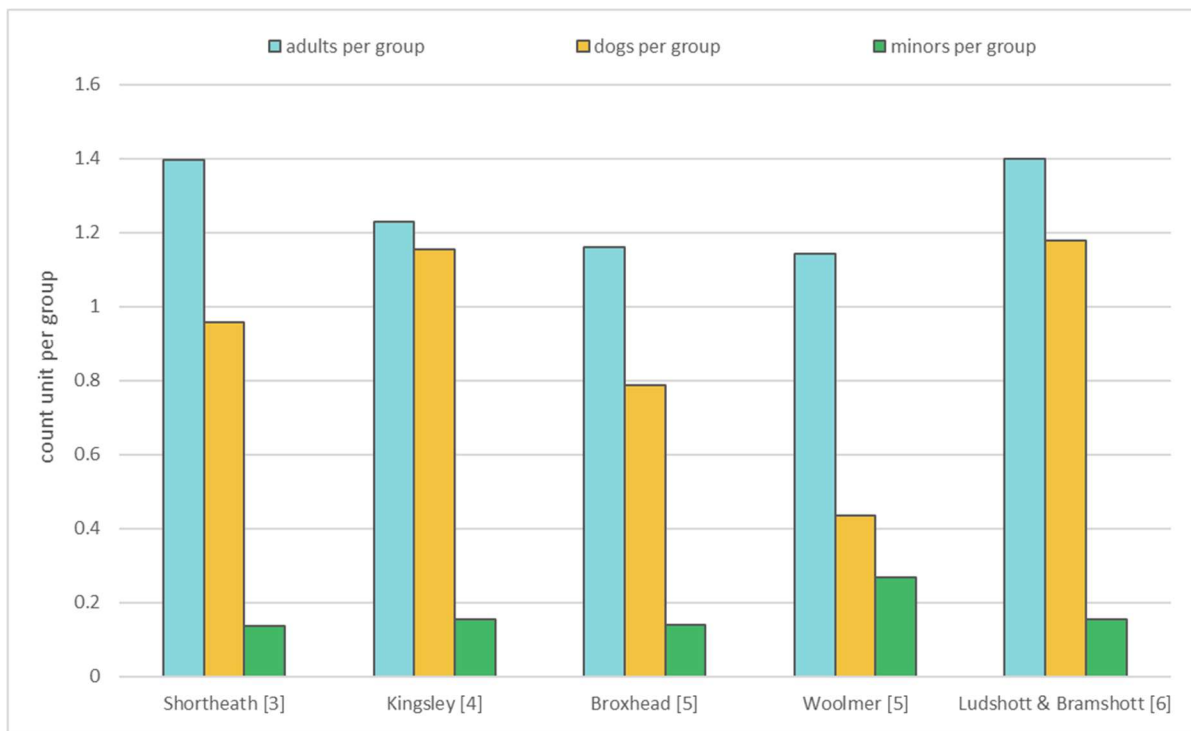


Figure 1: Summary of group sizes from tally data for each of the sites surveyed.

4.5 Differences at individual survey points were often even more pronounced. The total number of groups, people, dogs and minors for the 16 hours at each survey point are shown in Table 5 and Map 3. The three busiest locations (across all count measures) were: Ludshott, Main car park (survey point 18), Waggoners Wells (22) and at Bramshott, Downlands (23). The five quietest locations (across all count measures) were Shortheath: Central (survey point 3), Kingsley: Forge Road (7), Broxhead: A325 layby (11), Woolmer: Hollywater layby (13) and Passfield (14).

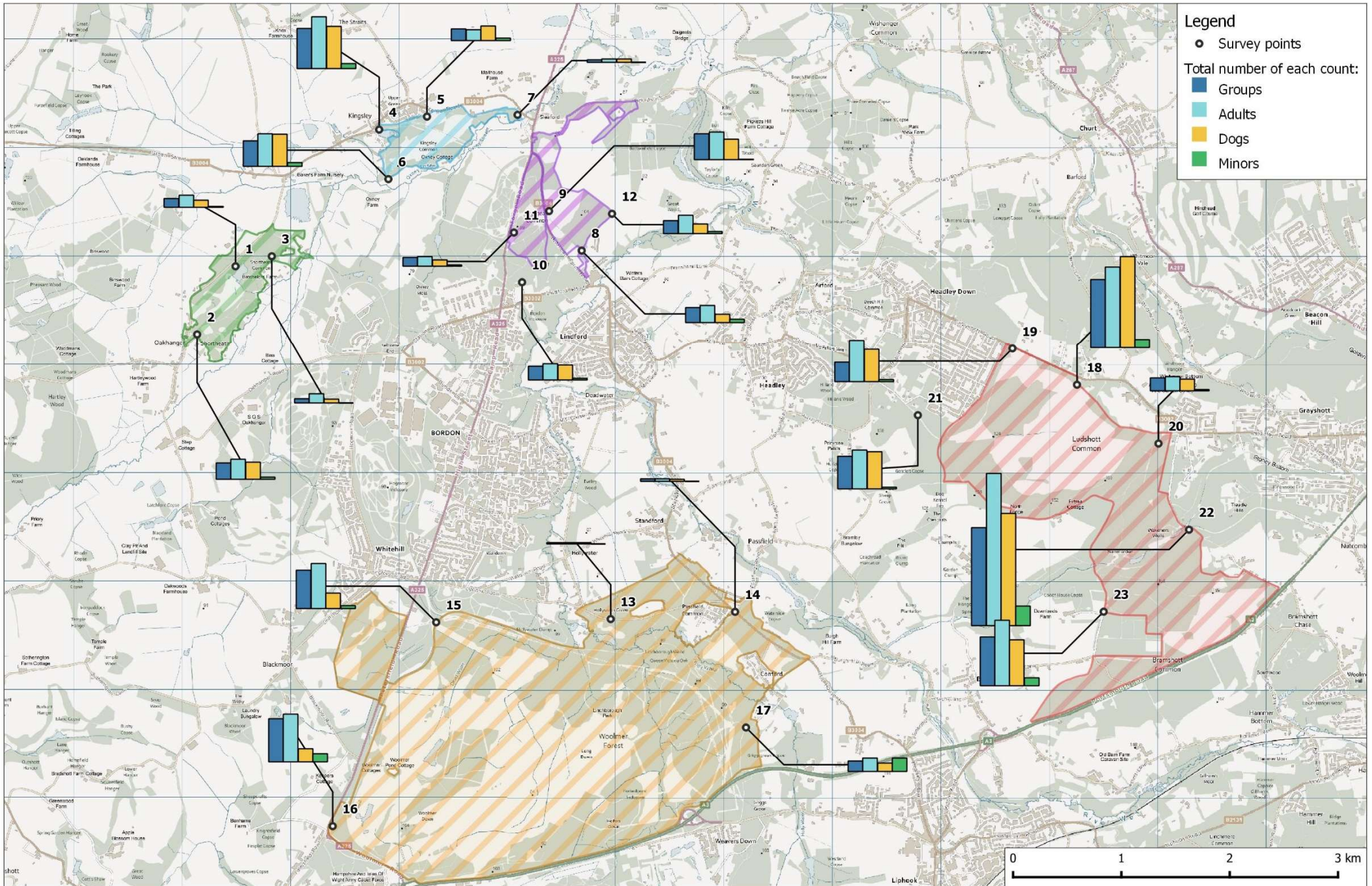
- 4.6 There were 10 survey points where the number of dogs exceeded the number of groups, and therefore, on average, there was more than 1.0 dogs per group. These can also be picked out in Map 3, for example at Ludshott, main car park (survey point 18) where the number of dogs was highest compared to number of groups.
- 4.7 Average group sizes are also listed for each survey point in Table 5 and provide some insight into the use of these locations. There were just four locations with a mean group size of more than 1.75 people (adults and minors) per group, and these would be locations where we would suspect there to a higher proportion of couples and families visiting. These locations were: Shortheath, Central (survey point 3), Woolmer, Conford (12), Ludshott, Bewleswood Farm (17), and Ludshott, Waggoner's Wells (19). Conversely, there were a number of locations where smaller group sizes were typical (i.e. lone visitors), with a mean group size of less than 1.2 people per group. These survey locations were: Broxhead, B3004 layby (survey point 9), Woolmer, Hollywater layby (13) and Passfield (14). At these latter two points, all people seen were lone visitors.
- 4.8 Table 4 also provides another visitor metric; the number of people passing per hour and ratio of weekday to weekend at sites. All sites were typically busier at weekends than weekdays. Usually this difference was only slight, with the exception of Shortheath Common which showed almost double the number of people on a weekend compared to a weekday. The ratio of weekday to weekend is expressed graphically for each survey point in Map 4. At just five locations the number of people on a weekday exceeded the number of people seen on the weekend. These locations were Kingsley; Gold Hill (survey point 5), and Fir Hill (6), Woolmer, Conford (17) and Ludshott; Main car park (18) and Grayshott (20).

2018 Wealden Heaths Visitor Survey

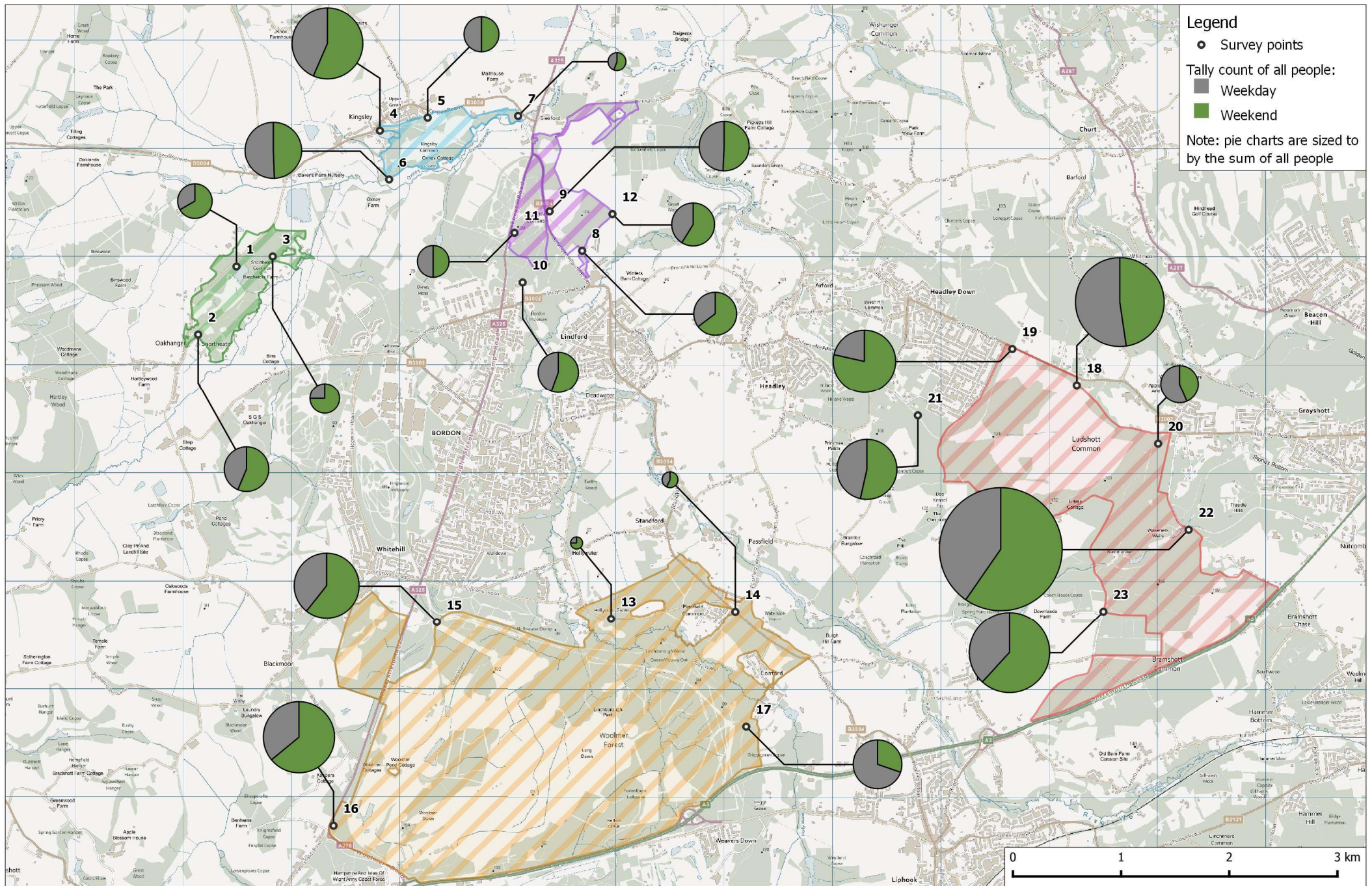
Table 5: Summary of tally count measures recorded for each survey point. Highest values are highlighted in blue and lowest values are highlighted in red (for weekday and weekend ratios, those with more on weekdays were considered highest).

| ID | Survey point location name | Total number of each count type recorded | | | | People passing per hour | Mean group size | Ratio weekday: weekend |
|--------------|----------------------------------|--|--------------|--------------|------------|-------------------------|-----------------|------------------------|
| | | Groups | People | Dogs | Minors | | | |
| 1 | Shortheath: Main car park | 22 | 30 | 18 | 3 | 2.1 | 1.5 | 33:67 |
| 2 | Shortheath: Oakhanger playground | 40 | 49 | 42 | 6 | 3.4 | 1.4 | 44:56 |
| 3 | Shortheath: Central | 11 | 23 | 10 | 1 | 1.5 | 2.2 | 25:75 |
| 4 | Kingsley: Main car park | 97 | 125 | 102 | 13 | 8.6 | 1.4 | 43:57 |
| 5 | Kingsley: Gold Hill | 29 | 27 | 36 | 7 | 2.1 | 1.2 | 50:50 |
| 6 | Kingsley: Fir Hill | 62 | 79 | 78 | 10 | 5.6 | 1.4 | 51:49 |
| 7 | Kingsley: Forge Road | 7 | 9 | 9 | 0 | 0.6 | 1.3 | 44:56 |
| 8 | Broxhead: Cricket Club entrance | 37 | 42 | 21 | 9 | 3.2 | 1.4 | 35:65 |
| 9 | Broxhead: B3004 layby | 63 | 67 | 50 | 2 | 4.3 | 1.1 | 49:51 |
| 10 | Broxhead: Royal Drive | 34 | 40 | 37 | 5 | 2.8 | 1.3 | 44:56 |
| 11 | Broxhead: A325 layby | 22 | 24 | 16 | 4 | 1.8 | 1.3 | 50:50 |
| 12 | Broxhead: Western edge entrance | 32 | 45 | 24 | 6 | 3.2 | 1.6 | 41:59 |
| 13 | Woolmer: Hollywater layby | 4 | 4 | 4 | 0 | 0.3 | 1.0 | 25:75 |
| 14 | Woolmer: Passfield | 7 | 7 | 6 | 0 | 0.4 | 1.0 | 43:57 |
| 15 | Woolmer: Rifle range | 93 | 109 | 38 | 8 | 7.3 | 1.3 | 39:61 |
| 16 | Woolmer: Petersfield Road | 106 | 117 | 34 | 22 | 8.7 | 1.3 | 36:64 |
| 17 | Woolmer: Conford | 26 | 33 | 21 | 33 | 4.1 | 2.5 | 70:30 |
| 18 | Ludshott: Main car park | 165 | 195 | 220 | 21 | 13.5 | 1.3 | 52:48 |
| 19 | Ludshott: Bewleswood Farm | 48 | 101 | 79 | 6 | 6.7 | 2.2 | 21:79 |
| 20 | Ludshott: Grayshott | 32 | 35 | 29 | 4 | 2.4 | 1.2 | 56:44 |
| 21 | Ludshott: Headley Down | 79 | 94 | 90 | 5 | 6.2 | 1.3 | 46:54 |
| 22 | Ludshott: Waggoner's Wells | 236 | 366 | 270 | 48 | 25.9 | 1.8 | 40:60 |
| 23 | Bramshott: Downlands | 118 | 158 | 111 | 20 | 11.1 | 1.5 | 38:62 |
| Total | | 1,370 | 1,779 | 1,345 | 233 | 5.5 | 1.5 | 1.5 |

Map 3: Summary of total numbers of groups, adults, dogs and minors recorded at each survey point.



Map 4: Comparison of weekday and weekend totals of all people recorded on site.



5. Visitor Survey Results: Interview data

Number of interviewees

- 5.1 Interviews were undertaken with a total of 457 people, either as lone individuals or single members of a group. Interviews took an average of 9 minutes to complete and were conducted with approximately 33% of the groups passing the surveyors (457 / 1370). On average 20 interviews (mean value) were conducted at each survey point over the two days of interviewing, ranging from 1 interview at Woolmer, Hollywater layby (survey point 13) to 74 interviews at Waggoners Wells (22). The number of interviewees at each survey point is shown in Table 6.
- 5.2 At some survey points a large proportion of refusals were recorded – i.e. those people actively refusing to take part or simply ignoring the surveyor. Numbers of refusals are included in Table 6. These often involved cyclists and joggers who were either in a hurry and did not wish to stop, particularly early morning visitors who were using the site before work, or were in the middle of a run, had headphones in, and ignored the surveyor. It was notable that refusal rate in the weekday morning session was 35% compared to 21% in the rest of the weekday sessions.
- 5.3 In total, there were 163 refusals (interviewee individuals or groups), equating to roughly 22% of all potential interviewees approach during surveys. At four individual survey points this was as high as 40% of all potential interviewees (see Table 6, Kingsley, main car park; Woolmer, Passfield and Rifle range; and Ludshott, Grayshott). At the Kingsley, main car park survey point, refusals were mostly in the early morning, with people using the site before work, and in afternoons, from families with very young children. At Passfield people were usually in a hurry, and at Rifle ranges it was mostly cyclists and some runners using the perimeter road. For Grayshott refusals were mostly due to early morning visitors in a hurry and later on due to very hot weather conditions.
- 5.4 There were also a number of people approached who had already been interviewed in an earlier session. The percentage of people approached who had already been interviewed was highest at survey points which were the quietest overall – Shortheath: Central (survey point 3) and Woolmer: Hollywater layby (13) – where over 40% of the people approached had already been interviewed. Other locations such as Kingsley, Fir Hill (survey

point 6), Broxhead, A325 layby (9) and Ludshott Headly Down (21) had a high percentage of people already approached, and yet a reasonable total number of people on site. At these locations this suggests a high level of site fidelity – with a regular group of site users, who were encountered on several occasions.

