

Quantock Hills User Survey 2018

Final report

Produced for the Quantock Landscape Partnership

By

The South West Research Company Ltd.

November 2018



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The National Lottery**
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Key Findings

The Quantock Hills were designated England's first Area of Outstanding Natural Beauty (AONB) in 1956. The ridge of the Quantock Hills often appears more imposing in the landscape than their relatively small size of 99km² would suggest. A partnership of organisations is working across a wider area, with an equally high landscape quality, through the Quantock Landscape Partnership Scheme. This wider area covers 190km².

The Heritage Lottery Landscape Partnership programme is a two part bidding process. First round funding has been secured which will enable the partners to develop the second round application to secure Heritage Lottery funding for a 5-year delivery phase. The Partnership has already brought together organisations and groups that do not normally work together and are striving to develop this further to achieve the aspirations and provide a long term legacy for the landscape. In addition to making improvements to the physical landscape and heritage features of the scheme area, the bid focuses on restoring the connection of local communities to the hills and agricultural landscapes. The aim is that, as a result of this scheme, more people will be able to enjoy this special landscape, have a greater understanding and appreciation of the area and become more actively involved in it's conservations and management.

During the development phase of a second round funding bid from the Heritage Lottery Fund for a 5-year delivery phase the partnership will be developing a Landscape Conservation Action Plan (LCAP). To ensure a relevant and up to date evidence base upon which to base the projects and delivery areas the Partnership wished to undertake research in a number of areas. The last visitor survey undertaken in the Quantock Hills was in 2003 which highlighted a number of key findings and trends and the Partnership were keen to conduct a further visitor survey during 2018 to provide as much up-to-date information as possible to feed into the LCAP process. This survey was undertaken in parallel with an Audience Development Report by the consultancy Heritage Insider which focused on potential new users and the barriers to access that they face, rather than the volume and views of current users which were the subject of the visitor survey.

This report contains the key findings for the user survey based on a sample of 416 face to face interviews conducted between July and September 2018 on-site at various agreed locations in the Quantock Hills AONB area. The face to face survey was conducted by a team of experienced interviewers between 21st July and 22nd September 2018. Adults aged 16+ were interviewed on a random basis and both users of the Quantock Hills who lived outside of the designated AONB boundary and residents living within it were included in the research. In addition, 199 user responses were also collected via an online version of the survey which operated alongside the face to face survey during the same period.

A total of 615 users were surveyed using the two combined survey methods for the purposes of data collection and analysis.

This report has been produced by The South West Research Company (TSWRC) on behalf of the Quantock Landscape Partnership.

Key Findings

The findings from this user survey clearly demonstrate that the Quantock Hills AONB continue to provide a popular recreational resource for not only those living within the AONB area itself but as a key driver for day and staying visits to the area as well.

The number of AONB users was estimated at approximately 3,200 per day back in 1998 and 3,070 in 2003 and this has now been updated to 4,200 in 2018 clearly demonstrating the pressure it is under from an ever increasing number of users. The Quantocks remain a popular day trip destination, particularly for residents living within the actual AONB as well as those living within the wider Somerset area who are visiting with increasing levels of frequency and for an increased duration of visit. The proportion of users on a staying visit however have experienced a decrease since the last surveys in 2003 and 1998.

The last user survey was undertaken some fifteen years ago back in 2003 and prior to that in 1998, with a larger budget and different methodological approach using AONB volunteers to undertake the fieldwork, no online data gathering and a shorter data collection period. As a result it is not surprising that the overall user profile has changed somewhat since then and whilst some areas such as transportation used to get to the AONB have remained relatively similar, a number of key changes are particularly apparent and these are listed below. However, it should be noted that due to the long time lapse between the user surveys we do not know if these key changes identified below have happened by chance or as part of a wider overall trend and as a result we would highly recommend that user monitoring is undertaken much more frequently in future in order to properly identify and monitor both trends and any of the Quantock Landscape Partnership Scheme's interventions and activities within the AONB.

- Day users now account for almost 9 out of 10 users (87%) compared with around three quarters of users back in 1998 and 2003 (77% and 76% respectively).
- The user catchment area appears to have become even more localised since the 1998 and 2003 surveys with 22% of users residing within the designated AONB area (18% 1998 and 16% 2003).
- 77% of users lived within Somerset, an increase of 4% compared with 2003 (73%) but remaining lower than the 81% recorded during the 1998 survey.
- There has been a slight decrease in the proportion of users living outside of Somerset from 27% in 2003 to 24% in 2018, although this proportion still remains higher than the 21% recorded during the 1998 survey.
- The proportion of groups with children has increased by 8% to 47% compared with 39% during 2003 (no comparable data for 1998).

Key Findings

- Group size has also increased with 23% of groups using the AONB containing 4 or more people compared with 18% and 19% during 2003 and 1998 respectively.
- Dwell time has also increased since 2003 and, in particular, the proportion of users staying for more than two hours, at 55%, has increased from 34% in 2003 and 46% in 1998. As a result, the average duration of visit was 3 hours 4 minutes – a considerable increase from the average of 1 hour 54 minutes recorded back in 2003 and 2 hours 30 minutes in 1998.
- 93% of users were on a repeat visit which represents an increase of 5% compared with the 1998 survey (88%) but remains at a similar level to the proportion recorded during the 2003 survey (91%).
- First time users have continued to decrease from 12% in 1998 to 9% in 2003 to just 6% of users in 2018.
- Frequency of visits have continued to increase with the proportion of users visiting more than once a month increasing from 56% in 1998 to 59% in 2003 to 62% in 2018 emphasising again the increase usage amongst those living within or in very close proximity of the AONB.
- The popularity of walking in the AONB, at 62%, has also increased by 6% since the 1998 survey (56%) but remains at a very similar level to 2003 (61%).
- Levels of awareness amongst users of the Quantock Hills being a protected AONB area have decreased by 6% since 2003 (83% in 2003 and 77% in 2018) and have returned to the same level recorded during the 1998 survey.
- As was also the case during the previous surveys the majority of users appear to be happy with the current provision of facilities at the site where they were interviewed/had last visited. 67% felt they were about right, an increase of 11% compared with 1998 (56%) but remaining at a very similar level to 2003 (66%).
- Signposting continues to be the main issue amongst users with 31% expressing a wish to see the increased provision of it – an increase of 4% compared with 2003 (27%) and 12% compared with 1998 (19%). At 26%, the proportion of users who would like to see the increased provision of guided walks has more than doubled since the 2003 survey (12%) and compares with 20% of users during 1998.
- Encouragingly, overall satisfaction levels with the Quantock Hills has continued to increase with 95% of users rating them as good or very good, an increase of 10% compared with the 2003 survey (85%).

Quantock Hills User Survey 2018

Introduction



Background

The Quantock Hills were designated England's first Area of Outstanding Natural Beauty (AONB) in 1956. The ridge of the Quantock Hills often appears more imposing in the landscape than their relatively small size of 99km² would suggest. A partnership of organisations is working across a wider area, with an equally high landscape quality, through the Quantock Landscape Partnership Scheme. This wider area covers 190km².

The Heritage Lottery Landscape Partnership programme is a two part bidding process. First round funding has been secured which will enable the partners to develop the second round application to secure Heritage Lottery funding for a 5-year delivery phase. The Partnership has already brought together organisations and groups that do not normally work together and are striving to develop this further to achieve the aspirations and provide a long term legacy for the landscape. In addition to making improvements to the physical landscape and heritage features of the scheme area, the bid focuses on restoring the connection of local communities to the hills and agricultural landscapes. The aim is that, as a result of this scheme, more people will be able to enjoy this special landscape, have a greater understanding and appreciation of the area and become more actively involved in it's conservations and management.

During the development phase of a second round funding bid from the Heritage Lottery Fund for a 5-year delivery phase the partnership will be developing a Landscape Conservation Action Plan (LCAP). To ensure a relevant and up to date evidence base upon which to base the projects and delivery areas the Partnership wished to undertake research in a number of areas. The last visitor survey undertaken in the Quantock Hills was in 2003 which highlighted a number of key findings and trends and the Partnership were keen to conduct a further visitor survey during 2018 to provide as much up-to-date information as possible to feed into the LCAP process. This survey was undertaken in parallel with an Audience Development Report by the consultancy Heritage Insider which focused on potential new users and the barriers to access that they face, rather than the volume and views of current users which were the subject of the visitor survey.

The objectives of the 2018 visitor survey were to:

- ✓ Continue the long term monitoring of visitor pressure, trends and attitudes in the Quantock Hills, providing comparisons with previous surveys undertaken in 2003 and 1998.
- ✓ Survey and analyse visitor use and movement at selected sites.
- ✓ Survey and analyse visitor attitudes, characteristics and contribution to the economy of the Quantock Hills.
- ✓ Construct a base for ongoing surveys of informal recreation that will over a period of years give a methodology that provides a sound basis for the analysis and prediction of trends in recreational demand.

Methodology

This report contains the key findings for the user survey based on a sample of 416 face to face interviews conducted between July and September 2018 on-site at various agreed locations in the Quantock Hills AONB area. The face to face survey was conducted by a team of experienced interviewers between 21st July and 22nd September 2018. Adults aged 16+ were interviewed on a random basis and both users of the Quantock Hills who lived outside of the designated AONB boundary and residents living within it were included in the research.

The first map overleaf shows the AONB area highlighted in yellow along with the Quantock Landscape Partnership Scheme area marked with a red boundary. The second map shows the AONB's location within the South West of England.

Seven sample points were chosen for the F2F survey in full consultation with the Quantock Landscape Partnership as follows:

- Fyne Court
- Cothelstone Hill
- Lydeard Hill
- Great Wood
- Crowcombe Park Gate
- Staple Plain
- Kilve Pill

In addition to the face to face interviews, 199 user responses were also collected via an online version of the survey which operated alongside the face to face survey during the same period. In total 615 users were surveyed using the two combined survey methods for the purposes of data collection and analysis.

This report has been produced by the South West Research Company (TSWRC) on behalf of the Quantock Landscape Partnership.

Quantock Hills User Survey 2018. AONB (Yellow, Landscape Ptn Area (Red)



Map of the South West of England



	Details checked		Rev No.	© Crown copyright reserved. Reproduced from Ordnance Survey mapping with the permission of Her Majesty's Stationery Office under License No. 10001 1084 (2014)	
	Drawn by jporter	Scale 1:125000			Date 29/09/2018
	File Pathname / Project / Drawing No.				
Quantock Hills AONB Service Fyne Court Broomfield, Bridgwater Somerset TA8 2EG			www.quantockhills.com		

Analysis segments

Within this report the survey results are presented for all users as well as a breakdown by a number of additional analysis segments which have been derived from the survey data to aid with the interpretation of findings and the understanding gained through this research where useful and appropriate to do so. The survey segments and their associated sample sizes are shown in the table below and overleaf. The abbreviations used for each segment type throughout this report are also shown in brackets and to which each segment will be referred to on any charts or tables to follow.

Section 1 of the report focuses on the results for all users and a break down by user type and also compares the results with those available from the 1998 and 2003 surveys where appropriate and useful to do so.

Section 2 provides a breakdown of the combined results by sample point (F2F respondents) / site visited the most during last visit (Online respondents).

Analysis segment	
User type:	<ul style="list-style-type: none"> Local resident of the Quantock Hills AONB (Sample 133) (LOCAL) Day users from home outside the Quantock Hills (Sample 403) (DAY FROM HOME) All day users combined (536) (ALL DAY USERS) Staying users away from home (Sample 79) (ALL STAYING USERS)
Sample point (F2F)/site visited the most during last visit (Online):	<ul style="list-style-type: none"> Fyne Court (Sample 108) (FC) Cothelstone Hill (Sample 61) (CH) Lydeard Hill (Sample 58) (LH) Great Wood (Sample 107) (GW) Crowcombe Park Gate (Sample 52) (CPG) Staple Plain (Sample 46) (SP) Kilve Pill (Sample 88) (KP) <p><i>Please note that the breakdown of the sample points above does not sum to the sample total of 615 as a further 88 respondents (online only) had visited another site during their last visit to the Quantock Hills other than those locations used for the F2F survey above.</i></p>

Statistical reliability

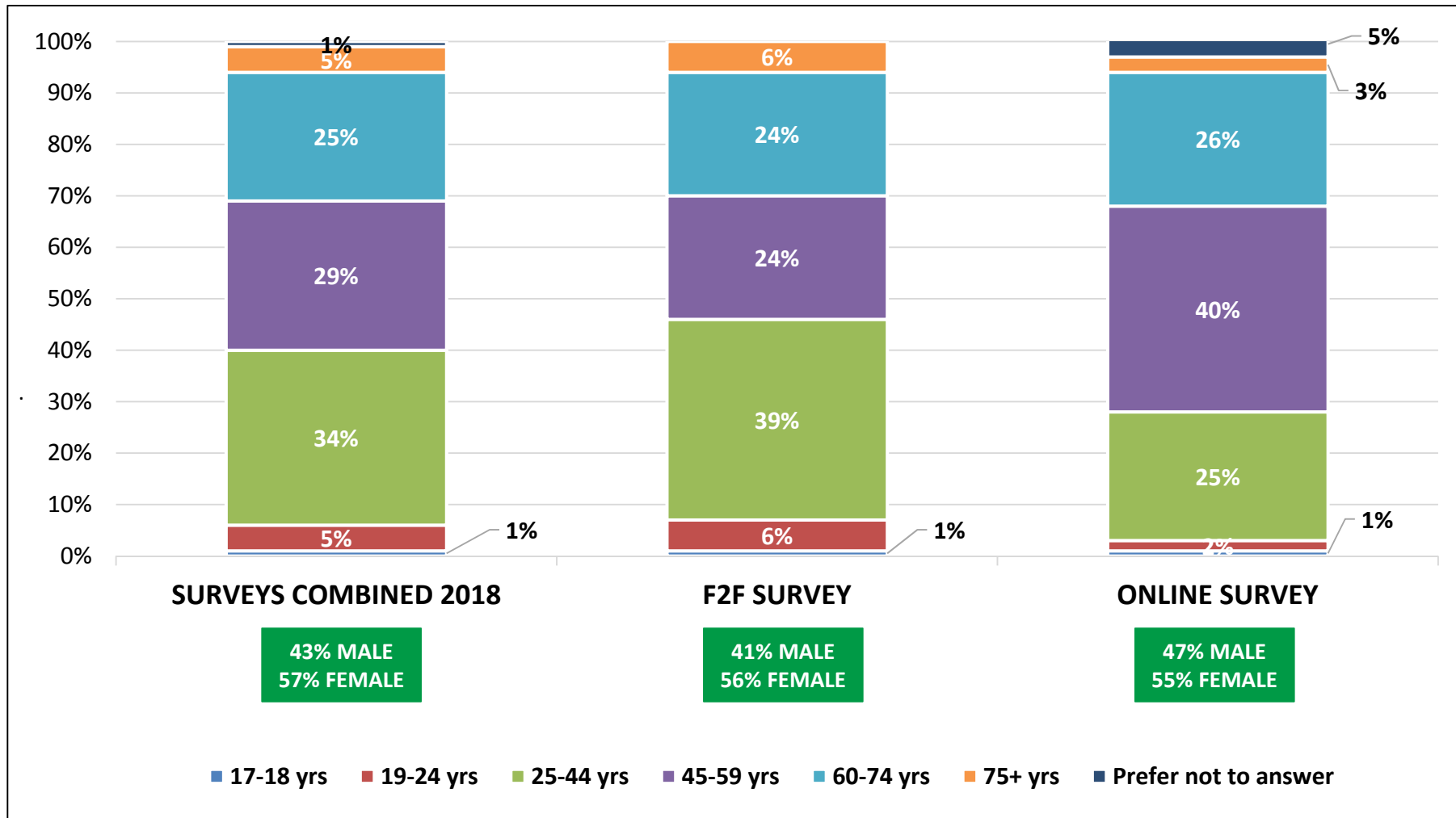
All sample surveys are subject to statistical error. The size of this error varies with the sample size and also with the order of magnitude of the research findings being considered.

The survey results in this report are presented for all users and separately by user type and by interview site (F2F respondents)/site visited the most during last visit (online respondents). The table below shows the sample achieved for all users and for each of the sub-samples and gives the margins within which one can be 95% certain that the true figures will fall (assuming the sample is random). Please note that the analysis breakdowns below are only included in the report to follow where it is meaningful to do so and where value is added to the report findings and interpretation of the results by doing so.

The figures shown are at the 95% confidence limits. Thus, for example, we can be 95% certain that, for all users, with a result of 50%, the true percentage is the range 46% to 54%. For staying users and Staple Plain users, where the samples are much smaller, the ranges are much wider as a result – 39% to 61% for staying users and 35.6% to 64.4% for Staple Plain users. These margins of error shown below should be borne in mind when interpreting the results contained in this report.

Research findings	All users 2018	LOCAL	DAY FROM HOME	ALL DAY USERS	ALL STAYING USERS	FC	CH	LH	GW	CPG	SP	KP
Sample size:	615	133	403	536	79	108	61	58	107	52	46	88
10% or 90%	+/- 2.4	+/- 5.1	+/- 2.9	+/- 2.5	+/- 6.6	+/- 5.7	+/- 7.5	+/- 7.7	+/- 5.7	+/- 8.2	+/- 8.7	+/- 6.3
20% or 80%	+/- 3.2	+/- 6.8	+/- 3.9	+/- 3.4	+/- 8.8	+/- 7.5	+/- 10.0	+/- 10.3	+/- 7.6	+/- 10.9	+/- 11.6	+/- 8.4
30% or 70%	+/- 3.6	+/- 7.8	+/- 4.5	+/- 3.9	+/- 10.1	+/- 8.6	+/- 11.5	+/- 11.8	+/- 8.7	+/- 12.5	+/- 13.2	+/- 9.6
40% or 60%	+/- 3.9	+/- 8.3	+/- 4.8	+/- 4.1	+/- 10.8	+/- 9.2	+/- 12.3	+/- 12.6	+/- 9.3	+/- 13.3	+/- 14.2	+/- 10.2
50%	+/- 4.0	+/- 8.5	+/- 4.9	+/- 4.2	+/- 11.0	+/- 9.4	+/- 12.5	+/- 12.9	+/- 9.5	+/- 13.6	+/- 14.4	+/- 10.4

34% of all survey respondents were aged 25-44 years and
 29% were aged 45-59 years
 57% were female



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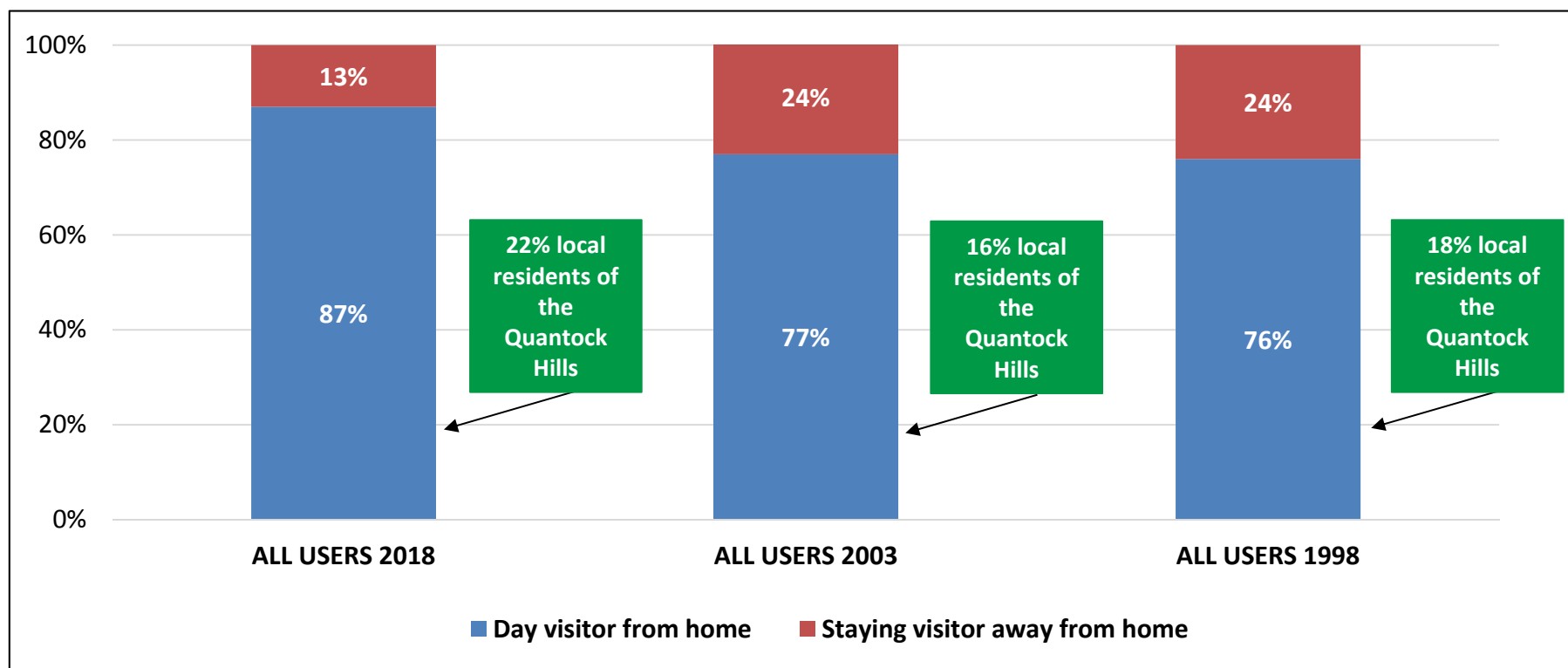
Section 1a: User Profile



Increase in day users

87% of users were on a day visit from home, an increase of 13% compared with the surveys undertaken during 1998 and 2003 (75% of users in each case). This proportion included 22% of users who were local residents living within the Quantock Hills AONB – again, an increase compared with 1998 and 2003 (18% and 16% respectively).

Just 13% of users were staying away from home compared with 24% in each case during the 1998 and 2003 surveys. Of these; around a quarter were staying in the Quantock Hills AONB (24%), 71% were staying elsewhere in Somerset and just 5% were staying elsewhere outside of Somerset. In comparison, 38% of users during the 2003 survey were staying in the Quantock Hills AONB (33% 1998) and 58% were staying elsewhere in Somerset (43% 1998).



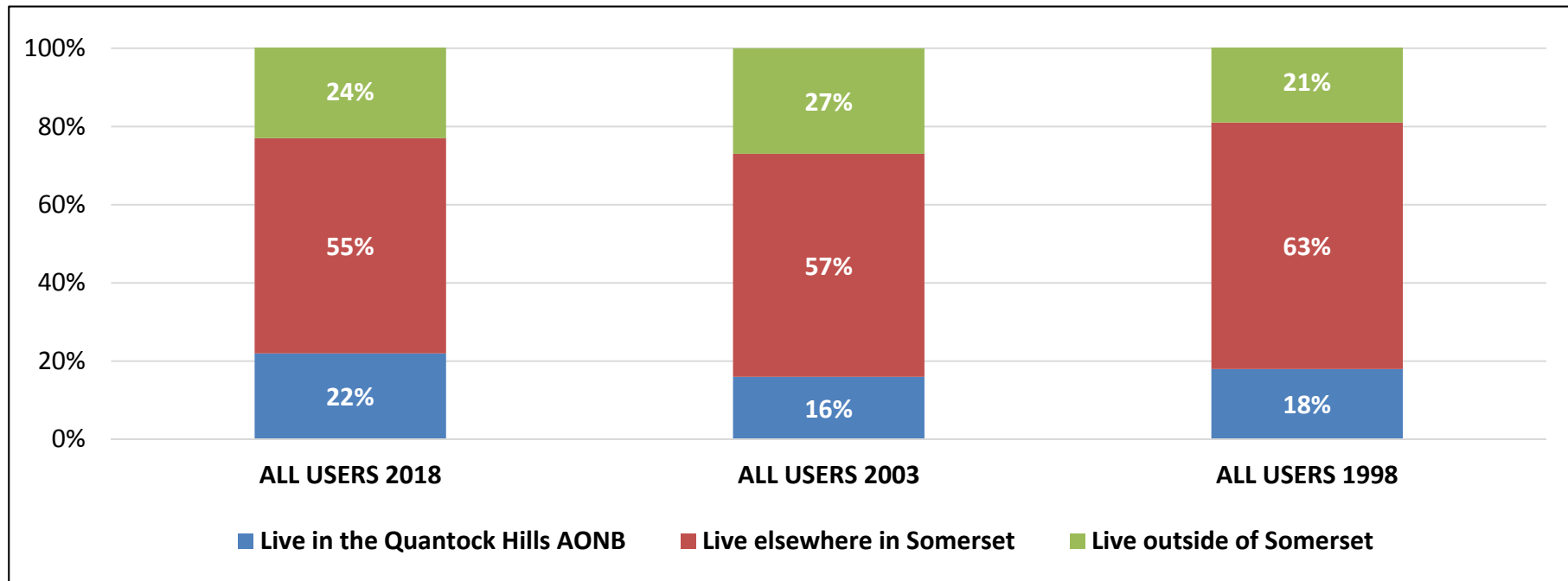
Increase in usage amongst local residents

55% of all users lived elsewhere in Somerset (63% 1998 and 57% 2003) and all lived in the 'TA' (Taunton) postcode area.

