Cannock Chase Visitor Survey 2024

The Research Solution and
A Meredith Associates

for the
Cannock Chase SAC Partnership

FINAL REPORT

MARCH 2025

the research solution.

A MEREDITH ASSOCIATES

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EXECUTIVE SUMMARY- Cannock Chase Visitor Survey 2024

Surveying was carried out at 20 car park, layby and access points to Cannock Chase National Landscape from late August 2024, capturing an indication during the summer peak school holiday period, through autumn, September to late October. Surveying involved two strands; monitoring total footfall counts at the sites, as tallies; and face to face interviewing of a sample of visitors. This was undertaken over a total of 332 hours across all sites. It should be noted that the survey points Birches Valley and Marquis Drive Triangle, with 40 hours of combined surveying did not have footfall counts measured due to the sheer number of people across the large multi-purpose sites and varied parking areas.

Thus, 292 hours of surveying at 18 of the sites provides the tally counts of total footfall of 87 people in August, and 1,153 during the autumn – a total of 1,240 people. In the September-October period of surveys undertaken, this represented a ratio of 56 people observed in the weekdays : 44 people at weekends. However, it should be noted that this is a reflection of the scheduled interview date ratios as much as the number present at the time.

Looking at people per hour rates, these are fairly consistent during 2024, across the months and weekdays/ weekend in the autumn at 4.4 to 4.8 persons, averaging 4.6 people per hour.

Of the 801 interviews carried out at all 20 locations, the average number of people observed in the group was 2.0 (the same as the 1.9 average noted in 2018.) The average number of dogs per interview was 0.8 (0.9 in 2018 per group) and this is broadly similar to values from tally counts.

Across all interviews undertaken over the whole study, the majority of interviewees (96%, 765 interviewees) were on a day trip/ short visit directly from home. This very high ratio correlates with the 97% figure in 2018. Of the few other respondents, 2% were on a trip/short visit and staying away from home with friends or family, with 1% staying away from home at a second home or on holiday, and less than 1% gave other varied reasons for being on their trip.

Almost half of all respondent's main activity reason for being at the site was walking their dog (46%). The other primary activities were walking (17%), cycling/mountain biking, noted by 15% of visitors and jogging/power walking/running (6%).

Just over a quarter interviewed (27%) had visited 1-3 times a week (therefore making an estimated 40-180 visits) over the past year, followed by 19% who had visited 2-3 times per month (15-40 visits) and

18% who visited most days (180+ visits). Around one in eight, 12% stated they visited on a daily basis. Just 6% were on a first visit to Cannock Chase.

Generally, the shortest visits were generally undertaken by dog walkers: 37% of visits were less than 1 hour (it was far more, 63% in 2018), and an estimated average time of around 81 minutes (up from the 60 minutes in 2018). The longest visits were mostly by cyclists: 67% of cycling main activity interviewees were visiting for more than 2 hours (60% in 2018), with an average time of approximately 159 minutes (some 20 minutes longer than the 140 minutes in 2018).

Almost half or interviewees stated their visit was 1-2 hours long (45%), followed by 30 minutes to 1 hour (20%) and 2-3 hours (20%).

Two thirds (66%) of interviewees stated they visited Cannock Chase equally across all the seasons of the year. In terms of particular seasons, both Autumn (Sep-Nov) and Summer (Jun-Aug) were the key popular times of the year, each for 20% of interviewees respectively. Spring saw 17%, whilst Winter months of Dec-Feb were the least likely periods to visit Cannock Chase (6%).

Just over half (51%) of all interviewees had been visiting Cannock Chase for more than 10 years, notably lower than seen in 2018, when 71% had been long established visitors. In 2024, 43% overall had been visiting for less than 10 years. This is far more than the 25% who had visited for less than 10 years in 2018.

The most common period for day visits being made to Cannock Chase by interviewees across the year was late morning to early afternoon, through midday (between 10am and 2pm) – 35%. This was closely followed by 31% visiting during the morning (between 7am and 10am).

Almost nine out of ten (89%) interviewees arrived at Cannock Chase by car. This is not dissimilar to the 2018 autumn-winter responses (87%).

Visitors drew their route taken in the National Landscape, or to be continued after the interview, on paper maps. Based on the GIS mapping of the plotted trail, route lengths ranged from around 400 metres to 28 kilometres. Some visitors were circulating little further than around the interview car park site, whilst others included routes which extended beyond the National Landscape to the surrounding area.

The overall average route was 6.8 km (mean) and 5.8 km (median); a little further when compared to 2018's lengths of 6.2 km (mean) and more than the 3.8 km (median). Some significant differences exist between those who visited 'daily', who take the shortest routes, 5.5 km mean, whilst those who were on their first trip to the area took the longest routes, 8.9 km mean.

Those primarily here for dog walking take the shortest median route of 5.3 km, whilst walkers have a median distance of 6.2 km, and cyclists not surprisingly travel further, 9.3 km median.

There are trails used across all areas of the SAC, as well as surrounds. The most densely used routes align with many of the more popular car park/layby sites, including routes linking Punchbowl with Seven Springs and Milford Common and the northern road network. Also a series of loops and links between the north western side laybys, pull-ins and small rural car parks in the SAC. They also show concentrations along the Forestry England cycle routes.

For the central/ southern locations around the SAC, there are far fewer routes that go into the more sensitive landscape, with routes tending to be more aligned with the major visitor facilities at Birches Valley and Marquis Triangle. More central, easterly and southern areas of the National Landscape appear to have far less volume (and impact) of routes covered.

Factors affecting interviewees' choice of a specific location included, good easy parking (40%). Appropriate place for chosen activity (35%) and scenery/variety of views were the most frequent responses given.

Most respondents came from the West and East Midlands areas (97%), as well as people from as far away as Devon, Sussex, Essex, Norfolk and North Yorkshire. Staffordshire County (including Stoke-on-Trent) was by far the main generator, 79%, of all surveyed visitors; with the various metropolitan authorities of the West Midlands (just 11%). Across all respondents, a third came from Cannock Chase District, a quarter from Stafford Borough and 10% from Lichfield District.

This localised catchment shows that the distance travelled from home postcode is 12.4 km (mean) or 6.0 km (median) for all visitors. Day visitors from home come from even closer, with those staying overnight travelling further. Joggers/ runners and dog walkers also travel shorter distances, with walkers and cyclists being on average drawn from a little further away.

The majority of interviewees did not use any advance planning sources to aid their visit. This would reflect the high number of repeat visitors to the Chase (94%) with many coming from close by and having made multiple visits previously.

Interviewees supported enforcement relating to dog fouling, more dog bins and routes promoted for particular activities such as mountain bikes or horse riding. Interviewees were against closure of some car parks and laybys, compulsory parking charges and voluntary parking charges.

In terms of conservation issues amongst respondents, over half mentioned deer (55%) followed by breeding birds (17%). Almost a third (30%) gave no reply or were not able to name any habitats or species.

Around 80% of interviewees commented on changes they would like to see in relation to how the area is managed for recreation and people. Almost four out of ten interviewees (39%) stated no/none/nothing at all which can be seen as positive views on how the site and landscape is managed. Car parking surfaces and potholes were of great concern as were more dog bins and litter bins.

Interviewees were asked if they had any further comments about their visit to Cannock Chase. A high percentage (70%) stated no/none/nothing. Those that gave specific comments included; beautiful/ amazing, just love it here, keep natural/uncommercialised and lucky to live here/on our doorstep.

The largest age group of all visitors recorded was aged 45-59 years (22%), followed by 35-44 years of age (20%); with 95% identifying as White British, 3% White other and 1% as White/Black Caribbean. Very few interviewees and their party had a longstanding illness, disability or infirmity (7%).

1.0 INTRODUCTION AND BACKGROUND

1.1 Introduction

The Research Solution (TRS) working with A Meredith Associates co-ordinated a visitor survey across Cannock Chase from late summer through to mid-autumn 2024. Surveys were conducted on behalf of Cannock Chase SAC Partnership, set up to reduce impacts to the internationally designated Special Area of Conservation (SAC). As a partnership it includes all local landowners (Staffordshire County Council, Forestry England, National Trust etc.) The survey was commissioned to closely replicate, whilst updating, the methodology, locations, and questionnaire topic content of the previous Visitor Surveys carried out over a similar timespan in 2018. This was undertaken by Footprint Ecology, building on previous work carried out in 2011.

For the client, the survey uses a series of visitor access points, car parks, lay-bys and sites entering into the SAC. It presents a snapshot of current levels of access, including tally counts of passing footfall at these locations, and interviews with a subset of passing people. It identifies the range of visitor activities taking place and summarises visitor patterns, frequency of visit, demographics and home location/distance travelled and opinions. This information will inform future recreation management at Cannock Chase and planning issues related to the impacts of, and on, the local population.

Interviewing covered from late August 2024, capturing an indication during the summer peak school holiday period, through autumn, September to late October, before the onset of poor weather and reduced hours of daylight.

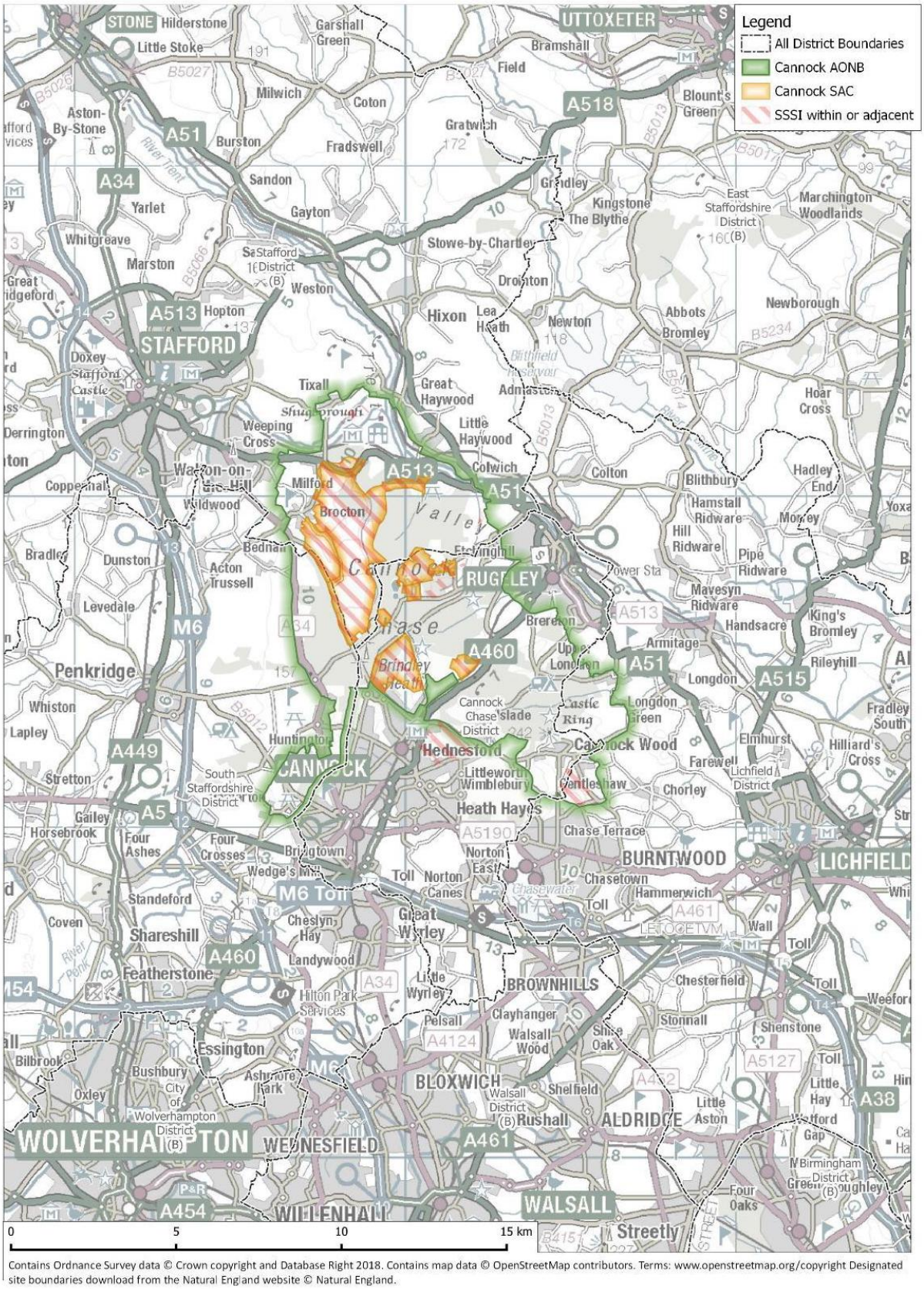
1.2 Context

Cannock Chase Special Area of Conservation Partnership commissioned the 2024 visitor survey as a repeat approach of the study carried out in 2018 with both the majority of the interview locations and the methodology replicating the work, allowing for comparisons to be made. Since 2018, there has been a well-documented national shift in attitudes towards people getting outdoors, seeking wellness in the open air, being in greenspaces, notably as a response to the coronavirus pandemic, most deeply affecting society from spring 2020 to spring 2022.

Cannock Chase National Landscape (formally known as an Area of Outstanding Natural Beauty, AONB) covers roughly 68 km^2 of heathland, forestry and agricultural land. The area is located immediately adjacent to two West Midlands towns, Cannock and Rugeley, and several villages. Other surrounding nearby towns include Stafford, Lichfield, Walsall and the Birmingham/ Black Country conurbation. The National Landscape is an expansive area of open countryside, well used as an

important resource for recreation, providing a range of access opportunities. Map 1 shows the context of the site, local authorities and some of the key ecological designations.

Map 1: Cannock Chase AONB, surrounding local authorities and designated areas.



From Panter, C. & Liley, D., (2019). Cannock Chase Visitor Survey 2018. Unpublished report by Footprint Ecology for the Cannock Chase SAC Partnership.

Sensitive features in the National Landscape are impacted by the volume of recreational activities. The Cannock Chase SAC is an area of European designated lowland heathland which lies within the Cannock Chase National Landscape and is afforded separate statutory protection under the Habitats Regulations. In particular, the SAC requires careful management due to the pressures for visitor recreation from existing and new residents in the surrounding area. A suite of Strategic Access Management and Monitoring Measures are in place which are funded through financial contributions from new housing developments within 15km of the SAC.

Importantly, much of the Landscape is lowland heath with around 18% being designated as a Special Area of Conservation (SAC) for its European dry heath. Additionally, a number of areas are designated as Sites of Special Scientific Interest (SSSIs) and there are important species such as White-Clawed Crayfish, Small Pearl-bordered Fritillary and Nightjar. From the human historic landscape perspective, key sites include Iron Age features to the military presence in World War I and II; archaeological remains which are potentially sensitive to recreational pressures.

1.3 Introduction to Survey Methodology, Timescale and Locations

Interview locations were based on those previously used, as access points to the SAC, with a broad geographic spread. A couple of locations shifted up to 100-200 metres to better suit the road layout and access conditions today. For the summer holiday period, five locations were surveyed over the last ten days of August and then the 'main' survey was undertaken during September and October, completing before the school half term week at the end of the month. The survey period repeated the August survey points, along with a wider selection of locations across Cannock Chase in the autumn; 20 sites in all.

- Five locations were surveyed (with 46 hours interviewing) during August
- Tally counts of all visitors and interview sessions were spread between 7am to 7pm, within the four hour interview periods of 0700-1100; 1100-1500; 1500-1900
- Survey sites included two main visitor centre hubs with large car parking facilities and a range of medium and smaller formal car parks and informal roadside parking locations and lay-bys as well as one on foot access location beside housing
- Birches Valley Forest Centre car park– snapshot as a major multi-activity centre year round
- Marquis Drive Triangle of road parking, adjacent to Cannock Chase Visitor Centre
- Penkridge Bank Road Car Park
- Punchbowl Car Park
- Glacial Boulder Car Park.

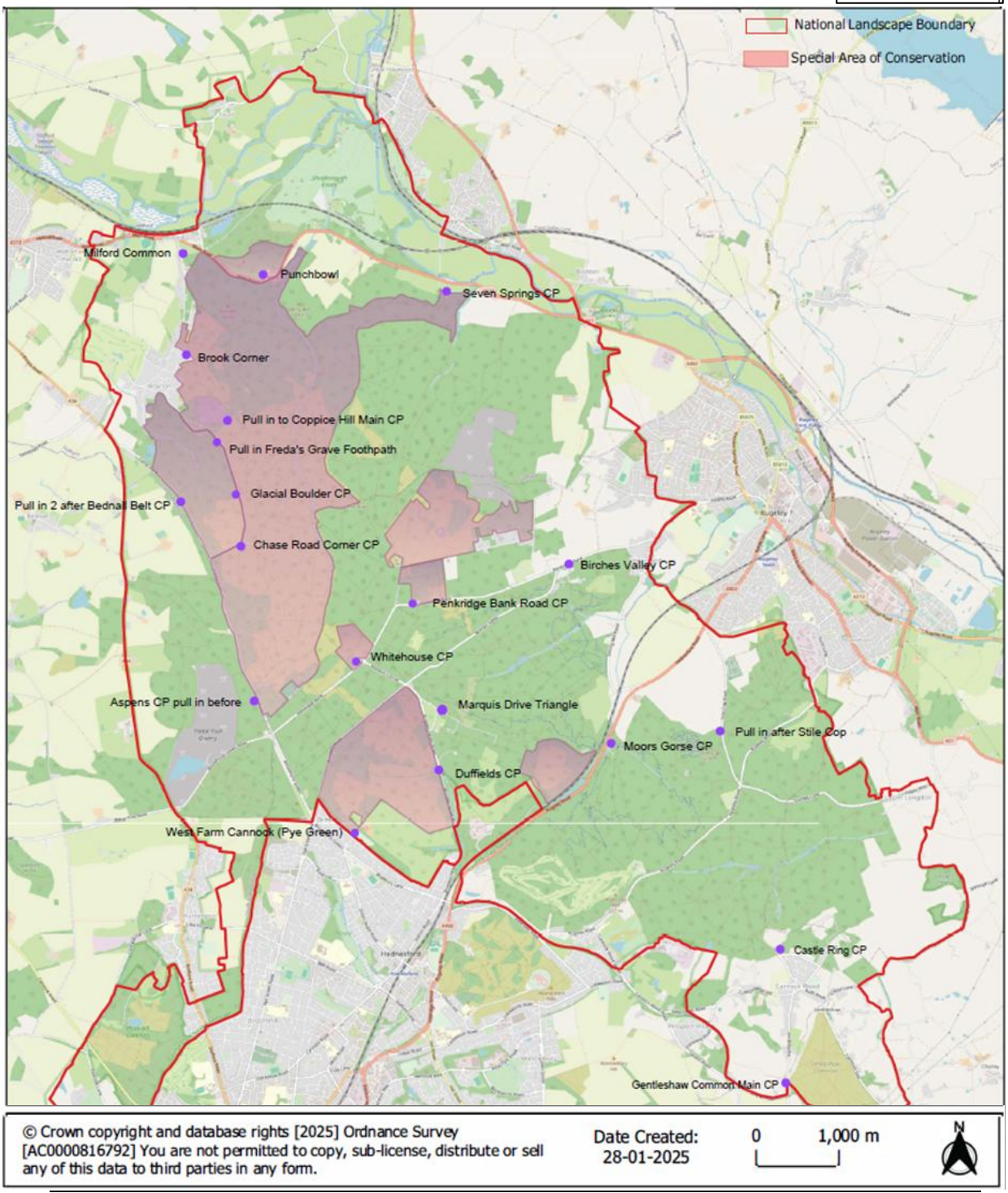
The above locations as well as the 15 locations (below) were surveyed in September and October, across weekdays and weekends. 7am to 7pm within the periods of 0700-1100; 1100-1500; 1500-

1900. The timings were slightly adapted during the final couple of weeks in October due to weather and lack of daylight, with interviews finishing by 6pm each shift.

- Seven Springs
- Moors Gorse
- Whitehouse
- Castle Ring
- Chase Road Corner
- Pull in after Stile Cop
- Milford Common
- Duffields
- Pull into Coppice Hill
- Aspens first bay
- Gentleshaw Common main car park
- Pull in Freda's Grave footpath
- Pull in 2 after Bednall Belt car park
- Brocton Lane Corner
- West Cannock Farm (Pye Green).

Map 2 Survey Interview Locations 2024

1:58,000



Survey days were scheduled to avoid major local events, sporting events or similar that may have influence people's access from regular behaviour. Efforts were made throughout to avoid adverse weather conditions (continuous heavy rain, severe weather warnings, storms etc.) which would affect visiting behaviour. On a number of occasions due to poor weather, dates were re-scheduled, or interview shifts amended, reducing the impact by conducting shorter sessions, or relocated to other sites.

The methodology involved a two-phase approach.

- **A tally count** was kept during each interview session at the site; recording all people present arriving on site and passing through and key specifics including identifiable solo visitors and those in groups. Also, if the group contained observable age minors, and dogs, horses, as well as people present as cyclists, or using a wheelchair/ motorised scooter, or with a pushchair/ pram
- The main focus was on a standard survey approach of **face-to-face interviews** with a random sample of those at the site during the session. The questions were based around the 2018 structure, with some modifications to enable comparison and additional topics to explore.

Tally counts

Tally counts during each survey session used observation to monitor all footfall, both entering and passing through the site. With two of the significantly larger, more visitor populated locations, at Marquis Drive and Birches Valley visitor centres, the scale of the sites and multiple entry and activities meant that, as in 2018, it was not practical or meaningful to attempt to see and count everyone present. Therefore, no tally counts were collected at these locations. Surveyors thus focused on gathering interviews.

Table 1: Summary of Tally Counts – 18 sites, excluding Marquis Drive and Birches Valley

Category	Counts	Commentary
Total Number People Counted	1,212	
Minors (subset of total)	51	4.2% of all people observed
Dogs	565	can include several dogs per group
Horses	12	
Cycles	162	
Wheelchair/motorised scooter	2	
Pushchair/Pram	1	

A total of 1,212 people were observed across all 18 of the site locations and interview sessions (excluding Marquis Drive and Birches Valley major sites). In reality, there may well have been

small numbers of other people present whilst the surveyor was conducting an interview and who were not observed.

- Of this total, 51 people were observed as being approximately aged under 18
- There were 565 dogs identified, sometimes more than one per group
- 162 people were on/using bicycles at the time
- Very few were seen with wheelchairs or pushchairs – mainly reflecting the highly rural survey locations.

Interviews

A total of 750 interviews were targeted for 2024, **with a final achievement of 801 across the sites.** Figures for each site broadly reflect the distribution in 2018, although the total was greater in the previous survey, which had a higher surveying budget; the 801 in 2024 represents 19% fewer interviews than before, and none carried out in winter.

Table 2: Interviews Achieved

Interview Location	2024	2018
Birches Valley	69	74
Marquis Triangle	91	116
Seven Springs	52	76
Penkridge Bank Road Car Park	54	72
Moors Gorse	30	38
Whitehouse Car Park	30	43
Punchbowl	65	79
Castle Ring Car Park	52	65
Chase Road Corner Car Park	30	40
Pull in after Stile Cop	32	21
Milford Common	30	38
Glacial Boulder Car Park	38	47
Duffields Car Park	36	53
Pull in into Coppice Hill Main Car Park	30	37
Aspens First Bay Car Park	25	28
Gentleshaw Common Main Car Park	32	39
Pull in Freda's Grave Footpath	32	35
Pull in 2 after Bednall Belt Car Park	14	14
Brook Lane Corner	38	50
West Farm Cannock (Pye Green)	21	23
Total Interviews	**801**	**988**

2.0 DETAILED METHODOLOGY FOR VISITOR SURVEY

2.1 Approach to Surveying, Building on 2018 Surveys

The summary approach set out above in Section 1.3 provides the context to how the surveying was carried out. More detail is examined here to assist future repeat surveys.

Timing

It should be noted throughout this whole 2024 report that there will be some fundamental underlying variations in results compared to 2018 due to the client specified budget, interview numbers and the overall timetable for the survey period. All surveys covered different times when human footfall and parking pressure on the landscape and wildlife would cover varying conditions.

- Previously, pulses of interviewing and tally counts were focused on the main pulse of surveying being undertaken during early autumn (September). This off-peak period was identified when visitor use, travel distances etc. were seen as most likely to reflect general visitor patterns. The summer has more specific impacts of drawing out differing audiences and activities. From the land use planning context, the autumn surveys are felt to be representative of much of the year, and at a time when footfall impact, erosion on sites and soil compaction for example are relevant to landscape planners.
- In September 2018, interviews were carried out across the whole month and boosted by a second pulse conducted in August, prior to the main pulse. Peak period surveying in the 2018 summer holidays was targeted to the main honeypot visitor locations during the last ten days of the month. This enabled data collection during peak visitor times; when footfall is heaviest and risks to the landscape come from fires and the overall volume of foot traffic, but damage from trampling is potentially less in the drier weather.
- A third pulse was also conducted in the winter 2018 (covering early November to mid-December) when visitor numbers were anticipated to be fewer, but weather conditions would have as much impact on footfall pressure on soils. In all surveying covered over three and a half months range.

For the 2024 survey period, the same site use reasoning underpinned the survey timetable. However, a more compact interviewing period saw the first pulse still cover late August, with the second period drawn out across September and October, completing before school half term week. There was no later November/December interviewing. Hence all the 801 achieved surveys in 2024 covered a two month range:

- 19th to 23rd August – weekdays only at five honeypot sites
- 19th September to 23rd October – weekdays and weekends at all sites.

2.2 Distribution of Surveying

The five key honeypot summer locations for surveying along with the 15 autumn locations saw a total of 81 sessions, mainly of 4 hour length; totalling 332 hours of surveying. Due to occasional poor weather or limited presence of people, some site sessions were curtailed, moving to other locations for the rest of the time frame. Hence a small number of surveys were held for just 1-3 hours, and a couple of sites had 5 or 6 hour sessions. Overall, surveying achieved between 16 and 24 hours of surveys at most locations, and 12 hours at three quiet spots, split between weekday and weekend.

Table 3: Summary of number of sessions and hours at each survey point and by survey season, weekday and weekend.

Location	Summer, August		Autumn, September-October	
	Survey Sessions	Hours present	Survey Sessions	Hours present
1. Birches Valley	2	12	2	8
2. Marquis Triangle	2	12	4	8
3. Seven Springs	-	-	4	16
4. Penkridge Bank Road Car Park	3	12	4	12
5. Moors Gorse	-	-	4	16
6. Whitehouse Car Park	-	-	4	16
7. Punchbowl	1	4	5	16
8. Castle Ring Car Park	-	-	5	16
9. Chase Road Corner Car Park	-	-	3	16
10. Pull in after Stile Cop	-	-	3	12
11. Milford Common	-	-	4	16
12. Glacial Boulder Car Park	1	6	3	12
13. Duffields Car Park	-	-	4	18
14. Pull in into Coppice Hill Main Car Park	-	-	3	16
15. Aspens First Bay Car Park	-	-	3	12
16. Gentleshaw Common Main Car Park	-	-	3	16
17. Pull in Freda's Grave Footpath	-	-	3	12
18. Pull in 2 after Bednall Belt Car Park	-	-	4	16
19. Brook Lane Corner Brocton	-	-	4	16
20. West Farm Cannock (Pye Green)	-	-	3	16
Total Sessions/ Hours Surveying	9	46	72	286
Total Sessions/ Hours Surveying	81 sessions		332 hours	

In all, there were 46 hours of interviewing at the peak summer visitor sites and 286 hours across all the autumn locations.

2.2 Surveying Approach

For each session, while located at a survey point the researcher undertook **a tally of all people passing at the site**. They recorded the individuals and groups to calculate average group size, as well as noting the number of minors (as a subset) and dogs, horses, bicycles, wheelchairs/ motorised scooters and pushchairs/ prams. The latter two categories were added to the tallies for the first time to identify if any significant volumes of wheeled user support were seen.

The data allows comparison between sites of visitor volume/footfall present, and what proportion of all visitors during the session were subsequently interviewed at each location. Counts are robust, but slightly approximated as they are carried out while interviews are being conducted and, at busy sites in particular, it is difficult to maintain an accurate count simultaneously while talking to someone. Nonetheless the totals broadly capture the level of busy-ness at each location and are comparable.

At the two large visitor attraction/facility locations, Marquis Drive and Birches Valley, it was agreed to follow the 2018 protocol and not try to count all people as the sheer size of the sites and multiple -parking components meant it was not practical to see and reliably count all present. This allowed the researchers to focus on collecting interviews. However, some surveyors did attempt to collect tally data, which is not presented in the analysis following due to likely constraints on the completeness. However, it does indicate higher volumes of bicycles, wheelchairs and pushchairs seen – as two visitor centre based sites, compared to the rural, more isolated route localities of all other sites.

Traditional face-to-face interviewing delivered the questionnaire, conducted by professional surveyors, using tablet computers with SNAP survey software to host the questionnaire and record responses. Potential interviewees were selected at random, based on the next person seen by the surveyor, which at times in the smaller sites, could be an extended time period between seeing people. No unaccompanied minors were approached or interviewed.

Printed 'show cards' listed options for a number of questions. In addition, individual paper maps, cross referenced to the questionnaire with a unique map number, were used to ask the interviewee their route so far and anticipated route. This was plotted by hand as part of the interview, shown as lines on the map.

Interview sessions. As noted above, tally counts and visitor interviewing took place during four hour sessions during the daytime, although times of surveying reflected the summer and late autumn hours of daylight. Some interviewers were scheduled for a second four hour shift on the same day, moving onto a second location, others were singular sessions. Poor weather and very

quiet locations occasionally saw interviewers encouraged to move to other interview sites to achieve better numbers. Effort was made to avoid adverse weather conditions (continuous heavy rain, severe weather warnings, storms etc.) or reduce the impact by conducting half days at different locations.

Weather and Impacts

The weather conditions during surveying were fairly typical for the period. The UK Met Office notes how for August, overall temperatures across the UK were slightly above average, England being +0.6°C. Rainfall saw southern England only record 50% of the average; whilst for the UK overall, rainfall was slightly above average, 110% of the long-term average. Sunshine was just slightly below average for the UK (159.6 hours, 99% of the long-term average). Storm Lilian brought powerful winds on the 22nd and 23rd, during the interviewing period, following above average rainfall that week.

Weather in the autumn surveys (late September to late October) saw unsettled weather across the UK. The third week saw temperatures above average, before a return to much cooler conditions in the final week of the month. It was also a very wet month for many, with rainfall for the UK overall was above average (provisional 125%), and Midlands rainfall seeing some interview dates re-scheduled. October saw a mix of settled conditions due to high-pressure systems as well as wet and windy weather from a succession of low-pressure systems, including the first named storm of the 2024/25 season. The month started with wet weather across the Midlands. Despite a brief spell of below-average temperatures early in the month, overall October was a month of mild temperatures for most. October was drier than average, with England recording 101% of the long-term average rainfall. Sunshine duration was around average for the UK in October, 97% of the long-term average.

Sources:

https://www.metoffice.gov.uk/binaries/content/assets/metofficegovuk/pdf/weather/learn-about/uk-past-events/summaries/mwr_2024_08_for_print_v1.pdf

https://www.metoffice.gov.uk/binaries/content/assets/metofficegovuk/pdf/weather/learn-about/uk-past-events/summaries/mwr_2024_09_for_print_v1.pdf

https://www.metoffice.gov.uk/binaries/content/assets/metofficegovuk/pdf/weather/learn-about/uk-past-events/summaries/mwr_2024_10_for_print_v1.pdf

Analysis of postcode data. Mapping in the analysis section of this report uses Google Maps to pin visitor home postcodes, predominantly as the full postcode, but sometimes only provided with the first part e.g. B1, CV4, etc. For secondary mapping of distances from home origin to car park/access point location, the full postcode, or a local adjacent postcode was used where possible to ensure accurate mapping of as many interviewees as practical.

3.0 VISITOR SURVEY TALLY RESULTS

3.1 Tally Footfall and Observations at Survey Locations

The surveying was undertaken over a total of 332 hours across all sites in 2024, notably fewer hours than the 520 hours in 2018, which generated more interview date sessions per site, over a far longer period. However, as noted, not all survey locations involved a full tally count of passing people; at the survey points 1: Birches Valley and 2: Marquis Drive Triangle, these 40 hours of combined surveying are not included in the footfall counts due to the sheer number of people across the whole site and varied parking areas. So, 292 hours of surveying provides the tally counts analysed below.

Table 4 presents in summary the total number of people passing at each survey point, as well as the average number of people per hour. These values reflect all people seen as entering, departing or passing the survey point during the total hours of surveying over all sessions, divided by hours present. This provides **people per hour (pph) ratio.**

With a variety of types of location, and connection to surrounding settlements and main road/ quieter entry routes, it is not surprising that values vary between sites and the two seasonal pulses.

Table 4: Footfall Count Summary of the total number of people recorded passing during survey on a weekday or weekend day during each survey pulse by survey point. Values in brackets show the number of people per hour (pph). The final autumn column shows the ratio of weekday to weekend people passing at each survey point in autumn.

Location	Summer, Aug. No. (pph)	Autumn, September-October. No. (pph)		Autumn ratio
	Weekday	Weekday	Weekend	Weekday to Weekend
1. Birches Valley	n/a	n/a	n/a	n/a
2. Marquis Triangle	n/a	n/a	n/a	n/a
3. Seven Springs	-	60 (7.5)	44 (5.5)	58:42
4. Penkridge Bank Road Car Park	48 (4.0)	41 (3.4)	15 (3.8)	73:27
5. Moors Gorse	-	43 (4.1)	31 (3.9)	58:42
6. Whitehouse Car Park	-	33 (3.8)	22 (2.8)	60:40
7. Punchbowl	11 (2.7)	76 (9.5)	47 (3.9)	62:38
8. Castle Ring Car Park	-	61 (5.1)	64 (8.0)	49:51
9. Chase Road Corner Car Park	-	33 (4.1)	14 (3.5)	70:30
10. Pull in after Stile Cop	-	11 (2.8)	47 (5.9)	19:81
11. Milford Common	-	40 (10.0)	36 (4.5)	53:47
12. Glacial Boulder Car Park	28 (7.0)	20 (5.0)	62 (5.2)	24:76
13. Duffields Car Park	-	32 (4.0)	16 (4.0)	67:33

Location	Summer, Aug. No. (pph)	Autumn, September-October. No. (pph)		Autumn ratio
	Weekday	Weekday	Weekend	Weekday to Weekend
14. Pull in into Coppice Hill Main Car Park	-	18 (2.2)	24 (6.0)	43:57
15. Aspens First Bay Car Park	-	12 (3.0)	17 (2.1)	41:59
16. Gentleshaw Common Main Car Park	-	43 (5.4)	8 (2.0)	84:16
17. Pull in Freda's Grave Footpath	-	46 (5.8)	12 (3.0)	79:21
18. Pull in 2 after Bednall Belt Car Park	-	9 (2.2)	13 (3.2)	41:59
19. Brook Lane Corner Brocton	-	48 (4.0)	16 (4.0)	75:25
20. West Farm Cannock (Pye Green)	-	18 (4.5)	21 (5.2)	38:62
Total Footfall Counts (pph)	87 (4.6)	644 (4.8)	509 (4.4)	56:44
Comparator 2018 totals	***294 (12.3)***	***1249 (8.7)***	***1922 (13.3)***	***40:60***

Legend: - represents not scheduled. n/a represents survey data not appropriate to use/ not calculable.

It is not realistic to compare site by site as the number of interview sessions/ hours and weather conditions, as well as weekday/weekend scheduling is not the same in both surveyed years. Excluding Marquis Drive Triangle and Birches Valley, which had large numbers present during the August dates:

- For the overall picture, the **Total Footfall Counts saw 87 people in August, and 1,153 during the autumn – a total of 1,240 people.**
- **In the September-October period** of surveys undertaken, this represented **a ratio of 56 people observed in the weekdays : 44 people at weekends.** However, it should be noted that this is a reflection of the scheduled interview date ratios as much as the number present at the time.
- **Looking at people per hour rates, these are fairly consistent during 2024, across the months and weekdays/ weekend in the autumn at 4.4 to 4.8 persons, averaging 4.6 people per hour.**
- In all cases, the higher number of interview hours and scheduled sessions in **2018 saw more footfall observed in all seasons in total, as well as interestingly, notably higher people per hour rates (2018, ranging from 8.7 pph to 13.3 pph).**

For 2024 observations, there is a varied number of pph across the sites, as was noted in 2018. Low figures of around 2.0pph can be seen at times at Aspens, Gentleshaw Comon and Coppice Hill Car Parks, pull ins. Highest observed rates were at Milford Common and Punchbowl, around 10.0 pph. Most locations saw between 4 and 6 pph, hence the average of around 4.6 pph. It is unclear why the notable variation from the greater figures seen in 2018 – potentially a combination of

factors around weather, day of the week (more surveys carried out then at weekends), time of the day all combining.

3.2 Tally Footfall Differences Between Weekdays and Weekends

In looking at variations in footfall between the sites, there were no August weekend interviews. Autumn surveys were conducted on both weekdays and weekends, with more scheduled as seen above, for weekdays. This enables some limited insight into the late September to late October period of differences between weekdays and weekends. However, again, it should be noted that this is a as much a reflection of the scheduled interview date ratios as much as the number of people present at the time. **In the September-October period** of surveys undertaken, this represented a **ratio of 56 people observed in the weekdays to: 44 people at weekends.**

It is more reliable to look at the people passing per hour ratio, than the absolute numbers observed, which reflects the number of sessions/hours surveyed at each site. Overall, figures are not noticeably different between weekdays and weekends. At a number of locations there is **some suggestion of higher levels of pph being counted at weekends compared to weekdays**:

- Including at Castle Ring Car Park, Pull in after Stile Cop, Pull in at Coppice Hill and at West Farm Cannock (Pye Green). Whilst not exceptionally high rates, these can be as much as 2 persons per hour greater rates than in the weekdays.
- **Higher weekday pph rates**, as much as 2 to 3 persons greater are recorded at Seven Springs, Whitehouse Car Park, Punchbowl Car Park, and Pull in Freda's Grave.

Differences between seasons

Examining differences between seasons August/ summer and September, October/ autumn is not realistic to compare as there were only five sites interviewed at in the summer period, and the two major visitor centres are excluded due to the previously noted lack of robustness of whole site observations. This leaves a modest number of sessions and counts at the three other locations, with no clear pattern, as each site varies in frequency by each survey period.

People Entering Site

As well as the total tally count of people entering, passing through or leaving the survey location, tally data of a sample of this total can also be looked at (as was the case in 2018) by only using the number of people entering the site at the access point being surveyed. This is another way of trying to estimate the level of people recorded using the specific access point, rather than all footfall passing through.

Analysis is presented in Table 5 showing the numbers of people entering only, contrasted with those recorded as passing through, for the whole survey period. It also highlights in the final column the ratio between the two elements.

In all, **750 people were observed entering the 18 survey points, and 462 passing through**. The counts show approximately a ratio of two thirds (62%) seen entering the survey site to one third (38%) passing through.