Table 6: Summary of visitor interviews, showing the total number of interviews conducted at each survey point, the number of refusals and number of people approached who had already been interviewed. The latter two are expressed as a percentage of all potential interviewee groups approached.

| ID | Survey point location name | Number of interviewees | Number of refusals (as % of all interviewee groups approached) | Number of people approached already interviewed (as % of interviewee groups approached) |
|----|----------------------------------|------------------------|--|---|
| 1 | Shortheath: Main car park | 11 | 4 (25) | 1 (6) |
| 2 | Shortheath: Oakhanger playground | 20 | 3 (11) | 5 (18) |
| 3 | Shortheath: Central | 4 | 0 (0) | 3 (43) |
| 4 | Kingsley: Main car park | 30 | 25 (40) | 7 (11) |
| 5 | Kingsley: Gold Hill | 9 | 3 (21) | 2 (14) |
| 6 | Kingsley: Fir Hill | 21 | 7 (19) | 8 (22) |
| 7 | Kingsley: Forge Road | 4 | 1 (14) | 2 (29) |
| 8 | Broxhead: Cricket Club entrance | 13 | 5 (22) | 5 (22) |
| 9 | Broxhead: B3004 layby | 20 | 4 (11) | 12 (33) |
| 10 | Broxhead: Royal Drive | 15 | 2 (9) | 5 (23) |
| 11 | Broxhead: A325 layby | 3 | 2 (33) | 1 (17) |
| 12 | Broxhead: Western edge entrance | 22 | 5 (16) | 5 (16) |
| 13 | Woolmer: Hollywater layby | 1 | 1 (25) | 2 (50) |
| 14 | Woolmer: Passfield | 3 | 2 (40) | 0 (0) |
| 15 | Woolmer: Rifle range | 22 | 19 (40) | 6 (13) |
| 16 | Woolmer: Petersfield Road | 27 | 14 (30) | 5 (11) |
| 17 | Woolmer: Conford | 12 | 3 (14) | 7 (32) |
| 18 | Ludshott: Main car park | 42 | 25 (32) | 10 (13) |
| 19 | Ludshott: Bewleswood Farm | 18 | 2 (9) | 3 (13) |
| 20 | Ludshott: Grayshott | 8 | 9 (41) | 5 (23) |
| 21 | Ludshott: Headley Down | 31 | 16 (27) | 13 (22) |
| 22 | Ludshott: Waggoner's Wells | 74 | 5 (6) | 8 (9) |
| 23 | Bramshott: Downlands | 47 | 6 (10) | 9 (15) |
| | Total | 457 | 163 (22) | 124 (17) |

Visitor types and activities

5.5 The majority of interviewees, 441 (96%) were undertaking a short visit directly from home. Other interviewees were either working locally (7, 2%, including commercial dog walkers), staying with friends or family (5 interviewees, 1%), or on holiday in the area (4, 1%). The survey point with the lowest percentage on a short visit from home, was at Broxhead, B3004 layby, where two of the 20 interviewees, (10%), were working locally.

5.6 Dog walking was the most common main activity, undertaken by 323 interviewees (71%). Dog walkers formed the largest group at all sites, but the extent to which this varied between sites is shown in Figure 2. Statistical testing showed that these proportions differed significantly between sites compared to an average across all sites ($X^2=11.6$, $df= 4$, $p=0.021$). Woolmer Forest had the lowest proportion of dog walkers, just 52% compared to 81% of interviewees at Kingsley.

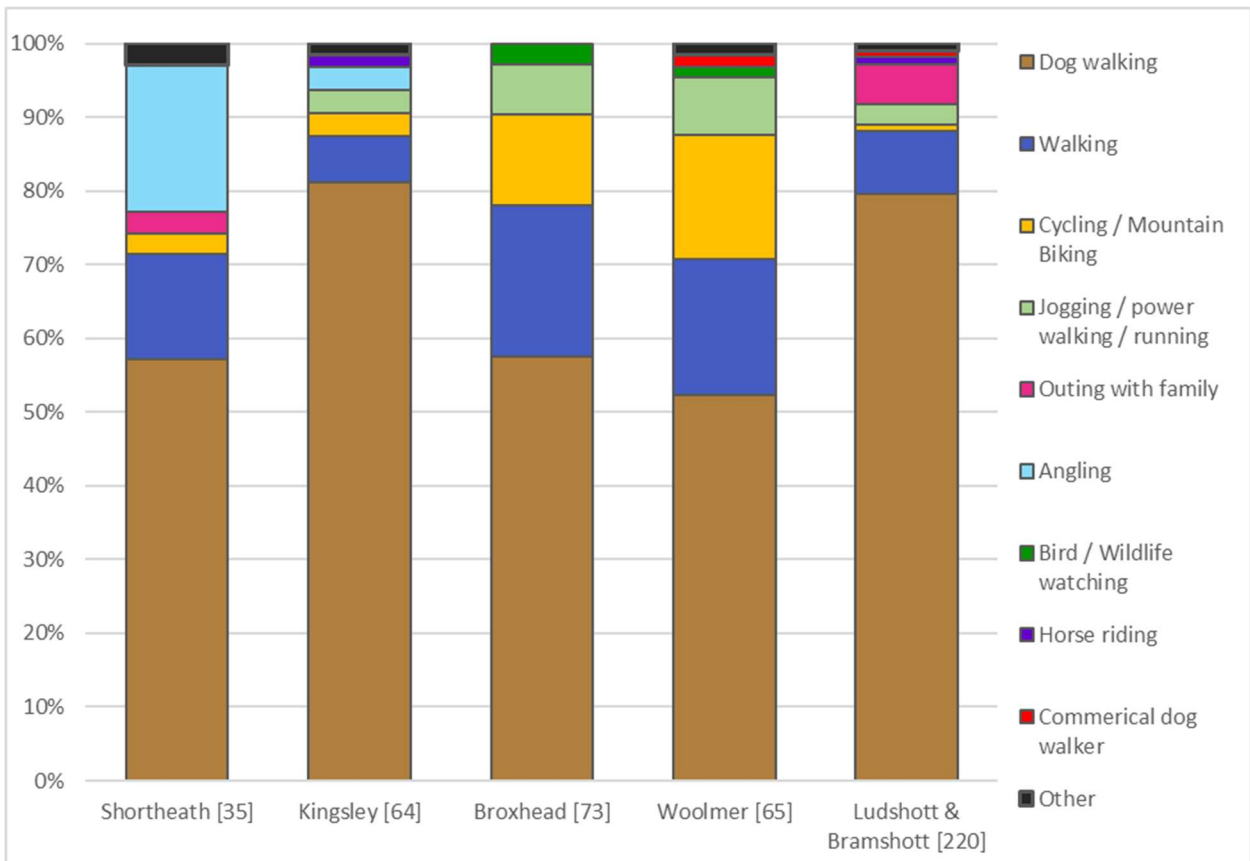


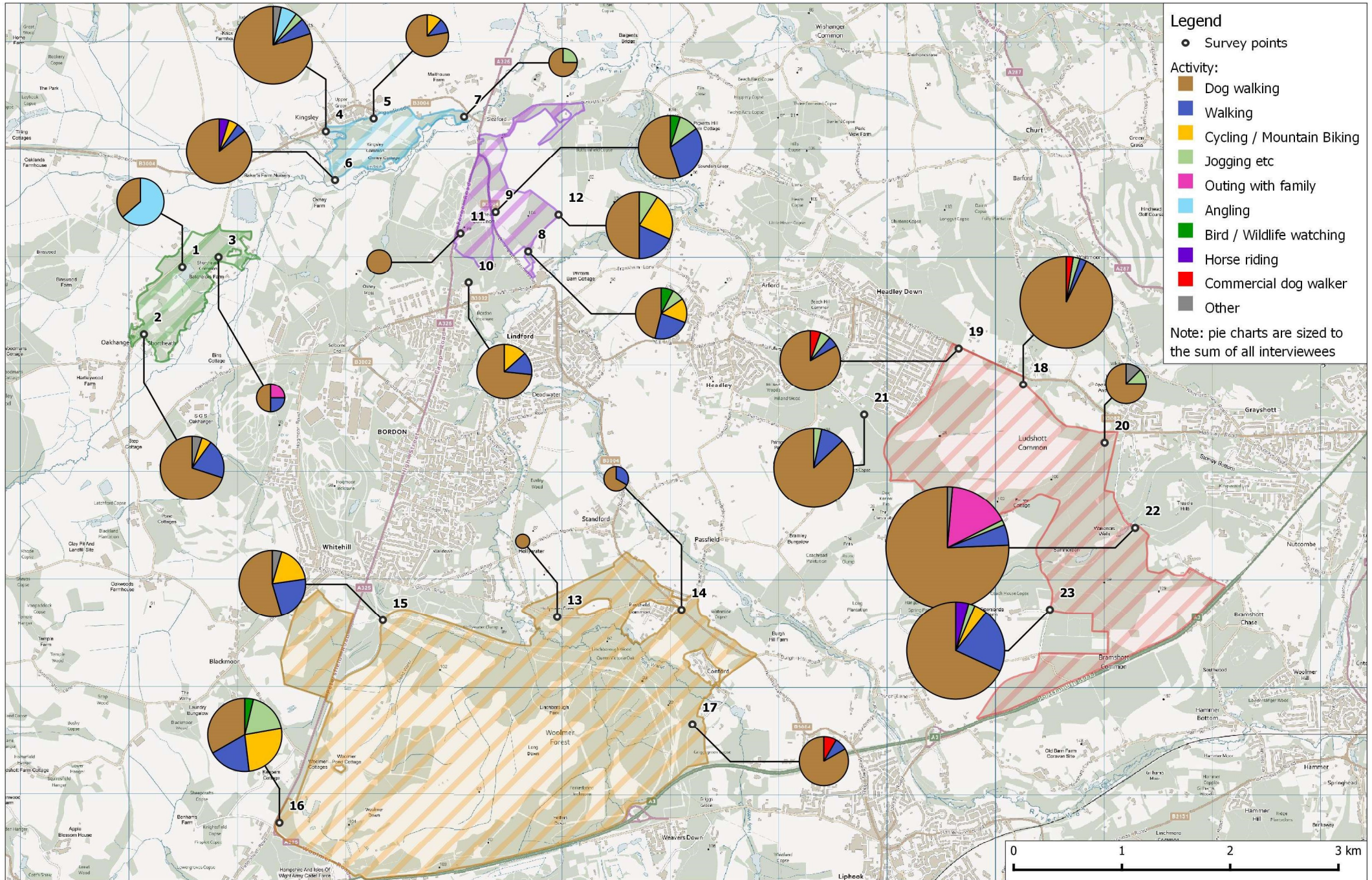
Figure 2: Main activities of the 457 interviewees at each site.

5.7 Other commonly recorded activities were: walking without dogs – 55 interviewees (12%), cycling/mountain biking - 25 (5%), jogging/power walking – 18 (4%) and outing with the family – 13 (3%). All other activities amounted to less than 2% of interviewees and were: angling, bird/wildlife watching,

horse riding, commercial dog walking and grouped “other” – which included someone checking the site for vandalism, drone flying and invertebrate surveys.

- 5.8 The results are also presented for individual survey points in Map 5. The results show that at two locations, Broxhead, A325 layby (survey point 11) and Woolmer, Hollywater layby (13), 100% of interviewees were dog walkers. The percentage of dog walkers was lowest at Shortheath, Main car park (survey point 1) – where anglers were the most common group (64%) – and Woolmer, Petersfield Road (16). At both these locations around one third were dog walkers. The site with the highest percentage of walkers was Woolmer, Rifle range (15), with 33% walking. Survey points at Broxhead, Western edge entrance (12) and Woolmer, Petersfield Road (16) had around one quarter cyclists, while Kingsley, Forge Road (7) had around one quarter joggers/runners. The full table for sites and survey points is given in the appendices (see Table 20).
- 5.9 Overall group sizes (i.e. number of people in the interviewee party, including the interviewee) ranged from 1 to 5 people and the typical group size was quite low, with a mean of 1.5 and a median of 1. Overall there were 339 males, 363 females and 60 minors in the interviewed groups.
- 5.10 Typical group sizes for different activities on were an average of, 3.2 people per group for family outing groups, 1.9 for cyclists, 1.8 for walkers, 1.4 for dog walkers and 1.0 for commercial dog walking.
- 5.11 The overall number of dogs per group across all activities ranged from 0 to 7 with a median of 1 and a mean of 1.2. A total of 451 dogs were observed associated with the interviewees. The typical number of dogs per group was 5.3 for commercial dog walkers, 1.3 for dog walkers, 0.2 for walkers, 0.1 for joggers/power walkers, and 0.04 for cyclists.
- 5.12 Surveyors also recorded whether dogs were on or off lead at the time of interviewing. Three quarters of dogs seen were off lead (75%), ranging from 87% of dogs at Ludshott & Bramshott to 40% of dogs at Shortheath.

Map 5: Summary of interviewee activities recorded at each survey point show as scaled pie charts.



Visiting patterns

Visit duration

- 5.13 Interviewees were asked to consider their visit patterns, with regards to the duration of the current visit and their frequency of visit to the site. Responses given in these two questions were categorised into classes by the surveyor (classes given in the questionnaire in the appendices and shown in Figure 3 and Figure 4).
- 5.14 Interviewees were first asked to state how long they had spent/were going to spend on site. Categories of visit duration, with reference to the approximate time in minutes on site, were used to group the interviewees' responses. In addition, from the frequencies reported by each respondent we calculated an approximate averaged visit duration. This was estimated using the number of interviewees in each category, multiplied by an approximate duration in terms of minutes⁶, summed for each category, and then divided by the overall number of interviewees. While this is highly simplistic, and values are considered very approximate, it serves well to give an indication, allow comparison and provide a ranking to the sites.
- 5.15 Across all interviewees, the largest class of visit frequency was "between 30 minutes and 1 hour" given by just over half of interviewees (55%). Visits less than 1 hour (classes of "less than 30 minutes" or "between 30 minutes and 1 hour" were undertaken by around three quarters of interviewees (75%). Just 8 interviewees (2%) were visiting for more than 3 hours – mostly those angling (5 interviewees). There were some very slight differences between sites, as shown in Figure 3, mostly with shorter visits at Broxhead. The average visit duration for each site ranged between 44 and 69 minutes (see Figure 3).

⁶ Estimated average time used values: Less than 30 minutes = 20 minutes; Between 30 minutes and 1 hour = 45 minutes; 1 to 2 hours = 90 minutes, 2 to 3 hours = 150 minutes.

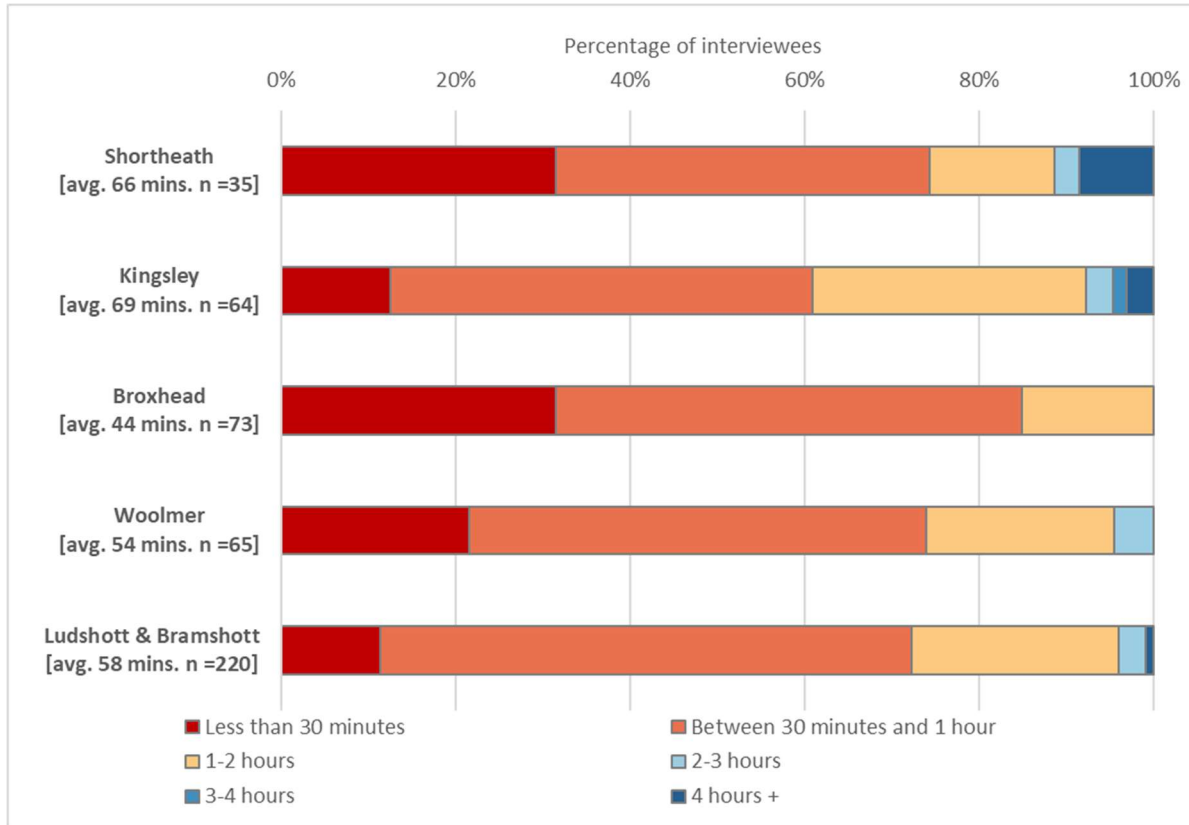


Figure 3: Summary of visit durations on the sites.