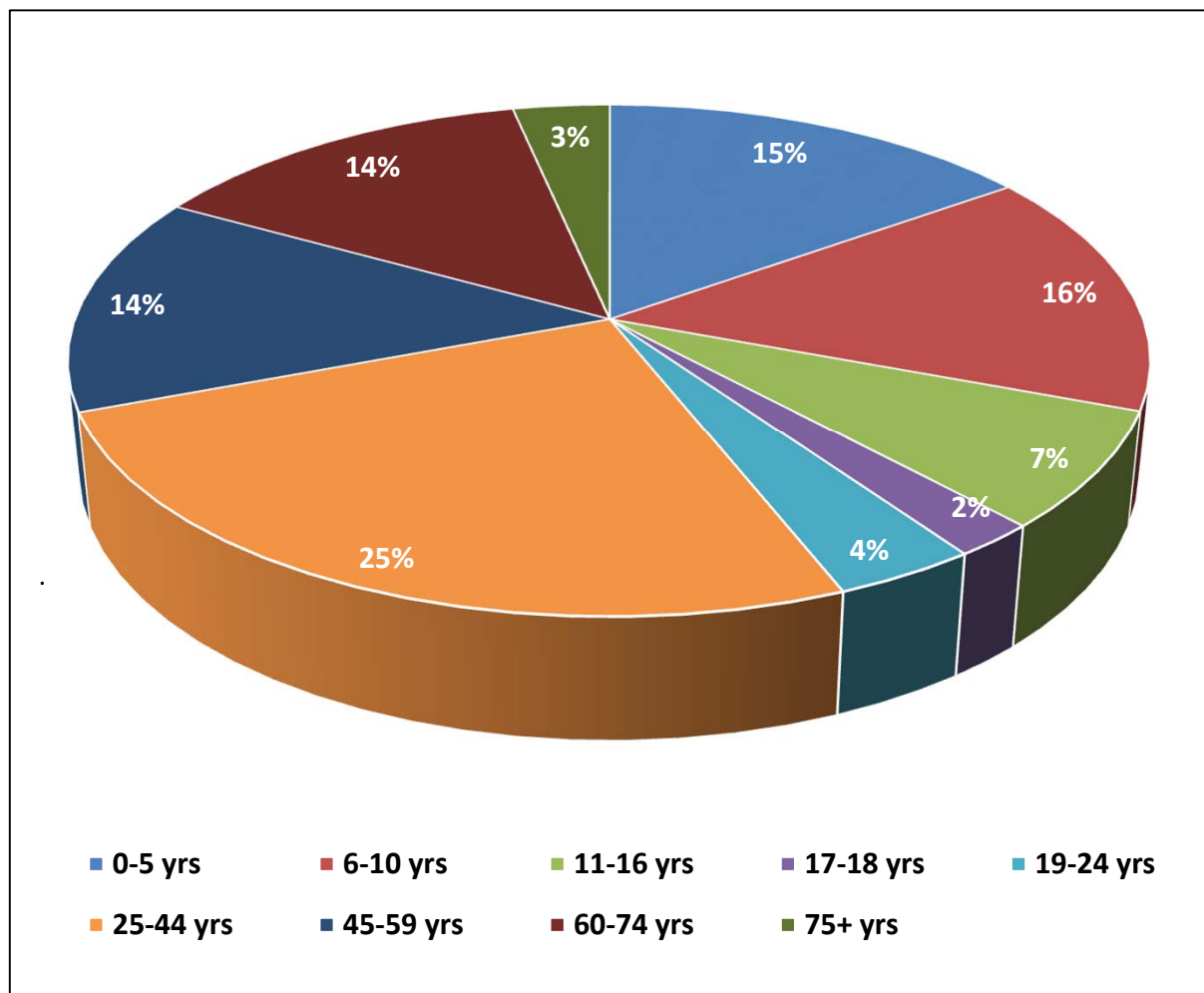
24% of all users came from outside the county (21% and 27% during 1998 and 2003 respectively) including 4% and 3% from the 'BS' (Bristol) and 'BA' (Bath) postcode areas respectively.

84% of day users lived elsewhere in Somerset and all lived in the 'TA' (Taunton) postcode area. 16% lived outside Somerset including 6% in the 'BS' (Bristol) postcode area, 4% in the 'BA' (Bath) and 2% in the 'EX' (Exeter) postcode area.

Users who were on an overnight stay came from all parts of mainland Britain including 10% from GL (Gloucester) and 6% from RG (Reading) postcode areas respectively. Just three staying users were from overseas.



Good proportions of users across all age groups



38% of users were children aged 16 years or under and a further 6% were aged 17-24 years.

A quarter of all users were aged 25-44 years whilst 14% in each case were aged 45-59 or 60-74 years. Just 3% were aged 75+.

45% of all users were male and 55% were female.

Average group size	2018	2003	1998
Total children	1.36	n/a	n/a
Total adults	2.21	n/a	n/a
Total people	3.56	3.10	3.80

The average group size visiting the Quantock Hills was 3.56 people and compared with 3.80 people during 1998 and 3.10 during 2003.

There was little variation in the results according to user type.

* Please note that there was no comparable data available from the 1998 and 2003 surveys for this question and that this question was asked to F2F respondents only during the 2018 survey.

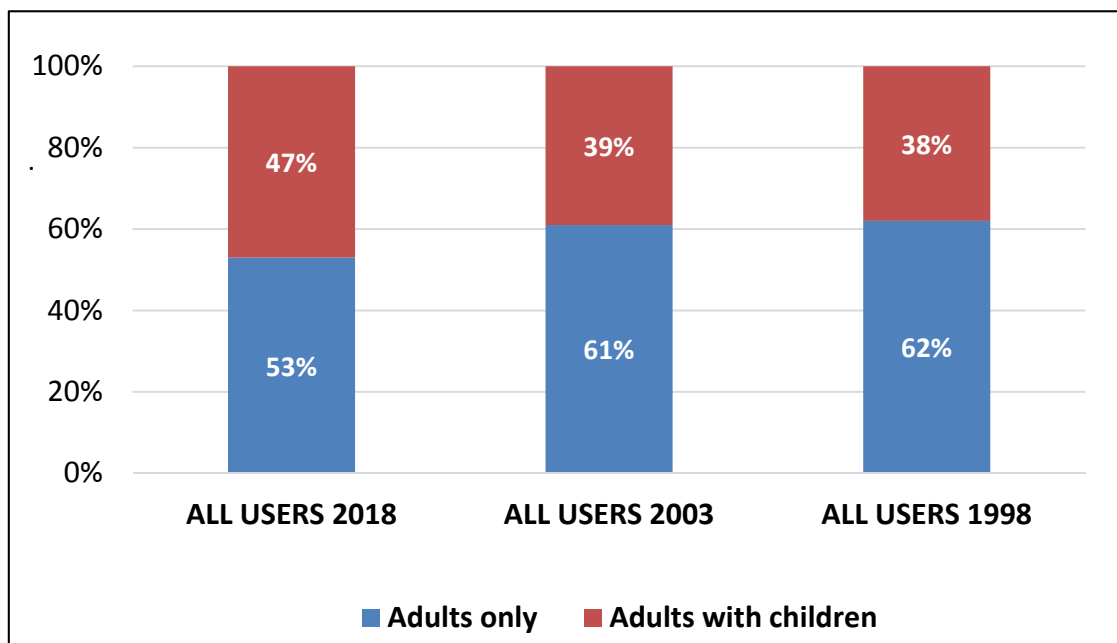
Increase in groups visiting with children and groups containing 4 or more people

The majority of users were visiting the Quantock Hills in an adult only group (53%) as was also the case during the 2003 and 1998 surveys (61% and 62% of users respectively).

47% of all users were visiting the Quantock Hills with children – an increase of 8% compared with 2003 and 9% compared with 1998.

47% of all user groups consisted of one or two people (51% in each case during 1998 and 2003), 30% contained 3 or 4 people (31% during 1998 and 30% during 2003) and 23% of groups contained more than four people (18% 1998 and 19% 2003).

There was little variation in the results according to user type.



No. of people in group	2018	2003	1998
1 or 2 people	47%	51%	51%
3 or 4 people	30%	31%	30%
More than 4 people	23%	18%	19%

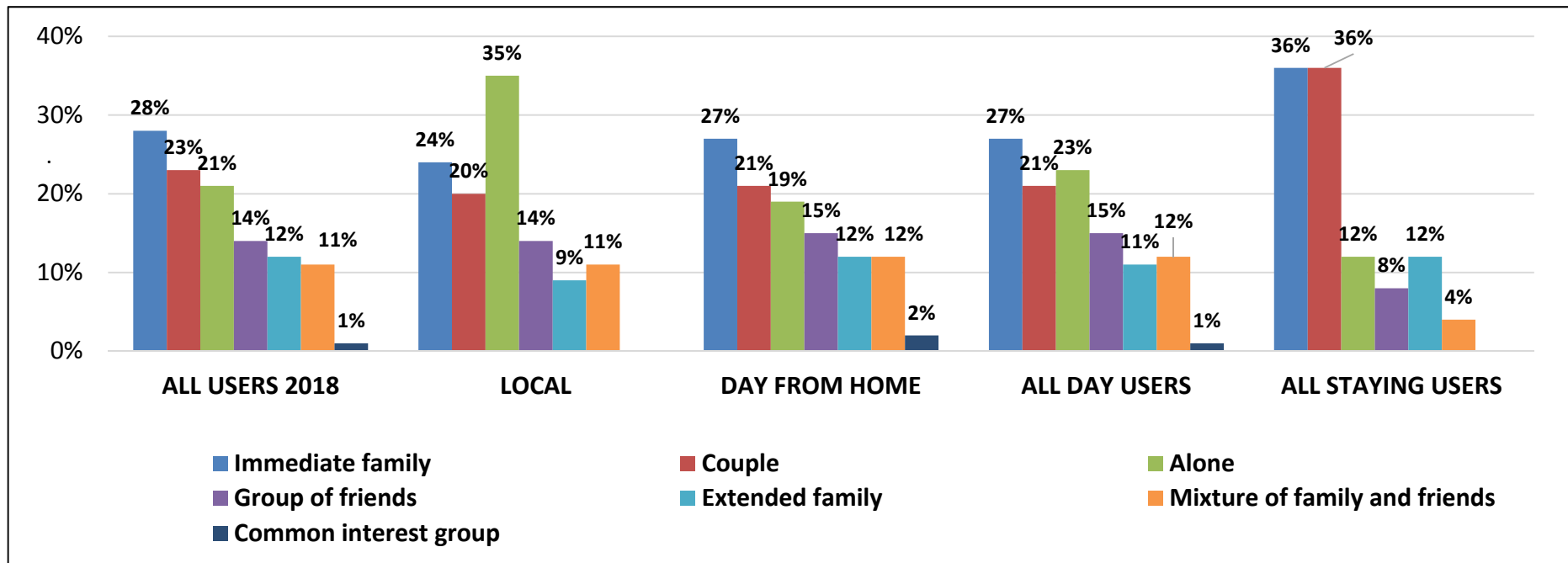
* Please note that this question was asked to F2F respondents only

Users were typically visiting with their immediate family, in a couple or on their own

28% of users were visiting with their immediate family and a further 23% in a couple and whilst these proportions remained broadly similar amongst local and day users they increased to 36% in each case for staying users.

21% of all users were visiting the Quantock Hills alone with this proportion increasing to 35% of local residents and decreasing to just 12% of staying users.

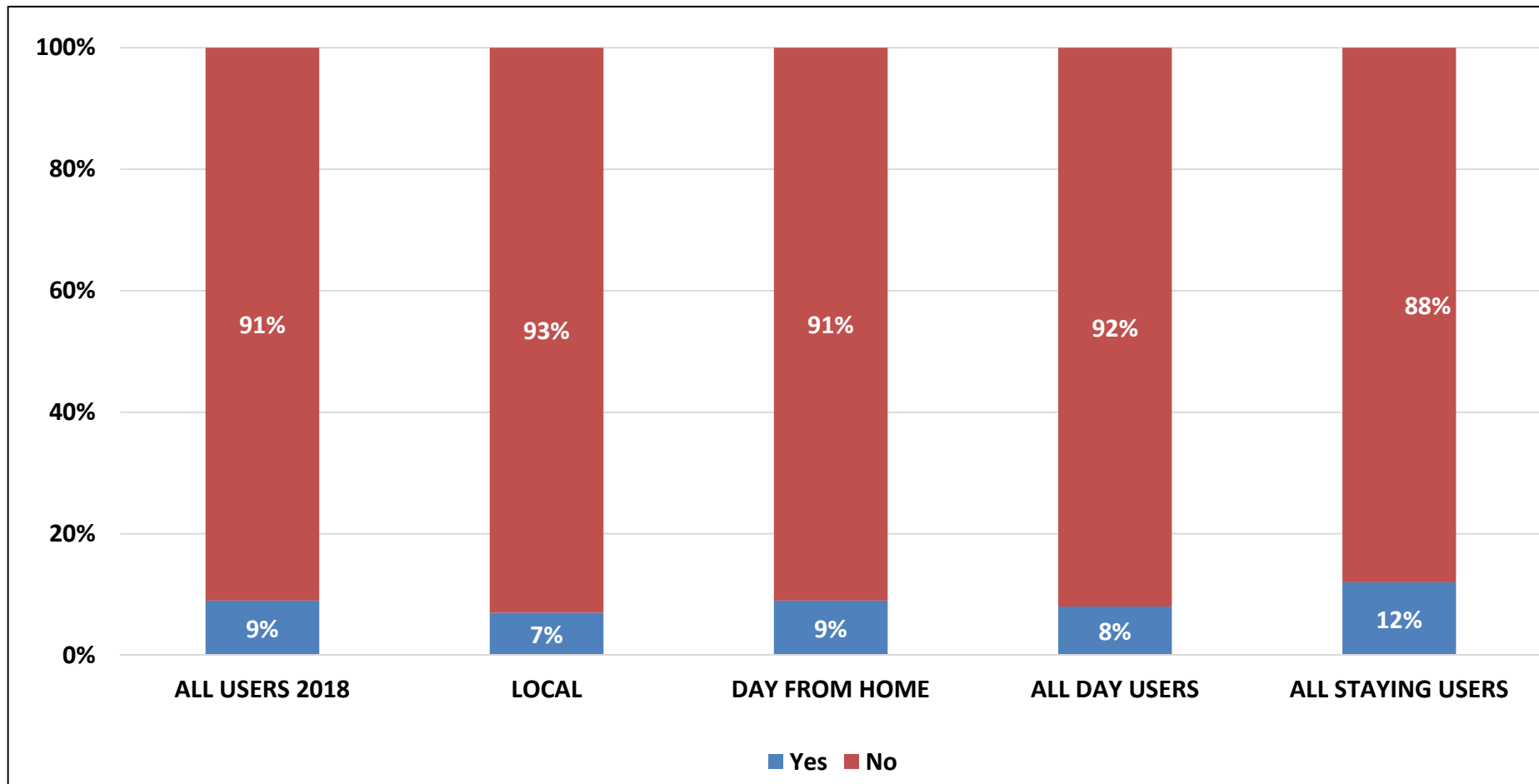
4% of staying users were visiting as part of a common interest group.



* Please note that there was no comparable data available from the 1998 and 2003 surveys for this question and that the results for 2018 tally to more than 100% due to some respondents selecting multiple responses for this question.

Few users had any long standing health issue or disability which limited their daily activity

9% of users visiting the Quantock Hills had a long standing health issue or disability which limits their daily activity. This proportion increased to 12% of staying users.



* Please note that there was no comparable data available from the 1998 and 2003 surveys for this question

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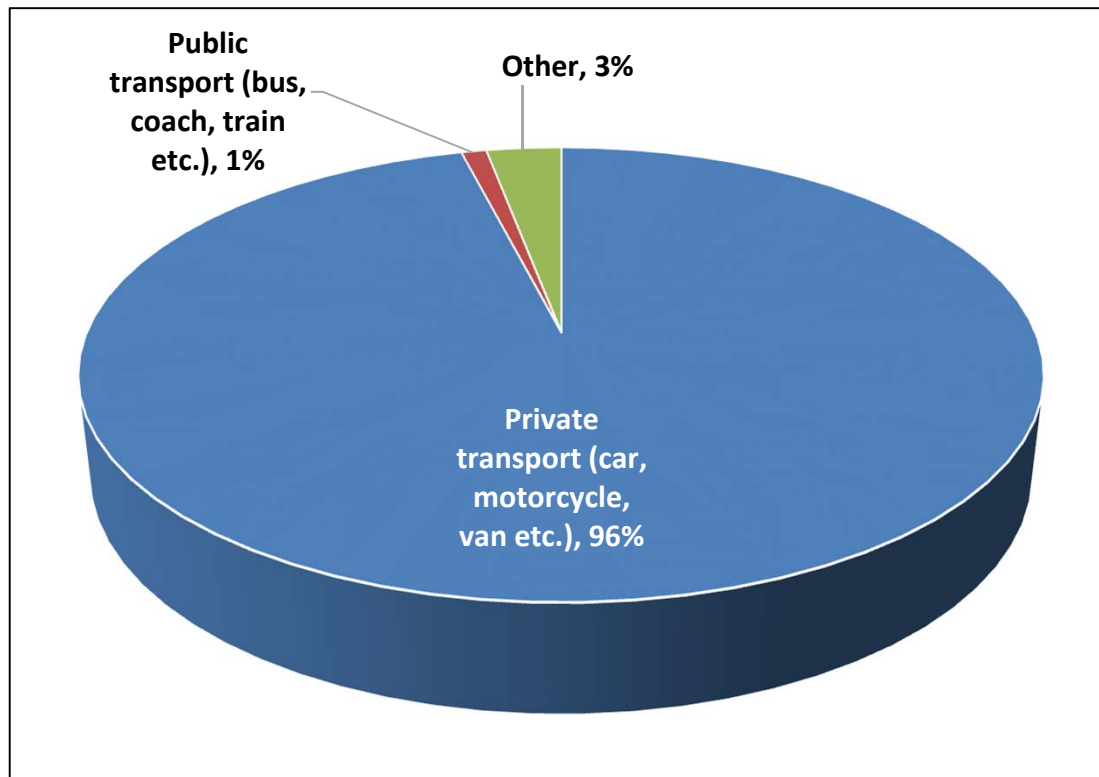
Section 1b: Characteristics of Visits



Road transport accounts for almost all visits amongst staying users

Almost all staying users (96%) had travelled to the Quantock Hills by private transport including a car, motorcycle, van etc. 1% had travelled by public transport (1 respondent) and 3% (2 respondents) had used an 'other' mode of transport including one respondent who had travelled by plane and car and one who had walked.

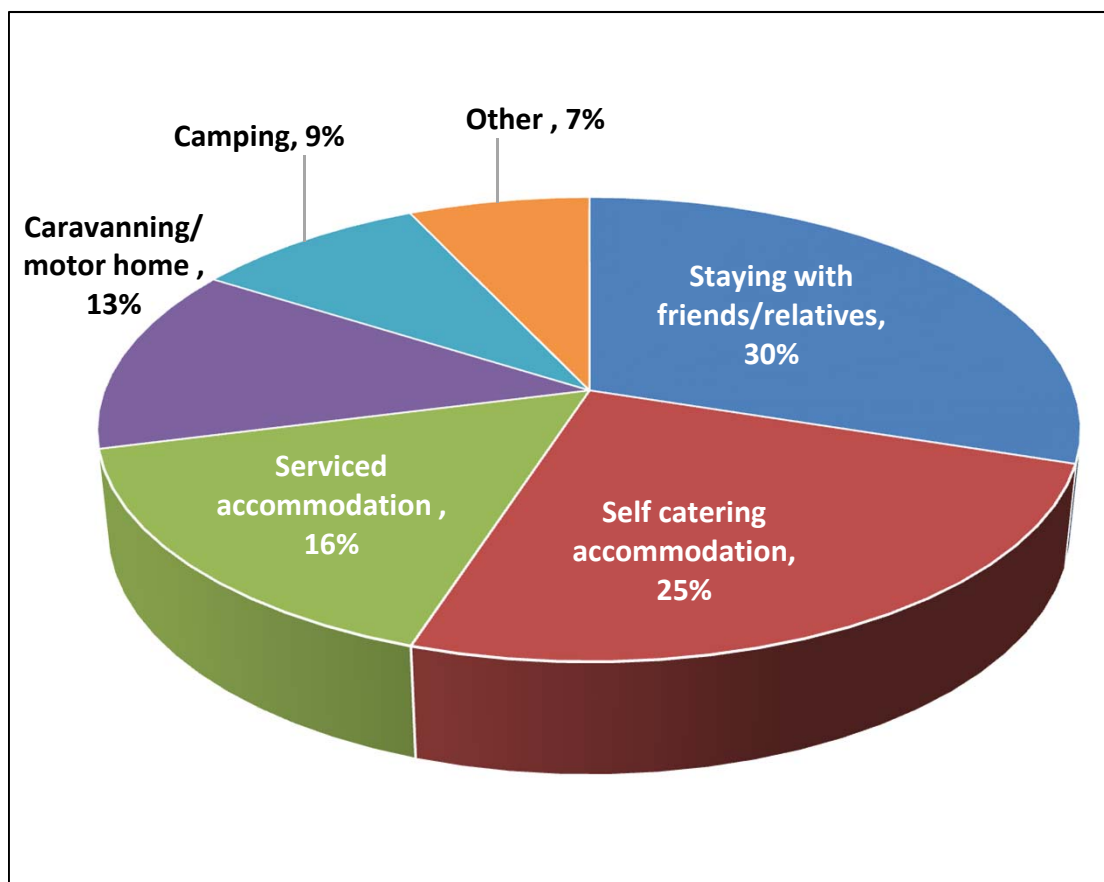
There was little variation in the results according to user type.



* Please note that there was no comparable data available from the 1998 and 2003 surveys for this question.

Staying with friends/relatives or in self catering accommodation were the most popular types of accommodation

30% of all staying users were staying in the home of a friend or relative including almost half (47%) of those staying in the Quantock Hills AONB. A quarter of all staying users were using self catering accommodation including a cottage, apartment or hostel and 16% serviced accommodation including a hotel/B&B or guest house. 13% were using a caravan/motorhome and 9% were camping.



Ave. length of stay (nights) by staying visitor	
Staying in the Quantock Hills	6.61
Staying in wider Somerset	5.60
Staying outside Somerset	9.43
All staying users combined	5.91

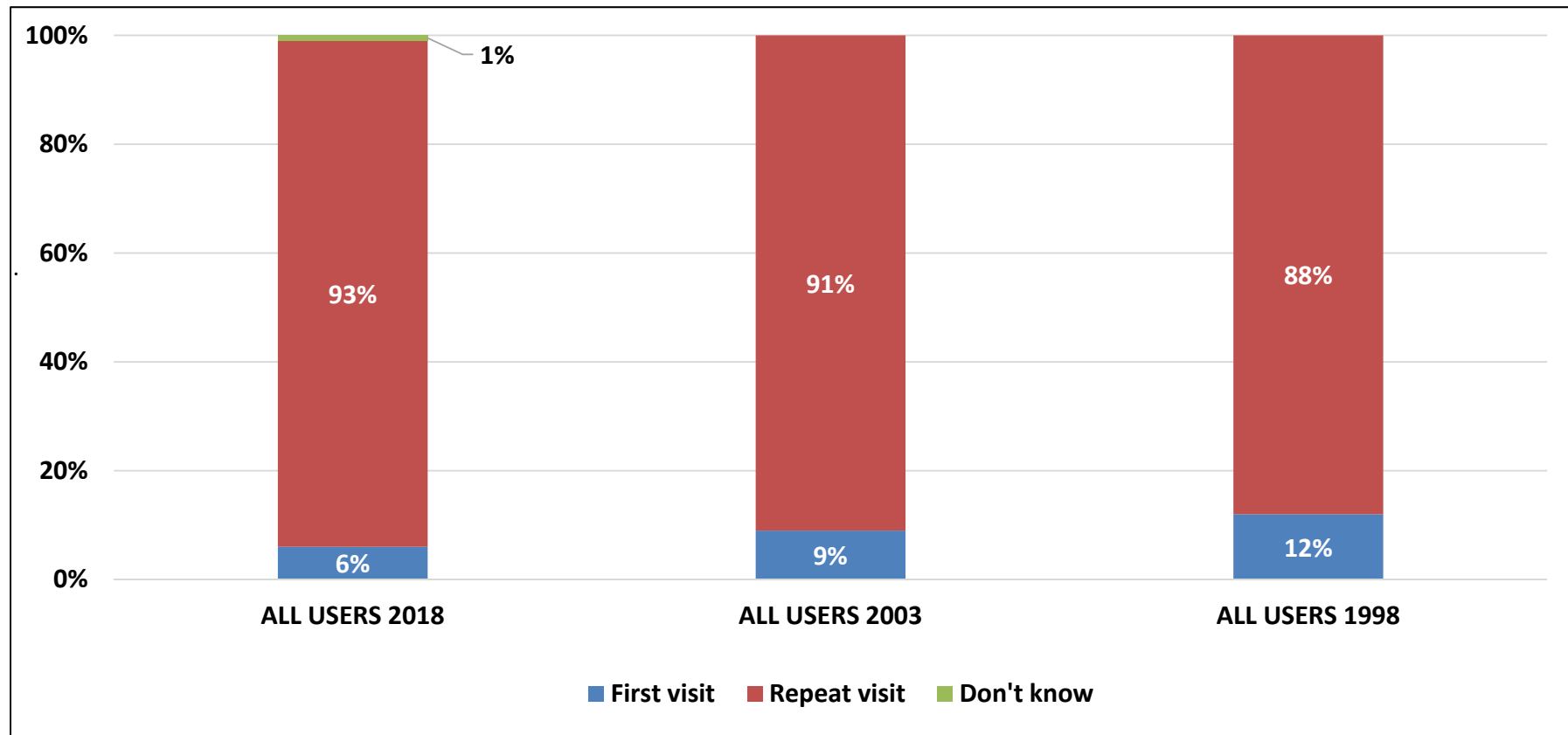
Those users staying overnight in the Quantock Hills AONB were doing so for an average of 6.61 nights, compared with 5.60 nights for those staying in the wider Somerset area and 9.43 nights for those staying outside of the county. The combined average length of stay for all staying users was 5.91 nights.

* Please note that there was no comparable data available from the 1998 and 2003 surveys for this question.

Decrease in first time users

93% of all users were on a repeat visit compared with 88% and 91% during 1998 and 2003 respectively. 6% of all users were visiting the Quantock Hills for the first time (12% 1998 and 9% 2003).

22% of all staying users (regardless of whether they stayed in the Quantock Hills AONB or not) were first time users to the Quantock Hills (40% and 31% of staying users during 1998 and 2003 respectively) with this proportion decreasing to 11% for those users staying within the AONB. 75% of users who were staying outside Somerset were first time users to the Quantock Hills.

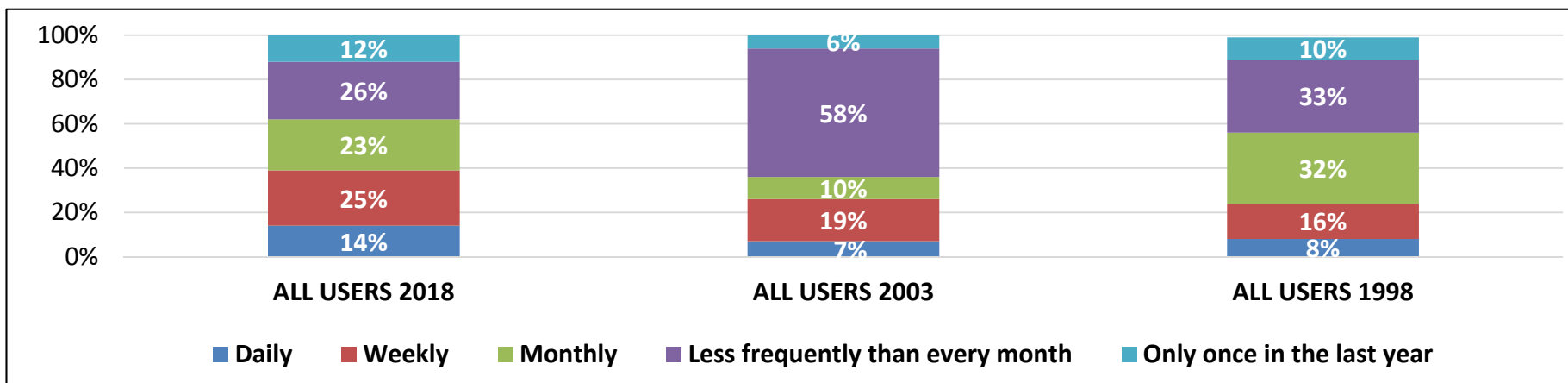


Increase in the frequency of trips amongst repeat users

62% of all users who had visited the Quantock Hills previously were year round users of the AONB regardless of the time of year compared with 36% and 56% during 2003 and 1998 respectively. This included 25% who used it weekly (19% and 16% during 2003 and 1998 respectively), 23% who used it monthly (compared with 10% during 2003 and 32% during 1998) and 14% who visited the Quantock Hills daily compared with 8% of users during 1998 and 7% during 2003.

