

Open Spaces Residents Survey 2013-14

For Test Valley Borough Council

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I. Executive Summary

Usage of open spaces

- I.1 Based on the outcomes of the survey, in the last 12 months 95% of residents have visited either one of the four specific sites tested in the research or another local open space.
- I.2 Of the four specific destinations tested, geographically smaller open spaces in Test Valley are visited by a smaller proportion of the population than larger destinations in the area:
- 14% have visited Baddesley Common and Emer Bog in the last 12 months
 - 15% Test Valley Marshes and the Lower Test Valley Nature Reserve
- I.3 The larger open spaces in the area are used by more residents:
- 32% have visited Salisbury Plain and Porton Down in the last 12 months
 - 50% have visited the area of the New Forest closest to Test Valley in the same time span
- I.4 Baddesley Common and Emer Bog has a very local catchment area (with 75% of all visitors over the last 12 months coming from within 2.32 miles of the site).
- I.5 Residents who visit open spaces in the area are more likely to travel furthest to visit Salisbury Plain and Porton Down (75% of visitors here come from within 18.91 miles compared to 7 miles for the Test Valley Marshes and 8.44 miles for the New Forest).

Travel to open spaces

- I.6 Car usage rather than walking to an open space is mainly determined by the distance to travel and therefore ease of getting there on foot.
- I.7 For open spaces predominately used by local residents who are coming from a relatively close proximity there is a broadly equal mix of those walking and those driving there (50% typically use a car in a multi-response question and 55% typically walk to Baddesley Common and Emer Bog indicating a degree of cross-over).
- I.8 Getting to other open spaces is predominately done by car (80% of visitors in the last year to Test Valley Marshes typically travelled this way, 89% of those visiting Salisbury Plain and Porton Down and 93% going to the New Forest closest to Test Valley).

Duration of a visit

- I.9 The typical length of a visit to any locations in the survey tends to be relatively short:
- For Baddesley Common and Emer Bog 87% of visits last no more than 2 hours and 30% less than an hour
 - For Test Valley Marshes 74% last no more than 2 hours and 17% less than an hour
 - For Salisbury Plain and Porton Down 68% last no more than 2 hours and 20% less than an hour
 - For the area of the New Forest closest to Test Valley 49% of visits last no more than 2 hours and 10% less than an hour

- I.10 Those visiting the New Forest closest to Test Valley are most likely to spend longer there than those who visit any of the other open areas asked about in the survey.

Who visiting with

- I.11 Visitors to open spaces over the last 12 months are most likely to do this with others (94% of those visiting Baddesley Common and Emer Bog have visited with at least another person, 96% of those going to Test Valley Marshes gave the same responses, 91% for Salisbury Plain and Porton Down and 100% to the New Forest closest to Test Valley).
- I.12 Although there are times when people will visit alone (27%, 17%, 19% and 12% have done so to each location respectively in the last year).

Reasons for visiting

- I.13 Visits to open spaces tend to be dominated by general motivations with 'good for walking / hiking', 'able to walk dogs', 'pleasant place to spend time' and 'scenery, landscape and views' being more frequently cited and always being in the top five reasons for visiting any of the open spaces asked about.
- I.14 The unique special qualities of a particular area are cited by far fewer visitors as the motivation for going there:
- 3% of visitors at Baddesley Common and Emer Bog said they went in the last 12 months because 'it's a bog', with only 1% saying because 'it's a protected area'.
 - 2% visiting the New Forest closest to Test Valley cited 'because it is a National Park' as a main reason for going, with 10% saying to 'see animals / wildlife'.
- I.15 Visiting Test Valley Marshes attracts some visitors to 'see birds' (17%), to 'see animals / wildlife' (18%), because 'they're marshes' (7%) and 'there are bird hides' (5%) but the top three motivations were 'good for walking / hiking' (30%), 'able to walk dogs' (23%) and 'pleasant place to spend time' (21%).
- I.16 Walking a dog is a strong motivation for many visiting local open spaces (28% visiting Baddesley Common and Emer Bog gave 'walking dogs' as a main reason for going, 23% for Test Valley Marshes, 22% for Salisbury Plain and Porton Down and 20% by visitors to the New Forest closest to Test Valley).

When visiting

- I.17 Usage of open spaces is higher in the summer months and lowest in winter but there is still a strong cohort of people who visit at different times of year and some doing so all year round:
- 79% of those visiting Baddesley Common and Emer Bog do so in the summer, with 50% in the winter
 - 77% of those visiting Test Valley Marshes do so in the summer with 33% who last year visited during the winter
 - 79% of those visiting Salisbury Plain and Porton Down do so in the summer with 45% who last year visited during the winter
 - 87% of those visiting New Forest closest to Test Valley do so in the summer with 48% who last year visited during the winter

2. Background

- 2.1 Situated in west Hampshire, Test Valley is a predominantly rural location that hosts and is also surrounded by a range of green spaces that are rich in natural diversity and attract visitors from both inside and outside the Borough.
- 2.2 The population of Test Valley has seen a continuing growth, rising by 6% in just over a decade. The expected continuation of population growth is likely to impact on recreational usage of green spaces in the area and may warrant the introduction of new green spaces and green infrastructure in addition to improvements to existing provision across the Borough.
- 2.3 In order to help plan for the development and implementation of future provision for green spaces, Test Valley Borough Council (TVBC) commissioned Qa Research to undertake a representative survey of residents in the Borough. The aim of the survey was to understand current and likely future use of a range of sites inside and outside the locality. Data from the survey is intended to outline the current and likely volume of people accessing sites, the manner in which sites are and will be used and the frequency of such usage. Insight from the survey will inform TVBC to ensure the provision meets public demand, minimises any impact on the environment and meets any specific ecological criteria.

3. Aims and objectives

- 3.1 The overall aim of the research study was to:

‘Conduct a survey of Test Valley Borough residents regarding their leisure patterns relating to usage of green spaces, paying particular attention to sites of nature conservation importance’.

- 3.2 Based on discussion with TVBC and the initial brief, and drawing from our own research experience, Qa identified that the specific objectives were to:

- Identify which spaces residents access
- Uncover the reasons why sites are accessed and how this may vary by site
- Detail the frequency in which sites are accessed with a focus on those of conservation importance
- Reveal when sites are visited throughout the year, identifying any seasonal peaks and dips in footfall
- Establish average visit duration times, how this varies by site and the reasons why
- Investigate typical modes of transport used to access sites
- Identify how far site users travel by revealing ‘place of residence’ catchment and post code areas
- Evaluate the key factors that influence decisions on trips to certain green spaces
- Examine core activities that residents choose to undertake at sites.

4. Methodology

- 4.1 The research was carried out by a telephone survey method. All telephone interviews were completed by Qa's in-house contact centre in York using our Computer Aided Telephone Interviewing (CATI) system which allows the capture and recording of data immediately. In addition, all of our telephone surveys are digitally recorded for quality and monitoring purposes.
- 4.2 All interviewing was carried out between 11 December 2013 and 27 January 2014.
- 4.3 In order to ensure that a representative sample of residents was interviewed, we set quotas on recruitment. Each potential respondent was screened at the start of the interview, with suitable respondents recruited to take part, while any that are deemed out of quota were informed, very politely, that they were unable to take part.
- 4.4 Representative quotas were set on gender, age and working status.
- 4.5 In addition, the research brief highlighted that there should be a "greater focus on the population of Southern Test Valley (in terms of the number of responses to the survey)" to reflect the location of key open spaces in the Borough and the distribution of the Borough's population. The parishes that make up the Southern Test Valley broadly correspond to the wards of Abbey, Ampfield and Braishfield, Chilworth, Nursling and Rownhams, Cupernham, North Baddesley, Romsey Extra, Tadburn and Valley Park. Using data from the 2011 Census, a quota was set on ward, with residents living in those wards that correspond to the Southern Test Valley over-sampled and those in remaining wards (equivalent to the Northern Test valley) under-sampled. More information is provided in Appendix 2.
- 4.6 Data were weighted at analysis to correct for the oversampling by ward and to ensure that the final reported sample was representative of the Borough's population. The sample sizes of 500 interviews conducted with residents living in Southern Test Valley and the same with residents residing in Northern Test Valley provide a sufficiently large sample from which to weight the data and draw statistically robust conclusions from.
- 4.7 To provide a suitable sample of contacts, Qa purchased a random digit dialling sample (RDD) specific to the postcode areas within Test Valley. By linking telephone numbers to specific postcodes, we were able to target specific areas to call in order to maximise efficiency and not unnecessarily call people where an area quota had been fulfilled.
- 4.8 Percentage figures in the report have been rounded up or down, with 0.5% being up.

5. Key findings

5.1 Introduction

5.1.1 Respondents were asked in detail about their level of usage of four key sites located either in or near the Borough. An identical set of questions was asked for each site and findings are outlined in the followings sections.

5.2 Usage of Baddesley Common and Emer Bog

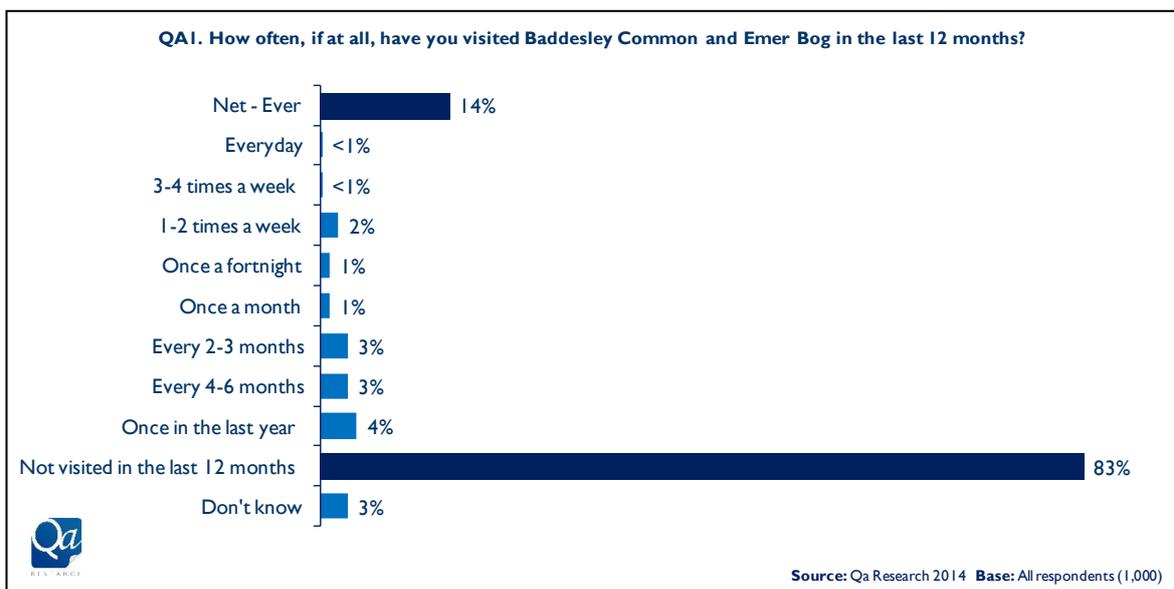
5.2.1 Firstly, respondents were asked about Baddesley Common and Emer Bog. To identify the location of this area each respondent was read the following description;

The area is partly open common land and includes a boardwalk route in part of the site. It can be accessed via public footpaths from North Baddesley by the Draper Tools site (also known as Test Valley Business Park) or from Body Farm off Nutburn Road. Or it can be accessed from the footpath by Emer Farm on Green Lane.

Frequency of visiting

5.2.2 All respondents were asked how often, if at all, they had visited this area in the last 12 months and responses are shown below;

Figure 1. Frequency of visiting Baddesley Common and Emer Bog



5.2.3 As indicated above, 14% of all respondents said they'd visited Baddesley Common and Emer Bog at least once in the last 12 months, although this means that the majority (83%) had not.

5.2.4 Generally, respondents visit this area relatively infrequently with 4% of the entire sample saying they had only done so 'once in the last year' and similar proportions having done so either 'every 4-6 months' (3%) or 'every 2-3 months' (3%). That said, a handful of

respondents indicated that they did visit this site more often and 3% had visited 'once a fortnight' or more frequently.

5.2.5 In addition, a further 11% said that they'd visited but not within the last 12 months and this means that in total almost a quarter of all respondents that were interviewed said they'd ever visited Baddesley Common and Emer Bog (24%) at some stage in the past.

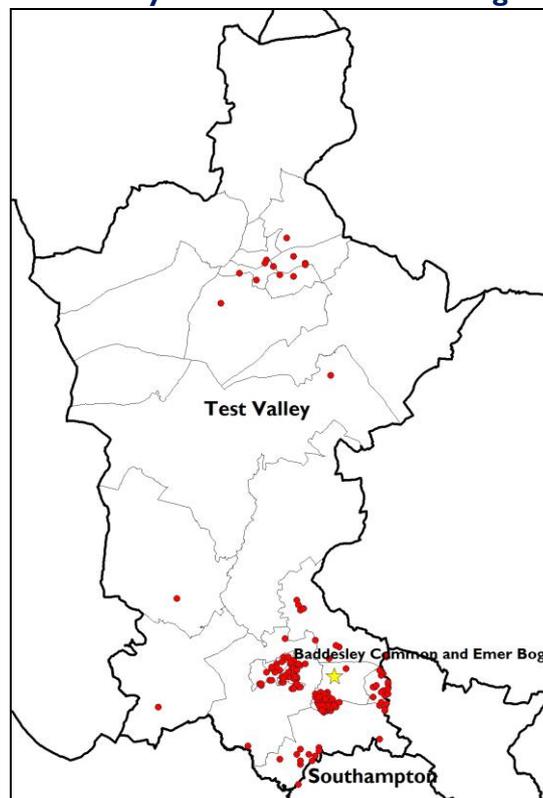
Geographical analysis

5.2.6 Generally, respondents living in the Southern Test Valley were significantly more likely to have visited this site than those living in the Northern Test Valley (33% vs. 3%). Also, those who live in wards that are closest to the site were more likely to have visited, with the proportion of visitors in the last 12 months highest in the following wards;

- North Baddesley (63%)
- Tadburn (42%)
- Ampfield and Braishfield (36%)
- Valley Park (28%)
- Cupernham (28%)
- Chilworth, Nursling and Rownhams (24%)
- Romsey Extra (24%).

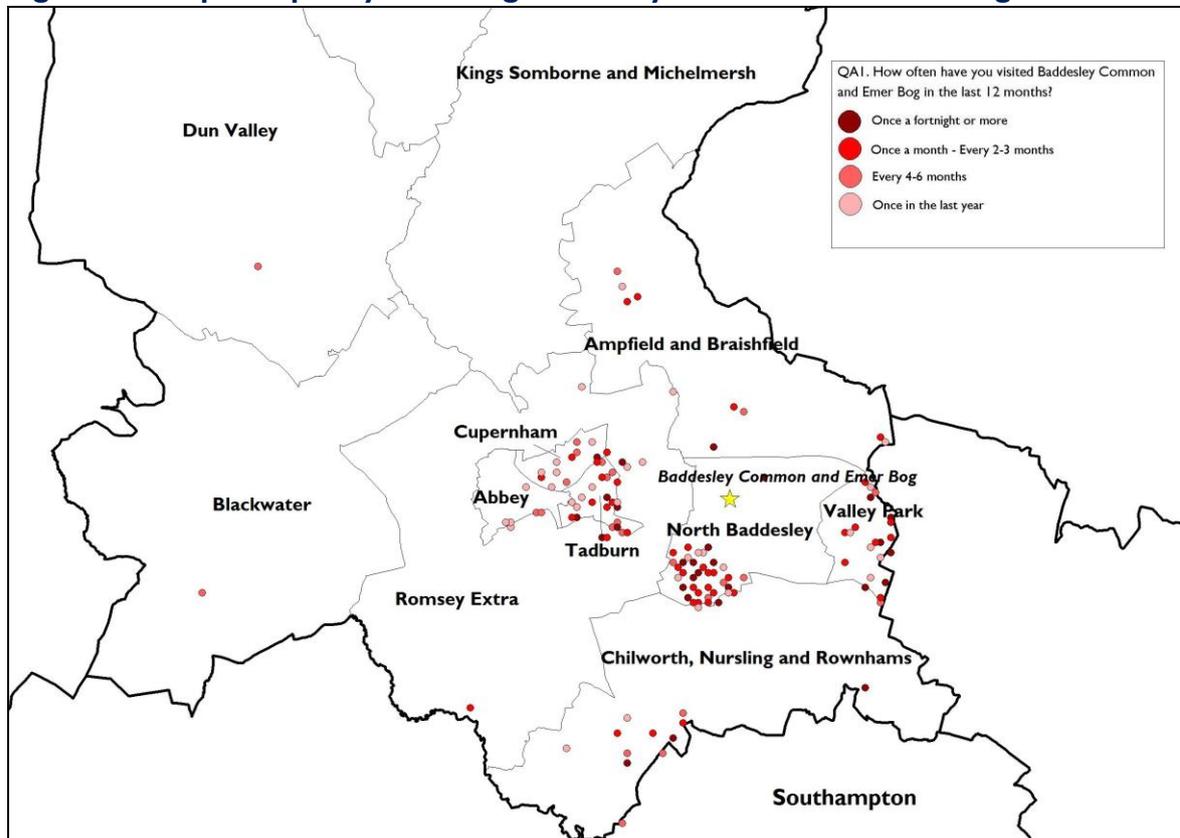
5.2.7 To emphasise this, the map below shows the home address of those who have visited Baddesley Common and Emer Bog in the last 12 months. Each dot represents a respondent who has visited;

Figure 2. Map: Visited Baddesley Common and Emer Bog in last 12 months



- 5.2.8 This map demonstrates a cluster of visitors around Romsey and North Baddesley.
- 5.2.9 As the majority of visitors live in Southern Test Valley, the following map shows the frequency of visiting in the last 12 months amongst those living in the south of the Borough. Each dot represents a respondent who's visited and the different shades indicate frequency of visiting;

Figure 3. Map: Frequency of visiting Baddesley Common and Emer Bog



- 5.2.10 Generally, visitors from North Baddesley visited more frequently than other visitors from the area with 20% of all North Baddesley respondents indicating that they'd visited 'once a fortnight' or more often, compared to 10% of those living in Tadburn. This may reflect the proximity to this site and easier access afforded by the access point near the A27 at North Baddesley.
- 5.2.11 The table below shows the mean distance (in miles) that visitors live from this site and breaks this down by frequency of visiting. The distance is calculated for each respondent based on the distance as the crow flies from their home postcode to the grid reference provided by TVBC for the location.

Figure 4. Mean distance from Baddesley Common and Emer Bog

Average distance from site (miles)	Frequency of visiting				
	All visitors in last 12 months	Once a Fortnight or More	Once a month/Every 2-3 Months	Every 4-6 Months	Once a Year
	2.8	1.48	2.2	2.5	4.9

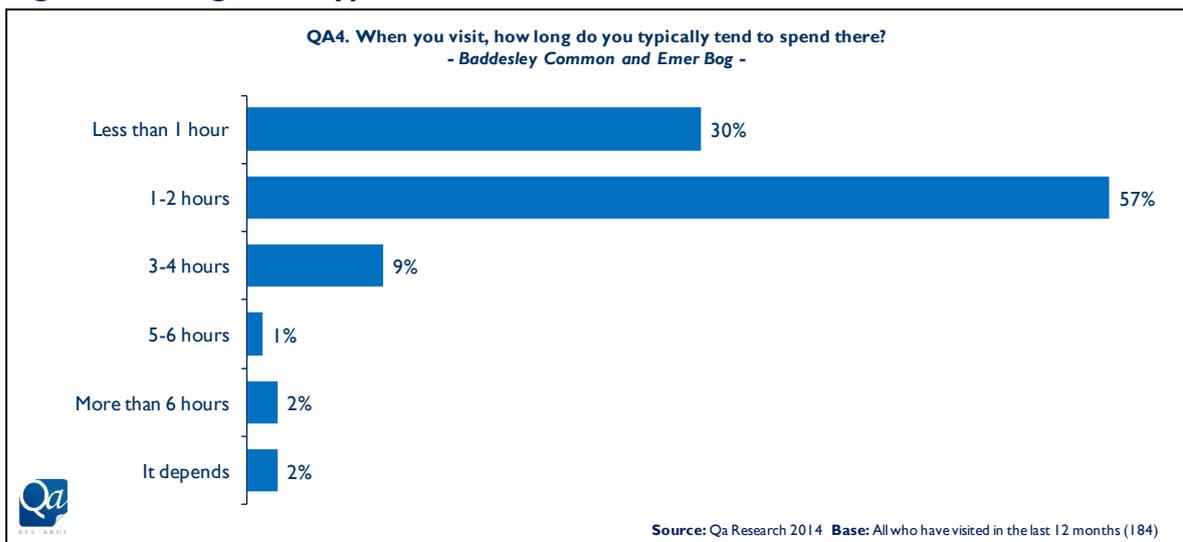
5.2.12 On average, visitors in the last year live within 2.8 miles of this site and those than visit once a fortnight or more live within 1.48 miles; with 75% of all visitors in the last year coming from within 2.32 miles of the site. This site attracts in the main a very localised audience.

Duration of visit and whether visit as an individual or a group

5.2.13 All those who said that they had visited this site in the last 12 months were asked a series of questions about their visits and these are detailed below.

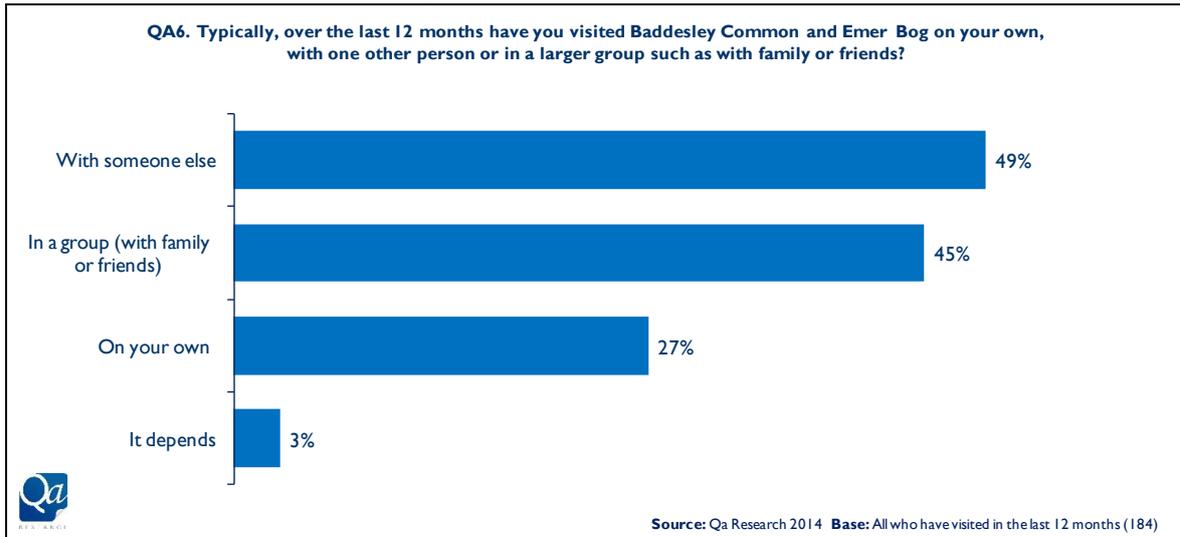
5.2.14 As these charts indicate, visits to Baddesley Common and Emer Bog are usually for a short length of time and usually done as a group.

Figure 5. Length of a typical visit



5.2.15 Typically, visitors to this area tend to spend two hours or less there when visiting and the majority suggested that they spend only '1-2 hours' (57%) or 'less than 1 hour' (30%).