Visit frequency

5.16 Interviewees’ responses for visit frequency were categorised with reference to how many visits they made in a year (e.g. “10 visits a year”) or how frequently they visited (e.g. “once a week”). As for the visit duration, we used simple averaging to indicate how often people visited, based on an annual number of visits⁷.

5.17 Overall a wide range of visit frequencies were reported, with the two largest classes being daily (26%) and visiting 1 to 3 times a week (26%). Three quarters of all interviewees visited at least 2 to 3 times a month (76%) and 40% visited at least most days of the week (“most days” and “daily” combined). Using values of an estimated number of annual visits, we would estimate a “typical” visitor makes around 152 visits a year to the sites.

⁷ “Daily” = 350 visits per year, “Most days (180+ visits)” =200 visits, “1 to 3 times a week (40-180 visits)” = 110 visits, “2 to 3 times per month (15-40 visits)” =27.5 visits, “Once a month (6-15 visits)” =10.5 visits, “Less than once a month (2-5 visits)” = 3 visits.

5.18 There were some notable differences between sites (Figure 4). At Shortheath the highest proportion of daily visitors (46%) was interviewed, and this was almost double the proportion of daily visitors at Woolmer and Ludshott & Bramshott, and almost three times that at Broxhead. At Broxhead the highest proportion of first time visitors were recorded (11%, 8 interviewees).

5.19 Visit frequencies are also shown in Map 6. This highlights some key survey points with high proportions of daily visitors; for example Kingsley, Gold Hill (survey point 5, 78 % daily), and Forge Road (7, 50 %), Shortheath, Oakhanger playground (2, 70 %) and Central (3, 50 %) and Ludshott & Bramshott, Bewleswood Farm (19, 50 %). However, when considering individual survey points it should be noted some small sample sizes were recorded. The survey point at Ludshott & Bramshott, Waggoner’s Wells tended to be infrequently visited, with 66% of interviewees stating they visited 2 to 3 times a month at the most (including 12% on a first visit).

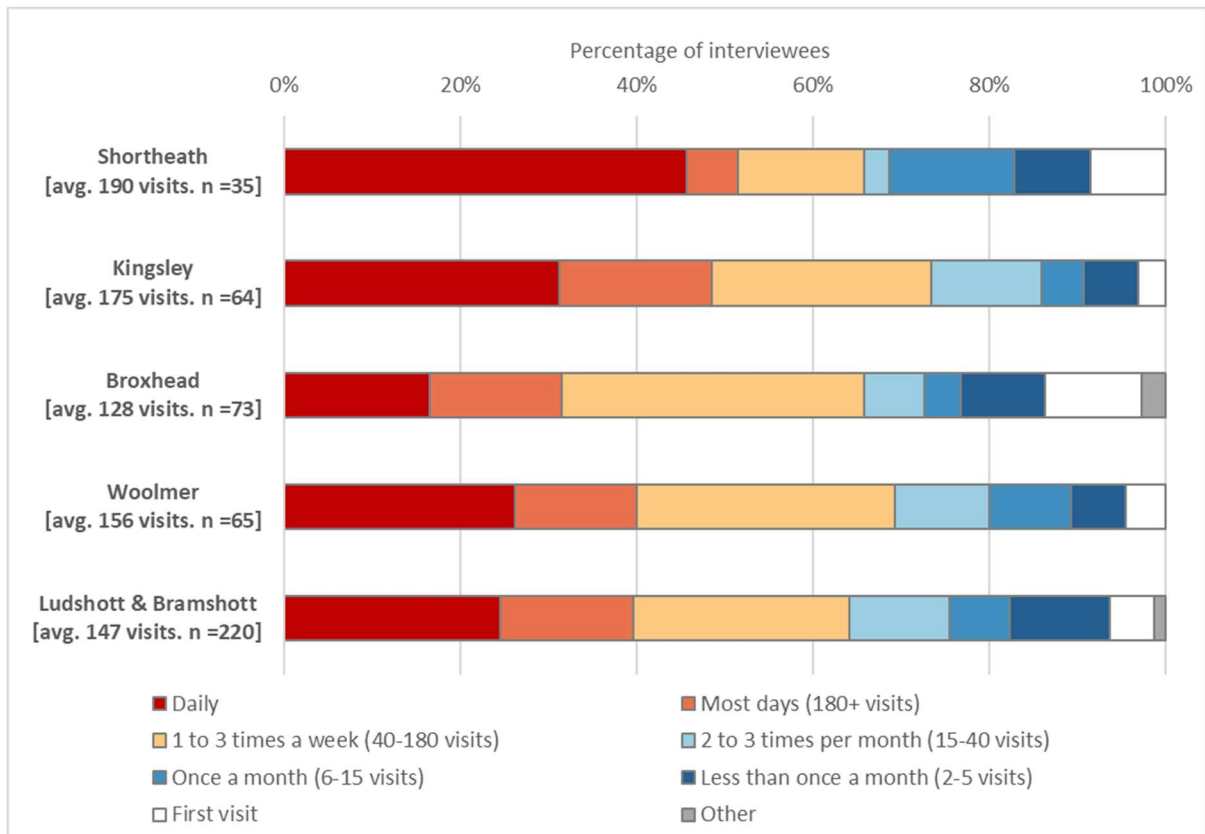
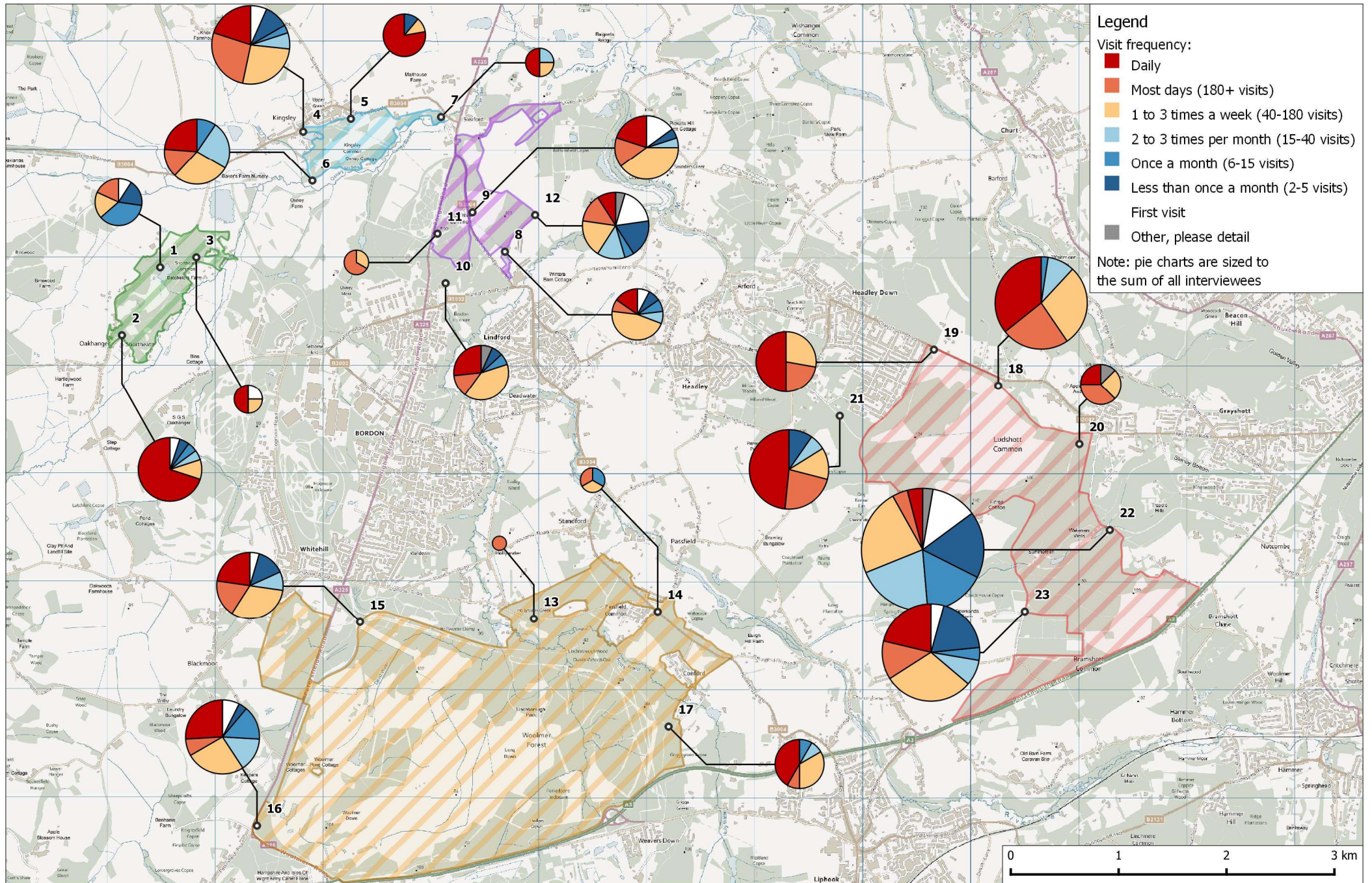


Figure 4: Summary of visit frequency on the sites.

Map 6: Summary of interviewee visit frequency recorded at each survey point show as scaled pie charts.



Timing of visit

5.20 Across all sites, most interviewees suggested they visited more in mornings e.g. between 7 am and 10 am (139 interviewees, 30%) or that the time of visit varied (135, 30%). Fewest interviewees suggested they visited in the early afternoon e.g. between 2 pm and 4 pm (46, 10%) and early mornings, before 7 am (56, 12%).

Seasonality of visit

5.21 Visitors then indicated whether they had a specific temporal visiting pattern across the year. The majority of interviewees (338, 74%) stated that they visited equally all year, followed by summer (92, 20%), and spring (24, 5%) as preferred seasons. This equated to approximately 63% of those who did select a season choosing summer; however multiple seasons could be selected. Overall, there was little clear difference in visiting pattern between sites. Those visiting more in spring were mostly at Broxhead, for summer this was Woolmer, for autumn, Shortheath, in winter, Kingsley, and equally all year round, Ludshott & Bramshott.

Table 7: Interviewees' preferred seasons to visit the site they were interviewed at. Values are number of interviewees with percentages in brackets. Note multiple seasons can be selected. Top values for each column are highlighted in bold.

| Site [number of interviewees] | Spring (Mar-May) | Summer (Jun-Aug) | Autumn (Sept-Nov) | Winter (Dec-Feb) | Don't know | First visit | Equally all year |
|-------------------------------|------------------|------------------|-------------------|------------------|--------------|--------------|------------------|
| Shortheath [35] | 2 (6) | 8 (23) | 4 (11) | 1 (3) | (0) | 2 (6) | 25 (71) |
| Kingsley [64] | 2 (3) | 7 (11) | 2 (3) | 8 (13) | (0) | 2 (3) | 46 (72) |
| Broxhead [73] | 9 (12) | 13 (18) | 4 (5) | 2 (3) | 2 (3) | 6 (8) | 50 (68) |
| Woolmer [65] | 3 (5) | 16 (25) | 2 (3) | 1 (2) | 1 (2) | 1 (2) | 47 (72) |
| Ludshott & Bramshott [220] | 8 (4) | 48 (22) | 4 (2) | 3 (1) | 2 (1) | 8 (4) | 170 (77) |
| Total [457] | 24 (5) | 92 (20) | 16 (4) | 15 (3) | 5 (1) | 19 (4) | 338 (74) |

Length of time visiting

5.22 Around half of all interviewees (49%) had been visiting the site for more than 10 years and 10% had been visiting for 5 to 10 years. There were some slight differences between sites (see Figure 5); two in every five interviewees at Woolmer (81%) had been visiting the site for more than 3 years compared to just over half of interviewees (58%) at Broxhead. At Broxhead 10% of interviewees (7 interviewees) had been visiting the site for 6 months or less.

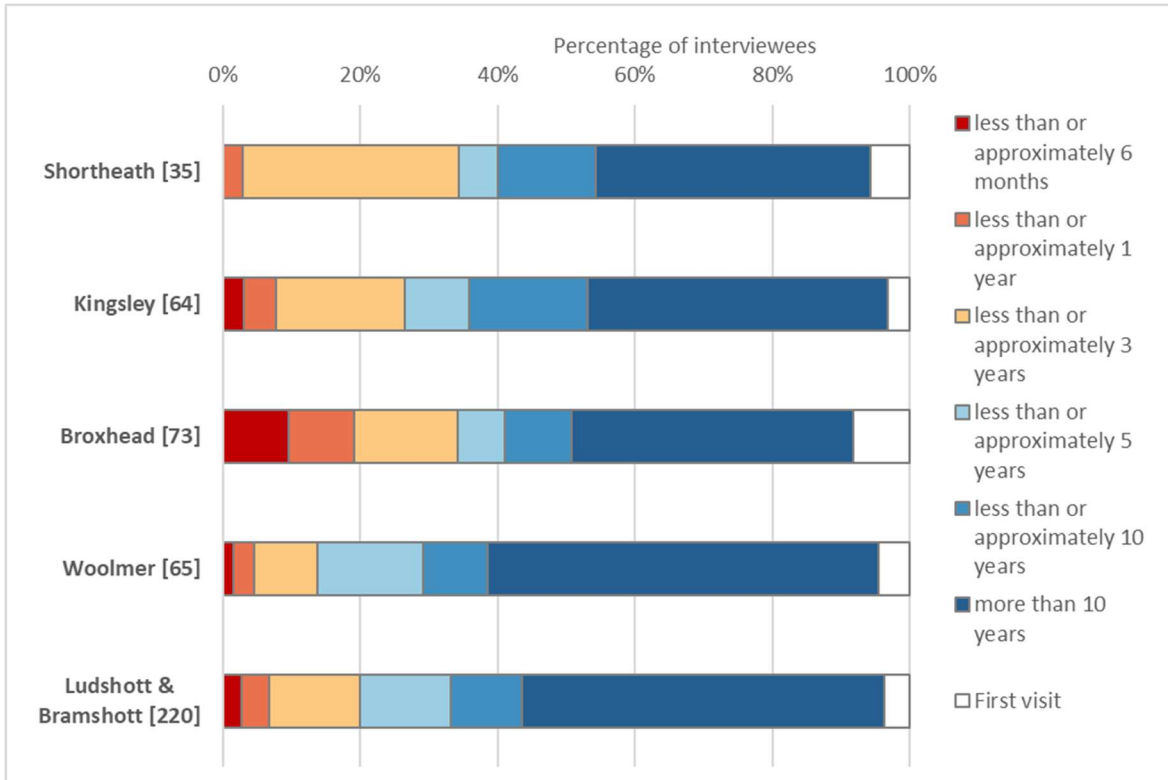


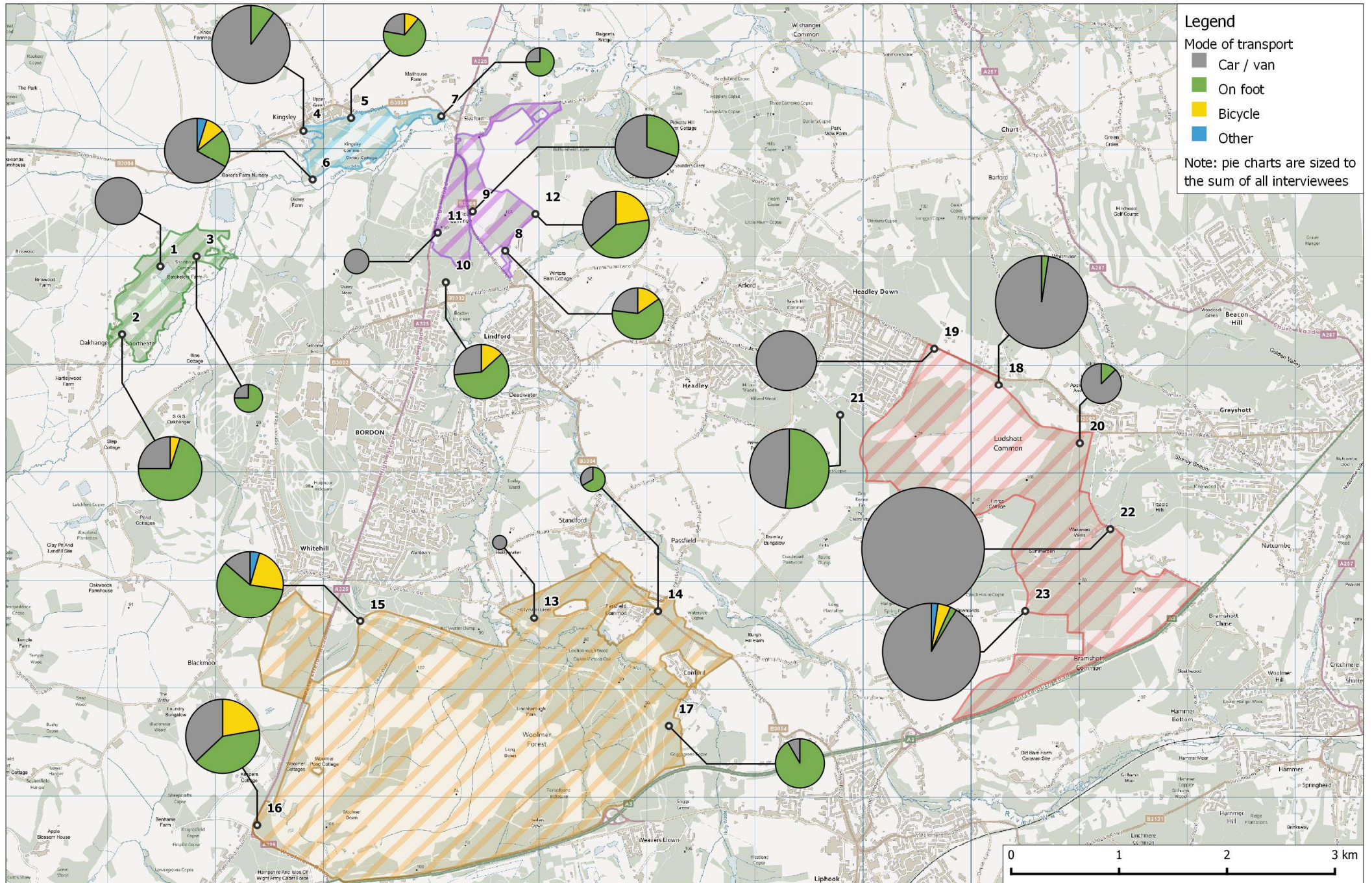
Figure 5: Summary of length of time visiting the location for each survey site.