38% of all repeat users had visited the Quantock Hills less frequently than every month in the last 12 months (compared with 64% during 2003 and 43% during 1998) and including 12% who were infrequent users of the Quantock Hills having visited it only once in the last year (compared with 10% and 6% during 1998 and 2003 respectively).

Residents used the Quantock Hills most frequently followed by day users and staying users. The average number of visits to the Quantock Hills by user type and frequency is shown in the table below.

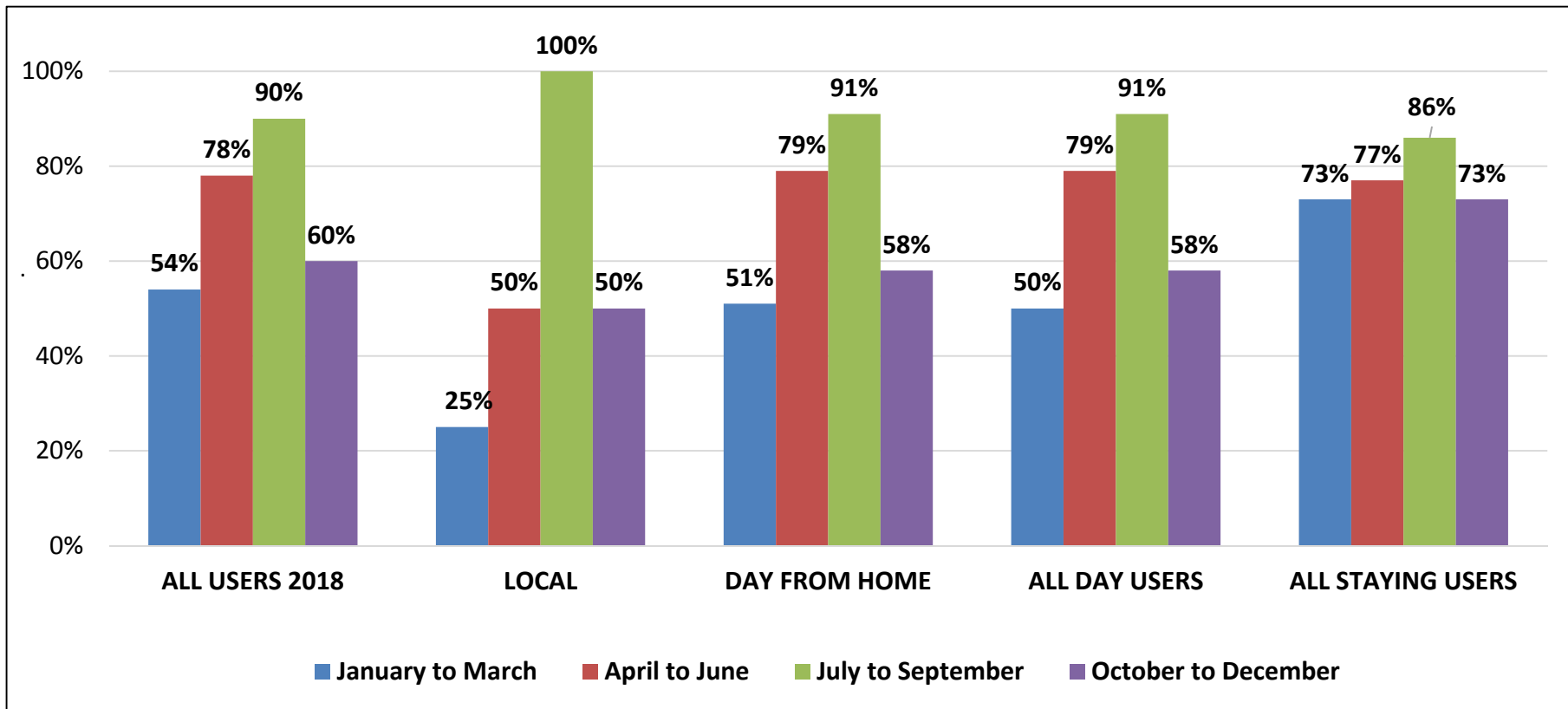


	Ave. no visits per day	Ave. no visits per week	Ave. no visits per month	Ave. no visits in the last 12 months
ALL USERS 2018	1.29	2.59	3.95	4.12
LOCAL RESIDENTS	1.31	2.13	5.24	4.25
DAY USERS FROM HOME	1.26	2.88	3.70	4.82
ALL STAYING USERS	-	-	-	3.99

Good usage by less frequent repeat users throughout the year

Previous users who were visiting the Quantock Hills less frequently than every month were asked in which periods of the year they typically used/visited the Quantock Hills and the results by user type are shown below.

Whilst 90% of users visiting the Quantock Hills less frequently than once a month said they did so during the peak period of July to September, good proportions also visited at other times of the year including 78% during the spring period (April to June), 60% in the October to December period and 54% during January to March.



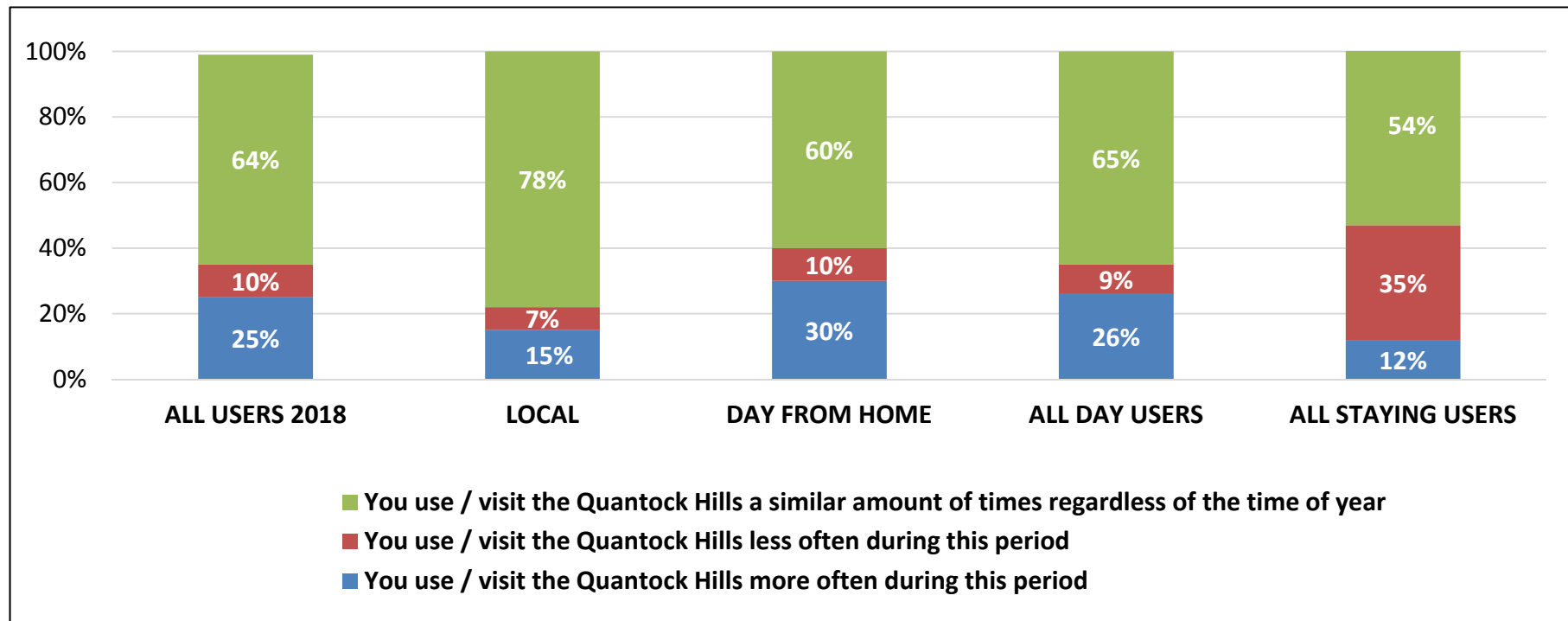
* Please note that there was no comparable data available from the 1998 and 2003 surveys for this question .

Level of usage is slightly higher in the peak period but for the majority of users the time of year makes no difference

Users who had visited the Quantock Hills more than once in the last year were asked to think about their usage/visits to the Quantock Hills across the year and compare it to their usage at time of year when the surveys took place (July to September). The results by user type are shown in the graph below.

Almost two thirds of users (64%) indicated that they use the Quantock Hills for a similar amount of time regardless of the time of year with this proportion rising to 78% of local residents and decreasing to 54% of staying users.

A quarter of users said that they used/visited the Quantock Hills more often during the peak period (July to September) including 30% of day users from home whilst just 10% of users said they used/visited the Quantock Hills less often during this period (including 35% of all staying users) suggesting that usage is slightly higher during the peak period.



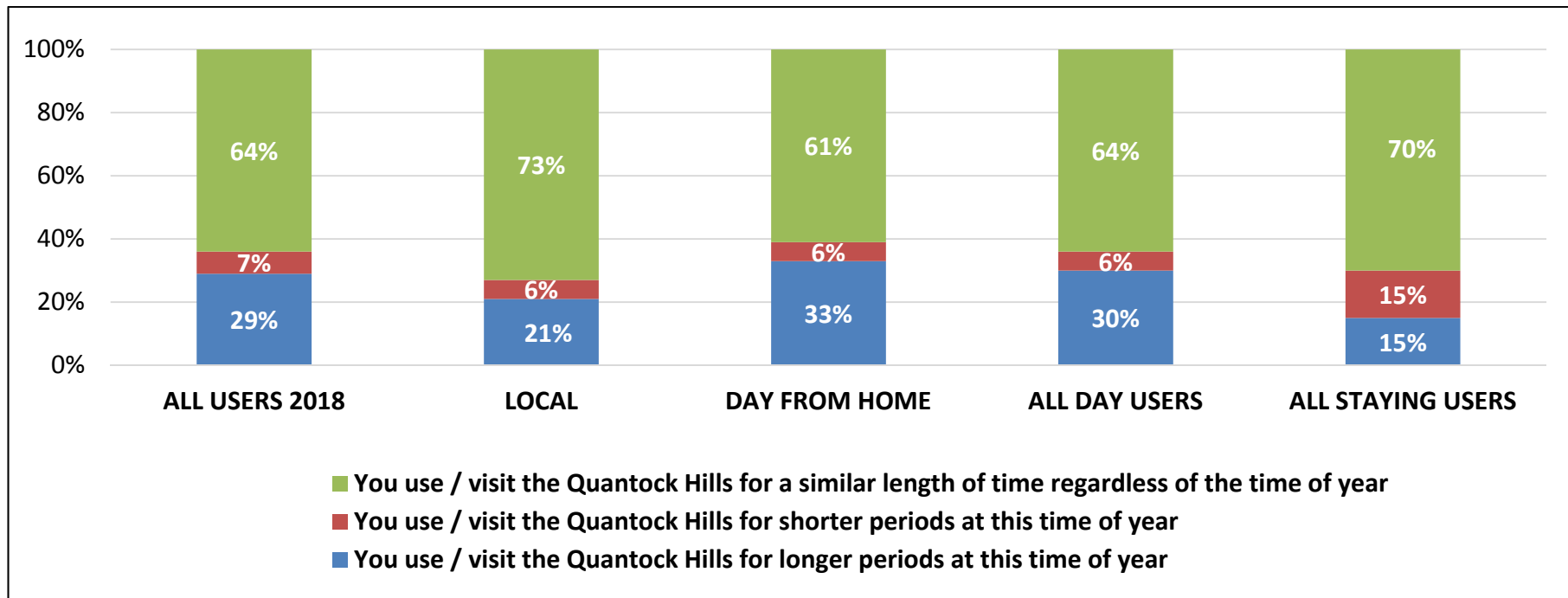
* Please note that there was no comparable data available from the 1998 and 2003 surveys for this question .

Length of time is also slightly higher in the peak period but for the majority of users the time of year makes no difference

These same users who had visited the Quantock Hills more than once in the last year were also asked to think about the length of time they spend in the Quantock Hills across the year and compare it to the length of time they used it for when the surveys took place (July to September). The results by user type are shown in the graph below.

The majority of all user types (61% or more) indicated that they used the Quantock Hills for a similar length of time regardless of the time of year with this proportion highest amongst local residents (73%).

29% of users said that they used/visited the Quantock Hills for longer periods of time during the peak period (July to September) including 33% of day users from home and 30% of all day users, whilst just 7% of users said they used/visited the Quantock Hills for shorter periods of time during this period (including 15% of all staying users) suggesting that the length of time spent in the AONB is slightly higher during the peak period.



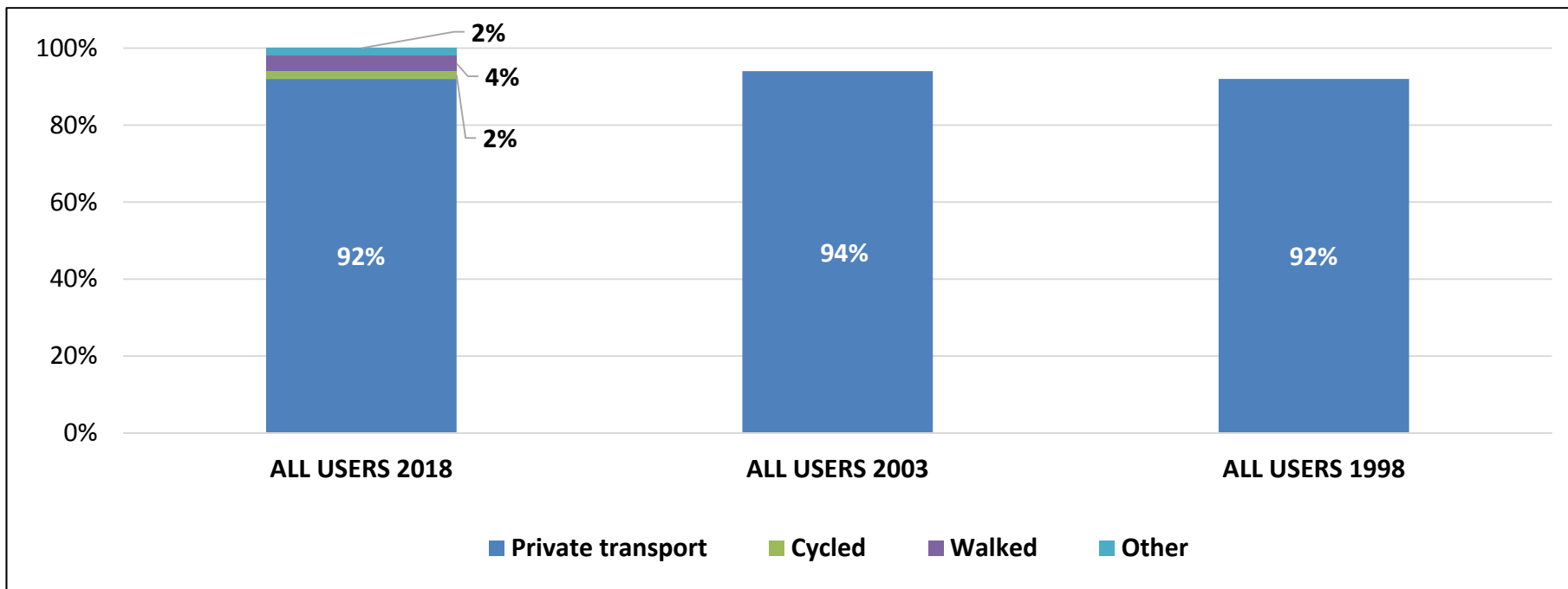
* Please note that there was no comparable data available from the 1998 and 2003 surveys for this question .

Private transport remains most popular amongst all users

Almost all users (92%) and including 91% of day users and 95% of staying users had travelled to the Quantock Hills on the day of their interview by private transport including a car, motorcycle, van etc. with this proportion decreasing to 75% of local residents and compared with 94% during 2003 and 92% during 1998.

4% of users had walked including 15% of local residents and 16% of users staying in accommodation within the Quantock Hills boundary. 3% had cycled (5% of local residents) and the same proportion had used another mode of transport including six respondents who had ridden a horse.

Please note that there was no comparable data available from the 1998 and 2003 surveys for the proportion of users who had arrived by public transport, cycled, walked or other mode of transport.



* Please note that there was no comparable data available from the 1998 and 2003 surveys for public transport, cycled, walked or other mode of transport.

Quantock Hills User Survey 2018

Section 1c: Sites Visited & Activities



Funding raised by
The National Lottery
and awarded by the Heritage Lottery Fund

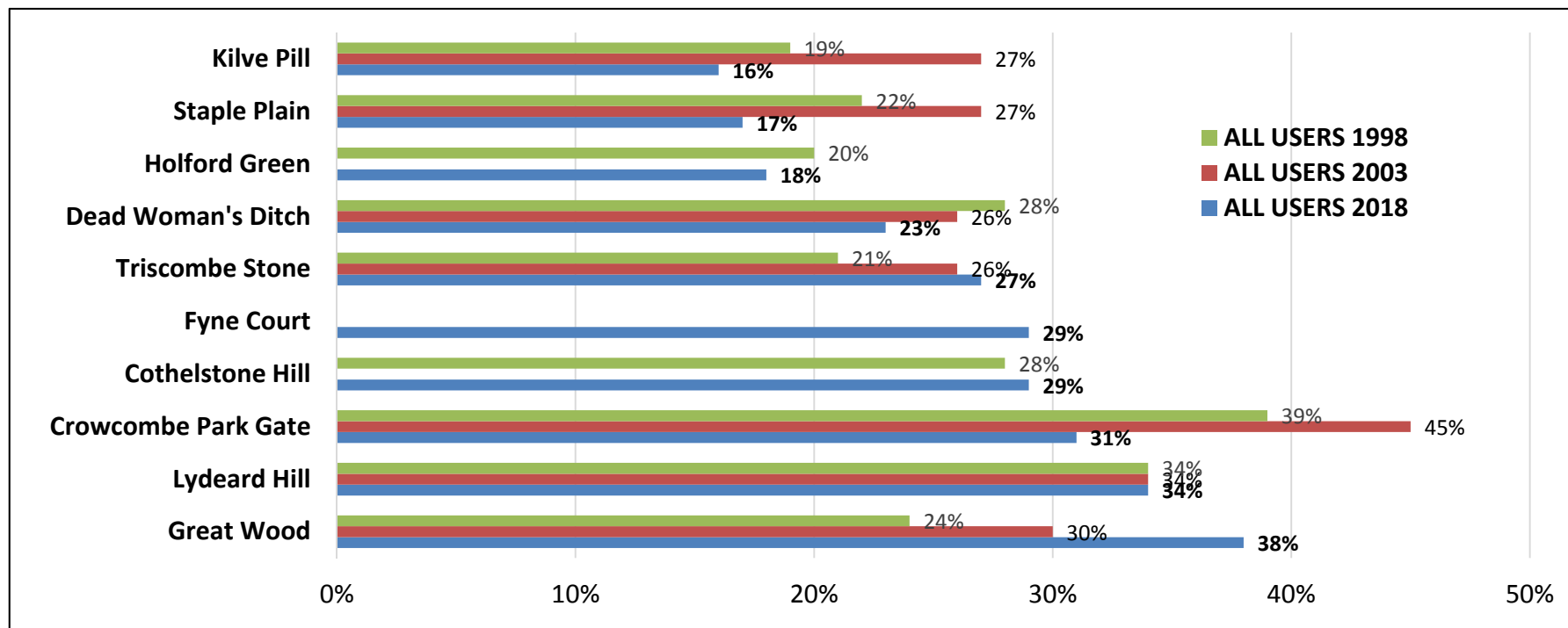


Great Wood, Lydeard Hill and Crowcombe Park Gate most popular

Users who had visited the Quantock Hills more than once in the last year were asked to name, unprompted, which four sites in the Quantock Hills they used/visited most frequently.

The top 10 sites mentioned are shown below and the most popular four were; Great Wood (38%, 30% 2003 & 24% 1998), Lydeard Hill (34%, the same proportion as during both the 2003 & 1998 surveys), Crowcombe Park Gate (31%, 45% 2003 & 39% 1998) and Cothelstone Hill/Fyne Court which each received 29% (Cothelstone Hill – 28% 1998 but no comparable data for 2003 and no comparable data available for Fyne Court for 2003 or 1998).

A full list of all the sites mentioned by all users and for each user type is shown in the table overleaf.



Site popularity varied considerably by user type

Which FOUR sites in the Quantock Hills do you use / visit MOST FREQUENTLY?	ALL USERS 2018	LOCAL	DAY FROM HOME	ALL DAY USERS	ALL STAYING USERS
Great Wood	38%	22%	45%	39%	22%
Lydeard Hill	34%	39%	33%	35%	26%
Crowcombe Park Gate	31%	36%	28%	30%	37%
Cothelstone Hill	29%	27%	30%	29%	15%
Fyne Court	29%	23%	32%	29%	19%
Triscombe Stone	27%	24%	28%	27%	30%
Dead Woman's Ditch	23%	26%	22%	23%	26%
Holford Green	18%	20%	17%	17%	19%
Staple Plain	17%	19%	16%	17%	19%
Kilve Pill	16%	13%	17%	16%	26%
Other	10%	11%	10%	10%	7%
Nether Stowey village	7%	15%	3%	6%	11%
East Quantoxhead	7%	7%	6%	6%	11%
Bishops Lydeard village	6%	15%	3%	6%	4%
Bicknoller village	5%	11%	3%	5%	7%
Crowcombe village	4%	7%	3%	4%	4%
West Quantoxhead village	4%	3%	3%	3%	15%
Kilve Village	4%	2%	3%	3%	19%
Woodlands Hill	3%	7%	2%	3%	4%
West Bagborough village	3%	6%	2%	3%	7%
Hawkrige Reservoir	3%	2%	4%	3%	-
Withyman's Pool	3%	6%	2%	3%	-
Spaxton village	3%	6%	2%	3%	-
Sandy Beds	2%	8%	-	2%	4%
Kingston St Mary village	2%	5%	2%	2%	-

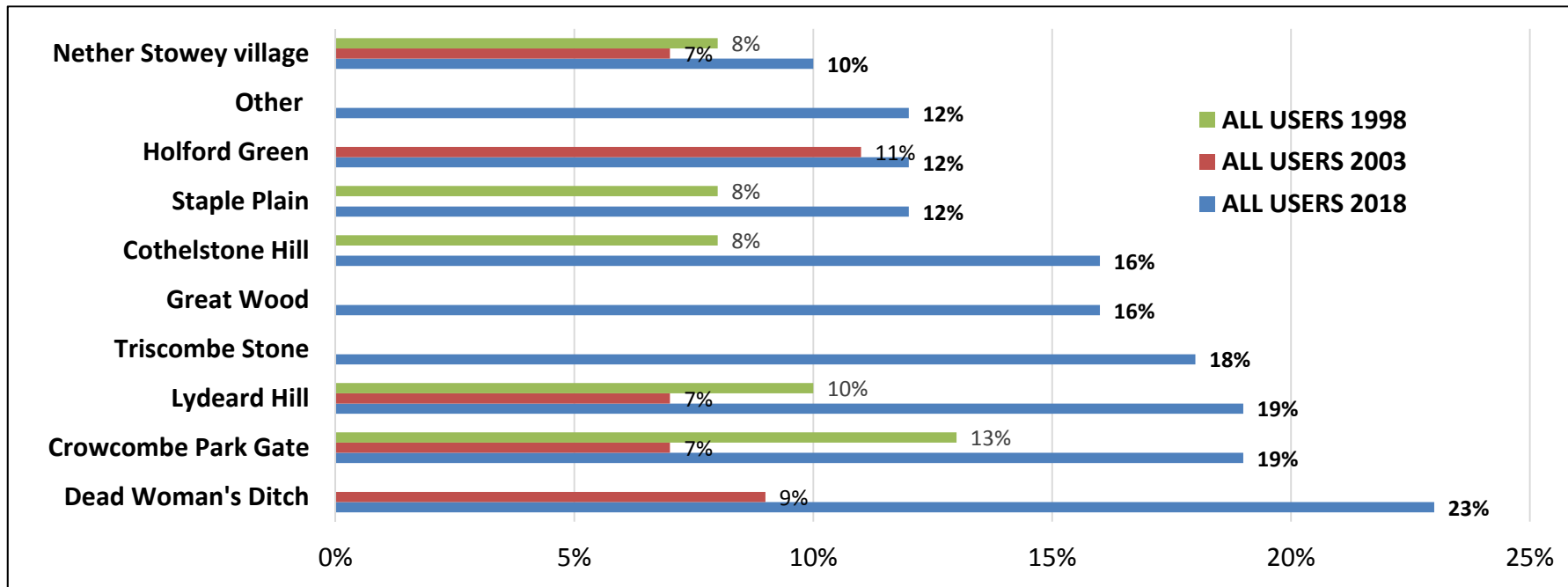
The top four sites visited for each user type are highlighted in yellow above.

Dead Woman's Ditch, Crowcombe Park Gate and Lydeard Hill most popular other sites visited

41% of all users said they had already been to, or were planning to go to other sites/villages in the Quantock Hills during their visit (compared with 22% in each case during 1998 & 2003). These users were asked to name, unprompted, which other places in the Quantock Hills they had/intended to visit.

The top 10 sites mentioned are shown below and the most popular four were; Dead Woman's Ditch (23%, 9% 2003 & no comparable data available for 1998), Crowcombe Park Gate (19%, 7% 2003 & 13% 1998), Lydeard Hill (19%, 7% 2003 & 13% 1998), Triscombe Stone (18%, no comparable data available for 1998 or 2003) and Great Wood (16%, no comparable data available for 1998 or 2003).

A full list of all the other sites mentioned by all users and for each user type is shown in the table overleaf.