Figure 6. Whether visit as a group or individual

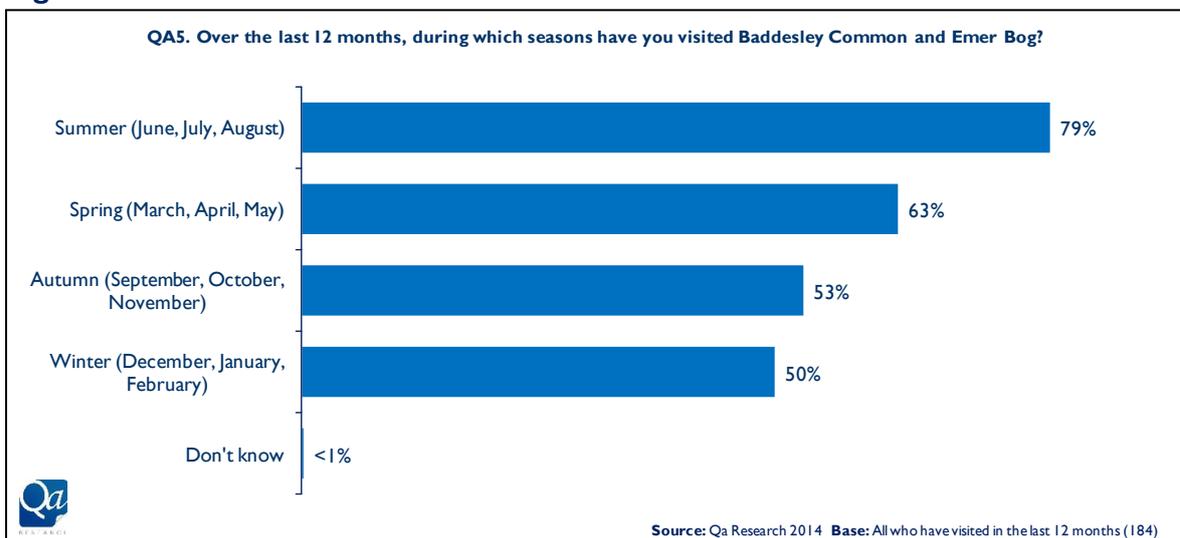


5.2.16 As the chart above indicates, it is usual for visitors to Baddesley Common and Emer Bog to visit ‘with someone else’ (49%) or ‘in a group (with family or friends)’ (45%)’ although many do visit ‘on your own’ (27%). Additionally, two-fifths of visitors indicated that they, or someone they are visiting with, normally takes a dog (40%) while a further 2% said that ‘it depends’.

Seasons visited and method of transport used

5.2.17 The chart below shows the seasons during which respondents said they had visited this site;

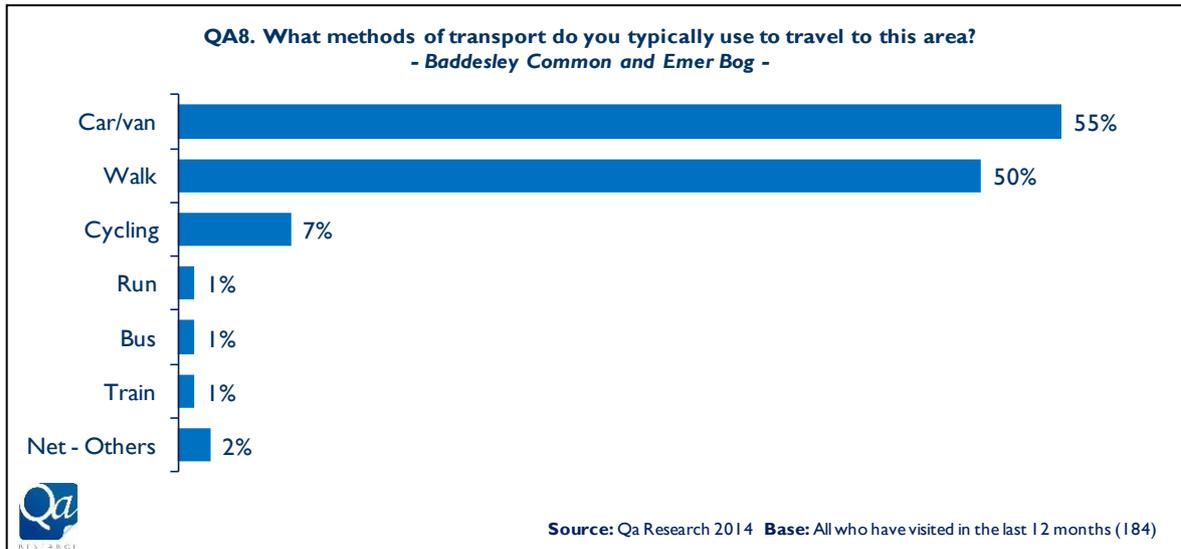
Figure 7. Seasons visited in last 12 months



5.2.18 While it might be expected that most respondents to have visited Baddesley Common and Emer Bog in the last year would have done so in ‘summer’ (79%) and ‘spring’ (63%) when the weather is better, it’s notable here that many visit all year round with half saying that they had done so in ‘autumn’ (53%) and even in ‘winter’ (50%).

5.2.19 The chart below shows the methods used by visitors to travel to this site;

Figure 8. Methods of transport used to visit



5.2.20 Two methods of transport dominate here, namely a 'car/van' (55%) and 'walk' (50%). These methods reflect the fact that most visitors live in Romsey or North Baddesley making walking and 'cycling' (7%) feasible for many. For example, 86% of recent visitors that live in North Baddesley typically 'walk'.

Main reasons for visiting

5.2.21 Finally, all visitors were asked what their main reasons were for visiting this site and responses are shown overleaf. This was an unprompted question and similar answers have been grouped into themes for analysis, but note that respondents could give multiple answers here.

Figure 9. Main reasons for visiting

QA9. What would you say are the main reasons why you visit Baddesley Common and Emer Bog?		
	Count	Percentage
Net - Activities	100	72%
Activities - good for walking/hiking	42	31%
Activities - able to walk dogs	38	28%
Activities - public footpaths/bridleways	9	7%
Activities - exercise and sport	8	6%
Activities - spend time with family or friends	4	3%
Activities - for a day out	4	3%
Activities - guided walks/displays	3	2%
Activities - to go for a picnic	3	2%
Activities - able to cycle/mountain bike	2	1%
Activities - photography	2	2%
Activities - able to ride horses	1	<1%
Activities - general leisure or recreation	1	<1%
Activities - just passing through	1	<1%
Net - Environment	54	39%
Environment - scenery/landscape/views	29	21%
Environment - pleasant place to spend time	23	17%
Environment - feels unspoilt/natural	18	13%
Environment - enjoying the outdoors and fresh air	3	2%
Environment - somewhere different to go	2	2%
Net - Location	29	21%
Location - close to home	27	19%
Location - close to work	2	1%
Net - Nature	24	17%
Nature - can see animals/wildlife	18	13%
Nature - can see birds	8	6%
Nature - it's a bog	4	3%
Nature - it's a protected area	1	1%
Net - Transport	13	10%
Transport - accessible on foot	11	8%
Transport - accessible by car	2	2%
Transport - accessible by public transport	1	1%
Transport - accessible by bike	1	<1%
Net - Amenity	8	6%
Amenity - peace and quiet	7	5%
Amenity - few people/no crowds	3	2%
Net - Access	7	5%
Access - easy to travel to	7	5%
Access - good parking	1	<1%
Other	2	2%
Don't know	1	1%
Base: All who have visited in the last 12 months (184)		

5.2.22 The previous table indicates that the majority (72%) of visitors to Baddesley Common and Emer Bog in the last 12 months had gone there due to the 'activities' available and the most frequently given reasons referred to the opportunity that this site affords for

'...walking/hiking' (31%) and '...to walk dogs' (28%) and because of the availability of '...public footpaths/bridleways' (7%).

5.2.23 Almost two-fifths made a reference to the 'environment' (39%) and around a fifth of visitors mentioned the '...scenery/landscape/views' (21%) and that it was simply a '...pleasant place to spend time' (17%), while others said that it '...feels unspoilt/natural' (13%).

5.2.24 Another important aspect of this site is its 'location' and in particular its accessibility and a fifth said that the main reason they visit is because its '...close to home' (19%), while one-in-ten made some reference to 'transport' (10%) and in particular that it was 'accessible on foot' (8%). Notably, amongst those living in North Baddesley, two-fifths said they visit because it is '...close to home' (39%).

5.2.25 Finally, 17% made a comment relating to 'nature' and particularly that you '...can see animals/wildlife' (13%) and you '...can see birds' (6%).

5.2.26 Few visitors said they visit because '...it's a bog' (3%), suggesting that the very rare geography and associated flora and fauna of the site are not its main draw.

Demographic Differences

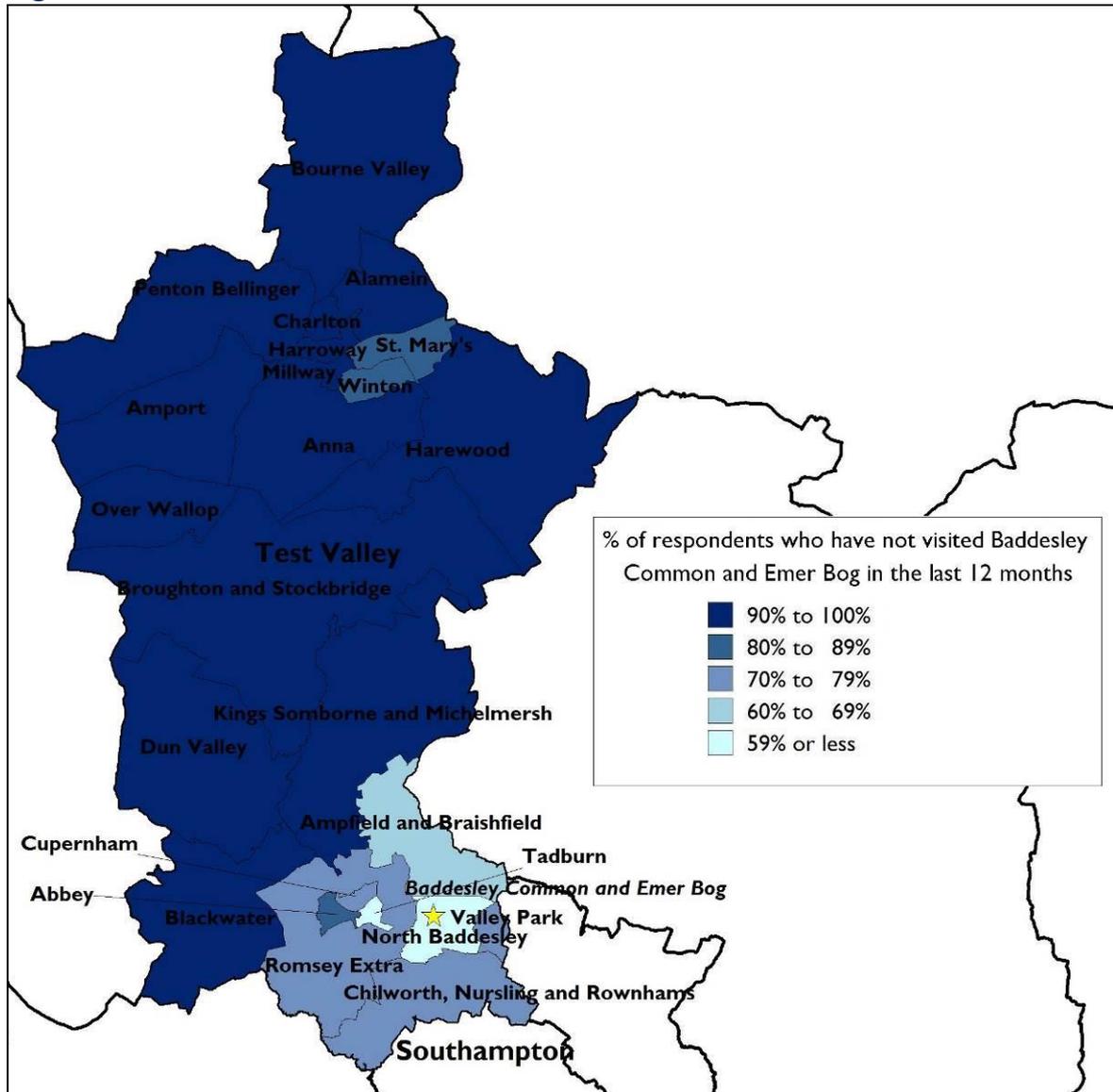
5.2.27 Few differences between different demographic groups were apparent.

5.2.28 However, although they were no more likely to say they had visited Baddesley Common and Emer Bog in the last 12 months, 'male' respondents were significantly more likely than 'females' to indicate that they had visited at any stage in the past (28% vs. 21%).

Non visitors in the last 12 months

5.2.29 Those who had not visited Baddesley Common and Emer Bog in the last 12 months have been mapped on a ward by ward basis with the darker the shading the higher the percentage of respondents residing in that ward who have not visited the area during this time. This shows the very local nature of visitors to this location.

Figure 10. Where non visitors in last 12 months reside



5.3 Usage of Test Valley Marshes and the Lower Test Nature Reserve

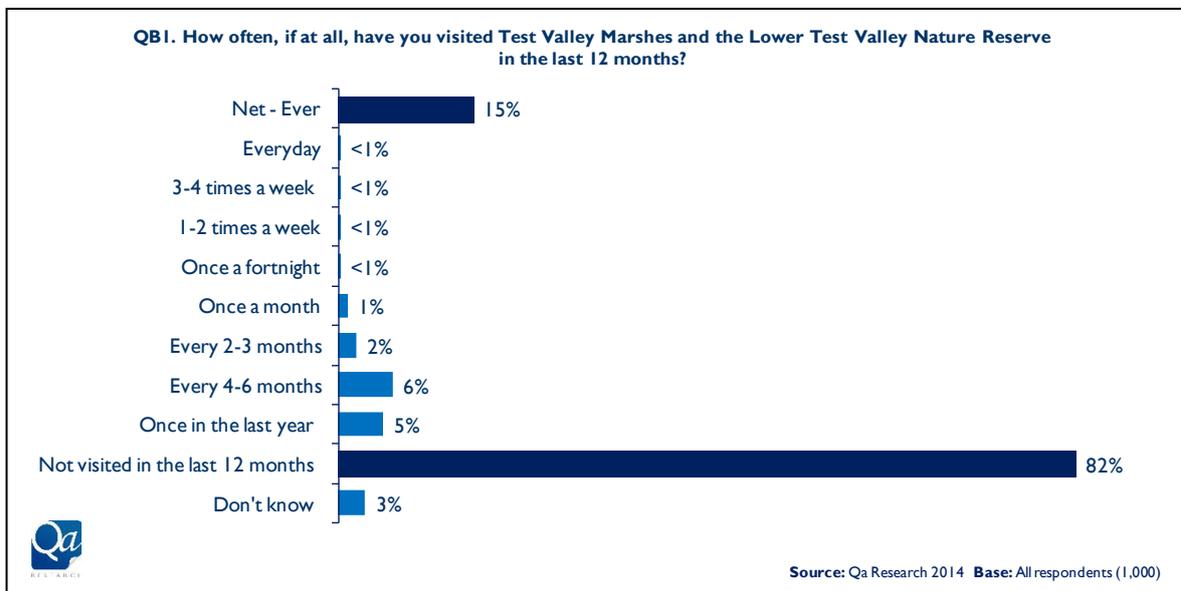
5.3.1 Secondly, respondents were asked about Test Valley Marshes and the Lower Test Nature Reserve. To identify the location of this area each respondent was read the following description;

This area is a Hampshire Wildlife Trust reserve and is located between the M271 and Totton and it's near to the Testwood Lakes nature reserve. The area is largely reedbeds with a boardwalk running through and includes some bird hides. It forms part of the Test Way long distance path and it can be accessed from near the B&Q at Nursling or near the Salmon Leap pub on Westwood Lane in Totton.

Frequency of visiting

5.3.2 All respondents were asked how often, if at all, they had visited this area in the last 12 months and responses are shown below;

Figure 11. Frequency of visiting Test Valley Marshes and the Lower Test Nature Reserve



5.3.3 Compared to Baddesley Common and Emer Bog, a similar proportion of respondents indicated that they had visited Test Valley Marshes and the Lower Test Nature Reserve in the last 12 months (15%).

5.3.4 Again though, this means that the majority had not (82%).

5.3.5 Visits to this site were infrequent with one-in-twenty indicating that they'd visited 'once in the last year' (5%) and a similar proportion having visited 'every 4-6 months' (6%) and only 1% had visited 'once a fortnight' or more often.

5.3.6 A further 11% said that they'd visited Test Valley Marshes and the Lower Test Nature Reserve at some stage in the past but not in the last 12 months, which means that in total a quarter (26%) of all respondents had visited this site at some stage in the past.

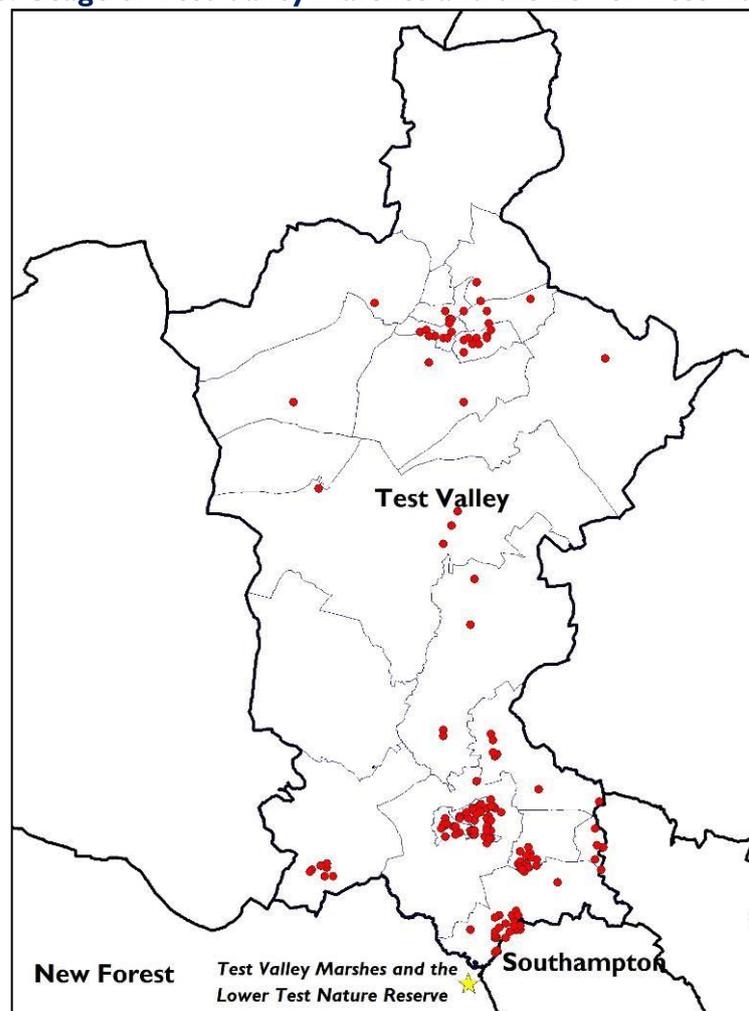
Geographical analysis

5.3.7 This was also a site where respondents living in the Southern Test Valley were significantly more likely than those living in the Northern Test Valley to say they had visited in the last year (25% vs. 9%). Once again, the most frequent visitors were those who live in wards that are closest to this site, with the proportion of visitors in the last 12 months highest in the following wards;

- Chilworth, Nursling and Rownhams (42%)
- Cupernham (32%)
- Ampfield and Braishfield (31%)
- Abbey (25%)
- Romsey Extra (24%)
- Tadburn (23%)
- North Baddesley (23%)
- Blackwater (21%).

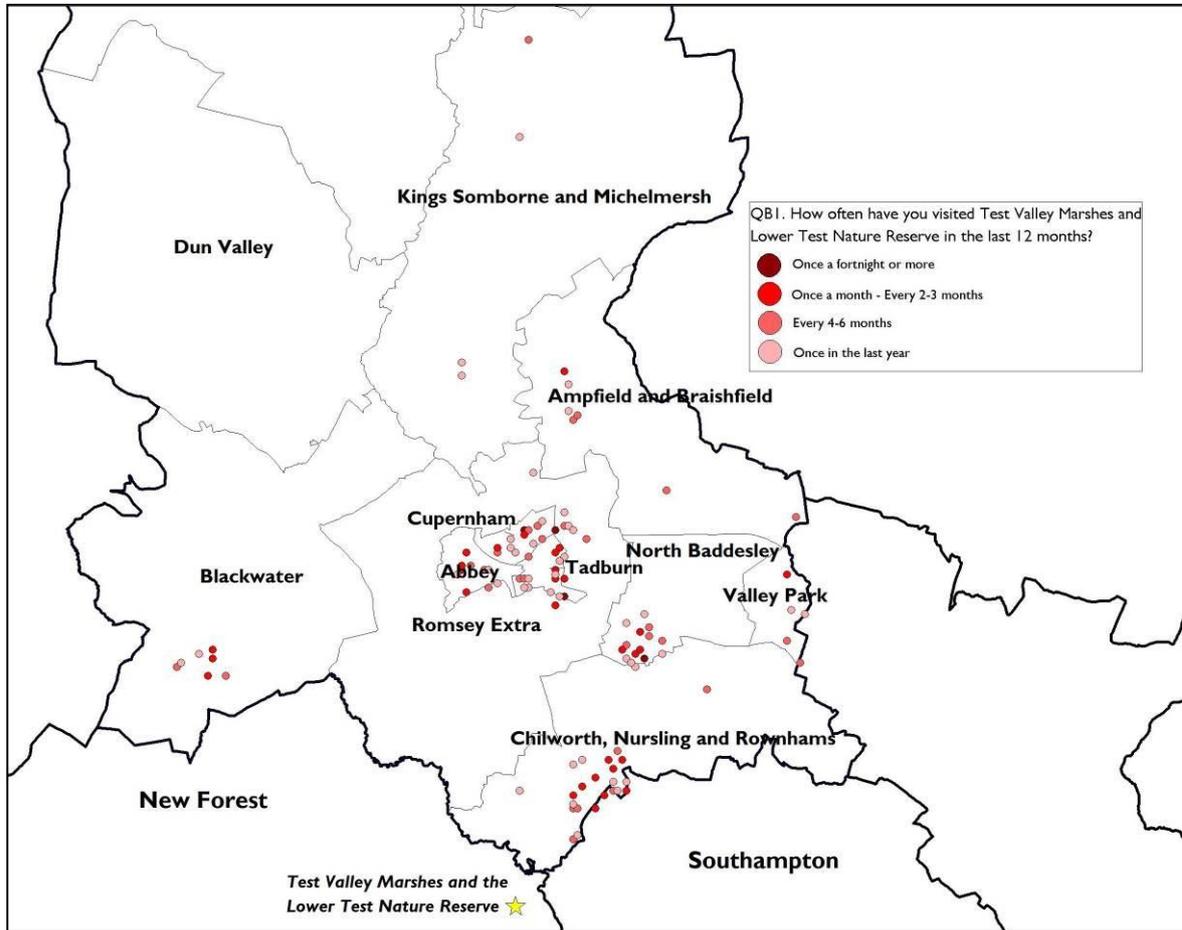
5.3.8 Based on their postcode, the map below shows the home address of those who have visited Test Valley Marshes and the Lower Test Nature Reserve in the last 12 months;

Figure 12. Map: Usage of Test Valley Marshes and the Lower Test Nature Reserve



5.3.9 The following map shows the frequency of visiting in the last 12 months amongst those living in the south of the Borough. Each dot represents a respondent who's visited and the different shades indicate frequency of visiting;

Figure 13. Map: Frequency of visiting Test Valley Marshes and the Lower Test Nature Reserve



5.3.10 Generally, this map demonstrates that most visitors in the last year have done so either 'every 4-6 months' or 'once in the last year', regardless of where they live and this is highlighted further by the table below which shows the mean distance (in miles) that visitors live from this site and breaks this down by frequency of visiting;

Figure 14. Mean distance from Test Valley Marshes and the Lower Test Nature Reserve

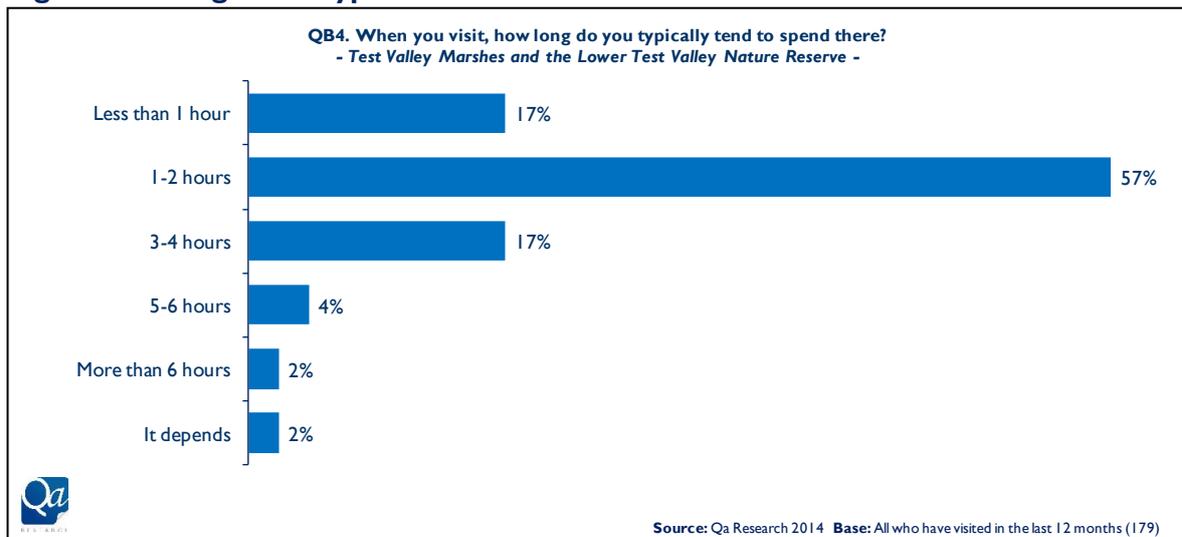
Average distance from site (miles)	Frequency of visiting				
	All visitors in last 12 months	Once a Fortnight or More	Once a month/Every 2-3 Months	Every 4-6 Months	Once a Year
	7.5	6.0	5.8	9.3	7.1

5.3.11 Visitors in the last year live, on average, within 7.5 miles of this site; with 75% of all these visitors coming from within 7.0 miles of the site. There isn't a clear relationship between how frequently someone visits and how far away they live, highlighting that this is not an area that is regularly accessed and visits here are more of a special event.