Table 5. Footfall Count Summary of the total number of people recorded either entering the survey site or passing through during survey overall.

Location	No. Entering	No Passing through	Total Count	Ratio Entering : Passing thru
1. Birches Valley	n/a	n/a	n/a	n/a
2. Marquis Triangle	n/a	n/a	n/a	n/a
3. Seven Springs	86	18	104	83:17
4. Penkridge Bank Road Car Park	63	41	104	61:39
5. Moors Gorse	26	48	74	35:65
6. Whitehouse Car Park	47	8	55	85:15
7. Punchbowl	124	10	134	93:7
8. Castle Ring Car Park	72	53	125	58:42
9. Chase Road Corner Car Park	32	15	47	68:32
10. Pull in after Stile Cop	32	26	58	55:45
11. Milford Common	43	33	76	57:43
12. Glacial Boulder Car Park	45	37	82	55:45
13. Duffields Car Park	29	19	48	60:40
14. Pull in into Coppice Hill Main Car Park	17	25	42	40:60
15. Aspens First Bay Car Park	7	22	29	24:76
16. Gentleshaw Common Main Car Park	40	11	51	78:22
17. Pull in Freda's Grave Footpath	39	19	58	67:33
18. Pull in 2 after Bednall Belt Car Park	1	21	22	5:95
19. Brook Lane Corner Brocton	21	43	64	33:67
20. West Farm Cannock (Pye Green)	26	13	39	67:33
Total Footfall Counts	**750**	**462**	**1,212**	**62:38**

Sites with the highest ratio of entering visitors are Punchbowl (93%), Whitehouse Car Park (85%), Seven Springs (83%), Gentleshaw Common (78%) and Chase Road Corner Car Park (68%). By

contrast, the lowest proportions entering, with far greater numbers passing through, can be seen at Bednall Belt Car Park (5% entering, 95% passing through, albeit with small sample size) and Aspens Car Park (24%, again with smaller sample).

3.2 Group Sizes at Survey Locations

From observation counts at the survey sites, tally totals of the number of people as individuals/solo persons and as groups of two or more persons, enables the calculation of simple average group sizes. For each survey location and survey summer/autumn period the average group size is presented in Table 6.

Overall, the average group size observed was 2.0 people per group, virtually the same as the 2.1 average in 2018. These figures ranged from around 1.1 (where almost everyone observed during the session(s) were walking on their own) to 2.3 people per group (noted at Castle Ring) and 3.0 (at Penkridge Bank), potentially influenced by larger social groups of walkers together). Within the average of 2.0 people per group, there were observed 0.1 as minors.

Modest differences can be seen in the group sizes recorded at each location, as well as between those on weekdays compared to weekends. There is not a significant variation between the average group sizes recorded between the summer and autumn months. Some modest variation can be seen with notably larger group sizes at weekends at several locations.

Table 6: Summary of average group sizes (number of people per observed group) recorded in summer and autumn pulses, also at weekdays and weekends, for each survey point.

Location	Summer, Aug Average group size	Autumn, September-October Average group size		All average
	Weekday	Weekday	Weekend	
1. Birches Valley	n/a	n/a	n/a	n/a
2. Marquis Triangle	n/a	n/a	n/a	n/a
3. Seven Springs	-	1.7	1.5	1.6
4. Penkridge Bank Road Car Park	2.1	2.2	3.0	2.3
5. Moors Gorse	-	1.4	1.6	1.5
6. Whitehouse Car Park	-	1.5	1.3	1.4
7. Punchbowl	1.7	2.0	1.7	2.0
8. Castle Ring Car Park	-	1.6	2.3	1.9
9. Chase Road Corner Car Park	-	1.6	1.6	1.6
10. Pull in after Stile Cop	-	1.9	1.6	1.7
11. Milford Common	-	2.2	1.8	2.0

12. Glacial Boulder Car Park	2.2	1.8	1.6	1.8
13. Duffields Car Park	-	1.5	1.1	1.3
14. Pull in into Coppice Hill Main Car Park	-	1.3	1.8	1.6
15. Aspens First Bay Car Park	-	1.2	1.8	1.5
16. Gentleshaw Common Main Car Park	-	1.4	1.1	1.4
17. Pull in Freda's Grave Footpath	-	1.4	1.5	1.5
18. Pull in 2 after Bednall Belt Car Park	-	1.5	1.6	1.6
19. Brook Lane Corner Brocton	-	1.7	1.6	1.6
10. West Farm Cannock (Pye Green)	-	1.3	1.8	1.5
Average group size	2.0	1.6	1.7	1.7
2018 average group size	***2.1***	***1.8***	***1.9***	***1.9***

These 2024 figures overall are fractionally smaller than in 2018 (around 0.1 to 0.2 points), when summer weekdays saw average group sizes overall at the three interview locations of 2.1 people, whilst the autumn weekdays had 1.8 average people, similar to autumn weekends of 1.9 average group size. Figures cannot be reliably compared between the survey location over time, as it only takes a small variation, such as a minibus of a small group to be on site, to skew results across the years.

3.3 Composition of the Group at Survey Locations

During tally counts the composition of all groups or simple activities were noted, with the counts recording the numbers of cycles/cyclists, horses/horse riders, minors (within family outings, or group trips) and of dogs (amongst groups and solo people dog walking).

From these tally observation counts, **overall 13.3% of people seen were cyclists** (a little less than the 18% observed in 2018**)**; **4.2% were minors** (notably less than the 14% seen in 2018) and 0.1% horse riders (again, less than the 1% in 2018).

- There were 0.8 dogs observed on average in a group. In all, 565 dogs were observed during the surveys. The greatest numbers were 90 dogs, seen at Punchbowl and 89 seen at Castle Ring – both substantially more than at other locations, with 43 at Duffields and 36 at Gentleshaw Common. Other sites had just a dozen or so seen.

High numbers of cyclists were observed at certain survey points; Pull in after Stile Cop (29 cyclists, 50% of people observed), Penkridge Bank (28 cyclists, 27% of people observed), West Cannock Farm (9, 26%), Whitehouse (10, 18%), Moors Gorse (13, 18%).

To present visually the distribution of people, cyclists, minors, dogs and horses seen at each site, as total footfall (people and animals), entering and passing through. Map 3 indicates the total for each survey location. This covers the 18 sites using only autumn survey data; with pie-charts replicating the approach in 2018, as it enables a more immediate method of observing the variable proportions.

- There is some scope for slight double counting on occasions; it should be noted that some categories may not be fully mutually exclusive (for instance there could be a small number of children counted who are also cycling, hence recorded twice – but rarely). Pie charts should be considered therefore as illustrative.

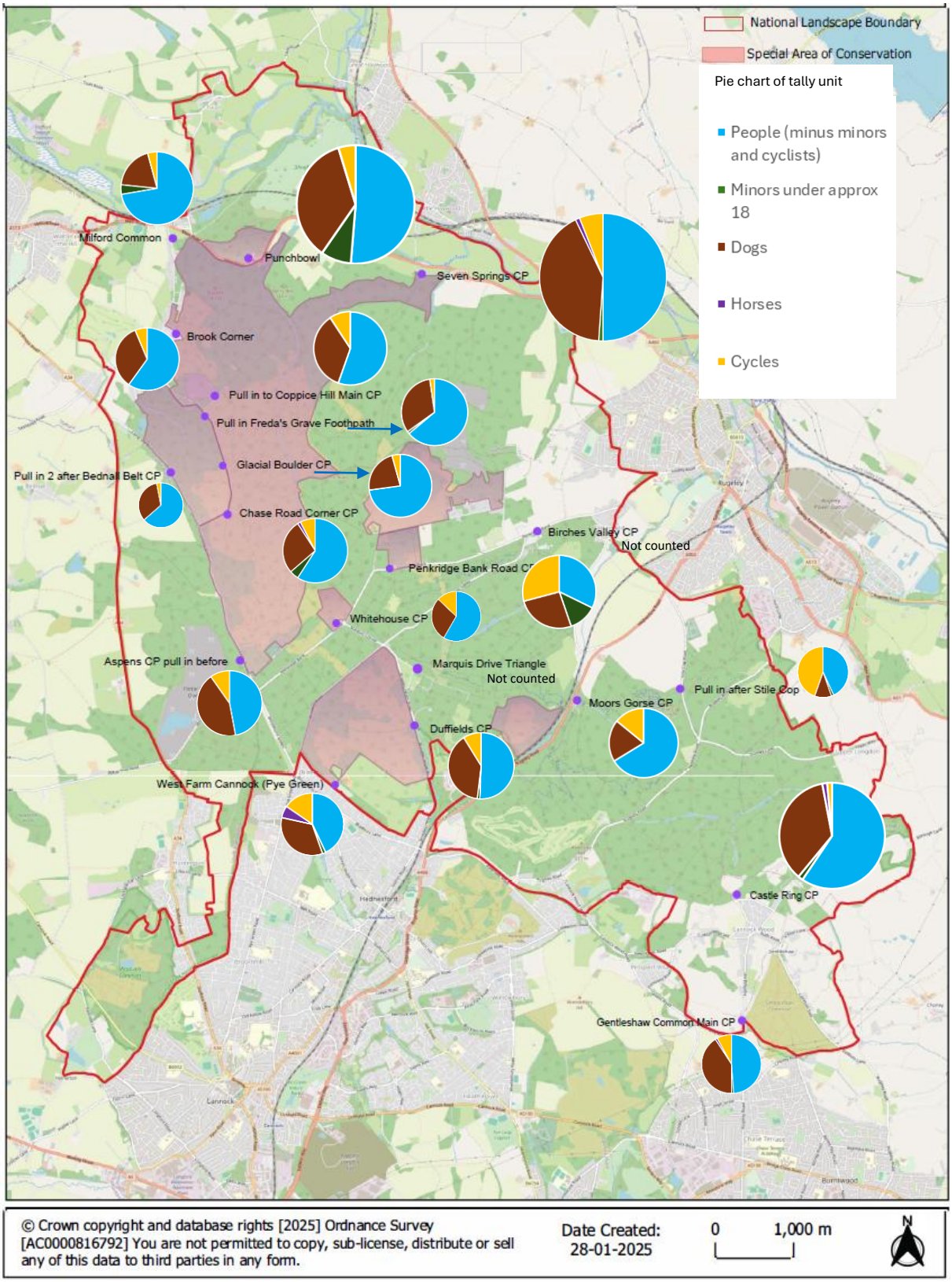
Map 3 shows that the proportion of cyclists and minors in relation to the total footfall entering were the most variable – the percentage of cyclists/mountain bikers range from 2%-44% (greatest presence at Stile Cop and Penkridge Bank) and minors from 0%-12% (greatest presence at Penkridge Bank and Punchbowl).

As a comparison exercise, tally data was also analysed by only reviewing the number of people observed as entering the site at the survey access point, rather than the greater volume of all people passing though, and returning (often to cars). This provides an alternative method of trying to estimate people flow into the individual survey site access point, rather than all passing traffic. At headline level, this does not show notably different results from the all present figures. A breakdown of the numbers of groups, people, dogs, minors, cyclists and horses is given in Table 7.

Table 7: Summary of people entering, and the different composition observed from tallies being undertaken over whole survey period.

Aspect of tally counts at sites	Totals/averages of those entering 18 survey sites, over whole survey
Total **groups** entering	453
Total **people** entering (people per group)	750 (1.6)
Total **dogs** entering (dogs per group)	410 (0.9)
Total **minors** entering (as % of all people)	40 (<0.1 per group) (5.3%)
Total **cyclists** entering (as % of all people)	73 (0.2 per group) (9.7%)

Map 3: Pie charts to indicate the approximate proportions of people, minors, cyclists, dogs and horse riders recorded in tally counts by site. Charts are sized by the number of total people seen.



The size of circle reflects the relative size of total count of people seen at the site.

4.0 VISITOR SURVEY DETAILED RESULTS – SITES AND VISITING BEHAVIOUR

4.1 Surveys Undertaken

Across all sites and survey sessions, a total of 986 people (or groups of people) were approached and invited to be interviewed. Of these, 801 people were willing to be interviewed (81%) of all approached) and generated the study's findings. The mean length of time to conduct an interview on the tablet was around 11.5 minutes, which is virtually the same as in 2018, both including the information logged by the surveyor after the interview was completed.

143 people (15%) did not wish to be interviewed, noted as refusals. A variety of reasons were cited by those who did not wish to be interviewed. These included several passing through rapidly, as cyclists or joggers, people in a hurry/saying they did not have the time, some hurrying away being caught in the rain, as well as others with no interest/inclination to be involved.

There was no consistency in site or season of refusal to be interviewed; it was seen across all survey locations. Potentially some fast moving visitors as cyclists may be slightly undercounted by their refusals, however, the percentage present interviewed stating cycling/mountain biking was their key activity was 15% (detailed analysis follows below) and 13% of those observed in all site tallies (excluding the busy sites with many cyclists at the two visitor centres) were cyclists – so this appears a robust sample achieved.

With the surveyors being scheduled across many sites over the months, visiting on numerous dates, there was always the potential to also encounter some potential interviewees who had already taken part on a previous date. In reality, very few, only 43 (4%) had already been interviewed and did not take part again – recorded as a separate column from the refusals.

Table 8: Summary of the total number of people approached at each location, and the number (%) who; refused to be interviewed, who had previously been interviewed or were interviewed. Table combines data from all survey seasons.

Location	Total people approached	Number (percentage) of refusals	Number (%age) people already approached	Number (%age) of interviews undertaken
1. Birches Valley	85	13 (15%)	3 (4%)	69 (81%)
2. Marquis Triangle	100	7 (7%)	3 (3%)	90 (90%)
3. Seven Springs	60	6 (10%)	2 (3%)	52 (87%)
4. Penkridge Bank Road Car Park	60	4 (7%)	1 (2%)	55 (92%)
5. Moors Gorse	33	2 (6%)	0 (0%)	31 (94%)
6. Whitehouse Car Park	38	8(21%)	1 (3%)	29 (76%)
7. Punchbowl	74	7 (9%)	2 (3%)	65 (88%)
8. Castle Ring Car Park	67	11 (16%)	4 (6%)	52 (78%)

9. Chase Road Corner Car Park	40	7 (18%)	3 (8%)	30 (75%)
10. Pull in after Stile Cop	42	8 (19%)	2 (5%)	32 (76%)
11. Milford Common	42	8 (19%)	3 (7%)	31 (74%)
12. Glacial Boulder Car Park	45	6 (13%)	2 (4%)	37 (82%)
13. Duffields Car Park	46	8 (17%)	2 (4%)	36 (78%)
14. Pull in into Coppice Hill Main Car Park	38	7 (18%)	1 (3%)	30 (79%)
15. Aspens First Bay Car Park	35	6 (17%)	4 (11%)	25 (71%)
16. Gentleshaw Common Main Car Park	43	9 (21%)	2 (5%)	32 (74%)
17. Pull in Freda's Grave Footpath	41	8 (20%)	1 (2%)	32 (78%)
18. Pull in 2 after Bednall Belt Car Park	19	3 (16%)	2 (11%)	14 (74%)
19. Brook Lane Corner Brocton	50	9 (18%)	4 (8%)	38 (76%)
20. West Farm Cannock (Pye Green)	28	6 (21%)	1 (4%)	21 (75%)
Total Counts	**986**	**143 (15%)**	**43 (4%)**	**801 (81%)**
Comparator 2018 totals	***1,325***	***237 (18%)***	***100 (8%)***	***988 (75%)***

Key survey locations with the greatest tendency to refuse to be interviewed were at Aspens Car Park (29% combined refusal, or previously interviewed), Bednall Belt Car Park (26% combined), Whitehouse Car Park (26% combined), Milford Common (26% combined) and Gentleshaw Common (26% combined).

A far greater number were approached in 2018 in total, with more who refused to be interviewed (18%), also 8% having already previously been approached and/or taken part in a survey.

Interviews achieved at each location was variable as each site had varying numbers of visitors present during the survey session, and some were notably more or less busy. The number of interviewees recorded at each site over the survey period is given in Table 9. The number of interviewees was lower in late autumn with the sites being less busy and poor weather impacting on decisions.

Table 9: Number of interviews by site and season

Location	Summer, Aug	Autumn, September-October		Total
	Weekday	Weekday	Weekend	
1. Birches Valley	40	0	29	69
2. Marquis Triangle	40	10	40	90
3. Seven Springs	-	28	24	52
4. Penkridge Bank Road Car Park	21	10	24	55
5. Moors Gorse	-	17	14	31
6. Whitehouse Car Park	-	11	18	29
7. Punchbowl	4	27	34	65
8. Castle Ring Car Park	-	24	28	52
9. Chase Road Corner Car Park	-	15	15	30
10. Pull in after Stile Cop	-	15	17	32
11. Milford Common	-	13	18	31
12. Glacial Boulder Car Park	10	11	16	37
13. Duffields Car Park	-	17	19	36
14. Pull in into Coppice Hill Main Car Park	-	17	13	30
15. Aspens First Bay Car Park	-	13	12	25
16. Gentleshaw Common Main Car Park	-	16	16	32
17. Pull in Freda's Grave Footpath	-	16	16	32
18. Pull in 2 after Bednall Belt Car Park	-	6	8	14
19. Brook Lane Corner Brocton	-	21	17	38
10. West Farm Cannock (Pye Green)	-	13	8	21
Total	**115**	**300**	**386**	**801**
2018 total	***92***	***283***	***386***	***761***

Note in 2018 - *plus additional 227 interviews also in winter= total 988*

Interviewee Group Size

Of the 801 interviewed groups, the average number of people observed in the group was 2.0 (the same as the 1.9 average noted in 2018.) The average number of dogs per interview was 0.8 (0.9 in 2018 per group) and this is broadly similar to values from tally counts.

4.2 Type of Visit Undertaken

Across all interviews undertaken over the whole study, **the majority of interviewees (96%, 765 interviewees) were on a day trip/ short visit directly from home**. This very high ratio correlates with the 97% figure in 2018. Of the few other respondents**, 2% were on a trip/short visit and staying away from home with friends or family, with 1% staying away from home at a second home or on holiday,** and less than 1% gave other varied reasons for being on their trip.

There were very minor variations between seasons and weekdays/ weekend of interview. In the summer, slightly fewer, 92% were visiting from home, rising to 96% in autumn. This is a direct reflection of more people in the summer being away on holiday visits. In summer, 5% were staying with friends and family and 3% were staying away on holiday/ in a holiday or second home.

- Across all the interviewing periods, the majority of individual sites saw highest results of being a day trip/ short visit from home – ranging from 100% at Seven Springs, Pull in after Stile Cop, Pull in Freda's Grave Footpath, Pull in 2 after Bednall Belt Car Park, Brook Lane Corner Brocton and West Farm Cannock (Pye Green).
- The lowest sites noting coming from home was 86% at White House Car Park, 87% at Chase Road Corner Car Park and 92% at Glacial Boulder. The reasons all varied between coming from staying with friends/ family, holiday home and other.

Table 10 shows the data for interviewees at the five survey locations that had both summer and autumn interviews. Summer surveys conducted in the school holidays indicate a period in which it can be anticipated there would be more interviewees potentially being away on holiday, thus coming from other accommodation sources than 'home'.

The percentage of visitors from home in the summer illustrate lower figures than the whole survey of all sites figure of 96%:

- 90% at Birches Valley, 90% at Glacial Boulder, 93% at Marquis Drive Triangle, 95% at Penkridge Bank Car Park, and an outlier in 100% at Punchbowl.
- Most of these locations then showed an increase in this percentage from home/day trip in the autumn, with the difference being slightly more people travelling directly from home, i.e. fewer people staying overnight away from home (see Table 10).

Table 10: Examination of the percentage of interviewees travelling directly from home, over the different survey periods at the subset of five locations surveyed in all periods.

Location	Summer, Aug	Autumn, September-October		Average all
	Weekday	Weekday	Weekend	
Birches Valley	90%	n/a	93%	91%
Marquis Triangle	93%	80%	100%	91%
Glacial Boulder Car Park	90%	91%	94%	92%
Penkridge Bank Road Car Park	95%	100%	96%	96%
Punchbowl	100%	97%	97%	97%
Average	94%	93%	96%	94%
2018 results	***89%***	***92%***	***98%***	***n/a***

The 2018 results were slightly different, with fewer, 89% seen as coming directly from home/day trip in August and hence more people coming from a holiday/friends' accommodation. The 2018 study noted slightly more on average, 96% and 98% being from direct home day trips in the autumn weekdays and weekends respectively.

Over all the sites and seasons, there was limited variation seen in the present survey by the main activity reason for visiting. **For those dog walking, 99% came from home; as did 98% of those jogging/power walking/ running** - all representing more local area residents.

- 93% of those who were walking came from their home as a day visit, whilst 4% were staying with friends and family, and 2% being away on holiday.
- 97% of those with cycling as their main activity also came from home and 3% from staying away with friends and family.

4.3 Main Activities During Visit

Interviewees stated the single main activity they were undertaking during the visit. Across the full survey period, there was one dominant main activity, with two other key ones. **Almost half of all respondent's main activity was walking their dog (46%). The nearest other main activity was walking (17%), cycling/mountain biking, noted by 15%** of visitors and jogging/power walking/running (6%). Table 11 presents all main activities noted.

- These core activities were also the most noted in 2018, albeit in slightly different proportions, but still the dominant reasons for being in the locality. In 2018 – a similar 43% of interviewees were dog walkers, followed by 22% walkers and 21% cyclists; these latter two reasons being around five percentage points more highly noted than in 2024.

Of the few 'Other' reasons given in 2024, several interviewed at Birches Valley were at the site for the Go Ape centre. One person at Marquis Drive was here for the Tanglewood Activity Centre. At other sites, one was on a short visit on their way back home after staying with family; another pulled over for a short rest from driving. Two respondents noted being in the area (at different locations and times) for autumn mushroom picking. One interviewee at Milford Common needed to pull in and make some phone calls. At Castle Ring, one was taking children out on a trip as a Scout group.

Table 11: Main Activity over the survey period, all locations.

Main Activity	No.	%	2018 %
Dog walking	366	46%	43%
Walking	138	17%	22%
Cycling/mountain biking	122	15%	21%
Jogging/power walking/running	51	6%	>5%
Outing with family	28	3%	>5%
Enjoy scenery/fresh air	27	3%	>5%
Other	21	3%	>5%
Meeting up with friends	20	2%	>5%
Photography	9	1%	>5%
Horse riding	5	1%	>5%
Commercial dog walking	5	1%	>5%
Bird/wildlife watching	4	0%	>5%
Picnic	3	0%	>5%
TOTAL	**801**	**100%**	**100%**

In 2018, all the other activities were recorded as having less than 50 interviewees (with less than 5%) noted for each main activity category. The five main activities in 2024 show some seasonal variation.

- Autumn weekdays see the highest proportion of dog walking as the main motivating activity (51%), being lower in summer weekdays (37%).
- Conversely, summer weekdays see slightly more people noting walking as their main activity (21%) than at any other time.
- Cycling/mountain biking is a little varied as lead activity across survey periods, being greater (17%) in summer weekdays and autumn weekends.
- Autumn weekday and weekend jogging/running is noted in a slightly greater proportion (8%, 7%) than in the summer.

- Summer, school holiday period weekdays appear to have an impact on more Outings with family being noted than at any other time (9% as main activity in this period).

Table 12: Leading Activities over the 2024 survey by seasonal period, all locations.

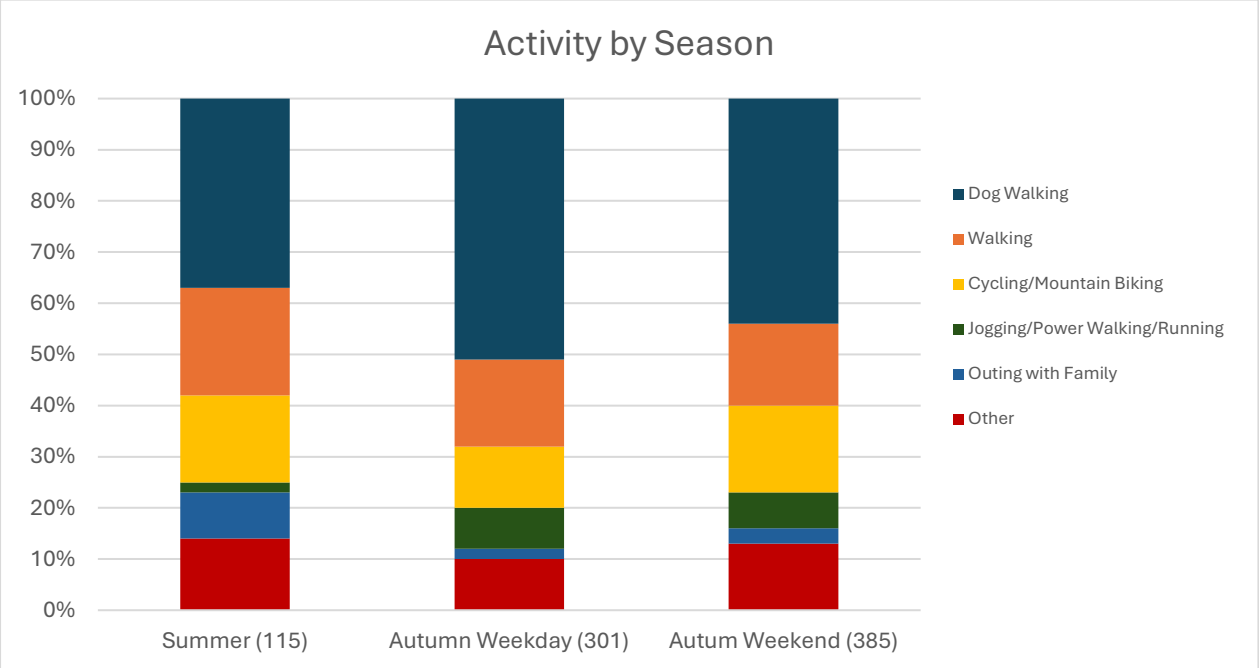
Main Activity	All %	Summer, Aug	Autumn, September-October	
		Weekdays	Weekdays	Weekends
Dog walking	46%	37%	51%	44%
Walking	17%	21%	17%	16%
Cycling/mountain biking	15%	17%	12%	17%
Jogging/power walking/running	6%	2%	8%	7%
Outing with family	3%	9%	2%	4%

There were only a small proportion of all visitors who were first time visitors to Cannock Chase, when asked how long they had been visiting Cannock Chase, 6%, with 94% having visited in the past.

- Amongst these newcomers, 35% were specifically walking as the key activity – twice the overall level for all visitors; along with 15% noting being here for the scenery/fresh air, which barely registered for all visitors. Whereas cycling was a key activity/ reason to visit for 15% of the newcomers, the same as for all visitors, only 13% noted dog walking.

With the predominance of repeat visitors, their behaviour mirrored the overall averages, although slightly more, 48% noted dog walking as the main activity.

Figure 1: Stacked bar charts of interviewees' activities recorded across all survey points, by season



Some variation can be seen between the main activities for interviewees across the two interview seasons and between weekdays and weekends during the autumn, Figure 1.

Overall, the three primary activities remain dominant in each period analysed. The proportions in the summer at the smaller number of five sites show more primary activities as being: 37% dog walking, 21% walking and 17% cyclists. With the autumn interviewees, there is a slightly greater proportion seen of dog walkers (51%) at weekdays, and slightly lower share of walking (17%) and cyclists (12%), Autumn weekends see an amount in between these for dog walking (44%), whilst cyclists are around 17% and walkers 16% at weekends.

Lead activities at each survey site

Considering the variation in leading main activity by survey point, Table 13 indicates just the main activity at each survey point and how it varies across the surveying period.

Table 13: Summary table showing the most frequent main activity recorded at each survey point. Activities are coded as cycling (C), dog walking (D) and walking (W). The percentage of interviewees for the activity by the season column are given in brackets.

Location	Summer, Aug	Autumn, September	
	Weekday	Weekday	Weekend
1. Birches Valley	**C** (30%)	-	**C** (31%)
2. Marquis Triangle	**D** (40%)	**D** (30%)	**D** (48%)
3. Seven Springs	n/a	**D** (64%)	**D** (71%)
4. Penkridge Bank Road Car Park	**D** (57%)	**D** (40%)	**C** (63%)
5. Moors Gorse	n/a	**C** (47%)	**D** (43%)
6. Whitehouse Car Park	n/a	**D** (64%)	**D** (56%)
7. Punchbowl	**D,W** (25%,25%)	**D** (63%)	**D** (53%)
8. Castle Ring Car Park	n/a	**D** (54%)	**D** (50%)
9. Chase Road Corner Car Park	n/a	**D** (53%)	**D** (47%)
10. Pull in after Stile Cop	n/a	**C** (63%)	**C** (47%)
11. Milford Common	n/a	**D, W** (31%,31%)	**W** (38%)
12. Glacial Boulder Car Park	**D** (60%)	**W** (64%)	**D** (56%)
13. Duffields Car Park	n/a	**D** (59%)	**D** (42%)
14. Pull in into Coppice Hill CPark	n/a	**D** (44%)	**D** (42%)
15. Aspens First Bay Car Park	n/a	**D** (54%)	**D** (50%)
16. Gentleshaw Common CPark	n/a	**D** (69%)	**D** (44%)
17. Pull in Freda's Grave Footpath	n/a	**D** (44%)	**D** (63%)
18. Pull in 2 after Bednall Belt CP	n/a	**D** (50%)	**D** (38%)
19. Brook Lane Corner Brocton	n/a	**D** (57%)	**D** (47%)
20. West Farm Cannock	n/a	**D** (85%)	**D** (63%)
Total	**Dog** (37%)	**Dog** (51%)	**Dog** (44%)
Comparator 2018 totals	***Cycle (38%)***	***Dog (48%)***	***Dog (37%)***

From all these full survey period results, the key locations for **dog walking** as the main activity are:

- West Cannock Farm (76% of all main activities)
- Seven Springs (67%)
- Whitehouse Car Park (59%)
- Gentleshaw Common Main Car Park (56%)
- Punchbowl (55%)

From all these full survey period results, the key locations for **cyclists** are:

- Pull in after Stile Cop (50% of all main activities)
- Birches Valley Car Park (37%)
- Penkridge Bank Road Car Park (35%)
- Moors Gorse Car Park (35%)

Key locations for **walkers**, although notably lower than for the above main activities, are:

- Glacial Boulder Car Park (38% of all main activities)
- Milford Common (29%)
- Castle Ring Car Park (23%)
- Pull in into Coppice Hill Main Car Park (23%)

Visitors with dogs

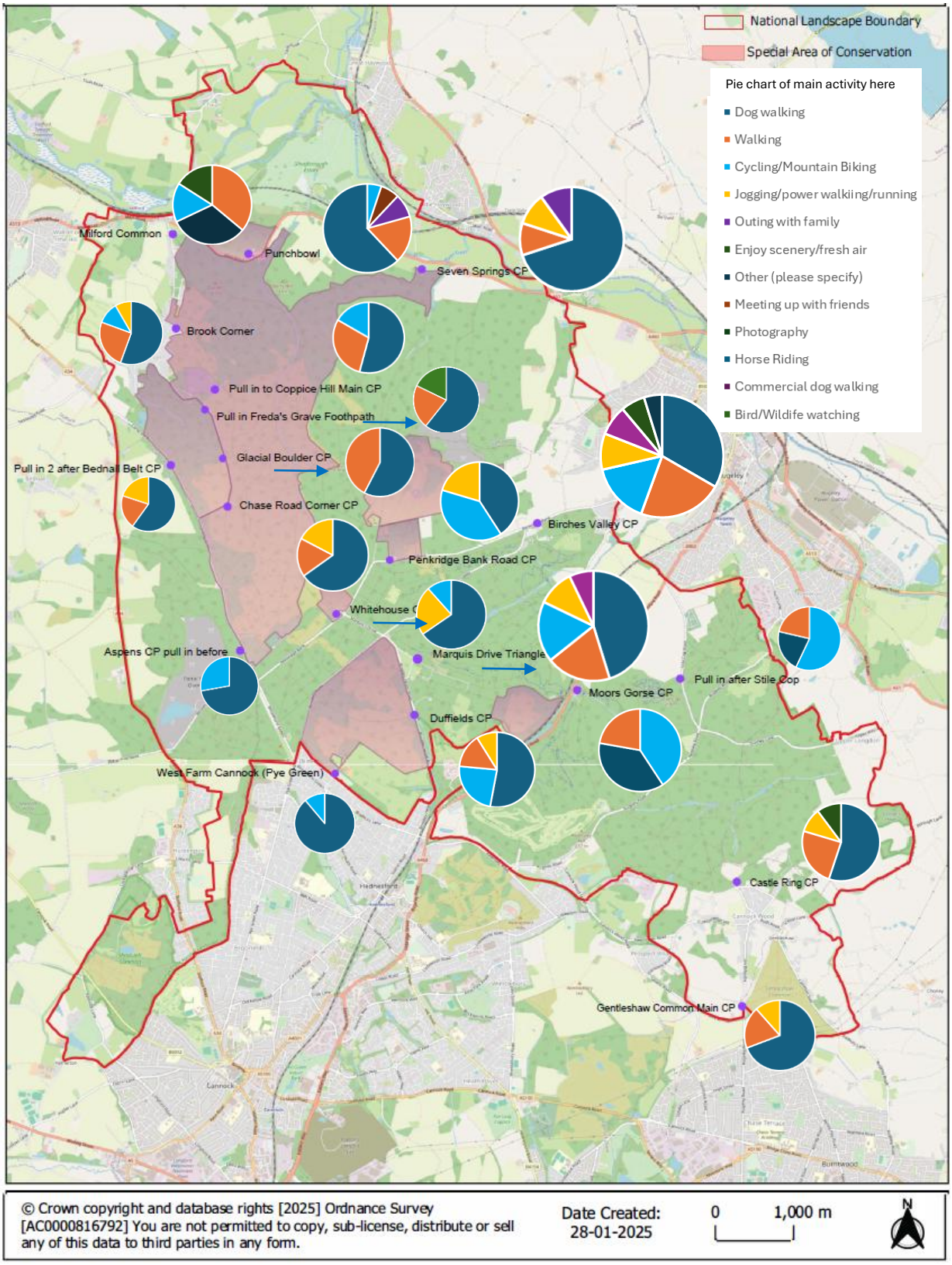
It should be noted that whilst the 46% of interviewees who gave their main activity as dog walking, they were not the only ones with dogs. A small proportion of some other respondents that had a dog within their party provided an alternative main activity – such as being on an outing with family, or meeting up with friends or jogging/running – where the dog was a part of the activity, but not the named primary reason.

Over the whole survey, the number of dogs per interviewee was recorded for each interviewee; this ranged from 0 (the greatest amount) to one group with 7 dogs. (In 2018, this ranged from 0-6.) Most frequently people had one or two animals per group.

- On average the number of dogs overall for all 801 interviews, including those with none was 0.8 dogs; with 420 respondents (52.4%) having one or more dog in the group.
- A total of 565 dogs were accounted for in these interviews.
- 47.6%, 381 respondents, did not have any dog within the party. Thus, for those interviewed with one or more dogs it was 1.5 average (similar to the 1.6 in 2018).
- Surveyors recorded if dogs were off lead at the time of interviewing. In total 274 of the 633 counted dogs were off lead (43%) of the interviewees' dogs seen.

To visualise how different activities are distributed across the sites, Map 4 presents the full range of activities noted as being the main reason for the visit to the location. It includes the smallest proportions by handfuls of respondents, as well as the leading activities.

Map 4: Pie charts showing the main activity undertaken by visitors across all survey seasons. Charts are sized by the number of interviewees. Based on responses of at least 3 people undertaking an activity at site. Charts are sized by the number of total people seen.



The size of circle reflects the relative size of total count of people seen at the site.

Another difference in activities investigated was regarding the SAC habitats. Table 14 shows a summary of interviewee activities after categorising survey points by whether they were in the

SAC or not. In all, as in 2018, there were 13 survey points located in or immediately at the entry to the SAC zones; with 7 survey points not located in the SAC. 58% of interviews were carried out with people in /adjacent to the SAC, with 42% at sites located beyond the SAC. It should be remembered that interviewing also includes the proximity to visitor hub centres at Marquis Drive Triangle and Birches Valley parking.

Table 14: Number (%) of interviewees by activity on SAC and non-SAC survey points, by main activity.

Location	Survey points	Interviewees		Main activity			
	No.	No.	%age	Dog walking	Walking	Cycling/ mountain biking	Jogging/ power walk/run
SAC	13	464	58%	53%	16%	12%	8%
Non-SAC	7	337	42%	36%	19%	20%	4%
Total	20	801	100%	46%	17%	15%	6%

- The percentages reported suggest **a slightly greater proportion of dog walking (53%) and jogging/ running (8%) as the main activity of those interviewed at sites on the SAC** compared to the whole survey, with lower than average presence at the non-SAC locations.

Above average, **greater proportion of cycling (20%) and walking (19%) as the main activity was noted by interviewees at the non-SAC sites.**

There are some differences seen from 2018. At that time the survey analysis only provided responses to the all sites autumn interview period, not the summer, nor winter.

- It indicated that dog walking at the SAC survey sites was the main activity for 47% of people, a slightly lower proportion than the 53% noted in 2024, but still of the same magnitude and leading response.

4.4 Visiting Patterns Across the Year

Looking beyond the current day of visit, the surveyors sought insight into how interviewees visited Cannock Chase throughout the year to better understand broader patterns of behaviour. Visitors were asked about the frequency of making visits to Cannock Chase. Reponses given were categorised into classes by the surveyor, using the same estimated average parameters as the 2018 survey.

Frequency and Number of Times Visited Cannock Chase

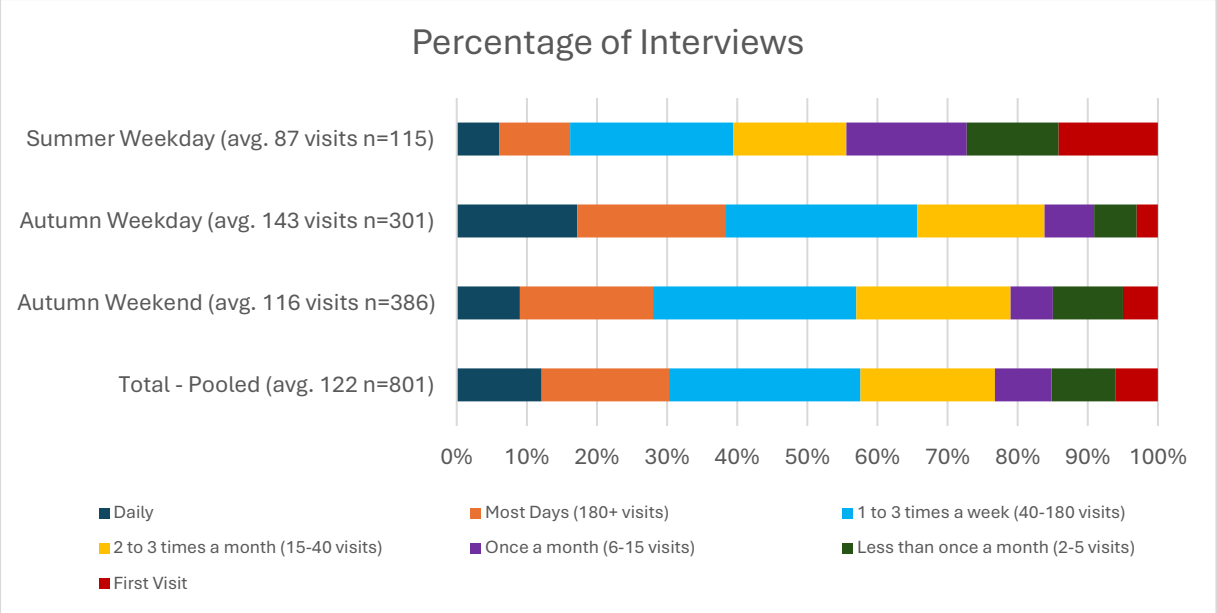
Just over a quarter interviewed (**27%) had visited 1-3 times a week (therefore making an estimated 40-180 visits) over the past year**, followed by 19% who had visited 2-3 times per month (15-40 visits) and 18% who visited most days (180+ visits). Around one in eight, 12% stated they visited on a daily basis.