Popularity of other places also varied considerably by user type

Which other places in the Quantock Hills will you go to today?	ALL USERS 2018	LOCAL	DAY FROM HOME	ALL DAY USERS	ALL STAYING USERS
Dead Woman's Ditch	23%	17%	25%	22%	33%
Crowcombe Park Gate	19%	16%	19%	18%	27%
Lydeard Hill	19%	22%	16%	18%	20%
Triscombe Stone	18%	13%	23%	18%	17%
Great Wood	16%	14%	20%	17%	10%
Cothelstone Hill	16%	11%	19%	16%	17%
Staple Plain	12%	14%	9%	11%	20%
Holford Green	12%	11%	13%	12%	10%
Other	12%	13%	9%	10%	20%
Nether Stowey village	10%	13%	7%	9%	20%
Fyne Court	9%	11%	7%	9%	13%
Bishops Lydeard village	7%	10%	6%	8%	7%
Bicknoller village	6%	10%		4%	17%
East Quantoxhead	5%	3%	5%	4%	13%
Woodlands Hill	5%	8%	4%	6%	
Kilve Pill	5%	5%	4%	4%	7%
Withyman's Pool	5%	6%	5%	5%	
Crowcombe village	5%	3%	3%	3%	13%
Kilve Village	5%	5%	2%	3%	13%
West Quantoxhead village	4%	7%	1%	3%	10%
West Bagborough village	4%	5%	1%	2%	13%
Hawkridge Reservoir	3%	2%	4%	3%	3%
Spaxton village	3%	3%	2%	3%	3%
Kingston St Mary village	2%	3%	2%	3%	
Sandy Beds	2%	6%		2%	

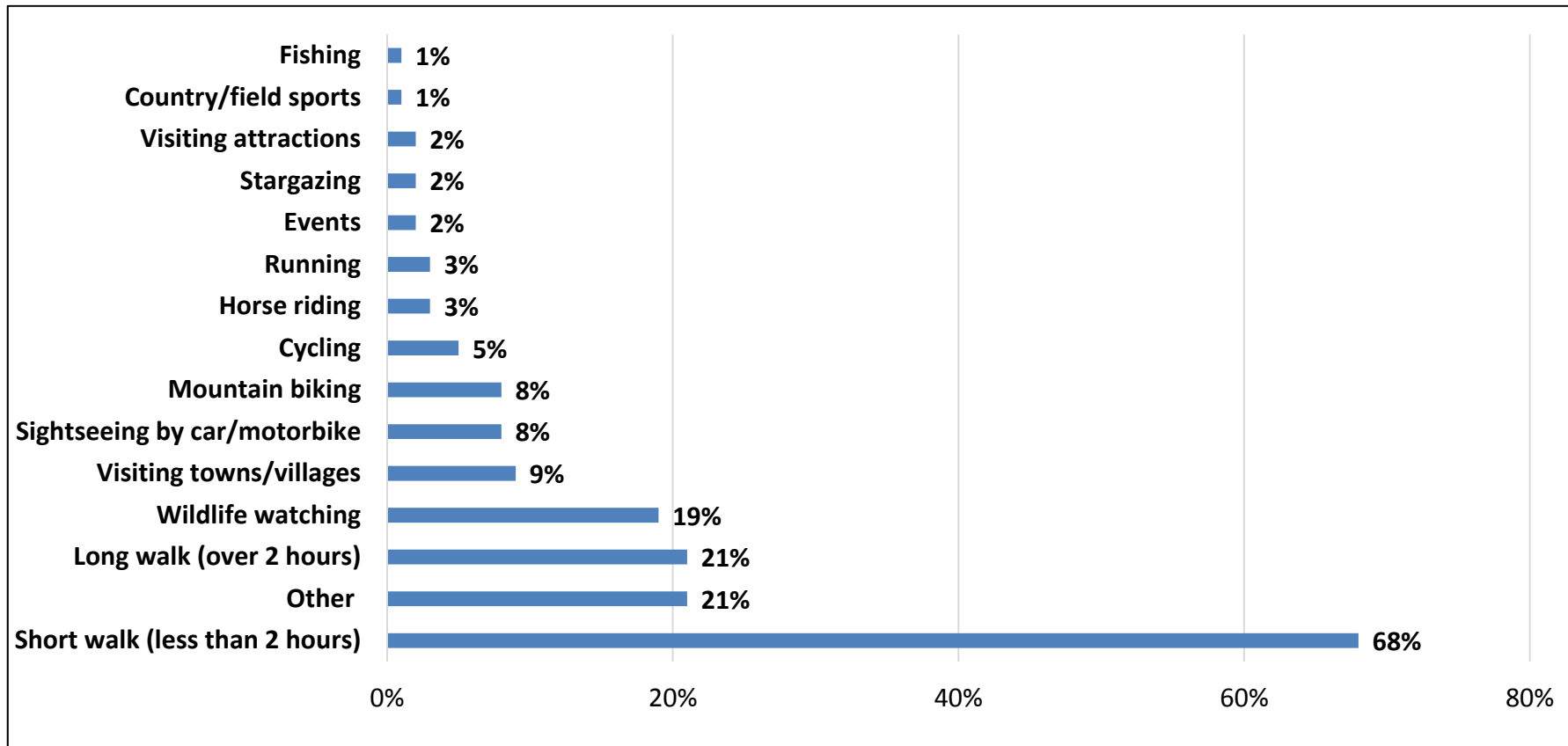
The top four other places visited for each user type are highlighted in yellow above.

Walking and wildlife watching are the mainstay of visits

Users were asked which activities they had/planned to undertake during their visit to the Quantock Hills.

The most popular activity by far was going for a short walk of up to 2 hours (68%), followed by going for a long walk (over 2 hours) and watching wildlife (19%). 21% were taking part in another activity including many users who were having a picnic.

A full list of all the activities undertaken by each user type is shown in the table overleaf.



* Please note that there was no comparable data available from the 1998 and 2003 surveys.

Activities undertaken were largely consistent across user types

What activities have you / will you be undertaking during your visit to the Quantock Hills?	ALL USERS 2018	LOCAL	DAY FROM HOME	ALL DAY USERS	ALL STAYING USERS
Short walk (less than 2 hours)	68%	76%	65%	68%	67%
Other	21%	18%	22%	21%	21%
Long walk (over 2 hours)	21%	18%	20%	20%	28%
Wildlife watching	19%	21%	18%	18%	21%
Visiting towns/villages	9%	13%	6%	8%	17%
Sightseeing by car/motorbike	8%	5%	5%	5%	28%
Mountain biking	8%	6%	8%	8%	9%
Cycling	5%	6%	5%	5%	7%
Horse riding	3%	11%	2%	4%	
Running	3%	6%	2%	3%	1%
Events	2%	4%	2%	2%	3%
Stargazing	2%	6%	1%	2%	1%
Visiting attractions	2%	2%	1%	2%	3%
Country/field sports	1%	5%	0%	1%	1%
Fishing	1%	1%	1%	1%	3%

The top four activities undertaken for each user type are highlighted in yellow above.

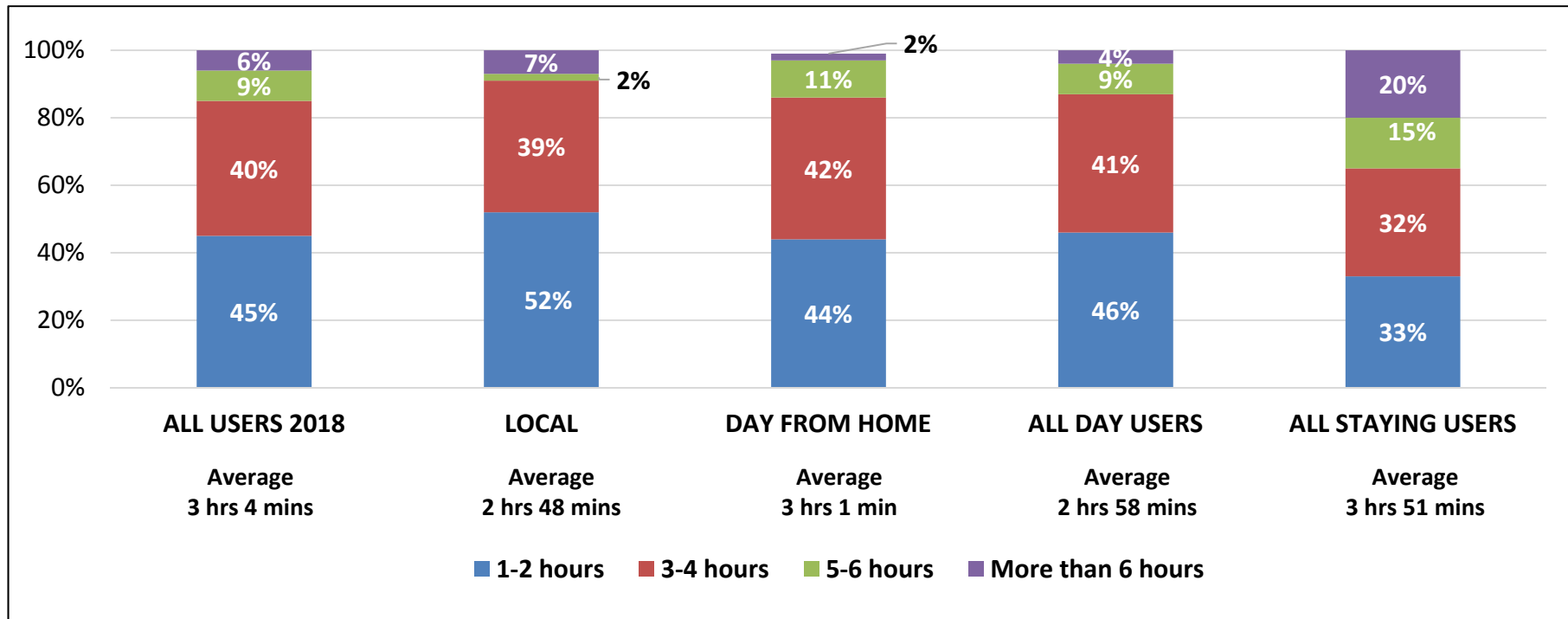
Duration of visit has increased

The duration of visit by user type is shown in the graph below.

The average duration of visit for all users was 3 hours 4 minutes compared with 1 hour 54 minutes in 2003 and 2 hours 30 minutes in 1998. 45% of users were spending 1-2 hours in the AONB, 40% were spending 3-4 hours and 15% were spending 5 or more hours in the AONB.

Dwell times were longest for staying users (average of 3 hours 51 minutes) with 35% spending 5 or more hours on their visit.

Local residents had the shortest duration of visit at 2 hours 48 minutes with 52% spending 1-2 hours on their visit.



Quantock Hills User Survey 2018



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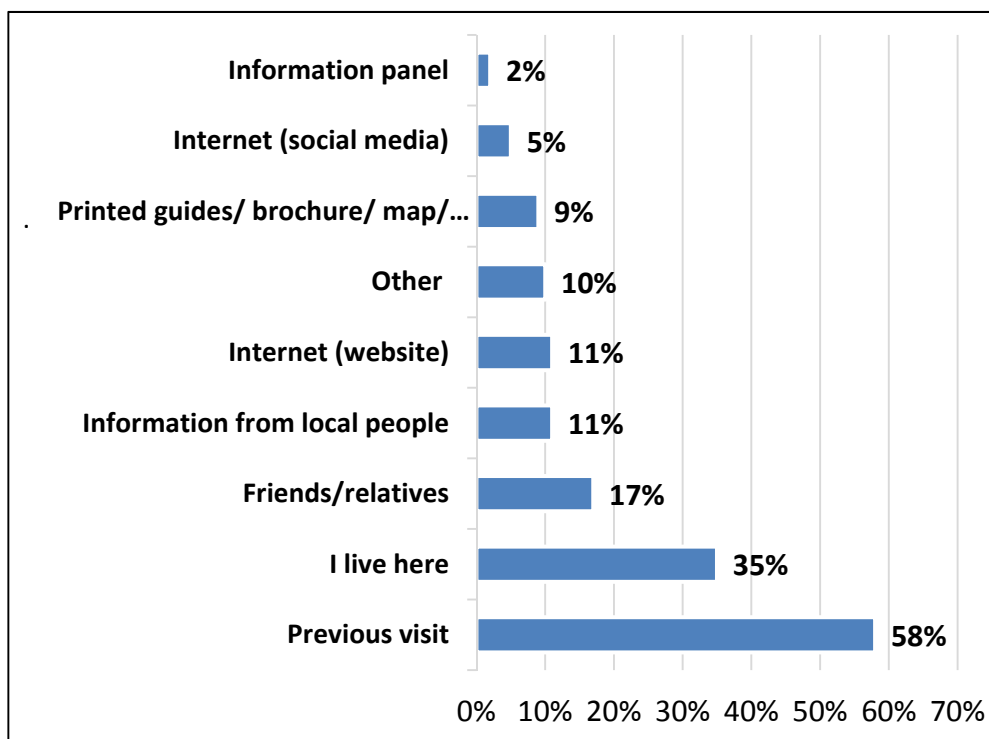
Section 1d: Information Sourcing



Information from local people, the internet and guides/brochures are common information sources used

With the high proportion of repeat users and local residents, previous visits and living in the area are unsurprisingly the most common sources of information used to obtain information about the Quantock Hills (58% and 35% respectively). Aside from these, 17% of users had found out about the AONB from their friends/family (including 35% of all staying users) and 11% in each case had found out about it via information from local people and/or on the internet (21% of all staying users).

9% of users had seen a printed guide/brochure/map or publication for the Quantock Hills (13% and 12% of staying users and local residents respectively) and/or 5% had found out about it on a social media site (7% of local residents). 10% had found out about the AONB via an 'other' source including a number of users who mentioned the National Trust and/or as a result of living close by.



Where did you obtain your information about the Quantock Hills?	LOCAL	DAY FROM HOME	ALL DAY USERS	ALL STAYING USERS
Previous visit	26%	70%	59%	49%
I live here	90%	23%	40%	-
Friends / relatives	8%	17%	15%	35%
Information from local people	15%	10%	12%	11%
Internet (website)	14%	8%	10%	21%
Other	4%	9%	8%	23%
Printed guides / brochure / map / publications	12%	7%	8%	13%
Internet (social media)	7%	5%	5%	5%
Information panel	2%	2%	2%	1%
Tourist Information Centre	1%	-	-	-

* Please note that there was no comparable data available from the 1998 and 2003 surveys.

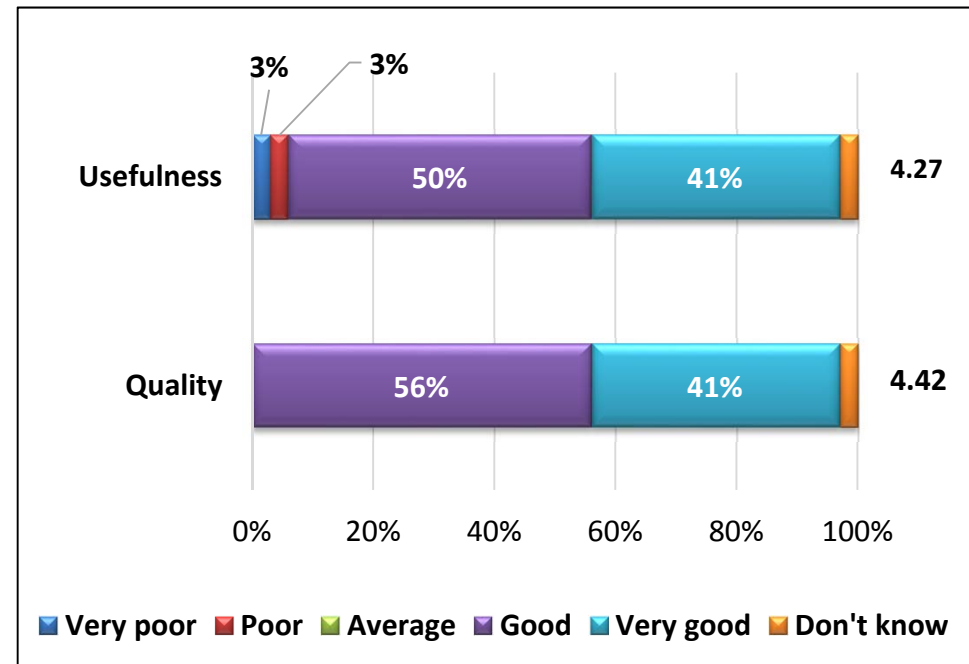
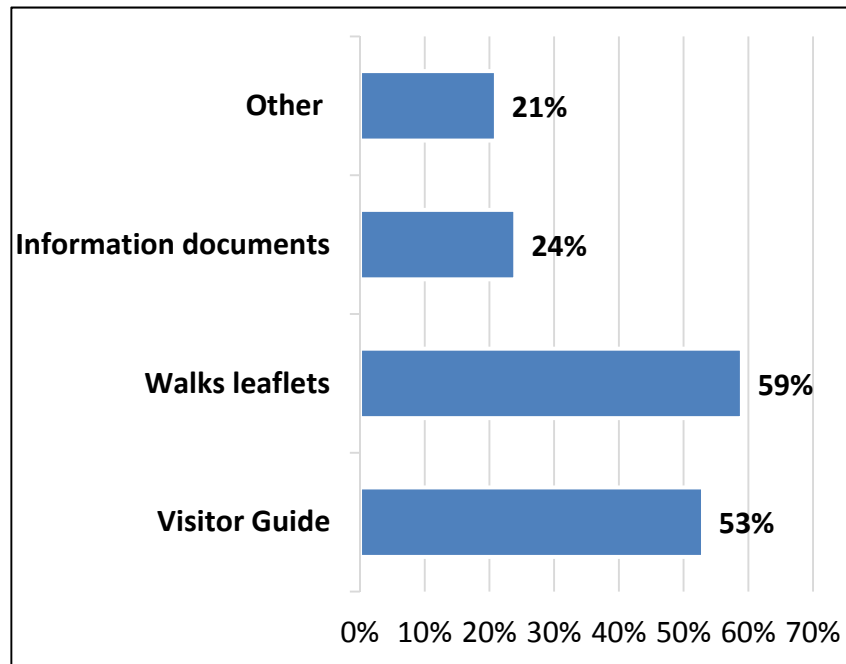
High satisfaction with quality and usefulness of Quantocks publications

78% of those users who had seen a printed guide/brochure/map or publication had specifically seen a Quantock Hills publication.

59% of these users had seen a Quantock Hills walks leaflet, 53% the Quantock Visitor Guide and 24% Quantock Hills information documents. 21% of these users (7 respondents) had seen 'other' specific Quantock Hills publications.

Users who had seen Quantock Hills publications rated them highly in terms of both quality (4.42 out of a max. of 5.00) and usefulness (4.27).

There was little variation in the results according to user type.



* Please note that there was no comparable data available from the 1998 and 2003 surveys.

Quantock Hills User Survey 2018

Section 1e: Users' Attitudes



Funding raised by
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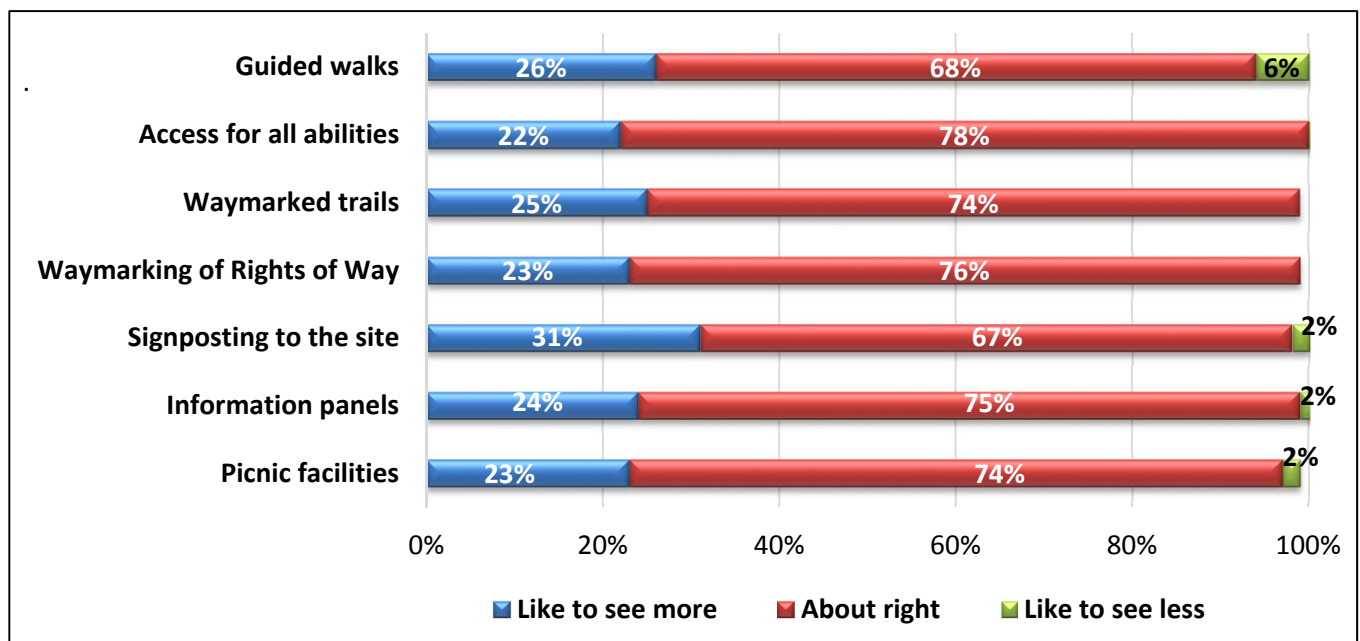
Users are clearly happy with the current provision of site facilities

31% would like to see the increased provision of signposting

Respondents were asked whether they would like to see increased provision of a selection of facilities at the site where they were interviewed (F2F respondents) or the site where they had spent the most of their time during their last visit (online respondents).

The results for each individual site are provided in Section 2 of this report but in terms of the seven sites as a whole, the majority of users were happy with the current provision of facilities with 67% or more stating that they felt each of the facilities was ‘about right’ (56% or more during 1998 and 66% or more during 2003).

31% of users expressed a wish to see the increased provision of signposting (27% 2003, 19% 1998) whilst the proportion of users who would like to see the increased provision of guided walks has more than doubled since 2003 (26% of users, compared with 12% during 2003 and 20% during 1998). It is worth noting that users’ individual interpretation of the two terms ‘Waymarked trails’ and ‘Guided Walks’ may have differed and that this is probably an area to explore further in future research to seek more clarity on the findings. This is particularly noticeable when looking at the breakdown of these results by site later in this report (pages 68-74). There was little variation in the results according to user type.

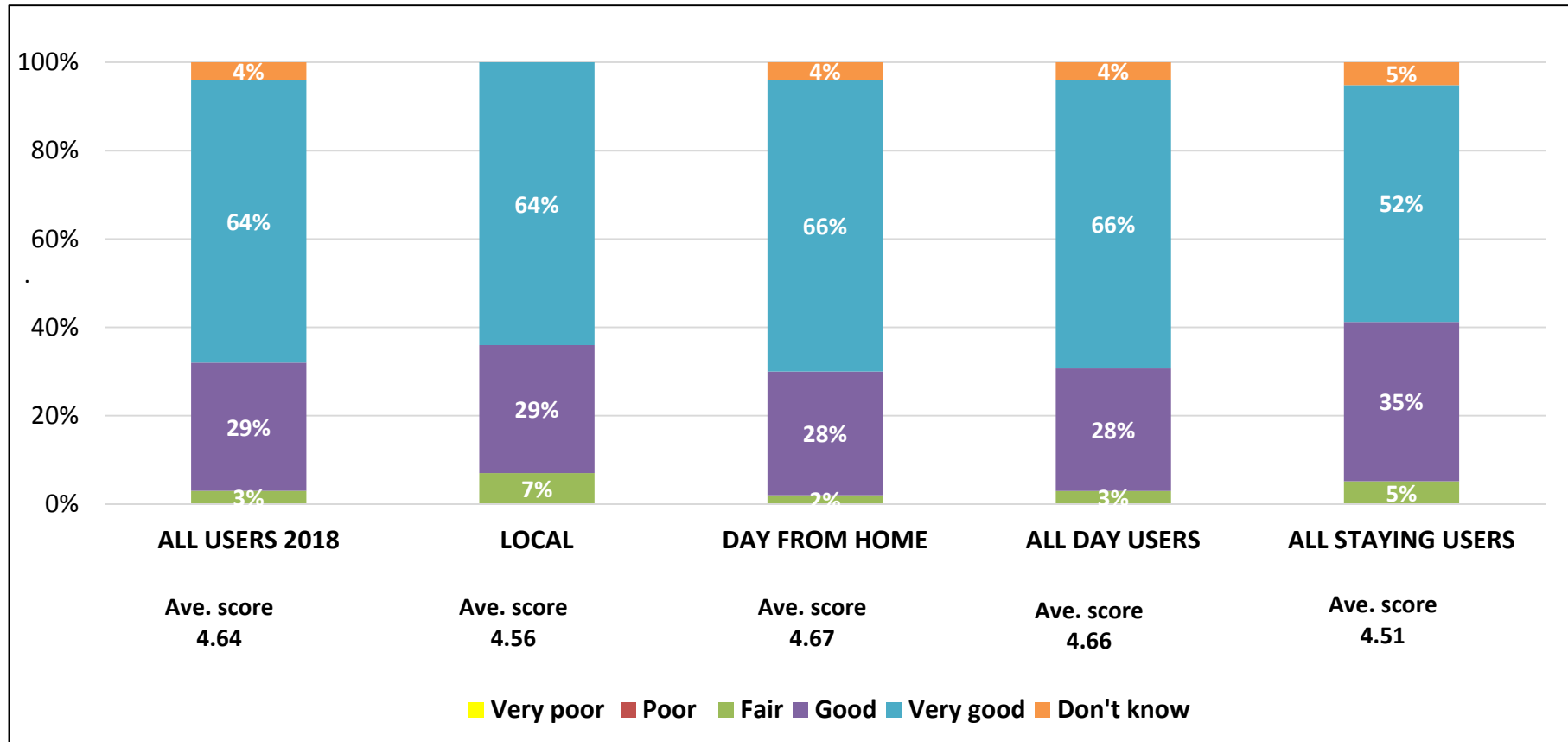


% 'Like to see more'	2003	1998
Picnic facilities	15%	13%
Information panels	24%	N/A
Signposting to the site	27%	19%
Waymarking of Rights of Way	22%	21%
Waymarked trails	23%	N/A
Access for all abilities	20%	16%
Guided walks	12%	20%

High level of site satisfaction across all user types although day users rate their overall site satisfaction slightly more highly

Users were asked to rate their overall satisfaction with the site they had visited. The response was very positive overall with almost two thirds (64%) rating their satisfaction as 'very good', 29% as 'good', and just 3% as 'fair' with an overall satisfaction score of 4.64 out of a maximum of 5.00.

Satisfaction was highest amongst day users from home (4.67) and lowest amongst staying users (4.51).