Duration of visit and whether visit as an individual or a group

5.3.12 All those who said that they had visited this site in the last 12 months were asked a series of questions about their visits and these are detailed below. As these charts indicate, visits to Test Valley Marshes and the Lower Test Nature Reserve are usually for a short length of time and usually done as a group.

Figure 15. Length of a typical visit

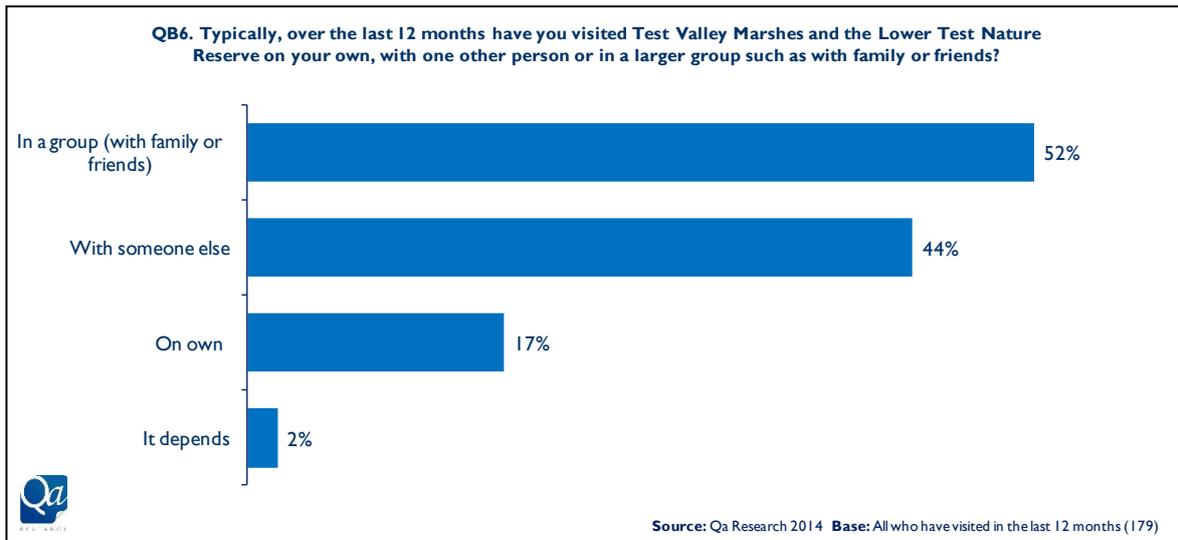


5.3.13 The majority of those that had visited in the last year said that they typically spend '1-2 hours' (57%) per visit, while a fifth said that they spend 'less than 1 hour' (17%) and a similar proportion spend '3-4 hours' (17%).

Seasons visited and method of transport used

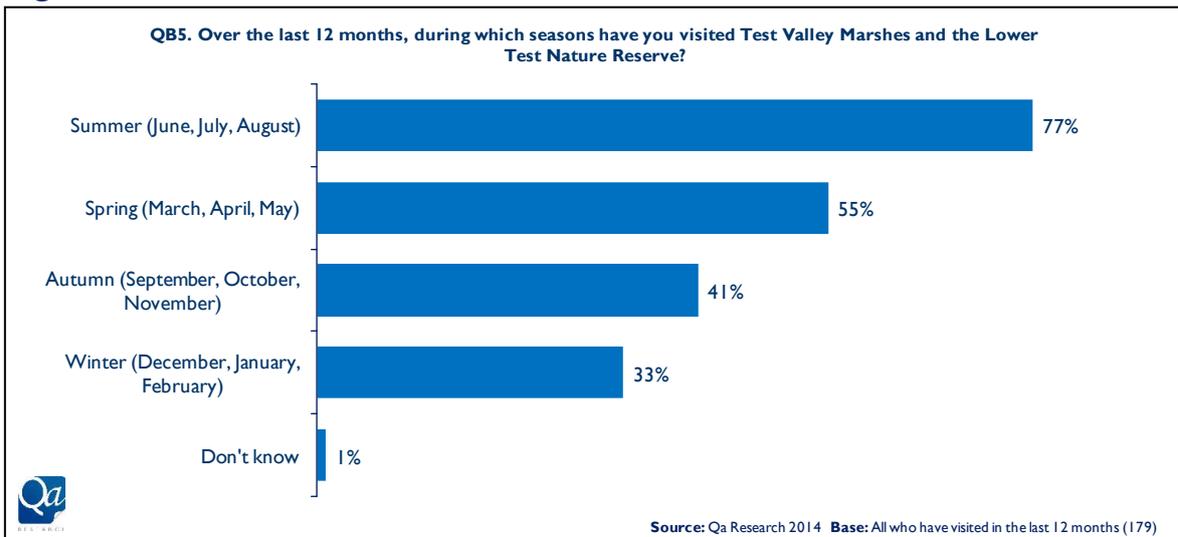
5.3.14 It is usual for visitors to Test Valley Marshes and the Lower Test Nature Reserve to visit 'with someone else' (44%) or 'in a group (with family or friends)' (52%) although many do visit 'on your own' (17%). Additionally, almost two-fifths of visitors indicated that they, or someone they are visiting with, normally take a dog (37%) while a further 2% said that 'it depends'.

Figure 16. Whether visit as a group or individual



5.3.15 The chart below shows the seasons during which residents said they had visited this site;

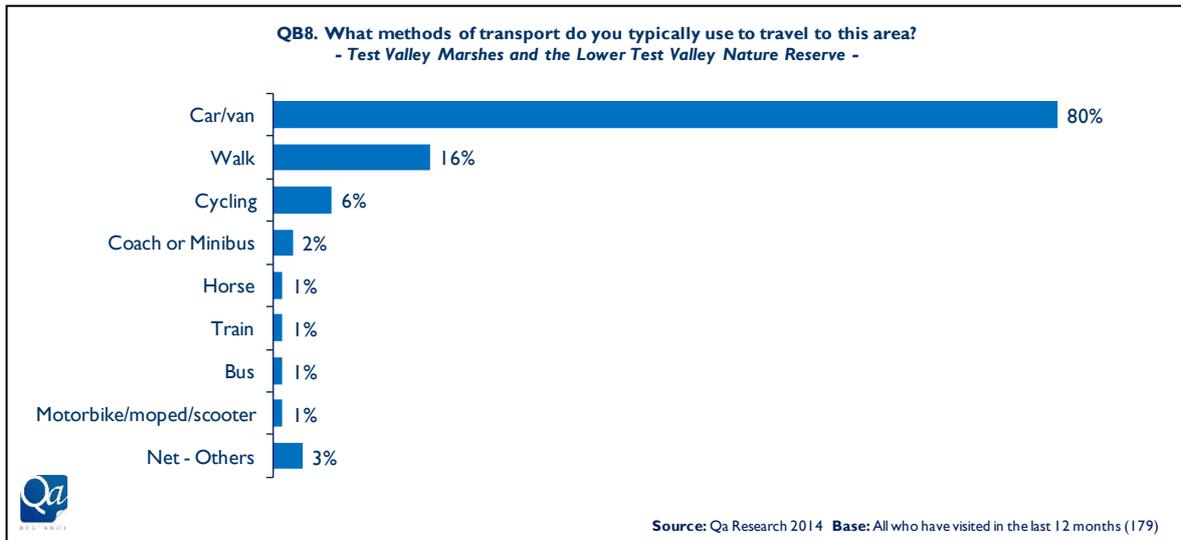
Figure 17. Seasons visited in last 12 months



5.3.16 Over the last year, the most popular season for visiting Test Valley Marshes and the Lower Test Nature Reserve was 'summer' (77%) although the majority of those who had visited did say that they'd visited in 'spring' (55%). Fewer said they'd visited in 'autumn' (41%) and in 'winter' (33%). As visits to this area are relatively infrequent, this data suggests that people tend to time their visits to coincide with the better weather and perhaps more so than is the case for the other three sites tested in this research where visits are higher during autumn and winter.

5.3.17 The chart below shows the methods used by visitors to travel to this site;

Figure 18. Methods of transport used to visit



5.3.18 Transport to this area is dominated by use of a 'car/van' (80%), although 16% indicated that they 'walk' there and around one-in-twenty said that they 'cycle' (6%).

Main reasons for visiting

5.3.19 Finally, all visitors were asked what their main reasons were for visiting this area and responses are shown below. This was an unprompted question and similar answers have been grouped into themes for analysis, with respondents able to give multiple answers here.

Figure 19. Main reasons for visiting

QB9. What would you say are the main reasons why you visit Test Valley Marshes and the Lower Test Nature Reserve?		
	Count	Percentage
Net - Activities	98	66%
Activities - good for walking/hiking	44	30%
Activities - able to walk dogs	34	23%
Activities - exercise and sport	11	8%
Activities - public footpaths/bridleways	10	7%
Activities - guided walks/displays	7	4%
Activities - spend time with family or friends	7	5%
Activities - able to cycle/mountain bike	6	4%
Activities - general leisure or recreation	4	3%
Activities - for a day out	2	1%
Activities - photography	2	1%
Activities - able to ride horses	1	1%
Activities - just passing through	1	1%
Net - Environment	64	43%
Environment - pleasant place to spend time	31	21%
Environment - scenery/landscape/views	27	18%
Environment - feels unspoilt/natural	17	11%
Environment - somewhere different to go	9	6%
Environment - enjoying the outdoors and fresh air	3	2%
Environment - relaxing surrounds	1	<1%
Net - Nature	44	30%
Nature - can see birds	26	17%
Nature - can see animals/wildlife	26	18%
Nature - they're marshes	10	7%
Nature - there are bird hides	8	5%
Nature - It's a protected area	4	3%
Net - Amenity	16	11%
Amenity - peace and quiet	15	10%
Amenity - few people/no crowds	2	1%
Net - Location	10	7%
Location - close to home	9	6%
Location - close to work	1	1%
Net - Transport	8	5%
Transport - accessible by car	5	3%
Transport - accessible by bike	2	1%
Transport - accessible on foot	1	1%
Net - Access	6	4%
Access - good parking	4	2%
Access - easy to travel to	2	1%
Other	9	6%
Don't know	2	1%

Base: All who have visited in the last 12 months (179)

- 5.3.20 As the previous table indicates, visitors to Test Valley Marshes and the Lower Test Nature Reserve tended to indicate that they visited this site because of the opportunities it offers for undertaking '*activities*' and in total two-thirds of those who'd visited in the last year said they had done so because of this (66%). More specifically, respondents tended to give quite general answers here including that the area is '*...good for walking/hiking*' (30%) and is somewhere where you're '*...able to walk dogs*' (23%) or undertake '*...exercise and sport*' (8%) and there were also references to the availability of '*...public footpaths/bridleways*' (7%).
- 5.3.21 Additionally, more than two-fifths made a reference to visiting because of the '*environment*' (43%) and this included that it is simply a '*...pleasant place to spend time*' (21%) because of the '*...scenery/landscape/views*' (18%) and that it '*...feels unspoilt/natural*' (11%) and is '*...somewhere different to go*' (6%).
- 5.3.22 Mentions of '*nature*' were also relatively high for this area with almost a third (30%) making some reference to this. Specifically, visitors mentioned that they '*...can see birds*' (17%) and they '*...can see animals/wildlife*' (18%) and there were also specific reference to the fact that '*...they are marshes*' (7%) and that there are '*...bird hides*' (5%).
- 5.3.23 The relative importance of this area as a place to see wildlife is likely to explain, at least in part, why visitors over the last 12 months have been less inclined to visit during winter and autumn compared to the other sites tested. Much birdlife is seasonal, so certain times of the year will be more appropriate for viewing birds and other wildlife. This may also partly explain why visits to this area are relatively infrequent.

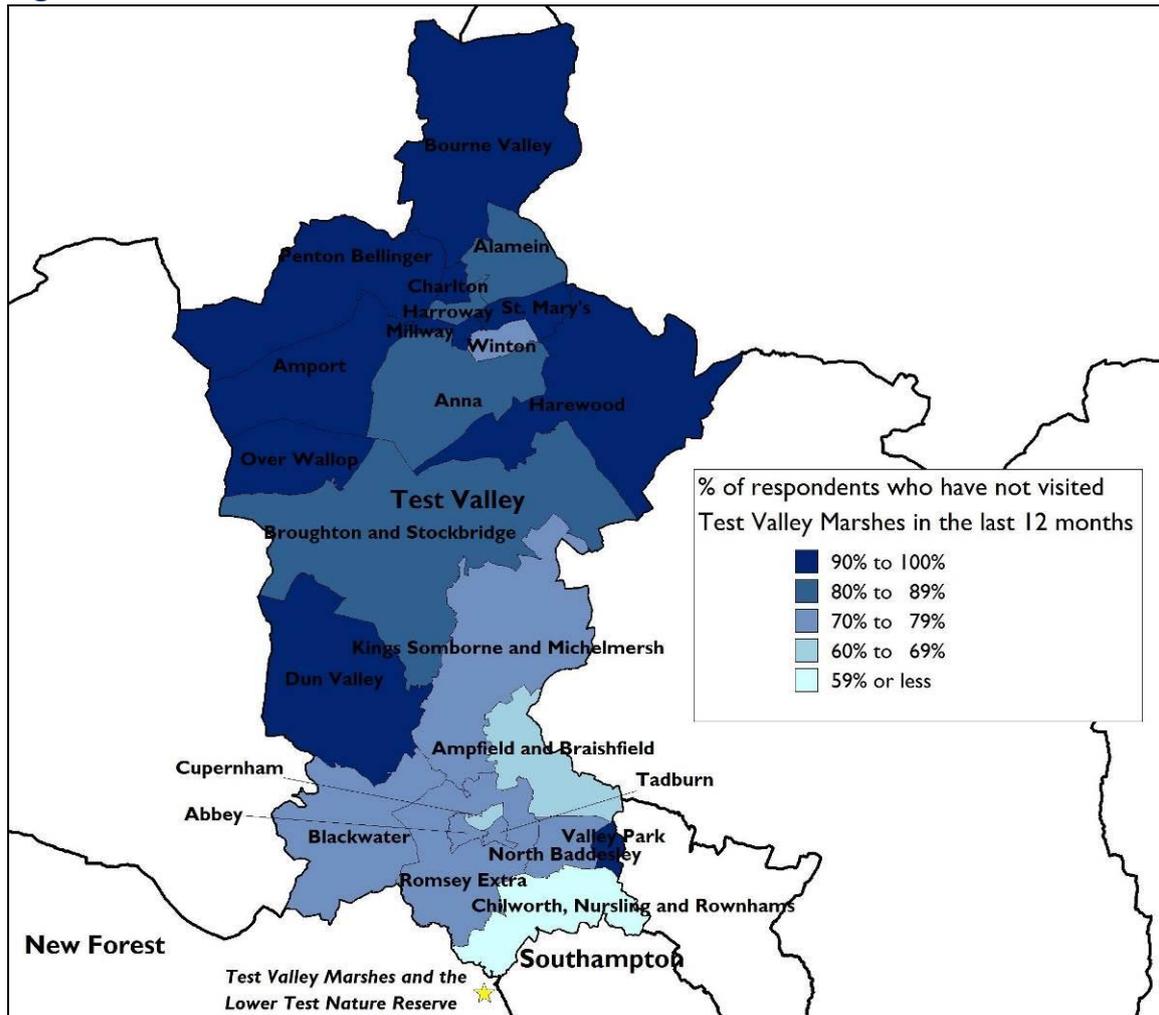
Demographic differences

- 5.3.24 Again, few differences between different demographic groups were recorded, although '*male*' respondents were significantly more likely than '*females*' to say that they had visited Test Valley Marshes and the Lower Test Nature Reserve in the last 12 months (18% vs. 12%).
- 5.3.25 Additionally, '*males*' were also significantly more likely than '*females*' to say that they'd visited at any stage in the past (30% vs. 22%).
- 5.3.26 The main reasons given for visiting this area in the last 12 months were similar for '*males*' and '*females*' although '*females*' were more likely to say that they'd done so because you are able '*...able to walk dogs*' (31% vs. 16%).

Non visitors in the last 12 months

- 5.3.27 Those who had not visited Test Valley Marshes and the Lower Test Nature Reserve in the last 12 months have been mapped on a ward by ward basis with the darker the shading the higher the percentage of respondents residing in that ward who have not visited the area during this time. This shows visitors are predominately being attracted from Southern Test Valley.

Figure 20. Where non visitors in last 12 months reside



5.4 Usage of Salisbury Plain and Porton Down

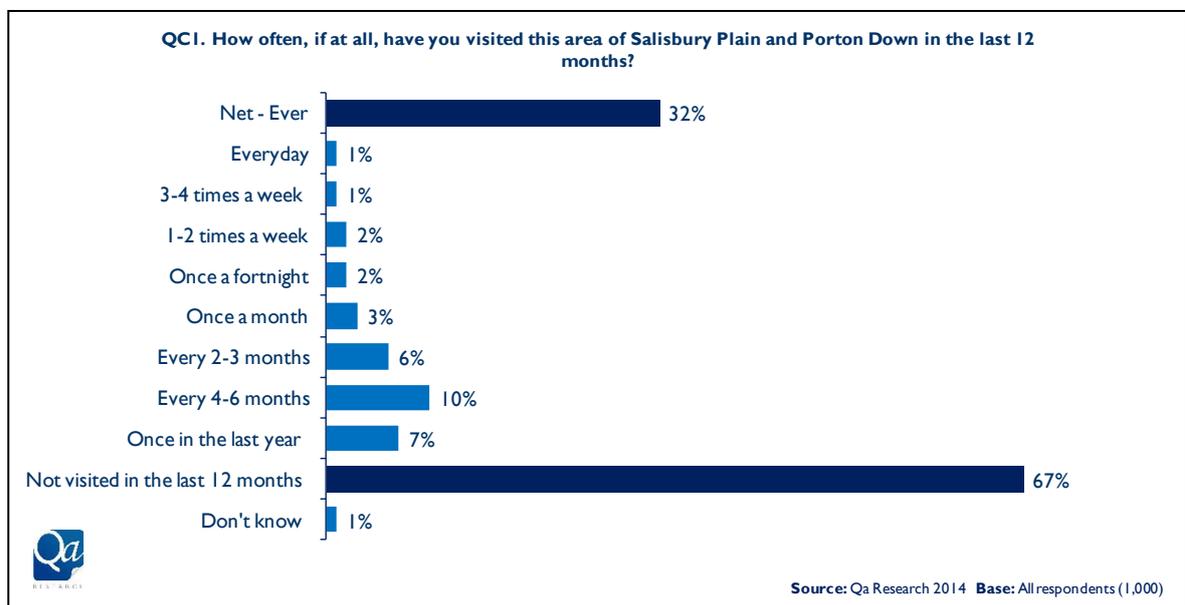
5.4.1 Respondents were asked about Salisbury Plain and Porton Down. To identify the location of this area each respondent was read the following description;

In particular, I'd like you to think about the area around Tidworth and Bulford Camp and the area near Over Wallop and Middle Winterslow. Parts of the area are restricted access as MOD training ranges, but the area is mainly chalk grasslands with some vehicle tracks running through it.

Frequency of visiting

5.4.2 All respondents were asked how often, if at all, they had visited this area in the last 12 months and responses are shown below;

Figure 21. Frequency of visiting Salisbury Plain and Porton Down



5.4.3 As this chart indicates, almost a third of all respondents said that they had visited Salisbury Plain and Porton Down in the last 12 months (32%).

5.4.4 Additionally, a further quarter (26%) said that they had done so at some stage in the past but not within the last year, meaning that in total more than half of all respondents had visited this area at some time in the past (58%).

5.4.5 Almost one-out-of-ten of all respondents had visited 'once a month' or more often (9%), but generally visits were less frequent than this and tended to take place 'every 2-3 months' (6%), 'every 4-6 months' (10%) or just 'once in the last year' (7%).

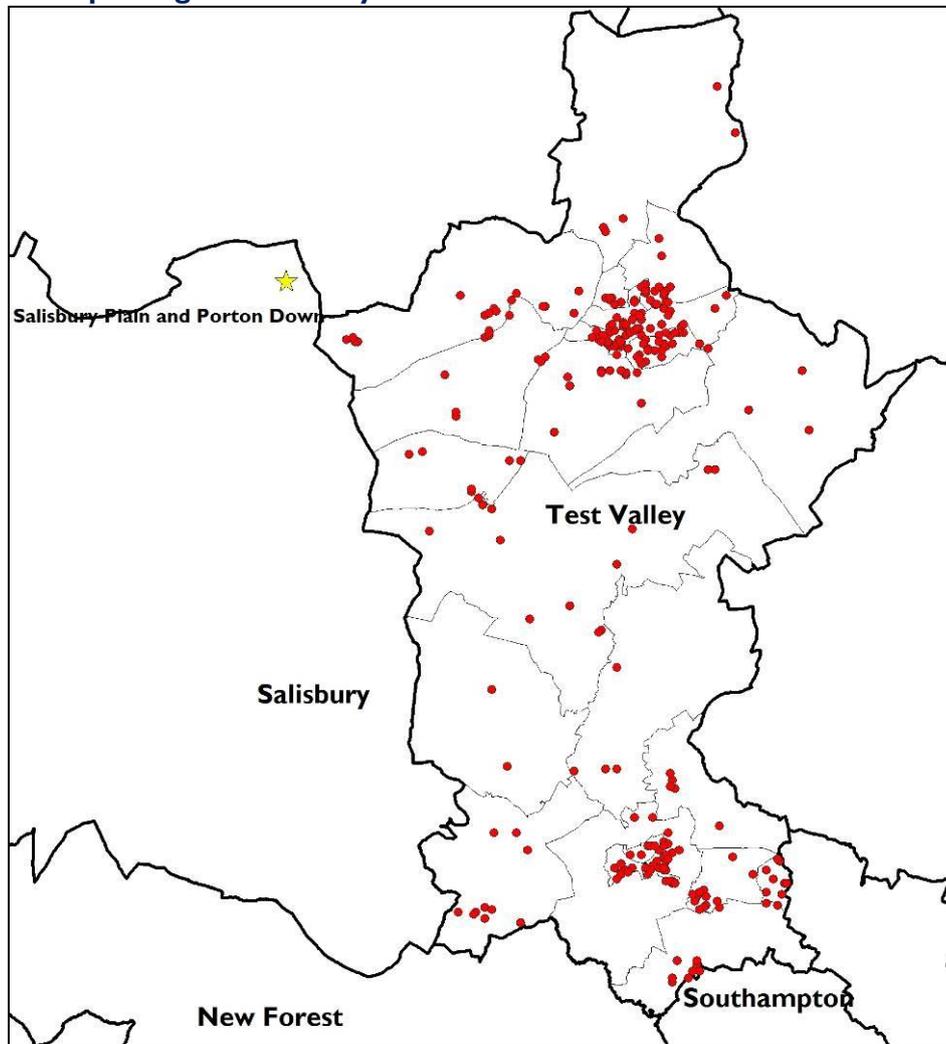
Geographical analysis

5.4.6 For this area, respondents living in the Northern Test Valley were significantly more likely than those living in the Southern Test Valley to say they had visited in the last 12 months (40% vs. 17%), although this does mean that almost a fifth of those in the Southern Test Valley have visited Salisbury Plain and Porton Down in the last year. Generally the most frequent visitors were those who live in wards located in the north of the borough, with the proportion of visitors in the last 12 months highest in the following wards;

- Charlton (68%)
- Penton Bellinger (67%)
- Over Wallop (53%)
- Anna (54%)
- Millway (50%).