Transport

5.23 Roughly two-thirds of interviewees (67%) were arriving by car, a quarter on foot (26%) and remaining interviewees by bicycle (6%, 26 interviewees) or other means (horse or mobility scooter. 1%, 3 interviewees).

5.24 The site with the highest percentage of interviewees by car was Ludshott & Bramshott, where 90% of interviewees arrived by car, followed by Kingsley (69%). Broxhead and Shortheath had broadly similar levels, with 44% and 49% of interviewees arriving by car respectively, while for Woolmer this was just 25% of interviewees. At individual survey points, shown in Map 7, this overall trend is generally apparent, but clearly some access points have different use by locals on foot. For example, at Ludshott & Bramshott, the survey point at Headley Down recorded 52% of interviewees arriving on foot, compared to a mean of just 3% at all other survey points on this site.

Map 7: Interviewees modes of transport at each survey point shown as scaled pie charts.



Postcodes

5.25 All but four interviewees provided a full home postcode and in total 437 (96%) full, valid and georeferenced postcodes were gathered. This high return rate of postcodes meant interviewees' origins could be mapped in GIS and used to calculate the linear (Euclidean) distance back to the survey point.

Visitor origins

5.26 Overall, most of the 437 interviewees' home postcodes were located within Hampshire, some 375 interviewees (86%). A further 52 interviewees were from Surrey (12%), 3 each from London and West Sussex, and 1 each from Kent, Hertfordshire, North Wales and Scotland (the latter three interviewees all on holiday in the area). The distribution of all these postcodes within the UK is shown in Map 8 and the number of postcodes recorded for each English authority area (mostly districts) is given in Table 8.

Table 8: Ranked local authority districts for interviewees postcodes within England.

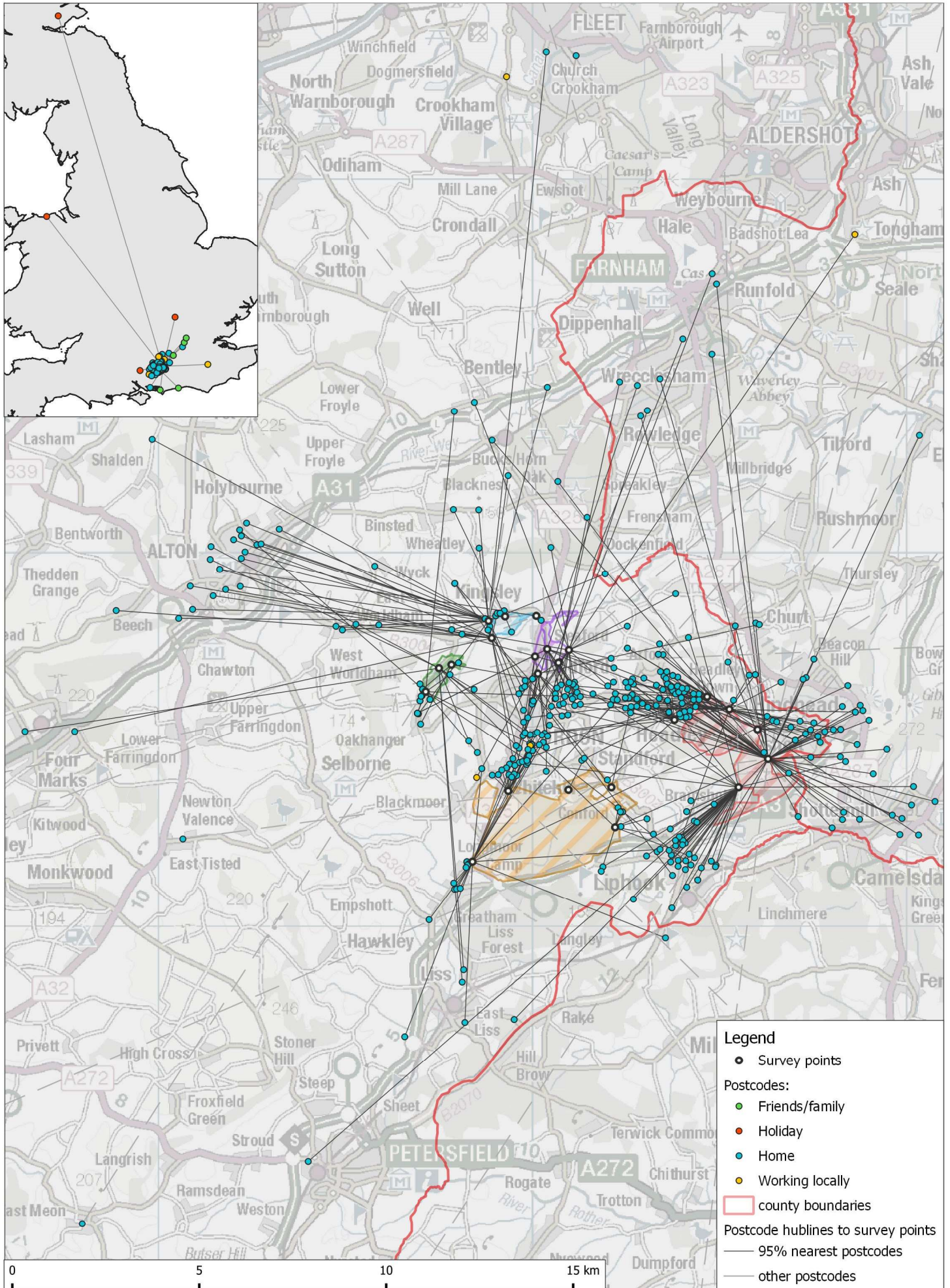
| District / City | Number (and percentage) of interviewees | District / City | Number (and percentage) of interviewees |
|-------------------------------------|---|------------------------------|---|
| East Hampshire District | 372 (85) | Rushmoor District (B) | 1 (0) |
| Waverley District (B) | 45 (10) | Surrey Heath District (B) | 1 (0) |
| Hart District | 3 (1) | Worthing District (B) | 1 (0) |
| Winchester District (B) | 2 (0) | Brent London Borough | 1 (0) |
| Guildford District (B) | 2 (0) | Portsmouth City | 1 (0) |
| Chichester District (B) | 2 (0) | Tunbridge Wells District (B) | 1 (0) |
| Richmond upon Thames London Borough | 2 (0) | Dacorum District (B) | 1 (0) |

5.27 Postcodes were mostly distributed in Whitehill (including Bordon), Linford, Headly, Liphook, Grayshott, Greatham, Kingsley and Oakhanger (Selbourne parish). Reasonable numbers extended as far as larger towns of Haslemere, Alton, Liss and Farnham. The number of interviewees recorded in key parishes are given in Table 9.

Table 9: Ranked parishes with three or more interviewee postcodes.

| Parish | Number (and percentage) of interviewees | Parish | Number (and percentage) of interviewees |
|-----------------------|---|----------|---|
| Headley | 102 (23) | Kingsley | 17 (4) |
| Whitehill | 70 (16) | Greatham | 12 (3) |
| Bramshott and Liphook | 51 (12) | Binsted | 11 (3) |
| Haslemere | 34 (8) | Farnham | 9 (2) |
| Lindford | 27 (6) | Liss | 5 (1) |
| Selborne | 20 (5) | Worldham | 4 (1) |
| Grayshott | 19 (4) | Frensham | 3 (1) |
| Alton | 19 (4) | Bentley | 3 (1) |

Map 8 : Distribution of all visitor postcodes across the UK (inset) and around sites (main map).



Linear distances

- 5.28 Linear distances between each interviewees' home postcode and the survey point ranged from 42m to 594km. Overall, the average was 6.3km (mean) and 2.3km (median). One of the key factors in this distance range is the influence of large distances by interviewees on holiday, who lived an average of 128km away (mean) and half of which lived within 197km (median). Average values for the other visit types were: visiting friends/family, mean linear distance 45.9km (median 44.7km); working locally, mean 20.1km (median 13.5km); and home, mean 3.3km (median 3.6km).
- 5.29 Another key factor was mode of transport. Those visiting on foot obviously lived close to sites – typically within a 2.4km radius (mean value), half within 0.5km radius of survey points and three-quarters within a 1.1km radius. Those arriving by other means (2 horse riders and one mobility scooter) also showed short distances - a mean of 2.7km and median of 0.9km. Interestingly, those arriving by car were often the next closest pooled group (when considering the median or Q3): with a mean of 7.9km, median of 2.9km and Q3 of 4.5km, compared to cyclists: mean 7.3 km, median 3.4 km and Q3 7.4km. The differences between these groups were statistically significant (Kruskal-Wallis test, see Table 11).
- 5.30 Differences between sites were examined by pooling data from individual survey points, shown graphically in Figure 6 and the values provided in Table 11. The relative 'draw' of sites based on these data were markedly different. At Woolmer, half of all interviewees lived within a 0.9km radius, while at Kingsley this was just 3.3km and three quarters were within 7.4km (Q3 value, extending as far as Alton).
- 5.31 The third quartile values (Q3), representing the distance for the 75% nearest postcodes provide an indication of each site's 'draw'. These distances were plotted as radius applied to individual sites, visualised in Map 9. Some key settlements draw out this pattern (for example Alton), and therefore a convex hull (a minimum bounding polygon) approach was used to represent a more detailed 'catchment' based on the 75% nearest postcodes. This is shown for individual sites and for the overall dataset in Map 10. A single overall convex hull draws a polygon extending as far as Farnham to the north, Haslemere to the east, Liss to the south and Alton to the west.
- 5.32 The distance of this third quartile is examined in more detail with reference to values for the 70th and 80th percentiles, together with the 75th, in Table 10. The patterns of these data can be visualised graphically in cumulative visitor

distance curves, shown in Figure 7. Curves are usually consistent and smooth, gradually reaching the 100% asymptote. However, it should be noted these curves can be patchy with limited sample sizes.

5.33 Differences were also examined in Figure 7 separately for SPA and SAC sites. SAC sites were Shortheath and Woolmer, while SPA sites were all sites with the exception of Shortheath. Visitor distance curves show a slight difference between SPA and SAC, although very little difference in the around three-quarters percentile (see Table 13).

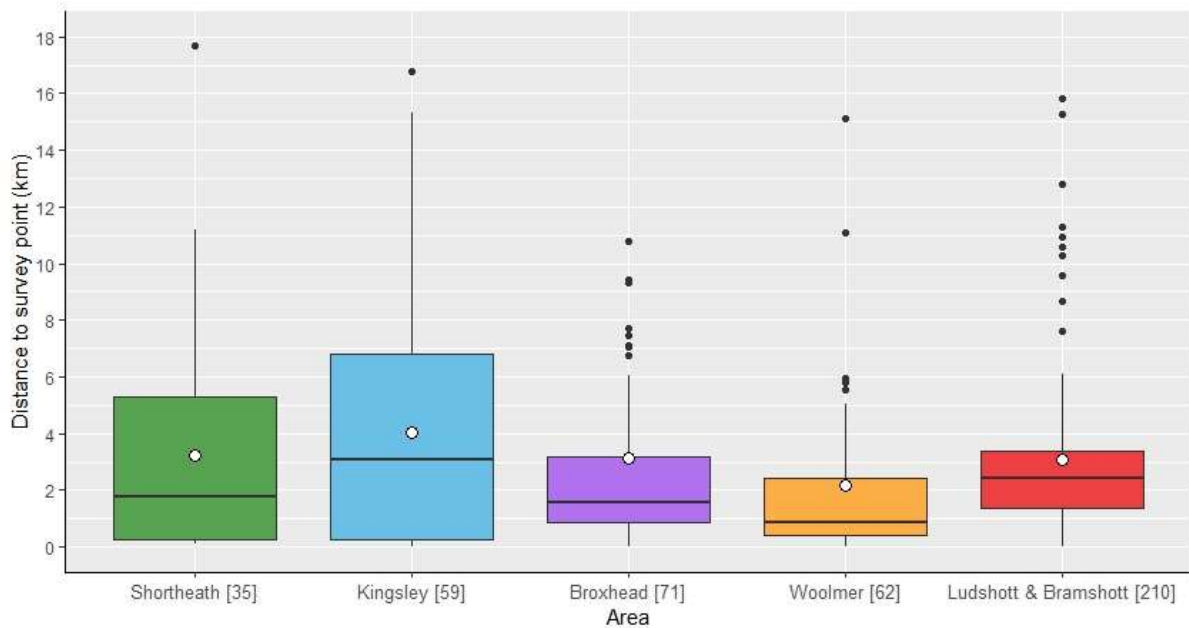


Figure 6: Boxplot summarising the interviewees’ linear distances between home and the survey point interviewed at (km) for each site. Only those visiting from home are included in the figure, with 16 outliers not shown (i.e. distances more than 18 km).

Table 10: Detailed examination by site of the percentage of interviewees within 5 km and of the distances which encompasses around three quarters of visitors; using 70th, 75th and 80th percentiles.

| Site | Number of interviewee postcodes used (n) | Percentage of interviewee postcodes within 5 km | Distance (km) for different percentage of interviewee postcodes | | |
|----------------------|--|---|---|------|------|
| | | | 70% | 75% | 80% |
| Shortheath | 35 | 74% | 3.26 | 5.30 | 6.80 |
| Kingsley | 59 | 63% | 6.63 | 6.90 | 7.45 |
| Broxhead | 71 | 80% | 3.23 | 3.75 | 3.97 |
| Woolmer | 62 | 84% | 2.43 | 3.19 | 3.66 |
| Ludshott & Bramshott | 210 | 87% | 3.27 | 3.63 | 4.04 |

- 5.34 Differences were also notable between individual survey points, and these were statistically significant (KW, $H=120.0$, $df=22$, $p<0.001$; see Table 12). Table 12 shows the summary statistical metrics for the linear distances at each survey point. Mean values were largest for survey point 22, Waggoner's Wells, where the mean was 18.9km (with a very large standard error). Clearly this survey point was influenced by large outlier values, as both the median and Q3 value were not the largest values recorded. The largest median was recorded at the Shortheath main car park (6.9km) and largest Q3 at Forge Road, Kingsley (14.7km). However, it is interesting to note the two smallest median values were recorded at Shortheath, Oakhanger, and Kingsley, Gold Hill, suggesting different parts of these sites had very different draws.
- 5.35 The differences in linear distances were also examined in relation to the frequency of visit. The summary of distances shown in Table 11, were statistically significant in their median values (see KW test in Table 11). For daily visitors the median distance was 0.6km, and three quarters lived within a 1.8km radius (Q3 value). The Q3 and median values showed a direct correlation with the estimated number of visits, up to a median of 8km and Q3 of 24km radius for interviewees on a first visit.
- 5.36 Visit frequency is also explored using the visitor distance curves, shown in Figure 8, which separate "frequent" from "infrequent" visitors, on the basis of interviewees who were visiting more frequently than once a month and those visiting once a month or less frequent. SPA and SAC sites were largely similar, but differences around the 75th percentile are presented in detail in Table 13.