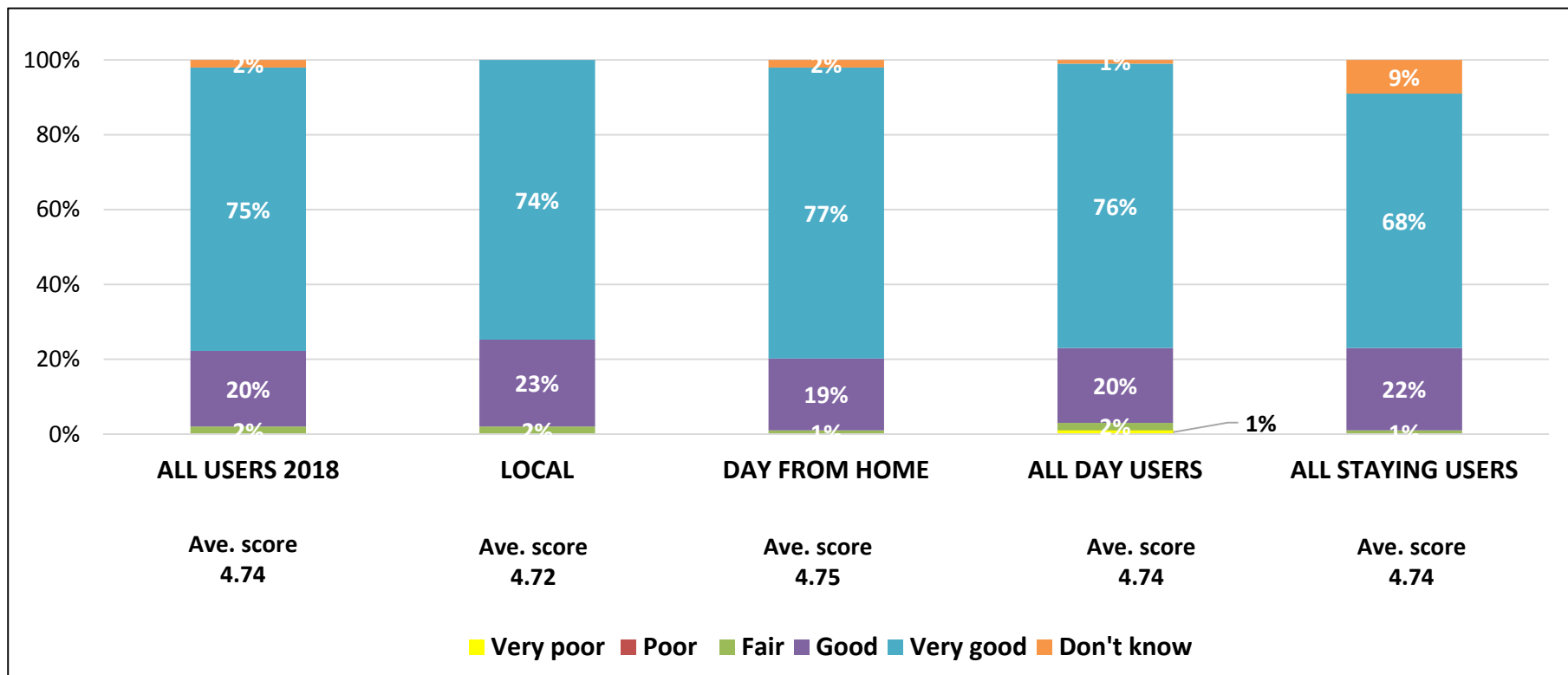


* Please note that there was no comparable data available from the 1998 and 2003 surveys.

Consistent, very high level of overall satisfaction with the Quantock Hills across all user types

Users were also asked to rate their overall satisfaction with the Quantock Hills. The response was again extremely positive with three quarters rating their satisfaction as 'very good' (72% 2003), 20% as 'good' (13% 2003) and just 2% as 'fair' (1% 2003) with an overall satisfaction score of 4.74 out of a maximum of 5.00. Please note that there was no comparable data available for the 1998 survey.

Overall satisfaction with the Quantock Hills was highest amongst day users from home (4.75) and slightly lower amongst local residents (4.72).



* Please note that there was no comparable data available for the 1998 survey.

Suggestions – sample comments

A FEW BENCHES AROUND THE HILL AS I CAN'T WALK FOR TOO LONG

A NEWSLETTER AVAILABLE WITH MAPS SHOWING PLACES TO FIND REFRESHMENTS, INFORMATION ON WILDLIFE HABITATS AND THEIR MANAGEMENT. HISTORY ABOUT PLACES AND THE LANDSCAPE. INFORMATION ABOUT THE WOOD PASTURES, PARKS AND ANCIENT TREES. WHERE LOCAL PRODUCE CAN BE OBTAINED

BAN BICYCLES AND MOTOR VEHICLES

BE NOTIFIED WHEN ACTIVITIES ON THAT AFFECT MY ENJOYMENT IE MOUNTAIN BIKING EVENTS

BETTER SIGNPOSTING

CLEARER RULES FOR ACCESS FOR CYCLISTS. I HAVE NO WISH TO SEE THEM BANNED BUT THERE IS SOME SERIOUS EROSION WHERE THEY HAVE NOT KEPT TO BRIDLEWAYS.

DOG WASTE BINS AT THE CAR PARKS...

IMPROVE ACCESS ROAD

LEAVE IT AS IT IS!

Quantock Hills User Survey 2018

Section 1f: User Awareness



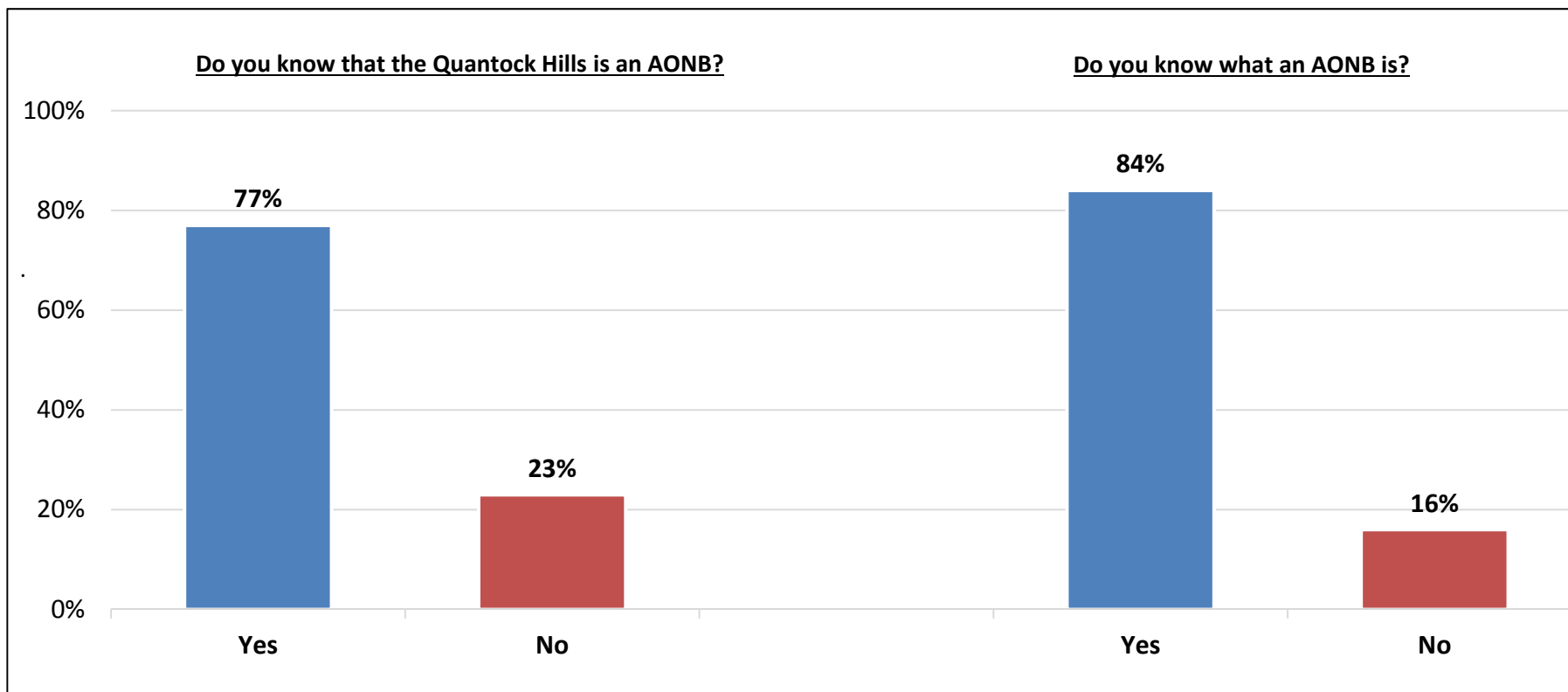
Funding raised by
The National Lottery
and awarded by the Heritage Lottery Fund



High levels of awareness of AONB status and understanding of AONB's

Towards the end of the survey users were asked if they knew that the Quantock Hills was an Area of Outstanding Natural Beauty (AONB). 77% of users said they were aware the Quantocks was an AONB (83% 2003 and 72% 1998) with this proportion increasing to 95% of local residents and decreasing to 69% of all staying users.

Users were then also asked if they knew what an AONB was. 84% said they did know what an AONB was with this proportion increasing to 96% of local residents and decreasing to 77% of all staying users.



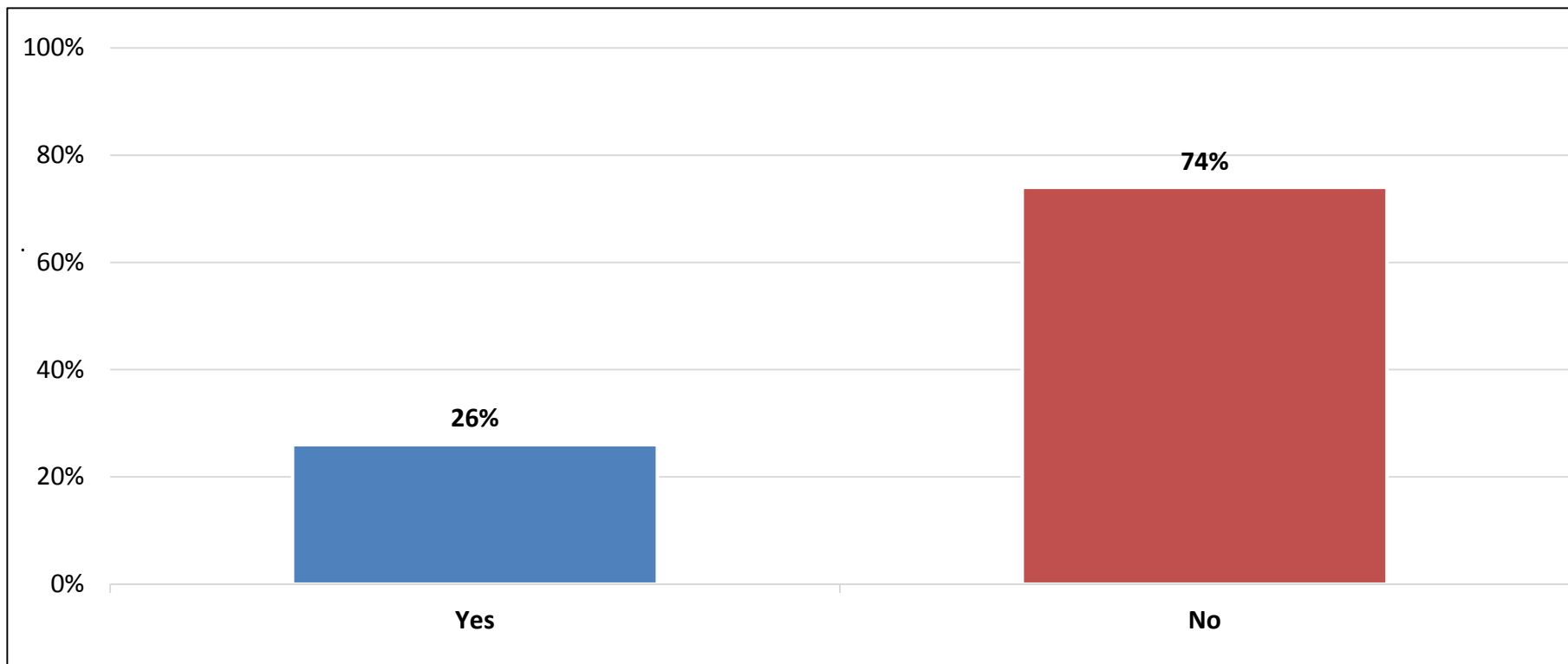
* Please note that there was no comparable data available from the 1998 and 2003 surveys.

Majority of users don't play the National Lottery regularly

It was explained to users that the survey was being carried out to help the development of the Quantock Landscape Partnership Scheme funded by the Heritage Lottery Fund using funding raised by the National Lottery.

Users were asked if they played the National Lottery regularly including and/or regularly buying scratch cards (it was explained that regularly meant once a month or more).

Around a quarter of users (26%) said they did play the National Lottery regularly with this proportion decreasing to 14% of all staying users.



* Please note that there was no comparable data available from the 1998 and 2003 surveys.

Quantock Hills User Survey 2018

Section 1g: User Spending Levels



Funding raised by
The National Lottery
and awarded by the Heritage Lottery Fund



Average spend has more than doubled since 2003 and was highest amongst staying users

Users were asked to provide details of anything which they and their immediate party had spent whilst visiting the Quantock Hills. It should be noted that whilst the combined spend figures detailed below appear to be relatively low, spending may also have occurred elsewhere in Somerset whilst users were visiting other parts of the county and, as a result, could indeed be much higher. The spend is broken down into four separate categories including; Eating, drinking & food, Entertainment & activities, Shopping and Other spending.

The tables below provide details of the average spend per person for each of these categories and by user type for all combined users (F2F and online survey combined and including those who had spent nothing).

Average spend per person	ALL USERS 2018	LOCAL	DAY FROM HOME	ALL STAYING USERS	ALL USERS 2003	ALL USERS 1998
Eating, drinking & food	£2.45	£3.63	£1.50	£6.41	£1.32	£2.13
Entertainment & activities	£0.38	£0.18	£0.39	£0.50	£0.03	£0.07
Shopping	£0.23	£0.61	£0.12	£0.42	£0.15	£0.49
Other spending	£0.62	£0.87	£0.32	£1.97	£0.12	£0.21
Total spend	£3.68	£5.29	£2.33	£9.30	£1.62	£2.90

Quantock Hills User Survey 2018

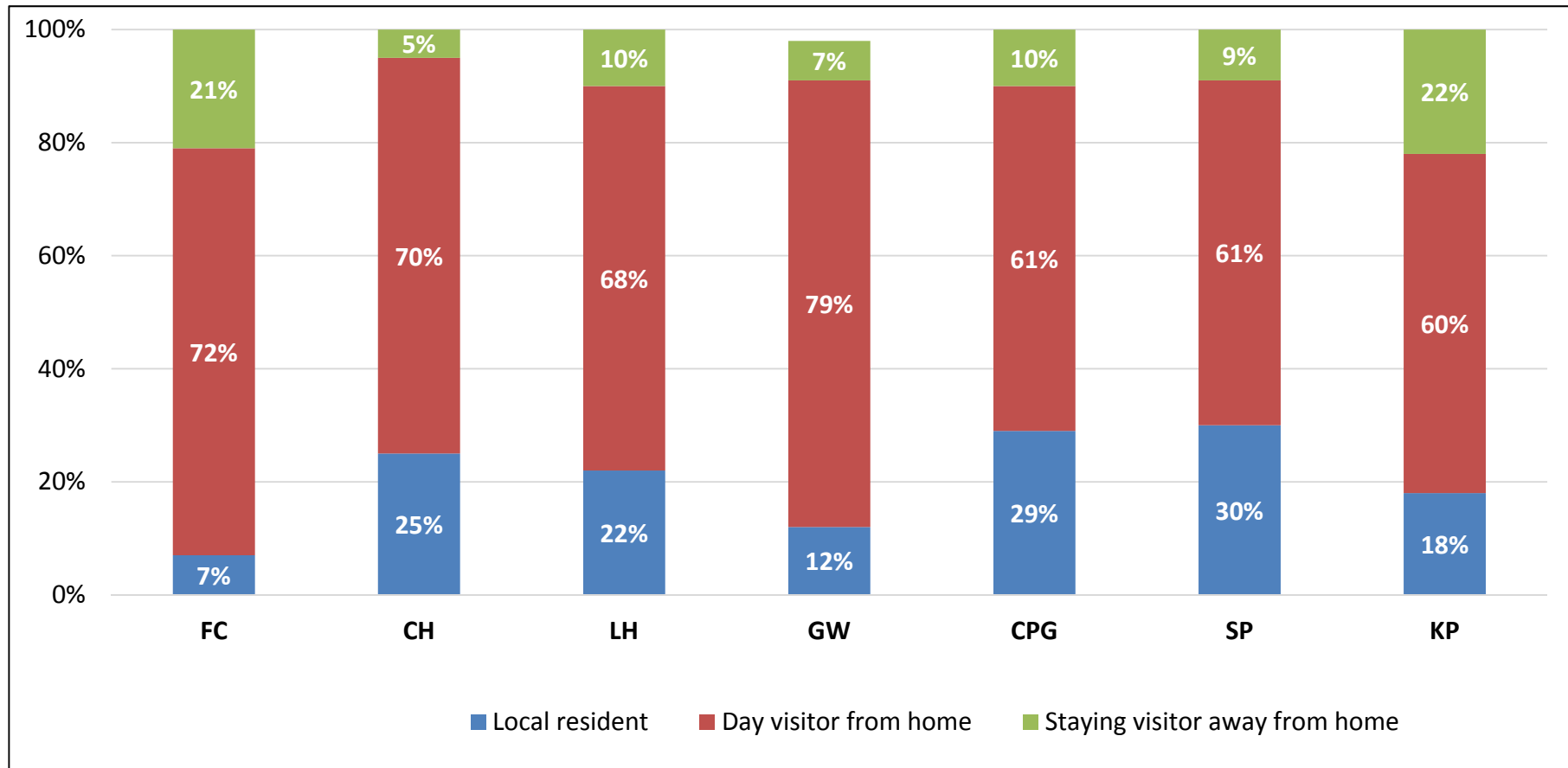
Section 2: Results by site



Fyne Court and Kilve Pill attracted the highest proportions of staying users

Whilst the majority of users across all the sites were day users (78% or more) Fyne Court and Kilve Pill attracted the highest proportions of staying users at 21% and 22% respectively compared to between 5% and 11% at all the other sites.

Staple Plain, Crowcombe Park Gate, Cothelstone Hill and Lydeard Hill were the sites visited by the highest proportions of local residents.

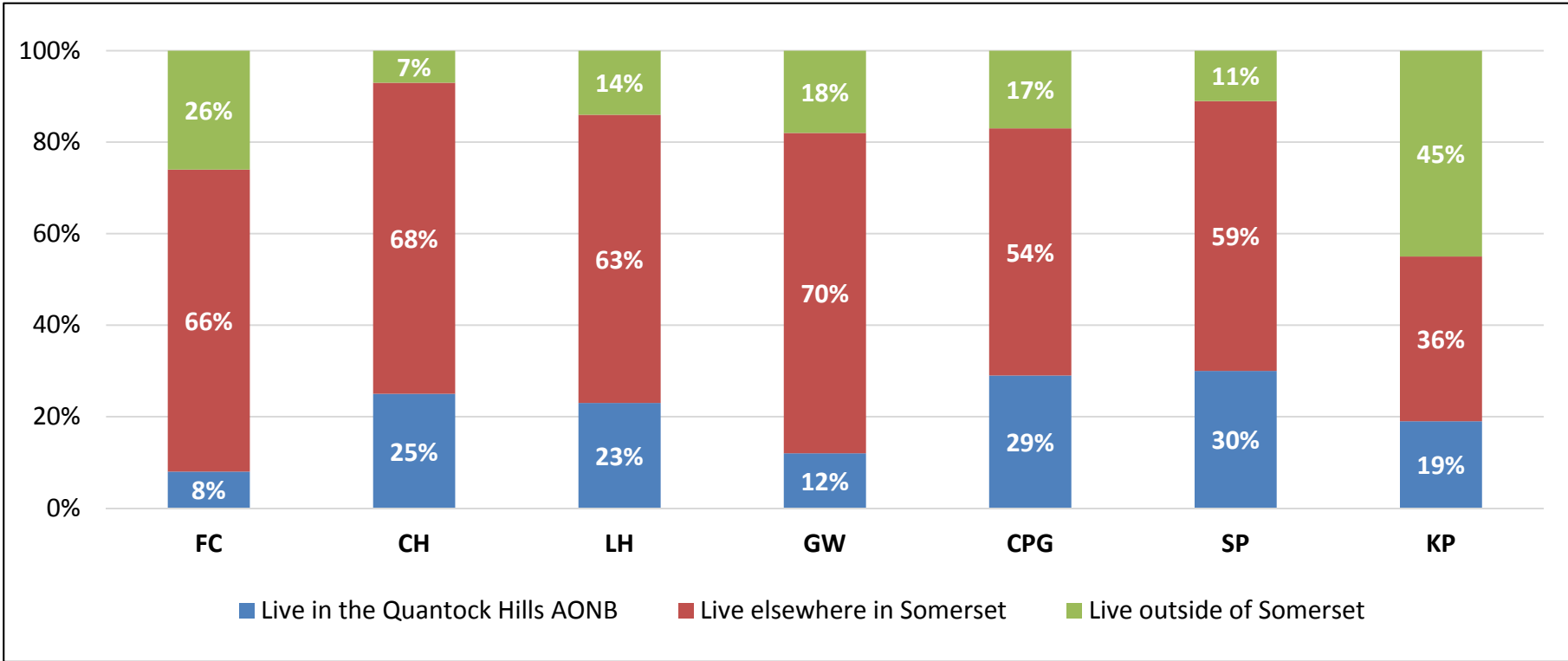


The more remote the location the higher the usage by local residents

With the exception of Kilve Pill the largest proportion of users across all sites lived within the wider Somerset area (outside the AONB) and ranged from between 54-70% of users.

30% of users at Staple Plain, 29% at Crowcombe Park Gate, 25% at Cothelstone Hill and 23% at Lydeard Hill were local residents of the AONB.

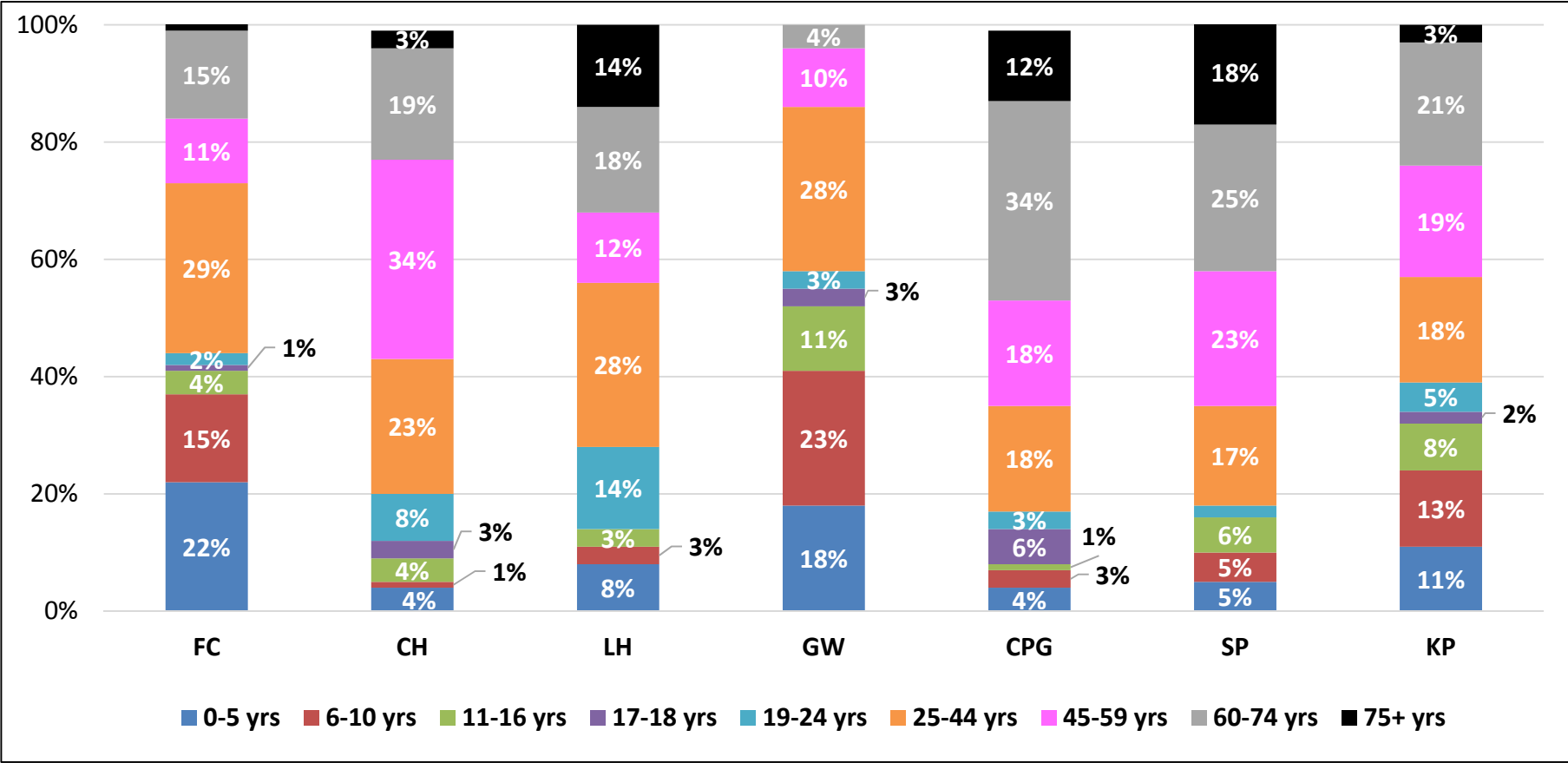
45% of users at Kilve Pill and 26% at Fyne Court lived elsewhere in the UK outside of Somerset.