- The remaining interviewees (all each below one in ten) visited less than once a month (9%), about once a month (8%) or were on a first visit to Cannock Chase (6%).

Across all data, the most common visit frequency was 1 to 3 times a week (40-180 visits), given by 27%, the same proportion as in the 2018 survey, although it should be recalled that the previous survey of a larger number of people also included winter month activity.

Notable variation can be seen from 2018 when the daily visitors (24%, in 2018) figure can be seen being as twice as common as the 12% noting daily in 2024.

Figure 2: Interviewee visit frequencies by survey period and as pooled total. Beside each survey period an approximate average number of visits per year and the sample size of interviewees is given.



Interviewee responses for their frequency of visiting referenced to either how many visits they stated they made in a year (e.g. *"15 visits a year"*) or the frequency they commented (e.g. *"once a week"*). As for visit duration, the same estimated average parameters as the 2018 survey were used.

> Using the same estimated average parameters as the 2018 survey: "Daily" = approximately 350 visits per year; "Most days (180+ visits)" =200 visits; "1 to 3 times a week (40-180 visits)" = 110 visits; "2 to 3 times per month (15-40 visits)" = 27.5 visits; "Once a month (6-15 visits)" =10.5 visits; "Less than once a month (2-5 visits)" = 3 visits.

Overall, taking into the number of respondents and the frequencies, the approximate averages suggest that **each interviewee makes around 122 visits per year to Cannock Chase sites**, which is lower than the very high 143 visits estimated in 2018. A key variable between the years is likely to be the distribution of interview numbers and dates at sites, proportion of dog walkers and differing activities at the location.

Considering the autumn season weekdays and weekend interviews across all sites, these proportions

remained fairly consistent, not varying notably. In 2024, the most common visit frequency of 1 to 3 times a week (40-180 visits), saw 23% state this for the summer weekdays, 26% autumn weekdays and 29% in autumn weekends.

- In 2018 in the autumn, 27% were visiting 1 to 3 times a week and 25% daily, and the estimated number of visits per year was also very similar (147 per year) to the whole picture (143 trips).

For 2024's survey, lower average numbers of visits are estimated, by each season of visiting. In the **summer,** these respondents at the five survey sites, indicate they make less, an **average of 87 trips per annum** into Cannock Chase. This rises for those interviewed **as autumn weekdays to 143 trips annually; and for autumn weekends as 116 trips a year.**

It is more common for weekday visitors to make their trips very regular, daily for 14% of weekday respondents, but only daily by 9% of those interviewed at weekends.
Conversely, at weekends **there are slightly more semi-regular trip takers than on weekdays**; as 22% of weekend interviewees make trips 2 to 3 times per month (15-40 visits), whilst fewer, 18% of those at weekends come here this regularly.

Surveying indicates that the nature of lead visitor activity was an important factor in determining visit frequency throughout the year. Table 15 shows the key difference was between dog walkers and all other varied activities.

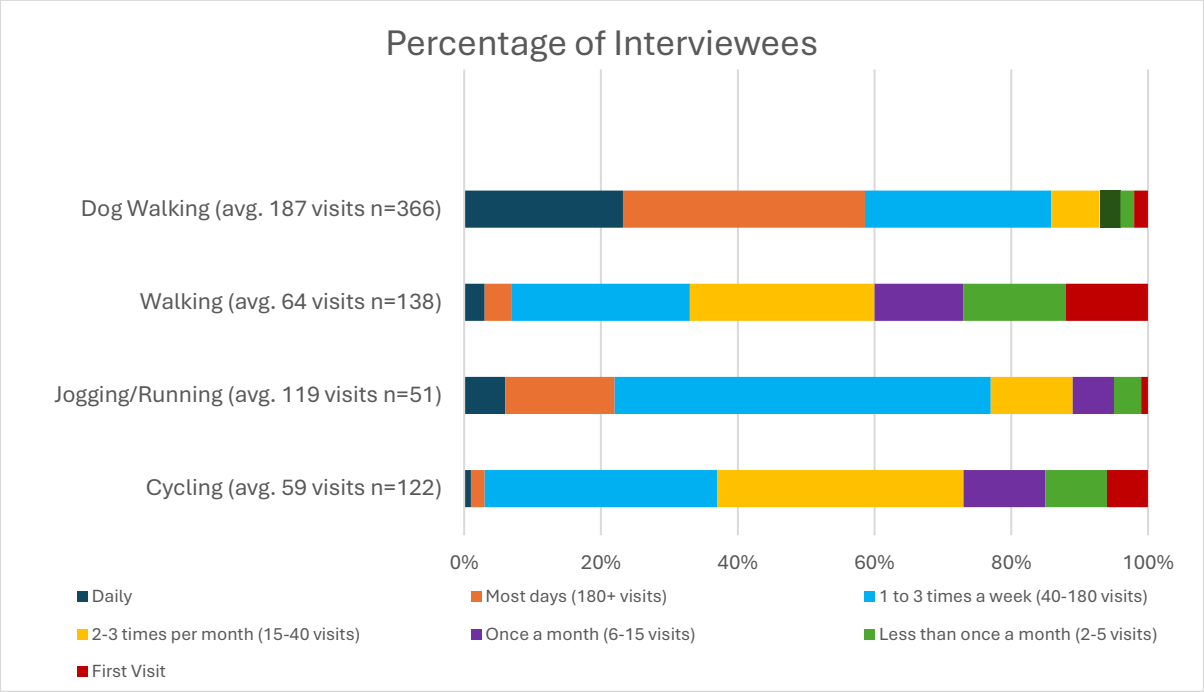
- For those whom dog walking was the lead activity - 23% of those interviewed visited sites daily and 35% on most days. They visited an estimated 187 times per annum, some +50% higher than the all visitor average of 122 visits
- In 2018, the overall estimate of visit frequency per dog walking lead activity was very high, skewed at 227 visits per year – partly influenced by three commercial dog walkers interviewed and all used sites daily.

- Other regular visiting by lead activity in 2024 saw those who came for jogging/power walking/ running making around 119 visits per annum. Whilst only 6% visited daily, a very high 71% came on a regular basis of most days a week (200 visits – 16%) and 1 to 3 times a week (40-180 visits – 55%).
- Mountain bikers/ cyclists as lead activity made a lower amount of visits – 59 a year. These are less regular, only 3% coming to Cannock Chase daily or most days, However, seven in ten make regular visits of 1 to 3 times a week (40-180 visits – 34%) or 2 to 3 times per month (15-40 visits – 36%)
- For walkers, a similar distribution is seen as for cyclists, with fewer visiting daily/most days, 7%, but a regular turn out by just over half of 1 to 3 times a week (40-180 visits – 26%) or 2 to 3 times per month (15-40 visits – 27%).

Table 15. Approximate frequency of visiting Cannock Chase over the past year by nature of leading activity.

Frequency	All	Dog walking	Walk-ing	Jogging/ power walk/run	Cycling/ mountain biking	Other	Estimated average visits 2018
Count	801	366	138	51	122	124	*988*
Daily	12%	23%	3%	6%	1%	2%	
Most days (180+ visits)	18%	35%	4%	16%	2%	2%	
1 to 3 times a week (40-180 visits)	27%	27%	26%	55%	34%	12%	
2 to 3 times per month (15-40 visits)	19%	7%	27%	12%	36%	35%	
Once a month (6-15 visits)	8%	3%	13%	6%	12%	13%	
Less than once a month (2-5 visits)	9%	2%	15%	4%	9%	23%	
First visit	6%	2%	12%	-	6%	14%	
Estimated average no. visits	122	187	64	119	59	41	*143*

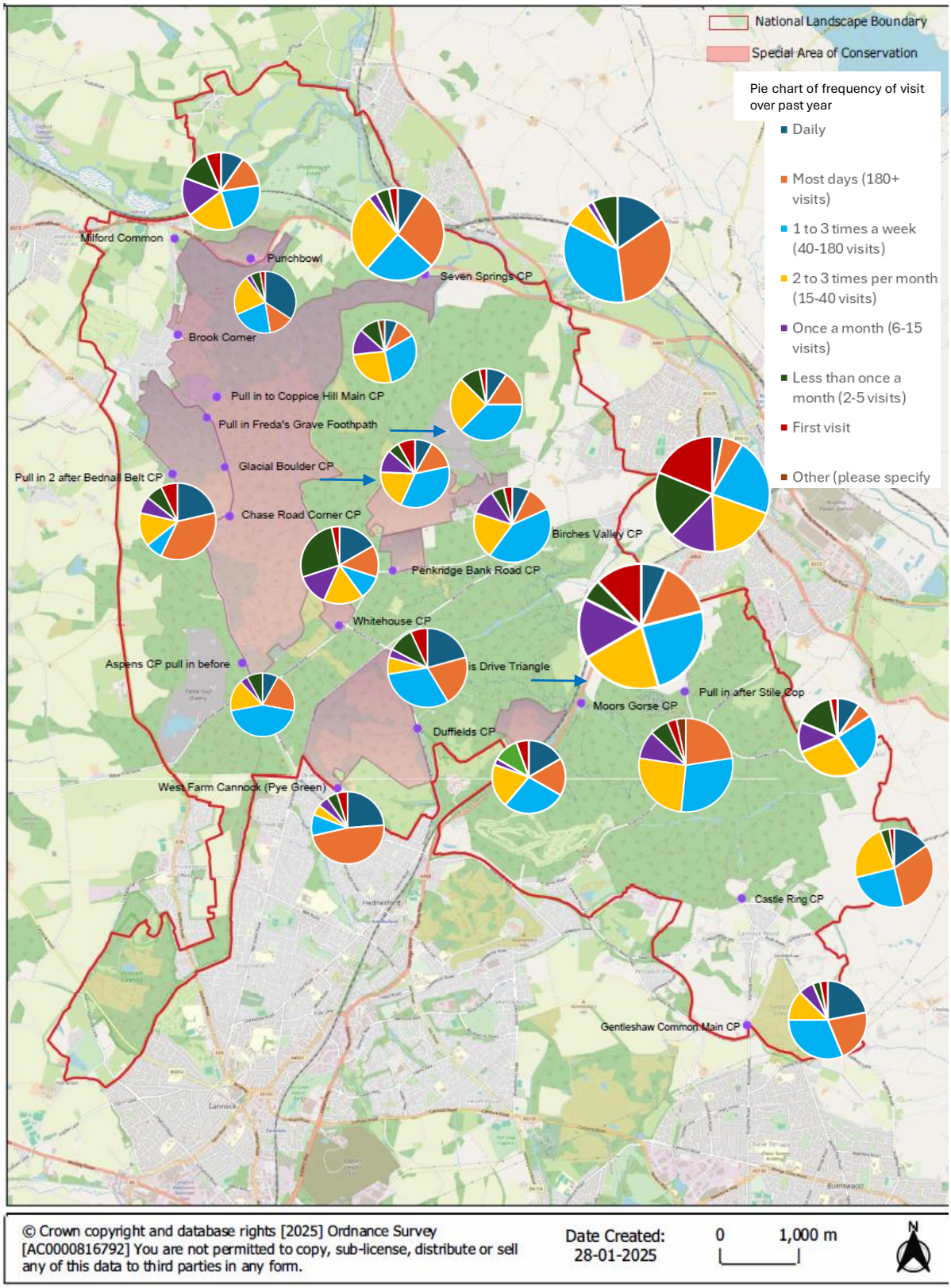
Figure 3: Interviewee visit frequencies for the five most common activities by all visitors. Beside each activity an approximate average number of visits per year and the sample size of number of interviewees is given.



With varying lead reasons to visit each location, it is not surprising to see that there is again variation between how regularly people at the survey sites make trips to Cannock Chase National Landscape (not necessarily to each specific survey location.) Map 5 illustrates the frequency of overall visiting, with distributions at each individual survey site.

The key reason for the differences between locations is likely to reflect the variation in main and secondary activities for each location, as suggested by the pie charts of main activities seen earlier in Section 4.3, Map4. For example, it appears that at a number of the smaller sites, located closer to immediate communities, there are a greater proportion of daily/most days visitors; whereas the 'tourist honeypot' locations, with larger footfall and variety of activities, draw in greater proportions of less regular visitors.

Map 5: Pie charts to indicate frequency of visits to Cannock Chase during past year by interviewee, by site. Charts are sized by the number of interviews.

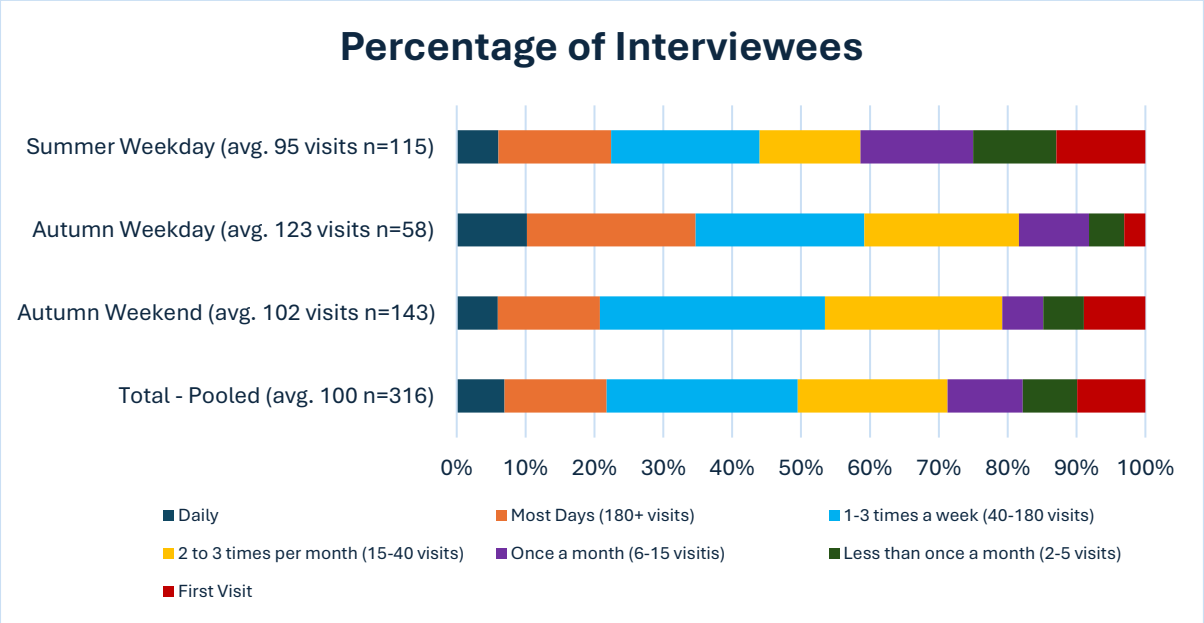


Seasonal variation across the five sites surveyed also in the summer

The summer results are not directly comparable as there were only five parking survey locations used on weekdays; at Birches Valley, Marquis Drive triangle, Punchbowl, Penkridge Bank and Glacial Boulder. Hence these surveyed sites are compared to the same extracted locations in the autumn in Figure 3. Some variation can be seen, with the greatest volume of the 316 surveyed visitors being recorded on the autumn weekends (143 people), the second highest proportion on the summer weekdays (during school holidays, 115 interviewees) and a relatively low proportion of autumn weekdays (58 people.)

- **At these summer sites, there was a lower estimate of around 100.5 visits to Cannock Chase per year (below the 122 overall survey average**), as some honeypot locations appear to be drawing in less frequent tourist visitors.
- This varied from around 95 trips per annum in the summer weekdays, increasing to 123 average trips made by those interviewed on autumn weekdays with 102 on autumn weekends.
- Over the full survey period at these five sites, the most common visiting patterns was for 1 to 3 times a week (40-180 visits), by 28% of respondents, followed by visiting 2 to 3 times per month (15-40 visits), by 22%.
- Autumn weekend visitors were more likely to visit at these above rates; 1 to 3 times a week (40-180 visits), by 33%, and 2 to 3 times per month (15-40 visits), by 26%.

Figure 4: Interviewee visit frequencies from the subset of five survey points that were surveyed over the whole period. By survey period and as a pooled total. Beside each survey period an approximate average number of visits per year and the sample size of interviewees is given.



- Large variations can be seen in the regularity of visits estimated over a whole year to Cannock Chase by those interviewed at these locations. For walkers, they only visit for around 50 trips a year, and cyclists/mountain bikers 62 times. Whereas dog walkers make around 150 trips and joggers/runners 135 trips.
- Dog walkers note daily visits to Cannock Chase by 15%) twice above average and most days (180+ visits) by 31%, again twice the overall average for those coming to these five locations.

4.5 Visit Duration (or Expected Duration) this trip

Visitors were asked **how long they had spent, or expected to spend at Cannock Chase today** on this trip. The **most frequent responses suggested their visit was 1-2 hours long (45%),** followed by 30 minutes to 1 hour (20%) and 2-3 hours (20%).

- 11% of interviewees cited their visit as lasting longer than 3 hours (as 3-4 hours, 7%; and over 4 hours, 3%).
- Only 3% spent less than 30 minutes on site.

There are some similarities to visit duration seen in 2018. Then, the most common visit duration (given by 37%) was between 1 and 2 hours – a slightly lower proportion than the 45% in 2024, which could be influenced by presence of the shorter winter days with interviews in the previous surveys.

- In 2018 there were more short visits, (30%) stating between 30 minutes and 1 hour, compared to the 20% in 2024. This was countered by fewer interviewees in 2018 visiting for the longer timescale of 2 - 3 hours (15%), with more 20%, in the present survey.
- The same proportion, 11% stayed longer, for over 3 hours, as seen in 2024.

The overall visit duration uses the approach in 2018, with estimated averaged time on site for each prompted time frame.

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

For 2024, all the interviewees indicated an **estimated average whole length of trip of 106 minutes – or around 1 hour 45 minutes.** In 2018, the average was calculated as 95 minutes (1 hour 35 minutes), slightly less, by around 10 minutes than the times recorded in 2024.

- **Summer respondents at the five visitor locations stayed the longest, for an estimated 129 minutes** - or around 2 hours 10 minutes. This may reflect the busier sites with amenities, plus longer sunnier/warmer summer holiday weekdays, as a destination activity.

- Autumn weekdays had the shortest length of visit, of 98 minutes – just over an hour and a half.
- Autumn weekends were slightly longer visits, of 105 minutes – 1 hour 45 minutes.

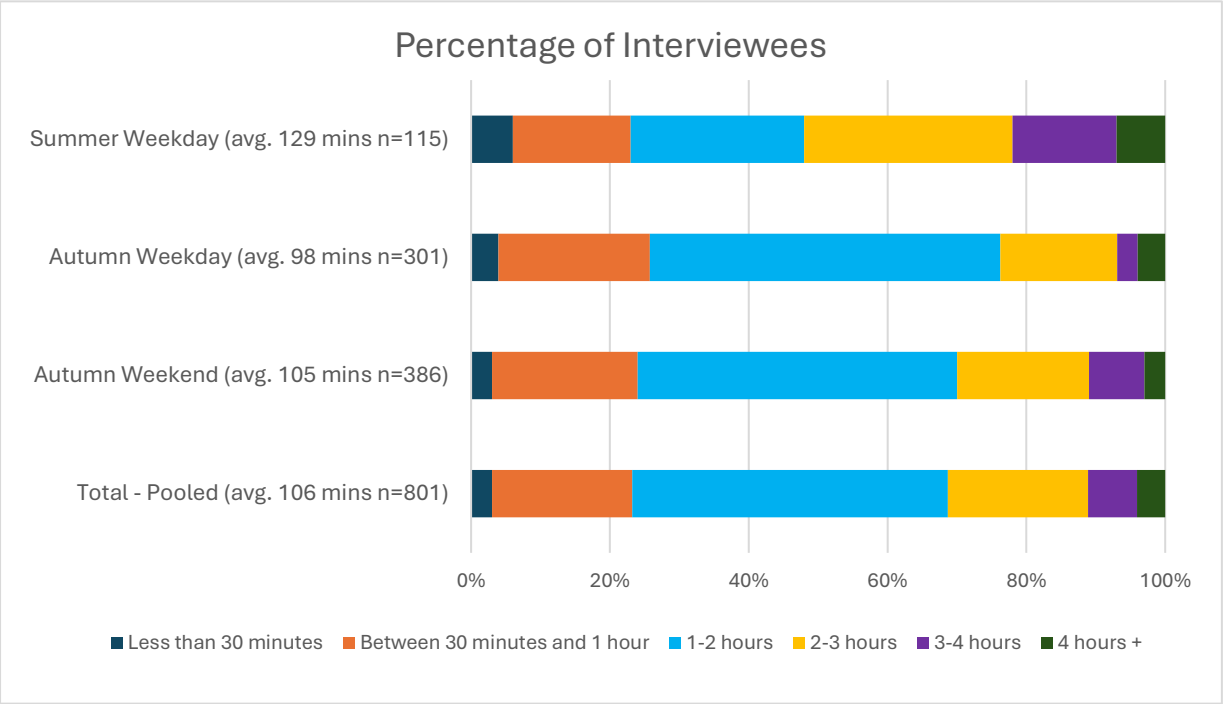
First time visitors to Cannock Chase, albeit only a small number of people, made slightly shorter average trips lengths of 90 minutes, whilst those who had been before stayed around 12 minutes longer at 102 minutes, almost an hour and 45 minutes.

2024's results for each category of season, weekday and weekend are presented in Figure 4. This indicates how visit duration patterns vary between seasons and between weekdays / weekends.

Percentages were variable between the seasonal and day of week slots.

- Whilst overall the most common visiting was for 45% visiting for 1-2 hours; in the summer weekdays at the five sites this time frame saw fewer, 25% for this length. In the autumn, both weekdays (44%0 and weekends (46%) reflect the overall average.
- The summer sites visited had longer visits, as noted by the average time spent; with 30% staying for 2-3 hours and 15% for 3-4 hours; (45% combined). By contrast, in the autumn, fewer stopped this long – weekdays 20% combined rising to 27% combined at autumn weekends.

Figure 5: Interviewee visit duration (or expected duration) shown as the percentage of interviewees in grouped time categories for each survey period and as a pooled total. Beside each survey period an approximate average visit duration and the sample size (number of interviewees).

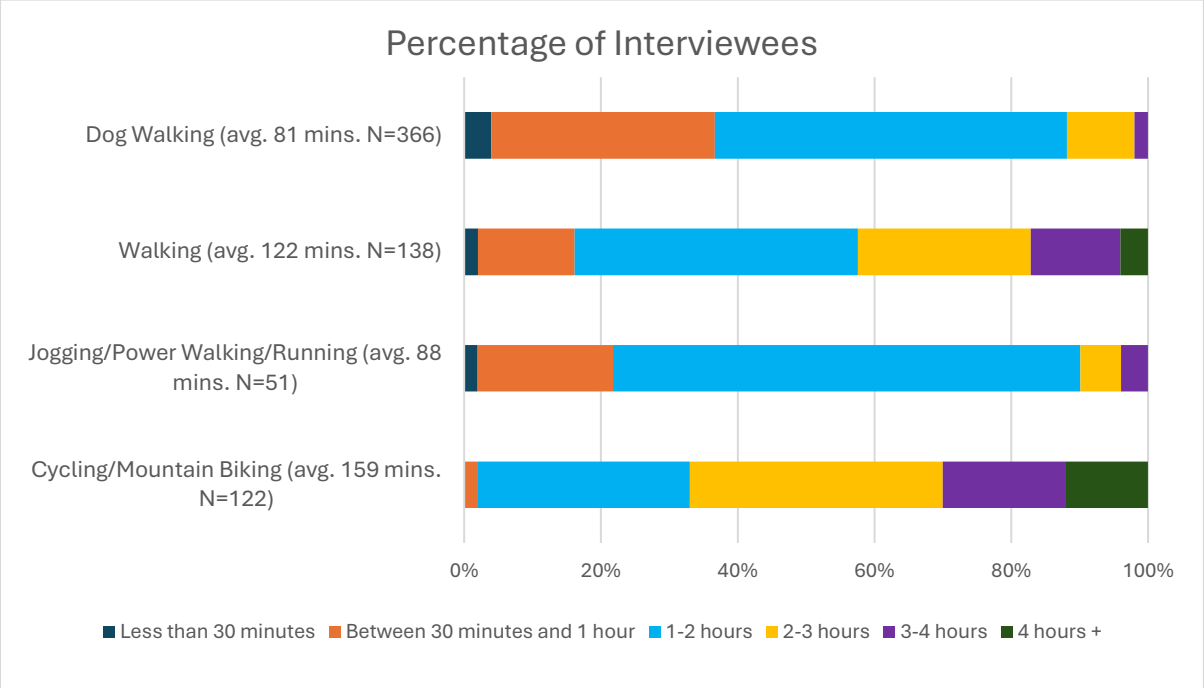


The results indicate that there was some variation in length of visit in relation to the main activity that respondents were taking part in for their trip, see Figure 6. As was seen in 2018, generally, **the shortest visits were generally undertaken by dog walkers: 37% of visits were less than 1 hour** (it was far more, 63% in 2018), and an **estimated average time of around 81 minutes** (up from the 60 minutes in 2018).

The longest visits were mostly by cyclists: 67% of cycling main activity interviewees were visiting for more than 2 hours (60% in 2018), with an **average time of approximately 159 minutes** (some 20 minutes longer than the 140 minutes in 2018).

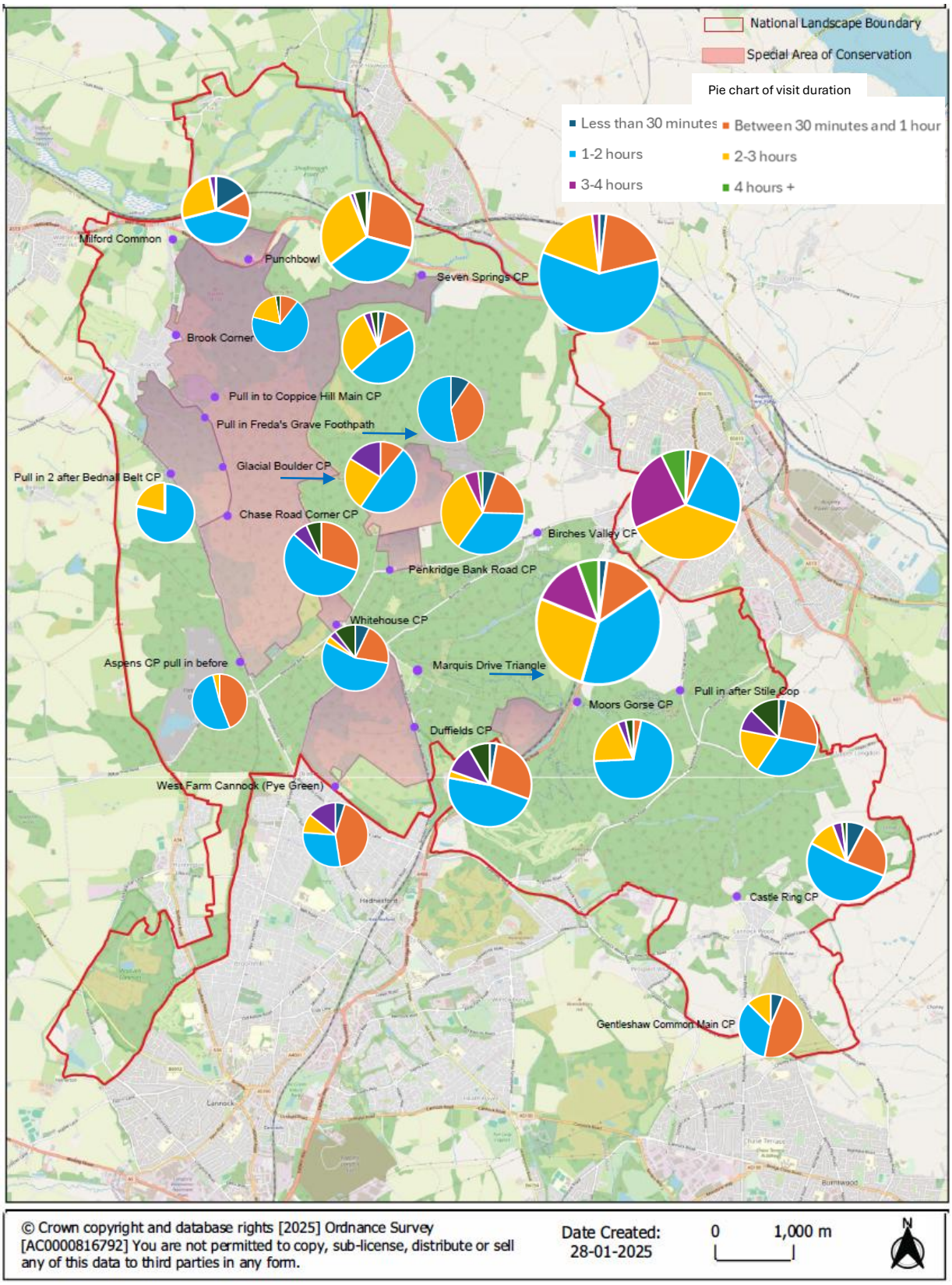
- dog walking saw the shortest, 81 minute activity duration, just under an hour and a half
- walking at 122 minutes, a 2 hour length of visit.
- jogging 88, at around an hour and a half
- cycling was the longest length of trip at 159 minutes, just over 2 and a half hours

Figure 6: Interviewee visit duration (or expected duration) shown as the percentage of interviewees in grouped time categories for the four most common activities. Beside each activity an approximate average visit duration and the sample size of number of interviewees is given. Data presented are based on the autumn and winter surveys only.



Not surprisingly, there were also some clear differences between survey points as shown in Map 6, linked to the differences in lead and all activities undertaken at each site.

Map 6: Pie charts to indicate interviewee visit duration (or expected duration) by site. Charts are sized by the number of interviews.



The size of circle reflects the relative size of total interviews at the site.

With few visitors staying less than 30 minutes, it can be seen that the mid length trips of 30-60 minutes (orange on the pie charts) and 1-2 hours (blue) are dominant at many sites; often accounting for something around half to three quarters of visit lengths. Such sites with the 75%

or more aggregate of 30 minutes to 2 hour trips include Chase Road Corner, Duffields and Castle Ring. Very high lengths of visit of 40% to 70% aggregate of 2 to 4 hours (yellow and purple on the pie charts) are seen at the hotspots, such as Birches Valley, Marquis Drive, Glacial Boulder and Penkridge Bank, which includes summer interviewing locations.

4.6 Time of Day Visiting Cannock Chase Throughout the Year

Separately from the time of day that the interview was carried out, respondents indicated whether they tended to visit Cannock Chase at particular times of the day throughout the year.

The most common period for day visits being made to Cannock Chase by interviewees across the year was late morning to early afternoon, through midday (between 10am and 2pm) – 35%. This was closely followed by 31% visiting during the morning (between 7am and 10am).

19% were likely to make early afternoon visits (between 2pm and 4pm), with 13% visiting in late afternoon (between 4pm and 6pm).

The least likely times that interviewees tended to visit Cannock Chase were during early morning (before 7am) – 8% and in the evening (after 6pm) – 4%.

However, for one third (33%) of interviewees, they stated that it varied/didn't know. This is a substantial proportion, likely to be partly reflecting those who come at various times to different sites, for different purposes during the whole year. It should also be noted that 6% were on their first visit, with no prior experiences to offer.

- These latter findings back up to some extent what was seen in 2018, when around 41% of interviewees from the autumn-winter survey period noted their time of visit varied, or they simply did not know.

In 2018, across all survey locations for the autumn-winter period, the most frequently stated response (35% of responses) was for mornings (between 7 and 10 am), which is similar to the 31% in 2024. This was followed by midday (between 10 am and 2 pm, 21% of responses) – a far lower proportion than the leading 35% of times in 2024

Late afternoon (between 4 and 6 pm) was noted previously as being 14%, the same as the 12% in 2024.

Table 16 also shows the results for individual activities and that the highest percentage of interviewee responses in the early mornings (pre-7am visits) was for dog walkers and cyclists (10-11% of responses). The highest percentage for an activity in the evenings after 6pm was for cycling (10% of cyclist interviewee responses).

Table 16: Percentage of interviewees (% of responses) for different activities and times of day interviewees tended to visit. Data shown for the five most common activities only and data are based on the pooled autumn/winter surveys. Times of day allowed for multiple choices (i.e. interviewees might tend to visit for more than one time of day) and cells are coloured from red (high percentage of responses) to green (low percentage) for each column.

Time tend to visit	Dog walking	Walking	Cycling/ mountain biking	Jogging/ power walk/run	Other varied	All activities	*All 2018 activities*
(Responses)	**(366)**	**(138)**	**(122)**	**(51)**	**(124)**	**(801)**	***(988)***
Varies/ don't know	23%	40%	38%	49%	43%	33%	*41%*
First visit	2%	11%	4%	0%	15%	6%	*4%*
Early morning (before 7am)	10%	2%	11%	6%	4%	8%	*10%*
Morning (between 7am- 10am)	38%	21%	34%	27%	19%	31%	*35%*
Midday (between 10am- 2pm)	38%	30%	39%	24%	32%	35%	*21%*
Early afternoon (between 2pm- 4pm)	20%	14%	22%	20%	16%	19%	*10%*
Late afternoon (between 4pm- 6pm)	17%	5%	17%	16%	8%	13%	*14%*
Evening (after 6pm)	4%	1%	10%	4%	2%	4%	*10%*

Note – columns add up to over 100% as people take part in more than one time period of the day.

- Substantial variation in time of carrying out the activity or don't know was noted overall by 33% of respondents – however this rises notably to 43% of the various other activities and 49% of those jogging/ running. These are highlighted in deeper red in Table 16 above.
- Not surprisingly the majority periods for activities cover the Morning (between 7am- 10am) and Midday (between 10am- 2pm) time frames, as noted as being 31% and 35% of all people's activity timings across the year. Particularly higher, deeper red highlighting can be seen for dog walking, each 38% at these times, and Cycling/ mountain biking, at 34% and 39% respectively.
- Small, infrequent levels, in darker green highlights of below 10% responses (mainly low single digit), show for first time newcomers to most activities, as do Early morning starts (before 7am) and Evenings (after 6pm)

Looking at these different activities when compared to 2018, whilst there is some variation in the individual percentages noted for each time block, the principle remains the same; of few (single digit percentages) at early morning (before 7am) and later afternoon (after 4pm) and evening (after 6pm) visits for the individual activities.

4.7 Time of Year Visiting Cannock Chase

The survey enquired into if the interviewee tended to visit Cannock Chase more at any particular time of year, commenting on multiple seasons. A small base **of 6% were on a first visit, with no prior experience. Two thirds (66%) of interviewees stated they visited Cannock Chase equally across all the seasons of the year.**

In terms of particular seasons, both Autumn (Sep-Nov) and Summer (Jun-Aug) were the key popular times of the year, each for 20% of interviewees respectively. Spring saw 17%, whilst Winter months of Dec-Feb were the least likely periods to visit Cannock Chase (6%).

- The year round, equally, responses are slightly lower than in 2018, when around three quarters (73%) of the autumn and winter data pooled interviewees suggested they visited equally all year round. However, as this included winter surveys, it will have enhanced the survey period to include more who were happy by nature of being there in November/ December to visit in the off-peak season.

As always, considering main most common activities (see Table 17), indicates that some activity taking did affect which seasons were more commonly visited.

For those most commonly stating that they visited equally all year, there is **a very high 83% of those dog walking as their primary activity who visit across 12 months.** This is far above the 66% average. **Most other activity reasons are a little below average**, with 50% of walkers, 66% of cyclists and 55% of joggers/ runners stating they come to the Chase equally throughout all the seasons.

- In 2018, similar scale of figures were seen - Dog walkers most commonly stated they visited equally all year, 89% of interviewees, compared to 58% for walkers.

For those interviewees who selected one or more individual seasons, as noted above Summer and Autumn were the most commonly noted seasons selected across all activities (each 20%.) Again, this has notable variation between the type of activity primarily undertaken.

- Summer was the most common season for those jogging/running (33%), as well as for 32% of those on other lead activities and 29% of walkers. In 2018, a particularly high proportion, 44% of all noted Summer as a key season, as did a high 54% of cyclists.
- Autumn was fairly consistently commonly noted by 25%-27% of each of those as walking, cycling/ mountain biking and jogging/ power walk/running.
- Spring saw above average selection by those jogging/ running (29%)
- Winter was consistently low, although slightly higher for cyclists, 8% impacting on the landscape trails at a sensitive time of year.

Table 17: Number of interviewees (% of responses) for different activities and times of year interviewees tended to visit. Data shown for the five most common activities only and data are based on the pooled autumn/winter surveys. Times of year allowed for multiple choices (i.e. interviewees might tend to visit at various times of year).

Time of year tend to visit	Dog walking	Walking	Cycling/ mountain biking	Jogging/ power walk/run	Other varied	All activities	2018 as autumn/ winter
Equally all year	83%	50%	66%	55%	40%	66%	*73%*
Don't know	2%	6%	3%	8%	9%	4%	*1%*
First visit	2%	12%	4%	0%	14%	6%	*3%*
Spring (Mar - May)	9%	21%	20%	29%	26%	17%	*21%*
Summer (June - Aug)	10%	29%	22%	33%	32%	20%	*44%*
Autumn (Sept - Nov)	13%	27%	25%	27%	27%	20%	*27%*
Winter (Dec - Feb)	5%	4%	8%	6%	6%	6%	*8%*

Compared to in 2018 which focused analysis on autumn / winter pooled results, the current survey suggests that a slightly lower proportion visit equally throughout the year (66% compared to 73% in autumn/winter 2018.) There was some stronger seasonal variation in 2018, which again may reflect months of previous interviewing; Summer was noted specifically by just 20% in 2024, but 44% in 2018, with Autumn 20% in 2024 and more, 27% previously.