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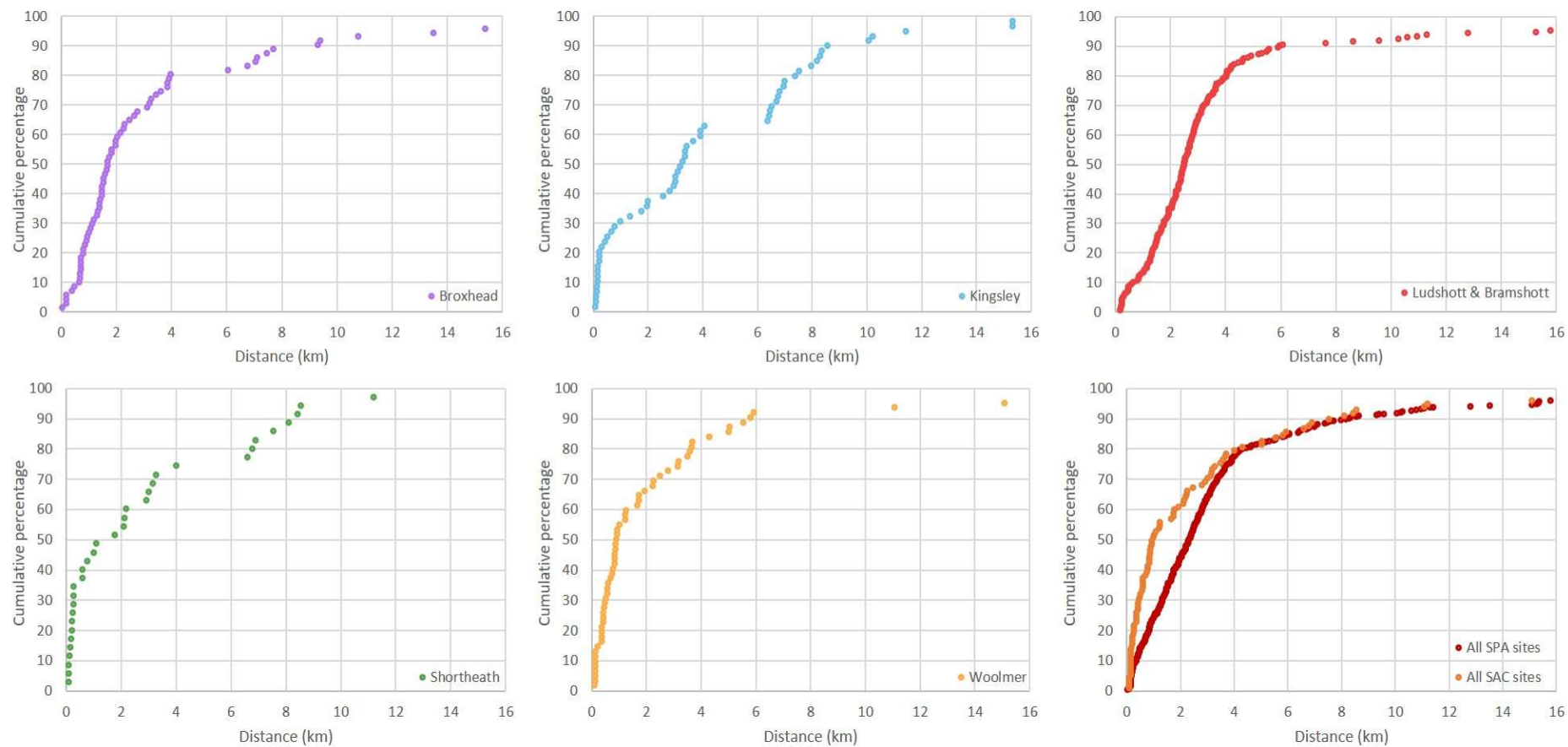
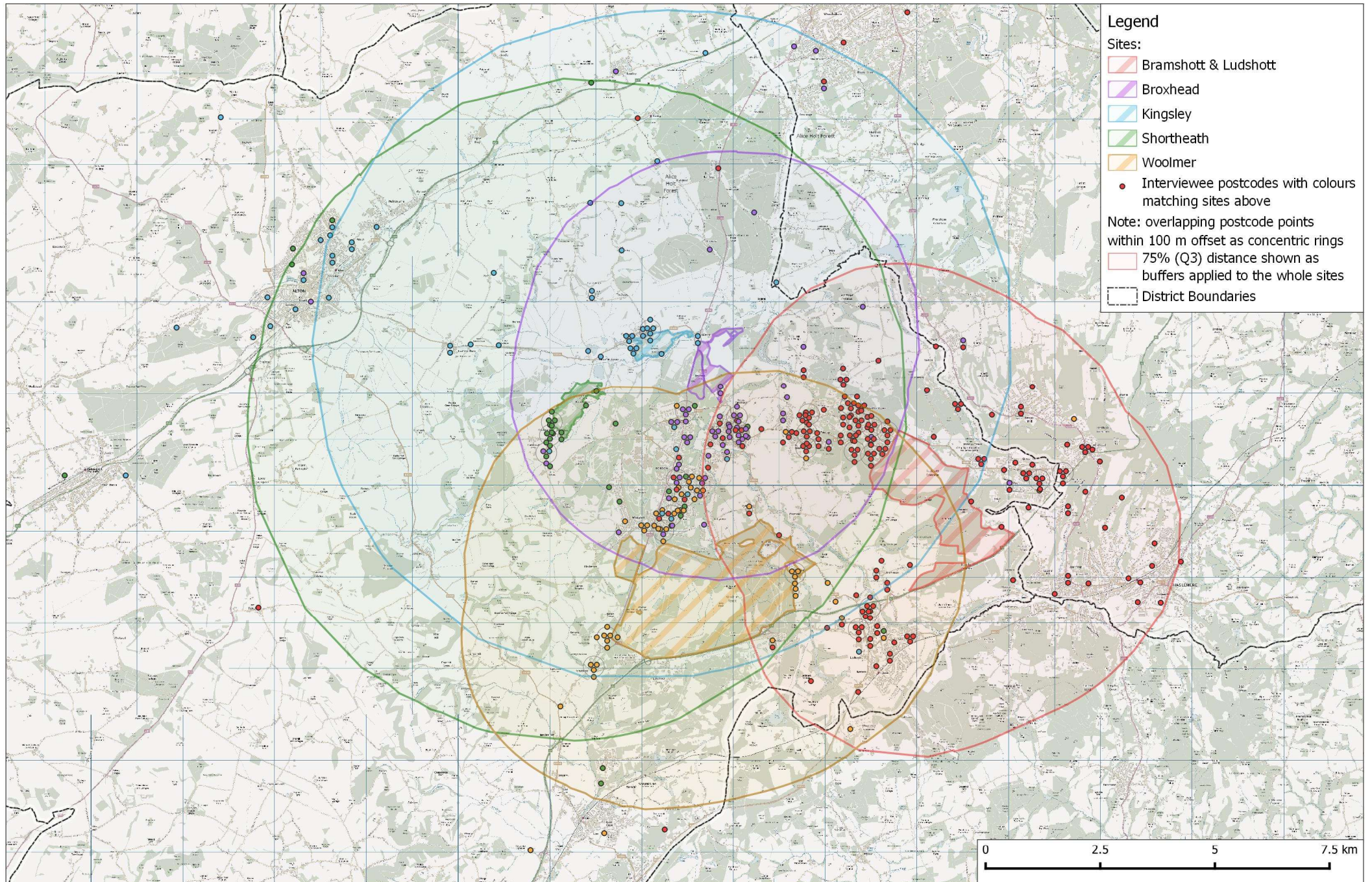


Figure 7: Visitor distance curves created from cumulative percentage for distances of interviewees shown for each site and for pooled data of all SPA and then for all SAC sites. Note SAC and SPA sites are not mutually exclusive – SAC sites are Shortheath and Woolmer, while SPA sites are all those except for Shortheath.

Map 9: Distribution of interviewee postcodes shown by site with site buffers shown using the Q3 (75%) nearest postcode distances for each site .



Map 10: Distribution of interviewee postcodes shown by site with convex hulls around the 75% nearest for each site and the 95% nearest for all sites.

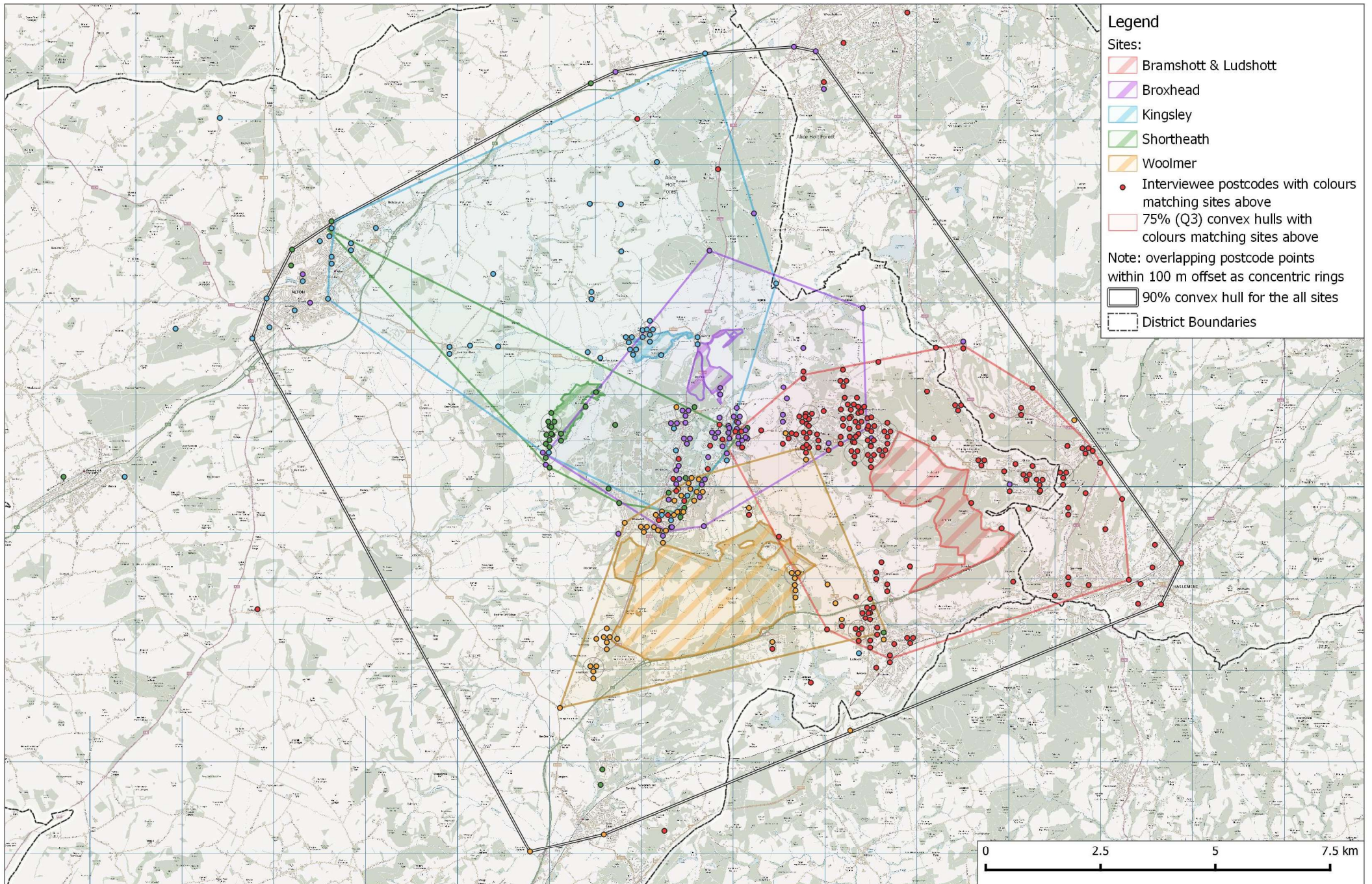


Table 11: Summary statistics and test results for the linear distances between interviewees home postcode and survey points for survey sites, interviewee activity and the mode of transport.

| Factor | Number of interviewee postcodes used (n) | Mean \pm SE | Median | Min – Max | Q3 (75% percentile) |
|--|--|----------------------------------|------------|-------------------|---------------------|
| Transport (sorted by n) | | | | | |
| <i>KW: H=148.68, df= 3, p <0.001.</i> | | | | | |
| Bicycle | 25 | 7.3 \pm 2.47 | 3.4 | 0.15 - 48.4 | 7.4 |
| Car / van | 291 | 7.9 \pm 2.32 | 2.9 | 0.2 - 594 | 4.5 |
| On foot | 118 | 2.4 \pm 0.85 | 0.5 | 0.04 - 78.1 | 1.1 |
| Other | 3 | 2.7 \pm 1.86 | 0.9 | 0.8 - 6.4 | 6.4 |
| Site | | | | | |
| <i>KW: H=19.75, df= 4, p=0.001.</i> | | | | | |
| Shortheath | 35 | 3.2 \pm 0.68 | 1.8 | 0.11 - 17.7 | 6.6 |
| Kingsley | 59 | 4.4 \pm 0.54 | 3.3 | 0.07 - 16.8 | 7.0 |
| Broxhead | 71 | 5 \pm 1.34 | 1.7 | 0.04 - 78.1 | 3.9 |
| Woolmer | 62 | 4.1 \pm 1.34 | 0.9 | 0.11 - 68.5 | 3.3 |
| Ludshott & Bramshott | 210 | 8.5 \pm 3.21 | 2.5 | 0.19 - 594 | 3.6 |
| Activity (sorted by n) | | | | | |
| <i>KW: H=133.63, df= 7, p <0.001.</i> | | | | | |
| Dog walking | 307 | 3.5 \pm 0.43 | 2.1 | 0.04 - 84.3 | 3.4 |
| Walking | 53 | 4.3 \pm 1.00 | 2.1 | 0.15 - 36.5 | 3.4 |
| Cycling / M. biking | 24 | 8.4 \pm 2.62 | 3.6 | 0.15 - 48.4 | 8.2 |
| Jog / powerwalking/ run | 18 | 3.5 \pm 0.73 | 2.5 | 0.15 - 11.1 | 4.2 |
| Outing with family | 13 | 76.9 \pm 48.89 | 5.5 | 0.67 - 594.0 | 26.0 |
| Angling | 9 | 7.7 \pm 1.89 | 7.0 | 1.10 - 17.7 | 11.9 |
| Other | 4 | 2.2 \pm 1.61 | 0.6 | 0.47 - 7 | 5.4 |
| Bird / Wildlife watching | 3 | 29.8 \pm 24.16 | 7.1 | 4.32 - 78.1 | 78.1 |
| C. dog walking | 3 | 3.9 \pm 0.85 | 3.1 | 2.91 - 5.6 | 5.6 |
| Horse riding | 3 | 5.3 \pm 2.33 | 6.4 | 0.8 - 8.6 | 8.6 |
| Visit frequency (sorted by number of annual visits) | | | | | |
| <i>KW: H=32.65, df= 9, p <0.001.</i> | | | | | |
| Daily | 115 | 1.3 \pm 0.17 | 0.6 | 0.04 - 15.3 | 1.8 |
| Most days (180+ visits) | 64 | 2.5 \pm 0.22 | 2.2 | 0.2 - 8.4 | 3.3 |
| 1 to 3 times a week (40-180 visits) | 109 | 4.6 \pm 0.91 | 2.5 | 0.15 - 78.1 | 3.7 |
| 2 to 3 times per month (15-40 visits) | 44 | 5.0 \pm 1.55 | 2.8 | 0.31 - 68.5 | 4.2 |
| Once a month (6-15 visits) | 32 | 4.1 \pm 0.41 | 3.5 | 0.76 - 10.6 | 6.0 |
| Less than once a month (2-5 visits) | 42 | 21.3 \pm 14.02 | 4.1 | 0.2 - 594 | 10.4 |
| First visit | 26 | 26.5 \pm 11.91 | 7.7 | 1.48 - 308.7 | 23.6 |
| Other | 5 | 3.6 \pm 1.64 | 1.7 | 0.82 - 9.3 | 7.3 |
| Total | 437 | 6.3 \pm 1.57 | 2.3 | 0.04 - 594 | 3.9 |

Table 12: Summary statistics for linear distances between interviewees' home postcode and survey points for each survey points. Top five values (blue) and bottom five values (red) are highlighted for mean, median and Q3. Survey points sorted by median distance values.

| Factor | Number of interviewee postcodes used (n) | Mean \pm SE | Median | Min – Max | Q3 (75% percentile) |
|---|--|-----------------------------------|------------|-------------------|---------------------|
| 1. Shortheath, Main car park | 11 | 7.0 \pm 1.44 | 6.9 | 1.10 - 17.7 | 8.6 |
| 7. Kingsley, Forge Road | 4 | 6.4 \pm 3.98 | 4.4 | 0.18 - 16.8 | 14.7 |
| 4. Kingsley, Main car park | 28 | 5.0 \pm 0.75 | 3.9 | 0.11 - 15.3 | 6.8 |
| 6. Kingsley, Fir Hill | 19 | 4.2 \pm 0.83 | 3.3 | 0.24 - 11.4 | 7.5 |
| 22. Ludshott & Bramshott, Waggoners Wells | 70 | 18.9 \pm 9.48 | 3.2 | 0.2 - 594.0 | 4.4 |
| 14. Woolmer, Passfield | 2 | 3.0 \pm 0.72 | 3 | 2.23 - 3.7 | N/A |
| 16. Woolmer, Petersfield Road | 27 | 6.2 \pm 2.58 | 2.8 | 0.11 - 68.5 | 5 |
| 12. Broxhead, Western edge entrance | 21 | 7.4 \pm 2.58 | 2.8 | 0.4 - 48.4 | 8.2 |
| 23. Ludshott & Bramshott, Downlands | 44 | 5.0 \pm 1.04 | 2.6 | 0.8 - 36.5 | 4.1 |
| 18. Ludshott & Bramshott, Main car park | 40 | 2.5 \pm 0.22 | 2.3 | 0.27 - 7.6 | 3 |
| 19. Ludshott & Bramshott, Bewleswood Farm | 18 | 2.5 \pm 0.38 | 2.3 | 0.37 - 5.6 | 3.8 |
| 11. Broxhead, A325 layby | 3 | 2.2 \pm 0.13 | 2.2 | 2.06 - 2.5 | 2.5 |
| 9. Broxhead, B3004 layby | 20 | 3.4 \pm 0.75 | 1.9 | 1.07 - 15.4 | 3.9 |
| 20. Ludshott & Bramshott, Grayshott | 8 | 1.5 \pm 0.38 | 1.4 | 0.44 - 3.3 | 2.3 |
| 3. Shortheath, Central | 4 | 1.3 \pm 0.44 | 1.4 | 0.19 - 2.2 | 2.1 |
| 8. Broxhead, Cricket Club entrance | 13 | 8.3 \pm 5.87 | 1.0 | 0.04 - 78.1 | 5.8 |
| 21. Ludshott & Bramshott, Headley Down | 30 | 2.8 \pm 1.79 | 0.9 | 0.19 - 54.4 | 1.5 |
| 13. Woolmer, Hollywater layby | 1 | 0.9 \pm N/A | 0.9 | 0.94 - 0.9 | N/A |
| 15. Woolmer, Rifle range | 20 | 3.0 \pm 2.19 | 0.8 | 0.38 - 44.7 | 1.3 |
| 10. Broxhead, Royal Drive | 14 | 1.2 \pm 0.4 | 0.7 | 0.2 - 6.1 | 1.6 |
| 17. Woolmer, Conford | 12 | 1.4 \pm 0.49 | 0.7 | 0.16 - 5.9 | 2 |
| 2. Shortheath, Oakhanger playground | 20 | 1.6 \pm 0.5 | 0.3 | 0.11 - 7.6 | 2.9 |
| 5. Kingsley, Gold Hill | 8 | 1.6 \pm 1.04 | 0.2 | 0.07 - 8.4 | 2.5 |
| Total | 437 | 6.3 \pm 1.57 | 2.3 | 0.04 - 594 | 3.9 |