Fyne Court, Great Wood and Kilve Pill attracted a younger profile of user

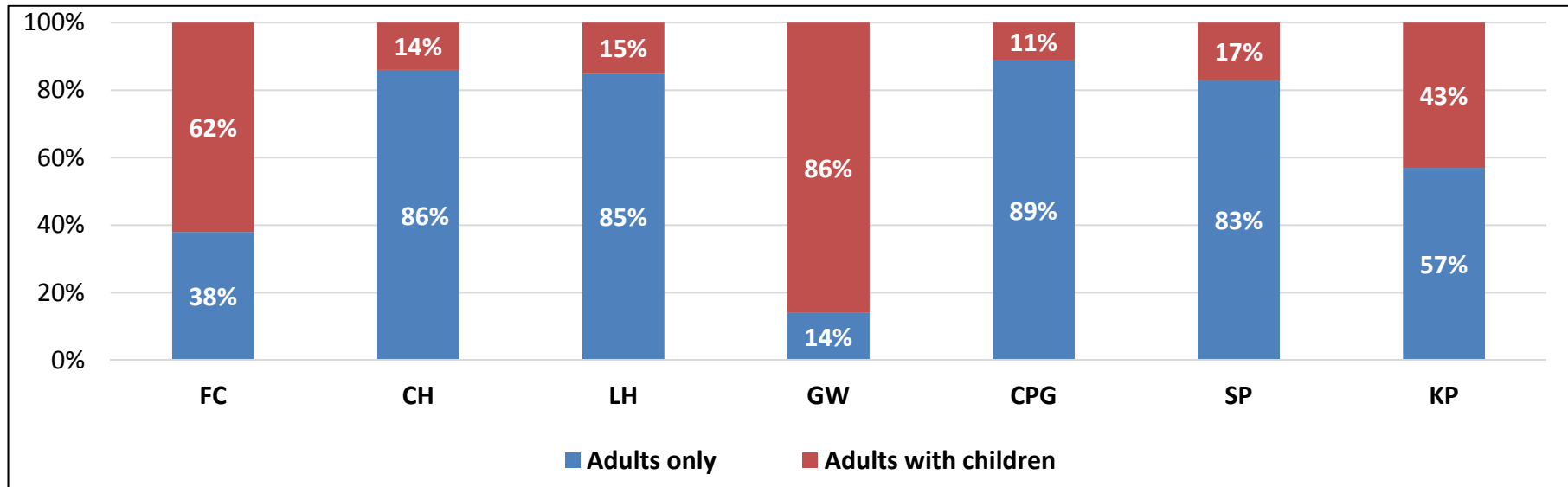
41% of users at Fyne Court, 52% at Great Wood and 32% at Kilve Pill were children aged 16 years or under.

The majority of users at Cothelstone Hill (56%), Crowcombe Park Gate (64%) and Staple Plain (66%) were aged 45+ years.



* Please note that this question was asked to F2F respondents only

Fyne Court, Great Wood and Kilve Pill also attracted the highest proportions of users visiting with children



61% of groups using Great Wood contained more than 4 people. 42% of groups using Fyne Court, 30% using Great Wood, 29% using Kilve Pill and 28% using Cothelstone Hill contained 3 or 4 people. 84% of groups using Crowcombe Park Gate contained 1 or 2 people, as did 77% of users at Staple Plain, 73% and Lydeard Hill and 72% at Cothelstone Hill.

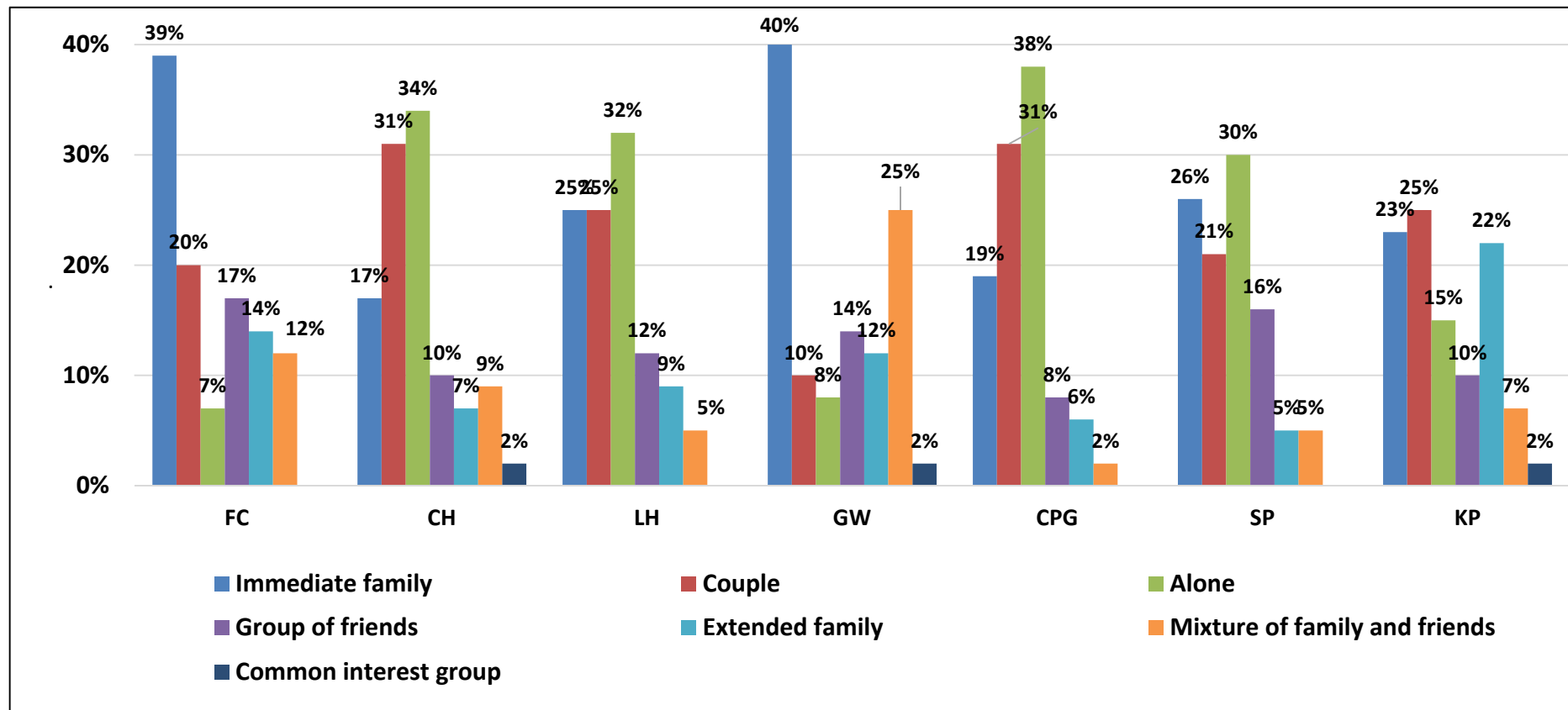
No. of people in group	Fyne Court	Cothelstone Hill	Lydeard Hill	Great Wood	Crowcombe Park Gate	Staple Plain	Kilve Pill
1 or 2 people	34%	72%	73%	9%	84%	77%	53%
3 or 4 people	42%	28%	24%	30%	16%	20%	29%
More than 4 people	25%	-	3%	61%	-	3%	18%

* Please note that this question was asked to F2F respondents only

The make up of groups visiting the Quantock Hills varied considerably according to the site being visited

Whilst on the whole the largest proportions of users across the majority of the sites were either visiting with their immediate families or in a couple, the more remote sites of Cothelstone Hill, Lydeard Hill, Crowcombe Park Gate and Staple Plain attraction equally high proportions of users visiting the sites on their own, most likely due to the fact that these sites attract a higher proportion of local residents.

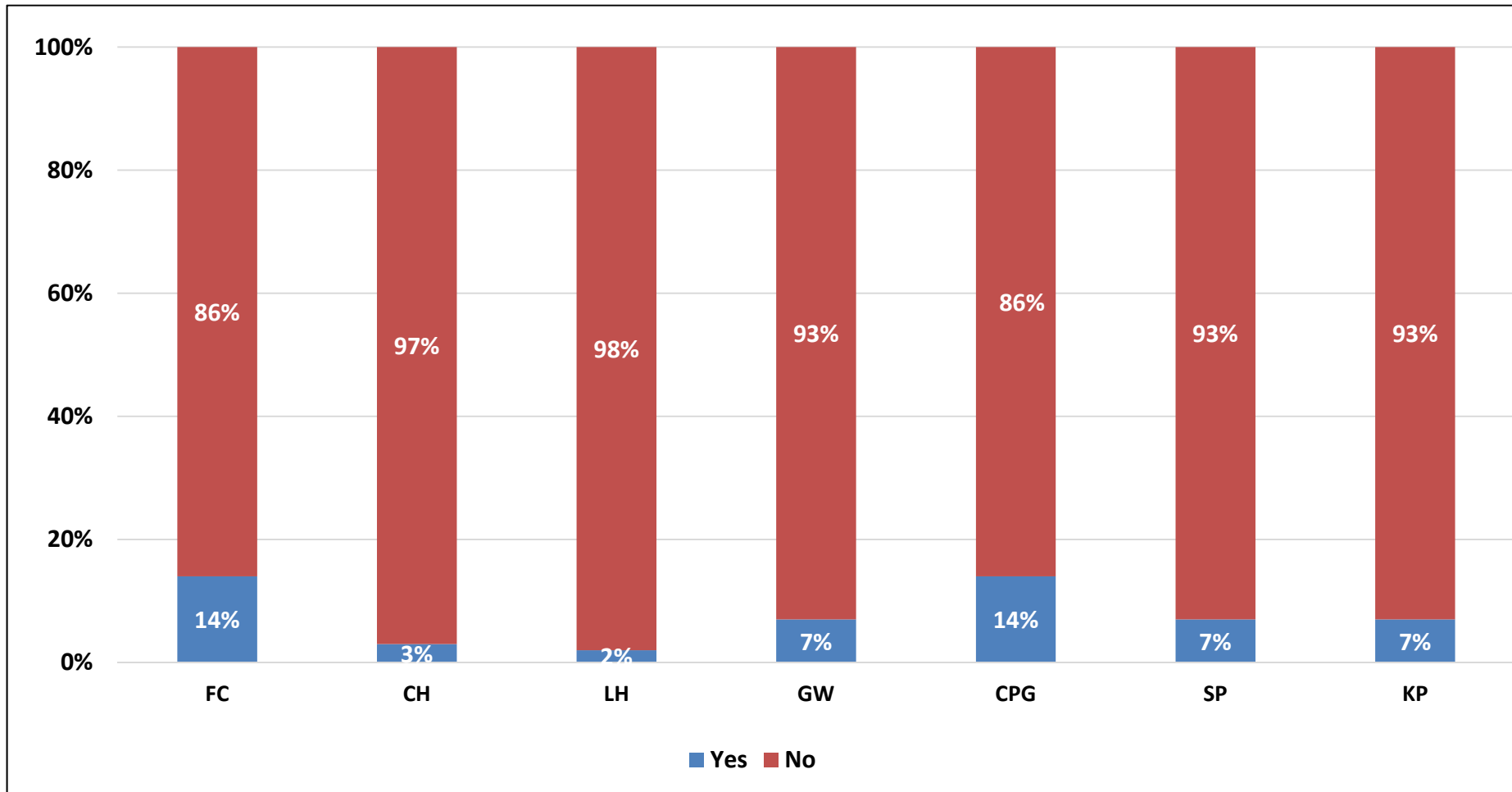
25% of all users at Great Wood were visiting with a mixture of family & friends.



* Please note that the results tally to more than 100% due to some respondents selecting multiple responses for this question.

Fyne Court and Crowcombe Park Gate attracted higher proportions of users with a long standing health issue or disability compared with all other sites

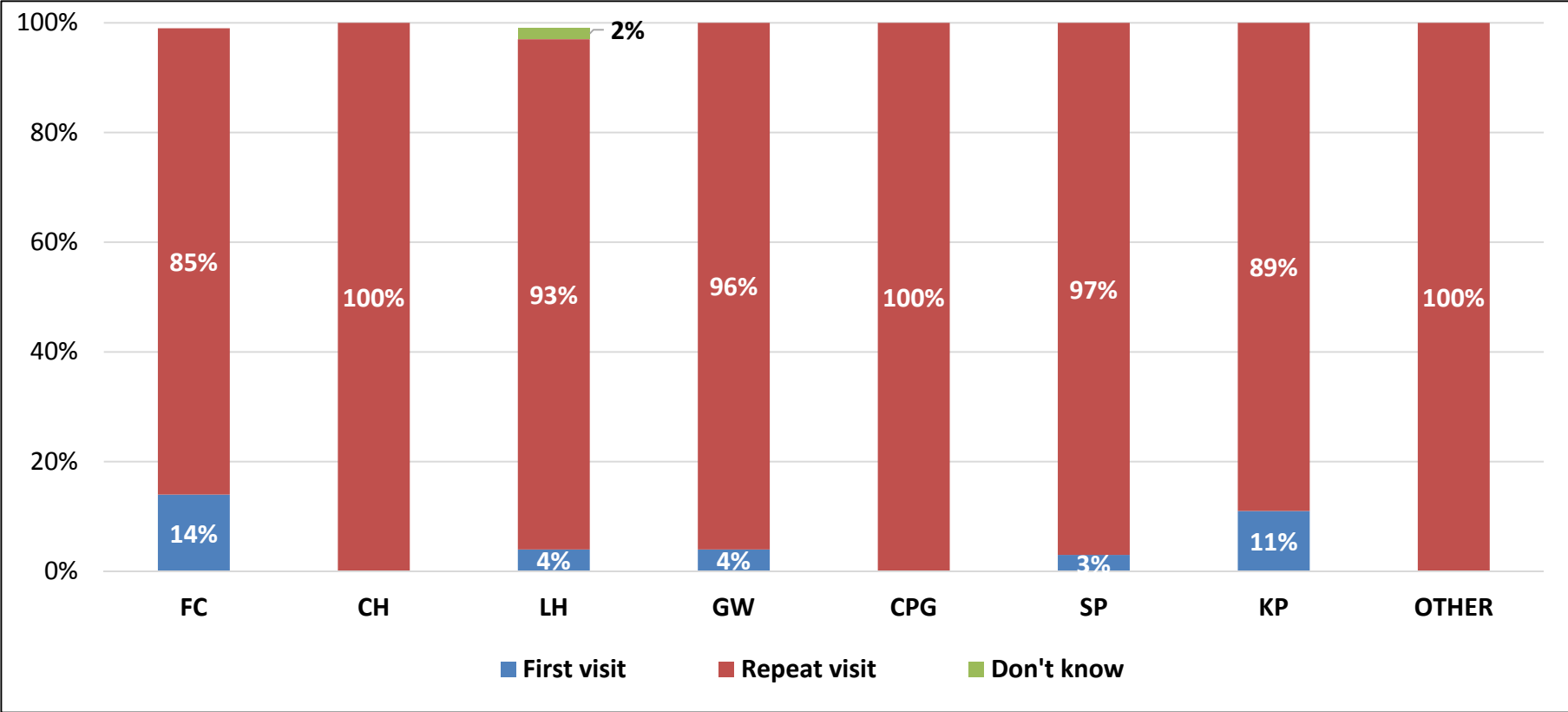
14% of users in each case at Fyne Court and Crowcombe Park Gate had a long standing health issue or disability which limits their daily activity. This proportion decreased to only 2% of users at Lydeard Hill and 3% at Cothelstone Hill.



Fyne Court and Kilve Pill attracted the highest proportions of first time users

The majority of users across all the sites (85% or more) were repeat users to the Quantock Hills.

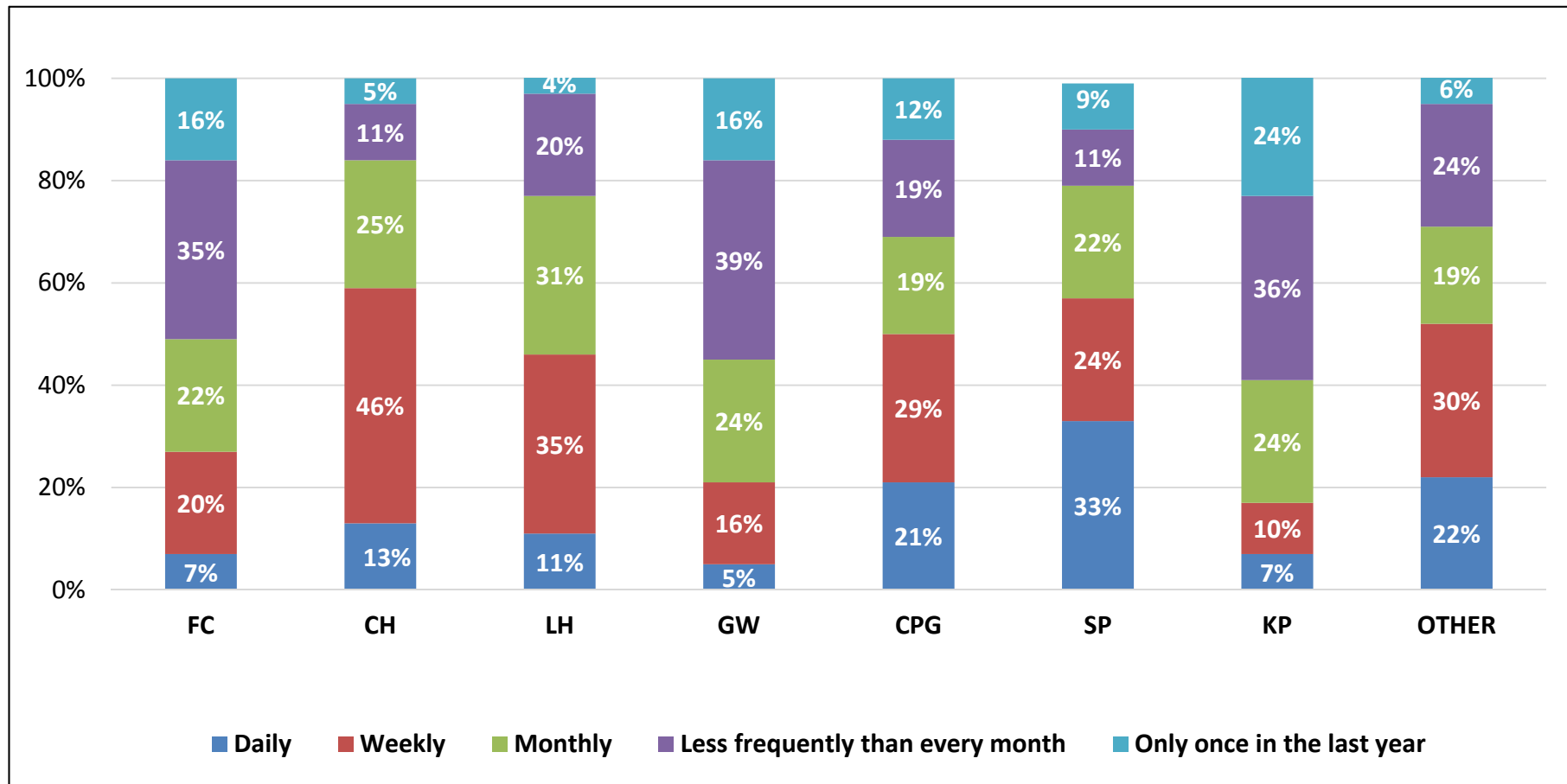
Fyne Court and Kilve Pill attracted the highest proportions of first time users (14% and 11% respectively).



The frequency of visits varied considerably by site

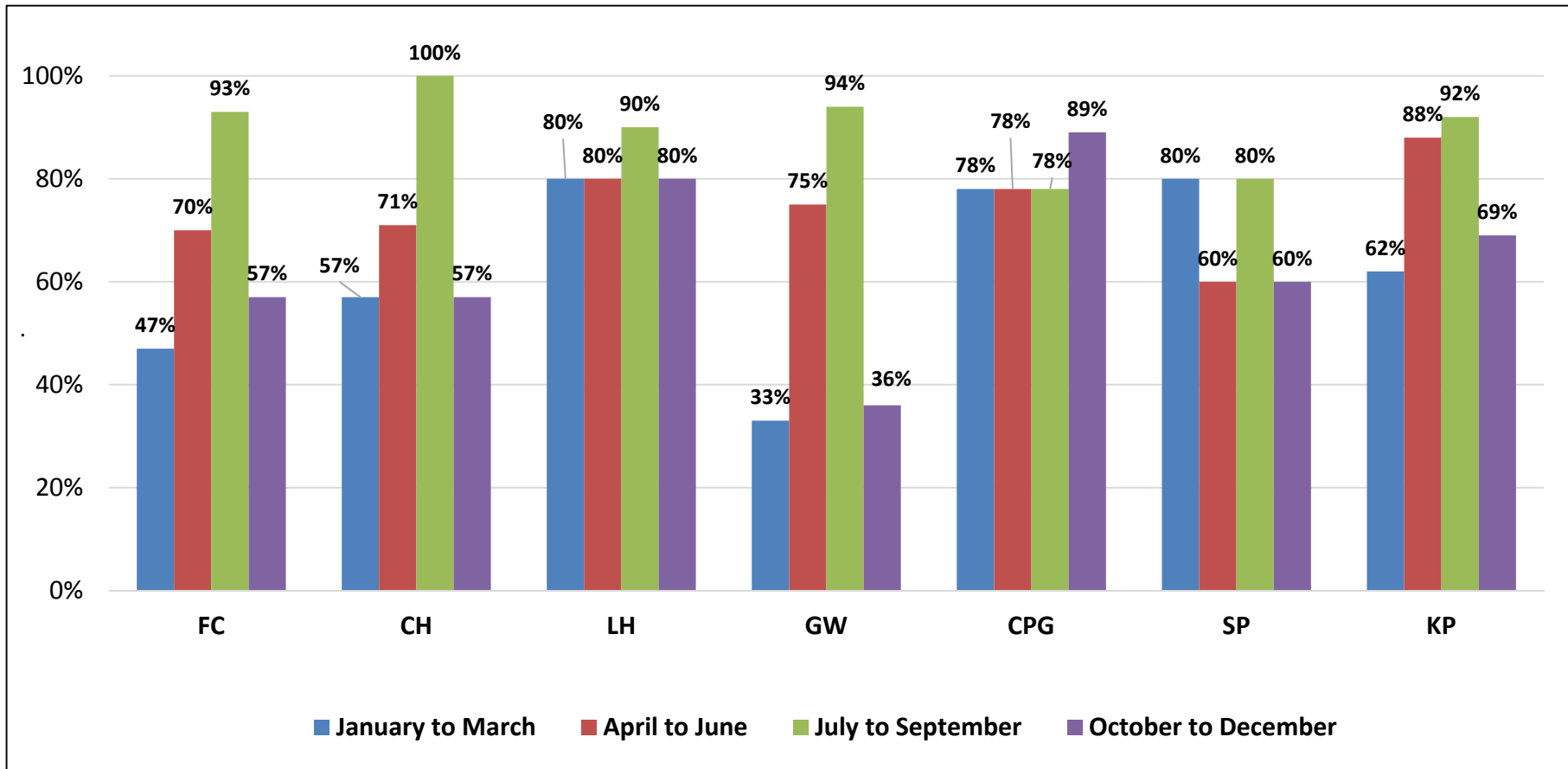
Cothelstone Hill, Lydeard Hill, Crowcombe Park Gate, Staple Plain and the other locations combined were the sites visited on a more regular basis, most likely as the result of these also being the sites most frequented by local residents of the Quantock Hills.

Fyne Court, Great Wood and Kilve Pill were the sites visited least often, again the likely reflection of the user profile with these attracting larger proportions of day and staying users from outside the Quantock Hills.



Lydeard Hill, Crowcombe Park Gate and Staple Hill were the most likely to receive visits outside the July to September period

Visits amongst users who were visiting the Quantock Hills less frequently outside the peak July to September season were most typically at the sites visited more frequently by local residents including Lydeard Hill, Crowcombe Park Gate, Staple Hill and the other sites combined.

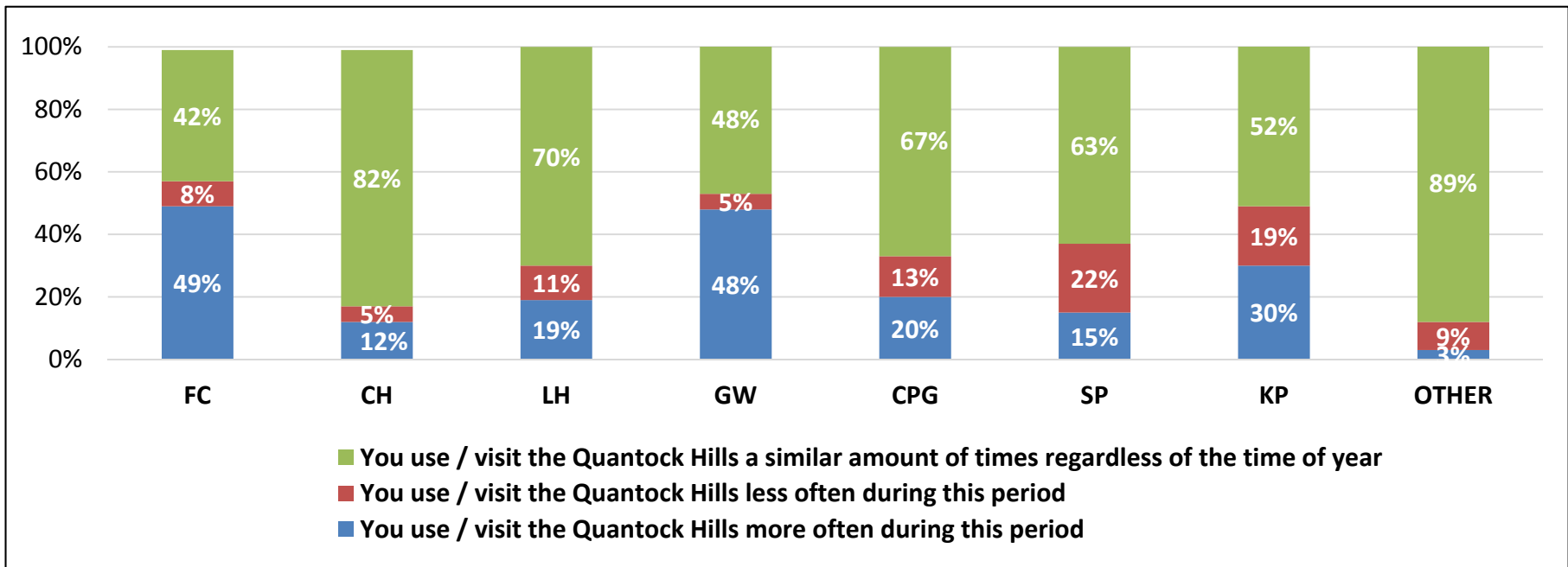


Fyne Court, Great Wood and Kilve Pill were the most likely to be used more often during the July to September period

The largest proportion of users at Fyne Court (49%) and Great Wood (48%) said that they used/visited the Quantock Hills more often during the peak period (July to September) compared with other times of the year. The same proportion of users at Great Wood however (48%) also said they used the site for a similar amount of time regardless of the time of year.

82% of users at Cothelstone Hill, 70% at Lydeard Hill, 67% at Crowcombe Park Gate, 63% at Staple Plain and 89% at the other sites combined said that they used the sites for a similar amount of time regardless of the time of year.

22% of users at Staple Plain and 19% at Kilve Pill said they used these sites less often during this period.