4.8 Number of Years Visiting Cannock Chase

Just over half **(51%) of all interviewees had been visiting Cannock Chase for more than 10 years**, notably lower than seen in 2018, when 71% had been long established visitors. In 2024, **43% overall had been visiting for less than 10 years**. This is far more than the 25% who had visited for less than 10 years in 2018.

- Amongst the current survey's visitors, a substantial overall proportion can be seen as having medium term connections to the Chase; 22% noted that had been visiting for less than or approximately 10 years and 13% less than or approximately 5 years.
- New, first time visitors accounted for 6% of visitors, a little more than the 4% interviewed in 2018.

Some notable differences can be seen between the seasons of interview in Table 18. More of those surveyed on **autumn weekdays were the longest visiting, 54% having been coming here for over 10 years.** This was a smaller proportion, 41% of the summer site weekday interviewees.

In the medium term period of visiting from approximately 3 to 10 years, there is only a 1% or 2% variation between each season.

Looking at the combined figures for those who have not been visiting for so long, overall 8% combined, have been visiting for less than 3 years – which rises to 14% of those interviewed in the summer. Autumn respondents noted this time period only 6% of times.

- In 2018, there were relatively few who had been visiting for only a few years: 10% for less than 3 years; slightly more than in 2024.

Table 18: Length of time, months/years visiting Cannock Chase, by seasons

Length of time visiting Cannock Chase	All	Summer weekends	Autumn weekdays	Autumn weekends	2018
More than 10 years	51%	41%	54%	51%	71%
Less than or approximately 10 years	22%	16%	22%	23%	15%
Less than or approximately 5 years	13%	16%	13%	14%	
Less than or approximately 3 years	6%	9%	5%	5%	10%
Less than or approximately 1 year	2%	3%	1%	1%	
Less than or approximately 6 months	0%	2%	0%	0%	
First visit	6%	14%	3%	5%	4%

Some variations can be seen by main activity reason for visiting illustrated in Table 19.

- **The percentage visiting for more than 10 years was greatest amongst dog walkers – 61%** (78% in 2018) and walkers 51% (73% in 2018), **but less long-established amongst cyclists 40%** (48% in 2018). Each of these proportions is less in 2024 than was seen in the previous survey, likely reflecting the interview seasons and mix of sites- dates.
- Amongst the combined less than 3 years visiting cohorts, only 5% of dog walkers noted this more recent time frame; whereas 16% of joggers/ runners had been visiting for this shorter period of time. Those walking and cycling were around the average 8%.

Table 19: Length of time visiting Cannock Chase, by type of activity

Length of time visiting Cannock Chase	All	Dog walking	Walking	Cycling/ mountain biking	Jogging/ power walk/run
More than 10 years	51%	61%	51%	40%	37%
Less than or approximately 10 years	22%	22%	18%	21%	25%
Less than or approximately 5 years	13%	9%	8%	24%	18%
Less than or approximately 3 years	6%	5%	7%	5%	8%
Less than or approximately 1 year	2%	0%	1%	2%	8%
Less than or approximately 6 months	0%	0%	1%	1%	0%
First visit	6%	2%	12%	6%	0%

4.9 Mode of Transport to Get to Site at Cannock Chase

As a highly rural destination, with survey sites across the whole area, it is not surprising to find that the car remains the dominant mode of transport, as it was in 2018. **Almost nine out of ten (89%) interviewees arrived at Cannock Chase by car.** This is not dissimilar to the 2018 autumn-winter responses (87%). Across the individual survey sites, this ranges from 57% to 100%.

The remainder results see **8% walked** (slightly more, 11% in 2018) and 2% arrived by bicycle (2% in 2018), with 1% other means. Other occasional modes of transport included, taxi, minibus, coach, motorbike, motorhome and horse.

The only notable change between means of transport can be seen in the autumn, when more people arrived by walking (11% autumn weekday and 7% autumn weekend), both around or slightly more than the 8% overall average.

Again, there were some notable variations between survey locations as well as due to main activity, connected with how people accessed the location and what they then did there.

- Across all the seasonal, weekday and weekend surveying, those interviewed at Penkridge Bank Road Car Park, all 100% arrived by car, as did those at Chase Road Corner Car Park, Aspens and Pull in after Stile Cop.
- Other sites with very high car arrivals were 98% of those at Seven Springs, 97% at Whitehouse Car Park and 94% of those at Punchbowl came by car.
- Birches Valley had slightly fewer, 91% as car arrivals, as did 92% at Marquis Drive, both with bicycle and foot being the main other transport modes.
- Lower levels of car arrival, with more coming on foot can be seen at Brook Lane Corner Brocton (57% by car, 40% on foot), Castle Ring (62% by car, 35% on foot), West Cannock Farm (67% by car, 33% arriving on foot), and Milford Common (74% by car, 10% on foot and 13% on bicycle).

The percentage of interviewees in 2018 arriving by car at locations was a similar range, from 68% – 100%, with even lower levels, only 4% - 28%, at Brook Lane Corner, Brocton and West Cannock Farm, mostly as foot arrival.

Table 20: Mode of transport used by interviewees to reach Cannock Chase, shown by season.

Transport	All	Summer weekday	Autumn weekday	Autumn weekend	Total 2018 autumn - winter
Car/ van	89%	96%	88%	89%	87%
Bicycle	2%	2%	1%	2%	2%
On foot	8%	3%	11%	7%	11%
Other	1%	0%	0%	2%	1%

Whilst the car was the primary means of transport, at some locations the interviewee's main activity was also a factor in the mode of transport used – see Table 21. The bicycle was the mode of transport for respondents who were then cycling from the survey site into the Chase. In 2018, 91% of the cyclists arrived by car, and therefore then cycled as their activity – similar to the 88% in the current survey, with 12% arriving by bicycle in the first place.

Amongst the small volume of joggers/runners, around one in seven (14%) had arrived on foot, carrying into the Chase by this method.

Table 21: Mode of transport used by interviewees to reach Cannock Chase, shown separately for the top four most common activities

Transport	Dog walking	Walking	Cycling/ mountain biking	Jogging/ power walk/run	Total	Total 2018 autumn - winter
Car/ van	88%	92%	88%	86%	89%	87%
Bicycle	0%	8%	12%	0%	2%	2%
On foot	12%	0%	0%	14%	8%	11%
Other	0%	0%	0%	0%	1%	1%

New visitors were a little more likely to arrive by car (93%) compared to repeat visitors (89%). Conversely, 8% of repeat visitors arrived on foot, but just 2% of those newcomers.

5.0 ROUTES TAKEN BY VISITORS

5.1 Mapping Visitor Routes

During the interview, closely following the approach taken in 2018, interviewees were asked to indicate on a map the route they had already taken, or approximately where they planned to go if they had just arrived at the location. Every interviewee drew on a paper map the route they that had taken/were taking during the day's visit. All routes were then digitised within GIS by a specialist agency, to enable detailed data to be calculated on the route lengths and the whole pooled data to be presented as a series of maps for each main activity type and interview location.

To best understand the nature of the routes taken, visitors marked where they started their visit today (which may or not have been at the interview site), the finish point and the route. On the map they were instructed to indicate:

- P - to indicate where the visitor parked,
- E - to indicate the start point and
- X - to indicate the exit.
- Marking the route with a line; a solid line for the actual route and a dotted line for the expected or remaining route.

This mapped data is still being consolidated and plotted, for subsequent analysis during late February.

5.2 Length of Route

In order to understand if the visit today and route length reflected generally usual activity for the respondent in Cannock Chase, and they were not being significantly influenced by other factors, interviewees stated if their route was of a typical length, or longer/ shorter.

Seven out of ten **(70%) of interviewees stated that the route they took on the day of the interview was the normal length they would take for the main activity** they were undertaking. Only a small proportion **(4%) felt that the route today was much longer than normal, or 6%, much shorter than normal.**

- Around one in seven, 15% were not sure/had no typical visit in regard to the length of route they would normally undertake.

Autumn weekday respondents were the most likely to indicate this was a typical route length (75%), whilst those at autumn weekends were slightly less so (65%).

In the summer weekdays, slightly fewer (3%) felt the route was shorter – more were likely to note it as being a first visit with no comparisons (11%).

The greatest lack of clarity (Not sure/no typical visit) came from 19% of those interviewed on autumn weekends, almost twice as many as in the summer.

Table 22: Length of route compared by normal route taken in Cannock Chase visits, shown by season.

Nature of this visit's route	All	Summer weekday	Autumn weekday	Autumn weekend	Total 2018 autumn - winter
Yes, normal	70%	70%	75%	65%	63%
Much longer than normal	4%	6%	4%	4%	2%
Much shorter than normal	6%	3%	6%	6%	19%
Not sure/no typical visit	15%	10%	12%	19%	11%
First visit	6%	11%	3%	6%	4%

In 2018, by contrast, 63% of interviewees stated their route was a normal / typical length (a lower proportion than in 2024). A similar 11% were not sure and 4% on a first visit. However, far more, one fifth (19%) noted that at that session their visit was much shorter than normal, while just 2% suggested it was longer.

Table 23: Length of route compared by normal route taken in Cannock Chase visits, shown by main activity during visit.

Nature of this visit's route	All	Dog walking	Walking	Cycling/ mountain biking	Jogging/ power walk/run	Total 2018 autumn - winter
Yes, normal	70%	81%	54%	67%	71%	63%
Much longer than normal	4%	3%	7%	7%	2%	2%
Much shorter than normal	6%	7%	5%	6%	8%	19%
Not sure/no typical visit	15%	7%	23%	15%	20%	11%
First visit	6%	2%	10%	5%	0%	4%

It is clear that the main activity undertaken did have an impact on the normality of the route used. Whilst around **the average proportion each of cyclists and joggers/ runners took approximately the normal route length, for more dog walkers (81%) it was the normal length**.

The not sure/no typical visit response is a cause of greater variation – with more joggers/runners (20%) and walkers (23%) noting this.

Some insight can be seen into walkers taking a longer route on the day of interview than normal, above average at 7%, similar for cyclists (7%). Conversely, other joggers/ runners were taking a shorter than average route on the day (8%).

Mapped Routes and Variations.

From surveying, 798 maps were drawn and plotted digitally enabling measurement calculations to be made. Approximately 5,460 kilometres of trail routes were drawn. Due to the base scale of the whole National Landscape area on paper map sheets used for hand drawing routes, people indicated for many of the routes approximately where they were circulating, rather than exact to the metre pathways, so not necessarily marked onto exact rights of way or roadways. There must be an element of treating all the maps as ***indicators of the relative routes and distances***. Also, the dashed lines drawn on the interview map is a likely continuation of the route for those carrying on. It is somewhat theoretical, as it will take place *after* the interview for many people. Data should thus not be considered accurate to the tens of metres, probably no more than to the 50 or even 100 metre measure. (The same constraints are assumed that 2018 mapping could not really be as exact to the metre in any measures, although it was reported as so.)

Based on the GIS mapping of the plotted trail, **route lengths ranged from around 400 metres to 28 kilometres.** This compares to those in 2018 ranging from very short, 173 metres to longer at 41 kilometres.

Some visitors were circulating little further than around the interview car park site, whilst others included routes which extended beyond the National Landscape to the surrounding area, including back to nearby residences.

- **The overall average route was 6.8 km (mean) and 5.8 km (median);** a little further when compared to 2018's lengths of 6.2 km (mean) and more than the 3.8 km (median).
- Looking at the Q3, third quartile measure of 75% of all the measurements, indicates a distance of 8.9 km that covers three quarters of all visitors, excluding long distance outliers.
- When considering the surveys' weekend and weekday distances traversed, it is **identical at 6.8 km** for all.

Some variation can be seen by route length based on the visit frequency, reflecting the differences in regularity that people come to the National Landscape for activities:

- This indicates some significant differences between those who **visited 'daily', who take the shortest routes, 5.5 km** mean (compared to 2018's far shorter 2.4 km mean). Whilst those who were on their **first trip to the area took the longest routes, 8.9 km mean**. A first time visitor also took one of the longest routes, of 26 km.
- In between, it can be seen that the irregular visitors take longer routes - those visiting '2 to 3 times per month (15-40 visits)' were on routes of c.7.5 km mean, a little above average, whereas those who visited 'most days (180+ visits)' took lengths of 6.4 km, a little below average. This is far greater than the 3.0 km mean in 2018 for this frequency.
- All other categories of visit frequency ranged from 5.4 km to 7.3 km.

Some notable differences can also be seen when comparing the distances traversed by the primary activity reason for visiting, Table 24.

- Those who come to the area **dog walking take the shortest median route of 5.3km**. This ranges from 900m to around 21.2 km. More usefully, looking at the Q3, third quartile measure of 75% of all the dog walking measurements, shows 7.7 km covered.
- Those jogging/ running take slightly longer routes, of 6.0 km median and 9.0 km as Q3 75% measure.
- Walkers have a median distance of 6.2 km, or 10.0 km as Q3.
- **Cyclists** not surprisingly **travel further, 9.3 km median,** rising to Q3, reaching 15.9 km.
- A comparison shows how the most frequent daily visitors, for any activity, take shorter routes than average, of 5.3 km, median, or 7.0 km for 75%, Q3.

Table 24: Summary statistics of interviewee route lengths by primary activity. Data are from all surveys, only main primary activities undertaken with 50+ respondent routes are given.

Route distance by Primary Reason for visit	Mean (km)	Median (km)	Minimum (m / km)	Maximum (km)	Q3 (75%) (km)
All	6.8	5.8	400m	28.0	8.9
Dog walking	5.8	5.3	900m	21.2	7.7
Walking	7.0	6.2	400m	26.0	10.0
Cycling/ mountain biking	10.6	9.3	1.3	28.0	15.9
Jogging/ power walk/run	6.6	6.0	1.5	15.3	9.0
Daily visitor	5.5	5.3	1.0	21.2	7.0

The varying survey site locations have previously demonstrated that visitors come to them for different lead purposes. There is also notable difference in the lengths of route covered, varying between survey sites. The longest median routes, of around 8 km or more are at: Penkridge Bank Road (7.9 km), Moors Gorse (8.4 km), Brook Lane Corner (8.8 km) and Pull in 2 after Bednall Belt (11.3 km).

- In 2018, the longer routes were at different sites, with two generating over 10 km lengths.

Shortest routes are far less, with medians of less than 4 km at locations: Castle Ring (3.9 km), Pull in after Stile Cop (3.5 km), Pull In Freda's Grave Footpath (3.3 km) and Gentleshaw Common (3.0km).

- In 2018, four sites had route lengths of under 2.2 km, much shorter than in the current survey.

The mean values, minimum and maximum are given for each survey point in the Table 25 showing the diversity.

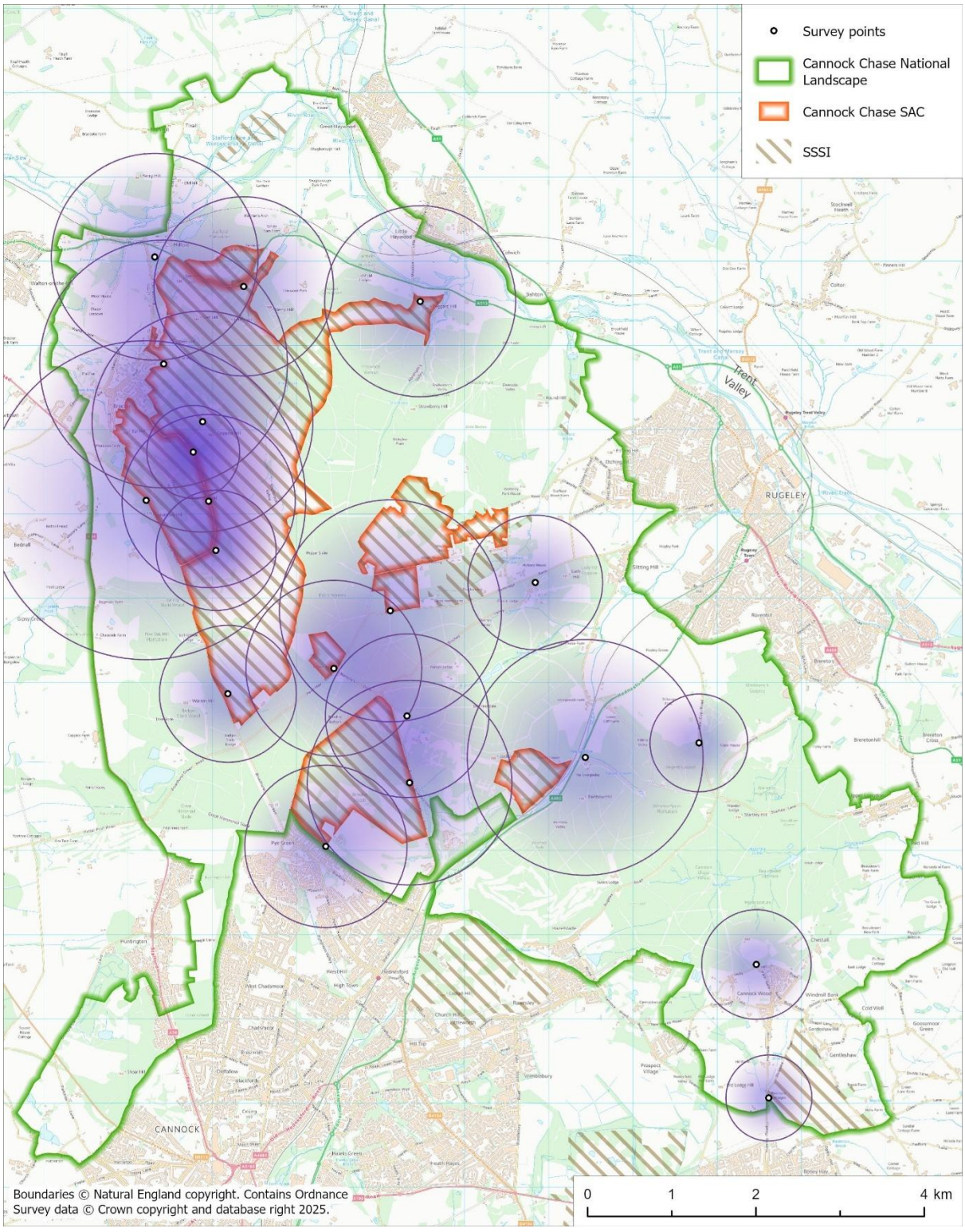
Table 25: Summary statistics of interviewee route lengths from each survey site. Data are from all surveys.

Route distance by Survey site	Interviewee Count	Mean (km)	Minimum (m / km)	Maximum (km)
All	801	6.8	400m	28.0
Birches Valley	69	5.8	400m	19.6
Marquis Triangle	91	6.8	900m	19.6
Seven Springs	52	6.6	1.5	18.0
Penkridge Bank Road Car Park	54	8.6	1.3	19.8
Moors Gorse	30	9.4	2.6	23.8
Whitehouse Car Park	30	6.9	2.3	20.0
Punchbowl	65	7.3	1.7	24.0
Castle Ring Car Park	52	5.2	700m	26.0
Chase Road Corner Car Park	30	5.6	3.1	21.3
Pull in after Stile Cop	32	4.4	1.4	15.7
Milford Common	30	8.1	1.3	20.6
Glacial Boulder Car Park	38	6.8	1.3	13.1
Duffields Car Park	36	7.5	2.6	18.4
Pull in Coppice Hill Main Car Park	30	7.7	2.4	21.0
Aspens First Bay Car Park	25	5.4	2.2	16.9
Gentleshaw Common Main Car Park	32	4.8	1.1	15.0
Pull in Freda's Grave Footpath	32	3.9	900m	7.2
Pull in 2 after Bednall Belt Car Park	14	12.2	7.4	22.2
Brook Lane Corner	38	9.7	2.2	28.0
West Farm Cannock (Pye Green)	21	7.1	2.2	19.0

Note: all route distances should be regarded as an approximation with 100+ metres of estimated mapping accuracy

Map 7 presents the distances as a simplified median diameter from the survey point to illustrate the principle of how far the median is for each location. The diameter is in proportion to the median route length. It is an indication of the relative scale of distance most visitors are traveling at each survey site, not a circular catchment, as individual routes include circulation, linear 'there and back' along the same stretch, as well as more complicated route patterns.

Map 7: Median values of interviewees' route length (the distance of 50% of interviewees) for each survey point, illustrated as a simple diameter, in proportion to the median, applied to each survey location



5.3 Distribution of Routes Taken and Density of Use

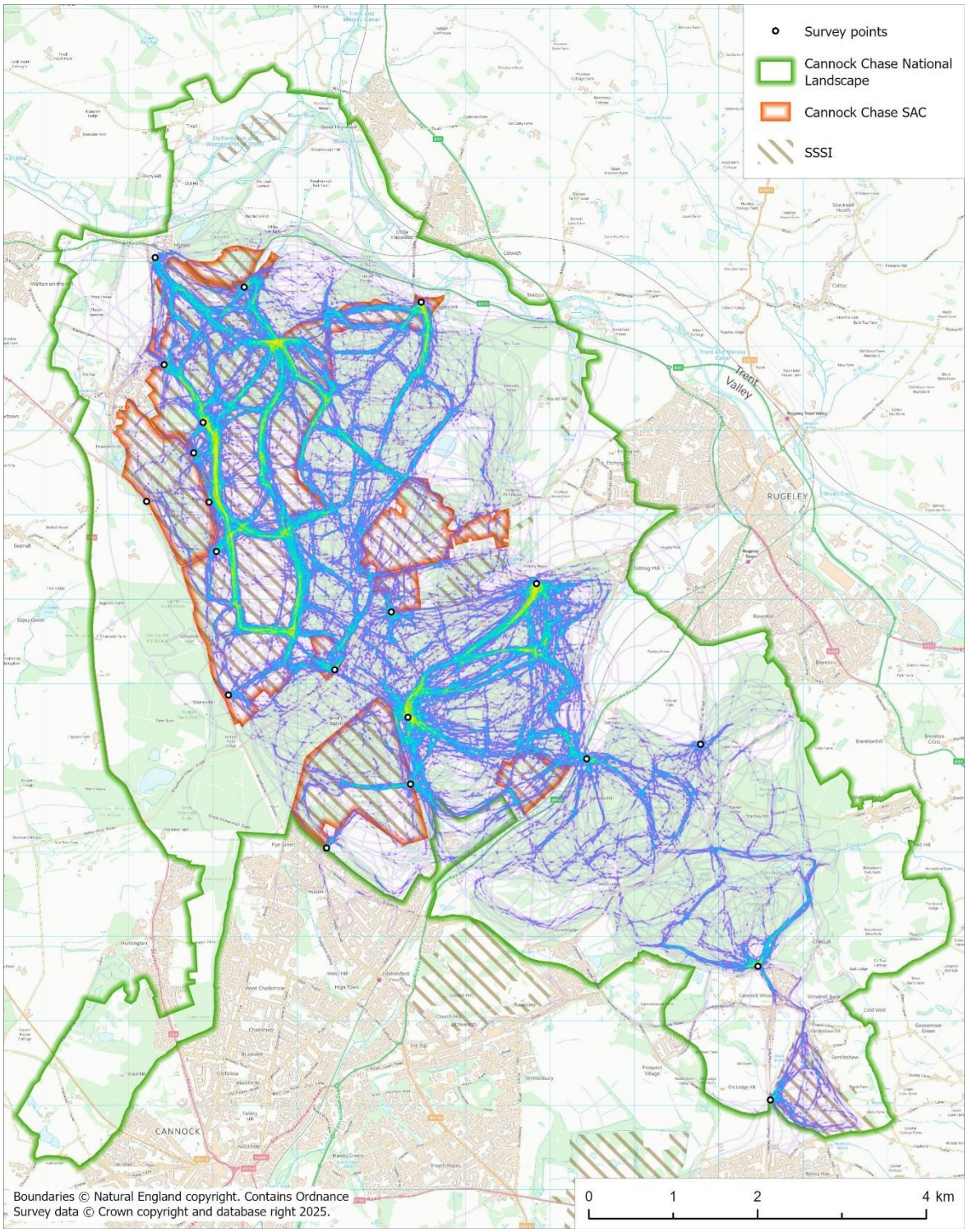
In the series of maps that follow, the distribution of routes taken by different categories of interviewees are shown in Maps 8 to 13. As noted above in discussion of the distances, the base scale paper maps of the whole National Landscape that people drew upon means they indicated many routes approximately as where they were circulating, rather than exactly upon the public

rights of way or roadways. Also, during the interview, the visitor marked dashed lines on the map as a likely continuation of the route where they were carrying on - theoretical, *after* the interview. Hence all the maps are ***indicators of the relative routes and distances***.

The volume of individual mapped routes, means that many are represented as single, thin lines in the distributions, not tightly linked to exact path networks. These are visualised as a heatmap in Map 8 as the overall distribution of every interviewee route, building intensity along the most commonly taken routes where the most number of lines overlap or closely align. Heatmap colours vary from low density, with few lines (shown as purple) through blue to green and then to yellow as the areas of most mapping, with highest densities.

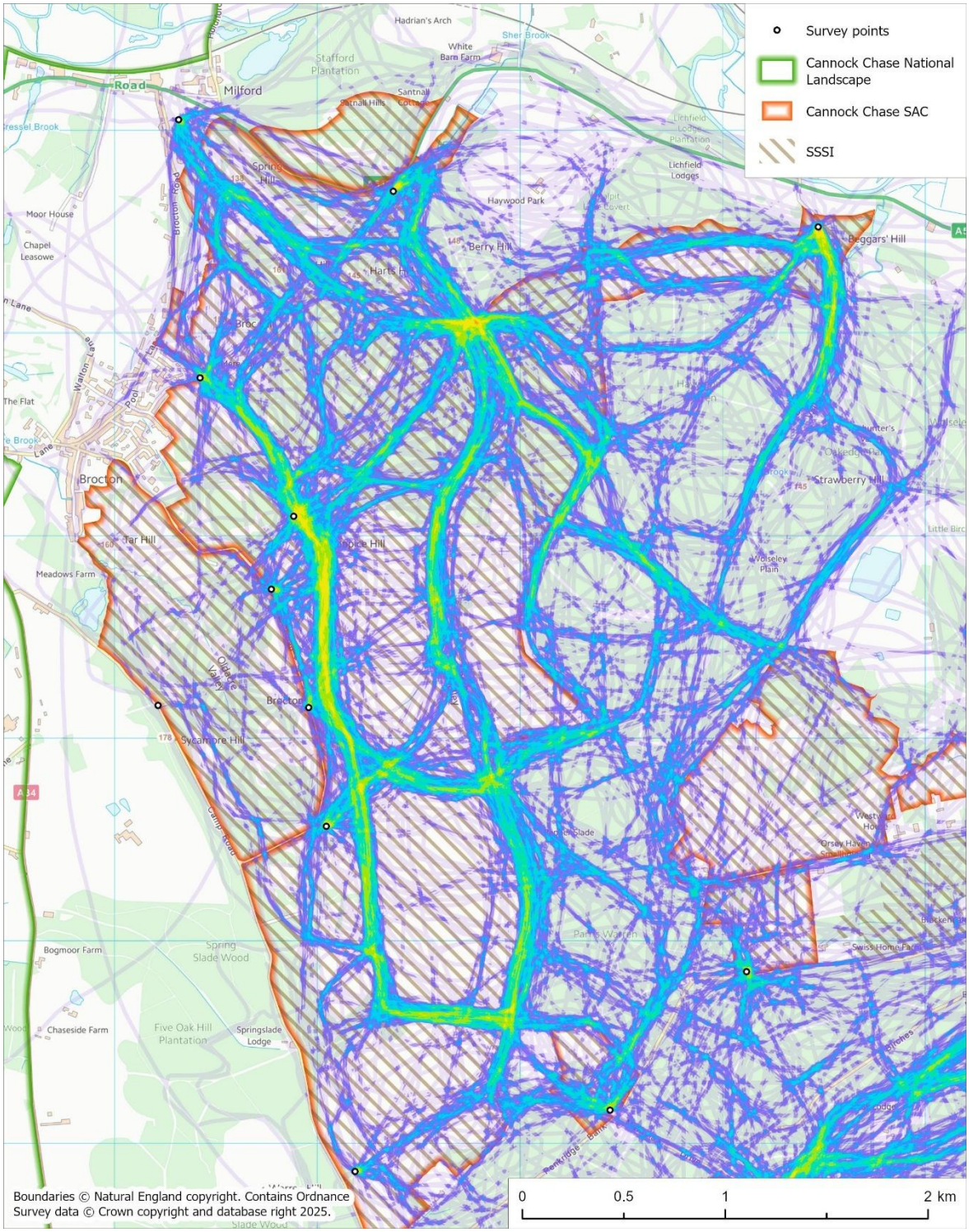
These most densely used routes align with many of the more popular car park/layby sites. Notable hotspots are the routes linking Punchbowl with Seven Springs and Milford Common and the northern road network. Also a series of loops and links between the north western side laybys, pull-ins and small rural car parks. They also show concentrations, as was seen in 2018, along the Forestry England cycle routes; Follow the Dog, The Monkey Trail and the Sherbrook Trail.

Map 8: Interviewee routes recorded at survey locations as a heatmap of routes across the National Landscape and borders. Heatmap colours vary from low density, few lines (purple) through blue to green and then yellow as highest densities



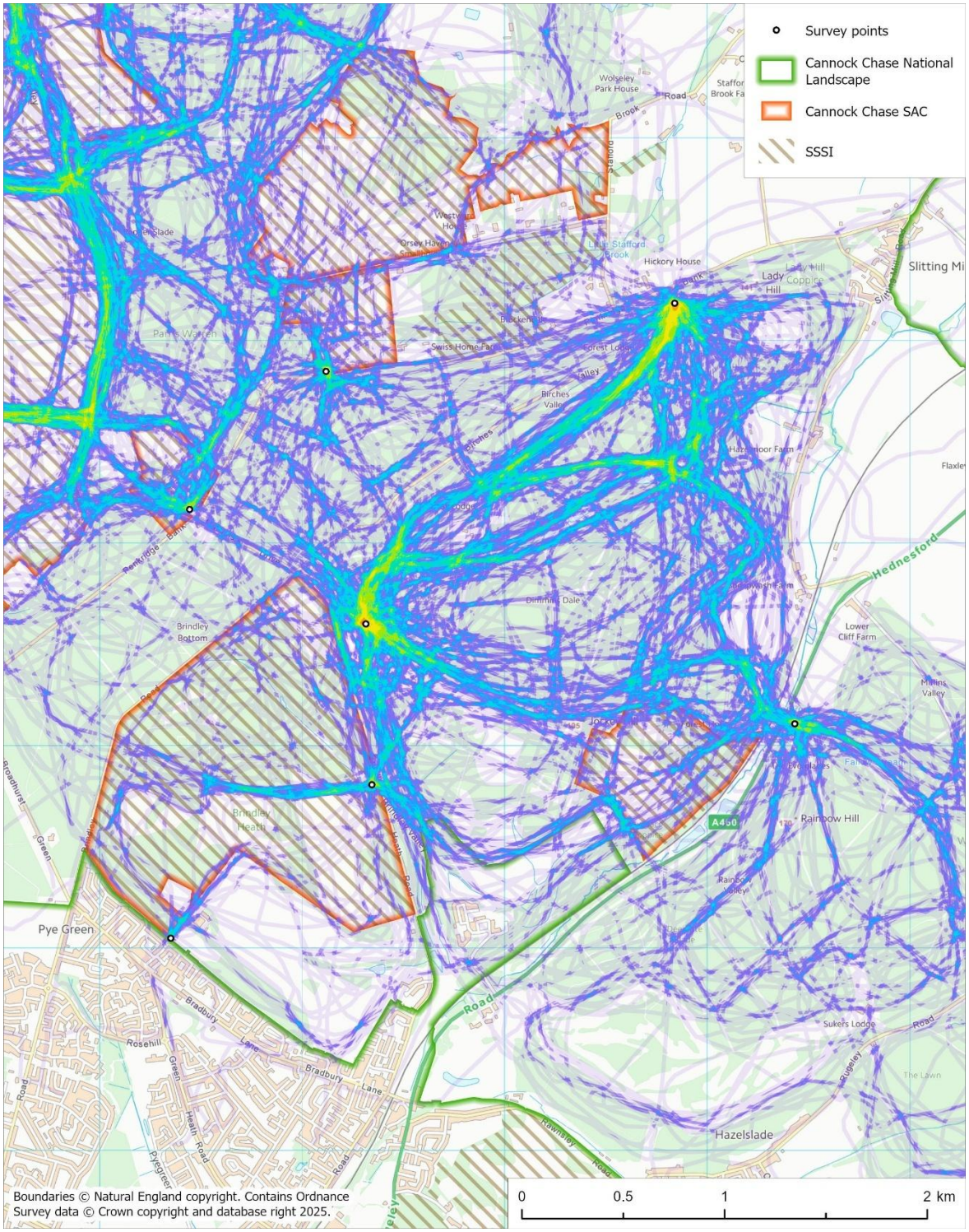
Maps 9 and 10 zone in to more local level detail, presenting these routes for the northern and central areas of the National Landscape with the routes on and around the Special Area of Conservation. The individual routes are more clear to see, with the same phasing of less noted routes in purple, through to yellow for higher numbers of lines.

Map 9: Interviewee routes recorded at survey locations as a heatmap of routes across the National Landscape, focus on northern zone of Special Area of Conservation



The individual lines reflect the less accurately drawn route approximations taken by respondents. However, these still give a sense of where footfall pressure lies. For the central/ southern locations around the SAC seen in Map 10, there are far fewer routes that go into the more sensitive landscape, with routes tending to be more aligned with the major visitor facilities at Birches Valley and Marquis Triangle, including summer interviewee routes, as well as at Moors Gorse.

Map 10: **Interviewee routes recorded at survey locations as a heatmap of routes across the National Landscape, focus on central/southern zone of Special Area of Conservation**

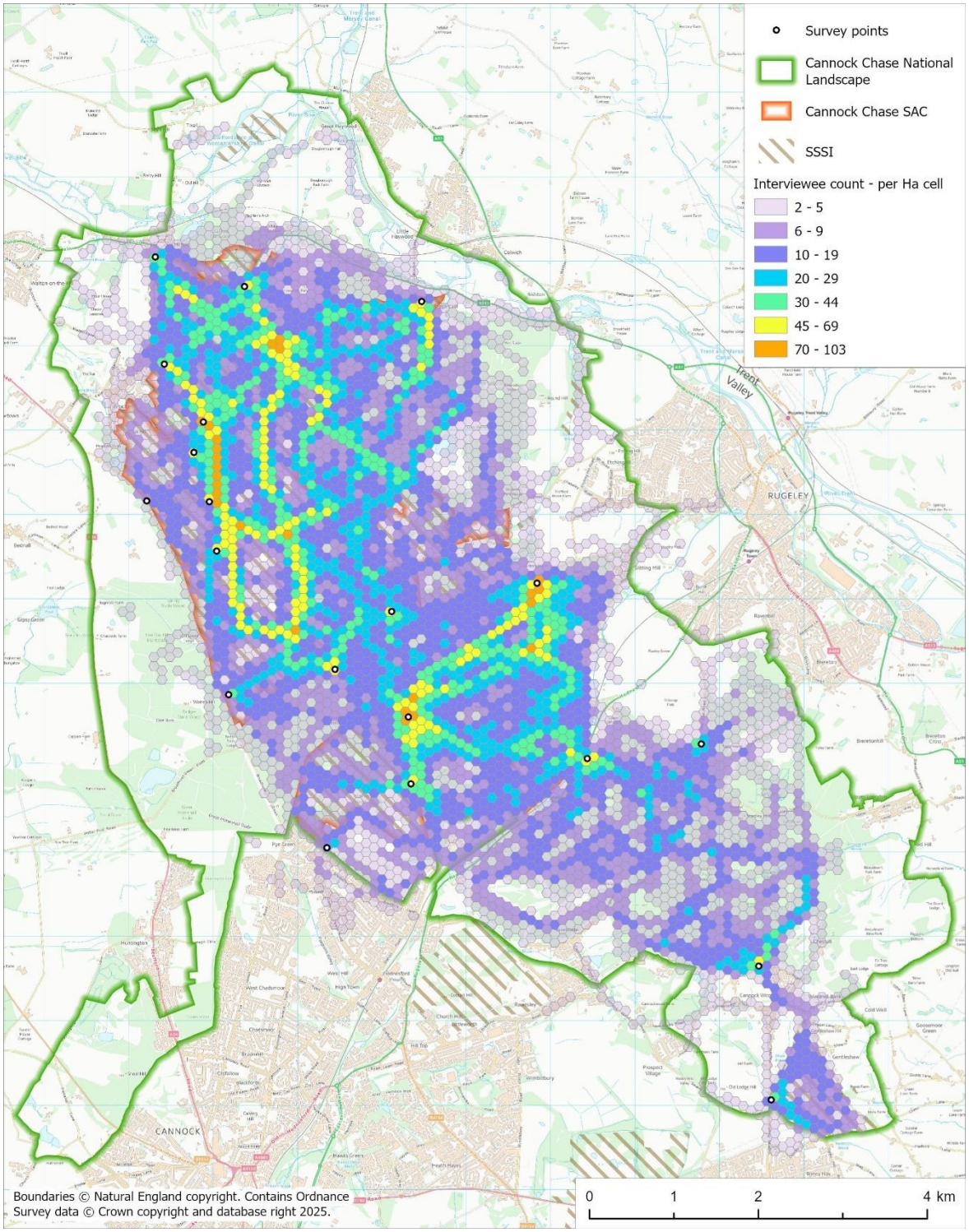


In all cases, it can be seen that there are trails used across all areas of the SAC, as well as surrounds. However, the higher density routes are more clear cut, with the lesser used, purple and blue coloured routes lying in areas of the SAC that appear to have less use pressure on them. It should be recalled that each line does not necessarily directly conform to an actual path in the countryside, rather the generalised area of one.

Maps 11 and 12 show the route data using a grid-based approach of 1 Hectare (1 Ha, 100 m x 100m hexagonal grids) to allow the numbers of routes to be quantified. This helps to 'blur' the effect of the various drawn lines that are close but not overlapping each other and the rights of way network. Intensity ranges from the palest purple colour of 1 or 2 people per 1 Ha cell to the more densely populated bright yellow and orange colours of 9 to 14 people recording using this area of route.