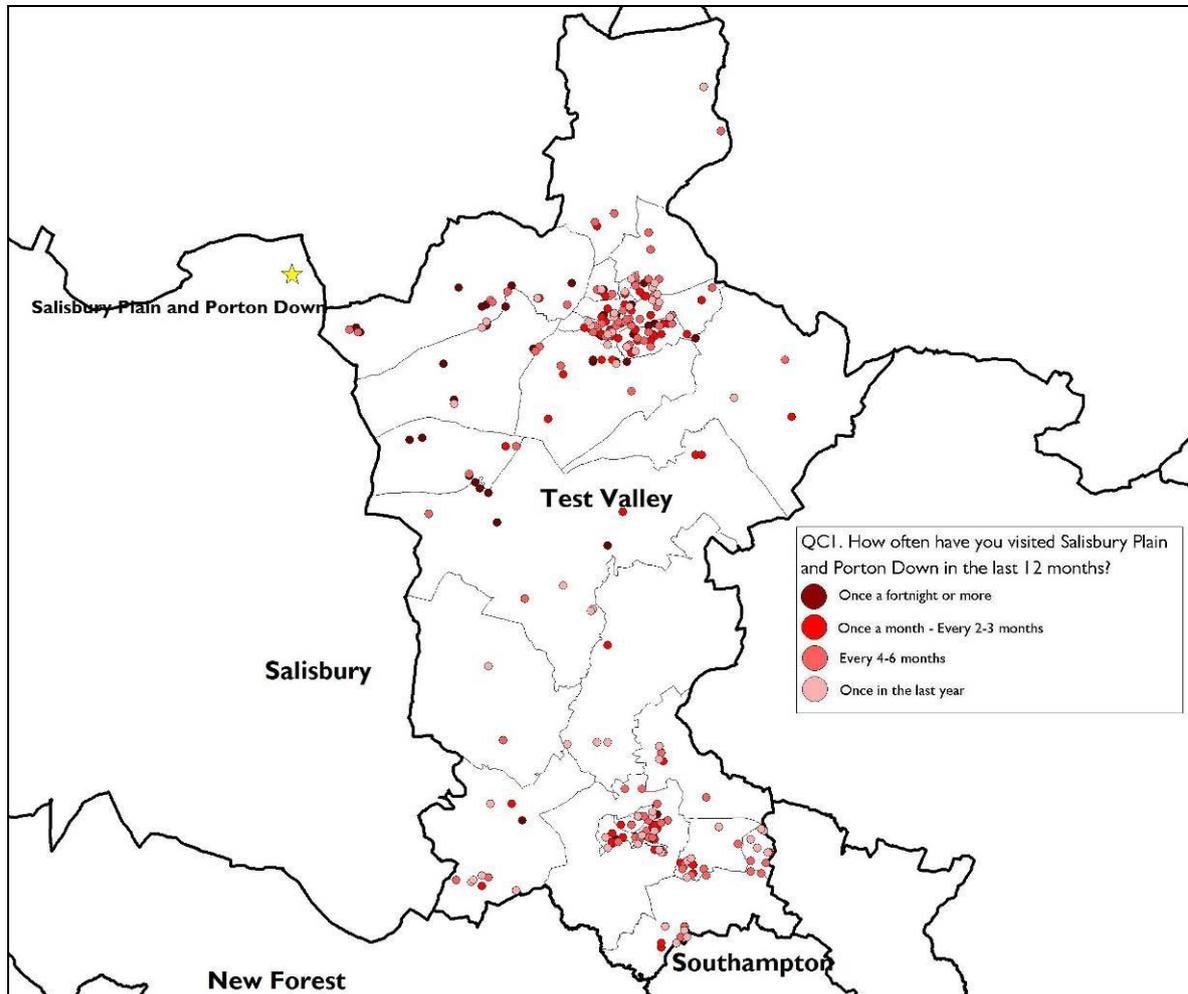
5.4.7 Based on their postcode, the map below shows the home address of those who have visited Salisbury Plain and Porton Down in the last 12 months and shows that these areas attract visitors from across the Borough;

Figure 22. Map: Usage of Salisbury Plain and Porton Down



5.4.8 The following map shows the frequency of visiting in the last 12 months amongst visitors from across the whole Borough. Each dot represents a respondent who's visited and the different shades indicate frequency of visiting;

Figure 23. Map: Frequency of visiting Salisbury Plain and Porton Down



5.4.9 As well as being generally more likely to visit Salisbury Plain and Porton Down in the last year, respondents who live in Northern Test Valley also visited more frequently than those in Southern Test Valley (as outlined in Section 5.7) and this is highlighted by the map above.

5.4.10 For example, they were more likely to say that they visit 'everyday or 3-4 times a week' (3% vs. <1%) and '1-2 times a week or once a fortnight' (6% vs. 1%).

5.4.11 The table overleaf shows the mean distance (in miles) that visitors live from this site and breaks this down by frequency of visiting;

Figure 24. Mean distance from Salisbury Plain and Porton Down

Average distance from site (miles)	Frequency of visiting				
	All visitors in last 12 months	Once a Fortnight or More	Once a month/Every 2-3 Months	Every 4-6 Months	Once a Year
	12.9	9.5	12.9	13.4	15.1

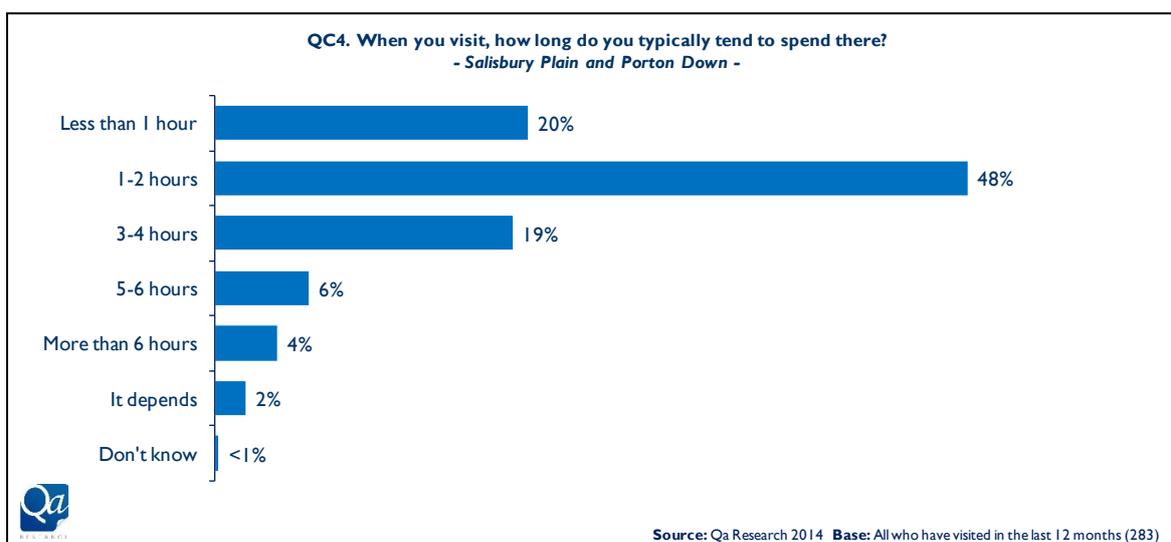
5.4.12 On average, visitors to Salisbury Plain and Porton Down¹ in the last 12 months live 12.9 miles from the site; with 75% of all these visitors coming from within 18.91 miles of the site. The frequency of visiting this site does not impact dramatically on how far respondents live from it, with those who've visited 'once a fortnight or more' living on average 9.5 miles away and those who've visited only 'once in the last year' living 15.1 miles away.

5.4.13 These figures highlight that visitors tend to travel further to access this area than either Baddesley Common and Emer Bog (2.8 miles on average) or Test Valley Marshes and the Lower Test Nature Reserve (7.5 miles on average).

Duration of visit and whether visit as an individual or a group

5.4.14 All those who said that they had visited this site in the last 12 months were asked a series of questions about their visits and these are detailed below;

Figure 25. Length of a typical visit

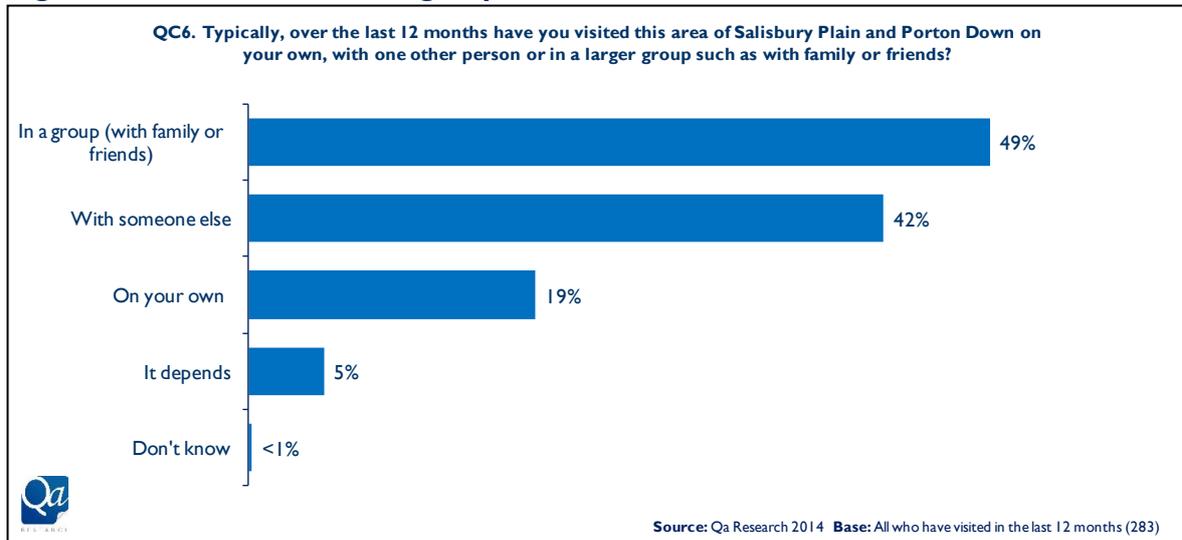


5.4.15 The most frequently given duration for a visit amongst those that had visited in the last year was '1-2 hours' (48%), while a fifth said that they spend 'less than 1 hour' (20%) and a

¹ The distance calculation are based on a single grid reference provided by TVBC as the most appropriate point within the location; however given the geographic size of Salisbury Plain and Porton Down the figures are indicative only rather than necessarily an accurate measure of each person's visit

similar proportion spend '3-4 hours' (19%). In total, 10% said that they spend longer, saying either '5-6 hours' (6%) or 'more than 6 hours' (4%).

Figure 26. Whether visit as a group or individual

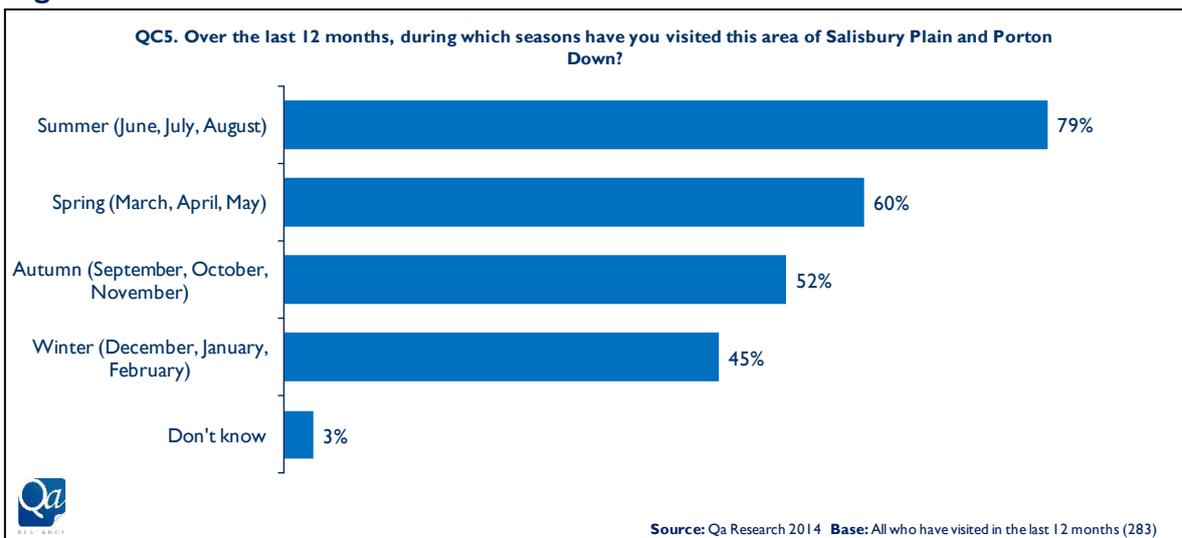


5.4.16 In line with the other locations tested in this research, visitors to Salisbury Plain and Porton Down usually visit 'in a group (with family or friends)' (49%) or 'with someone else' (42%) and only a fifth said that they typically visit 'on your own' (19%). Additionally, two-fifths of visitors indicated that they, or someone they are visiting with, normally take a dog (38%) while a further 2% said that 'it depends'.

Seasons visited and method of transport used

5.4.17 The chart below shows the seasons during which respondents said they had visited this site;

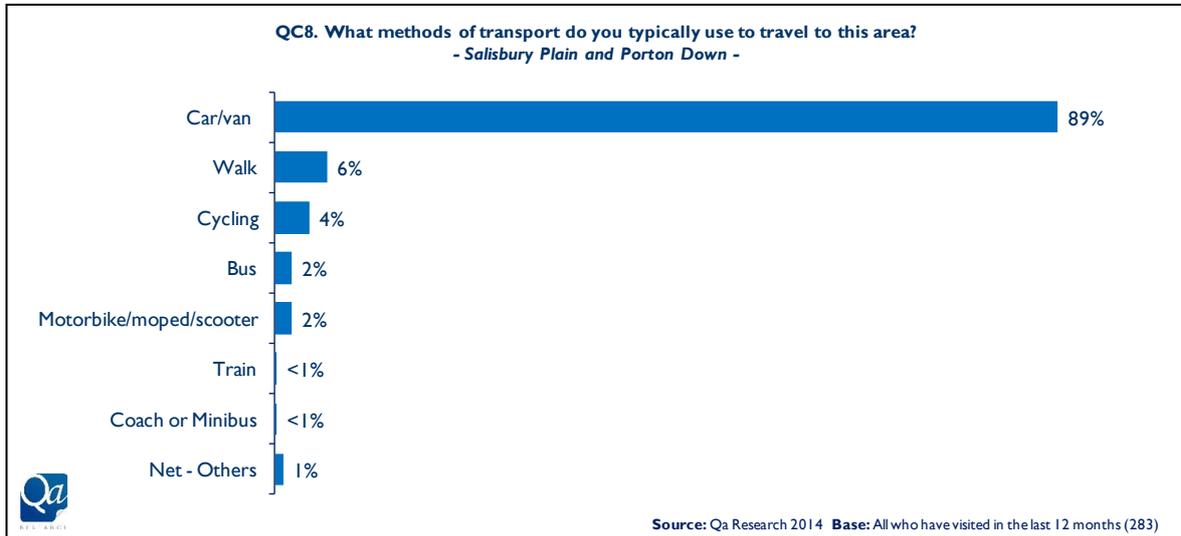
Figure 27. Seasons visited in last 12 months



5.4.18 As is the case with the other locations tested, the most popular season for visiting Salisbury Plain and Porton Down is 'summer' (79%) although the majority of those who have visited in the last year said they'd visited in 'spring' (60%) and in 'autumn' (52%). Fewer had visited in 'winter' (45%).

5.4.19 The chart below shows the methods used by visitors to travel to this site;

Figure 28. Methods of transport used to visit



5.4.20 Almost nine-out-of-ten of those who said they'd visited Salisbury Plain and Porton Down in the last 12 months said that they typically visit this area by 'car/van' (89%).

5.4.21 Other methods were mentioned much less frequently, including, 'walk' (6%) and 'cycling' (4%).

Main reasons for visiting

5.4.22 All visitors were asked what their main reasons were for visiting this area and responses are shown overleaf. This was an unprompted question and similar answers have been grouped into themes for analysis and respondents could give multiple answers here.

Figure 29. Main reasons for visiting

QC9. What would you say are the main reasons why you visit this area of Salisbury Plain and Porton Down?		
	Count	Percentage
Net - Activities	234	74%
Activities - good for walking/hiking	97	31%
Activities - able to walk dogs	71	22%
Activities - spend time with family or friends	32	10%
Activities - exercise and sport	24	8%
Activities - general leisure or recreation	20	6%
Activities - public footpaths/bridleways	15	5%
Activities - able to cycle/mountain bike	9	3%
Activities - guided walks/displays	6	2%
Activities - just passing through	4	1%
Activities - photography	4	1%
Activities - able to ride horses	3	1%
Activities - for a day out	3	1%
Activities - to go for a picnic	2	1%
Net - Environment	114	36%
Environment - scenery/landscape/views	70	22%
Environment - pleasant place to spend time	48	15%
Environment - feels unspoilt/natural	21	7%
Environment - enjoying the outdoors and fresh air	16	5%
Environment - somewhere different to go	5	1%
Net - Location	49	15%
Location - close to home	37	12%
Location - close to work	11	4%
Net - Amenity	30	9%
Amenity - peace and quiet	24	8%
Amenity - few people/no crowds	11	4%
Net - Transport	17	5%
Transport - accessible by car	9	3%
Transport - accessible by bike	5	2%
Transport - accessible on foot	3	1%
Net - Nature	13	4%
Nature - can see animals/wildlife	12	4%
Nature - can see birds	3	1%
Nature - it's a protected area	2	1%
Net - Access	10	3%
Access - easy to travel to	10	3%
Access - good parking	2	1%
Other	4	1%
Don't know	1	<1%
Base: All who have visited in the last 12 months (283)		

- 5.4.23 Overwhelmingly, respondents who had visited Salisbury Plain and Porton Down in the last 12 months said that they had done so due to the *'activities'* (74%) available there and like the other areas tested in this research it was felt that this area was *'...good for walking/hiking'* (31%) and is an area where you are *'...able to walk dogs'* (22%) and *'...spend time with family or friends'* (10%).
- 5.4.24 A third made a comment about the *'environment'* (36%) including mentions of the areas *'...scenery/landscape/views'* (22%) and that it's a *'...pleasant place to spend time'* (15%) and *'...feels unspoilt/natural'* (7%).
- 5.4.25 The *'location'* of this area was also important to some, particularly the fact that it is *'...close to home'* (12%) and *'...close to work'* (4%).
- 5.4.26 Mentions of *'nature'* were low for this site and less than one-in-twenty mentioned that you *'...can see animals/wildlife'* (4%) and even fewer made reference to the fact that you *'...can see birds'* (1%) or that *'...it's a protected area'* (1%).

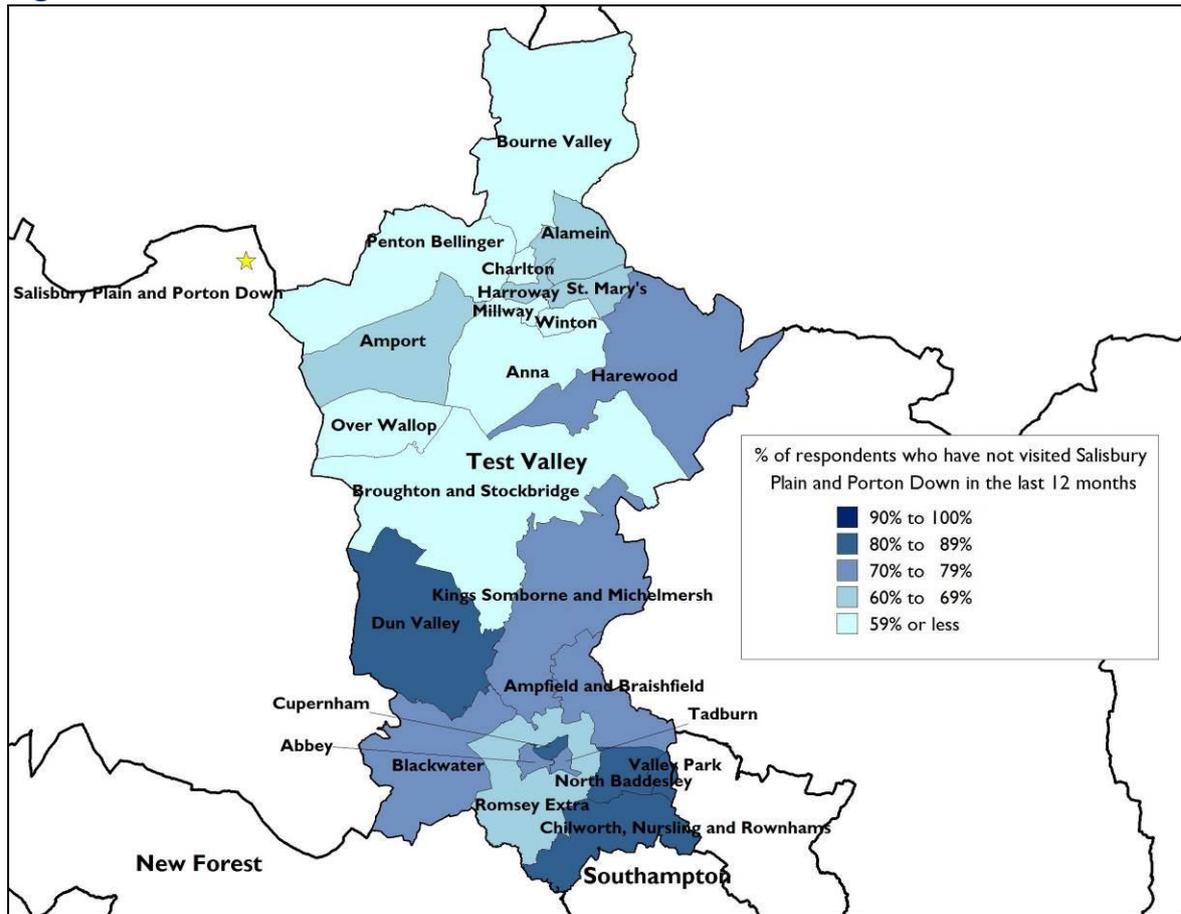
Demographic differences

- 5.4.27 This was another area where *'male'* respondents were significantly more likely to say they'd visited in the last 12 months than *'females'* (36% vs. 28%) and *'males'* were also more likely to have ever visited in the past (62% vs. 54%).
- 5.4.28 In addition, in the last 12 months, *'males'* were more likely than *'females'* to say they'd visited *'on your own'* (24% vs. 13%), but less likely to say that they'd visited this area to *'...spend time with family or friends'* (6% vs. 15%).
- 5.4.29 *'Males'* were also less likely than *'females'* to say that when they have visited they, or people they'd visited with, normally take a dog (33% vs. 46%).

Non visitors in the last 12 months

- 5.4.30 Those who had not visited Salisbury Plain and Porton Down in the last 12 months have been mapped on a ward by ward basis with the darker the shading the higher the percentage of respondents residing in that ward who have not visited the area during this time. This shows visitors are attracted from a wide catchment across Test Valley.