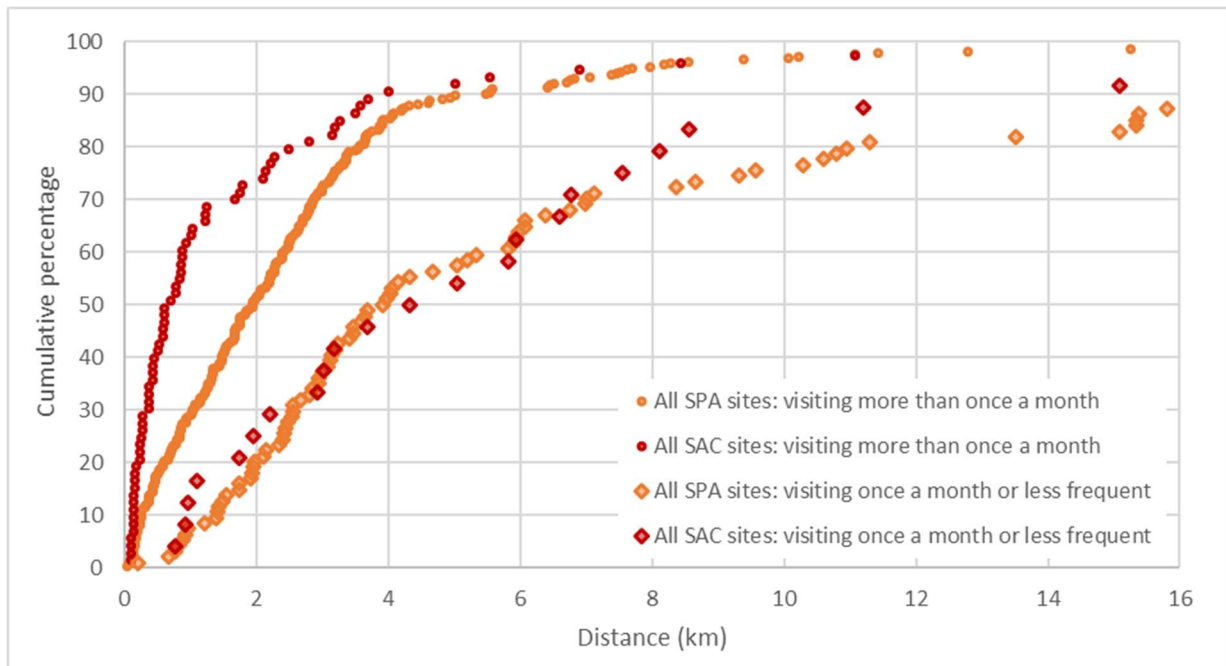


Figure 8: Visitor distance curves created from cumulative percentage for distances of interviewees shown for SPA and SAC sites and for interviewees who were visiting more frequent than once a month and then once a month or less frequent. Note SAC and SPA sites are not mutually exclusive – SAC sites are Shortheath and Woolmer, while SPA sites are all those expect for Shortheath.

Table 13: Detailed examination separately for SAC and SPA designated sites of the percentage of interviewees within 5 km and of the distances which encompasses around three quarters of visitors; using 70th, 75th and 80th percentiles. Within SAC and SPA sites, the data have been separated by interviewees’ reported frequency of visit; more frequent than once a month and once a month or less frequent. Note SAC and SPA sites are not mutually exclusive – SAC sites are Shortheath and Woolmer, while SPA sites are all those expect for Shortheath.

| Site | Number of interviewee postcodes used (n) | Percentage of interviewee postcodes within 5 km | Distance (km) for different percentage of interviewee postcodes | | |
|--|--|---|---|------------|------------|
| | | | 70% | 75% | 80% |
| SPA | 402 | 82% | 3.4 | 3.8 | 4.3 |
| SPA visiting more frequent than once a month | 308 | 89% | 2.9 | 3.2 | 3.6 |
| SPA visiting once a month or less frequent | 94 | 56% | 7.0 | 9.5 | 11.1 |
| SAC | 97 | 81% | 3.1 | 3.5 | 4.3 |
| SAC visiting more frequent than once a month | 73 | 90% | 1.7 | 2.1 | 2.7 |
| SAC visiting once a month or less frequent | 24 | 50% | 6.9 | 7.7 | 8.3 |

Routes

- 5.37 Recorded routes taken (or to be taken) were recorded in the field during the interview and later digitised as polylines in GIS. Overall, the typical route length was around 2.1km (median value) to 2.6 km (mean value). The shortest route was just 8 m (an angler at Shortheath), and the longest 14km (a cyclist at Woolmer going around the perimeter of the site).
- 5.38 The routes for the two main activity groups, dog walkers and walkers, had a mean of 2.5km (median 2.0km) and 3.4km (2.8km) respectively. Shortest routes were conducted by those angling (mean 0.3km), followed by the grouped “other” activities, and groups on an outing with the family (means both 1.5km). Interviewees who were jogging/power walking/ running often had the longest routes, with a mean of 3.8km. Cycling may have been expected to be the longest, but the recorded part of the route relevant to this study was often only in the area of the site for a limited part of their route. For example, at Woolmer interviewees often used the cycle path and then went off into Bordon, and the route was not recorded beyond this. Differences between these activities were highly significant using a Kruskal-Wallis test (based on medians, see Table 14).
- 5.39 Differences between sites were also examined, as shown in Figure 9 and with detailed values given in Table 14. Routes were shortest at Shortheath, around 1.1km (median), followed by 1.5km at Broxhead. Woolmer had noticeably the longest routes, with a median of 3.6km.

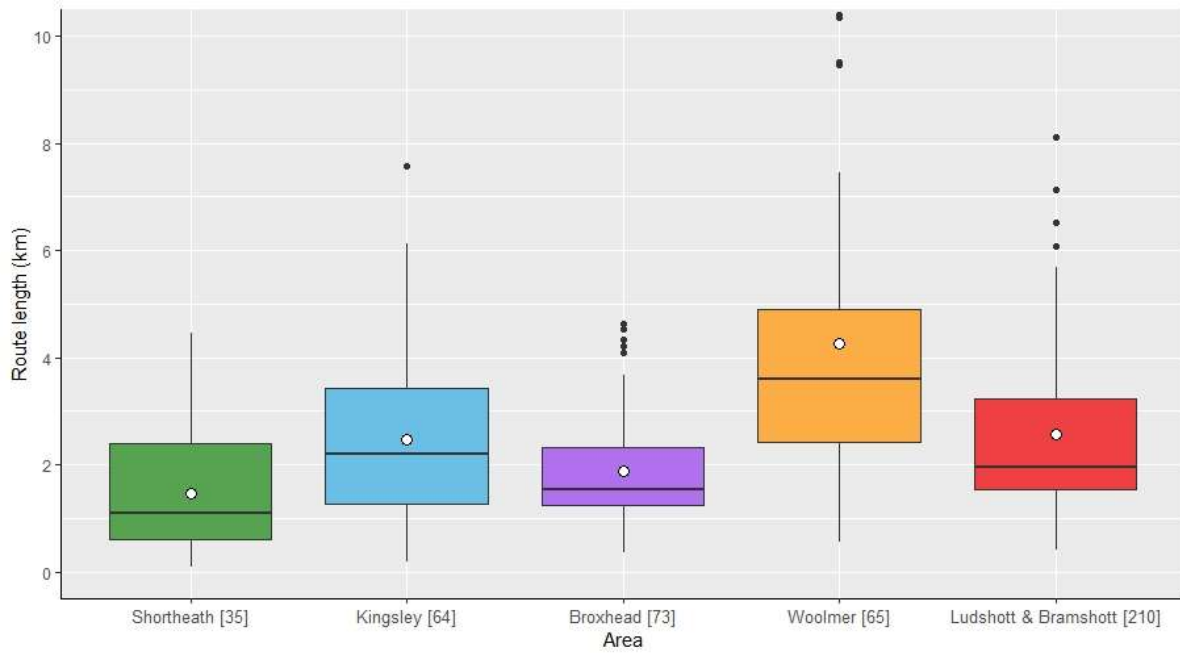


Figure 9: Boxplot of interviewees' route length (km) shown for each site. Four outliers not shown (i.e. distances more than 10 km).

5.40 Route length was partially related to the size of the site, the only site which did not fit this pattern was Kingsley, where routes were much longer given this was the smallest site. This seems to be due to the use of wider countryside, in particularly around Oxney. There was also a suggestion that the cluster of sites, Kingsley, Broxhead and Shortheath are interconnected. Two interviewees from Broxhead and Shortheath were recorded with routes onto Kingsley, one interviewee from Kingsley recorded onto Shortheath, and six interviewees from Kingsley had routes onto Broxhead.

Table 14: Summary statistics and test results for interviewees' route length for survey sites and interviewee activity.

| Factor | Number of interviewee postcodes used (n) | Mean \pm SE | Median | Min – Max | Q3 (75% percentile) |
|---|--|----------------------------------|------------|--------------------|---------------------|
| Site (sorted by median) | | | | | |
| <i>KW: H=72.50, df= 4, p <0.001.</i> | | | | | |
| Shortheath | 35 | 1.5 \pm 0.19 | 1.1 | 0.09 - 4.5 | 2.4 |
| Broxhead | 73 | 1.9 \pm 0.12 | 1.5 | 0.35 - 4.6 | 2.3 |
| Ludshott & Bramshott | 210 | 2.6 \pm 0.10 | 2.0 | 0.40 - 8.1 | 3.2 |
| Kingsley | 64 | 2.5 \pm 0.19 | 2.2 | 0.18 - 7.6 | 3.5 |
| Woolmer | 65 | 4.3 \pm 0.33 | 3.6 | 0.55 - 13.6 | 5.1 |
| Activity (sorted by median) | | | | | |
| <i>KW: H=53.01, df= 9, p <0.001.</i> | | | | | |
| Angling | 9 | 0.3 \pm 0.07 | 0.4 | 0.09 - 0.7 | 0.5 |
| Other | 5 | 1.5 \pm 0.18 | 1.4 | 0.99 - 2.0 | 1.9 |
| Outing with family | 11 | 1.5 \pm 0.11 | 1.5 | 0.81 - 1.8 | 1.8 |
| Dog walking | 315 | 2.5 \pm 0.08 | 2.0 | 0.35 - 11.4 | 3.2 |
| Comm. dog walker | 3 | 2.4 \pm 1.03 | 2.2 | 0.80 - 4.3 | 4.3 |
| Horse riding | 3 | 2.2 \pm 0.71 | 2.3 | 0.97 - 3.4 | 3.4 |
| Cycling / M. biking | 25 | 3.4 \pm 0.66 | 2.4 | 0.62 - 13.6 | 4.5 |
| Walking | 0 | 3.4 \pm 0.29 | 2.8 | 0.49 - 10.4 | 4.5 |
| Jogging / powerwalking | 18 | 3.8 \pm 0.46 | 4.0 | 1.02 - 8.1 | 4.7 |
| Bird / Wildlife watching | 3 | 3.2 \pm 1.19 | 4.2 | 0.86 - 4.6 | 4.6 |
| Total | 420 | 2.6 \pm 0.08 | 2.1 | 0.09 - 13.6 | 3.4 |

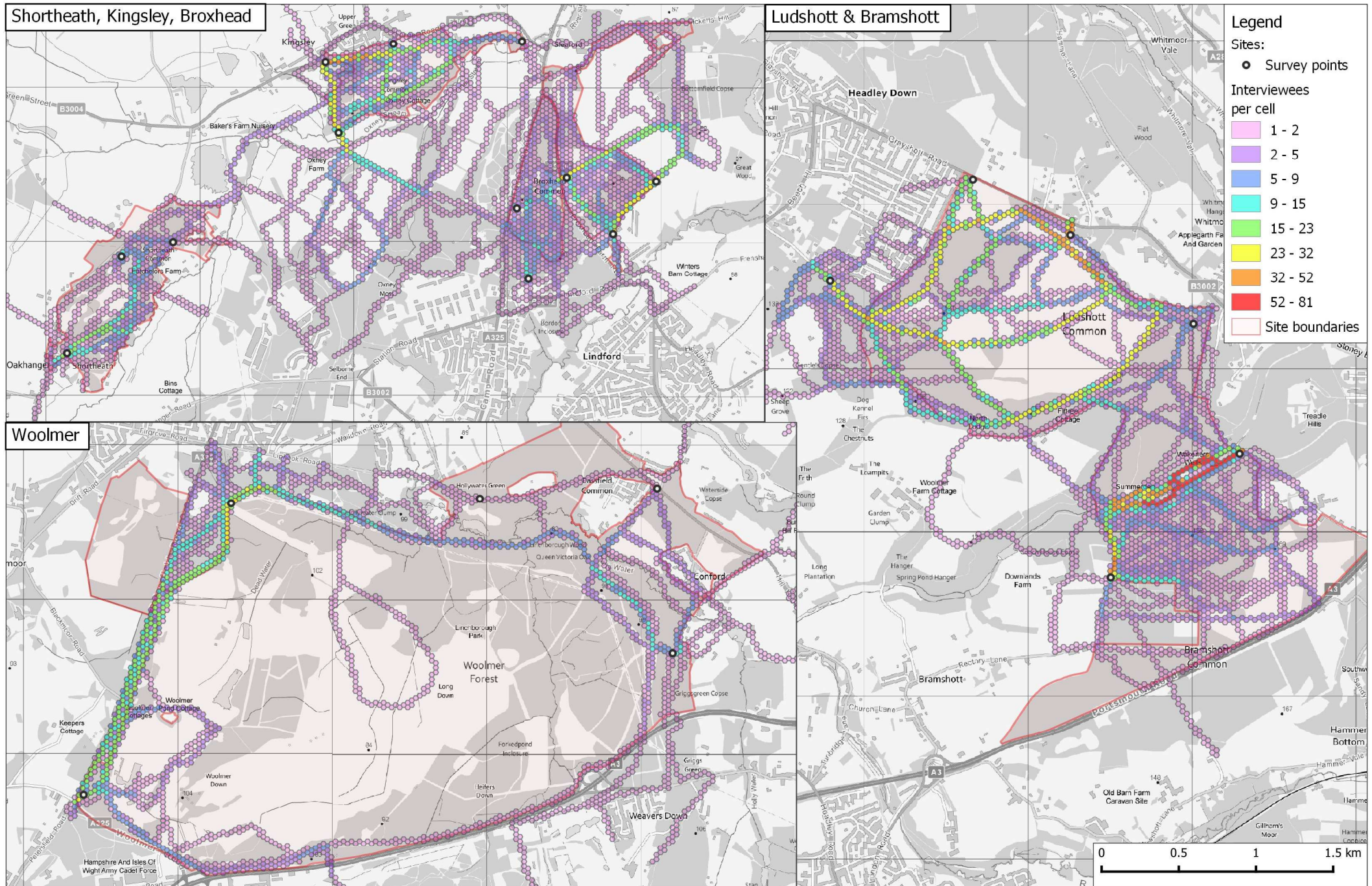
5.41 Interviewees were asked to suggest if their routes were of typical length, or if something had altered their visit to make it shorter or longer. Just over two thirds of interviewees (67%, 306 interviewees) stated that their route was of a normal, typical length for the site. Many of the remaining interviewees were not sure, or on a first visit (10%, 47 interviewees). However, 96 interviewees (20%) said their route was shorter than usual, compared to 2% (11) who said their route was longer than usual. This was highest at Kingsley and Ludshott & Bramshott, both with 25% of interviewees, and often with dog walkers (overall 22% of dog walkers). The main reason for this was the high temperatures on some days, with interviewees stating it was too hot, the need for shade, or water, especially for dogs.

Table 15: Interviewees' responses to the question regarding how their current route length compared to a typical one.