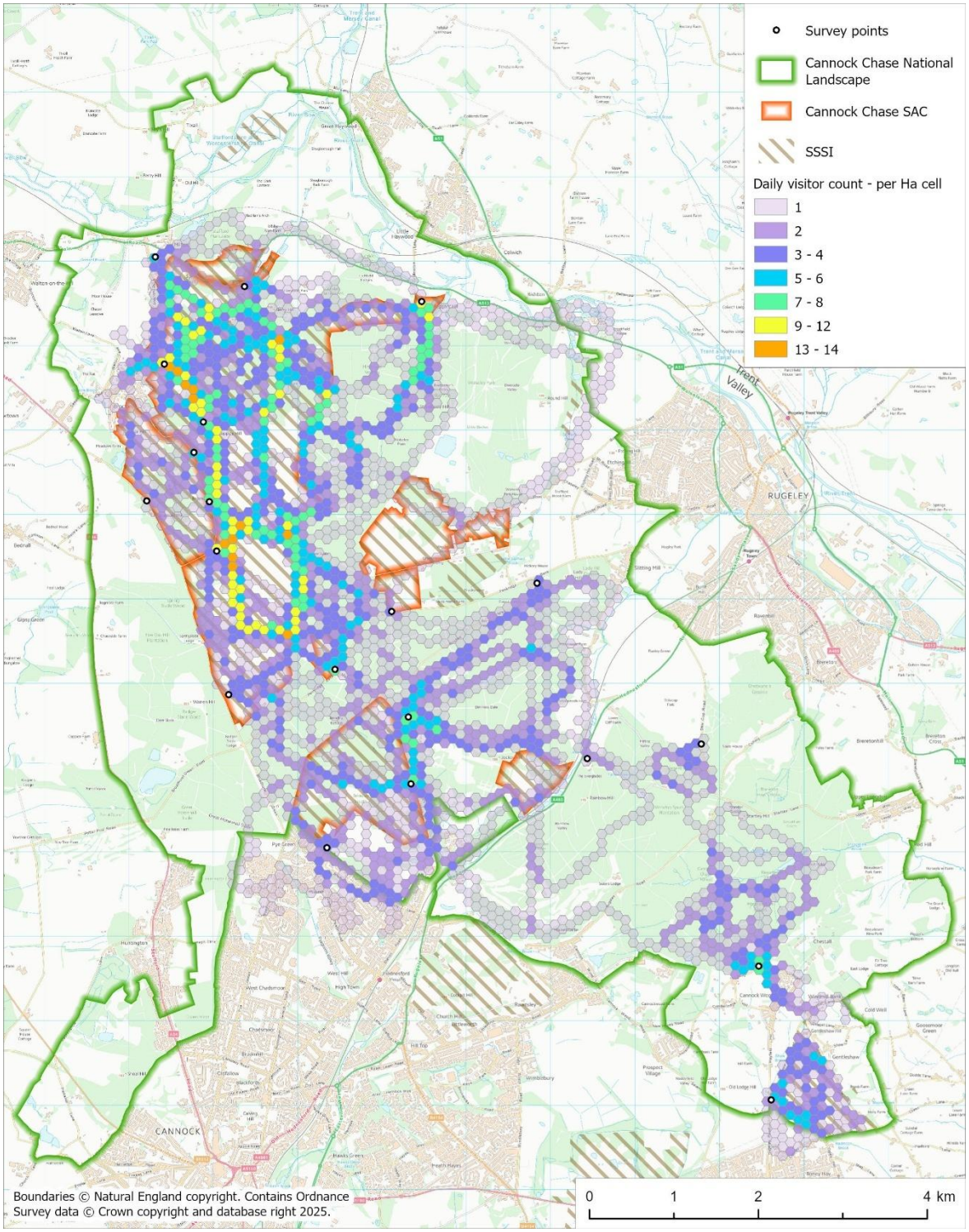
Map 11 shows the overall distribution of all interviewees, while Map 12 presents just the most regular, 'daily' visitors, for any activity.

Map 11: Density of interviewee routes taken by all visitors as the number of interviewees in each cell of a 1 Hectare size hexagonal grid. Colours vary from low density, few lines (purple) through blue to green and then yellow and orange as highest densities



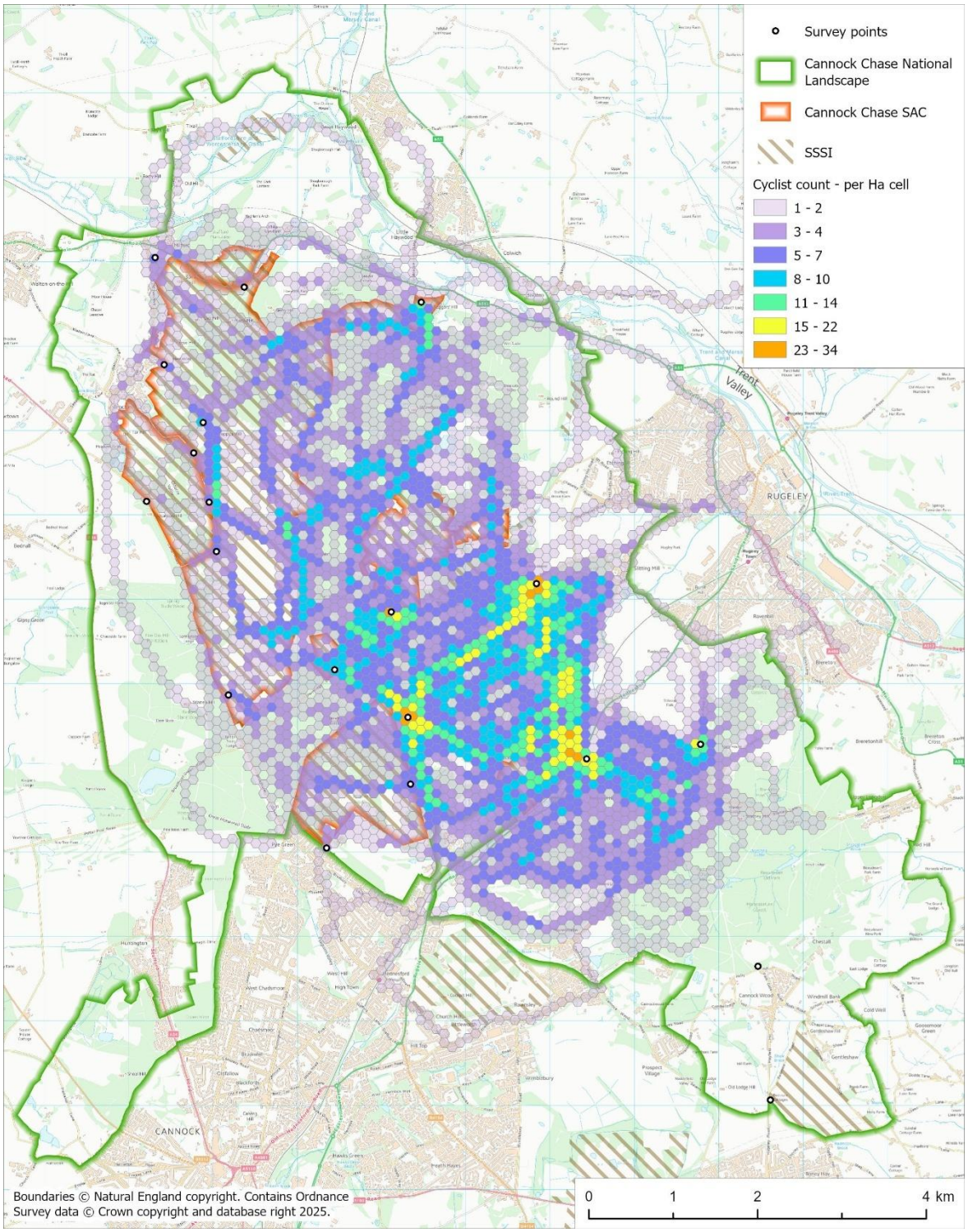
Using the hexagonal grid approach highlights the impacts on the key trails, but also the volume of use towards the western side. This must be considered in relation to the large amount of interviews at a high number of survey sites towards the west, so the methodology has an element of built in western side bias. It is clear that the more southerly survey locations and networks, for instance around Castle Ring and Gentleshaw Common, have more localised less pressured routes that focus more around the southern areas, outside of the SAC.

Map 12: Density of interviewee routes taken by the most regular, 'daily' visitors as the number of interviewees in each cell of a 1 Hectare size hexagonal grid. Colours vary from low density, few lines (purple) through blue to green and then yellow and orange as highest densities



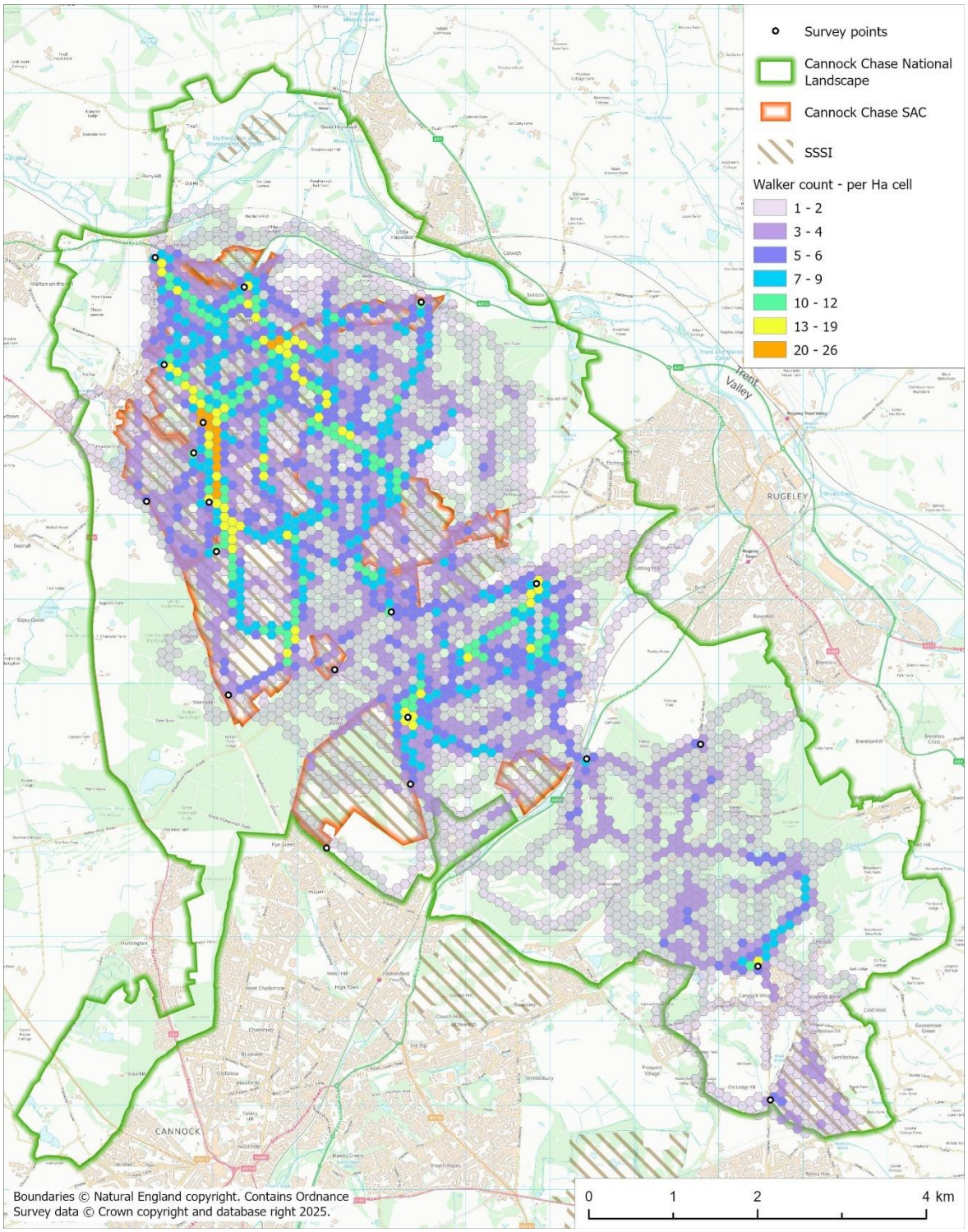
Maps 13a to 13d shows the 1 Ha density for specific groups of interviewees: cyclists, walkers, dog walkers and jogging as main activity visitors.

Map 13a: Density of interviewee routes taken by those cycling as main activity as the number of interviewees in each cell of a 1 Hectare size hexagonal grid. Colours vary from low density, few lines (purple) through blue to green and then yellow and orange as highest densities



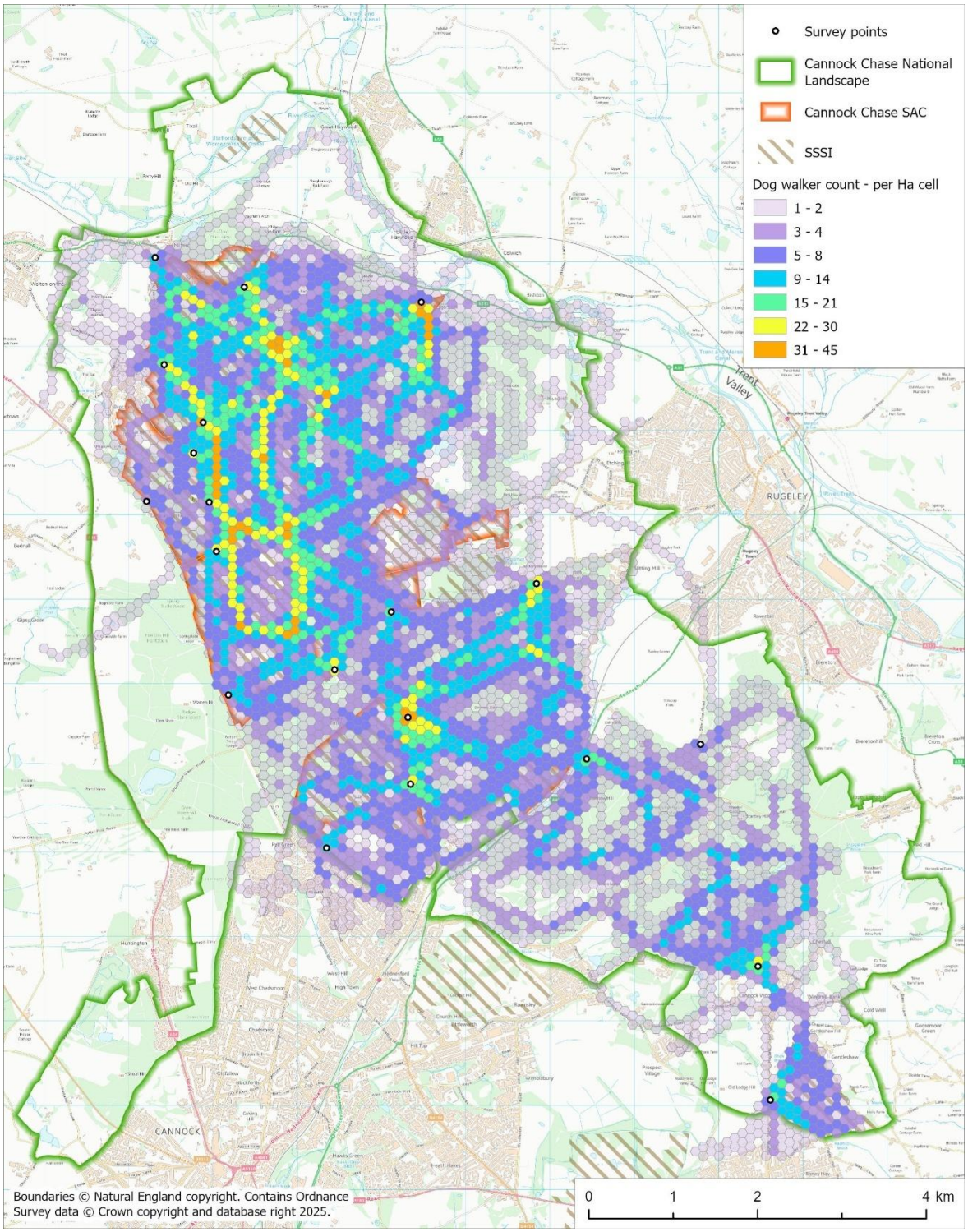
Cyclists by volume, tend to be away from the SAC zones, focused more to the central areas, with links to the trails and visitor facility centres; or in the east side of the northern SAC.

Map 13b: Density of interviewee routes taken by those walking as main activity as the number of interviewees in each cell of a 1 Hectare size hexagonal grid. Colours vary from low density, few lines (purple) through blue to green and then yellow and orange as highest densities



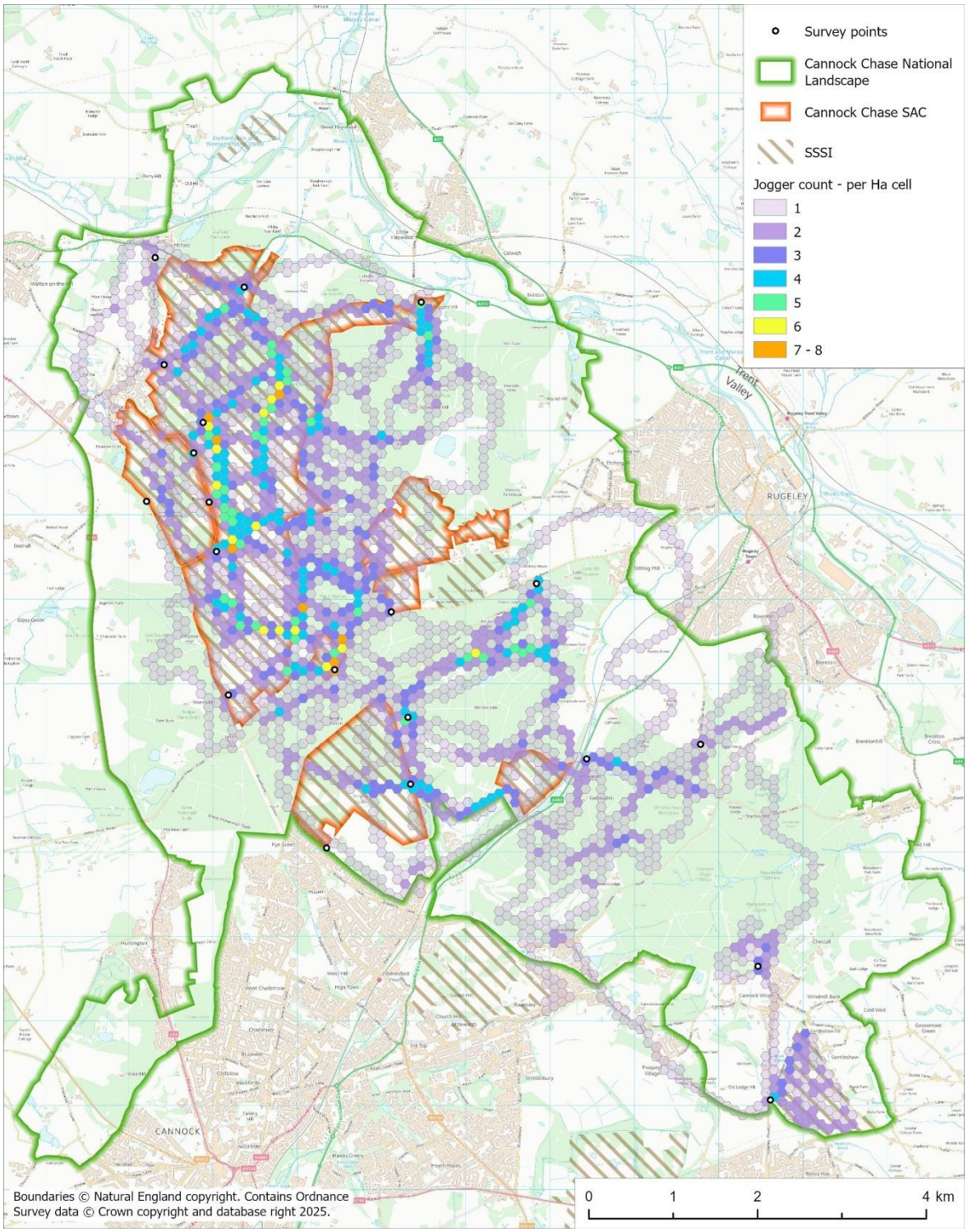
Walkers tend to show higher density presence in the northern SAC countryside and trails, partly linked to the volume of parking sites. Also there are a number of well known routes and key features between some of these locations. There is less walking going on outside the SAC to the central area and southern locations.

Map 13c: Density of interviewee routes taken by those dog walking as main activity as the number of interviewees in each cell of a 1 Hectare size hexagonal grid. Colours vary from low density, few lines (purple) through blue to green and then yellow and orange as highest densities



The high volumes of dog walkers are again connected to the interview car park sites. Footfall counts per Ha are higher close to the survey sites and the more northern and western areas of the SAC. There are more making use of non SAC locations in the central and southern areas.

Map 13d: Density of interviewee routes taken by those jogging/running as main activity as the number of interviewees in each cell of a 1 Hectare size hexagonal grid. Colours vary from low density, few lines (purple) through blue to green and then yellow and orange as highest densities



Joggers/ runners are fewer by volume in the whole survey than the other activities. Their distribution impacts are more aligned with fewer sites, and the more northerly SAC landscape and car parks. Their trails appear to include some running from home, from the immediate adjacent settlements, and lying beyond the SAC zones.

5.4 Factors Affecting Choice of Route

Interviewees were asked what, if anything, influenced their choice of route taken at the site today. **With the high level of repeat and regular visitors, previous knowledge of the area/experience was the most noted, by 53% of interviewees. This was closely followed by activity undertaken (e.g. presence of dog), by 45% of interviewees.** The weather was a contributor on the route choice with 42% of interviewees noting this. Other factors were notably less important, identified by 5-6% each, including: followed a marked trail, viewpoint/feature, time, group members (e.g. kids, less able), or muddy tracks/paths.

Table 26: Factors Affecting Choice of Route, shown by season.

Factors affecting choice of this visit's route	All	Summer weekday	Autumn weekday	Autumn weekend
Previous knowledge of area/ experience	53%	47%	55%	53%
Activity undertaken (e.g. presence of dog)	45%	27%	53%	44%
Weather	42%	19%	44%	46%
Followed a marked trail	6%	11%	5%	6%
Viewpoint/feature	6%	7%	8%	4%
Time	5%	3%	6%	6%
Group members (e.g. kids, less able)	5%	11%	5%	4%
Muddy tracks/paths	5%	4%	6%	5%
Other users (avoiding crowds etc)	3%	6%	1%	5%
Daylight	2%	1%	3%	2%
Other	11%	9%	5%	17%

Analysis by the season and day of the week indicates some differences.

- In the summer weekdays, there is lower than average identification of the most commonly given responses; with fewer noting previous knowledge of area/ experience (47%) or nature of the activity undertaken (e.g. presence of dog) (27%) or weather (19%). Slightly above average responses in the summer were given for following a marked trail (11%) and factors related to group members (e.g. kids, less able) (11%).
- Respondents on autumn weekdays were mainly around the average overall levels; a little more likely than average to note the nature of the activity undertaken (e.g. presence of dog) (53%). Slightly below average commentary was for being impacted by other users (e.g. avoiding crowds etc.) (just 1%).
- On autumn weekends, responses broadly reflected the overall average.

New, first time visitors were slightly more likely to be influenced by following a marked trail or seeking particular viewpoints – as they had little broader advance knowledge. The majority,

repeat visitors, were not surprisingly above average in their noting of previous experience/awareness and the weather and nature of activity undertaken.

There is not a great range of differences between activity groups with the main responses given; most are close to the average. The prior knowledge is slightly higher for cyclists (61%) and choosing the activity due to nature of the activity (e.g. as presence of a dog) for more, 61% of dog walkers. Weather was a factor of more note for those walking (47%) or jogging/ running (55%).

Very limited comparison can be made with the 2018 survey, as it made barely any reference to these factors. It too noted that "there was no obvious difference between season, and no great differences between activity groups." Factors seemed slightly more important for some interviewees who were conducting shorter than usual routes, affected by time, the nature of the activity being undertaken or weather.

5.5 Factors Affecting Choice of Specific Location

To better understand why people chose the specific location on the day, where the interview was conducted, surveyors asked, unprompted, the reasons why they chose to visit this specific location today, rather than another local site. Surveyors recorded all the reasons given using a detailed set of categories (and 'other'); multiple reasons were often noted. The interviewer then sought the single main reason as the most important factor, showing a pre-determined list of categories.

Interviewee's single main reason and other reasons are expressed as a percentage of all interviewees in Table 27a (main responses) and 27b (less frequent responses).

In terms of providing multiple responses, **good easy parking (40%), appropriate place for chosen activity (35%) and scenery/variety of views (35%) were the most frequent responses**. Other notable reasons given for influencing their choice of site on the day of interview included; choice of routes (33%), was close to home (32%), good for dog/dog enjoys it (32%), as well as not many people around (25%). Multiple responses could be given and therefore responses do not add up to 100%.

When asked the **main single reason that influenced the choice of site to visit on that day, the most noted response was being the appropriate place for their chosen activity (22%),** which had been the second highest response given to the multiple options. This was followed by the site being close to home (13%) and choice of routes (11%). All other factors were far less noted as being main reasons, from 7% to 1%.

Table 27a: Main Reasons for site choice. Variety of reasons were multiple options, unprompted and categorised; then single main reason. Ranked by the total number of all reasons unprompted. Data used are from all seasons surveyed.

Primary Reason option given for specific location	Reasons for Choosing Location Today all (unprompted)	Single Main Reason (prompt list)	Single Main Reason *2018*
Good/easy parking	40%	4%	5%
Appropriate place for activity	35%	22%	7%
Scenery/variety of views	35%	5%	
Choice of routes	33%	11%	6%
Close to home	32%	13%	22%
Good for dog/dog enjoys it	32%	6%	
Not many people	25%	3%	
Rural feel/wild landscape	19%	1%	
Ability to let dog off lead	19%	3%	
Suitability of area given weather conditions	19%	7%	
Quiet, with no traffic noise	18%	2%	
Feels safe here	17%	2%	
Habit/familiarity	16%	4%	6%
Openness/wide open spaces	15%	1%	
Quick and easy travel route	11%	1%	

Many other, but far fewer responses were also given to other categories:

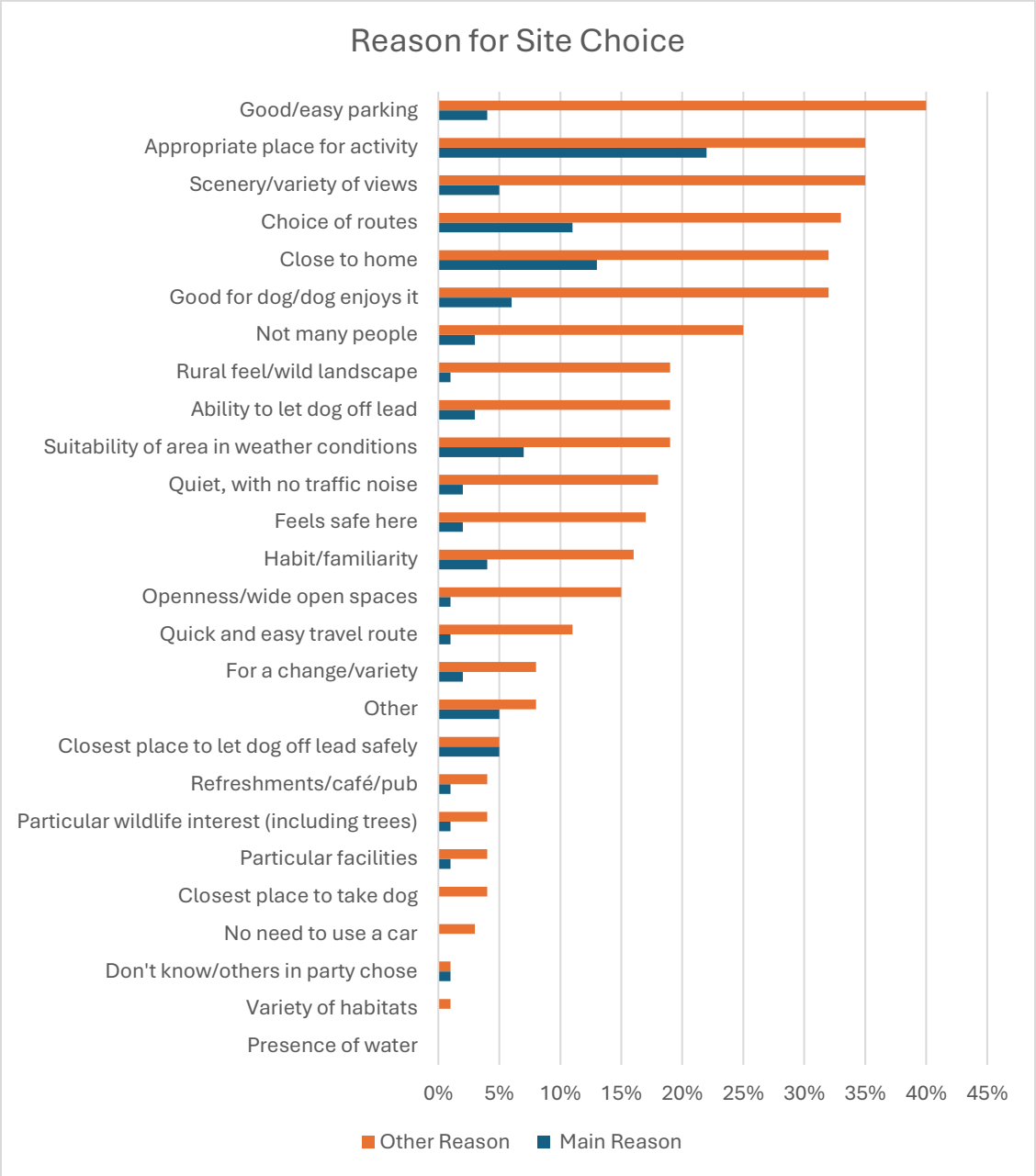
Table 27b: Lesser Reasons for site choice. Variety of reasons were multiple options, unprompted and categorised; then single main reason. Ranked by the total number of all reasons unprompted. Data used are from all seasons surveyed.

Less Common Reason option given for specific location	Reasons for Choosing Location Today all (unprompted)	Single Main Reason (prompt list)
For a change/variety	8%	2%
Other (please specify)	8%	5%
Closest place to let dog safely off lead	5%	1%
Refreshments/café/pub	4%	1%
Particular wildlife interest (including trees)	4%	1%
Particular facilities	4%	1%
Closest place to take dog	4%	1%
No need to use a car	3%	0%
Don't know/others in party chose	1%	1%
Variety of habitats	1%	0%
Presence of water	0%	-

These results somewhat reflect the hierarchy of 2018, but are not that similar. Then, in 2018, the most commonly stated single reason was being close to home, by 22% of interviewees. Other

important reasons were the site being the appropriate place for the activity (7%), choice of routes (6%) and habit/familiarity (6% as main reason.)

Figure 7: Reasons for site choice. Variety of reasons were multiple options, unprompted and categorised; then single main reason. Ranked by the total number of all reasons unprompted. Data used are from all seasons surveyed.



The main reasons only are shown in Table 28 ranking the main responses for the four main activities that determine visiting on the day (dog walking, walking, cycling, jogging/running). Across all these three activities, **being an appropriate place for the activity was consistently the main reason: 22% for all interviewees; similar (23%) for those who were primarily dog walkers and far more (39%) for cyclists.**

Choice of routes was most notably the most important reason for 25% of those visiting as a cycling activity.

Table 28: Reasons for site choice. Top five ranked interviewee main reasons for visiting the current site, by activity (top 4 activities only)

Reasons for site choice – Single main reason	All	Dog walking	Walking	Cycling/ mountain biking	Jogging/ power walk/run
Appropriate place for activity	22%	23%	7%	39%	25%
Close to home	13%	16%	15%	7%	12%
Choice of routes	11%	10%	9%	25%	14%
Suitability of area given weather conditions	7%	5%	12%	6%	12%
Good for dog/dog enjoys it	6%	11%	0%	1%	0%

Looking at how the main activity had an impact upon reasons to choose the site for this visit:

- For the high volume of **those mainly here due to dog walking, key factors around or above average were that the site is close to home, and is appropriate for the activity, as well as being good for the dog.**
- Amongst **cyclists, important factors noted at, or above average, include being close to home, the choice of routes, and being an appropriate place for the activity**.
- Those predominantly **walking noted being close to home, suitability of area in given weather conditions and the scenery and variety of views** as above average factors for choosing the location.

Some similarity can be seen to the activity responses in 2018, when the dog walkers noted the close proximity to home – but then there were also higher choices for habit/familiarity and good/easy parking, neither of which show up as highly in 2024. Cyclists in 2018 particularly also noted the appropriateness for the activity and choice of routes, as well as being close to home. For 2018's walkers, being close to home was more highly noted, as was habit/familiarity.

5.6 Frequency of Choosing Cannock Chase for Visit Activity

The survey sought to understand how much Cannock Chase was a key destination for taking part in their chosen activity, and what proportion of their countryside visiting took place in the National Landscape. Interviewees were asked what proportion of their weekly visits for their chosen activity took place at Cannock Chase compared to at other locations. A small proportion, 6% were on a first time visit, with no comparison.

Around **one fifth (22%) stated that all these activities take place at Cannock Chase. This is augmented by over a quarter (27%) stating that three quarters or more of their visits for this type of activity took place at Cannock Chase.** This reflects a notable level of 'loyalty' to the National Landscape area, with half taking more than three quarters of this type of visit here.

Further high level of frequency/ loyalty of such visits is seen by around one in five (18%) noting that half to three quarters of such trips occurred in the National Landscape rather than elsewhere.

- In all, 67%, two thirds feel that they come to this area for more than half of their chosen activity taking – a notably great level of loyalty and repetition.
- By contrast, relatively few, 26% felt that they took less than half of their activities in Cannock Chase.

Table 29: Weekly Visits for Chosen Activity at Cannock Chase

Proportion of weekly visits for chosen activity that take place at Cannock Chase	No.	%
All take place here	179	22%
75% or more	220	27%
50-74%	146	18%
25-49%	93	12%
Less than 25%	112	14%
Not sure/don't know/first visit	51	6%
TOTAL	**801**	**100%**

There were differences in the percentage of interviewees' 'loyalty' to the area across the seasons, as seen in 2018. During the 2024 survey, 32% in the summer period made three quarters or more of their weekly visits for this activity to Cannock Chase, increasing significantly to 55% at autumn weekends.

Slightly more differences can be seen between activities, see Figure 8 and the importance of the National Landscape as a host destination for these**. The highest proportion of interviewees who indicated all of their visits took place at the site where interviewed were similar- for those who were dog walking (28%), jogging/running (27%) and cycling (26%).**

- By contrast, walkers were far more likely to explore a variety of destinations, with only 14% noting that all of their visits took place here.
- Dog walkers were on the whole strongly loyal to the site, with very high proportions coming here for between half to 99% of their dog walking activities. This is a far greater proportion than for any of the other walking, cycling and jogging visitors.

Figure 8: Interviewee's visits to the location interviewed at, as a proportion of all visits for the current activity. Shown using autumn-winter data only and separately for the five main activities.

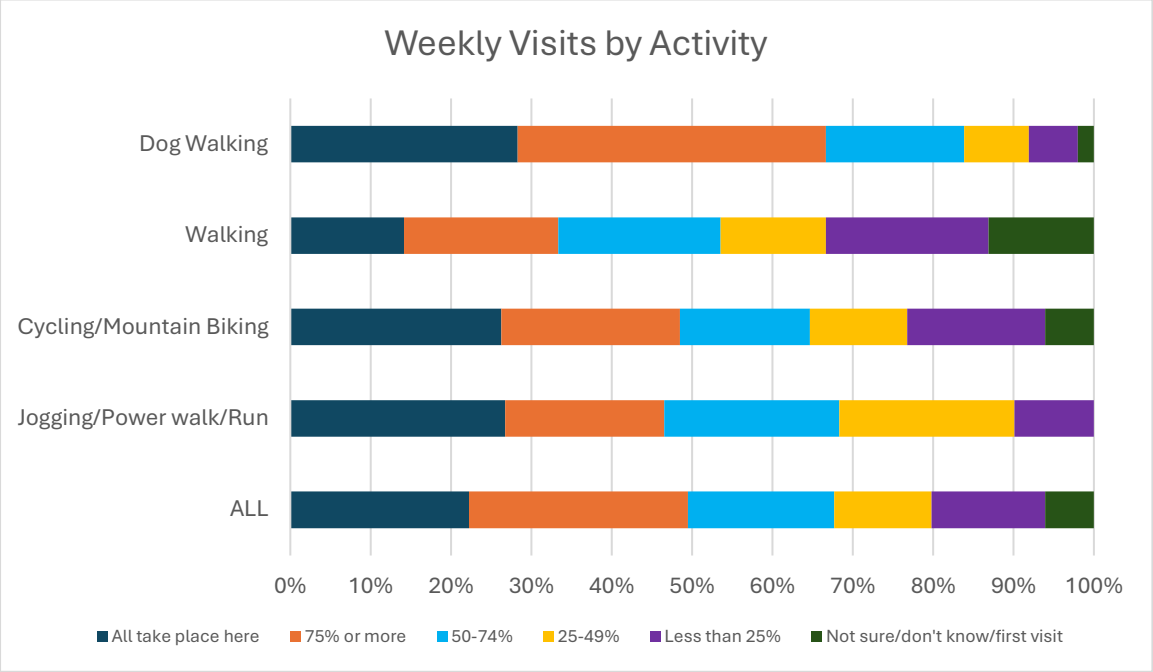


Table 30: Weekly Visits for Chosen Activity at Cannock Chase, by main activity undertaken

Proportion of weekly visits for chosen activity that take place at Cannock Chase	All	Dog walking	Walking	Cycling/ mountain biking	Jogging/ power walk/run
All take place here	22%	28%	14%	26%	27%
75% or more	27%	38%	19%	22%	20%
50-74%	18%	17%	20%	16%	22%
25-49%	12%	8%	13%	12%	22%
Less than 25%	14%	6%	20%	17%	10%
Not sure/don't know/first visit	6%	2%	13%	6%	0%

5.7 Other Location Would Have Visited

All respondents were asked if they would have considered visiting another location instead on the day of interview if they had not visited here. Opinions were highly mixed. 36% are not sure/ don't know where else they would have visited. **22% felt that they would not have visited anywhere**

else. The most common response was for 42% who suggested a possible other location. A large number of unprompted responses were given, which included many other named locations elsewhere within Cannock Chase from the location of that survey.

Table 31: Location would have visited instead today if had not visited here, by main activity type

	All	Dog walking	Walking	Cycling/ mountain biking	Jogging/ power walk/run
Not sure/don't know	36%	31%	38%	34%	31%
Nowhere/wouldn't have visited anywhere	22%	19%	25%	29%	16%
Site named – site name recorded	42%	49%	38%	38%	53%

Responses are notably different from in 2018, when for all interviewees, overall, far fewer, just 11% stated they were not sure or did not know. Then, the same level, 21% noted that they would not have visited anywhere else. However, far more, two thirds, 68%, named an alternative site and this proportion was fairly consistent between the three main activity groups.

In terms of all season's 801 interviews, some of the main led activities again show loyalty to the site Table 31; with 29% (above average) of those who stated cycling was their main activity would not have visited anywhere else. However, for those who were jogging/running, 53% would have considered elsewhere, naming a location; as would also above average numbers of those dog walking (49%).

- In 2024, visitors to the five sites in the summer were more likely to be unsure/ not know where else they would have gone (48%), and were also more likely to have stated that they would not have visited anywhere else (31%) – indicating this site was strongly their chosen destination.
- Whereas, looking at those five sites across the survey season, those autumn weekday visitors were far more likely to have considered going elsewhere, with 50% indicating a named site elsewhere. Autumn weekend visitor responses reflected the overall average.