Figure 30. Where non visitors in last 12 months reside



5.5 Usage of Areas of the New Forest Closest to Test Valley

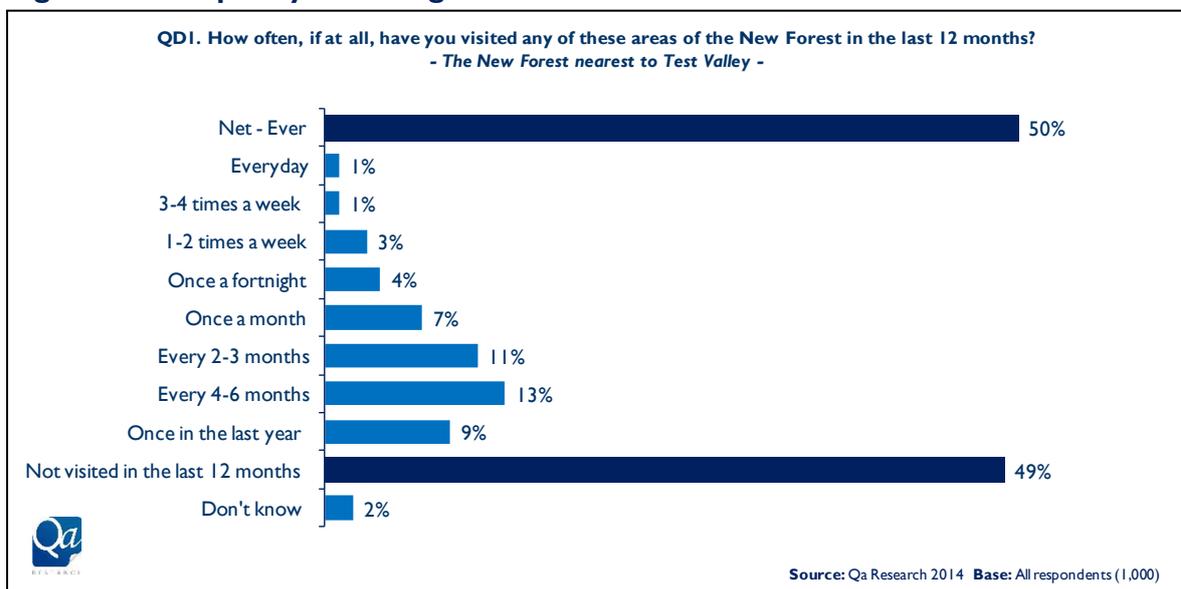
5.5.1 Respondents were asked about certain areas of the New Forest. As the New Forest covers a large area and to identify the location of the specific areas we were interested in, each respondent was read the following description;

In particular, I'd like you to think about those areas which are closest to Test Valley such as West Wellow Common or areas around Totton and Ashurst. I appreciate that the New Forest is a big place, but it's these areas that we are especially interested in.

Frequency of visiting

5.5.2 All respondents were asked how often, if at all, they had visited this area in the last 12 months and responses are shown below;

Figure 31. Frequency of visiting the New Forest



5.5.3 Of the four areas tested in the research, it was this one that recorded the highest proportion of visitors in the last 12 months, with half of all respondents indicating that they had visited those areas of the New Forest closest to Test Valley during this period (50%).

5.5.4 An additional quarter of respondents said that had visited but not within the last year, meaning that in total three-quarters of all respondents had visited this area at some time in the past (75%). Again, this makes this area of the New Forest the most visited of the four, specific locations tested in this research.

5.5.5 As well as having the highest proportion of respondents who'd visited, this was also one of the more frequently visited locations and 16% said that they had visited these areas of the New Forest 'once a month' or more often in the last year. That said, the majority of visitors had visited less often and amongst all respondents around one-in-ten had visited 'every 2-3 months' (11%), 'every 4-6 months' (13%) or only 'once in the last year' (9%).

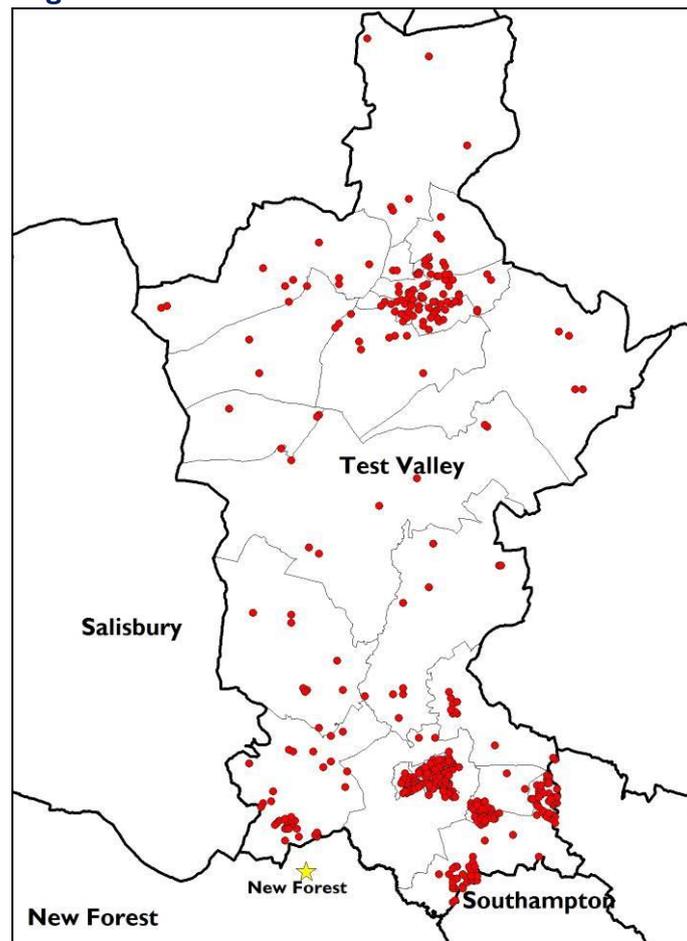
Geographical analysis

5.5.6 As might be expected, respondents living in the Southern Test Valley were significantly more likely than those living in the Northern Test Valley to have visited these areas of the New Forest in the last year (72% vs. 37%), but it should be noted that this means almost two-fifths of those living in the Northern Test Valley have visited in the last 12 months. In line with this, respondents living in wards in the south of the Borough were the most likely to say that they'd visited in the last 12 months with levels of visiting highest in the following;

- Blackwater (95%)
- Tadburn (80%)
- Abbey (77%)
- Cupernham (74%)
- Dun Valley (73%)
- Kings Somborne and Michelmersh (72%)
- Romsey Extra (72%).

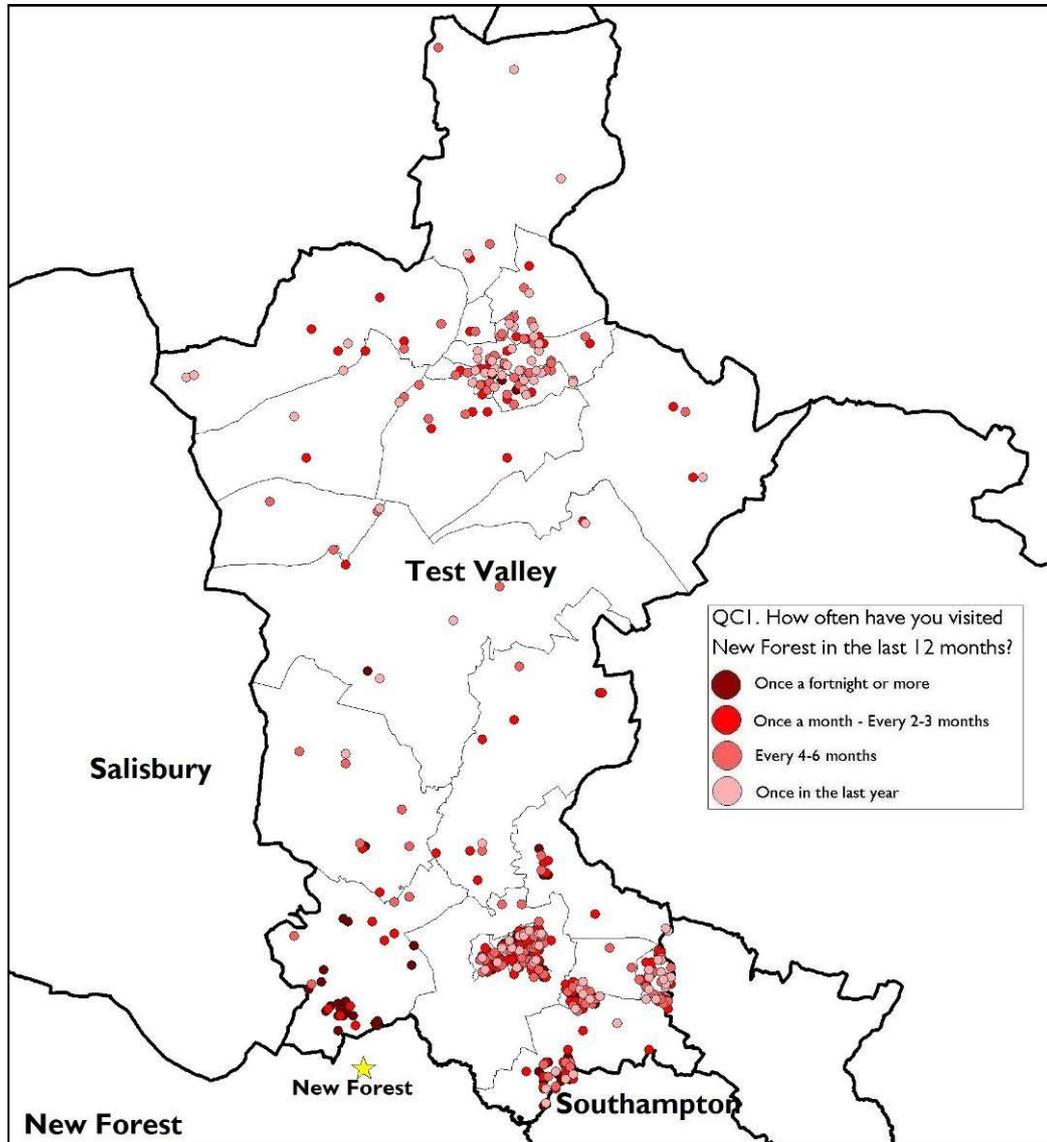
5.5.7 Based on their postcode, the map below shows the home address of those who have visited areas of the New Forest closest to Test Valley in the last 12 months and demonstrates that this area attracts visits from across the Borough;

Figure 32. Map: Usage of the areas of the New Forest closest to Test Valley



5.5.8 The following map shows the frequency of visiting in the last 12 months amongst visitors from across the whole Borough. Each dot represents a respondent who's visited and the different shades indicate frequency of visiting;

Figure 33. Map: Frequency of visiting areas of the New Forest closest to Test Valley



5.5.9 Generally, frequency of visiting the New Forest is comparable between respondents living in the Northern Test Valley compared to those in the Southern Test Valley (as outlined in Section 5.7). The most frequent visitors tend to live in the ward of Blackwater, where 67% said that they'd visited areas of the New Forest closest to Test Valley 'once a fortnight or more'.

5.5.10 The table below shows the mean distance (in miles) that visitors live from this site and breaks this down by frequency of visiting²;

Figure 34. Mean distance from areas of the New Forest closest to Test Valley

Average distance from site (miles)	Frequency of visiting				
	All visitors in last 12 months	Once a Fortnight or More	Once a month/Every 2-3 Months	Every 4-6 Months	Once a Year
	8.5	5.3	7.6	10.1	11.8

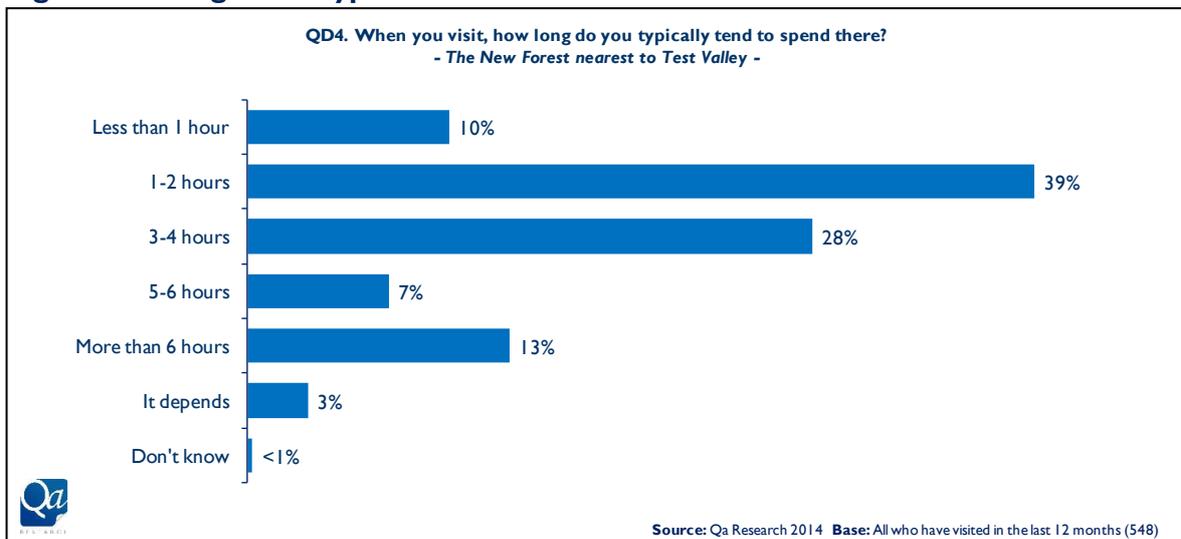
5.5.11 This table indicates that although levels of visiting the New Forest have been high over the last year, distance from the areas explored in this research does impact on how frequently respondents choose to visit; 75% of all these visitors come from within 8.44 miles of the site.

5.5.12 For example, respondents who have visited 'once a fortnight or more' live on average 5.3 away while those that have visited only 'once in the last year' live on average 11.8 miles away.

Duration of visit and whether visit as an individual or a group

5.5.13 All those who said that they had visited this site in the last 12 months were asked a series of questions about their visits and these are detailed below;

Figure 35. Length of a typical visit

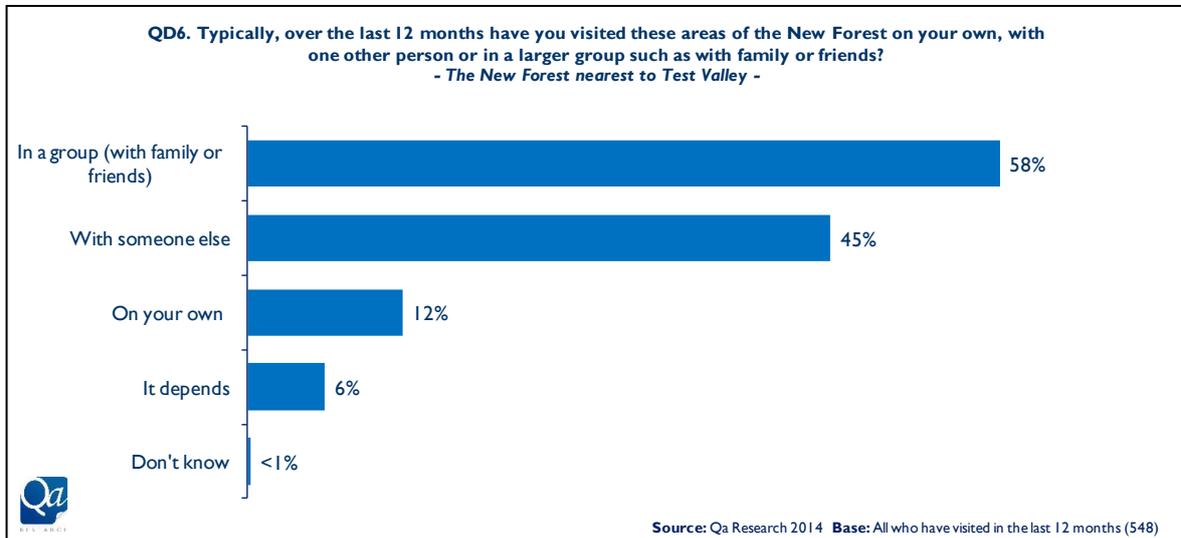


5.5.14 Visits to those area of the New Forest closest to Test Valley tended to be of a longer duration than visits to any of the other three areas tested in this research, although the

² The distance calculation are based on a single grid reference provided by TVBC as the most appropriate point within the location; however given the variety of locations to visit in this area of the New Forest the figures should be treated as being indicative only rather than necessarily an accurate measure of each person's visit

most frequently mentioned duration was once again '1-2 hours' (39%). However, almost half said that they spend longer than '1-2 hours' such as '3-4 hours' (28%), '5-6 hours' (7%) or even 'more than 6 hours' (13%).

Figure 36. Whether visit as a group or individual

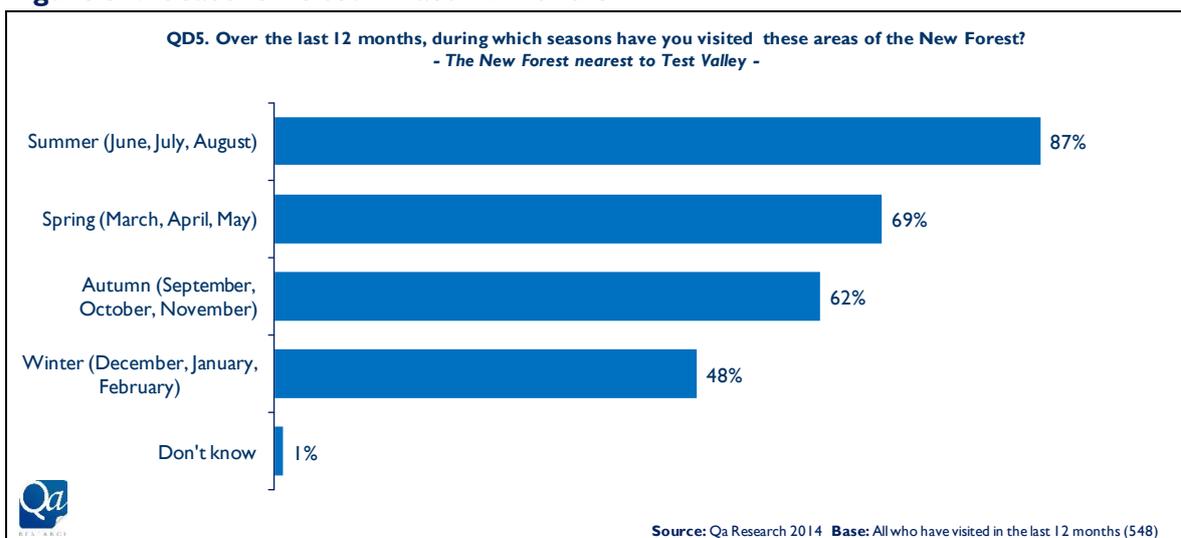


5.5.15 Of the four areas tested in this research, this area had the lowest proportion of recent visitors who indicated that in the last year that they'd typically visited 'on your own' (12%) and visitors to the New Forest nearest to Test Valley tended to visit 'in a group (with family or friends)' (58%) or 'with someone else' (45%). Around a third said that they, or someone they visit with, normally takes a dog (34%) and a further 4% said that 'it depends', lower than for the other sites tested.

Seasons visited and method of transport used

5.5.16 The chart shows the seasons during which respondents said they had visited this site;

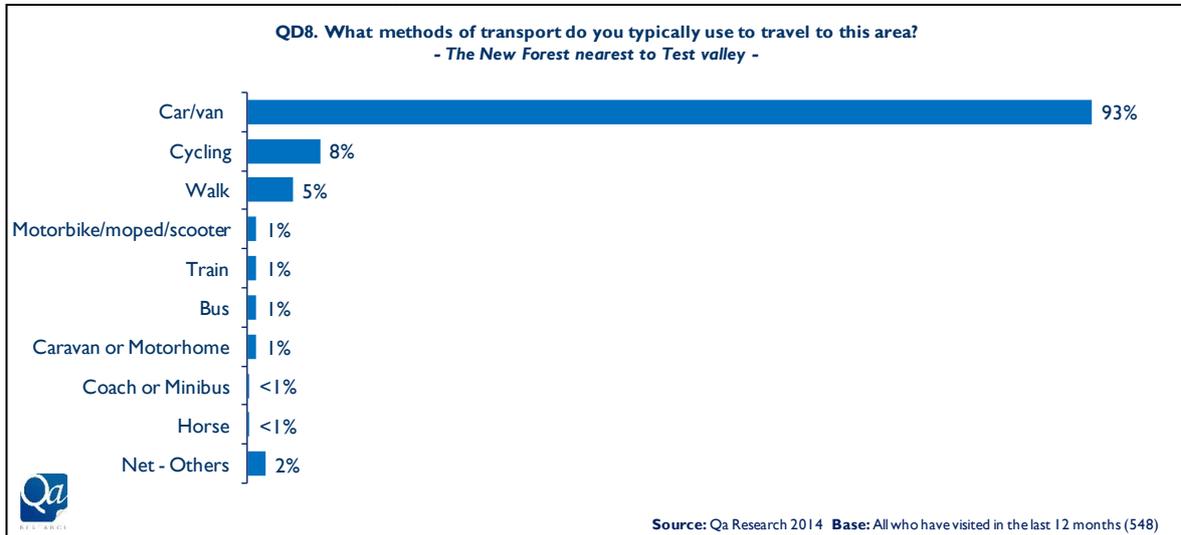
Figure 37. Seasons visited in last 12 months



5.5.17 This is an area that is generally visited all year round and comparatively high proportions mentioned each season, but the most frequently mentioned were 'summer' (87%) and 'spring' (69%), followed by 'autumn' (62%). However, almost half had visited in 'winter' (48%).

5.5.18 The chart below shows the methods used by visitors to travel to this site;

Figure 38. Methods of transport used to visit



5.5.19 More than nine-out-of-ten of those who said they'd visited those areas of the New Forest nearest to Test Valley in the last 12 months said that typically visit this area by 'car/van' (93%).

5.5.20 Around one-in-twenty mentioned 'cycling' (8%) and 'walking' (5%), but other methods were mentioned much less frequently.

Main reasons for visiting

5.5.21 All visitors were asked what their main reasons were for visiting and this was an unprompted question and similar answers have been grouped into themes for analysis. The table is shown overleaf.

Figure 39. Main reasons for visiting

QD9. What would you say are the main reasons why you visit these areas of the New Forest?	Count	Percentage
Net - Activities	331	67%
Activities - good for walking/hiking	149	30%
Activities - able to walk dogs	99	20%
Activities - able to cycle/mountain bike	35	7%
Activities - public footpaths/bridleways	28	6%
Activities - guided walks/displays	26	5%
Activities - exercise and sport	22	4%
Activities - spend time with family or friends	18	4%
Activities - general leisure or recreation	17	3%
Activities - to go for a picnic	15	3%
Activities - for a day out	8	2%
Activities - camping	8	2%
Activities - just passing through	4	1%
Activities - able to ride horses	3	1%
Activities - photography	3	1%
Net - Environment	221	44%
Environment - scenery/landscape/views	132	26%
Environment - pleasant place to spend time	113	23%
Environment - feels unspoilt/natural	63	13%
Environment - enjoying the outdoors and fresh air	17	3%
Environment - because it is a National Park	11	2%
Environment - relaxing surrounds	6	1%
Environment - somewhere different to go	2	<1%
Net - Facilities	78	16%
Facilities - playgrounds/facilities for children	39	8%
Facilities - somewhere to buy food and drink (e.g. cafe's, shops, pubs)	28	6%
Facilities - attractions/things to do	18	4%
Facilities - accommodation available	1	<1%
Net - Nature	75	15%
Nature - can see animals/wildlife	50	10%
Nature - it's a wood/forest	28	6%
Nature - like the trees/plantlife	24	5%
Nature - can see birds	16	3%
Nature - it's a protected area	5	1%
Net - Location	53	11%
Location - close to home	47	9%
Location - close to work	6	1%
Net - Transport	33	7%
Transport - accessible by car	23	5%
Transport - accessible by bike	6	1%
Transport - accessible on foot	5	1%
Net - Amenity	37	7%
Amenity - peace and quiet	30	6%
Amenity - few people/no crowds	15	3%
Net - Access	23	5%
Access - easy to travel to	16	3%
Access - good parking	8	2%
Access - free/cheap parking	3	1%
Other	13	3%
Don't know	2	<1%

Base: All who have visited in the last 12 months (548)

- 5.5.22 Similar reasons to those given for visiting the other areas tested were given for visiting areas of the New Forest that are nearest to Test Valley. For example, two thirds made reference to 'activities' (67%) and specifically that this area was '*...good for walking/hiking*' (30%) and is an area where you are '*...able to walk dogs*' (20%).
- 5.5.23 Just over two-fifths made a comment about the 'environment' (44%) including mentions of the area's '*...scenery/landscape/views*' (26%) and that it's a '*...pleasant place to spend time*' (23%) and '*...feels unspoilt/natural*' (13%).
- 5.5.24 Additionally, 16% made a comment about visiting this area due to 'facilities' (16%) such as '*...playgrounds/facilities for children*' (8%) and '*...somewhere to buy food and drink (e.g. cafe's, shops, pubs)*' (6%).
- 5.5.25 A similar proportion also made a comment about 'nature' (15%) including that you '*...can see animals/wildlife*' (10%) and that '*...it's a wood forest*' (6%) and they '*...like the trees/plantlife*' (5%).
- 5.5.26 Finally, almost one-in-ten mentioned that it was '*...close to home*' (9%).