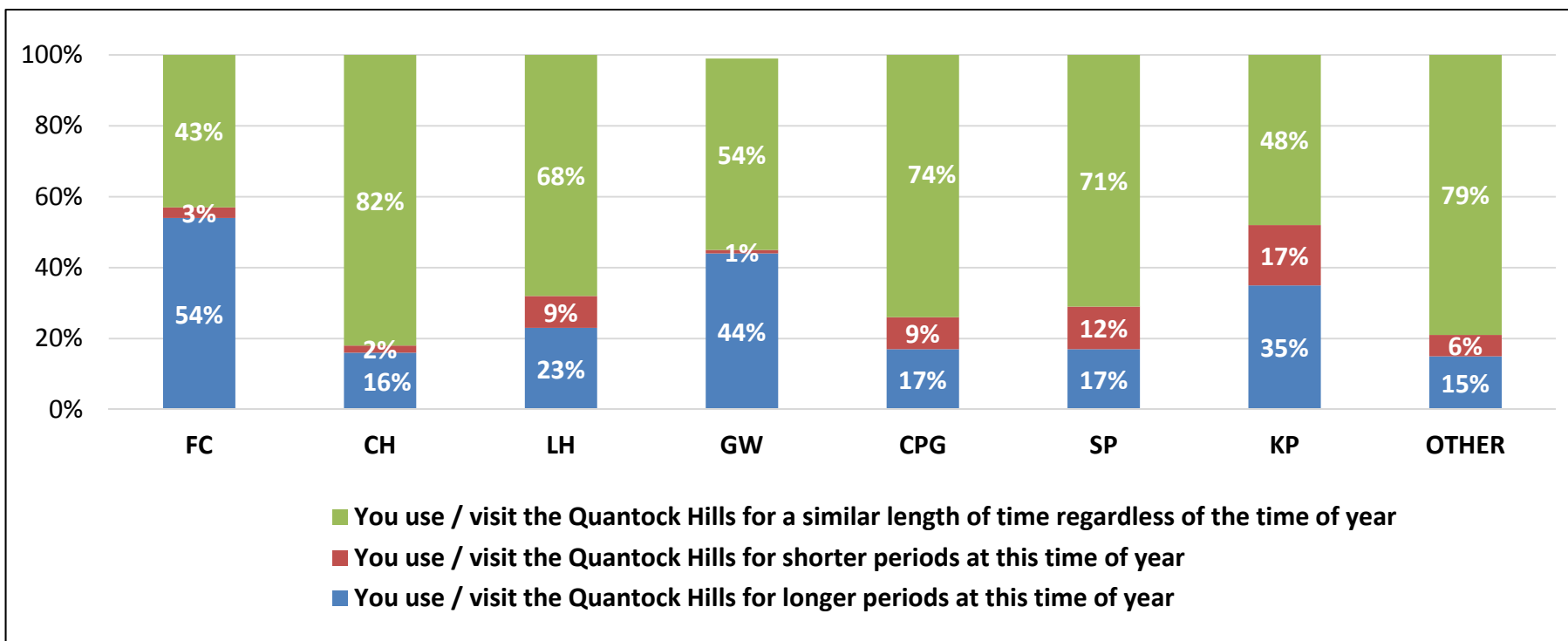


Fyne Court , Great Wood and Kilve Pill were also the most likely to be used for longer periods of time during the July to September period

The majority of users at Fyne Court (54%) said that they used/visited the Quantock Hills for longer periods of time during the peak period (July to September) along with 44% of users at Great Wood and 35% at Kilve Pill.

The majority of users at Cothelstone Hill (82%), Lydeard Hill (68%), Great Wood (54%), Crowcombe Park Gate (74%), Staple Plain (71%) and at the other sites combined (89%) said that they used the sites for a similar amount of time regardless of the time of year.

17% of users at Kilve Pill and 12% at Staple Plain said they used these sites less often during this period.



The popularity of each site varied considerably by the site visited

Which FOUR sites in the Quantock Hills do you use / visit MOST FREQUENTLY?	FC	CH	LH	GW	CPG	SP	KP
Great Wood	39%	26%	34%	89%	11%	12%	26%
Lydeard Hill	34%	59%	87%	28%	35%	7%	15%
Crowcombe Park Gate	19%	14%	40%	14%	91%	44%	15%
Cothelstone Hill	30%	86%	36%	19%	24%	12%	4%
Fyne Court	77%	34%	25%	29%	15%	-	11%
Triscombe Stone	15%	31%	42%	27%	26%	17%	9%
Dead Woman's Ditch	11%	21%	21%	20%	22%	20%	25%
Holford Green	11%	10%	13%	13%	17%	27%	17%
Staple Plain	14%	2%	11%	3%	22%	76%	15%
Kilve Pill	19%	2%	2%	14%	4%	10%	70%
Other	8%	12%	15%	6%	20%	10%	4%
Nether Stowey village	7%	3%	2%	4%	2%	5%	11%
East Quantoxhead	4%	3%	4%	4%	-	10%	17%
Bishops Lydeard village	8%	12%	11%	3%	4%	-	4%
Bicknoller village	3%	2%	-	1%	11%	15%	4%
Crowcombe village	8%	3%	-	3%	2%	5%	4%
West Quantoxhead village	3%	5%	-	3%	4%	10%	8%
Kilve Village	8%	3%	-	3%	2%	-	2%
Woodlands Hill	-	-	-	3%	2%	12%	-
West Bagborough village	7%	3%	6%	-	2%	2%	2%
Hawkridge Reservoir	4%	5%		3%	-	5%	2%
Withyman's Pool	-	-	2%	3%	13%	2%	-
Spaxton village	1%	3%	-	4%	-	5%	6%
Sandy Beds	-	2%	2%	1%	-	2%	2%

The top four locations visited for each location are highlighted in yellow above.

The popularity of each of the other places visited also varied considerably by site

Which other places in the Quantock Hills will you go to today?	FC	CH	LH	GW	CPG	SP	KP
Dead Woman's Ditch	7%	3%	10%	35%	20%	19%	21%
Crowcombe Park Gate	7%	-	14%	26%	65%	19%	-
Lydeard Hill	14%	13%	79%	22%	-	14%	7%
Triscombe Stone	7%	7%	14%	26%	10%	14%	-
Great Wood	-	7%	14%	65%	15%	5%	14%
Cothelstone Hill	29%	80%	14%	9%	-	-	-
Staple Plain	-	-	10%	13%	-	71%	-
Holford Green	-	-	7%	9%	-	14%	-
Other (specify below)	14%	-	7%	17%	15%	10%	14%
Nether Stowey village	7%	3%	3%	13%	-	10%	7%
Fyne Court	29%	20%	10%	-	-	5%	-
Bishops Lydeard village	7%	13%	14%	13%	-	5%	-
Bicknoller village	-	-	-	-	-	19%	-
East Quantoxhead	-	-	-	4%	-	5%	14%
Woodlands Hill	-	-	3%	9%	-	5%	-
Kilve Pill	-	-	-	4%	-	-	29%
Withyman's Pool	-	-	7%	9%	-	-	-
Crowcombe village	-	3%	-	4%	10%	5%	-
Kilve Village	-	-	-	-	-	-	14%
West Quantoxhead village	-	-	3%	-	-	19%	-
West Bagborough village	-	-	10%	-	5%	-	-
Hawkridge Reservoir	7%	-	3%	4%	-	5%	-
Spaxton village	-	7%	-	13%	-	-	-
Kingston St Mary village	-	7%	7%	-	-	-	-
Sandy Beds	-	-	3%	4%	-	-	-

The top four other places visited for each location are highlighted in yellow above.

The activities being undertaken were largely consistent across users to the different sites

What activities have you / will you be undertaking during your visit to the Quantock Hills?	FC	CH	LH	GW	CPG	SP	KP
Short walk (less than 2 hours)	83%	79%	62%	56%	63%	67%	80%
Other (specify below)	24%	10%	7%	41%	15%	17%	27%
Long walk (over 2 hours)	16%	25%	24%	12%	19%	24%	16%
Wildlife watching	20%	13%	19%	13%	19%	17%	20%
Visiting towns / villages	8%	8%	7%	3%	4%	11%	12%
Sightseeing by car / motorbike	12%	7%	10%	3%	-	9%	10%
Mountain biking	-	3%	5%	11%	13%	11%	1%
Cycling	3%	7%	9%	7%	4%	7%	2%
Horse riding	-	5%	9%	4%	2%	4%	-
Running	2%	5%	2%	5%	2%	2%	-
Events	1%	2%	2%	-	-	4%	-
Stargazing	-	3%	5%	1%	-	2%	1%
Visiting attractions	2%	-	2%	-	-	2%	3%
Country / field sports	-	2%	-	-	6%	2%	-
Fishing	1%	-	-	1%	-	-	3%

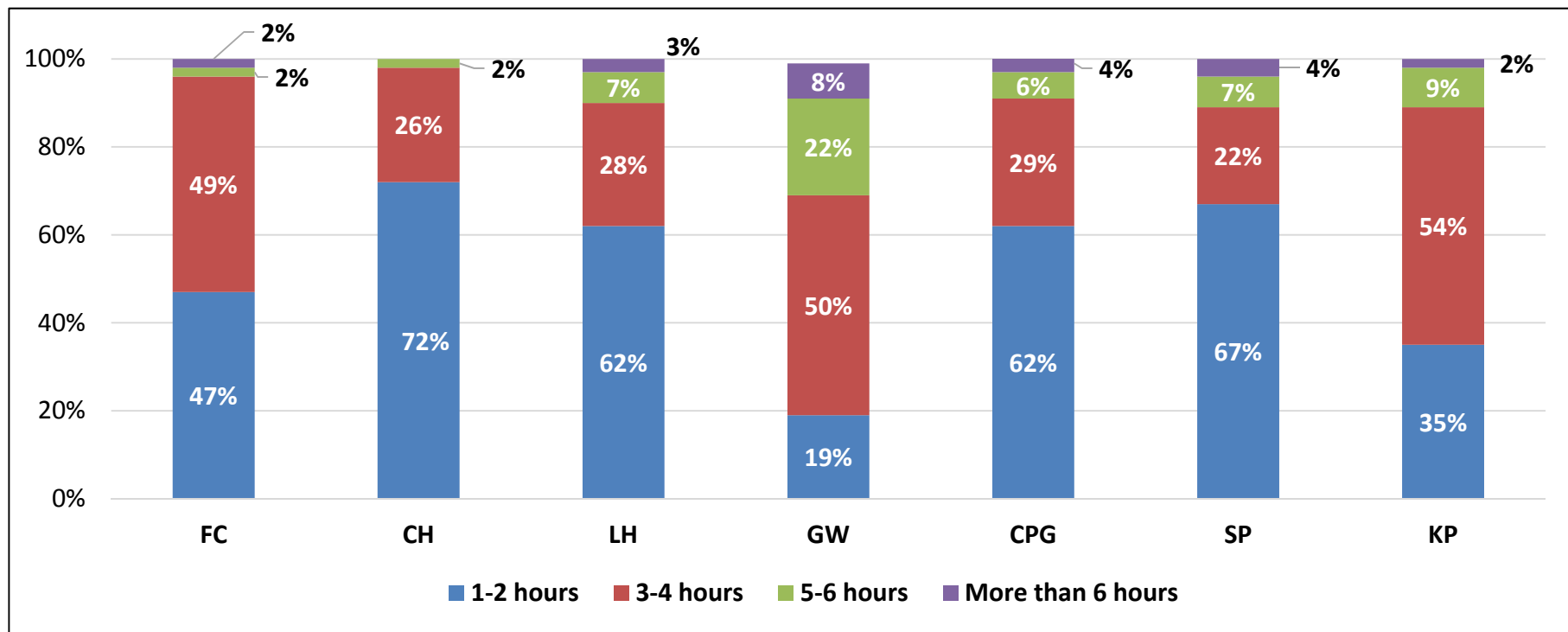
The top four activities undertaken for each location are highlighted in yellow above.

Users typically spent the longest duration of time at Great Wood

The duration of stay by site visited is shown in the graph below.

Users typically spent the longest duration of time at Great Wood (30% had spent 6 or more hours there).

Dwell times were shortest for Cothelstone Hill, Staple Plain, Lydeard Hill and Crowcombe Park Gate users with between 62% and 72% spending between 1-2 hours at each of these sites.



Previous visits, living in the Quantock Hills or hearing about them from friends/family were most common information sources across all sites

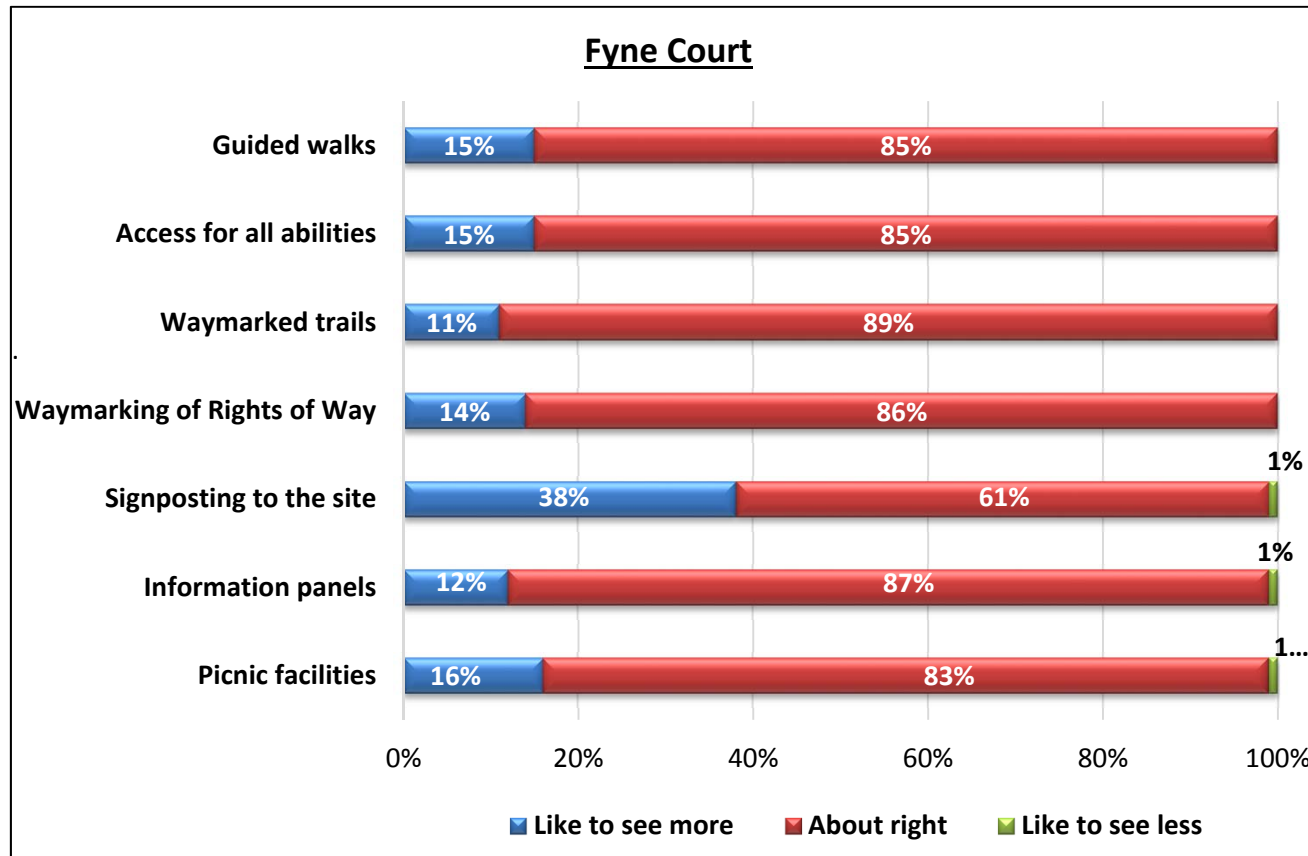
Where did you obtain your information about the Quantock Hills?	FC	CH	LH	GW	CPG	SP	KP
Previous visit	68%	53%	59%	66%	62%	48%	65%
I live here	17%	51%	43%	23%	40%	55%	17%
Friends / relatives	19%	17%	29%	12%	12%	2%	15%
Information from local people	7%	10%	11%	10%	13%	5%	7%
Internet (website)	4%	7%	13%	11%	6%	5%	10%
Other	19%	8%	7%	10%	8%	11%	5%
Printed guides / brochure / map / publications	4%	7%	9%	4%	10%	5%	9%
Internet (social media)	1%	3%	4%	3%	4%	2%	2%
Information panel	2%	3%	-	1%	-	2%	1%
Tourist Information Centre	-	-	-	-	-	-	1%

The top four activities undertaken for each location are highlighted in yellow above.

Signposting to the site is the only real issue at Fyne Court

The majority of people were happy with the current provision of facilities at Fyne Court, with 67% or more stating that they felt each of the facilities was 'about right'.

38% of users at Fyne Court expressed a wish to see increased provision of signposting to the site.

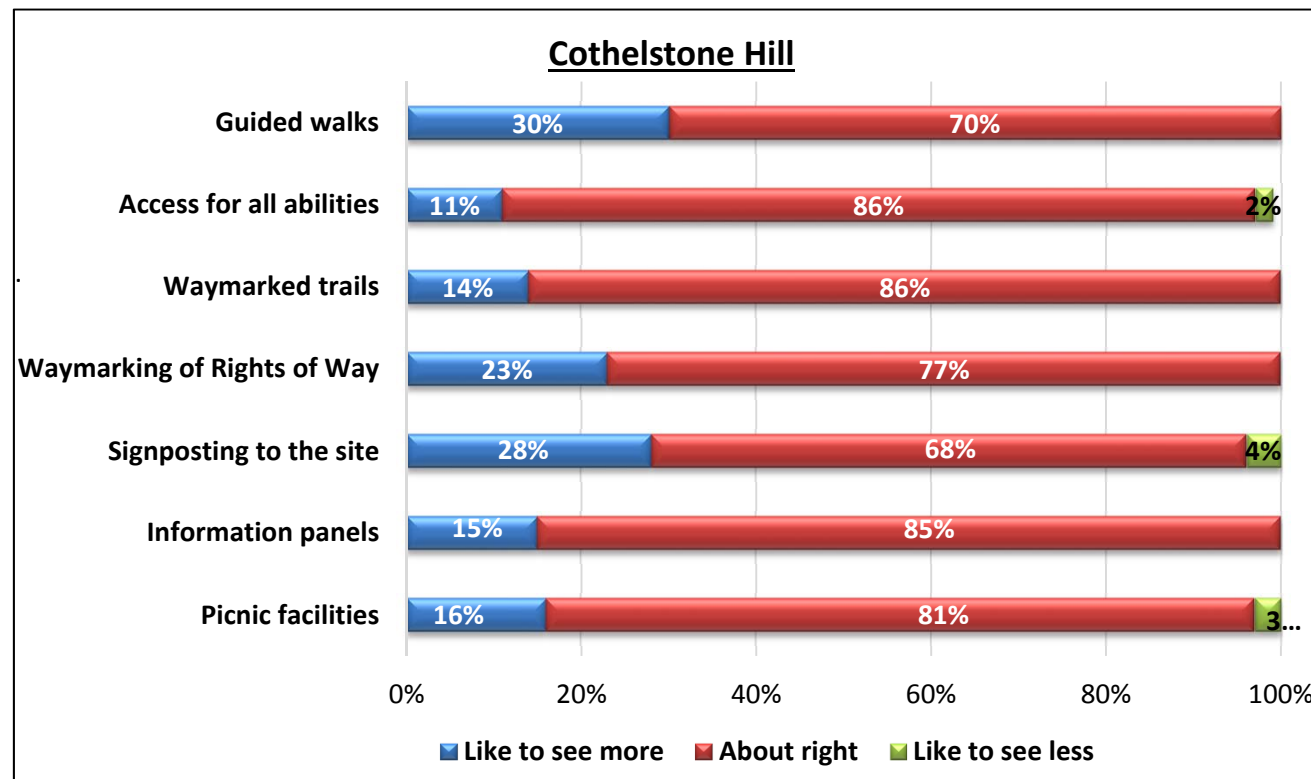


% 'Like to see more'	2003	1998
Picnic facilities	12%	13%
Information panels	20%	N/A
Signposting to the site	34%	33%
Waymarking of Rights of Way	12%	16%
Waymarked trails	12%	N/A
Access for all abilities	23%	8%
Guided walks	8%	12%

A demand for increased provision of guided walks at Cothelstone Hill

The majority of people were happy with the current provision of facilities at Cothelstone Hill, with 68% or more stating that they felt each of the facilities was 'about right'.

30% of users at Cothelstone Hill expressed a wish to see increased provision of guided walks and 28% increased provision of signposting to the site.

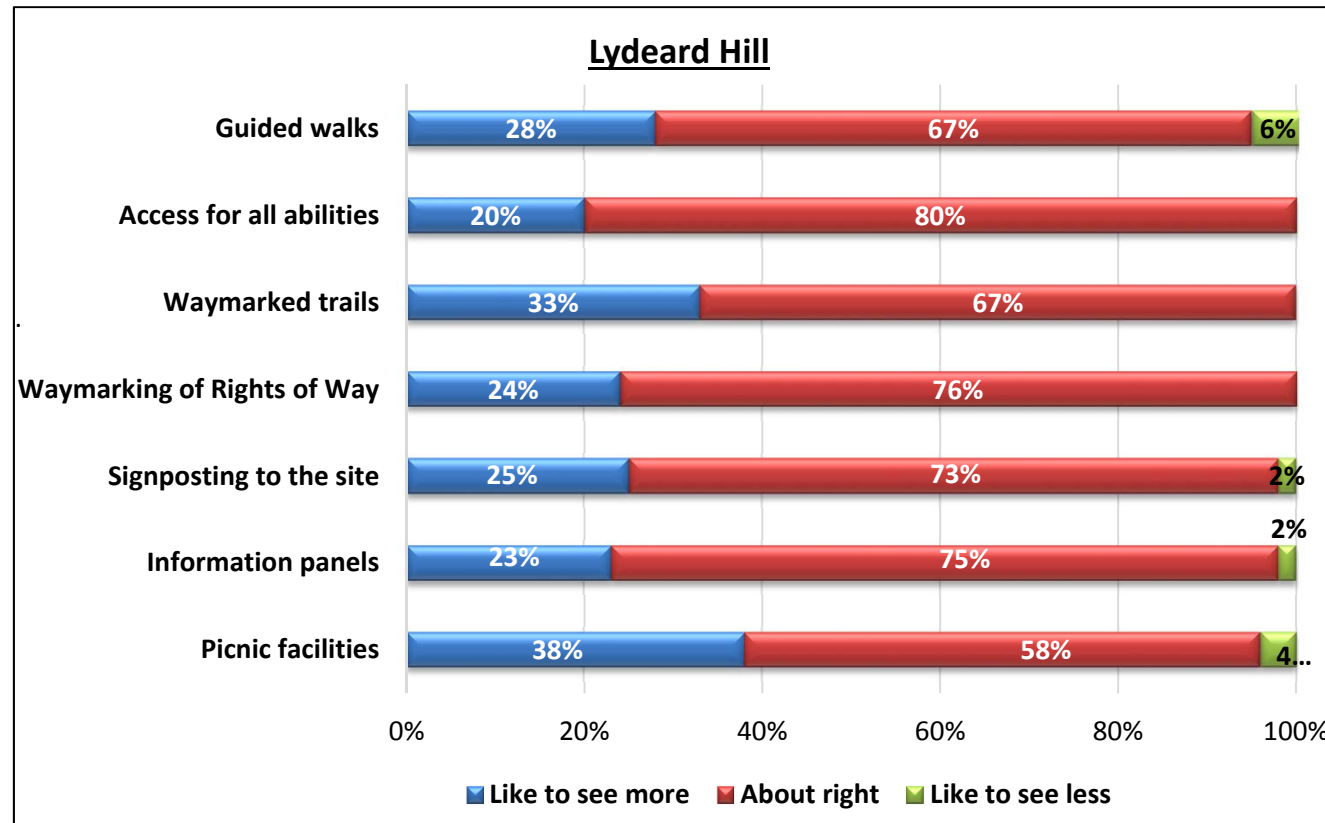


% 'Like to see more'	2003	1998
Picnic facilities	N/A	14%
Information panels	N/A	N/A
Signposting to the site	N/A	17%
Waymarking of Rights of Way	N/A	27%
Waymarked trails	N/A	N/A
Access for all abilities	N/A	22%
Guided walks	N/A	28%

Increased provision of picnic facilities and waymarked trails would improve Lydeard Hill

The majority of people were happy with the current provision of facilities at Lydeard Hill, with 58% or more stating that they felt each of the facilities was 'about right'.

38% of users at Lydeard Hill expressed a wish to see increased provision of picnic facilities at the site and 33% increased provision of waymarked trails at the site.



% 'Like to see more'	2003	1998
Picnic facilities	14%	6%
Information panels	15%	N/A
Signposting to the site	29%	19%
Waymarking of Rights of Way	28%	13%
Waymarked trails	31%	N/A
Access for all abilities	17%	26%
Guided walks	11%	19%

Improved signposting and increased provision of guided walks would please users of Great Wood

The majority of people were happy with the current provision of facilities at Great Wood, with 51% or more stating that they felt each of the facilities was 'about right'.

49% of users at Great Wood expressed a wish to see increased provision of signposting to the site and 38% increased provision of guided walks at the site.