Alternative destinations would have considered for this activity today

Large numbers and varieties of alternative destinations were given by the respondents, (around 335 in total), some as local site names, others more generally as larger destinations. These have been linked to show more clearly where people tend to name by each type of lead activity.

- **The most noted sites are: Marquis Drive (40no. 12%), Milford Common (20no. 6%), Birches Valley (19no. 5.5%) and Punchbowl (17no. 5%).** Other leading sites named include; Chasewater/Country Park (12no. 3.5%), Somewhere else in the forest/ Cannock Chase (10no. 3%), Penkridge /Bank (10no. 3%) and the Peak District (10no. 3%).

Table 32 presents the main high ranked named destination alternatives for all interviewees, and also by the different main activity types. For dog walking, cycling and walking, Marquis Drive was the most named alternative location (for between 9-13% of each activity type.) Other leading alternatives were Birches Valley, Milford Common, Punchbowl, and the Peak District, varying by activity, generally in the 5-11% range.

The leading responses provided over all the seasons of surveying in 2018 were notably different. Then, the most commonly named site was Chasewater (7% of interviewees who gave an alternative site, notably for 8% of dog walkers, 7% of walkers). Followed by the broader destination of the Peak District, 5%, which was ranked highest amongst cyclists (9%) and walkers (9%). However, the remaining more commonly noted other sites in Cannock in 2018 were similar to the current survey (2% to 4% named); especially amongst dog walkers and walkers – Birches Valley, Marquis Drive and Shugborough.

Table 32: Named alternative location would have visited instead today if had not visited here, by those indicating a location, by main activity type. Values shown are the number of interviewees (and percentage of the total conducting that activity). Ranked by response for each activity. Only those given by 2% of interviewees or more, are shown.

All interviewees (335no.)	Dog walking (181no.)	Walking (52no.)	Cycling/ mountain biking (46no.)
Marquis Drive (40no. 12%)	Marquis Drive (24no. 13%)	Marquis Drive (5no. 9%)	Marquis Drive (5no. 11%)
Milford Common (20no. 6%)	Milford Common (17no. 9%)	Peak District (5no. 9%)	Birches Valley (5no. 11%)
Birches Valley (19no. 5.5%)	Punchbowl (12no. 6.6%)	Punchbowl (4no. 7.7%)	Peak District (5no. 11%)
Punchbowl (17no. 5%)	Birches Valley (8no. 4.4%)	Birches Valley (3no. 5.8%)	Somewhere else in the forest/ Cannock Chase (3no. 6.5%)
Chasewater/Country Park (12no. 3.5%)	Chasewater/Country Park (6no. 3.3%)	Chasewater/Country Park (3no. 5.8%)	Seven Springs (2no. 4.3%)
Somewhere else in the forest/ Cannock Chase (10no. 3%)	Just walk around where we live/ home (6no. 3.3%)	Shropshire Hills (3no. 5.8%)	Sutton Park (2no. 4.3%)
Penkridge /Bank (10no. 3%)	Penkridge /Bank (6no. 3.3%)	Milford Common (2no. 3.8%)	Moors Gorse (2no. 4.3%)
Peak District (10no. 3%)	Shugborough (5no. 2.8%)	Walsall Wood (2no. 3.8%)	Telford & Wrekin (2no. 4.3%)
Shugborough (8no. 2.5%)	Seven Springs (5no. 2.8%)		Wales (2no. 4.3%)
Seven Springs (7no. 2.1%)	Somewhere else in the forest/ Cannock Chase (5no. 2.8%)		
Just walk around where we live/ home (7no. 2.1%)	Hednesford / Hills/ Park (5no. 2.7%)		
Castle Ring (6no. 2%)			
Hednesford /Hills/ Park (6no. 2%)			

Of the small number, 28 people who were jogging/ power walking /running, almost all gave different localities, apart from 4 noting Marquis Drive and 2 Punchbowl.

6.0 POSTCODES AND ORIGINS OF VISITORS

6.1 Nature of Postcodes, Distances Travelled and Visit Behaviour

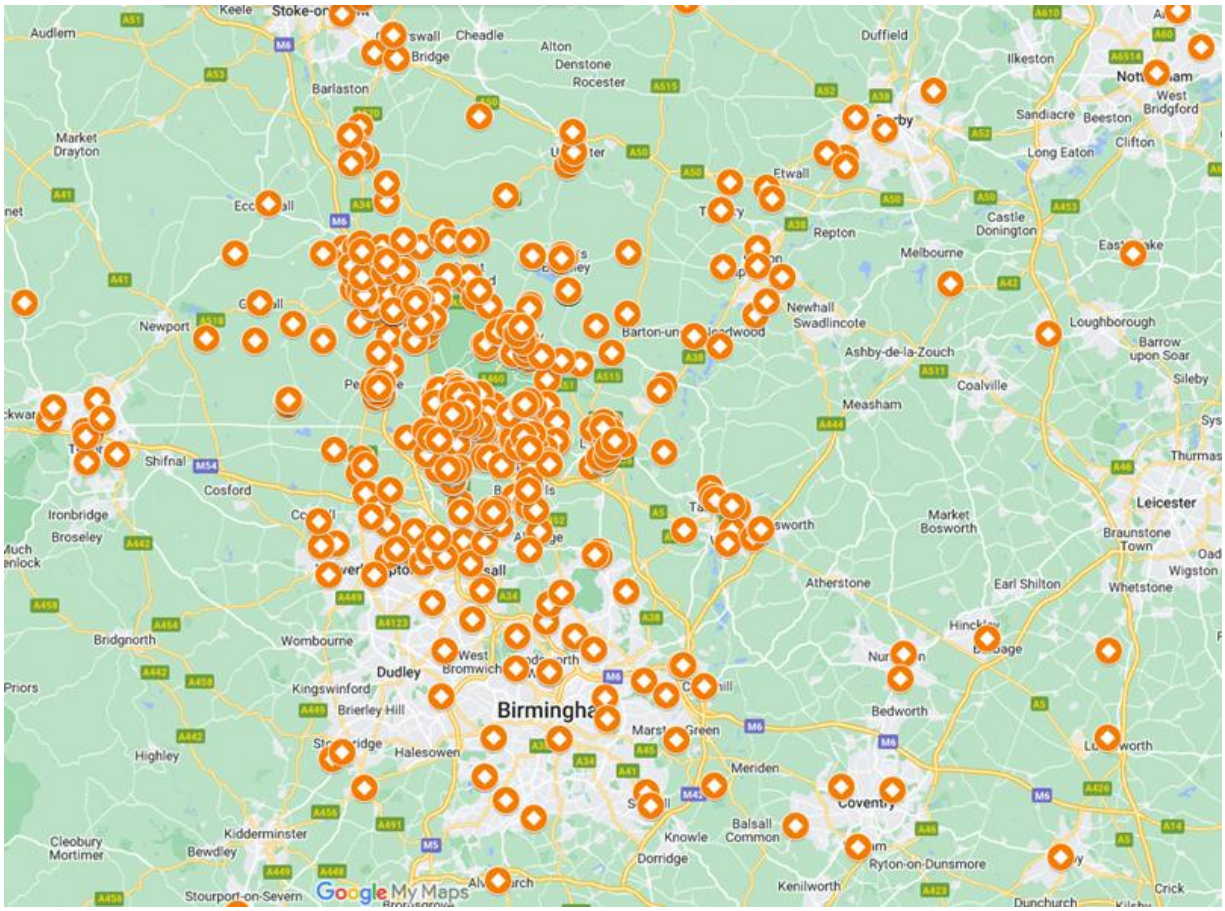
In order to know where people have come from in more detail to each location, each interviewee was asked for their home postcode in full. Only a small number refused or only provided a general town or village name. Almost all provided a useable postcode, or partial one (first section postcode e.g. WS11, rather than at the full street level) which was subsequently checked and validated, as only full postcodes could be accurately mapped, with around 750 generating a useable postcode for large scale mapping and more accurate distance measuring. A further c.45 provided town/village names which could also be used for generalised area of origin plotting.

Visitor origins were applied onto Google maps by overlaying these postcodes and town names. Map 14 indicates, whilst most came from the nearer West and East Midlands area, there were people from as far away as Devon, Sussex, Essex, Norfolk and North Yorkshire. 97% of respondents came from across the West or East Midlands (essentially the same as the 96% mapped in 2018).

Map 14: Distribution of all postcodes and settlement origins of visitors

It should be recalled that the survey shows that overwhelmingly, 96% of respondents were coming from home on a day trip and just 3% were coming from a location, staying away from home, with friends and family, holiday home, hotel, etc. Hence the more localised distances of travel.

Map 15: Distribution of West and East Midlands 'closer' postcodes and settlement origins of visitors



Looking more closely, the map illustrates how this more regional distribution of all visitors across the seasons ranges from Telford to Stoke-on-Trent, Nottingham, Coventry and Birmingham.

Staffordshire County (including Stoke-on-Trent) was by far the main generator, 79%, of all surveyed visitors; followed, at some distance, by visitors from the various metropolitan authorities of the West Midlands (just 11%). Shropshire/Telford (2%) and Derbyshire (2%) were the other main counties.

- **Over seven in ten (72%)** of interviewees came from the **three local authority areas of Cannock Chase District (36%), Stafford Borough (26%) and Lichfield District (10%).** This is just slightly increased on the 68% of origins in 2018
- In 2018 the postcodes were evaluated specifically by the pooled autumn-winter season interviews. Relatively similar origins show that at that time, three in ten came from

Stafford Borough (30%), around one quarter from Cannock Chase District (26%) and around one in ten from Lichfield (12%).

Table 32 highlights the other local authorities of note with more than 1% of interviewees were Walsall Borough (4%), South Staffordshire District (4%), Birmingham City (3%), East Staffordshire Borough (2%), City of Wolverhampton (2%) and Tamworth Borough (2%).

Table 33: Summary of the number and percentage of interviewees in each local authority

Local Authority	Summer (Aug)	Autumn (Sept & Oct)		Total
	Weekday	Weekday	Weekend	
Cannock Chase District	37 (33%)	105 (35%)	142 (37%)	284 (36%)
Stafford Borough	23 (20%)	85 (28%)	96 (25%)	204 (26%)
Lichfield District	9 (8%)	29 (10%)	38 (10%)	76 (10%)
Walsall Borough	9 (8%)	13 (4%)	13 (3%)	35 (4%)
South Staffordshire District	7 (6%)	10 (3%)	13 (3%)	30 (4%)
Birmingham	4 (4%)	5 (2%)	16 (4%)	25 (3%)
East Staffordshire	2 (2%)	8 (3%)	7 (2%)	17 (2%)
Wolverhampton City	3 (3%)	2 (1%)	10 (3%)	15 (2%)
Tamworth Borough	2 (2%)	5 (2%)	5 (1%)	12 (2%)
Telford & Wrekin (unitary)	2 (2%)	3 (1%)	6 (2%)	11 (1%)
City of Stoke-on-Trent	-	5 (2%)	4 (1%)	9 (1%)
City of Derby	-	5 (2%)	3 (1%)	8 (1%)
North Warwickshire District	2 (2%)	3 (1%)	-	5 (1%)
City of Coventry	1 (1%)	1 (0%)	2 (1%)	4 (1%)
Sandwell Borough	-	-	4 (1%)	4 (1%)
Solihull Borough	-	3 (1%)	1 (0%)	4 (1%)

These leading areas of local authorities reflect the majority of the areas that the National Landscape lies within. Interestingly, the surrounding urban cities of Stoke-on-Trent and Derby do not have much apparent role in generating visitors, just 1% each.

When looking at the Table 31 data by interview season for the three main origin local authorities, there is not substantial variation:

- Visitor origins from Cannock Chase District are just four percentage points across the two month survey period; between 33% summer weekday and 37%, slightly higher, in the autumn weekends (37%).
- For Stafford Borough there is more fluctuation, from 20% share in the summer weekdays to 28% in autumn weekdays.
- Those from Lichfield District do not vary a great deal, between 8% and 10%.

- The sample bases for the remaining local authority origins are too small to determine any clear differences.
- This broadly reflects the situation in 2018, which included winter interviews with more local people, when for Cannock Chase the figures only varied by five percentage points, between 23% - 28%; and a little more for Stafford Borough from 27% - 34%.

The visitor profile by season and main activity for the main eight visitor origin local authority from the interview data is summarised in Table 34.

Table 34: Summary of the interviewee data for each local authority. Data from all seasons. Values in bold indicate top two values for each column.

		% of Interviewees (read % down column)										
Local Authority	**Number of interviewees**	**Summer Weekday**	**Autumn Weekday**	**Autumn Weekend**	**Weekday combine**	**Weekend combine**	**Activity**				**New first time visitor**	**Repeat visitor**
							Dog Walking	**Walking**	**Cycling**	**Jogging**		
Cannock Chase District	*284*	**33%**	**35%**	**37%**	**34%**	**37%**	**45%**	**30%**	**22%**	**43%**	2%	**38%**
Stafford Borough	*204*	**20%**	**28%**	**25%**	**26%**	**25%**	**33%**	**22%**	**16%**	**24%**	4%	**27%**
Lichfield District	*76*	8%	10%	10%	9%	10%	9%	11%	7%	12%	2%	10%
Walsall Borough	*34*	7%	4%	3%	5%	3%	1%	7%	8%	0%	2%	4%
South Staffordshire	*30*	6%	3%	3%	4%	3%	3%	2%	6%	8%	2%	4%
Birmingham	*22*	1%	2%	4%	1%	4%	1%	1%	3%	8%	**4%**	3%
East Staffordshire	*17*	2%	3%	2%	2%	2%	1%	2%	6%	2%	2%	2%
Wolverhampton	*15*	3%	1%	3%	1%	3%	1%	1%	2%	0%	**4%**	2%

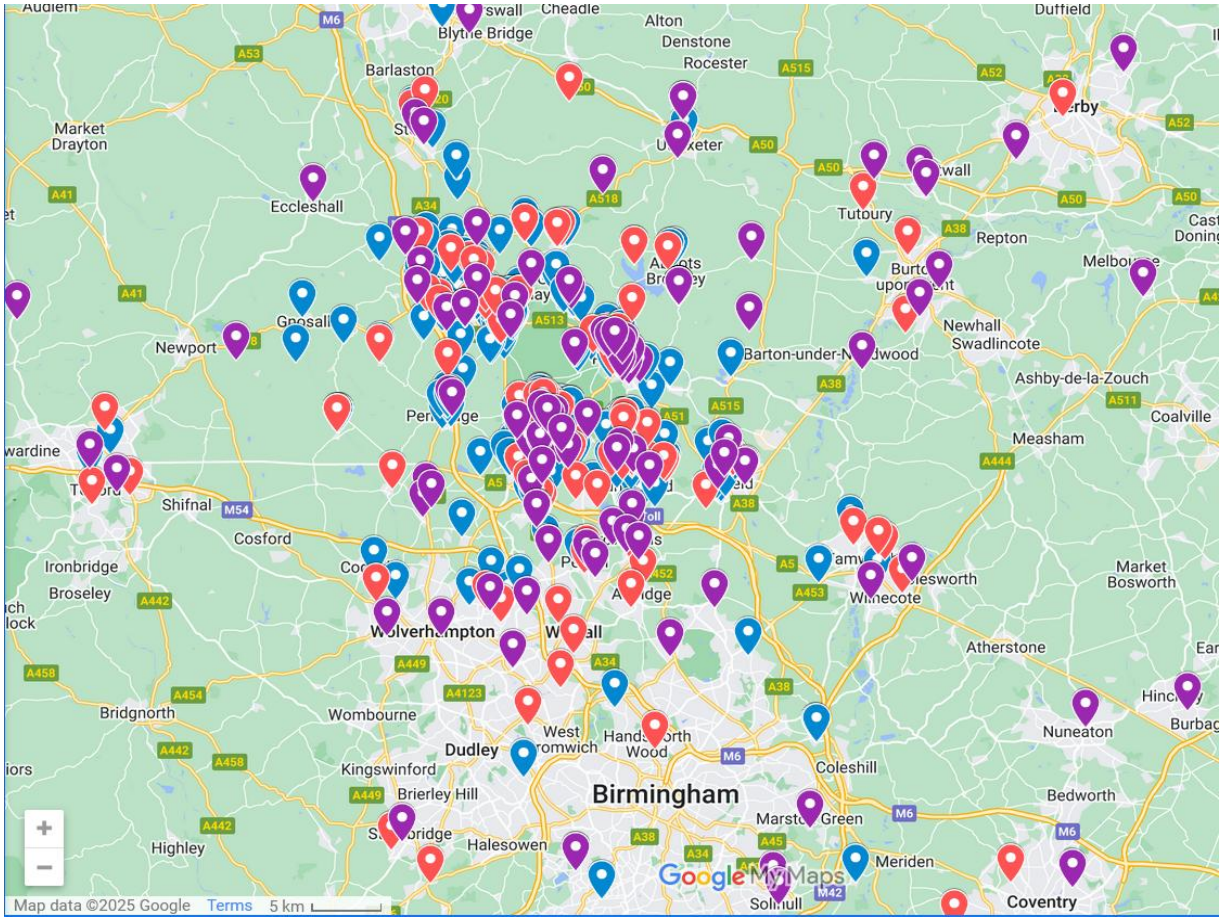
For the summer five site survey locations, compared with the autumn all site locations, there is also a combined value of weekday to weekend origins of visitors (highlighted columns). This shows limited differences for those interviewed who came from Cannock Chase District (34% weekday, 37% weekend from the district) or from Stafford Borough (26% weekday, 25% weekend). However, albeit with smaller volumes of respondents, **those from Lichfield District, Birmingham and Wolverhampton were all slightly more highly represented in the weekend dates compared to weekdays.** This suggest making slightly further afield day trips at weekends for those residents.

- In terms of the main activity reason for making a trip out, for **dog walkers, 45% came from Cannock Chase District, above the overall average**, with 33% coming from Stafford Borough, again above average.

- **Jogging/ running focused visitors were also far above average in coming from the nearby Cannock Chase District authority (43%)** and 24% from Stafford Borough.
- **Walkers** are a little more broadly distributed - whilst a high 30% come from within **Cannock Chase District and 22% from Stafford Borough,** there are also slightly greater proportions from Lichfield and Walsall.
- **Cyclists show the broadest range of origins** – proportionately fewer, 22% come from Cannock Chase District and 16% from Stafford Borough**, with above average proportions travelling from Walsall Borough (8%),** South Staffordshire District (6%) and East Staffordshire District (6%).

Map 16 presents this immediate surrounding area distribution of origins for those taking part in the three lead activity reasons for visiting.

Map 16: Distribution of core West and East Midlands visitors by lead activity of Dog Walking, Walking and Cycling

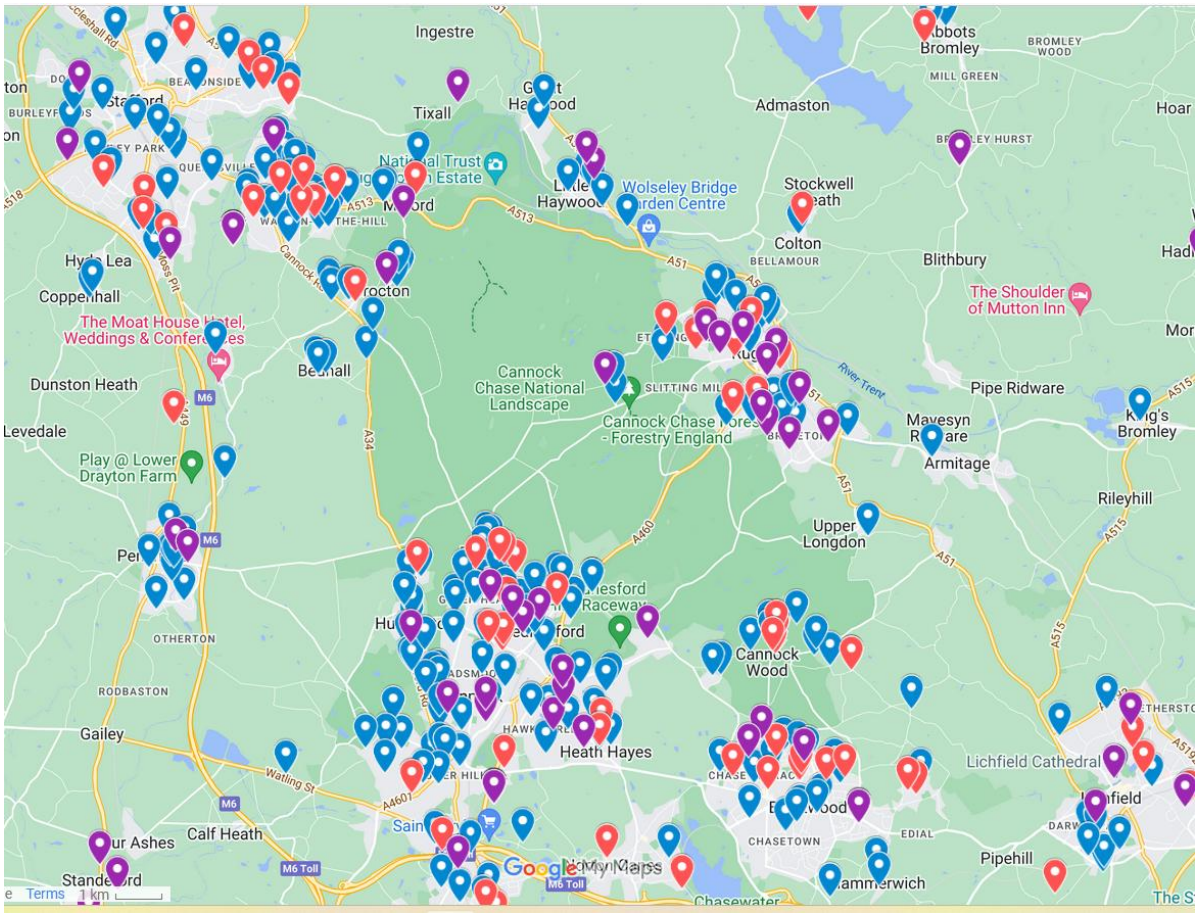


Dog Walkers Walking Cycling Base map: Google Maps.

Map 17 presents the same information, at the most localised surrounding areas to the National Landscape. Dominant origins from Stafford, Hednesford, Rugeley, Cannock, Lichfield and

Burntwood can be seen. Many of the dog walkers pinned locations in particular indicate how close they live to the immediate borders of the National Landscape.

Map 17: Distribution of Immediate Surrounding Area Visitors by lead activity of Dog Walking, Walking and Cycling



Dog Walkers Walking Cycling Base map: Google Maps.

6.2 Linear Distances from Interviewee's Postcode Origin

Separately from the geographical mapping and links to local authority, for each interviewee's home postcode, the linear (Euclidean) distance was calculated from the home to the specific postcode of the interview location. Each site having a slightly different postcode and lying around the National Landscape. It should be noted that based on Post Office localised area postcode mapping, several of the highly rural car parks share the same postcode, despite lying hundreds of metres apart. Thus some minor inconsistencies of distances will occur.

Overall, 753 postcodes were able to be used, with **the distances ranging from around 100 metres - residents of Castle Ring, West Cannock Farm (Pye Green) and Brook Lane Corner** close to their

nearest access point, **to 282.6km, from Devon.** A similar diversity of distances was recorded in 2018, with a respondent from Dover, Kent.

In addition to these shortest and longest distances, the data is analysed by three other factors:

- The **mean figure** takes the average of all the measurements - **12.4km**
- The **median value** reflects the mid-point, 50% of ranked distances - **6.0km**
- **Q3 is the third quartile** measure of the closest 75% of all interviewee distances - **12.7km**.

Table 35 sets these out for each interview location.

Table 35: Summary statistics of the interviewee linear (Euclidian) distances between survey points and home postcodes.

Location	Count measures	Shortest (km)	Longest (km)		Mean	Median	Q3 (75%)
1. Birches Valley	63	0.7	282.6		27.3	10.1	32.2
2. Marquis Triangle	87	1.1	240		14.9	6.8	15.9
3. Seven Springs	50	0.5	33.2		8.8	7.0	9.7
4. Penkridge Bank Road Car Park	11.2	1.0	50.1		8.1	52	14.7
5. Moors Gorse	31	1.0	216.9		14.6	6.8	13.2
6. Whitehouse Car Park	28	1.5	148.4		18.5	5.8	12.0
7. Punchbowl	62	1.0	85.2		8.2	5.5	8.8
8. Castle Ring Car Park	63	0.1	89.6		5.9	2.5	7.5
9. Chase Road Corner Car Park	19	2.4	110.8		14.7	7.8	13.7
10. Pull in after Stile Cop	32	0.2	116.6		16.7	10.8	18.6
11. Milford Common	12.5	0.1	56.7		6.8	29	12.0
12. Glacial Boulder Car Park	37	1.8	149.3		14.9	5.7	13.4
13. Duffields Car Park	36	1.2	148.7		15.6	6.4	13.0
14. Pull in Coppice Hill Main CP	30	0.9	27.1		7.8	5.8	8.5
15. Aspens First Bay Car Park	24	1.0	15.4		4.2	3.7	5.3
16. Gentleshaw Common Main CP	31	0.8	28.6		15.6	6.4	5.5
17. Pull in Freda's Grave Footpath	29	2.7	48.9		7.2	4.5	5.8
18. Pull in 2 after Bednall Belt CP	14	6.2	68.2		17.8	8.2	21.6
19. Brook Lane Corner Brocton	38	0.1	52.1		10.5	8.3	15.1
20. West Farm Cannock (Pye Grn)	19	0.1	41.7		3.8	1.3	2.7
Total	**753**	**0.1**	**282.6**		**12.4**	**6.0**	**12.7**
2018	***937***	***0.1***	***289***		***16.0***	***6.2***	***15.3***

Q3 (75%), third quartile measure of all interviewee distances is 12.7km (15.3km in 2018)

Note:

- **The mean figure** takes the average of all the measurements, and divides them, so is somewhat influenced by the few longer distance distributions, contrasted with the majority of responses being relatively closer in and around Staffordshire.
- **With the median**, this is the middle number found by ordering all distances, lowest to highest, and identifying the value that is the one in the middle; hence it is less influenced by the larger occasional visitor distances.
- **The third quartile, Q3 figure** assists in focusing overall on the 75% closest distances, the majority of core visitors, removing the most distant 25% who are less able to be impacted on through any management access initiatives.

From the measurements, Castle Ring, West Cannock Farm (Pye Green) and Brook Lane Corner, all adjacent to small settlements, recorded the highest numbers of people traveling within the same or immediate postcode areas. At this small distance, these cannot be measured to an extremely accurate level of distance when they are so close by and a postcode area incorporates a number of properties. Hence many of these nearby, usually dog walking, neighbours, were only in the likely range from (under) 100-200 metres or so from the interview location. Similarly, in 2018, a number of such close by interviewees were recorded at these sites.

Table 36 also illustrates the above key differences in these distances, by type of reason for the day's visit; local day trip distances varying compared to longer distance holiday overnight staying visitors. Headlines:

- 738 people were **coming from home on a day trip or short visit**, who travelled the shortest distances, from many at around 0.1km, up to 185km; with overall close by, short travel, a **mean distance of 10.1km, median 5.8km. Q3 (75% value) of 11.5km range**.
- The 9 people who were s**taying away from home, e.g. in a second home, mobile home or on holiday** travelled from between 15.4km to 282.6km; overall the furthest distances, with a **mean distance of 124.7km, median 110.8km**.
- For the 17 respondents with measurable distances who were on **a trip/short visit and staying away from home with friends or family,** they ranged from travelling from 2.8km up to 216.9km; with a **mean distance of 57.3km, median 31.3km**.

The two furthest travelled visitors were:

- 283km, from the Brixham, Devon area, staying away from home, in a second home, mobile home or on holiday, who was walking.
- 217km, from Colchester, Essex, staying away from home with friends and family, who was cycling/mountain biking

Table 36: Summary of linear distances for each visit type.

Location	Count of measures	Shortest (km	Longest (km)		Mean	Median	Q3 (75%)
Total	**753**	**0.1**	**282.6**		**12.4**	**6.0**	**12.7**
Coming from home on a day trip or short visit	738	0.1	185		10.1	5.8	11.5
Staying away from home, e.g. in second home, mobile home, on holiday	9	15.4	283		125	111	194
Trip/short visit and staying away from home with friends or family	17	2.8	217		57	31	87

There can also be impacts on the distances based upon the key factors of the season/date of being present on site/ date of interviewing, with weekday and weekend variation between the summer and autumn months. Additionally, the primary reason for the activity being undertaken at the parking/access location has a material impact on distance travelled. Table 35 sets out these other core variations in distances from home.

Table 37: Summary statistics of the interviewee linear distances between survey points and home postcodes of all respondents with useable data. Shown separately for each season period, weekdays and weekend, then by main activity undertaken on site over whole season.

Location	Count of measures	Shortest (km	Longest (km)		Mean	Median	Q3 (75%)
Total	**753**	**0.1**	**282.6**		**12.4**	**6.0**	**12.7**
Season/day of week							
August weekday	112	0.7	282.6		21.2	8.6	16.7
Autumn weekday	318	0.1	216.9		11.8	5.8	12.7
Autumn weekend	337	0.1	148.4		10.1	4.7	10.9
Main activity undertaken							
Dog walking	352	0.1	148.4		6.7	4.5	7.8
Walking	134	0.1	282.6		17.7	7.1	17.3
Cycling	120	0.1	216.9		20.5	11.8	22.8
Jogging/ running	48	0.1	21.4		5.6	4.3	7.2

Differences between seasons/ weekdays and weekends

Table 37's summary of core distance values indicates notable variation between the seasons.

- In **summer weekdays at the five survey sites only,** there is the greatest distance draw of 282.6km. This and other long distance visitor origins reflects on the highest mean rating within the whole survey, of 21.2km, although the **median is much lower at 8.6km, as the**

mid-point to the few larger distances. It is still a **high Q3 (75%) value, of 16.7km** as many visitors are coming from further away in the summer.

- By the late September to late October period, **the maximum distances are reduced**, but still 216.9km in **autumn weekdays**. This sees a **far more reduced mean distance than in the summer, at 11.8km, and lower median of 5.8km. Q3 is at 12.7km**.
- In all cases, **the autumn weekend figures are relatively speaking, the lowest, closest visitor origins and travel distances** (which could be partly reflecting shorter hours of daylight as well as poorer weather). With the furthest distance of 148.4km, the **mean is the lowest of the seasons at 10.1km, median much closer at just 4.7km and the third quartile reduced again to 10.9km.**

Differences between main activity reason

- The small base of **visitors who come as primary activity to jog/run are particularly close by in their travel distance**; (**median distance 4.3km** and Q3, equivalent to distance of 75% of all such participants 7.2km).
- **Dog walking (median distance 4.5km)** and Q3, equivalent to distance of 75% of all such participants 7.8km) illustrates also how those who come to the site for dog walking as lead activity are from a close geographical range.
- Those who come for **cycling are the furthest travelled; (median distance 11.8km** and Q3 value 22.8km), reflecting on the trails, facilities and special character of the Chase.
- **Walking activity led visitors travel the next furthest (median distance 7.1km** and Q3 value 17.3km).

Differences between visitors to survey points located on/in and not at Special Area of Conservation

Comparing the range of distances to the survey points at/adjacent to the SAC and those points slightly more distant, not in the SAC shows a limited variation, but not substantial. This is based on those travelling from home for a day trip with measurable postcodes, (excludes those staying overnight.) For the locations not in the SAC, which includes the two larger multi-facility visitor centre cart parks, the mean, median and third quartile data is all higher than for the more sensitive in SAC survey locations. Some of the SAC survey locations include foot access points which are located on SAC habitats and immediately adjacent to residential communities.

- **Sites not in SAC** – mean 14.5km, **median 10.3km** and Q3 (75% of maximum travel) 15.0km
- **Sites located in SAC, slightly closer respondent origins** - mean 10.8km, **median 9.4km,** Q3 travel 11.1km.

Table 38: Summary statistics of the interviewee linear distances between survey points and home postcodes of respondents with useable data. Shown for survey locations in and not in the SAC, by interviewees travelling from home, with useable postcode data.

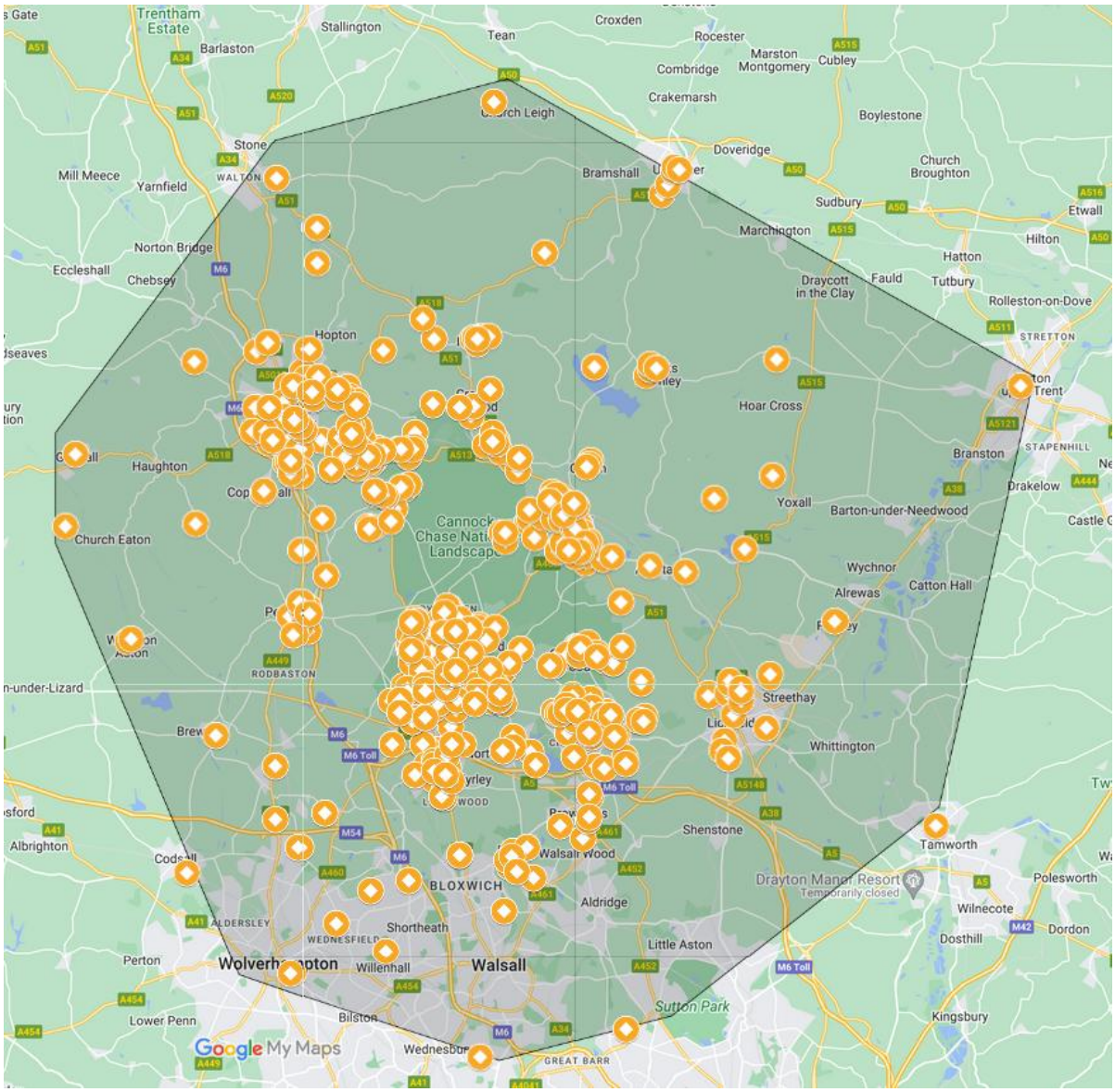
Location	Count of measures	Shortest (km	Longest (km)		Mean (km)	Median (km)	Q3 (75%)
Not in SAC	320	0.1	282.6		14.5	10.3	15.0
In SAC	397	0.1	149.3		10.8	9.4	11.1
Total	**717**	**0.1**	**282.6**		**12.4**	**6.0**	**12.5**

Finally, another approach to identifying the visitors with likely greatest impact on the National Landscape is by using the Q3, third quartile measure of 75% of the closest postcodes (approach as was mapped in 2018). These are mapped based on all visitors over the two months surveying, at all sites, travelling from home for a day trip. The Q3 distance is approximately 12.5km from each survey car park/access location (Map 18.)

The distances create a zone encompassing: Stone, Uttoxeter, Rugeley, Barton under Needwood, Lichfield, Burntwood, Brownhills, Bloxwich, Cannock, Hednesford, Penkridge and Stafford; whilst also nudging out towards out towards Burton upon Trent, Tamworth, Walsall, Wolverhampton. This is approximately 14km distance from the periphery of the National Landscape borders, not just from the car park/access survey points. In broad terms, this is not dissimilar to the mapping generated from the 2018 survey, which also used the Q3 postcodes of home visitors.

This reinforces the relatively local nature of proximity of the majority of visitors to the National Landscape. Such information should be a vehicle to use to help focus on efforts of reaching key audiences, whether in terms of communicating visitor access, land management, transport alternatives and visitor behaviour. Or, for marketing and highlighting the assets and challenges for the sensitive landscape and promoting alternative site options to consider visiting instead.