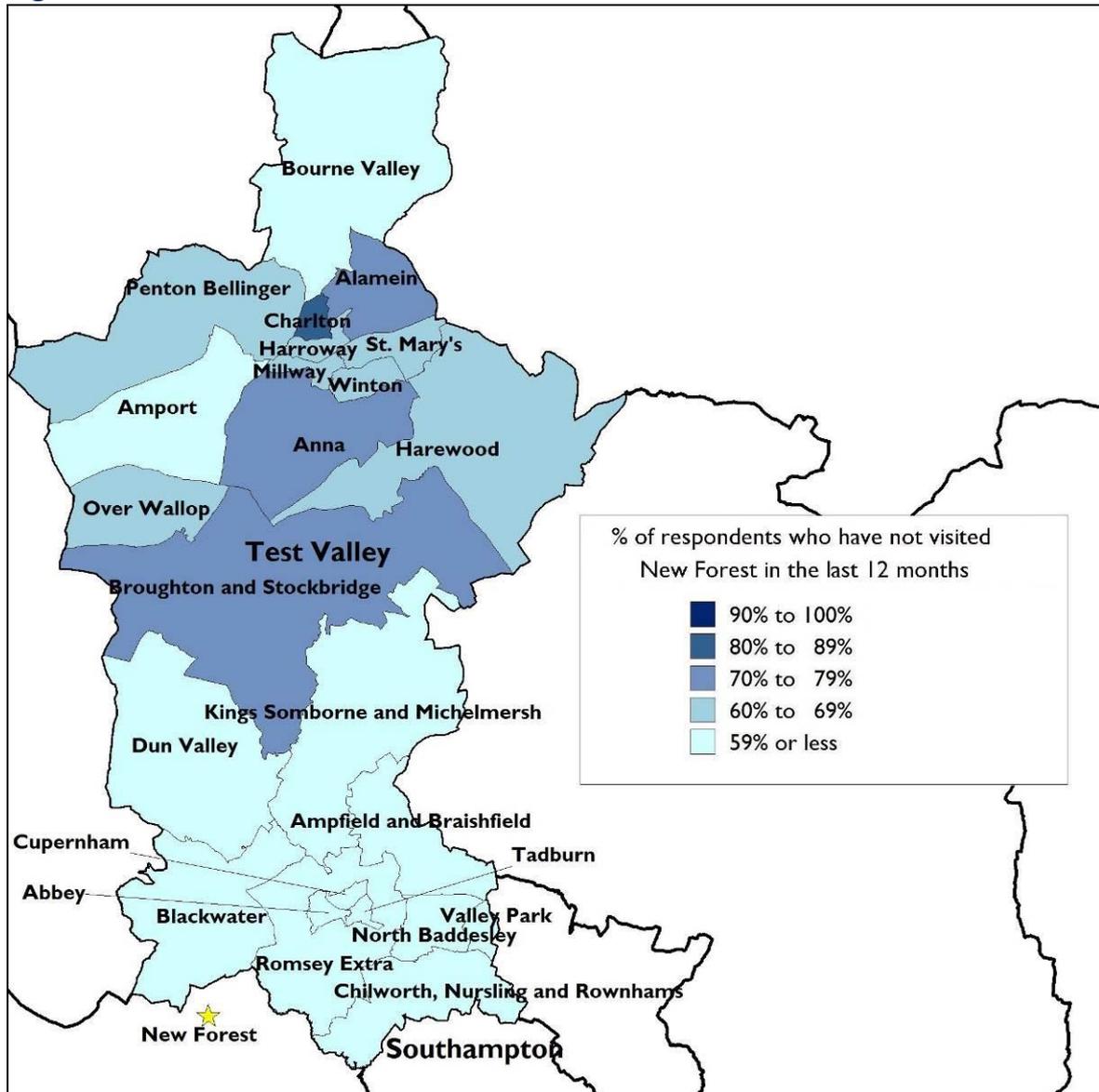
Demographic differences

- 5.5.27 In line with the other areas, 'male' respondents were more likely than 'females' to say they'd visited these areas of the New Forest in the last 12 months (54% vs. 45%) and at any stage in the past (79% vs. 72%).
- 5.5.28 Amongst visitors in the last 12 months, 'male' visitors were significantly more likely than 'females' to say that they typically travel to these areas by 'cycling' (11% vs. 4%) and 'walking' (6% vs. 3%) but less likely to say that they use a 'car/van' (90% vs. 95%). In line with this, males were more likely to say that they visit those areas of the New Forest that are nearest to Test Valley for '*...exercise and sport*' than 'females' (7% vs. 2%).

Non visitors in the last 12 months

- 5.5.29 Those who had not visited the areas of New Forest that are nearest to Test Valley in the last 12 months have been mapped on a ward by ward basis with the darker the shading the higher the percentage of respondents residing in that ward who have not visited the area during this time. This shows visitors are attracted from a wide catchment across Test Valley.

Figure 40. Where non visitors in last 12 months reside



5.6 Other open spaces visited

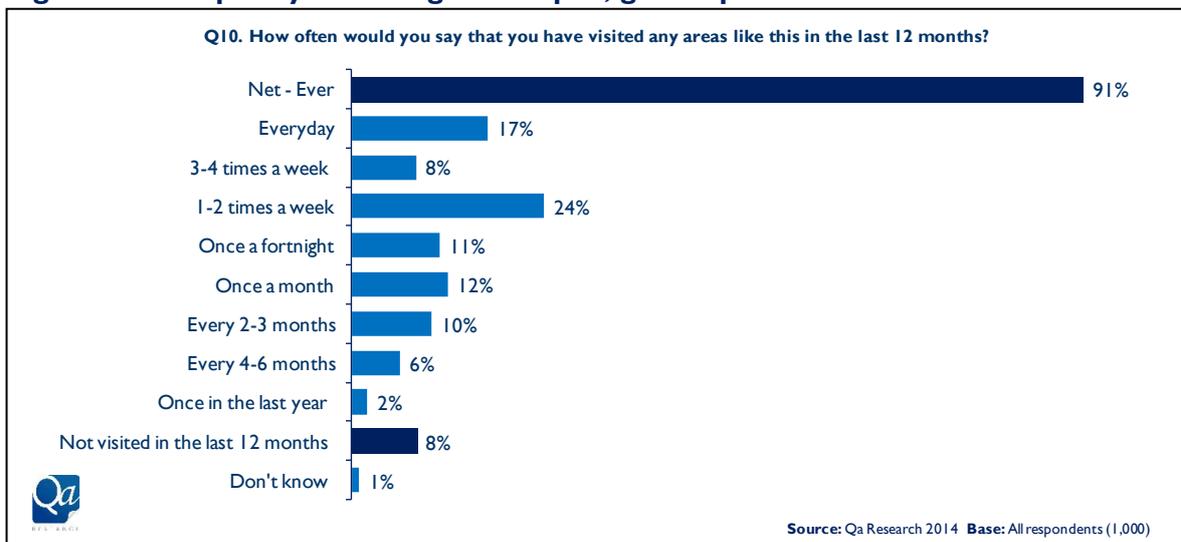
5.6.1 While the first section of the survey dealt with four specific areas, the next section asked respondents about any other open spaces they may have visited in the last 12 months. Respondents were asked to consider the following

I would now like you to think more generally about other open, green spaces in your local area that you might visit. This might include local parks, woods, areas of farmland or any other open spaces that you are able to access.

Frequency of visiting other open, green spaces

5.6.2 Firstly, respondents were asked how often they'd visited areas like this in the last year and responses are shown below;

Figure 41. Frequency of visiting other open, green spaces



5.6.3 More than nine-out-of ten said they'd visited other open, green spaces in the last year (91%) and some respondents reported visiting them relatively frequently with almost a fifth indicating that they do so 'everyday' (17%), 8% that they visit '3-4 times a week' and 24% that they visit '1-2 times a week'.

Demographic differences

5.6.4 Few differences between different demographic groups were apparent, but older respondents were significantly more likely than younger ones to indicate that they had 'not visited in the last 12 months' (16-24: 6%, 25-44: 5%, 45-64: 7%, 65+: 15%).

5.6.5 In line with this, respondents who identified themselves as having a long-standing illness, disability or infirmity were significantly more likely than those without to say that they'd have 'not visited in the last 12 months' (18% vs. 7%).

Other open, green spaces visited

5.6.6 All respondents who said that they do visit other green spaces were asked to describe where they visit. This was an entirely open question and the range of places mentioned varied considerable from those that were named, such as parks and recreation grounds, to more general and informal areas just as fields and minor woods.

5.6.7 The table below shows those locations mentioned by 4% or more;

Figure 42. Most frequently mentioned other, green spaces visited

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Count	Percentage
Charlton Sports Centre / Charlton Lakeside	158	16%
Anton Lakes, Andover	137	14%
Romsey Memorial Park	136	14%
Danebury Hill Fort, near Stockbridge and Nether Wallop	114	11%
Stockbridge Common	111	11%
Rooksbury Mill, Andover	82	8%
West Down, near Chilbolton	54	5%
Test Way Right of Way	54	5%
Mottisfont Estate, (including Mottisfont Abbey)	50	5%
Harewood Forest, Andover	44	4%
Valley Park woods	43	4%
Farley Mount Country Park / West Wood	41	4%
Watermill Park, Andover	40	4%
Ampfield Woods	40	4%
Broughton and Stockbridge	40	4%
Andover (various or not specified)	35	4%

Base: All respondents who use other open spaces (920)

5.6.8 As this table highlights, a number of these locations were visited as often, or more often, than one of the specific locations tested in the research, namely Baddesley Common and Emer Bog.

5.6.9 The most frequently mentioned were 'Charlton Sports Centre/Charlton Lakeside' (16%), 'Romsey Memorial Park' (14%), 'Anton Lakes, Andover' (14%), 'Stockbridge Common' (11%) and 'Danebury Hill Fort' (11%).

5.6.10 These areas are generally designated open areas for leisure and tourism, but a range of other areas were mentioned at this question and details of the main locations amongst respondents from each ward are outlined in Appendix I.

Reasons for visiting open, green spaces

5.6.11 The final section of the questionnaire explored what's important to respondents when visiting open, green spaces and also what, if anything, would encourage them to visit more often.

Most important things when deciding where to visit

5.6.12 The following two tables show the most important things to respondents when deciding which open, green spaces to visit. The question was asked without prompting, with respondents able to mention as many factors as applicable, with their answers being

assigned to a list of options, hence the percentages add up to more than 100%. A wide range of answers were given here, so the table has been split for analysis purposes;

Figure 43. Most important things when deciding which green spaces to visit (I)

Q12. What sort of things are important to you when deciding which open, green spaces to visit?		
	Count	Percentage
Net - Activities	446	45%
Activities - able to walk dogs	191	19%
Activities - good for walking/hiking	166	17%
Activities - public footpaths/bridleways	131	13%
Activities - able to cycle/mountain bike	39	4%
Activities - exercise & sport	31	3%
Activities - guided walks/displays	28	3%
Activities - able to ride horses	7	1%
Net - Environment	398	40%
Environment - scenery/landscape/views	198	20%
Environment - feels unspoilt/natural	131	13%
Environment - pleasant place to spend time	106	11%
Environment - cleanliness (e.g. no litter, no dog mess etc)	72	7%
Environment - safe generally	67	7%
Net - Facilities	267	27%
Facilities - playgrounds/facilities for children	142	14%
Facilities - somewhere to buy food and drink (e.g. cafe's, shops, pubs)	89	9%
Facilities - attractions/things to do	56	6%
Facilities - maintained guided walks	27	3%
Facilities - bins (general litter & dog litter)	14	1%
Facilities - benches	10	1%
Facilities - toilets	8	1%
Facilities - accommodation available	3	<1%
Net - Access	268	27%
Access - good parking	172	17%
Access - easy to travel to	106	11%
Access - free / cheap parking	62	6%
Access - accessible by wheelchair or if I have poor mobility	14	1%
Base: All respondents (1,000)		

- 5.6.13 In line with the reasons given for choosing to visit the four, specific sites tested in this research the most frequently given reasons for choosing to visit somewhere were to do with 'activities' (45%) and in particular that you're '...able to walk dogs' (19%) and that the area is '...good for walking/hiking' (17%) and that it offers '...public footpaths/bridleways' (13%).
- 5.6.14 Additionally, two-fifths made a comment relating to the 'environment' (40%) and this was most often about choosing to visit an area because of its '...scenery/landscape/views' (20%), because it '...feels unspoilt/natural' (13%) or because it is simply a '...pleasant place to spend time' (11%).
- 5.6.15 Just over a quarter made a comment regarding 'access' (27%) and this was primarily to do with a desire for '...good parking' (17%) and that an area should be '...easy to travel to' (11%).

5.6.16 Just over a quarter made a comment regarding 'facilities' (27%) and a range of different facilities were mentioned including '...playgrounds/facilities for children' (14%), '...somewhere to buy food and drink (e.g. cafe's, shops, pubs)' (9%) and more generally '...attractions/things to do' (6%)

5.6.17 The table below details other reasons given at this question;

Figure 44. Most important things when deciding which green spaces to visit (2)

Q12. What sort of things are important to you when deciding which open, green spaces to visit?		
	Count	Percentage
Net - Transport	225	22%
Transport - accessible by car	121	12%
Transport - accessible on foot	115	12%
Transport - accessible by bike	24	2%
Transport - accessible by public transport	12	1%
Net - Location	174	17%
Location - close to home	143	14%
Location - away from roads and traffic	30	3%
Location - close to work	5	1%
Net - Nature	155	16%
Nature - can see animals/wildlife	92	9%
Nature - like the trees/plantlife	45	5%
Nature - it's a wood/forest	42	4%
Nature - can see birds	33	3%
Nature - because it has a unique habitat / landscape	25	2%
Nature - to see wildlife that is unique or difficult to see elsewhere	19	2%
Nature - it's a protected area	12	1%
Net - Amenity	146	15%
Amenity - peace and quiet	106	11%
Amenity - few people/no crowds	88	9%
Net - Other	89	9%
Better weather	16	2%
Nothing	12	1%
Other	49	5%
Never visited open, green spaces	12	1%
Don't know	20	2%
Base: All respondents (1,000)		

5.6.18 As this table highlights, just over a fifth mentioned something to do with 'transport' (22%) and a similar proportion mentioned that areas should be '...accessible by car' (12%) and '...accessible on foot' (12%). In line with this, 17% made a comment about 'location' and this was mainly that an area should be '...close to home' (14%).

5.6.19 Finally, mentions of something to do with 'nature' were made by 16% of respondents including that it's important they '... can see animals/wildlife' (9%), that respondents '...like the trees/plantlife' (5%) and that '... it's a wood/forest' (4%). This highlights the relative unimportance of these factors when residents are considering where to visit.

Demographic differences

5.6.20 When outlining the sorts of things that are important when deciding where to visit, some differences were recorded between different demographic groups.

- 5.6.21 In particular, 'males' were significantly more likely than 'females' to say that areas need to be '...easy to travel to' (13% vs. 9%) and that they'd choose to go there for '...exercise and sport' (5% vs. 1%) and '...peace and quiet' (13% vs. 8%).
- 5.6.22 However, 'females' were significantly more likely to feel that it was important that areas they visit are '...accessible on foot' (15% vs. 8%), are '...safe generally' (9% vs. 4%) and to stress the importance of '...cleanliness (e.g. no litter, no dog mess etc)' (9% vs. 5%).
- 5.6.23 Some differences by age were apparent here as well, with those aged 25-44 significantly more likely to mention the importance of '...playgrounds/facilities for children' (16-24: 9%, 25-44: 30%, 45-64: 6%, 65+: 9%).
- 5.6.24 'Good parking' was mentioned more frequently by those in the middle age groups than either younger or older respondents (16-24: 10%, 25-44: 20%, 45-64: 20%, 65+: 13%), while older respondents were significantly more likely to mention the importance of visiting an area so you '...can see animals/wildlife' (16-24: 4%, 25-44: 7%, 45-64: 9%, 65+: 16%) and because they '...like the trees/plantlife' (16-24: 2%, 25-44: 3%, 45-64: 4%, 65+: 9%).

5.7 What would encourage more visits to open, green spaces

- 5.7.1 Respondents were then asked what, if anything, would encourage them to visit open, green spaces more often and responses are shown overleaf. This was an entirely open question, with respondents able to cite more than one factor, with similar responses being coded into themes for analysis;

Figure 45. What would encourage more visits to open, green spaces

Q13. What, if anything, would encourage you to visit open, green spaces in your local area more often?	Count	Percentage
Better weather	87	9%
Having more free time	77	8%
Improved information maps, local leaflets & signage	68	7%
More advertising and marketing or word of mouth recommendations	62	6%
More availability of good parking	49	5%
More comprehensive pedestrian network (e.g. trails, walkways, bridges)	42	4%
Improved cleanliness (e.g. no litter, no dog mess etc)	37	4%
Better playgrounds or facilities for children	36	4%
Better provision for dog owners (e.g. dog bins, nominated walking areas)	30	3%
Attractions or things to do	29	3%
Better provision food & drink outlets and picnic areas	28	3%
Accessible by public transport	23	2%
Improved maintenance & drainage of vehicle and pedestrian routes and paths	20	2%
Improvements for cycling (e.g. trails, parking, facilities)	15	1%
Improved disabled access	9	1%
More opportunities for exercise and sport	7	1%
No answer	26	3%
Other	63	6%
Nothing, I already visit a lot	82	8%
Nothing, I do not want to visit	12	1%
Nothing	284	28%

Base: All respondents (1,000)

- 5.7.2 Around two-fifths of respondents felt unable to give an answer at this question, but amongst those that did a range of answers was recorded. Mentioned most frequently were 'better weather' (9%) and 'having more free time' (8%) which are clearly things that the Council can't influence.
- 5.7.3 However, a number of respondents mentioned other things which the Council could impact on, including 'improved information maps, local leaflets & signage' (7%) and 'more advertising and marketing or word of mouth recommendations' (6%) which included comments such as the following;
- 5.7.4 "Needs to be more pinpointing of where you can access the footpaths in and around Wallop."
- 5.7.5 "Map of pathways in the Test Valley. More information available about access, walking routes in the Test Valley newspaper would be a good idea."
- 5.7.6 "Places need promoting. For example, more information in the Test Valley newsletter along with places to visit. They did do a feature on walks in the Test Valley and specific trails and well sign posted walks are great, they just need to promote them."
- 5.7.7 Additionally, there were mentions of 'more availability of good parking' (5%) as well as 'more comprehensive pedestrian networks (e.g. trails, walkways, bridges)' (4%) which included comments such as the following;

"Knowing footpaths are open, we've been out a couple of times and found farmers have blocked off some of the main routes or they've overgrown."

"More linkages of some of the footpaths to create more circular walks."

5.8 Summary of usage of open, green spaces

- 5.8.1 It is possible to estimate the average number of visits made to each of the sites tested in the research to gauge how frequently they are visited by residents. To do this, we have applied the following scale to the responses for each specific site at QAI, QBI, QCI, QDI and also the question regarding other open, green spaces (Q10). This scale assumes that each visit happens on a separate day (which won't always be the case);

Frequency of visiting	Number of visits
Once in the last year	1
Every 4-6 months	2
Every 2-3 months	4
Once a month	12
Once a fortnight	26
1-2 times a week	78
3-4 times a week	182
Everyday	365

5.8.2 The table below shows the average number of visits to each site amongst all respondents within the last 12 months and amongst those in the Southern Test Valley and the Northern Test Valley;

Figure 46. Average number of visits in the last 12 months

Site	Average number of visits in last 12 months (Maximum: 365)		
	Total sample	Southern Test Valley	Northern Test Valley
Baddesley Common and Emer Bog	23	27	2
Test Valley Marshes and the Lower Test Valley Nature Reserve	9	8	11
Salisbury Plain and Porton Down	28	7	33
Areas of the New Forest closest to Test Valley	23	20	26
Other open, green spaces	111	106	114
BaseL All respondents (1,000)			

Important note: The above figures are meant as an indication and do not provide a definite figure for the number of visits.

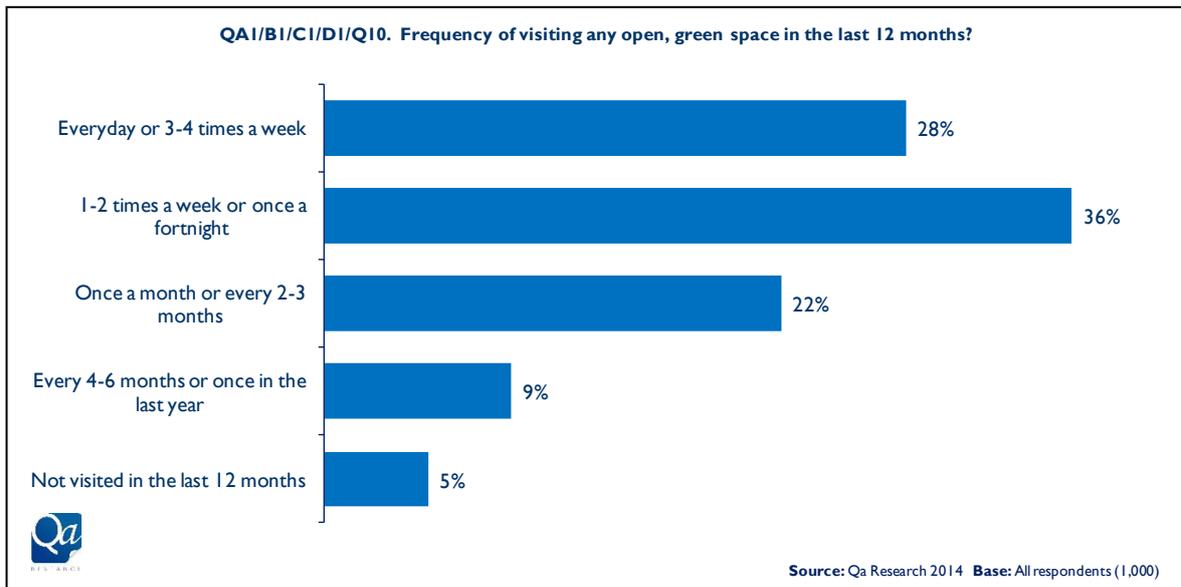
5.8.3 The table highlights that the level of visits was highest for ‘Salisbury Plain and Porton Down’ (28) and broadly the same for ‘Baddesley Common and Emer Bog’ (23) and ‘areas of the New Forest closest to Test Valley’ (23) but a lower number of visits was recorded for ‘Test Valley Marshes and the Lower Test Valley Nature Reserve’ (9) indicating that this is the least visited of the four sites tested.

5.8.4 As expected, residents living in the Southern Test Valley made more visits than those in the Northern Test Valley to ‘Baddesley Common and Emer Bog’ (27 vs. 2), while the opposite was true of ‘Salisbury Plain and Porton Down’ (7 vs. 33). Similar numbers of visits were recorded to ‘areas of the New Forest closest to Test Valley’ (20 vs. 26) and ‘Test Valley Marshes and the Lower Test Valley Nature Reserve’ (8 vs. 11).

5.8.5 The table also highlights that visits to other open, green spaces were much higher and happen more regularly with on average 111 visits in the last 12 months to these areas.

5.8.6 The chart below shows the frequency of visiting any open, green space in the last 12 months including the four specific sites tested in this research and then any other areas;

Figure 47. Frequency of visiting any open, green space in the last 12 months



5.8.7 It is clear from the above chart that the majority of respondents access open, green spaces regularly and in total 64% said that in the last year they have done so 'once a fortnight' or more often and in fact, more than a quarter had done so 'everyday or 3-4 times a week' (28%).

5.8.8 Consequently, only one-in-twenty had 'not visited in the last 12 months' (5%).

Demographic differences

5.8.9 Few differences between different demographic groups were apparent, but as might be expected older respondents were the most likely to say that they had 'not visited in the last 12 months' with one-in-ten of those aged 65+ indicating this (11%).

6. Conclusions

6.1 **Conclusion 1: Open, green spaces are an important amenity for local people and nearly all have visited somewhere in the last year.**

This research highlights the importance of open, green spaces as resource for local residents with 95% indicating that they have visited somewhere in the last 12 months, whether one of the four specific sites tested in this research or another local site. Moreover, almost three-quarters have done so *'once a fortnight'* or more often in the last year, clearly demonstrating the importance of access to these areas for many. But, it is important to note that respondents visit a wide range of different places across the Borough and within their local area and although certain high-profile sites do attract higher numbers of visitors many smaller sites are important in each local area.