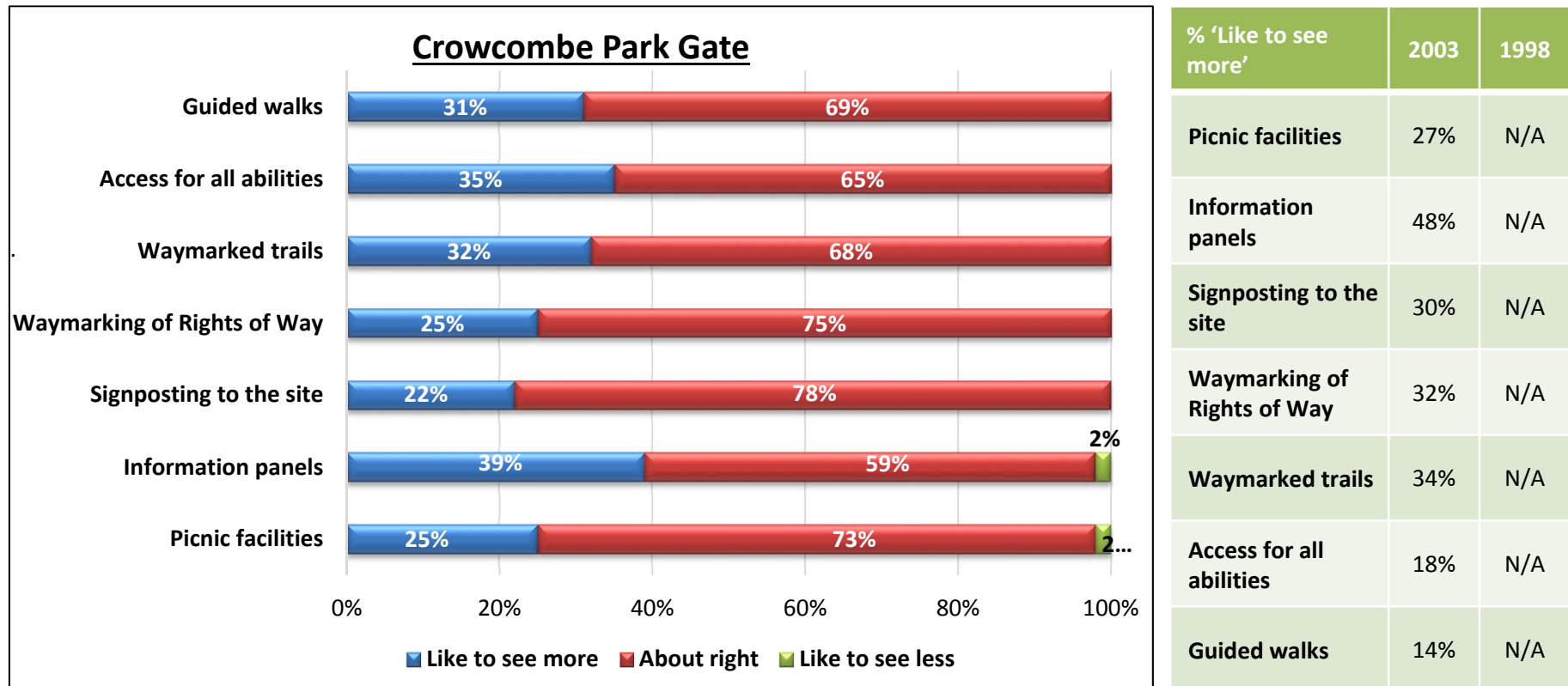
% 'Like to see more'	2003	1998
Picnic facilities	14%	10%
Information panels	40%	N/A
Signposting to the site	43%	28%
Waymarking of Rights of Way	26%	19%
Waymarked trails	29%	N/A
Access for all abilities	16%	5%
Guided walks	22%	16%

** Please note that the results for 2003 & 1998 are for 'Ramscombe' and not Great Wood as the site is now known.*

Along with Kilve Pill, Crowcombe Park Gate was one of the sites where demand for improved provision of facilities was identified

The majority of people were happy with the current provision of facilities at Crowcombe Park Gate with 59% or more stating that they felt each of the facilities was 'about right'.

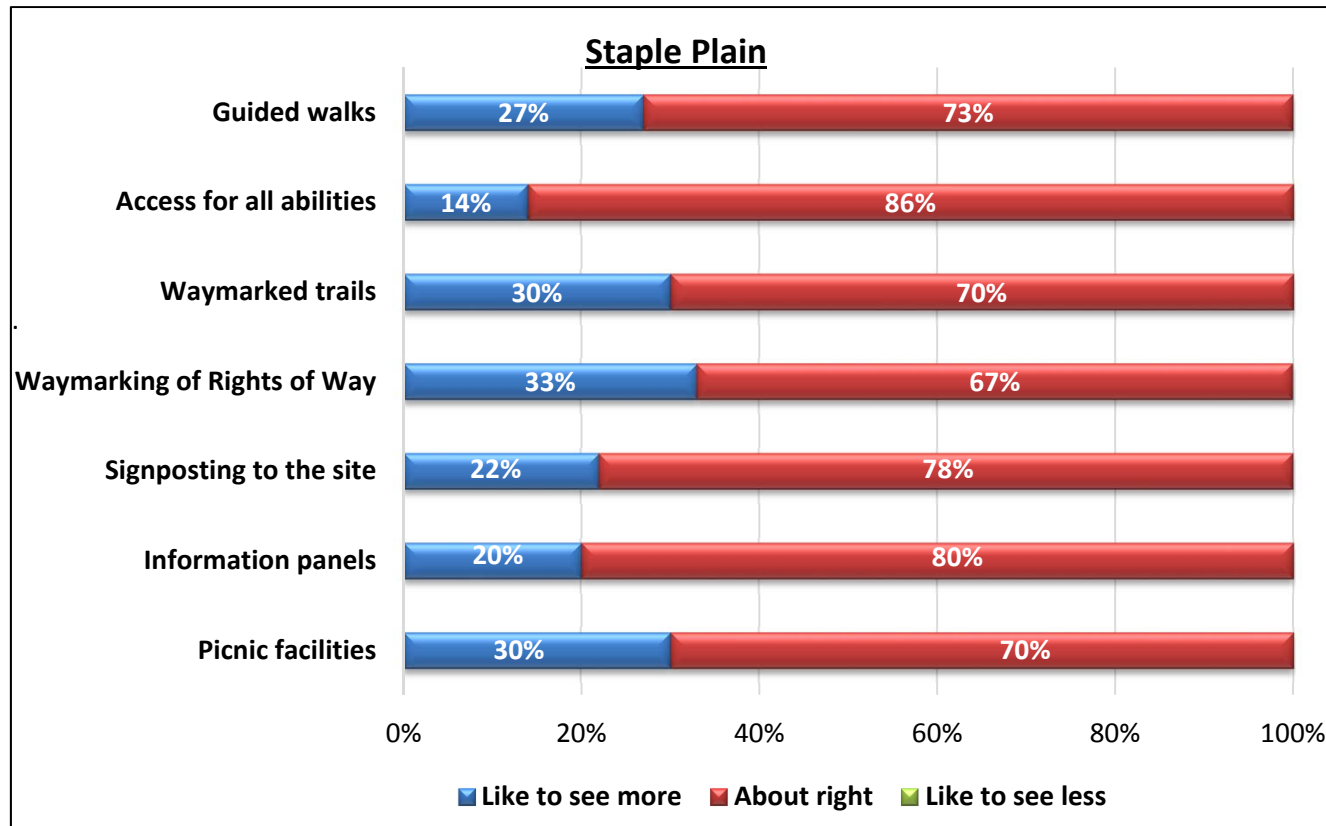
31% or more of users at Crowcombe Park Gate expressed a wish to see increased provision of information panels at the site (39%), access for all abilities (35%), waymarked trails (32%) and guided walks (31%) at the site.



Waymarking and improvements to picnic facilities are key at Staple Plain

The majority of people were happy with the current provision of facilities at Staple Plain with 67% or more stating that they felt each of the facilities was 'about right'.

30% or more of users at Staple Plain expressed a wish to see increased provision of the waymarking of rights of way (33%), more waymarked trails and picnic facilities at the site (30% in each case) .

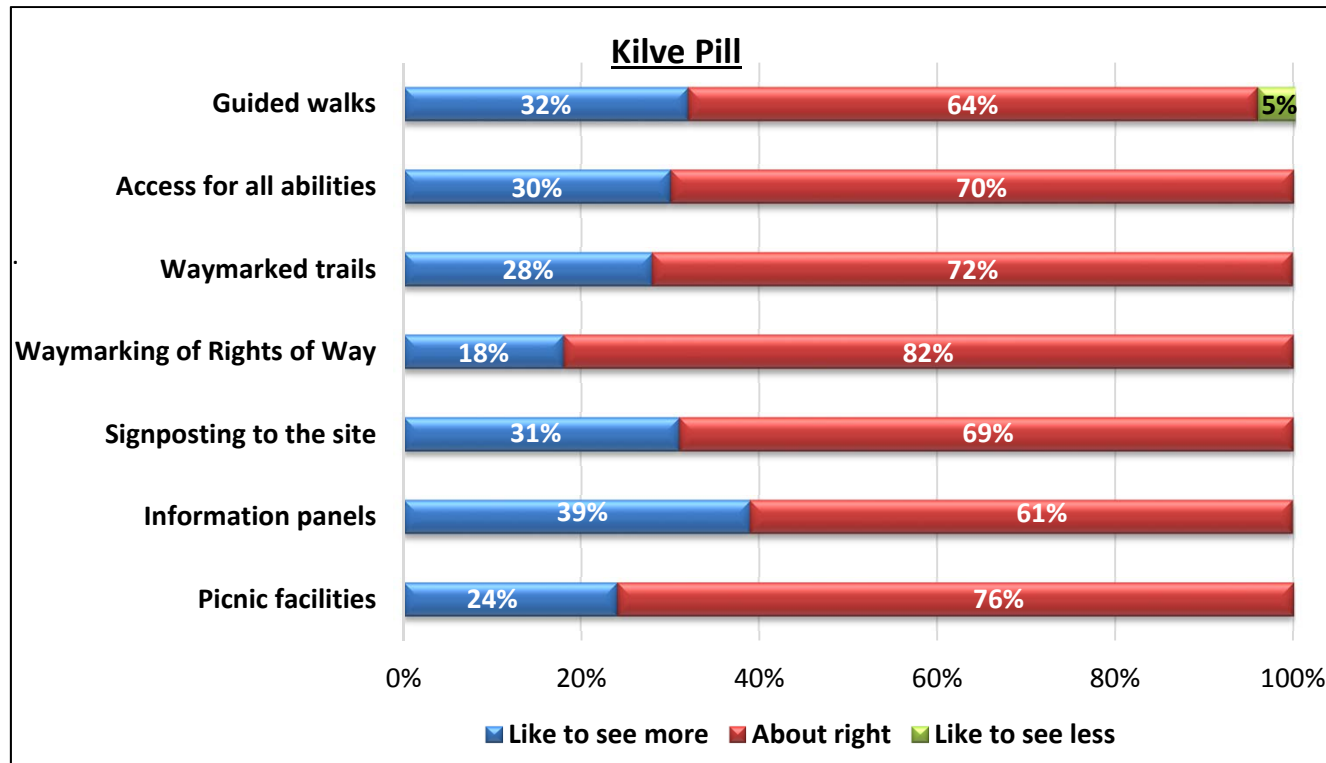


% 'Like to see more'	2003	1998
Picnic facilities	9%	14%
Information panels	22%	N/A
Signposting to the site	20%	23%
Waymarking of Rights of Way	30%	35%
Waymarked trails	27%	N/A
Access for all abilities	18%	15%
Guided walks	11%	27%

The increased provision of information panels, signposting, access for all abilities and guided walks were identified by users at Kilve Pill

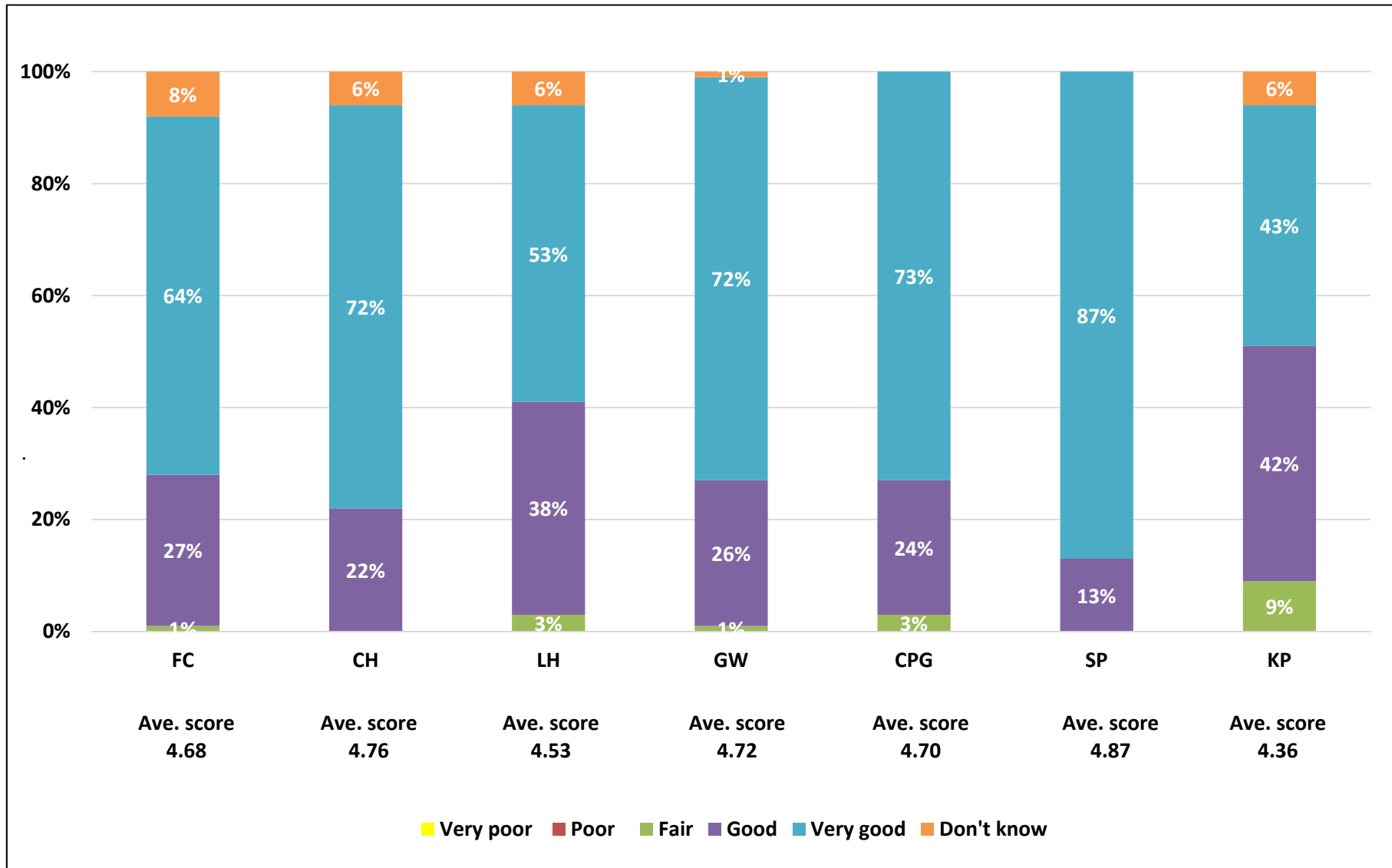
The majority of people were happy with the current provision of facilities at Kilve Pill with 61% or more stating that they felt each of the facilities was 'about right'.

30% or more of users at Kilve Pill expressed a wish to see increased provision of information panels (39%), signposting to the site (31%) and access for all abilities at the site (30%).

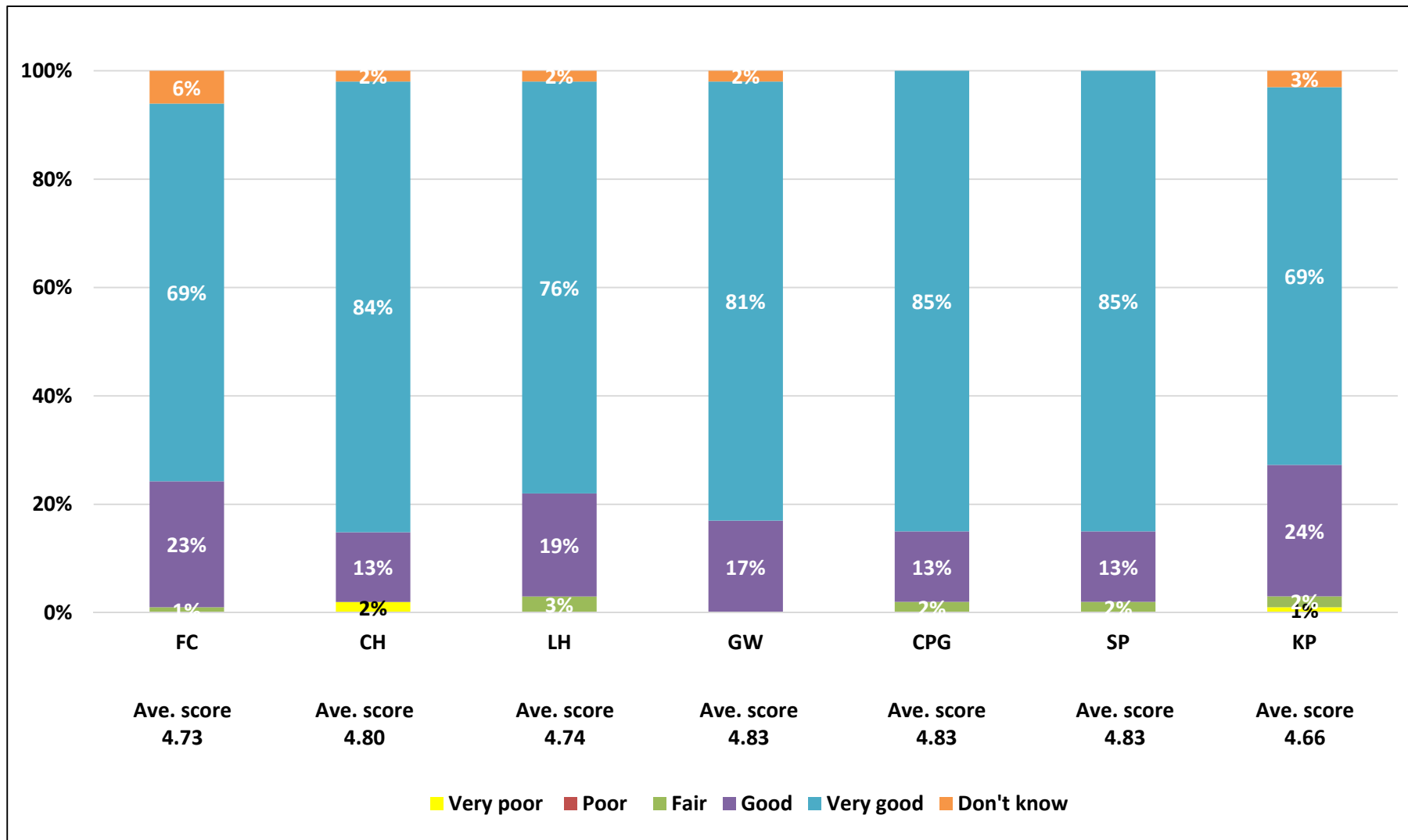


% 'Like to see more'	2003	1998
Picnic facilities	19%	14%
Information panels	9%	N/A
Signposting to the site	15%	10%
Waymarking of Rights of Way	8%	17%
Waymarked trails	10%	N/A
Access for all abilities	24%	18%
Guided walks	8%	21%

Site satisfaction highest at Staple Plain, Cothelstone Hill, Great Wood and Crowcombe Park Gate



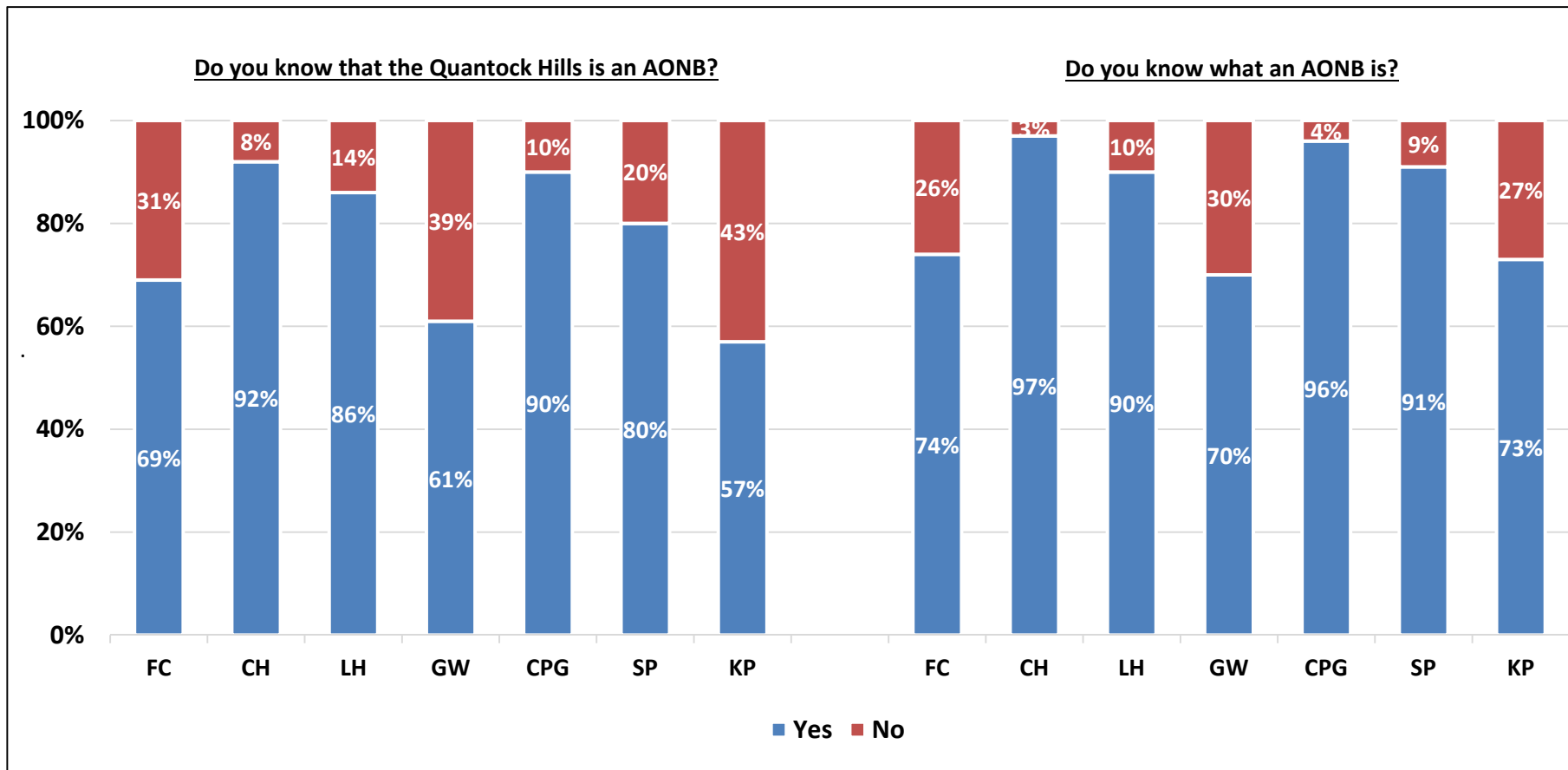
Overall satisfaction with the Quantock Hills highest at Great Wood, Crowcombe Park Gate and Staple Plain



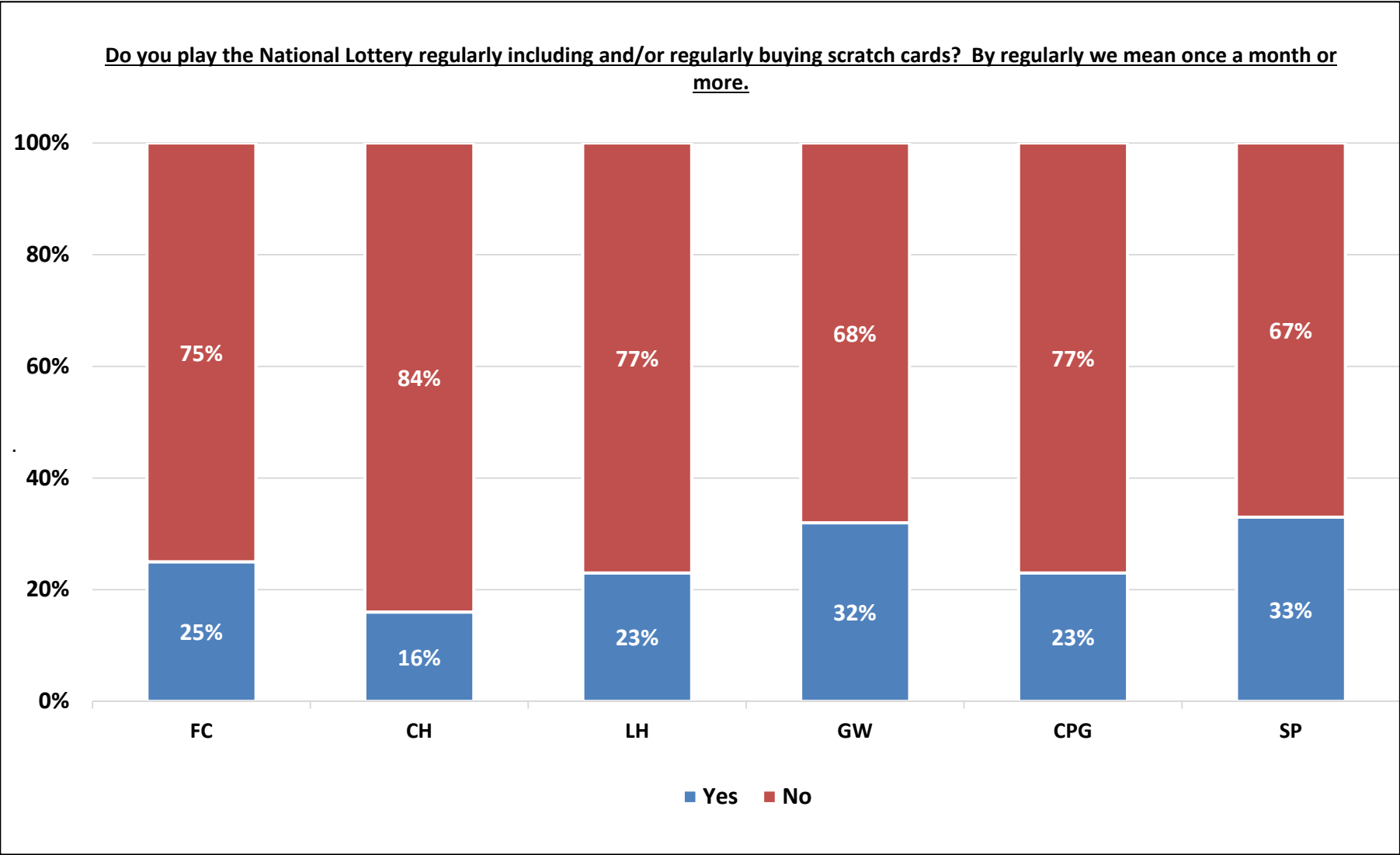
AONB status awareness highest amongst users at Cothelstone Hill, Crowcombe Park Gate and Lydeard Hill

Awareness of the Quantocks being an AONB was highest amongst users at Cothelstone Hill (92%), Crowcombe Park Gate (90%) and Lydeard Hill (86%) and lowest amongst users at Kilve Pill (57%), Great Wood (61%) and Fyne Court (69%).

A similar pattern of results was evident at each site when users were then also asked if they knew what an AONB was.



The proportions of regular lottery players were highest at Staple Plain and Great Wood



Average total spend was highest amongst users at Crowcombe Park Gate and lowest amongst users at Great Wood

Average spend per person	FC	CH	LH	GW	CPG	SP	KP
Eating, drinking & food	£3.20	£1.53	£2.01	£0.77	£4.08	£3.19	£2.76
Entertainment & activities	£0.04	£0.31	£0.15	£0.10	£1.46	£0.45	£0.00
Shopping	£0.15	£0.23	£0.30	£0.02	£0.52	£0.30	£0.01
Other spending	£0.22	£1.41	£0.03	£0.28	£0.96	£0.00	£0.49
Total spend 2018	£3.61	£3.48	£2.49	£1.17	£7.02	£3.94	£3.26

The Quantock Hills User Survey 2018

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