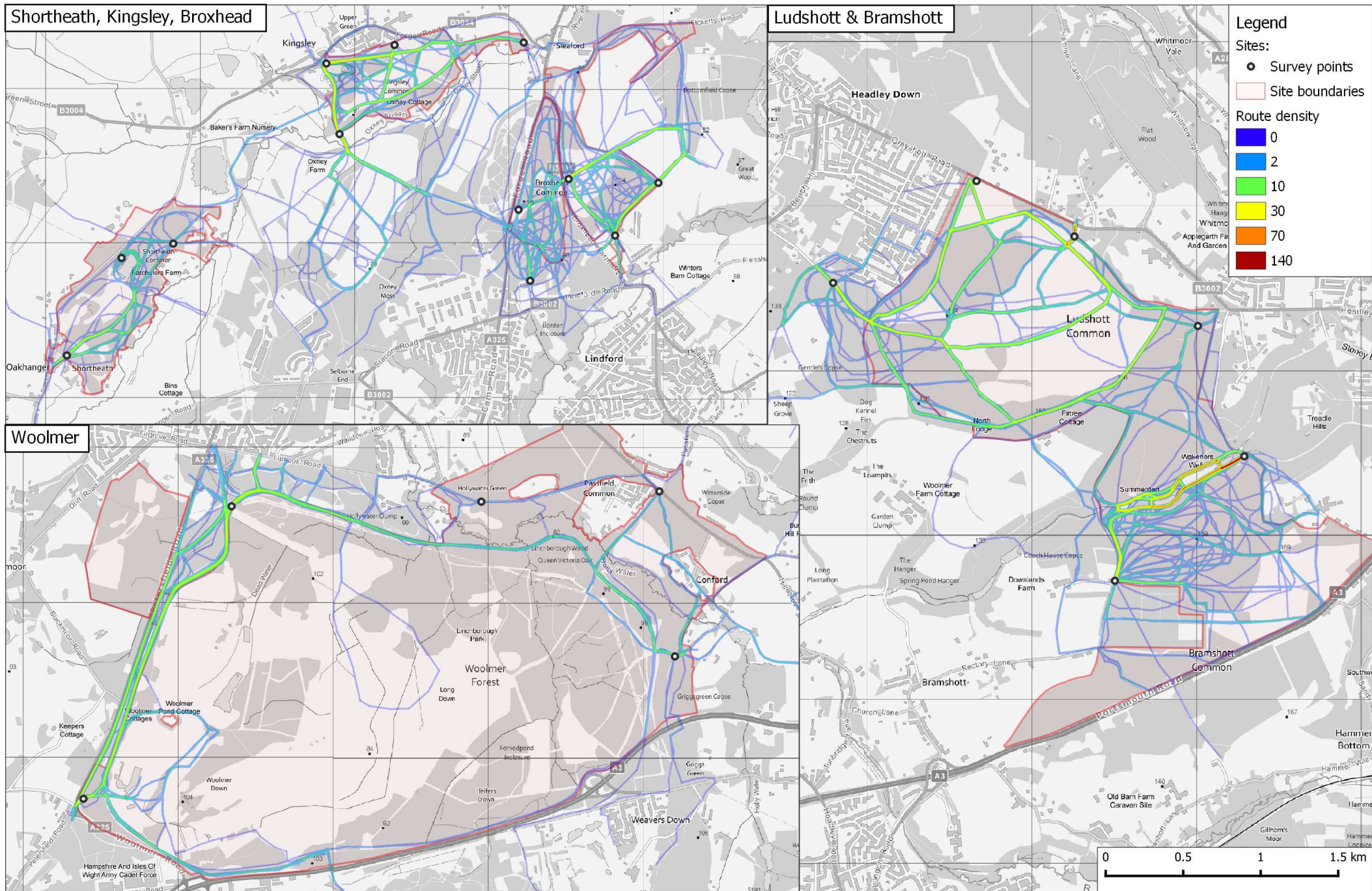
| Site | Yes, normal | Much longer than normal | Much shorter than normal | Not sure / no typical visit | First visit | Total |
|----------------------|-----------------|-------------------------|--------------------------|-----------------------------|---------------|------------------|
| Shortheath | 24 (69) | 1 (3) | 4 (11) | 4 (11) | 2 (6) | 35 (100) |
| Kingsley | 43 (67) | 1 (2) | 16 (25) | 2 (3) | 2 (3) | 64 (100) |
| Broxhead | 55 (75) | 2 (3) | 8 (11) | 3 (4) | 5 (7) | 73 (100) |
| Woolmer | 45 (69) | 3 (5) | 11 (17) | 4 (6) | 2 (3) | 65 (100) |
| Ludshott & Bramshott | 139 (63) | 4 (2) | 54 (25) | 14 (6) | 9 (4) | 220 (100) |
| Total | 306 (67) | 11 (2) | 93 (20) | 27 (6) | 20 (4) | 457 (100) |

- 5.42 The distribution of routes across the site is visualised as a density map in Map 11 and as a heatmap in Map 12. In relation to the sites, the survey points appear fairly evenly distributed and therefore it would suggest densities reported are reasonably representative of the use and pressures on sites.
- 5.43 Highest densities recorded (more than 30 interviewees per cell) were restricted to one or two main paths at Ludshott, Bramshott and Shortheath. Densities show that at sites such as Broxhead, and to a lesser extent Bramshott, Kingsley and Shortheath, visitor access could be very dispersed and encompass almost the entire site. Conversely, at Woolmer, access is of course restricted and use is concentrated on the perimeter path, but with this, mostly to those parts of the site closest to Bordon and along the cycleway.

Map 11: Interviewees routes summarised as densities using a 30 m hexagonal grid.



Map 12: Interviewees routes summarised as using a heatmap (kernel density estimation).



Alternative sites

5.44 The interview location often represents one of many locations used by the interviewees for the activity they were undertaking. Interviewees were asked to suggest how frequently they used this site (i.e. the one where interviewed) for their current activity, as opposed to alternative locations.

5.45 Overall, just over one in ten interviewees (12%, 55 interviewees) stated that they only visited the site where interviewed for their current activity. However, when combined with those who made 75% or more of their visits to the current site, almost half of interviewees (44%, 203 interviewees) were almost always using the same site. The data are shown by individual survey sites in Figure 10 and this shows that alternative sites are generally used rarely by interviewees at Woolmer Forest, compared to Broxhead.

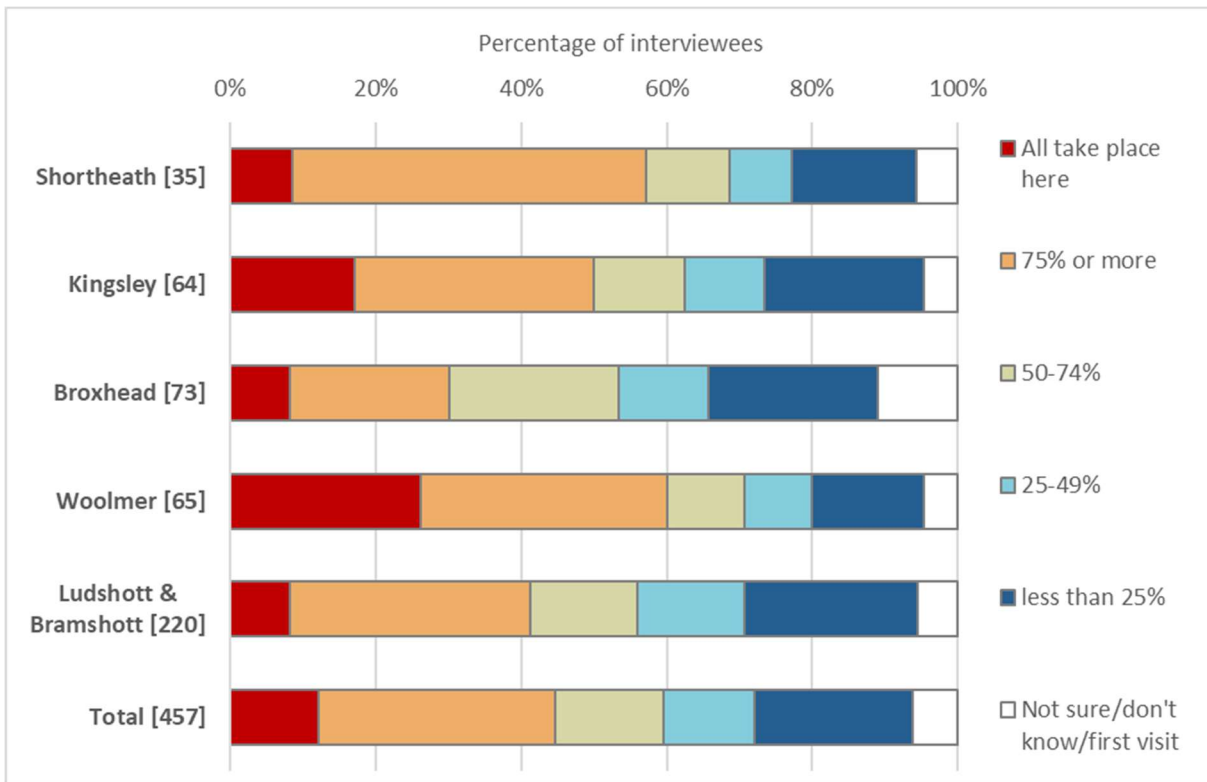


Figure 10: Interviewees' typical proportion of visits to the current site.

5.46 Interviewees were then asked to provide up to three named alternative sites, which they would have visited instead of the current location. Almost all interviewees provided at least one site (417, 95%), but additional sites were less commonly given with 80% giving a second site and 44% giving a third site.

5.48 The alternative named sites could be quite different between the different sites, as shown in Table 17. At the three sites Shortheath, Kingsley and Broxhead, which are all in close proximity to each other, the alternative sites at each often included one of the other two sites, whereas at Woolmer and Ludshott & Bramshott, the three sites are rarely mentioned compared to more popular sites such as Devil’s Punch Bowl.

Table 17: Alternative named sites ranked by the number of times an interviewee mentioned the site as their first named site, shown separately at each of the survey sites.

| | Shortheath [35] | Kingsley [64] | Broxhead [73] | Woolmer [65] | Ludshott & Bramshott [220] |
|---|--------------------------|------------------------|----------------------------|---|------------------------------|
| 1 | Kingsley Common (7, 20%) | Alice Holt (8, 13%) | Bordon Inclosure (11, 15%) | Devil’s Punch Bowl (5, 8%) | Devil’s Punch Bowl (28, 13%) |
| 2 | Kingsley Pond (2, 6%) | Frensham Pond (7, 11%) | Ludshott Common (6, 8%) | Deadwater (3, 5%) | Frensham Pond (27, 12%) |
| 3 | Binswood (2, 6%) | Home Farm (3, 5%) | Kingsley Common (4, 5%) | Alice Holt (3, 5%) | Waggoner’s Wells (21, 10%) |
| 4 | Alton (2, 6%) | Oakhanger Pond (2, 3%) | Longmoor (4, 5%) | Weaver’s Down (3, 5%) | Ludshott Common (19, 9%) |
| 5 | Alice Holt (2, 6%) | Shortheath (2, 3%) | Alice Holt (4, 5%) | Liss Forest; Hogmoor Inclosure; Blackmoor; Bordon (2, 3%) | Ludshott (16, 7%) |

Reasons for visiting the site

5.49 Interviewees were asked to provide reasons why they choose to visit the site they were currently at. Responses were categorised (where possible) by the surveyor, with multiple choices allowed. Surveyors recorded all the interviewees’ responses, but then asked interviewees to select just one single main reason which was recorded separately.

5.50 Over half of interviewees, (243, 56%) stated that the proximity of the site to their home was important. This was followed by 38% of interviewees (167) mentioning it was good for the dog/the dog enjoys and 27% (116)

mentioning scenery/views (see Table 18). Other reasons were diverse, but important ones (given by more than 10% of interviewees) were: the ability to let dog off lead, the presence of water, suitability of area in given weather conditions (often as the site was dry and sandy), the rural feel / wild landscapes, and the fact that sites were quiet, with no traffic noise.

5.51 The key factor (i.e. single main reason) for interviewees was the proximity of sites to their home. Over three quarters of interviewees (166 interviewees, 38%), provided this as their main reason, compared to the second highest, 'good for dog / dog enjoys it' given by less than one in ten (33 interviewees, 8%). When considering the multiple 'other' second choice reasons, the importance of this reason becomes more apparent, with a third (31%) of interviewees stating this dog related reason in the multiple choices.

Table 18: Summary of interviewees' reasons for visiting the current site, provided as: all reasons, a single choice main reason, and all other multiple secondary reasons.

| Reason | Number and % of interviewees | | |
|---|------------------------------|--------------------|---------------|
| | All reasons | Single main reason | Other reasons |
| Close to home | 243 (56%) | 166 (38%) | 77 (18%) |
| Good for dog / dog enjoys it | 167 (38%) | 33 (8%) | 134 (31%) |
| Scenery / variety of views | 116 (27%) | 19 (4%) | 97 (22%) |
| Ability to let dog off lead | 109 (25%) | 7 (2%) | 102 (23%) |
| Presence of water | 105 (24%) | 19 (4%) | 86 (20%) |
| Suitability of area in given weather conditions | 77 (18%) | 16 (4%) | 61 (14%) |
| Rural feel / wild landscape | 74 (17%) | 10 (2%) | 64 (15%) |
| Quiet, with no traffic noise | 52 (12%) | 11 (3%) | 41 (9%) |
| Good / easy parking | 41 (9%) | 8 (2%) | 33 (8%) |
| Particular wildlife interest (including trees) | 40 (9%) | 4 (1%) | 36 (8%) |
| Habit/familiarity | 37 (8%) | 13 (3%) | 24 (5%) |
| Appropriate place for activity | 35 (8%) | 11 (3%) | 24 (5%) |
| Feels safe here | 34 (8%) | 6 (1%) | 28 (6%) |
| Quick & easy travel route | 27 (6%) | 9 (2%) | 18 (4%) |
| Closest place to let dog safely off lead | 23 (5%) | 3 (1%) | 20 (5%) |

5.52 Reasons for visiting the site were examined on a site by site basis using main reasons only, as shown in Figure 12. Across individual sites, close to home was consistently the stand out main reason. Proximity to home was however less of a driver for interviewees at Ludshott & Bramshott, where under a third selected this (28%), compared to Woolmer, where over half (54%)

stated this as their main reason for visiting. At Ludshott & Bramshott, main reasons were often varied, including it being good for the dog, the suitability of the site in the weather (often for shade) and the presence of water being important. At Kingsley, the second most common main reason was it being good for the dog, given by 18% of interviewees, almost double the percentage at any other site. At Broxhead, no interviewees stated main reasons relating to dogs, instead the second most common main reason was site having quick and easy travel times (unsurprising given most access is from laybys along main roads).

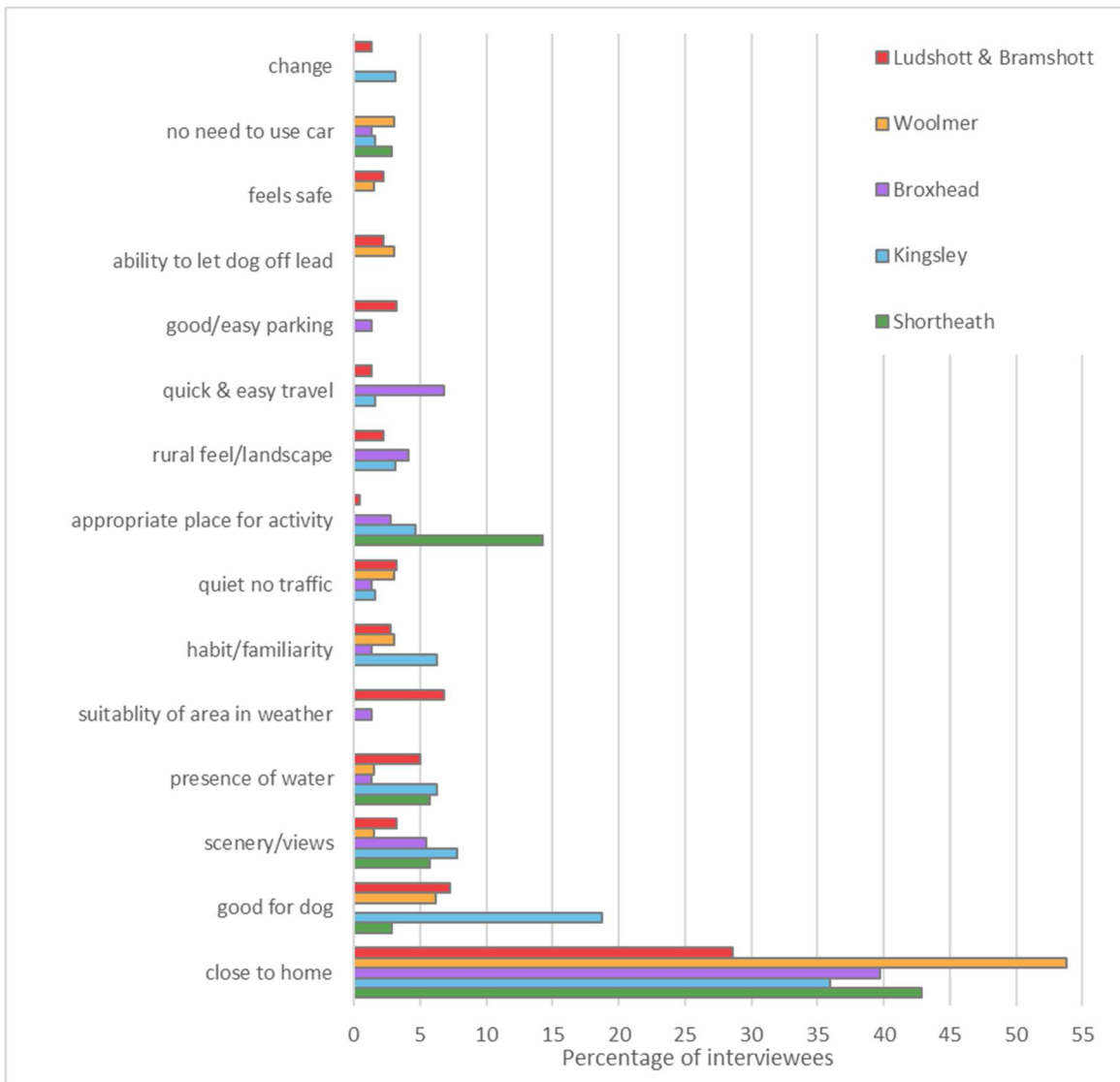


Figure 12: The percentage of interviewees for each site selected a single main reason for visiting the current site. Reasons provided by less than 5 interviewees (1% of total) are not shown.