6.2 **Conclusion 2: Visitors tend to have general needs when looking for somewhere to visit and while some will look for a unique environment, most simply require suitable activities and good levels of access.**

The reasons given for accessing the four specific sites tested in this research were quite general. In all areas, the main reasons for visiting over the last year were simply for *'...walking/hiking'* or *'...to walk dogs'* or because of the *'...scenery/landscape/views'* the areas offer or that they offer a *'...pleasant place to spend time'*.

6.2.1 Few visitors talked about visiting these sites because of the unique nature of them, with only 3% mentioning that they visit Baddesley Common and Emer Bog because *'...it's a bog'*, 7% visiting Test Valley Marshes and the Lower Test Valley because *'...they're marshes'* and 6% visiting the New Forest because *'...it's a wood/forest'*.

6.2.2 Re-enforcing this, when asked what's generally important when choosing where to visit, the most frequently given answers were similar to those given for the four specific sites, with respondents mentioning the *'...scenery/landscape/views'* and that areas must be *'...good for walking/hiking'* and somewhere that they are *'...able to walk dogs'*.

6.2.3 As a result, if there were concerns about visitor number to key sites, it is likely that visitors could be attracted to other areas of the Borough if these areas could generate a similar sense of freedom and offered similar levels of access. However, this assumes that any other areas are suitably publicised and offer a similar experience. Any new, or newly promoted, area doesn't necessarily need to offer a distinct geography or rare and abundant flora and fauna to meet the needs of many would be visitors. That said, given the prevalence of dog walking amongst visitors (around 40% visiting each of the four sites tested take a dog), many will choose to access sites that are close to home regardless of the draw of other areas in the Borough as they will offer the required convenience.

6.3 **Conclusion 3: To encourage use of open, green spaces generally, there is a role for the Council in informing residents where they can go and providing suitable facilities.**

To encourage more visits to open, green spaces there is clearly nothing the Council and its partners can do to improve the weather or the amount of leisure time residents have, but there is a desire amongst some for the provision of better information about where they can visit, in printed format but also on the ground in the form of improved signage. Other improvements mentioned include better parking, better pedestrian access and

facilities for children (e.g. playgrounds) and dog walkers. These facilities could be used to attract residents to new areas to alleviate visitor numbers at sensitive sites.

6.4 Conclusion 4: Some differences were apparent between the four areas tested, which to a degree reflect their different sizes and characteristics and the different type of amenity and attractions that they offer.

A brief summary of each of the four key sites tested in this research is outlined below;

- 6.4.1 **Baddesley Common and Emer Bog** – This site recorded the lowest proportion of respondents visiting in the last 12 months (14%) or indeed ever in the past (24%) and the area tends to attract visitors from the immediate local area, including wards nearby and the Southern Test Valley more generally, but particularly from North Baddesley where access is easy. Highlighting this, a fifth chose to visit this area in the last year because it is ‘...close to home’ and on average, visitors in the last 12 months live within 2.8 miles of the site, the lowest average distance of the four specific key sites tested in this research.
- 6.4.2 Perhaps reflecting this, most who have visited in the last year have done so for no more than 2 hours and half say that they typically ‘walk’ there (rising to 86% amongst those in North Baddesley), a significantly higher proportion than for any of the other three sites, where travel to them is dominated by use of a ‘car/van’.
- 6.4.3 Other research³ has highlighted that the predominant user group for Baddesley Common and Emer Bog is local dog walkers and this research also suggests that this is a very significant group of local users, with 40% indicating that they typically take a dog when visiting.
- 6.4.4 **Test Valley Marshes and the Lower Test Valley** – Comparatively few had visited this area in the last 12 months (15%) or at any time in the past (26%) and those that had visited in the last year had done so infrequently, often only doing so once or twice.
- 6.4.5 This area does attract visitors from across the Borough, although those living in the south and in particular in southern wards were more likely to have visited. Only around one-in-six said they typically ‘walk’ to this area, and the overwhelming majority drive there.
- 6.4.6 Compared to the other three areas, this area recorded fewer visits in winter and autumn in the last year and this may reflect the fact that this area attracts a relatively high proportion of visitors to view its wildlife, some of which is seasonal. In particular, almost a third of recent visitors said they had gone there in the last year because they ‘...can see birds’ and because they ‘...can see animals/wildlife’ and one-in-twenty highlighted that ‘...there are bird hides’.
- 6.4.7 Clearly, this area offers a unique draw for some with a particular interest in wildlife and it would be difficult to replicate this elsewhere, although many others visit for more general reasons as noted earlier.

³ ‘Nutburn Road, North Baddesley, Visitor Questionnaire Survey of Emer Bog and Baddesley Common’, Ecological Planning & Research, 2011

- 6.4.8 **Salisbury Plain and Porton Down** – Almost a third (32%) had visited these areas in the last year and more than half had done so at some stage in the past (58%). Residents living in the Northern Test Valley were more likely to have visited over the last 12 months as were those who live in the wards to the west of the Borough.
- 6.4.9 That said, this area does attract visitors from across the Borough and figures highlight that visitors tend to travel further (visitors over the last year travelled on average 12.9 miles) to access this area than either Baddesley Common and Emer Bog or Test Valley Marshes and the Lower Test Nature Reserve and tend to visit more frequently than either of these areas. In line with this, access to this area is dominated by use of a 'car/van'.
- 6.4.10 **Areas of the New Forest closest to Test Valley** – Of the four key sites tested in this research it was this one that attracted the most visitors, both in the last 12 months (50%) and at any stage in the past (75%) and many choose to visit the New Forest regularly with more than one-in-six saying that they had done so 'once a month' or more often in the last year.
- 6.4.11 Although residents in the Southern Test Valley were more likely than those in the north to have visited in the last year, this area attracts visitors from across the Borough with visitors travelling further to access this site than the other three tested in the research. Therefore, it is perhaps inevitable that, overwhelmingly, access is typically by 'car/van', although some do 'cycle' and 'walk' to visit.
- 6.4.12 This is an area where there seems to be more of an expectation that facilities will be available with some recent visitors talking about '*...playgrounds/facilities for children*' and '*...somewhere to buy food and drink (e.g. cafe's, shops, pubs)*'.
- 6.4.13 This is clearly a high profile tourist destination, serving a key role in providing access to open spaces for the population of southern England.

7. Appendices

7.1 Appendix I: Other, open green spaces visited – by ward

The tables below show the most frequently mentioned places amongst respondents in each ward, or all places mentioned when the list of options comprises a small list.

Figure 48. Most frequently mentioned other open spaces – Abbey

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Abbey	
	Count	Percentage
Romsey Memorial Park	27	71%
Barge Canal or Canal Walk, Romsey	6	16%
Tadburn Meadow LNR (incl. Tadburn Lake), Romsey	6	15%
Romsey Sports Centre	4	12%
Mottisfont Estate, (including Mottisfont Abbey)	5	12%
Test Way Right of Way	4	10%
Fishlake Meadows, Romsey	4	9%
Sir Harold Hillier Gardens and Arboretum, Romsey	3	9%
Farley Mount Country Park / West Wood	3	7%

Base: All Abbey respondents who use other open spaces (51)

Figure 49. Most frequently mentioned other open spaces - Alamein

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Alamein	
	Count	Percentage
Charlton Sports Centre / Charlton Lakeside	23	39%
Anton Lakes, Andover	23	39%
West Down, near Chilbolton	9	15%
Danebury Hill Fort, near Stockbridge and Nether Wallop	8	14%
Andover (various or not specified)	8	13%
Smannell Road open space, Andover	7	12%
Alamein (outside Andover)	6	9%
Stockbridge Common	4	7%
Rooksbury Mill, Andover	4	7%
Harewood Forest, Andover	4	7%
Bourne Valley	4	7%

Base: All Alamein respondents who use other open spaces (44)

Figure 50. All mentioned other open spaces - Ampfield and Braishfield

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Ampfield and Braishfield	
	Count	Percentage
Ampfield Woods	9	44%
Ampfield and Braishfield	8	39%
Farley Mount Country Park / West Wood	6	31%
Romsey Memorial Park	4	20%
Test Way Right of Way	3	17%
Stockbridge Common	3	14%
Kings Somborne and Michelmersh	3	14%
Danebury Hill Fort, near Stockbridge and Nether Wallop	1	7%
Mottisfont Estate, (including Mottisfont Abbey)	1	7%
St Catherines Hill, Winchester	1	7%

Base: All Ampfield and Braishfield respondents who use other open spaces (29)
* Caution low base

Figure 51. All mentioned other open spaces – Amport

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Amport	
	Count	Percentage
Amport	9	70%
Stockbridge Common	6	43%
Danebury Hill Fort, near Stockbridge and Nether Wallop	5	42%
Broughton and Stockbridge	3	20%
Bourne Valley	3	20%
Anna	2	19%
Watermill Park, Andover	1	11%
Anton Lakes, Andover	1	11%

Base: All Amport respondents who use other open spaces (10)
* Caution low base

Figure 52. Most frequently mentioned other open spaces – Anna

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Anna	
	Count	Percentage
Anton Lakes, Andover	15	39%
Anna	13	33%
Danebury Hill Fort	12	30%
Stockbridge Common	10	26%
Rooksbury Mill, Andover	9	23%
Charlton Sports Centre / Charlton Lakeside	8	19%
West Down, near Chilbolton	4	10%
Watermill Park, Andover	4	9%
Vigo Park, Andover	3	7%

Base: All Anna respondents who use other open spaces (31)
* Caution low base

Figure 53. Most frequently mentioned other open spaces – Blackwater

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Blackwater	
	Count	Percentage
Blackwater	12	28%
Romsey Memorial Park	10	23%
Canada Common and Plaitford Common	4	8%
Rownhams Plantation	3	6%
Mottisfont Estate, (including Mottisfont Abbey)	3	6%
New Forest (various and not specified)	3	6%
Fritham, New Forest	2	6%
Romsey Sports Centre	2	5%
Ampfield Woods	2	5%
West Down, near Chilbolton	2	5%
Southampton Common, Southampton	2	5%
South Downs	2	5%
Test Way Right of Way	2	5%
Bolderwood, New Forest	2	5%

Base: All Blackwater respondents who use other open spaces (36)

Figure 54. All mentioned other open spaces - Bourne Valley

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Bourne Valley	
	Count	Percentage
Bourne Valley	13	78%
Test Way Right of Way	4	24%
Danebury Hill Fort	3	17%
Combe Gibbet, West Berkshire	3	16%
Stockbridge Common	2	9%
Savernake Forest, nr Marlborough	2	9%
Vigo Park, Andover	1	9%
Hungerford	1	9%
Marlborough	1	9%
Fosbury, nr Vernham Dean	1	8%
Rooksbury Mill, Andover	1	7%
South Downs	1	7%
Andover (various or not specified)	1	7%

Base: All Bourne Valley respondents who use other open spaces (13)
* Caution low base

Figure 55. Most frequently mentioned other open spaces - Broughton and Stockbridge

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Broughton and Stockbridge	
	Count	Percentage
Stockbridge Common	15	38%
Danebury Hill Fort	14	36%
Broughton and Stockbridge	11	30%
Broughton Down	9	22%
West Down, near Chilbolton	8	21%
Mottisfont Estate, (including Mottisfont Abbey)	4	10%
Chilbolton Common, Chilbolton	4	10%
Test Way Right of Way	4	10%
Over Wallop	4	10%
Farley Mount Country Park / West Wood	3	7%
Anton Lakes, Andover	3	7%
Bentley Wood, nr West Tytherley	3	7%
Stockbridge Down, Stockbridge	3	7%

Base: All Broughton and Stockbridge respondents who use other open spaces (31)

Figure 56. All mentioned other open spaces - Charlton

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Charlton	
	Count	Percentage
Charlton Sports Centre / Charlton Lakeside	18	100%
Anton Lakes, Andover	6	33%
Watermill Park, Andover	3	17%
Stockbridge Common	3	17%
Ampfield Recreation Ground	2	9%
Ampfield Woods	2	9%
Harewood Forest, Andover	2	9%
Danebury Hill Fort	1	8%
Broughton and Stockbridge	1	8%
Tidworth	1	8%
Valley Park woods	1	7%

Base: All Charlton respondents who use other open spaces (18)
* Caution low base

Figure 57. Most frequently mentioned other open spaces - Chilworth, Nursling & Rownhams

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Chilworth, Nursling and Rownhams	
	Count	Percentage
Romsey Memorial Park	10	20%
Lord's Wood	9	19%
Rownhams Plantation	8	17%
Nursling and Rownhams (various and not specified)	8	16%
Nursling Recreation Ground	6	13%
Western Shore / Royal Victoria Country Park	5	10%
Nightingale Wood, nr Upton	5	10%
St Boniface Park, Nursling and Rownhams	4	9%
Farley Mount Country Park / West Wood	4	8%
Chilworth Village Green	4	7%
Romsey Sports Centre	3	7%

Base: All Chilworth, Nursling and Rownhams respondents who use other open spaces (64)

Figure 58. Most frequently mentioned other open spaces – Cupernham

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Cupernham	
	Count	Percentage
Romsey Memorial Park	17	43%
Ampfield Woods	8	19%
Abbotswood (including nature reserve), Romsey	6	16%
Farley Mount Country Park / West Wood	6	14%
Great Woodley	6	14%
Fishlake Meadows, Romsey	6	14%
Barge Canal or Canal Walk, Romsey	5	13%
Test Way Right of Way	5	12%
Sir Harold Hillier Gardens and Arboretum, Romsey	5	11%
Stockbridge Common	4	11%
Mottisfont Estate, (including Mottisfont Abbey)	4	10%
Hunts Farm, near Timsbury and Michelmersh	4	9%
Danebury Hill Fort	4	9%

Base: All Cupernham respondents who use other open spaces (58)

Figure 59. All mentioned other open spaces – Dun Valley

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Dun Valley	
	Count	Percentage
Dun Valley	7	45%
Mottisfont Estate, (including Mottisfont Abbey)	5	33%
Romsey Memorial Park	4	24%
Blackwater	3	16%
West Down, near Chilbolton	2	16%
Bentley Wood, nr West Tytherley	2	15%
St Boniface Park, Nursling and Rownhams	1	9%
Mountbatten Park, North Baddesley	1	9%
Ampfield Woods	1	9%
Valley Park (various and not specified)	1	9%

Base: All Dun Valley respondents who use other open spaces (13)
* Caution low base

Figure 60. All mentioned other open spaces – Harewood

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Harewood	
	Count	Percentage
Harewood	9	54%
Danebury Hill Fort	4	25%
Harewood Forest, Andover	4	24%
Stockbridge Common	2	15%
Broughton and Stockbridge	2	14%
Chilworth Village Green	1	9%
Farley Mount Country Park / West Wood	1	8%
Moors Valley Country Park, New Forest	1	8%
Winchester (various sites)	1	8%
Test Way Right of Way	1	7%
New Forest (various and not specified)	1	7%
Bullington and Sutton Scotney	1	7%

Base: All Harewood respondents who use other open spaces (13)
* Caution low base

Figure 61. Most frequently mentioned other open spaces – Harroway

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Harroway	
	Count	Percentage
Charlton Sports Centre / Charlton Lakeside	29	46%
Anton Lakes, Andover	25	39%
Rooksbury Mill, Andover	14	22%
King George Park, Andover	12	20%
Stockbridge Common	7	12%
Danebury Hill Fort	7	12%
Harewood Forest, Andover	7	12%
West Down, near Chilbolton	5	8%
Andover (various or not specified)	5	8%
Watermill Park, Andover	4	6%
Moors Valley Country Park, New Forest	4	6%
Beech Hurst Park, Andover	3	6%

Base: All Harroway respondents who use other open spaces (51)

Figure 62. All mentioned other open spaces – Kings Somborne and Michelmersh

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Kings Somborne and Michelmersh	
	Count	Percentage
Stockbridge Common	6	27%
Hunts Farm, near Timsbury and Michelmersh	6	26%
Kings Somborne and Michelmersh	5	24%
Test Way Right of Way	5	23%
Broughton and Stockbridge	4	19%
Danebury Hill Fort	3	16%
Mottisfont Estate, (including Mottisfont Abbey)	4	16%
Romsey Memorial Park	3	12%
Romsey Sports Centre	3	12%
Farley Mount Country Park / West Wood	2	10%
Charlton Sports Centre / Charlton Lakeside	1	6%
Spearywell Wood, Mottisfont	1	6%

Base: All Kings Somborne and Michelmersh respondents who use other open spaces (18)
* Caution low base

Figure 63. Most frequently mentioned other open spaces – Millway

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Millway	
	Count	Percentage
Charlton Sports Centre / Charlton Lakeside	23	38%
Rooksbury Mill, Andover	23	38%
Anton Lakes, Andover	14	23%
Danebury Hill Fort	14	23%
Watermill Park, Andover	11	18%
Stockbridge Common	10	17%
Beech Hurst Park, Andover	9	14%
West Down, near Chilbolton	8	13%
Gallaghers Mead and Copse, Andover	8	13%
Andover (various or not specified)	6	10%
Harewood Forest, Andover	5	9%
Broughton and Stockbridge	5	8%
Anna	5	8%

Base: All Millway respondents who use other open spaces (48)

Figure 64. Most frequently mentioned other open spaces – North Baddesley

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	North Baddesley	
	Count	Percentage
North Baddesley Recreation Ground	19	34%
Mountbatten Park, North Baddesley	17	30%
Romsey Memorial Park	16	28%
Rownhams Plantation	10	17%
Romsey Sports Centre	5	9%
North Baddesley (various and not specified)	4	7%
Chilworth Village Green	3	6%
Test Way Right of Way	3	6%
Ampfield Woods	3	5%
Mottisfont Estate, (including Mottisfont Abbey)	3	5%

Base: All North Baddesley respondents who use other open spaces (80)

Figure 65. All mentioned other open spaces – Over Wallop

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Over Wallop	
	Count	Percentage
Danebury Hill Fort	6	44%
Stockbridge Common	5	32%
Broughton and Stockbridge	3	23%
Mottisfont Estate, (including Mottisfont Abbey)	3	22%
Over Wallop	3	22%
Queen Elizabeth Gardens, Salisbury	2	12%
Test Way Right of Way	2	12%
Amport	2	12%
Charlton Sports Centre / Charlton Lakeside	1	10%
Mudeford Quay	1	10%
Andover (various or not specified)	1	10%
Basingstoke	1	10%

Base: All North Baddesley respondents who use other open spaces (9)
* Caution low base

Figure 66. Most frequently mentioned other open spaces – Penton Bellinger

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Penton Bellinger	
	Count	Percentage
Penton Bellinger	17	45%
Danebury Hill Fort	6	16%
Charlton Sports Centre / Charlton Lakeside	4	10%
West Down, near Chilbolton	4	10%
Anton Lakes, Andover	4	9%
Amport	4	9%
Beech Hurst Park, Andover	3	7%
Vigo Park, Andover	3	7%
Rooksbury Mill, Andover	3	7%
Salisbury Plain	2	6%
Chute, nr Ludgershall	2	6%

Base: All Penton Bellinger respondents who use other open spaces (31)

Figure 67. Most frequently mentioned other open spaces – Romsey Extra

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Romsey Extra	
	Count	Percentage
Romsey Memorial Park	13	49%
Great Woodley	4	15%
Mottisfont Estate, (including Mottisfont Abbey)	4	14%
Ampfield Woods	3	13%
Stockbridge Common	3	13%
Romsey Sports Centre	3	12%
Ampfield and Braishfield	3	12%
Whitenap / Botley Road Park	3	10%
Tadburn Meadow LNR (incl. Tadburn Lake), Romsey	3	10%
Hunts Farm, near Timsbury and Michelmersh	2	8%
Danebury Hill Fort	2	8%
Sir Harold Hillier Gardens and Arboretum, Romsey	2	8%
Barge Canal or Canal Walk, Romsey	2	8%

Base: All Romsey Extra respondents who use other open spaces (39)

Figure 68. Most frequently mentioned other open spaces – St Mary's

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	St Mary's	
	Count	Percentage
Charlton Sports Centre / Charlton Lakeside	30	51%
Anton Lakes, Andover	26	45%
Danebury Hill Fort	11	18%
Harewood Forest, Andover	10	17%
Stockbridge Common	9	15%
Rooksbury Mill, Andover	8	14%
Ladies Walk, Andover (and adjacent open space)	8	13%
West Down, near Chilbolton	6	11%
Admirals Way Park, Andover	5	9%
Vigo Park, Andover	5	9%
Andover (various or not specified)	4	7%
Smannell Road open space, Andover	4	6%
Watermill Park, Andover	3	5%

Base: All St Mary's respondents who use other open spaces (39)

Figure 69. Most frequently mentioned other open spaces – Tadburn

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Tadburn	
	Count	Percentage
Romsey Memorial Park	23	52%
Whitenap / Botley Road Park	11	25%
Tadburn Meadow LNR (incl. Tadburn Lake), Romsey	11	25%
Romsey Sports Centre	6	15%
Valley Park (various and not specified)	5	11%
Test Way Right of Way	4	10%
Ampfield Woods	4	9%
Stockbridge Common	4	8%
Mottisfont Estate, (including Mottisfont Abbey)	4	8%
Lepe Country Park	2	5%
Great Woodley	2	5%
Broughton and Stockbridge	2	5%
Farley Mount Country Park / West Wood	2	4%

Base: All Tadburn respondents who use other open spaces (63)

Figure 70. Most frequently mentioned other open spaces – Valley Park

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Valley Park	
	Count	Percentage
Valley Park woods	34	58%
Farley Mount Country Park / West Wood	9	15%
Knightwood Leisure Centre, Valley Park	7	12%
Romsey (various and not specified)	5	9%
Valley Park (various and not specified)	5	9%
Knightwood Recreation Ground Valley Park	4	8%
Western Shore / Royal Victoria Country Park	5	8%
Romsey Memorial Park	4	7%
Mottisfont Estate, (including Mottisfont Abbey)	4	7%
Ampfield Woods	3	6%
Hiltingbury	3	5%
Chandlers Ford	3	5%

Base: All Valley Park respondents who use other open spaces (82)

Figure 71. Most frequently mentioned other open spaces – Winton

Q11. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months?	Winton	
	Count	Percentage
Anton Lakes, Andover	19	31%
Rooksbury Mill, Andover	19	30%
Charlton Sports Centre / Charlton Lakeside	18	29%
Ladies Walk, Andover (and adjacent open space)	13	20%
Watermill Park, Andover	11	18%
Stockbridge Common	9	14%
Harewood Forest, Andover	7	12%
Vigo Park, Andover	6	10%
Admirals Way Park, Andover	5	8%
Danebury Hill Fort	5	8%
Chilbolton Common, Chilbolton	5	8%
Andover (various or not specified)	5	8%
West Down, near Chilbolton	4	6%

Base: All Winton respondents who use other open spaces (49)

7.2 Appendix 2: Sample Profile

The tables below outline the profile of the weighted and unweighted sample;

Figure 72. Sample profile: Ward

Ward	Total Test Valley (Census 2011)		Unweighted sample		Weighted sample	
	n	%	n	%	n	%
Southern Test Valley	33,766	36%	500	50%	357	36%
Abbey	4,010	4%	57	6%	42	4%
Ampfield and Braishfield	1,875	2%	29	3%	20	2%
Chilworth, Nursling and Rownhams	5,321	6%	74	7%	56	6%
Cupernham	4,102	4%	62	6%	43	4%
North Baddesley	5,634	6%	84	8%	60	6%
Romsey Extra	2,648	3%	42	4%	28	3%
Tadburn	4,321	5%	65	7%	46	5%
Valley Park	5,855	6%	87	9%	62	6%
Northern Test Valley	60,648	64%	500	50%	643	64%
Alamein	6,806	7%	53	5%	72	7%
Ampport	1,879	2%	15	2%	20	2%
Anna	3,940	4%	33	3%	42	4%
Blackwater	4,247	5%	37	4%	45	4%
Bourne Valley	1,703	2%	14	1%	18	2%
Broughton and Stockbridge	3,841	4%	33	3%	41	4%
Charlton	1,672	2%	12	1%	18	2%
Dun Valley	1,769	2%	15	2%	19	2%
Harewood	1,812	2%	15	2%	19	2%
Harroway	6,261	7%	54	5%	66	7%
Kings Somborne and Michelmersh	2,079	2%	18	2%	22	2%
Millway	6,158	7%	51	5%	65	7%
Over Wallop	1,673	2%	11	1%	18	2%
Penton Bellinger	3,762	4%	33	3%	40	4%
St Mary's	6,459	7%	52	5%	68	7%
Winton	6,587	7%	54	5%	70	7%
Base: All residents/respondents	94,414		1,000		1,000	

Figure 73. Sample profile: Gender and age

Demographic Profile	Total Test Valley (Census 2011)		Unweighted sample		Weighted sample	
	n	%	n	%	n	%
Gender						
Male	45,728	48%	481	48%	484	48%
Female	48,686	52%	519	52%	516	52%
Age						
16-24	11,215	12%	128	13%	119	12%
25-44	28,065	30%	278	28%	297	30%
45-64	33,737	36%	393	39%	357	36%
65+	21,397	23%	201	20%	227	23%
Base: All residents/respondents	94,414		1,000		1,000	

Figure 74. Sample profile: Disability and ethnicity

Demographic Profile	Unweighted sample		Weighted sample	
	n	%	n	%
Disability				
Yes	139	14%	139	14%
No	856	86%	855	86%
Prefer not to say	5	1%	5	1%
Ethnicity				
Net - White	974	97%	974	97%
English/British/Northern Irish/Scottish /Welsh	955	96%	953	95%
Irish	3	<1%	3	<1%
Any other White background	16	2%	18	2%
Net - BME	16	2%	16	2%
Bangladeshi	1	<1%	1	<1%
Chinese	1	<1%	1	<1%
Indian	7	1%	6	1%
Caribbean	1	<1%	1	<1%
White & Asian	3	<1%	3	<1%
Any other Mixed background	2	<1%	3	<1%
Arab	1	<1%	1	<1%
Prefer not to say	10	1%	10	1%
Base: All respondents (1,000)				

Figure 75. Sample profile: Working status

Demographic Profile	Unweighted sample		Weighted sample	
	n	%	n	%
Working Status				
Net - Working	607	61%	599	60%
- Part time	200	20%	191	19%
- Full time	405	41%	407	41%
- Don't know	2	<1%	1	<1%
Net - Not working	393	39%	401	40%
- Retired	246	25%	255	26%
- At home raising family/housewife/house husband	61	6%	64	6%
- Registered unemployed	13	1%	12	1%
- Student in full time education	48	5%	45	5%
- Other	25	3%	25	2%
Base: All respondents (1,000)				

Figure 76. Sample profile: Household composition

Demographic Profile	Unweighted sample		Weighted sample	
	n	%	n	%
Number of adults in household				
One	130	13%	134	13%
Two	504	50%	511	51%
Three	202	20%	190	19%
Four	124	12%	126	13%
Five	26	3%	24	2%
Six or more	9	1%	9	1%
Refused	4	<1%	5	<1%
Don't know	1	<1%	1	<1%
Number of children in household				
None	706	71%	699	70%
Net - Any	291	29%	297	30%
One	130	13%	131	13%
Two	118	12%	120	12%
Three	35	4%	38	4%
Four	5	1%	5	1%
Five	3	<1%	3	<1%
Refused	2	<1%	3	<1%
Don't know	1	<1%	1	<1%

Base: All respondents (1,000)

7.3 Appendix 3: Questionnaire

Good morning/afternoon/evening. My name is..... I'm calling from Qa Research on behalf of Test Valley Borough Council.