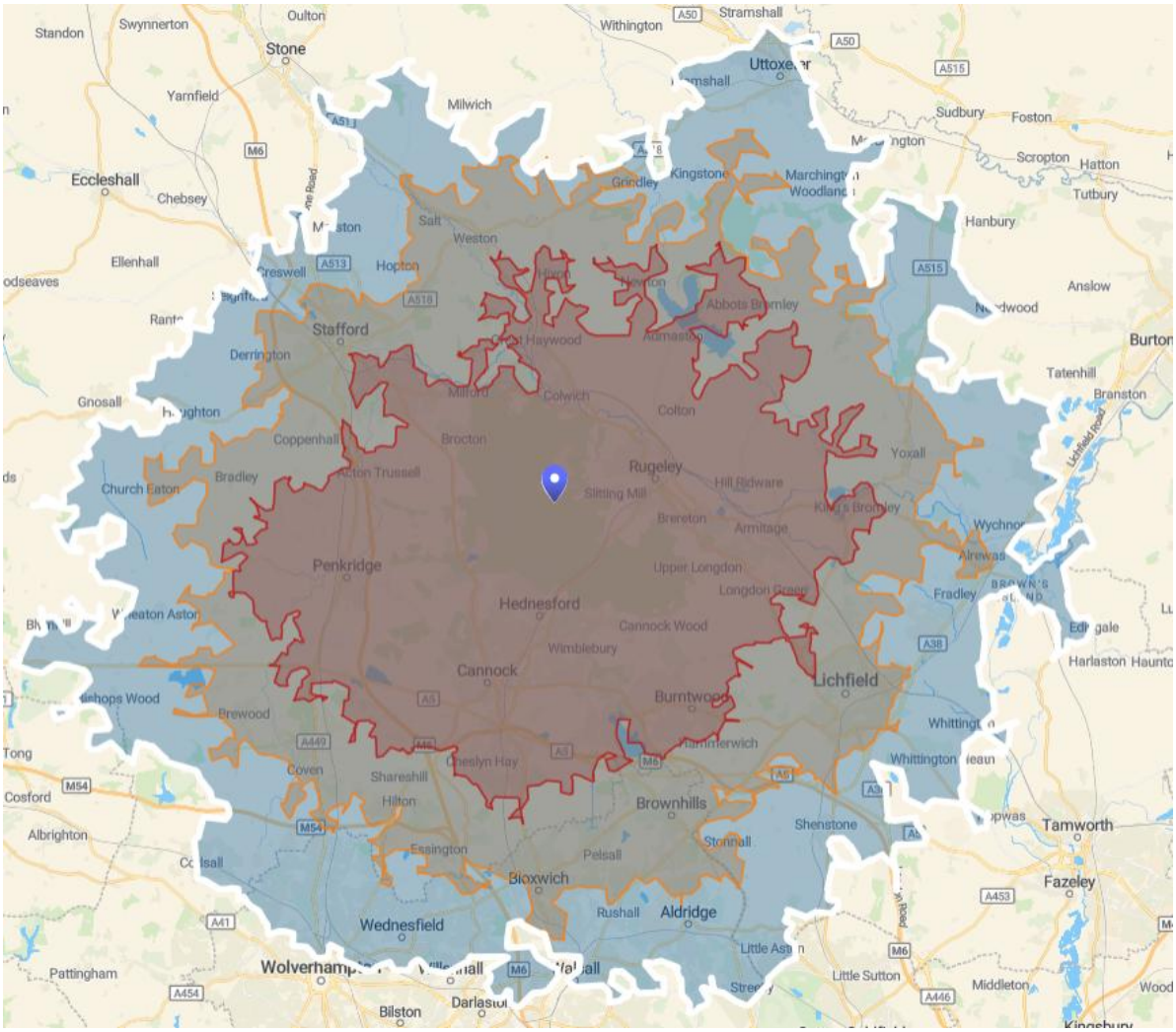
Map 18: Quartile 3, 75% of postcodes by day visit travel from home for all purposes over all seasons, approx. 12.5km distance maximum from each survey car park/access location



© Google Maps 2025

Another comparison is to look at how the postcode distribution of the core Quartile 3 postcodes of those travelling from home as day trippers in Map 11 compares to the distance drive layers of isochones, shown in Map 19. This is centred on the approximate singular middle of the National Landscape from WS15 2UA postcode, where several car park/laybys were located and which includes Tackeroo Chase Camping site. Isochrone mapping is based upon the road networks from this point, hence it is different from using linear direct distance plots from the fringe car parks to home postcodes of the further locations.

Map 19: Distance travel driving isochrones centre on middle of the National Landscape



Isochrone distances of 15km, 20km and 25km from central point WS15 2UA.

©smappen.com © MapTiler, © OpenStreetMap

With the three layers of 15m, 20km and 25km from the approximate middle of Cannock Chase, used as indicators of distances, it can be seen how the furthest 25km drivetime (non-linear) from the centre encompasses an area slightly closer in than that covered in Map 18.

7.0 DECISION MAKING AND PLANNING VISIT

7.1 Use of Information Sources in Planning Visit

Interviewees were asked about the range of sources of information that they used in advance to support any planning for visiting Cannock Chase. **Relatively few, 20% of interviewees had used any type of information source to plan their trip. This would appear to reflect the very high level of 94% as repeat visitors, and many coming from relatively close by distances, having made multiple visits to Cannock Chase before** and therefore were highly knowledgeable without needing support. Hence, use of information sources here may be less than seen for those visiting other destinations.

Most, around **80%, did not indicate any use of advance planning resources**. Not surprisingly, the few new first timers were more likely to use information to assist, around 50%, (recalling that there were only 46 people as newcomers), compared to just around 3% of repeat visitors – with 97% of repeat visitors using no advance planning resources. This contrasts with 2018, when fewer, seven in ten interviewees (71%) did not use any information sources before visiting on the day of the interview (based just on the autumn-winter survey data). Then, cyclists were slightly more likely to use some trail information sources.

During the 2024 surveys, it can be seen that there is a notable difference in use of advance information sources based on the main activity reason for visiting, Figure 9. For dog walkers, only 10% made use of any information sources, and only 20% of joggers did – previously seen as people coming from shorter distances, closer to the National Landscape and high repeat regular visitors. Whereas for cyclists, 27% used advance information planning and 30% of walkers - both taking longer routes and with more complex parking, routing and trip planning than a local dog walker.

Figure 9: Summary of interviewee's level of use of any information sources by all visitors, indicating who did or did not use information sources.

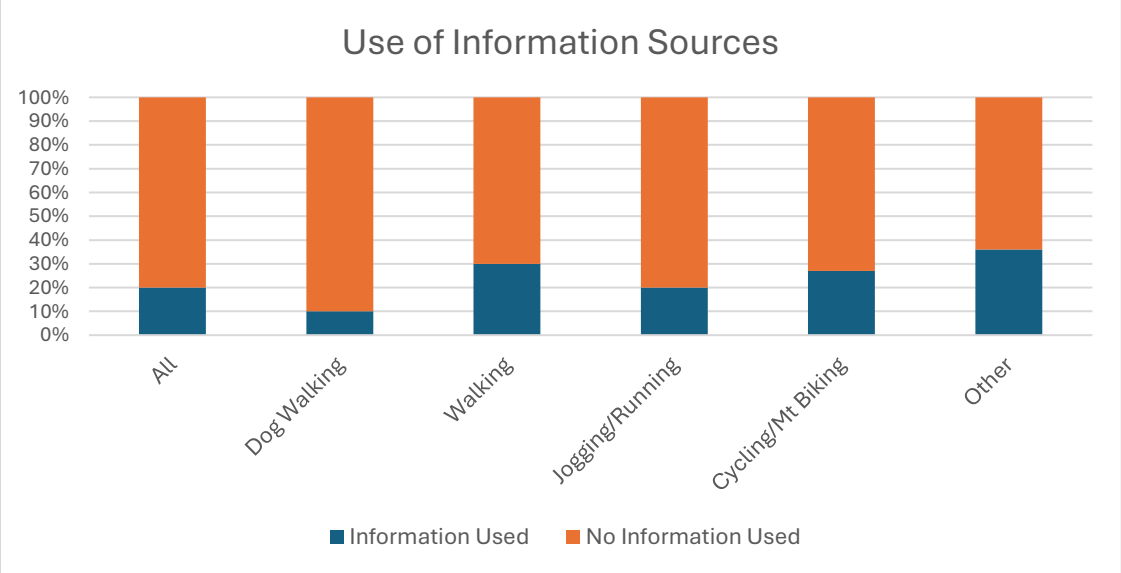
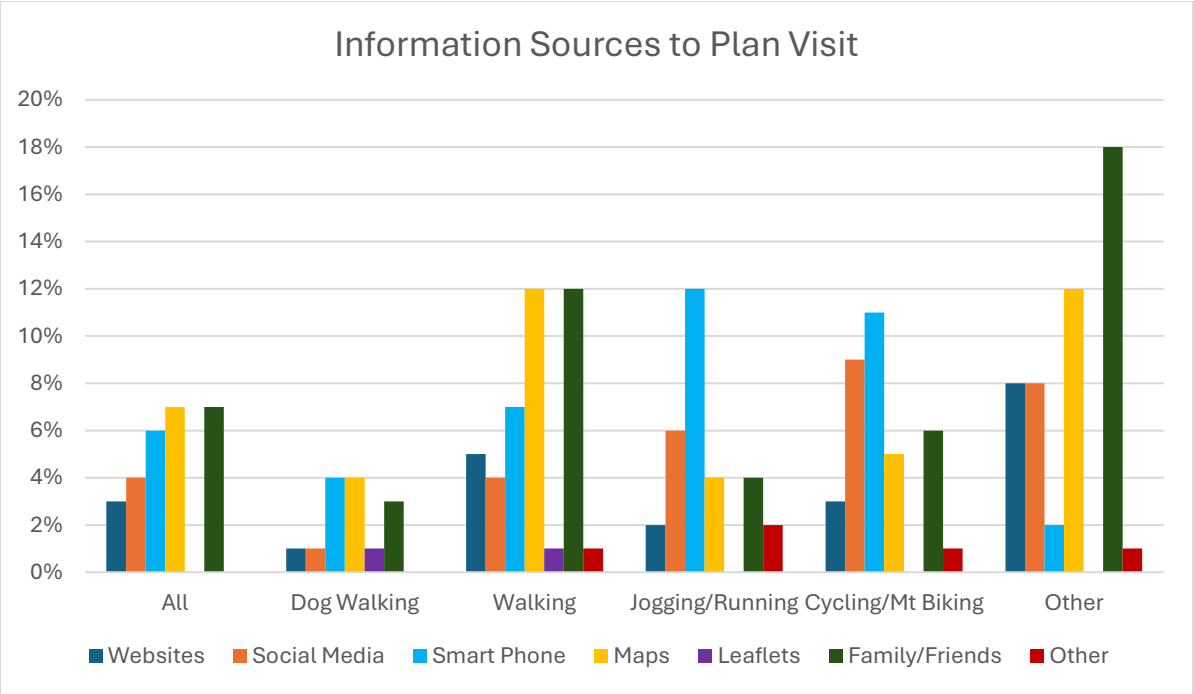


Figure 10 highlights the differing use of resources in the advance trip planning.

- Overall, **just 7% of those responding used online/paper maps, and 7% went by recommendation from friends or family, with smartphone apps used by 6%.** Some of these sources are multiples, with more than one being used by an individual respondent.
- Very small numbers made use of websites (3%), social media (4%) or other sources/ printed literature (1%).
- The most common sources of information in 2018 were used more notably than in 2024, when maps, online or paper, (13%), websites (10%) and family/friends' recommendation (8%) had higher rates. This may reflect the nature of 2024's survey season, locality of visitor origins and high repeat levels.

Figure 10: Summary of interviewee's use of information sources shown separately for the four main activities by all visitors.



There are varying uses of each media format by the main reason for visit, but with relatively low numbers using them, there is not a robust distinction between type of activity and media used.

- Use of maps was a little more highly noted by 12% of those walking, or on other activities. In the summer at the five sites, 11% used maps, rising to 39% of first time visitors
- Recommendation from friends or family was more highly noted by walkers, 12%. This rose notably to 27% in the summer (5 sites) and for 40% of first timers
- Smartphone apps were noted more frequently, 11-12% by cyclists and joggers/runners, and by 17% of first time visitors
- Social media was most noted by cyclists, with 9% of them referring to this. Overall 11% of those in the summer and 13% of first time visitor noted using social media for planning

- Website use was slightly more likely to be used by walkers 5% and by those interviewed in the summer, 13% and as first time visitors, 22%.

7.2 Other Sources Used in Supporting Planning and Undertaking Visit

Named websites used

25 people indicated a website that influenced their visit. Only a handful of sites were named. Forestry England/ Forestry Commission was by far the most noted, by 13no. respondents. Google/Google Maps 6no. and Cannock Chase website 4no. were the other main sites. Others included; Go Ape, Staffordshire Council, and Run and ride website.

Use of social media platform

For those that indicated they had used social media to influence their visit, the main social media platforms identified by just 33 people were:

Facebook 31, Instagram 7 and X (formally known as Twitter) 2, with 1 other platform noted.

Use of smartphone app

46 people indicated that they had used a smartphone app specifically relating to their activity. The main named apps listed were:

- Strava 18no., All trails 7no., Ordnance Survey/OS M maps 4no. Strava was the most commonly noted in 2018.
- Google/Google map 3no., Run keeper / Runna/ Running app 3no. different.
- Cannock chase app 2no., Hiker 2no., Samsung health 2no.
- Single responses also noted: Apple maps, Thrill of the Chase, Track my walk app, Waze.

It should be noted that these apps are a mix of map based generalised as well as specific trail routes and tracking, and health monitoring.

Leaflets used

People did not particularly indicate using any particular leaflets to influence their visit. Just three people additionally noted other information sources that influenced their visit:

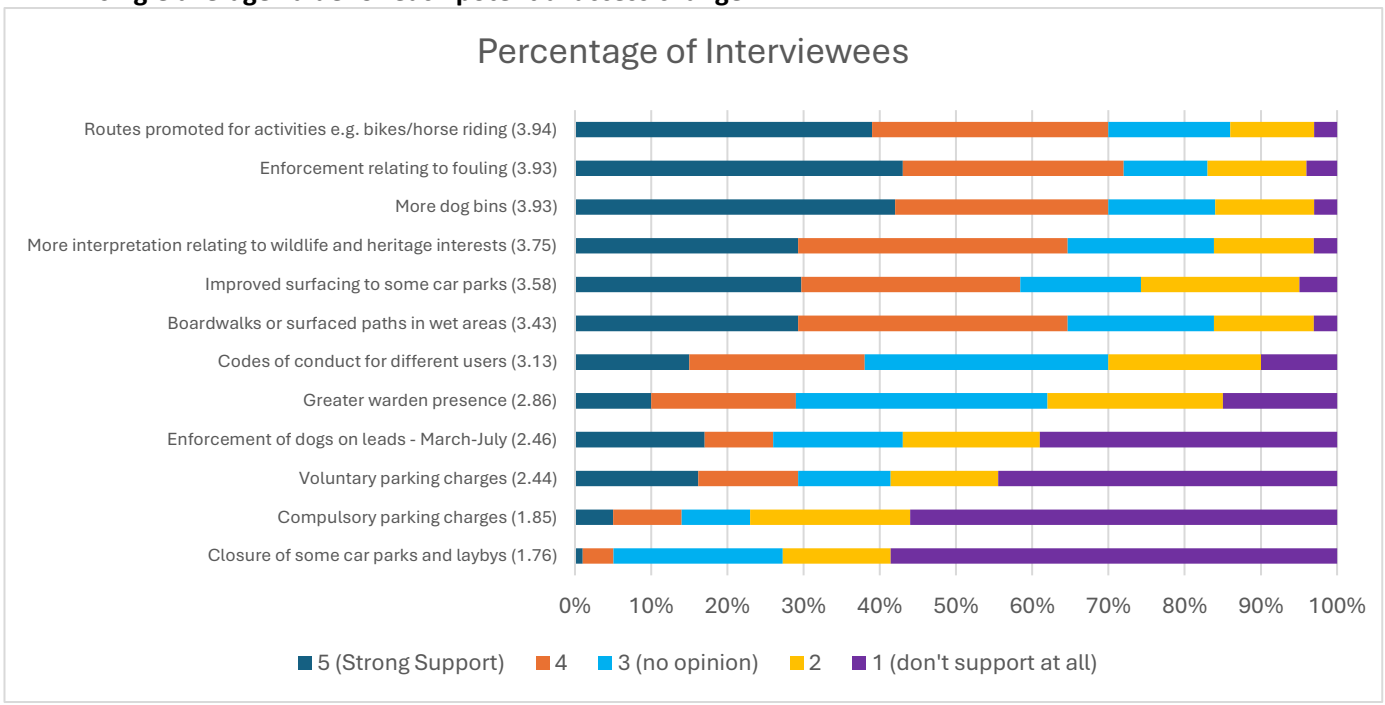
- AA 50 Best Walks in Staffordshire
- Talking to other Scout leaders
- Professional photographer

8.0 OPINIONS ABOUT THE NATIONAL LANDSCAPE

8.1 Views on how Cannock Chase is Managed for Access

Respondents indicated their level of support for a series of suggested access management measures across Cannock Chase, giving a score from 1 to 5. A score of 5 indicates strongly support the measure and a score of 1 indicates not supporting the measure at all; whilst 3 showed no particular opinion. In order to ensure any effect of the asking order of topics on response behaviour, the order of the suggested measures was randomised in each interview.
Results were varied, with some very strong views for and against particular measures. The respondents' support or otherwise for each measure are presented in Figure 11. These show the percentage of interviewees in each of the categories giving 1 (low/non-support) to 5 (high support), along with the averaged mean overall score.

Figure 11: Interviewee's level of support from 5 (strong support) to 1 (don't support at all) for a range of potential changes at Cannock Chase, based on all visitors. Values in brackets indicate a single average value for each potential access change.



The strongest support (rating 5.0/5.0) was for enforcement for dogs relating to dog fouling (43% strongly support), provision of more dog bins (40%) and routes promoted for particular activities such as mountain bikes or horse riding (39%). These also have the highest mean rating scores out of 5.0; with overall **joint top scores of routes promoted for particular activities 3.9, enforcements around dog fouling rating 3.9 and more dog bins 3.9.**

The least support for suggested measures at Cannock Chase was the closure of some car parks and laybys (58% don't support at all), compulsory parking charges (56%) and voluntary parking charges (44%).

This is seen similarly with the lowest mean ratings out of 5.0 score, being: **Closure of some car parks and laybys (1.8), compulsory parking charges (1.9) and voluntary parking charges (2.4).**

Table 39 presents this information in more detail, with comparison also shown with the 2018 mean score.

Table 39: Interviewee's level of support from 5 (strong support) to 1 (don't support at all) for a range of potential access management changes at Cannock Chase.

Topics about how Cannock Chase is managed for access	Mean Score	*Mean Score 2018*	I Don't Support at all -1	Some Support - 2	No Opinion - 3	Good Support - 4	Strong Support - 5
Routes promoted for particular activities such as mountain bikes or horse riding	**3.9**	*4.0*	3%	11%	16%	31%	39%
Enforcement relating to dog fouling	**3.9**	*4.2*	4%	13%	11%	29%	43%
More dog bins	**3.9**	*3.4*	3%	13%	14%	28%	42%
More interpretation relating to wildlife and heritage interest	3.8	*3.9*	3%	13%	19%	35%	29%
Improved surfacing to some car parks	3.6	*4.3*	5%	21%	16%	29%	30%
Boardwalks or surfaced paths in wet areas	3.4	*3.3*	8%	18%	20%	32%	23%
Codes of conduct for different user groups	3.1	*3.8*	10%	20%	32%	23%	15%
Greater warden presence	2.9	*3.2*	15%	23%	33%	19%	10%
Enforcement of dogs on leads March-July	2.5	*2.7*	39%	18%	17%	9%	17%
Voluntary parking charges	2.4	*2.8*	44%	14%	12%	13%	16%
Compulsory parking charges	**1.9**	*1.8*	56%	21%	9%	9%	5%
Closure of some car parks and laybys	**1.8**	*2.0*	58%	14%	22%	4%	1%

Other measures which received the higher level of support (with average score of 3.4 or more) were; more interpretation relating to wildlife and heritage interest (3.8) and boardwalks or surfaced paths in wet areas (3.4).

In broad terms the support ratings generally still reflect the attitudes shown in 2018 – with the 2024 figures being for the whole interview 2 month season, slightly different from the 2018 period that continued for a further almost two months into the winter. Mean score ratings are on the whole not materially very different, and the general magnitude of support or non-support is very similar – however, the top call for more dog bins has increased notably from 3.4 to 4.0 rating.

Impacts of any sort on car parking still generates the lowest levels of support (closures or charging more). Conversely, there remains strong support as in 2018, for actions that better manage user-conflicts, e.g. of cyclists and horse riders, as well as dog fouling, with, presumably, pedestrians not engaged in these activities.

Looking at any variations between the seasons, **summer interviewees at the five sites were above average in their scoring support for more to be done around providing more dog bins (4.4, above the 4.0 from all seasons), dog fouling (4.3, greater than the 3.9 all seasons) and routes promoted for specific activities (4.0, 3.9 all seasons).**

Also for the less positively supported management possibilities, these summer audiences were in fact more supportive than average; rating 2.5 for compulsory parking charges (higher than the 1.9 all season average) and rating 3.2 for voluntary parking charges (higher than the all season 2.4 average).

- Autumn weekday responses were around the full survey average rating for the more contentious options, and also around average on the more supportive ones.
- Those surveyed on autumn weekends were similarly around average in how they scored almost every aspect of potential management control.

Some differences can be seen by the nature of the activity taker.

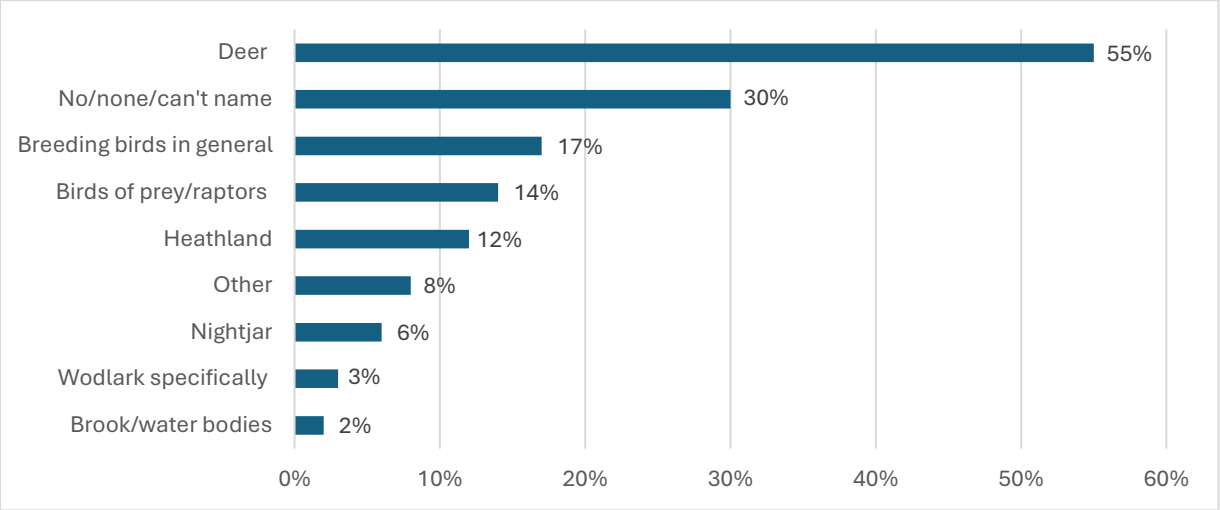
- Those primarily regular, more local, **dog walking throughout the survey were more likely to not agree and give two percentage points higher than average 'I don't support at all, rating 1' responses to the least popular overall measures**: Voluntary parking charges (46%), Compulsory parking charges (59%) and Closure of some car parks and laybys (60%). This audience clearly do not like potential more restrictive impact upon their regular activity. They were more likely to give higher request for providing more dog bins (45%, above average 'rating 5'.)
- **For cyclists most ratings are around average**, although there is greater support for enforcement relating to dog fouling (47%, above average with 'strong support, rating 5'). Far less support is shown for voluntary car parking charges, rating just 1.5, with very high 'I don't support at all, rating 1' responses (69%).
- **Walkers are a little more supportive of the voluntary parking charges** (rating 2.6, above the all survey 2.4 average.) Also, they show more support for enforcement relating to dog fouling (49%, above average with 'strong support, rating 5') and providing more dog bins (43%, above average 'rating 5'.)

8.2 Awareness of Habitats/Species and Impact Issues from Recreation

Awareness of conservation issues related to Cannock Chase was investigated by asking interviewees if they were aware of any habitats or species that occur at Cannock Chase that are vulnerable to impacts from recreational activities; and if they could name any. The responses were unprompted and multiple answers were collected.

A high level of interviewees gave no reply or were not able to name any habitats or species – 30%. The majority specifically mentioned species rather than habitats: Deer in Cannock Chase, by 55%, with 17% who mentioned breeding birds in general and 14% noting birds of prey and 6% noting nightjar. Heathland was named as a habitat by 12%, with 2% commenting on brooks or bodies of water.

Figure 12: Interviewees' responses to the question "Are you aware of any habitats or species that occur here and are vulnerable to impacts from recreation? If so, can you name them?" Multiple responses allowed.



The level of giving a named response was higher than in 2018, when very high levels of non-response, unable to name any was at 53% of those in the autumn-winter pooled survey period. At that time there was some variability amongst different activities. Of those who did name any habitats or species, the most referred to the deer (28% of interviewees, whereas it is twice this at 55% in 2024), followed by "other" comments (18%) and breeding birds in general (16% - similar to the 2024 response level).

Looking at variations by type of seasons and activity in 2024, the level of non-response was fairly similar across each survey period, ranging from 26% in autumn weekdays (with more knowledgeable respondents) to 34% during summer weekdays (potentially due to more 'casual' family activity based visitors).

Responses to deer as the main species, were broadly consistent across every survey period, Table 38 (52% to 56%).

For all species and habitats, the summer weekday respondents show the lowest awareness levels compared to those in the autumn.

Table 40: Awareness of habitats or species that occur here and are vulnerable to impacts from recreation by season and main activity type

	All	Summer weekday	Autumn weekday	Autumn weekend
No/none/can't name	30%	34%	26%	31%
Deer specifically mentioned	55%	52%	56%	54%
Breeding birds in general mentioned	17%	14%	16%	20%
Birds of prey/raptors mentioned	14%	4%	18%	14%
Heathland mentioned	12%	11%	12%	12%
Nightjar specifically mentioned	6%	5%	4%	7%
Woodlark specifically mentioned	3%	0%	3%	3%
Brook/water bodies mentioned	2%	1%	4%	2%
Other (please specify)	8%	12%	7%	7%

New first time visitors are twice as unable to name any (65%) compared to 30% of longer term repeat visitors. The only species/habitat that they identify by any volume is deer (28%), with very low, indeed barely any, awareness of any others.

Among the top five activities in the current survey, Table 39 indicates the highest proportion of interviewees who were unaware of any habitats or species or could not name them.

- These were joggers/runners (39%, far less than the 59% in 2018), walkers (31%, again less than the 53% in 2018), cyclists (29%, far less than the 64% in 2018), and fewer by dog walkers (25%, half the 48% in 2018).

Deer were most noted by the main activity undertaken, Table 39 (52% to 59% for most, being noted slightly above average 59% by cyclists – with joggers far behind at 47%).

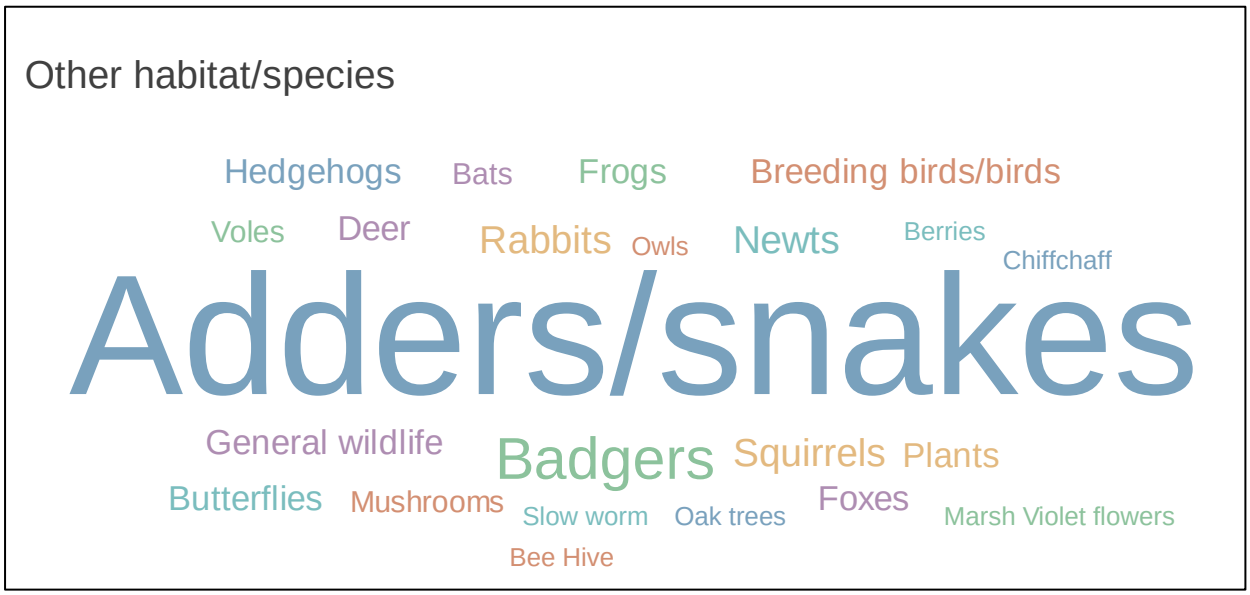
Breeding birds in general were mainly noted around average, except for a high, 21% of cyclists.

Birds of prey/raptors had far greater awareness amongst dog walkers (18%). This group were also by far the most aware of heathland as a vulnerable habitat (15% response).

Table 41: Awareness of habitats or species that occur here and are vulnerable to impacts from recreation by main activity type

	All	Dog walking	Walking	Cycling/ mountain biking	Jogging/ power walk/run
No/none/can't name	30%	25%	31%	29%	39%
Deer specifically mentioned	55%	57%	52%	59%	47%
Breeding birds in general mentioned	17%	17%	16%	21%	14%
Birds of prey/raptors mentioned	14%	18%	14%	11%	10%
Heathland mentioned	12%	15%	9%	8%	14%
Nightjar specifically mentioned	6%	4%	8%	7%	2%
Woodlark specifically mentioned	6%	2%	6%	1%	2%
Brook/water bodies mentioned	2%	4%	0%	1%	4%
Other (please specify)	8%	7%	8%	11%	4%

For those 64no. indicating 'other' responses, they provided a wide array of 64 comments, all species, but no other habitats, with adders/ snakes being the most suggested, by 32 people, particularly as dog walkers and cyclists (who may have come across them previously):



8.3 Other Changes People would like to see here with Regards to how this area is Managed for Recreation and People

Around 640 people, 80% made comments about how they would like to see changes in how the site and broader area is managed for recreation and people. In reality, some comments strayed 'off topic' and reflected a variety of slightly wider issues than just management for people and recreation. Around 310 comments (39% of all 801 total surveyed) were based around specifically stating no / none/ nothing at all, reflecting high positive views on how the site and National Landscape is managed.

A great deal of comments related to parking and car parks, with many comments along the lines, regularly noted of:

Better road surface for car park;

Car park and entrance improvements, including roadway;

Car parks could be improved, lots of pot holes;

One thing I would say about parking locals shouldn't have to pay as we pay our taxes maybe visitors outside area should pay...also more warden patrol in summer;

Other key themes were around land management and access, for instance:

It needs managing but not block[ed] by stopping the freedom of the space;

I don't understand why they are cutting down so many trees and clearing large areas. One area I used to like to walk to is now completely barren and dug out.

Don't allow the forest area to shrink over time. Keep it rough and rural;

I would pay for car parking if I knew the money was going back into the car park and the forest;

Trails and signage was commented upon, for example:

Clearer maps on walk routes. Don't always have good signal on phone;

Safer crossing on main busy roads;

Just more sign postage as you get to different bits of the forest like landmarks on the postage;

Better signs and more info on the wildlife at Cannock Chase.

For cyclists several key points include:

Better routes for cycling;

Better bike route markers along routes;

Slightly better marking more signage blue routes and red more signage generally as signs getting old;

Bike routes solely for bikes would be good. Dogs off leads can be a problem sometimes:

People and anti-social behaviour issues were noted by several respondents:

The dog walkers need to keep their dogs under control when I'm jogging past;

The bikes are a big hindrance as they go at incredible speeds around here;

A lot of X-rated activities are happening which has meant I no longer visit here late afternoon/ evening as I used to;

Also 'boy-racers' driving at speed;

Maybe close some carparks at night;

Enforcement relating to dog fouling would be very good as it is bad around here. Not sure how you would do that though;

More bins generally although people are encouraged to take rubbish home.

More…. was noted for supporting visitor infrastructure:

More benches so we can stop off on route;

More bins;

More dog bins but they are unsightly;

More toilets around the forest;

Maybe lighting on carpark on darker days just to make you feel safer;

Caring for and understanding habitats and species was noted by a few people, for instance:

Maybe more information about what wildlife is here, how to protect it get more involved...rutting season now lots of people might not know that;

More information about conservation scattered about what we can all do to help wildlife;

Nothing, I like it how it is, just nature, natural, free and peaceful, no interventions are needed;

None keep it as it is natural and peaceful walks;

We need to protect Cannock Chase as much as possible.

The comments above have been grouped into key themes across all interview locations and are shown in the cloud chart below. The 310 comments which stated no/none/nothing to how the site should be managed have been excluded and are shown as an appendix.

Changes to how Area is Managed for Recreation and People

Changes People would like to see here with Regards to how this area is Managed for Recreation and People – By Different Primary Activity Reason for Visit

Dog Walking

Walking

Jogging / Power walking / Running

Cycling / Mountain Biking

8.4 Other General and Specific Visitor Feedback about their Visit and Access

Interviewees were not backward in coming forward. 470 people, 59% gave comments or general feedback about their visit and access to this area. Around 320 of these were in fact no/ none/ nothing/ nothing else comments. For the remaining 150+ comments, these issues have been grouped below.

Many were what can be considered 'general pleasantries' – such as being:

A lovely place to walk;

Beautiful at this time of year;

Always pleasant to come good day out;

The surroundings are beautiful.

Others are specific to recommendations about the visitor experience, for example:

> *This entrance has good accessibility for disabled people but it's very expensive for them to park here;*
>
> *The paths are worse on the ring now they have put sand down;*
>
> *The area is well maintained but there is a problem with youths in cars late at night especially in the summer;*
>
> *Pot holes in car park ..but it is a natural habitat but maybe improve slightly.*
>
> *Could do with some bins as there is too much rubbish*

Whilst others look at habitat, species and management issues, mainly about forest woodland rather than any other sensitive habitat, such as:

> *Stop cutting the trees and oak trees;*
>
> *Look after the natural forest so it will last for years to come;*
>
> *Don't change things we like it natural that's what we come to the forest for;*
>
> *Signs up about feeding the deer and people still do it.*

Some other comments are noted around costs and possible proposals:

> *Don't charge to use the woods it should be free for everyone;*
>
> *Keep car parks open;*
>
> *Maybe parking little steep but you can spend all day here and its cheaper than some activities;*

Interviewees were asked if there were any additional comments they would like to add to their visit to Cannock Chase. As with changes to how the area is managed for recreation and people, the majority of responses stated no/none/nothing to change. In general, most people gave positive comments including, beautiful/amazing, just love it here, keep natural/uncommercialised and on their doorstep/lucky to live near the Chase.

These additional comments are highlighted in a word cloud overleaf.

Additional Comments

9.0 DEMOGRAPHICS

9.1 Introduction to Demographics of Visitors

It was felt, on the advice of The Research Solution, that the survey methodology in 2018, with a very heavy focus on the mapping of routes and origin of visitors to the Cannock Chase car parks survey locations, omitted any insight into the demographics of those visiting. This had been observed as a deficit in previous desk analysis of what survey data was available about 'customers' or 'consumers' of the visitor destination, in unpublished work for the former AONB Partnership, now National Landscape Partnership, carried out by The Research Solution and A Meredith Associates.

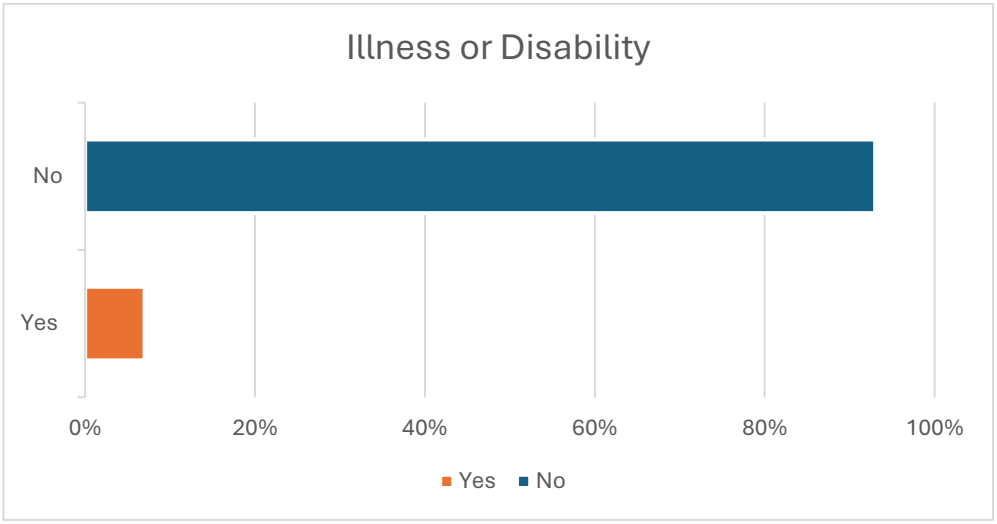
Hence, for 2024, a new demographics section was incorporated to understand more about the actual people visiting.

Illness or Disability

Only a small number of interviewees or anyone in their party noted they had **a longstanding illness, disability or infirmity (7%).** Proportions did not vary significantly, rising slightly to 8% on autumn weekends and declining to 4% in the summer holiday weekday sites.

Those who were walking as their primary activity were slightly more likely to note having a longstanding illness or disability, 8%, whilst few cyclists or dog walkers did. With the small number of affirmative respondents spread out across 20 interview sites, there is no clear pattern of any where being more or less likely to see such visitors.

Figure 13: Proportion of Interviewees having a longstanding illness, disability or infirmity



Ethnicity

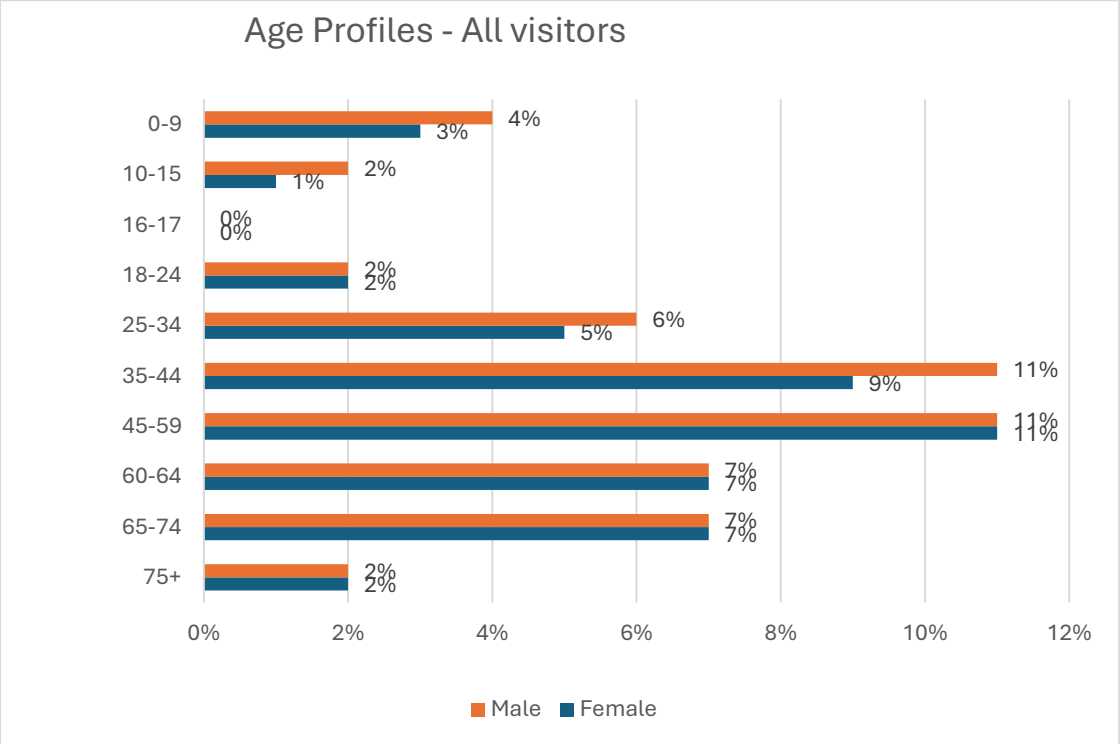
Respondents were overwhelmingly of White ethnicity, reflecting the postcodes and nearby surrounding catchment area. 95% of interviewees identified as White British, 3% White Other and 1% as White/Black Caribbean. Just over 1% identified themselves with another different ethnic background.