Features for an alternative site

- 5.53 A final question asked interviewees to consider what features they would want to see at an alternative site. Responses were categorised by surveyors, where possible, and remaining free text responses categorised once all the questionnaire data were collated.
- 5.54 Overall, 394 interviewees provided a suggestion, with a mean of 2.4 suggestions per interviewee. Figure 13 shows the two key features were a request for more dog bins on site (compared to the current site), and the ability to let a dog off lead, each given by around a third of interviewees (see Table 19). Other important features were for sites to be natural, pleasant spaces, with some elements of open water, with dry, well surfaced paths and good, free parking. Sites would need to ensure features for dogs, e.g. water and fenced secure areas, and some facilities for visitors e.g. toilets or cafe.



Figure 13: Word cloud summary of interviewees suggestions for alternative sites.

Table 19: Features for an alternative site, sorted by the number of interviewees who selected the top thirty features. Note multiple reasons were able to be selected by interviewees.

| Suggested features | Suggested features |
|--|--|
| dog bins (152, 35%) | litter bins (17, 4%) |
| ability to let dog off lead (140, 32%) | quiet, few people (13, 3%) |
| free parking (101, 23%) | requirement to pick up after dog (12, 3%) |
| safe for dogs (87, 20%) | closer to home (11, 3%) |
| better path surfacing (57, 13%) | open spaces (9, 2%) |
| wild/ natural spaces (54, 12%) | seating (8, 2%) |
| toilets (38, 9%) | lots of wildlife (7, 2%) |
| a variety of habitat (37, 8%) | choice of routes (7, 2%) |
| pleasant/ attractive surroundings (37, 8%) | away from traffic (7, 2%) |
| refreshments (cafe, pub etc) (35, 8%) | visitor centre (6, 1%) |
| cycle trails (22, 5%) | features for children (activities/ play) (6, 1%) |
| better or easier parking facilities (22, 5%) | longer routes (5, 1%) |
| water (ponds, lakes, rivers) (21, 5%) | accessibility (5, 1%) |
| water specifically for dogs (21, 5%) | country park style facilities (5, 1%) |
| appropriate paths (i.e. dry) (20, 5%) | safe; features for dogs; circular walks (4, 1%) |

6. Discussion

- 6.1 The results provide a snapshot of access patterns at a range of heathland sites important for nature conservation. The interviewees include a high proportion of dog walkers and show the use of the sites by local residents for recreation.
- 6.2 Survey points selected were based on the previous 2012 visitor survey and we actively moved points if no interviewees had been recorded in the 2012 survey. The survey included a range of different types of access points, including foot-only, informal parking and large formal car-parks. As such a range of access patterns, types of visitor and varying numbers of visitors are to be expected. Only a sample of access points across the area were surveyed and it is therefore important to highlight that the results do not reflect overall visitor numbers to sites. In presenting the data we have often grouped by sites (i.e. individual heaths) to allow us to combine data from multiple entry points and therefore give an indication of the site usage.
- 6.3 It should also be noted that at some survey points refusal rates could be quite high. Overall, the refusal rate was 22% of all potential interviewees and as high as 40% at some individual points (see Table 6). These high refusals rates probably stem from a combination of factors: early mornings often included people on their way to work who were reluctant to stop, while in afternoons families with small children (especially when weather was hot) were also reluctant to stop. Cyclists and runners are difficult to interview as they often approach quickly and are immersed in their activity, often timing themselves. The hot weather may have also been an issue, especially for some dog owners. The survey points where there was a high refusal rate will have a smaller sample of interviewees and the pool of interviewees may lack a particular group of site users e.g. cyclists. Some of this error is an inherent part of the face-to-face visitor surveying, which can struggle to include interviewees who have limited time or are conducting certain activities, such as running or cycling.
- 6.4 Finally, the weather conditions in the summer of 2018 were very unusual with temperatures 2.0 °C above the long term mean and only 60% of rainfall⁹. This is likely to have influenced the surveys in a number of ways, for

⁹ <https://www.metoffice.gov.uk/climate/uk/summaries/2018/summer>

example in the number of refusals, the times people chose to visit, choice of route and the amount of time people spent on site.

7. References

Brookbank, R. (2012). *Whitehill & Bordon Eco-town Visitor Survey Report*. Ecological Planning & Research Ltd.

8. Appendices

Table 20: Full details of interviewees' activities recorded at sites and survey points, provided as number of interviewees and percentage in brackets.

| | Dog walking | Walking | Cycling / Mountain Biking | Jogging / power walking / running | Outing with family | Angling | Bird / Wildlife watching | Horse riding | Commerical dog walker | Other | Total |
|----------------------|-------------|---------|---------------------------|-----------------------------------|--------------------|---------|--------------------------|--------------|-----------------------|--------|-----------|
| Broxhead | 42 (58) | 15 (21) | 9 (12) | 5 (7) | (0) | (0) | 2 (3) | (0) | (0) | (0) | 73 (100) |
| 8 | 6 (46) | 3 (23) | 2 (15) | 1 (8) | (0) | (0) | 1 (8) | (0) | (0) | (0) | 13 (100) |
| 9 | 11 (55) | 6 (30) | (0) | 2 (10) | (0) | (0) | 1 (5) | (0) | (0) | (0) | 20 (100) |
| 10 | 11 (73) | 2 (13) | 2 (13) | (0) | (0) | (0) | (0) | (0) | (0) | (0) | 15 (100) |
| 11 | 3 (100) | (0) | (0) | (0) | (0) | (0) | (0) | (0) | (0) | (0) | 3 (100) |
| 12 | 11 (50) | 4 (18) | 5 (23) | 2 (9) | (0) | (0) | (0) | (0) | (0) | (0) | 22 (100) |
| Kingsley | 52 (81) | 4 (6) | 2 (3) | 2 (3) | (0) | 2 (3) | (0) | 1 (2) | (0) | 1 (2) | 64 (100) |
| 4 | 24 (80) | 2 (7) | (0) | 1 (3) | (0) | 2 (7) | (0) | (0) | (0) | 1 (3) | 30 (100) |
| 5 | 7 (78) | 1 (11) | 1 (11) | (0) | (0) | (0) | (0) | (0) | (0) | (0) | 9 (100) |
| 6 | 18 (86) | 1 (5) | 1 (5) | (0) | (0) | (0) | (0) | 1 (5) | (0) | (0) | 21 (100) |
| 7 | 3 (75) | (0) | (0) | 1 (25) | (0) | (0) | (0) | (0) | (0) | (0) | 4 (100) |
| Ludshott & Bramshott | 175 (80) | 19 (9) | 2 (1) | 6 (3) | 12 (5) | (0) | (0) | 2 (1) | 2 (1) | 2 (1) | 220 (100) |
| 18 | 39 (93) | 1 (2) | (0) | 1 (2) | (0) | (0) | (0) | (0) | 1 (2) | (0) | 42 (100) |
| 19 | 15 (83) | 1 (6) | (0) | 1 (6) | (0) | (0) | (0) | (0) | 1 (6) | (0) | 18 (100) |
| 20 | 6 (75) | (0) | (0) | 1 (13) | (0) | (0) | (0) | (0) | (0) | 1 (13) | 8 (100) |
| 21 | 27 (87) | 3 (10) | (0) | 1 (3) | (0) | (0) | (0) | (0) | (0) | (0) | 31 (100) |
| 22 | 56 (76) | 4 (5) | (0) | 1 (1) | 12 (16) | (0) | (0) | (0) | (0) | 1 (1) | 74 (100) |

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| | Dog walking | Walking | Cycling / Mountain Biking | Jogging / power walking / running | Outing with family | Angling | Bird / Wildlife watching | Horse riding | Commerical dog walker | Other | Total |
|--------------|-----------------|----------------|---------------------------|-----------------------------------|--------------------|--------------|--------------------------|--------------|-----------------------|--------------|------------------|
| 23 | 32 (68) | 10 (21) | 2 (4) | 1 (2) | (0) | (0) | (0) | 2 (4) | (0) | (0) | 47 (100) |
| Shortheath | 20 (57) | 5 (14) | 1 (3) | (0) | 1 (3) | 7 (20) | (0) | (0) | (0) | 1 (3) | 35 (100) |
| 1 | 4 (36) | (0) | (0) | (0) | (0) | 7 (64) | (0) | (0) | (0) | (0) | 11 (100) |
| 2 | 14 (70) | 4 (20) | 1 (5) | (0) | (0) | (0) | (0) | (0) | (0) | 1 (5) | 20 (100) |
| 3 | 2 (50) | 1 (25) | (0) | (0) | 1 (25) | (0) | (0) | (0) | (0) | (0) | 4 (100) |
| Woolmer | 34 (52) | 12 (18) | 11 (17) | 5 (8) | (0) | (0) | 1 (2) | (0) | 1 (2) | 1 (2) | 65 (100) |
| 13 | 1 (100) | (0) | (0) | (0) | (0) | (0) | (0) | (0) | (0) | (0) | 1 (100) |
| 14 | 2 (67) | 1 (33) | (0) | (0) | (0) | (0) | (0) | (0) | (0) | (0) | 3 (100) |
| 15 | 12 (55) | 5 (23) | 4 (18) | (0) | (0) | (0) | (0) | (0) | (0) | 1 (5) | 22 (100) |
| 16 | 9 (33) | 5 (19) | 7 (26) | 5 (19) | (0) | (0) | 1 (4) | (0) | (0) | (0) | 27 (100) |
| 17 | 10 (83) | 1 (8) | (0) | (0) | (0) | (0) | (0) | (0) | 1 (8) | (0) | 12 (100) |
| Total | 323 (71) | 55 (12) | 25 (5) | 18 (4) | 13 (3) | 9 (2) | 3 (1) | 3 (1) | 3 (1) | 5 (1) | 457 (100) |



Good morning/afternoon. I am conducting a visitor survey on behalf of the East Hampshire District Council, who are interested in gathering visitor's views about this site and how they use it. Can you spare me a few minutes please?

Q1 ...

- Are you on a day trip/short visit and have travelled directly from your home today... *if no*
- Are you on a short trip/short visit & staying away from home with friends or family ... *if no*
- Are you staying away from home, e.g. second home, mobile home or on holiday
- If none of the above, **How would you describe your visit today?**

Further details

Q2 **What is the main activity you are undertaking today?** *Tick closest answer. Do not prompt. Single response only.*

- Dog walking
- Walking
- Jogging / power walking / running
- Outing with family
- Cycling / Mountain Biking
- Bird / Wildlife watching
- Enjoying scenery / fresh air
- Photography
- Meeting up with friends
- Picnic
- Horse riding
- Visiting cafe / visitor centre
- Other fitness / sports
- Other, please detail:

Further details

Q3 **Over the past year, roughly how often have you visited this site?** *Tick closest answer, single response only. Only prompt if interviewee struggles.*

- Daily
- Most days (180+ visits)
- 1 to 3 times a week (40-180 visits)
- 2 to 3 times per month (15-40 visits)
- Once a month (6-15 visits)
- Less than once a month (2-5 visits)
- Don't know
- First visit
- Other, please detail

Further details:

Q4 **How long have you spent / will you spend at this site today?** *Single response only.*

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

Further details

Q5 **Do you tend to visit this area at a certain time of day?** *Tick closest answers. Multiple answers ok.*

- Early morning (before 7 am)
- Late morning (between 7 am and 10 am)
- Midday (between 10 am and 2 pm)
- Early afternoon (between 2 pm and 4 pm)
- Late afternoon (between 4 and 6 pm)
- Evening (after 6 pm)
- Varies / Don't know
- First visit

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Q6 Do you tend to visit this area more at a particular time of year for [insert given activity]? Multiple answers ok.

- Spring (Mar-May)
- Summer (Jun-Aug)
- Autumn (Sept-Nov)
- Winter (Dec-Feb)
- Equally all year
- Don't know
- First visit

Q7 How long have you been visiting this site? Single response only. Do not prompt.

- Don't know
- First visit
- less than or approximately 6 months
- less than or approximately 1 year
- less than or approximately 3 years
- less than or approximately 5 years
- less than or approximately 10 years
- more than 10 years

Further details:

Q8 How did you get here today? if necessary prompt with: What form of transport did you use? Single response only.

- Car / van
- On foot
- Bus
- Bicycle
- Other, please detail

Further details:

Now I'd like to ask you about your route today. Looking at the area shown on this map, can you show me where you started your visit today, the finish point and your route please. Probe to ensure route is accurately documented. Use P to indicate where the visitor parked, E to indicate the start point and X to indicate the exit. Mark the route with a line; a solid line for the actual route and a dotted line for the expected or remaining route.

Q9 Is / was your route today the normal length when you visit here for [insert given activity]? Tick closest answer, do not prompt. Single response only.

- Yes, normal
- Much longer than normal
- Much shorter than normal
- Not sure / no typical visit
- First visit

Q10 What, if anything, influenced your choice of route here today? Tick closest answers, do not prompt. Multiple responses ok.

- Weather
- Daylight
- Time
- Other users (avoiding crowds etc)
- Group members (eg kids, less able)
- Muddy tracks / paths
- Followed a marked trail
- Previous knowledge of area / experience
- Activity undertaken (eg presence of dog)
- Interpretation / leaflets / promotion
- Viewpoint / Feature
- Other, please detail

Further details:

Q11 Why did you choose to visit this specific location today, rather than another local site? Tick all responses given by visitor in the 'other' column. Do not prompt, tick closest answers. Then ask Which single reason would you say had the most influence over your choice of site to visit today? Tick only one main reason. Use text box for answers that cannot be categorised and for further information.

| | Other | Main |
|------------------------------------|-----------------------|-----------------------|
| Don't know / others in party chose | <input type="radio"/> | <input type="radio"/> |
| Close to home | <input type="radio"/> | <input type="radio"/> |
| No need to use car | <input type="radio"/> | <input type="radio"/> |
| Quick & easy travel route | <input type="radio"/> | <input type="radio"/> |
| Good / easy parking | <input type="radio"/> | <input type="radio"/> |
| Particular facilities | <input type="radio"/> | <input type="radio"/> |
| Refreshments / cafe / pub | <input type="radio"/> | <input type="radio"/> |
| Choice of routes | <input type="radio"/> | <input type="radio"/> |
| Feels safe here | <input type="radio"/> | <input type="radio"/> |

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| | | |
|---|-----------------------|-----------------------|
| Quiet, with no traffic noise | <input type="radio"/> | <input type="radio"/> |
| Not many people | <input type="radio"/> | <input type="radio"/> |
| Scenery / variety of views | <input type="radio"/> | <input type="radio"/> |
| Rural feel / wild landscape | <input type="radio"/> | <input type="radio"/> |
| Particular wildlife interest (including trees) | <input type="radio"/> | <input type="radio"/> |
| Habit/familiarity | <input type="radio"/> | <input type="radio"/> |
| Good for dog / dog enjoys it | <input type="radio"/> | <input type="radio"/> |
| Ability to let dog off lead | <input type="radio"/> | <input type="radio"/> |
| Closest place to take dog | <input type="radio"/> | <input type="radio"/> |
| Closest place to let dog safely off lead | <input type="radio"/> | <input type="radio"/> |
| Appropriate place for activity | <input type="radio"/> | <input type="radio"/> |
| Suitability of area in given weather conditions | <input type="radio"/> | <input type="radio"/> |
| Presence of water | <input type="radio"/> | <input type="radio"/> |
| Other, please detail | <input type="radio"/> | <input type="radio"/> |
| Further details: | | |

I would now like to ask about other local sites that you visit for [given activity].

Please could you tell us the name of up to 3 other locations you visit most often for [given activity]? Please list them in order, starting with the one you visit most.

Q12 Name of Site 1

Q13 Name of Site 2

Q14 Name of Site 3

Q15 What proportion of your weekly visits for [given activity] take place at here compared to other sites. Can you give a rough percentage? *Do not prompt*

- All take place here
- 75% or more
- 50-74%
- 25-49%
- less than 25%
- Not sure/don't know/first visit

Q16 If a new site were created to provide an alternative location for your activities, what features would you want to see there? *Multiple responses ok. Prompt if necessary.*

- No features / nothing
- Don't know
- More dog bins
- Safe for dogs
- Ability to let dog off lead
- No requirement to pick up after dog
- Requirement to pick up after dog
- Better path surfacing / path network
- More litter bins
- Refreshments (cafe, pub etc)
- Visitor centre
- Toilets
- Measures in place to control other users
- Better or easier parking facilities
- Free parking
- Closer to home
- Cycle trails
- Dedicated routes for horse riding
- More attractive surroundings
- Other, please detail

Further details:

Q17 Are there any changes you would like to see here with regards to how this area is managed for recreation and people? *Do not give options*

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Q18 Do you have any further comments or general feedback about your visit and access to this area?

Q19 What is your full home postcode? This is an important piece of information, please make every effort to record correctly.

Q20 If visitor is unable or refuses to give postcode: What is the name of the town or village where you live?

Q21 If visitor is on holiday ask: Which town / village are you staying in?

Q22 Can I check is that part of the local Barracks?

- Yes
- No
- Unsure / Don't know

That is the end. Thank you very much indeed for your time.

Q23 TO BE COMPLETED AFTER INTERVIEW FINISHED.

| | |
|-----------------------------------|----------------------|
| Surveyor initials | <input type="text"/> |
| Survey location code | <input type="text"/> |
| Map Reference Number | <input type="text"/> |
| Gender of respondent | <input type="text"/> |
| Total number in interviewed group | <input type="text"/> |
| Total males | <input type="text"/> |
| Total females | <input type="text"/> |
| Total minors (under 18) | <input type="text"/> |
| Total number of dogs | <input type="text"/> |
| Number of dogs seen off lead | <input type="text"/> |

Q24 Surveyor comments. Note anything that may be relevant to the survey, including any changes to the survey entry that are necessary, eg typos/mistakes/changes to answers/additional information.