We are carrying out a survey about people's use of local green spaces and the outdoors, although we are also very interested in the views of residents that may not use green spaces very often or at all. The aim of the survey is to help the council understand how residents use their local area so they can meet the needs of residents in future

The survey should take about 10 minutes to complete. Would you be able to do this now or would you prefer we call back at a more convenient time or day?

First of all I need to explain that...

- Your telephone number has been chosen at random. I will not ask for your name or any other information that could identify you.
- All the information you give us will only be seen by the research team and none of the people who provide services for you will know what you have said.
- You do not have to answer any questions if you don't want to, and you can end the interview at any time.

The interview will be recorded for quality purposes only. Is this OK?

Are you happy to proceed?

SCREENERS

The first few questions ask about you, just so we can ensure that we speak to a good cross-section of local residents.

S1. Firstly, could I ask how old you are?
WRITE IN

S2. Gender
SINGLECODE

Male
Female

S3: May I confirm that your postcode is (check against database to ensure correct Ward for quotas)

S3. Are you currently working?
SINGLECODE

Yes
No
Don't know
Refused



IF 'Yes' GOTO S4, IF 'No' GOTO S5.

S4. Is that full time or part time?

SINGLECODE

Part time

Full time

Refused

Don't know

ASK S5 IF 'No' AT S3, ALL OTHERS GOTO Q1.

S5. Which of the following best describes your status? READ OUT

SINGLECODE

Retired

At home raising family/housewife/house husband

Registered unemployed

Student in full time education

Other

Refused

Don't know

SECTION ONE: Key Locations

We are keen to understand how much, if at all, local residents use some important open spaces in the borough, so firstly I am going to ask you about a small number of locations.

ROTATE ORDER OF ASKING SECTIONS A-D

QA1. Please think about Baddesley Common and Emer Bog. This area is a Hampshire Wildlife Trust reserve and is located between North Baddesley and the Romsey to Eastleigh railway line.

INTERVIEWER IF REQUIRED;

The area is partly open common land and includes a boardwalk route in part of the site. It can be accessed via public footpaths from North Baddesley by the Draper Tools site (also known as Test Valley Business Park) or from Body Farm off Nutburn Road. Or it can be accessed from the footpath by Emer Farm on Green Lane.

How often, if at all, have you visited Baddesley Common and Emer Bog in the last 12 months? READ OUT

SINGLECODE

Everyday

1-2 times a week

3-4 times a week

Once a week

Once a month

Every 2-3 months

Every 4-6 months

Once in the last year

Not visited in the last 12 months

Don't know



RESEARCH

ASK QA2 IF 'Not visited in the last 12 months' OR 'Don't know' AT QAI. OTHERS GOTO QA4

QA2. Can I just check, have you ever visited Baddesley Common and Emer Bog? READ OUT

SINGLECODE

Yes

No

Don't know

ASK QA3 IF 'Yes' AT QA2. OTHERS GOTO NEXT SECTION

QA3. When did you last visit? READ OUT

SINGLECODE

2-3 years ago

4-5 years ago

Longer ago

Don't know

ASK QA4 IF VISITED IN LAST 12 MONTHS AT QAI. OTHERS GOTO NEXT SECTION

QA4. When you visit, how long do you typically tend to spend there? READ OUT

SINGLECODE

Less than 1 hour

1-2 hours

3-4 hours

5-6 hours

More than 6 hours

It depends

Don't know

QA5. Over the last 12 months, during which seasons have you visited Baddesley Common and Emer Bog? READ OUT

MULTICODE

Spring (March, April, May)

Summer (June, July, August)

Autumn (September, October, November)

Winter (December, January, February)

Don't know

QA6. Typically, over the last 12 months have you visited Baddesley Common and Emer Bog on your own, with one other person or in a larger group such as with family or friends? CODE ALL THAT APPLY

MULTICODE

On own

With someone else

In a group (with family or friends)

It depends

Don't know

**QA7. And do you, or any of the people you visit with, normally take a dog?
CODE ALL THAT APPLY**

MULTICODE

- Yes
- No
- It depends
- Don't know

**QA8. What methods of transport do you typically use to travel to this area?
DO NOT READ OUT**

MULTICODE

- Car/van
- Motorbike/moped/scooter
- Bus
- Taxi
- Cycling
- Walk
- Other (write in)
- Don't know

**QA9. What would you say are the main reasons why you visit Baddesley
Common and Emer Bog? DO NOT READ OUT**

- Location - close to home
- Location - close to work
- Transport – accessible by public transport
- Transport – accessible by car
- Transport – accessible by bike
- Transport – accessible on foot
- Access - easy to travel to
- Access - good parking
- Activities – public footpaths/bridleways
- Activities – guided walks/displays
- Activities – able to walk dogs
- Activities – able to ride horses
- Activities – able to cycle/mountain bike
- Activities – good for walking/hiking
- Environment – scenery/landscape/views
- Environment – feels unspoilt/natural
- Environment – pleasant place to spend time
- Nature – can see birds
- Nature – can see animals/wildlife
- Nature – it's a bog
- Nature – it's a protected area
- Amenity – peace and quiet
- Amenity – few people/no crowds
- Other (write in)
- Don't know

ASK ALL

QB1. Please think about Test Valley Marshes and the Lower Test Nature Reserve. This area is a Hampshire Wildlife Trust reserve and is located between the M271 and Totton and it's near to the Testwood Lakes nature reserve.

INTERVIEWER IF REQUIRED;

The area is largely reedbeds with a boardwalk running through and includes some bird hides. It forms part of the Test Way long distance path and it can be accessed from near the B&Q at Nursling or near the Salmon Leap pub on Testwood Lane in Totton.

How often, if at all, have you visited Test Valley Marshes and the Lower Test Valley Nature Reserve in the last 12 months?

READ OUT

SINGLECODE

Everyday
1-2 times a week
3-4 times a week
Once a week
Once a month
Every 2-3 months
Every 4-6 months
Once in the last year
Not visited in the last 12 months
Don't know

ASK QB2 IF 'Not visited in the last 12 months' OR 'Don't know' AT QB1. OTHERS GOTO QB4

QB2. Can I just check, have you ever visited Test Valley Marshes and the Lower Test Nature Reserve? **READ OUT**

SINGLECODE

Yes
No
Don't know

ASK QB3 IF 'Yes' AT QB2. OTHERS GOTO NEXT SECTION

QB3. When did you last visit? **READ OUT**

SINGLECODE

2-3 years ago
4-5 years ago
Longer ago
Don't know

ASK QB4 IF VISITED IN LAST 12 MONTHS AT QBI. OTHERS GOTO NEXT SECTION

QB4. When you visit, how long do you typically tend to spend there?

READ OUT

SINGLECODE

- Less than 1 hour
- 1-2 hours
- 3-4 hours
- 5-6 hours
- More than 6 hours
- It depends
- Don't know

QB5. Over the last 12 months, during which seasons have you visited Test Valley Marshes and the Lower Test Nature Reserve? READ OUT

MULTICODE

- Spring (March, April, May)
- Summer (June, July, August)
- Autumn (September, October, November)
- Winter (December, January, February)
- Don't know

QB6. Typically, over the last 12 months have you visited Test Valley Marshes and the Lower Test Nature Reserve on your own, with one other person or in a larger group such as with family or friends? CODE ALL THAT APPLY

MULTICODE

- On own
- With someone else
- In a group (with family or friends)
- It depends
- Don't know

QB7. And do you, or any of the people you visit with, normally take a dog? CODE ALL THAT APPLY

MULTICODE

- Yes
- No
- It depends
- Don't know

QB8. What methods of transport do you typically use to travel to this area? DO NOT READ OUT

MULTICODE

- Car/van
- Motorbike/moped/scooter
- Bus
- Taxi
- Cycling
- Walk
- Other (write in)
- Don't know

QA9. What would you say are the main reasons why you visit Test Valley Marshes and the Lower Test Nature Reserve?

DO NOT READ OUT

MULTICODE

- Location - close to home
- Location - close to work
- Transport – accessible by public transport
- Transport – accessible by car
- Transport – accessible by bike
- Transport – accessible on foot
- Access - easy to travel to
- Access - good parking
- Activities – public footpaths/bridleways
- Activities – guided walks/displays
- Activities – able to walk dogs
- Activities – able to ride horses
- Activities – able to cycle/mountain bike
- Activities – good for walking/hiking
- Environment – scenery/landscape/views
- Environment – feels unspoilt/natural
- Environment – pleasant place to spend time
- Nature – can see birds
- Nature – can see animals/wildlife
- Nature – they're marshes
- Nature – there are bird hides
- Nature – it's a protected area
- Amenity – peace and quiet
- Amenity – few people/no crowds
- Other (write in)
- Don't know

ASK ALL

QC1. Please think about Salisbury Plain and Porton Down. In particular, I'd like you to think about the area around Tidworth and Bulford Camp and the area near Over Wallop and Middle Winterslow.

INTERVIEWER IF REQUIRED;

Parts of the area restricted access as MOD training ranges, but the area is mainly chalk grasslands with some vehicle tracks running through it.

How often, if at all, have you visited this area of Salisbury Plain and Porton Down in the last 12 months?

READ OUT

SINGLECODE

Everyday
1-2 times a week
3-4 times a week
Once a week
Once a month
Every 2-3 months
Every 4-6 months
Once in the last year
Not visited in the last 12 months
Don't know

ASK QC2 IF 'Not visited in the last 12 months' OR 'Don't know' AT QC1. OTHERS GOTO QC4

QC2. Can I just check, have you ever visited this area of Salisbury Plain and Porton Down? **READ OUT**

SINGLECODE

Yes
No
Don't know

ASK QC3 IF 'Yes' AT QC2. OTHERS GOTO NEXT SECTION

QC3. When did you last visit? **READ OUT**

SINGLECODE

2-3 years ago
4-5 years ago
Longer ago
Don't know

ASK QC4 IF VISITED IN LAST 12 MONTHS AT QC1. OTHERS GOTO NEXT SECTION

QC4. When you visit, how long do you typically tend to spend there?

READ OUT

SINGLECODE

Less than 1 hour
1-2 hours
3-4 hours
5-6 hours
More than 6 hours
It depends
Don't know



QC5. Over the last 12 months, during which seasons have you visited this area of Salisbury Plain and Porton Down? READ OUT

MULTICODE

- Spring (March, April, May)
- Summer (June, July, August)
- Autumn (September, October, November)
- Winter (December, January, February)
- Don't know

QC6. Typically, over the last 12 months have you visited this area of Salisbury Plain and Porton Down on your own, with one other person or in a larger group such as with family or friends? CODE ALL THAT APPLY

MULTICODE

- On own
- With someone else
- In a group (with family or friends)
- It depends
- Don't know

QC7. And do you, or any of the people you visit with, normally take a dog? CODE ALL THAT APPLY

MULTICODE

- Yes
- No
- It depends
- Don't know

QC8. What methods of transport do you typically use to travel to this area? DO NOT READ OUT

MULTICODE

- Car/van
- Motorbike/moped/scooter
- Bus
- Taxi
- Cycling
- Walk
- Other (write in)
- Don't know

QC9. What would you say are the main reasons why you visit this area of Salisbury Plain and Porton Down? DO NOT READ OUT

MULTICODE

- Location - close to home
- Location - close to work
- Transport – accessible by public transport
- Transport – accessible by car
- Transport – accessible by bike
- Transport – accessible on foot
- Access - easy to travel to
- Access - good parking

Activities – public footpaths/bridleways
Activities – guided walks/displays
Activities – able to walk dogs
Activities – able to ride horses
Activities – able to cycle/mountain bike
Activities – good for walking/hiking
Environment – scenery/landscape/views
Environment – feels unspoilt/natural
Environment – pleasant place to spend time
Nature – can see birds
Nature – can see animals/wildlife
Nature – it's a protected area
Amenity – peace and quiet
Amenity – few people/no crowds
Other (write in)
Don't know

ASK ALL

QD1. Please think about the New Forest. In particular, I'd like you to think about those areas which are closest to Test Valley such as West Wellow Common or areas around Totton and Ashurst. I appreciate that the New Forest is a big place, but it's these areas that we are especially interested in

How often, if at all, have you visited any of these areas of the New Forest in the last 12 months?

READ OUT

SINGLECODE

Everyday
1-2 times a week
3-4 times a week
Once a week
Once a month
Every 2-3 months
Every 4-6 months
Once in the last year
Not visited in the last 12 months
Don't know

ASK QD2 IF 'Not visited in the last 12 months' OR 'Don't know' AT QD1. OTHERS GOTO QD4

QD2. Can I just check, have you ever visited these areas of the New Forest?

READ OUT

INTERVIEWER IF REQUIRED: The areas which are closest to Test Valley such as West Wellow Common or areas around Totton and Ashurst.

SINGLECODE

Yes
No
Don't know

ASK QD3 IF 'Yes' AT QD2. OTHERS GOTO NEXT SECTION

QD3. When did you last visit? READ OUT

SINGLECODE

2-3 years ago

4-5 years ago

Longer ago

Don't know

ASK QD4 IF VISITED IN LAST 12 MONTHS AT QD1. OTHERS GOTO NEXT SECTION

QD4. When you visit, how long do you typically tend to spend these areas of the New Forest? READ OUT

SINGLECODE

Less than 1 hour

1-2 hours

3-4 hours

5-6 hours

More than 6 hours

It depends

Don't know

QD5. Over the last 12 months, during which seasons have you visited these areas of the New Forest? READ OUT

MULTICODE

Spring (March, April, May)

Summer (June, July, August)

Autumn (September, October, November)

Winter (December, January, February)

Don't know

QD6. Typically, over the last 12 months have you visited these areas of the New Forest on your own, with one other person or in a larger group such as with family or friends? CODE ALL THAT APPLY

MULTICODE

On own

With someone else

In a group (with family or friends)

It depends

Don't know

QD7. And do you, or any of the people you visit with, normally take a dog? CODE ALL THAT APPLY

MULTICODE

Yes

No

It depends

Don't know

**QD8. What methods of transport do you typically use to travel to these areas?
DO NOT READ OUT**

MULTICODE

Car/van
Motorbike/moped/scooter
Bus
Taxi
Cycling
Walk
Other (write in)
Don't know

**QD9. What would you say are the main reasons why you visit these areas of the
New Forest?
DO NOT READ OUT**

Facilities – somewhere to buy food and drink (e.g. cafe's, shops, pubs)
Facilities – accommodation available
Facilities – playgrounds/facilities for children
Facilities – attractions/things to do
Location - close to home
Location - close to work
Transport – accessible by public transport
Transport – accessible by car
Transport – accessible by bike
Transport – accessible on foot
Access - easy to travel to
Access - good parking
Access – free / cheap parking
Activities – public footpaths/bridleways
Activities – guided walks/displays
Activities – able to walk dogs
Activities – able to ride horses
Activities – able to cycle/mountain bike
Activities – good for walking/hiking
Environment – scenery/landscape/views
Environment – feels unspoilt/natural
Environment – pleasant place to spend time
Environment – because it is a National Park
Nature – can see birds
Nature – can see animals/wildlife
Nature – it's a wood/forest
Nature – like the trees/plantlife
Nature – it's a protected area
Amenity – peace and quiet
Amenity – few people/no crowds
Other (write in)
Don't know

SECTION TWO: Use of other green spaces

ASK ALL

I would now like you to think more generally about other open, green spaces in your local area that you might visit. This might include local parks, woods, areas of farmland or any other open spaces that you are able to access?

Q8. How often would you say that you have visited any areas like this in the last 12 months? READ OUT

SINGLECODE

Everyday
1-2 times a week
3-4 times a week
Once a week
Once a month
Every 2-3 months
Every 4-6 months
Once in the last year
Not visited in the last 12 months
Don't know

ASK Q9 IF EVER VISITED AT Q8, OTHERS GOTO Q10

Q9. Please could you tell me the names or give me a short description of the location of the main areas that you've visited over the last 12 months? DO NOT READ OUT, BUT CODE WHERE POSSIBLE

MULTICODE

Ampfield Recreation Ground - used as sports fields and a general green
Nursling Recreation Ground – located by the Village Hall, used as sports pitches
St Boniface Park, Nursling and Rownhams
Ferryhurst Lake, Lakeside Avenue, Nursling and Rownhams
Romsey Memorial Park – formal park including a bandstand and children's play area, the River Test runs by it
Whitenap / Botley Road Park
Great Woodley
Romsey Sports Centre
Hunts Farm, near Timsbury and Michelmersh
North Baddesley Recreation Ground
Mountbatten Park, North Baddesley - near the Scout Hut, off Queens Ride
Valley Park woods
Knightingale Recreation Ground in Valley Park
Chilworth Village Green
Vigo Park, Andover
Admirals Way Park, Andover
King George Park, Andover
Beech Hurst Park, Andover – behind the Council offices
Smannell Road open space, Andover – off Smannell Road
Anton Lakes, Andover – between Saxon Fields, Artists Way and the King Arthur's estate
Rooksbury Mill, Andover – near Watermill Park
Watermill Park, Andover

Charlton Sports Centre / Charlton Lakeside – mix of sports fields, a boating lake, fishing lake and play area near Charlton

Lepe Country Park on the New Forest coastline – this is a Hampshire County Council country park which has a kids play area, walk along the beach and a café with quite a lot of parking.

Calshot, near the activity centre, on the Solent coastline near the New Forest.

Local footpaths around the Eling area (which is near Eling Tide Mill))

Western Shore / Royal Victoria Country Park – located on the eastern side of Southampton

Water near Netley and Bursledon villages Lord's Wood – a privately owned woodland between Southampton and Chilworth, it is managed by the Forestry Commission, there are Rights of Way running through it

Rownhams Plantation – privately owned woodland accessed off Rownhams Lane between North Baddesley and Nursling and Rownhams, is a pull in area for parking of Rownhams Lane

Farley Mount Country Park / West Wood – largely wooded area with car parks between Winchester and King's Somborne

Ampfield Woods, which is near to Ampfield – this is a Forestry Commission woodland with some routes through it that lies between Romsey and Hursley

Mottisfont Estate, linked to the National Trust site (including Mottisfont Abbey)

Broughton Down – Hampshire Wildlife Trust site near Broughton which is a chalk grassland area with some parking

Stockbridge Common – a National Trust site to the south of Stockbridge high street, there is a walk around it available that runs by the River Test

Danebury Hill Fort, near Stockbridge and Nether Wallop, run by Hampshire County Council, there is parking available

West Down, near Chilbolton - a Hampshire County Council site with some parking. A largely open site with some wooded parts.

Other (write in)

Don't know

SECTION THREE: Attitudes towards green spaces

ASK ALL

The next section is about your views on accessing open spaces more generally.

Q10. What sort of things are important to you when deciding which open, green spaces to visit? DO NOT READ OUT

MULTICODE

Facilities – somewhere to buy food and drink (e.g. cafe's, shops, pubs)

Facilities – accommodation available

Facilities – playgrounds/facilities for children

Facilities – attractions/things to do

Location - close to home

Location - close to work

Transport – accessible by public transport

Transport – accessible by car

Transport – accessible by bike

Transport – accessible on foot

Access - easy to travel to

Access - good parking

Access – free / cheap parking

Activities – public footpaths/bridleways

Activities – guided walks/displays

Activities – able to walk dogs
Activities – able to ride horses
Activities – able to cycle/mountain bike
Activities – good for walking/hiking
Environment – scenery/landscape/views
Environment – feels unspoilt/natural
Environment – pleasant place to spend time
Nature – can see birds
Nature – can see animals/wildlife
Nature – it's a wood/forest
Nature – like the trees/plantlife
Nature – it's a protected area
Nature – because it has a unique habitat / landscape
Nature – to see wildlife that is unique or difficult to see elsewhere
Amenity – peace and quiet
Amenity – few people/no crowds
Other (write in)
Never visited open, green spaces
Don't know

Q11. What, if anything, would encourage you to visit open, green spaces in your local area more often?

CODES OPEN

DEMOGRAPHICS

Finally, I'd like to ask you a few questions about yourself so we can understand the views of different types of residents.

D1. How long have you lived in the Test Valley area? READ OUT SINGLECODE

Less than 12 months
12 months but less than 2 years
2 years but less than 3 years
3 years but less than 5 years
5 years but less than 10 years
10 years but less than 20 years
20 years or longer
Refused
Don't know

**D2. How would you describe your ethnic background?
DO NOT READ OUT - PROBE IF REQUIRED**

SINGLECODE

Bangladeshi
Chinese
Indian
Pakistani
Any other Asian background
African
Caribbean
Any other Black background
White & Asian
White & Black African
White & Black Caribbean
Any other Mixed background
English/British/Northern Irish/Scottish /Welsh
Gypsy/Irish Traveller
Irish
Any other White background
Arab
Other ethnic group
Prefer not to say

D3. Do you have a long-standing illness, disability or infirmity? By longstanding I mean anything that has troubled you over a long period of time or that is likely to affect you over a period of time.

SINGLECODE

Yes
No
Refused
Don't know

D4. Including yourself, how many adults aged 16 or over live in your household?

SINGLECODE

One
Two
Three
Four
Five
Six or more
Refused
Don't know

D5. How many children aged 15 or under live in your household?

SINGLECODE

None

One

Two

Three

Four

Five

Six or more

Refused

Don't know

D6. Finally, the council would like to use your full postcode to undertake some analysis and to map where visitors to each of the areas we've talked about actually live. Would you be happy for us to provide the Council with your postcode along with your answers?

SINGLECODE

Yes

No

Don't know

THANK AND CLOSE