The White British self-classified responses are consistent, at 94%-96% across the seasons and most lead activities. Slightly fewer give this response for jogging/ running (92%), with slightly more White/Asian (4%). Cyclists interviewed were predominantly (98%) White British.

Age Groups

The chart below shows the age profiles of all people visiting Cannock Chase, not only the interviewee, but their immediate party. Overall, 53% of all party members were male and 47% female. Most age bracketed groups have approximately equal percentage representation of males and females; almost all are just 1% difference.

Figure 14: Age Profile all visitors by gender



Overall presence at the car park/access sites shows a generally middle to older aged profile. **The largest age group of all visitors recorded was aged 45-59 years (22%), followed by 35-44 years of age (20%).** There were 14% aged in the narrower age band of 60-64. In all, 18% of all party members were aged over 65.

Few younger people were within visiting parties. Just 4% were aged 18-24 and 11% between 25-34 years of age. Only 10% were aged under 18, slightly more of whom were males/boys.

10.0 DISCUSSION OF SURVEY FINDINGS

10.1 Overview of Survey Methodology and 2018 Comparison

The study presents a comprehensive survey of visiting behaviour and attitudes to Cannock Chase National Landscape and more particularly to the Special Area of Conservation within it that is of greater sensitivity. It surveys a period in time specifically designed to reflect the approach taken in the previous 2018 Visitor Survey. It provides a robust insight into the behaviour of visitors – as regularly visiting local residents, day trippers from the surrounding immediate catchment, and overnight stopping tourists who have travelled from notably farther afield.

However, the methodology is configured around a relatively tight timescale spanning six weeks of surveying over two months from late August to late October. This covers the presence of people to the sensitive National Landscape environment. Such a time frame includes the moderate levels of visitor use and potential impact during the autumn (five week) period and a snapshot of the peak summer week at a select sample of five locations. This week of sampling, which was affected by mixed weather conditions, should not be extrapolated to imply all typical visitor behaviour across the whole National Landscape and SAC over the three months peak of summer.

Spring and winter periods were not specified to be examined for any alternative seasonal behaviour.

Broadly speaking, many of the car park and access point observations and tally counts as well as the detailed face to face visitor survey show responses that are of a recognisable magnitude to the 2018 survey. At its core, the current survey reinforces some base factors from before; namely group sizes remain similar at around 2.0 people per group, and repeat visitors dominate at around 94%, with a similar high percentage being people on a day trip from home.

10.2 A High Proportion of Regular Repeat Local Visitors, and Fewer Tourists

In overview, respondents' choice of access point/car parking location on the day, activity and routes taken reflect a normalised repeat visit behaviour for the great majority of people. Key reasons are unsurprisingly around the close proximity to home, prior knowledge, ease of access, a location they like for the activity they undertake especially, notably with much localised dog walking, jogging/running and walking. Weather obviously affects visitor's decision making in terms of ability to retreat and take shelter if necessary.

These decision factors are reinforced by the very high levels of people using Cannock Chase sites for over half, even over three quarters of all their trip taking for this type of activity – a high loyalty, awareness and sense of 'ownership' of the locality.

The majority of those interviewed are from very local travel distances, up to 12km, with the majority being from even closer home, mainly urban, localities within an area bounded by Rugeley, Lichfield, Burntwood, Hednesford, Cannock and Stafford. 'Outside' visitors are seen as those day trip takers from further across the West and East Midlands – most notably the rest of Staffordshire and slight incursions into the metropolitan areas of the West Midlands authority, or Derbyshire.

For the small base on holiday in paid accommodation or staying with friends and family – these are travelling from Devon to Yorkshire to Essex – as a minority and far less regular in their visits to Cannock Chase across a year. A longer time frame survey, and different dates would almost certainly randomly identify people from other county home origins.

Applying the distance from home as a linear direct line from home postcode measured to survey site around the Chase enables a broader mapping. Southern and northern car park localities draw upon differing catchments based on route links. The value of the Q3 third quartile measure of three quarters of all postcodes generates a broadly similar catchment to that mapped in 2018. Nationally, more people reside in towns than countryside, and this is seen in the origins generated as coming from the top dozen surrounding settlements, especially from within the three local authorities of Cannock Chase, Stafford and Lichfield.

This close proximity, aligned with high volume of trips taken into the National Landscape per annum, over 100 average per person based on the type of activity undertaken, illustrates the high impact of local, frequent, resident day trips of generally just a couple of hours at a time.

With such local repeat visitation, the levels of prior knowledge, information use (and lack of) and understanding of issues related to the sensitive Landscape and particular habitats and species varies between those travelling from further away and near neighbours.

Travel and arrival shows the predominance of coming to the survey site and broader Cannock Chase by car, with resultant impacts on the parking areas provided. Notable commentary reflects the perceived 'poor' surface quality of many of the parking sites. Fewer query whether the conditions reflect management tools to control parking volumes and seasonal impacts. Regular walkers and dog walkers in particular are highly resistant to potential increases in car parking costs, whilst desiring investment into the infrastructure to improve the surfacing and access points. Clearly there are ongoing actions to be needed in terms of local winning of hearts and minds around this topic.

Key issues, prompted and unprompted around dogs, fouling, dog mess bins and enforcement of dogs off leads conflicting with other visitors is a notably high demand issue seen with very strong views in favour of better managing these aspects.

Enhanced segregation of routes in places to reduce conflict on trails between walkers and cyclists in particular is also an aspect of concern.

The survey evidences the behavioural differences between not only the home origins proximity of people to the National Landscape but also their regular frequency of visiting behaviour. As would be expected, those who live nearby, visit at a broad range of times of day, especially if the primary activity and reason for visit is for dog walking, or jogging/ running for regular fitness. These are also by far the greater frequency of visits throughout the year and across all seasons. Ultimately those visiting for such purposes have an annual usage and impact on the National Landscape and many of the SAC localities that is far higher than by the less frequent, more distant cyclists as a contrast.

Mapping the routes taken by the visitors within the National Landscape and SAC highlights key areas of pressure and (already know) major routes used, often linking between key car parks, visitor honeypot locations and the limited number of built amenities in the National Landscape. Shorter routes tend to be taken by the more regular repeat local visitors, whilst walkers and cyclists from further afield tend to make longer route circulations. Locations in and adjacent to the SAC appear to be more heavily traversed, partly as a reflection of the location of car parking/layby sites. More central, easterly and southern areas of the National Landscape appear to have far less volume (and impact) of routes covered.

For the first time in these studies, there has been some insight gained into the personal demographics of those visiting Cannock Chase and the SAC. Not just their home origins, but also the insight that it is a heavily White British, middle to slightly older overall visitor base, with generally good health and few people with limiting health conditions. As a survey focused on the access and parking locations and behaviour from these sites, it represents a likely quite different demographic and range of views from those larger volumes who focus at the Marquis Drive and Birches Valley visitor hubs. This survey also represents those interviewed at the sites, generating one set of demographics; but it is not a directly comparable situation to the surrounding population, which includes those who do not and are unable to make visits here due to a variety of physical, social, financial and practical transport barriers.

10.3 Additional Elements not Built into Survey Specification

With the summer sites having a more restricted set of locations, the insight gleaned from these interviews has helped to illustrate differences in behaviour, frequency, activities, information sources used and length of stay (albeit longer daylight hours and warmer weather are more conducive to making longer outdoor visits). There would be future merit in better understanding the broader findings and impacts of those coming, covering a longer period of summer sampling dates at more sites.

An aspect not built into the survey methodology, due to its specification, would be to also understand what economic impact local day visitors and more distant overnight staying tourism

have into the National Landscape and surrounding immediate areas. Instinctively, from decades of visitor surveying experience, we would hypothesise that the local regular visitors, not paying car parking, and potentially mainly being in full 'outdoor' site activities, may well contribute very little per visit/ per hour trip.

By contrast, those from further away, stopping longer for a day visit, seeking sustenance after say several hours cycling, for example, may well have greater expenditure into local pubs, food shops in the immediate gateway towns, purchase of vehicle fuel, etc. This has a different level of visitor spend contribution per trip/ hour into the local economy of both small independent and national chain businesses. Such hypothesis can only be measured through a longer or different survey methodology and questioning, to answer broader economic impact topics in addition to environmental impacts and behaviour.

The nature of the survey's methodology is key to the interpretation of the findings and their implications for visitor management. It should be thought of as a study to reflect the impact of recreational users of the National Landscape's rural, most accessible areas, via its main car parking and access points. This responds to the client specification for a landscape impact and planning led purpose to the survey. It differs from what might traditionally be seen as a *tourist visitor led survey* as many of the sampling localities used are smaller, better known to the local catchment, day trippers and those coming from proximity of nearby settlements. These are less likely to be seen or used by many occasional tourists.

A typical visitor survey would seek the additional insight of those less regularly visiting tourists from further afield. This would likely include surveying at more of the built visitor centre and heritage centre sites that are located on, and as gateways to, the National Landscape. Such a tourist visitor survey would also be targeted to incorporate views of those visiting more in the peak seasonal, mainly summer and the warmer shoulder months, with their impacts of more staying tourists. Locations including camping and caravanning sites and larger events that put short term pressures onto key locations, parking, trails etc. would have a greater positioning. This includes mountain biking races and outdoor concerts, etc. at the visitor centre hubs which are better able to handle large volume of people for short time. A study's context is hence key to defining the methodology and therefore nature of the findings, analysis and interpretation.

APPENDIX 1. QUESTIONNAIRE

INTERVIEWER READ OUT:

Good morning/afternoon. My name is …….. and today I am conducting a survey on behalf of the Cannock Chase Conservation Partnership who are interested in gathering visitor's views about the area and recreation. Could you spare me a few minutes please?

Q1	**Type of Trip. SINGLE RESPONSE.**		**Routing**
	Are you on a day trip/short visit and have travelled directly from your home today?	1	Continue
	Are you on a trip/short visit and staying away from home with friends or family	2	
	Are you staying away from home, e.g. second home, mobile home or on holiday	3	
	If none of the above, how would you describe your visit today? (write below)	4	

Q2	**What is the MAIN activity you are undertaking today? (Circle closest answer but do not prompt) SINGLE RESPONSE.**		**Routing**
	Dog walking	1	Continue
	Walking	2	
	Jogging/power walking/running	3	
	Outing with family	4	
	Cycling/Mountain Biking	5	
	Bird/Wildlife watching	6	
	Enjoy scenery/fresh air	7	
	Photography	8	
	Meeting up with friends	9	
	Picnic	10	
	Horse Riding	11	
	Commercial dog walking	12	
	Visiting café/visitor centre	13	
	Fitness/formal sports	14	
	Other (please detail below)	15	

Q3	**Over the past year, roughly how often have you visited Cannock Chase? (Circle closest answer. Only prompt if interviewee struggles) SINGLE RESPONSE.**		**Routing**
	Daily	1	Continue
	Most days (180+ visits)	2	
	1 to 3 times a week (40-180 visits)	3	
	2 to 3 times per month (15-40 visits)	4	
	Once a month (6-15 visits)	5	
	Less than once a month (2-5 visits)	6	
	Don't know	7	
	First visit	8	
	Other (please detail below)	9	

Q4	Have long have you spent/will you spend at Cannock Chase today? SINGLE RESPONSE.		Routing
	Less than 30 minutes	1	Continue
	Between 30 minutes and 1 hour	2	
	1-2 hours	3	
	2-3 hours	4	
	3-4 hours	5	
	4 hours+	6	
	Longer (please specify below)	7	

Q5	Do you tend to visit Cannock Chase at a certain time of day? (Circle closest answers) MULTIPLE RESPONSE.		Routing
	Early morning (before 7am)	1	Continue
	Late morning (between 7am and 10am)	2	
	Midday (between 10am and 2pm)	3	
	Early afternoon (between 2pm and 4pm)	4	
	Late afternoon (between 4p and 6pm)	5	
	Evening (after 6pm)	6	
	Varies/Don't know	7	
	First visit	8	

Q6	Do you tend to visit Cannock Chase more at a particular time of year? (Insert given activity) MULTIPLE RESPONSE.		Routing
	Spring (Mar-May)	1	Continue
	Summer (Jun-Aug)	2	
	Autumn (Sept-Nov)	3	
	Winter (Dec-Feb)	4	
	Equally all year	5	
	Don't know	6	
	First Visit	7	

Q7	How long have you been visiting Cannock Chase? (Do not Prompt) SINGLE RESPONSE.		Routing
	Don't know	1	Continue
	First visit	2	
	Less than or approximately 6 months	3	
	Less than or approximately 1 year	4	
	Less than or approximately 3 years	5	
	Less than or approximately 5 years	6	
	Less than or approximately 10 years	7	
	More than 10 years	8	
	Please specify below	9	

Q8	How did you get here today? (If necessary prompt with: - What form of transport did you use. SINGLE RESPONSE.		Routing
	Car/van	1	Continue
	On foot	2	
	Bicycle	3	
	Other (please specify below)	4	

Now I'd like to ask you about your route today. Looking at the area shown on this map, can you show me where you started your visit today, the finish point and your route please. PROBE TO ENSURE ROUTE IS ACCURATELY DOCUMENTED. Use a ***P*** to indicate where the visitor parked, ***E*** to indicate the start point

and ***X*** to indicate the exit. Mark the route with a line; a solid line for the actual route and a dotted line for the expected or remaining route.

Q9	**Is/was your route today the normal length when you visit here for (insert given activity)? Circle closest answer. DO NOT PROMPT. SINGLE RESPONSE**		**Routing**
	Yes, normal	1	Continue
	Much longer than normal	2	
	Much shorter than normal	3	
	Not sure/no typical visit	4	
	First visit	5	

Q10	**What, if anything, influenced your choice of route here today? Circle closest answers, DO NOT PROMPT. MULTIPLE RESPONSE**				**Routing**
	Weather	1	Previous knowledge of area/experience	8	Continue
	Daylight	2	Activity undertaken (e.g. presence of dog)	9	
	Time	3	Interpretation/leaflets/promotion	10	
	Other users (avoiding crowds etc)	4	Viewpoint/feature	11	
	Group members (e.g. kids, less able)	5	Other (please specify below	12	
	Muddy tracks/paths	6			
	Followed a marked trail	7			

Q11	A) Why did you choose to visit this specific location today, rather than another local site? Circle all responses given by visitor in the "OTHER" column. DO NOT PROMPT. Circle closest answers. B) Which single reason would you say had the most influence over your choice of site to visit today? **Circle only one Main reason**. Use text box at bottom of table for answers that cannot be categorised and for further information. **SHOWCARD 1**		**Routing**
		Other (A)	**Main (B)**
	Don't know/others in party chose	1	1
	Close to home	2	2
	No need to use car	3	3
	Quick and easy travel route	4	4
	Good/easy parking	5	5
	Particular facilities	6	6
	Refreshments/café/pub	7	7
	Choice of routes	8	8
	Feels safe here	9	9
	Quiet, with no traffic noise	10	10
	Not many people	11	11
	Scenery/variety of views	12	12
	Rural feel/wild landscape	13	13
	Particular wildlife interest (including trees)	14	14
	Habit/familiarity	15	15
	Good for dog/dog enjoys it	16	16
	Ability to let dog off lead	17	17
	Closest place to take dog	18	18
	Closest place to let dog safely off lead	19	19
	Appropriate place for activity	20	20
	Suitability of area in given weather conditions	21	21
	Presence of water	22	22
	Openness/wide open spaces	23	23
	Variety of habitats	24	24
	For a change/variety	25	25
	Other (please specify below)	26	26

I would now like to ask about other local sites that you visit for (given activity)

Q12	**What proportion of your weekly visits for (insert given activity) take place at Cannock Chase compared to other sites. Can you give a rough percentage? Circle answer. DO NOT PROMPT. SINGLE RESPONSE**		**Routing**
	All take place here	1	Continue
	75% or more	2	
	50-74%	3	
	25-49%	4	
	Less than 25%	5	
	Not sure/don't know/first visit	6	

Q13	**Which one location would you have visited instead today if you could not visit here? Circle closest answer. DO NOT PROMPT. SINGLE RESPONSE – *NOTE – this can include other locations within Cannock Chase***		**Routing**
	Not sure/don't know	1	Continue
	Nowhere/wouldn't have visited anywhere	2	
	Site named – Record site name below	3	

I'd now like to ask about how you plan your visit to Cannock Chase

Q14	**Which information sources do you use to plan your visit? Did any of the following influence your choice to come here today;**				**Routing**
		Yes	**No**	**Don't Know/Unsure**	
	Websites	1	1	1	**Go to Q15**
	Social media	2	2	2	**Go to Q16**
	Smartphone app	3	3	3	**Go to Q17**
	Maps (online or paper)	4	4	4	**Go to Q20**
	Leaflets	5	5	5	**Go to Q18**
	Recommendation from friends or family	6	6	6	**Go to Q20**
	Any other information sources	7	7	7	**Go to Q19**

Q15	**You indicated a website that influenced your visit today. Which websites did you use?**	**Routing**
		Continue

Q16	**You indicated that social media influenced your visit today, which social media did you use?**		**Routing**
	X (formally known as Twitter)	1	Continue
	Facebook	2	
	Instagram	3	
	Other (specify below)	4	

Q17	**You indicated that you have used a smartphone app specifically relating to your activity. Which apps do you use?**	**Routing**
		Continue

Q18	**You indicated that leaflets influenced your visit. Which leaflet did you mean?**	**Routing**
		Continue

Q19	You indicated that other information sources influenced your visit today, what were these?	Routing
		Continue

I'd now like to ask your views on how Cannock Chase is managed for access

Q20	Please score each of the following to indicate your level of support for the suggested measure at Cannock Chase. Please five a score from 1 to 5, giving a score of 3 if you have no particular opinion about the measure, 5 would indicate you strongly support the measure and a score of 1 would indicate you do not support the measure at all. ***Note: order of questions is randomised.*** SHOWCARD 2						
		I don't support at all	***Some suppose***	***No opinion***	***Good Support***	***Strong Support***	
	Voluntary parking charges	1	2	3	4	5	Continue
	Compulsory parking charges	1	2	3	4	5	
	Closure of some car parks and laybys	1	2	3	4	5	
	Greater warden presence	1	2	3	4	5	
	Codes of conduct for different user groups	1	2	3	4	5	
	Routes promoted for particular activities such as mountain bikes or horse riding	1	2	3	4	5	
	Enforcement of dogs on leads March-July	1	2	3	4	5	
	Enforcement relating to dog fouling	1	2	3	4	5	
	More interpretation relating to wildlife and heritage interest	1	2	3	4	5	
	Boardwalks or surfaced paths in wet areas	1	2	3	4	5	
	Improved surfacing to some car parks	1	2	3	4	5	
	More dog bins	1	2	3	4	5	

Q21	Are you aware of any habitats or species that occur here and are vulnerable to impacts from recreation? If so, can you name them? DO NOT PROMPT, CIRCLE ANY GROUPS MENTIONED. MULTIPLE RESPONSE		Routing
	No/none/can't name	1	Continue
	Heathland mentioned	2	
	Brook/water bodies mentioned	3	
	Breeding birds in general mentioned	4	
	Birds of prey/raptors mentioned	5	
	Nightjar specifically mentioned	6	
	Woodlark specifically mentioned	7	
	Deer specifically mentioned	8	
	Other (please specify below)	9	

Q22	Are there any changes you would like to see here with regards to how this area is managed for recreation and people?	Routing
		Continue

Q23	Do you have any further comments or general feedback about your visit and access to this area?	Routing
		Continue

Q24	Do you or any member of you party have any longstanding illness, disability or infirmity?		Routing
	Yes	1	Continue
	No	2	

Q25	Which ethnic group do you belong to? CIRCLE ONE BOX ONLY (SHOWCARD 3)									
	White		Mixed Race		Black/Black British		Asian/Asian British		Other Groups	
	White British	1	White/Black Caribbean	4	Caribbean	7	Indian	10	Chinese	14
	Irish	2	White & Asian	5	African	8	Pakistani	11	Other	15
	White Other	3	Other Mixed	6	Other Black	9	Bangladeshi	12		
							Other Asian	13		

Q26	Including yourself, how many in your immediate party are male/female and looking at the card provided, in what age groups are they? (SHOWCARD 4) – INTERVIEWER WRITE IN NUMBERS – DO NOT TICK BOX					
	AGE	Male (No.)	Female (No.)	AGE	Male (No.)	Female (No.)
	0 – 9			35 – 44		
	10 –15			45 – 59		
	16– 17			60 – 64		
	18 - 24			65 - 74		
	25 – 34			75+		

Q27	Finally, what is your full home postcode. ***This is an important piece of information, please make every effort to record correctly.***	Routing
		Continue

Q28	If visitor is unable or refuses to give postcode: What is the name of the town or village where you live?	Routing
		Continue

Q29	If visitor is on holiday ask: Which town/village are you staying in?	Routing
		Continue

That is the end of the survey. Thank you very much for your time today.

Q27	TO BE COMPLETED AFTER INTERVIEW FINISHED	
	Interviewer initials	
	Survey location code	
	Map reference number	
	Gender of respondent	
	Total number in interview group	

	Total number of dogs	
	Number of dogs seen off lead	
	Date of Interview	

Q28	**Did the interviewee struggle with answering questions because English was not their first language? Circle yes if you think that this may have influenced the responses**	
	Yes, interviewee struggled because English was not their first language	1

Q29	**Interviewer Comments. Note anything that may be relevant to the survey, including any changes to the survey entry that are necessary, e.g. typos/mistakes/changes to answers/additional information.**

	Further details

APPENDIX 2. Thematic Visitor Comments at Survey Locations of Possible Changes to how area is Managed for Recreation and People

	Total	Birches Valley	Marquis Triangle	Seven Springs	Penkridge Bank	Moors Gorse	White-house	Punch-bowl	Castle Ring	Chase Road Corner	Stile Cop
Base	639	41	67	36	50	28	27	60	48	22	16
No/Nothing/fine as it is	52%	24%	51%	50%	48%	64%	56%	48%	63%	41%	44%
Improved car parking surfaces/repair potholes	10%	2%	1%	8%	10%	4%	33%	20%	2%	27%	25%
More/improved dog bins	5%	2%	6%	11%	2%	7%	4%	8%	-	-	-
More litter bins	5%	-	4%	11%	4%	7%	7%	3%	4%	-	-
Free/cheaper/voluntary fee/disabled parking	3%	17%	3%	-	4%	-	4%	7%	-	-	6%
Keep it natural	3%	5%	4%	3%	8%	-	-	7%	2%	-	-
Better signage to car parks/throughout Chase	2%	5%	3%	6%	-	-	4%	-	2%	5%	6%
Better cycle routes	2%	2%	4%	3%	-	7%	-	2%	-	5%	-
Better walking routes/paths	2%	-	3%	3%	4%	-	-	-	-	9%	-
More Wardens/Rangers	2%	-	1%	-	2%	-	4%	3%	8%	-	-
Information boards/more wildlife information	2%	5%	-	3%	2%	-	-	2%	4%	-	-
More food places across the area	2%	2%	6%	-	2%	-	4%	-	2%	9%	-
More toilets across the Chase	1%	-	3%	-	4%	-	-	-	4%	-	-
More route markers for cyclists	1%	2%	3%	3%	-	4%	-	-	-	-	-
Too much litter	1%	2%	1%	-	2%	4%	-	3%	-	-	13%
Well managed	1%	-	-	-	2%	-	-	-	4%	-	-
Keep dogs on lead	1%	-	-	-	2%	4%	-	2%	-	-	-
Car parks closed at night	1%	-	-	-	4%	-	-	-	6%	-	6%
More seating/benches	1%	5%	1%	-	-	4%	-	2%	2%	-	-
Natural woodland	1%	-	-	-	6%	-	-	3%	2%	-	-
First time visiting	1%	2%	1%	-	-	4%	-	-	-	-	-
Stop people hanging poo bags on trees	1%	-	1%	-	-	4%	-	2%	-	-	-
Improved trail information	1%	2%	3%	-	-	-	-	-	-	-	-
Beautiful area/perfect	1%	2%	-	-	2%	-	-	2%	-	-	-

Protect the Chase	**1%**	5%	1%	-	-	-	-	-	-	-	-
Bikes go too fast and are dangerous	**1%**	-	3%	3%	-	-	-	-	-	-	-
People driving at speed/lower speed limits	**1%**	2%	1%	-	2%	-	-	-	-	-	-
More child friendly walks/more for children/older children	**1%**	5%	-	-	-	-	4%	-	2%	-	-
Unsavoury activities at some car parks	**1%**	-	-	-	-	-	-	-	-	-	6%
Overgrown/more maintenance	**1%**	-	-	3%	-	-	-	-	-	-	-
More choice of food at cafe	**0%**	5%	1%	-	-	-	-	-	-	-	-
Enforcement re dog poo	**0%**	-	-	-	2%	-	-	-	-	-	-
Cut grass for sitting/picnic areas	**0%**	-	1%	-	-	-	-	-	-	-	-
Steps and rail at Castle Ring car park needs to be reinstalled	**0%**	-	-	-	-	-	-	-	6%	-	-
More enforcements on bad behaviour	**0%**	-	1%	-	2%	-	-	-	-	-	6%
Great place to walk your dog	**0%**	2%	-	-	-	-	-	3%	-	-	-
Would pay for parking if reinvested in Chase	**0%**	-	-	-	2%	-	-	-	-	-	-
Improved crossing points	**0%**	2%	-	-	2%	-	-	-	-	-	-
No parking on grass verges	**0%**	-	-	-	2%	-	-	2%	-	-	-
Tap water for dogs	**0%**	-	-	-	2%	-	-	-	-	-	-
Dogs able to run free	**0%**	-	-	-	-	-	-	-	-	-	-
Electric charging points	**0%**	2%	-	-	-	-	-	-	-	-	-
Better running paths	**0%**	-	-	-	-	-	-	-	-	5%	-
Boot cleaning brushes in car parks	**0%**	-	-	-	-	-	-	-	2%	-	-
Clearer maps on walking routes	**0%**	-	-	-	-	-	-	-	-	-	-
Owls	**0%**	-	1%	-	-	-	-	-	-	-	-
Park	**0%**	2%	-	-	-	-	-	-	-	-	-
More cycle trail leaflets	**0%**	-	-	-	2%	-	-	-	-	-	-
Shorter and longer walk trails	**0%**	-	-	-	2%	-	-	-	-	-	-
Upgrade Birches Valley	**0%**	2%	-	-	-	-	-	-	-	-	-
Encourage use of smaller sites	**0%**	2%	-	-	-	-	-	-	-	-	-
Trees being cut down	**0%**	-	1%	-	-	-	-	-	-	-	-
Feel safe here	**0%**	2%	-	-	-	-	-	-	-	-	-

Priority for bikes over cars	**0%**	-	1%	-	-	-	-	-	-	-	-
Cycle only routes	**0%**	-	-	-	-	4%	-	-	-	-	-
More restrictions re BBQs	**0%**	-	-	-	-	-	-	-	-	-	-
Closure of some car parks and laybys	**0%**	-	-	-	-	-	-	-	-	-	-
Monkjack	**0%**	-	-	-	-	-	-	-	-	5%	-
Deer	**0%**	-	-	-	-	-	-	-	-	5%	-
New car parks	**0%**	-	-	-	-	-	-	-	-	-	-
Gypsy's make so much mess	**0%**	-	-	-	-	-	-	-	-	-	-
Convenient place to visit	**0%**	-	-	-	-	-	-	-	-	-	-
Separate paths to preserve mushrooms	**0%**	-	-	-	-	-	-	2%	-	-	-
Better lighting in car parks on darker days	**0%**	-	-	-	-	-	-	-	2%	-	-
Noisy/unsociable behaviour	**0%**	-	-	-	-	-	-	-	-	-	-

	Total	**Milford Common**	**Glacial Boulder**	**Duffields**	**Coppice Hill Main**	**Aspens First Bay**	**Gentle-shaw Common**	**Freda's Grave Footpath**	**Bednalls Belt**	**Brook Lane**	**West Farm**
Base	**639**	**24**	**18**	**31**	**30**	**17**	**30**	**26**	**14**	**38**	**16**
No/Nothing/fine as it is	**52%**	79%	33%	45%	60%	6%	63%	42%	79%	82%	44%
Improved car parking surfaces/repair potholes	**10%**	-	11%	6%	13%	53%	3%	15%	-	3%	-
More/improved dog bins	**5%**	4%	6%	6%	-	6%	7%	8%	7%	8%	13%
More litter bins	**5%**	13%	17%	3%	10%	6%	-	8%	-	5%	6%
Free/cheaper/voluntary fee/disabled parking	**3%**	-	6%	3%	-	6%	-	-	-	-	-
Keep it natural	**3%**	-	11%	-	3%	12%	-	-	-	-	-
Better signage to car parks/throughout Chase	**2%**	-	11%	-	-	-	-	4%	-	-	6%
Better cycle routes	**2%**	-	6%	-	3%	12%	-	-	-	3%	-
Better walking routes/paths	**2%**	-	6%	-	-	6%	3%	-	-	-	19%
More Wardens/Rangers	**2%**	-	-	3%	3%	6%	-	-	-	-	-

Information boards/more wildlife information	**2%**	-	6%	-	-	-	3%	4%	-	-	6%
More food places across the area	**2%**	-	-	-	-	6%	-	-	-	-	-
More toilets across the Chase	**1%**	-	-	3%	-	6%	-	-	-	-	-
More route markers for cyclists	**1%**	-	-	-	-	-	-	4%	-	5%	-
Too much litter	**1%**	-	-	-	-	-	-	-	-	-	-
Well managed	**1%**	-	11%	10%	-	-	-	-	-	-	-
Keep dogs on lead	**1%**	-	-	6%	-	-	3%	-	7%	-	-
Car parks closed at night	**1%**	-	-	-	-	-	3%	-	-	-	-
More seating/benches	**1%**	-	-	-	-	-	-	-	-	-	-
Natural woodland	**1%**	-	-	-	-	-	-	-	-	-	-
First time visiting	**1%**	-	-	6%	-	-	-	4%	-	-	-
Stop people hanging poo bags on trees	**1%**	4%	-	3%	-	-	-	-	7%	-	-
Improved trail information	**1%**	4%	6%	-	3%	-	-	-	-	-	-
Beautiful area/perfect	**1%**	-	6%	-	-	-	-	-	-	-	6%
Protect the Chase	**1%**	-	-	-	3%	-	-	4%	-	-	-
Bikes go too fast and are dangerous	**1%**	-	6%	-	3%	-	-	-	-	-	-
People driving at speed/lower speed limits	**1%**	-	-	-	-	-	-	4%	-	-	-
More child friendly walks/more for children/older children	**1%**	-	-	-	-	-	-	-	-	-	-
Unsavoury activities at some car parks	**1%**	-	-	-	-	-	-	4%	7%	3%	-
Overgrown/more maintenance	**1%**	-	-	-	-	-	10%	-	-	-	-
More choice of food at cafe	**0%**	-	-	-	-	-	-	-	-	-	-
Enforcement re dog poo	**0%**	4%	-	-	3%	-	-	-	-	-	-
Cut grass for sitting/picnic areas	**0%**	-	-	-	-	-	-	8%	-	-	-
Steps and rail at Castle Ring car park needs to be reinstalled	**0%**	-	-	-	-	-	-	-	-	-	-
More enforcements on bad behaviour	**0%**	-	-	-	-	-	-	-	-	-	-
Great place to walk your dog	**0%**	-	-	-	-	-	-	-	-	-	-
Would pay for parking if reinvested in Chase	**0%**	-	-	-	-	6%	-	4%	-	-	-

Improved crossing points	**0%**	-	-	-	-	-	-	-	-	-	-
No parking on grass verges	**0%**	-	-	-	-	-	-	-	-	-	-
Tap water for dogs	**0%**	-	-	-	-	-	-	-	-	-	-
Dogs able to run free	**0%**	-	-	-	-	-	-	-	-	-	6%
Electric charging points	**0%**	-	-	-	-	-	-	-	-	-	-
Better running paths	**0%**	-	-	-	-	-	-	-	-	-	-
Boot cleaning brushes in car parks	**0%**	-	-	-	-	-	-	-	-	-	-
Clearer maps on walking routes	**0%**	4%	-	-	-	-	-	-	-	-	-
Owls	**0%**	-	-	-	-	-	-	-	-	-	-
Park	**0%**	-	-	-	-	-	-	-	-	-	-
More cycle trail leaflets	**0%**	-	-	-	-	-	-	-	-	-	-
Shorter and longer walk trails	**0%**	-	-	-	-	-	-	-	-	-	-
Upgrade Birches Valley	**0%**	-	-	-	-	-	-	-	-	-	-
Encourage use of smaller sites	**0%**	-	-	-	-	-	-	-	-	-	-
Trees being cut down	**0%**	-	-	-	-	-	-	-	-	-	-
Feel safe here	**0%**	-	-	-	-	-	-	-	-	-	-
Priority for bikes over cars	**0%**	-	-	-	-	-	-	-	-	-	-
Cycle only routes	**0%**	-	-	-	-	-	-	-	-	-	-
More restrictions re BBQs	**0%**	-	-	3%	-	-	-	-	-	-	-
Closure of some car parks and laybys	**0%**	-	-	-	-	-	-	-	-	3%	-
Muntjac deer	**0%**	-	-	-	-	-	-	-	-	-	-
Deer	**0%**	-	-	-	-	-	-	-	-	-	-
New car parks	**0%**	-	-	-	-	-	3%	-	-	-	-
Gypsy's make so much mess	**0%**	4%	-	-	-	-	-	-	-	-	-
Convenient place to visit	**0%**	-	-	3%	-	-	-	-	-	-	-
Separate paths to preserve mushrooms	**0%**	-	-	-	-	-	-	-	-	-	-
Better lighting in car parks on darker days	**0%**	-	-	-	-	-	-	-	-	-	-
Noisy/unsociable behaviour	**0%**	-	-	3%	-	-	-	-	-	-	-

APPENDIX 3 Additional Comments about the National Landscape, by Thematic Grouping and by Survey Location

	Total	Birches Valley	Marquis Triangle	Seven Springs	Penkridge Bank	Moors Gorse	White-house	Punch-bowl	Castle Ring	Chase Road Corner	Stile Cop
Base	458	30	54	30	38	26	19	45	29	11	2
No/None/Nothing	**70%**	23%	70%	60%	68%	81%	89%	69%	79%	45%	-
Beautiful/amazing	**10%**	17%	6%	27%	8%	8%	-	9%	7%	-	-
Just love it here	**5%**	20%	2%	23%	5%	8%	-	2%	-	9%	-
Keep natural/uncommercialised	**4%**	7%	6%	10%	11%	4%	5%	9%	3%	-	-
On our doorstep/lucky to live near here	**3%**	3%	7%	-	3%	-	-	2%	-	9%	-
Peaceful/quiet	**2%**	10%	2%	7%	8%	-	-	-	-	-	-
Well maintained/keep up good work	**2%**	13%	-	3%	-	-	-	-	3%	18%	-
Great paths for cyclists	**2%**	17%	2%	-	3%	8%	-	-	-	-	-
Improve car parks/pot holes	**1%**	-	-	-	-	-	5%	-	7%	-	50%
Great for wildlife	**1%**	-	-	-	-	4%	-	2%	-	-	-
Great place to escape	**1%**	3%	-	-	-	-	-	2%	-	-	-
Great for exercise	**1%**	-	-	-	5%	-	-	-	-	-	-
Great for dog walking	**1%**	-	-	3%	-	-	-	2%	-	-	-
More dog bins/too much dog mess	**1%**	3%	2%	-	-	-	-	2%	-	9%	-
Keep free	**1%**	-	2%	-	3%	-	-	-	3%	-	-
Improve signage	**1%**	-	2%	-	-	-	-	-	-	-	50%
Protect the Chase/area	**0%**	3%	-	-	-	-	-	-	-	-	-
Unsociable behaviour	**0%**	-	-	-	-	-	-	-	-	-	-
Parking expensive	**0%**	7%	-	-	-	-	-	-	-	-	-
Wish we lived nearer	**0%**	-	-	-	-	-	-	-	-	-	-
More seating areas	**0%**	3%	-	-	-	-	-	-	-	-	-
Avoid summer because of snakes	**0%**	-	-	-	-	-	-	-	-	-	-
More litter bins	**0%**	-	-	-	-	-	-	-	-	-	-

More litter bins	**0%**	-	-	-	-	-	-	2%	-	-	-
Keep dogs on lead	**0%**	-	-	-	-	-	-	-	-	9%	-
Prefer smaller sites	**0%**	-	-	-	-	-	-	-	-	-	-
People feed Deer even though signs say not to	**0%**	-	-	-	-	-	-	-	-	9%	-
Trails are great here	**0%**	-	-	-	-	-	-	-	-	-	-
Keep car parks open	**0%**	-	-	-	-	-	5%	-	-	-	-
Would support Annual Pass for locals	**0%**	-	-	-	3%	-	-	-	-	-	-
Regulate campsite, too noisy	**0%**	-	-	-	3%	-	-	-	-	-	-
More for kids to do	**0%**	-	2%	-	-	-	-	-	-	-	-
Come in week as too busy at weekends	**0%**	-	-	-	-	-	-	-	3%	-	-
Overgrown in places	**0%**	-	-	-	-	-	-	-	-	-	-
Stop cutting the trees/oak trees	**0%**	-	-	-	-	-	-	-	-	-	-
Cyclists need proper trails as too dangerous	**0%**	-	-	-	-	-	-	2%	-	-	-
Marquis Drive side more peaceful	**0%**	-	2%	-	-	-	-	-	-	-	-
People do not respect area	**0%**	-	-	-	-	-	-	-	-	-	-
Don't close pull ins/laybys as people would park on road	**0%**	-	-	-	-	-	-	2%	-	-	-
Crows bite my windscreen wipers	**0%**	-	2%	-	-	-	-	-	-	-	-
Good facilities	**0%**	-	2%	-	-	-	-	-	-	-	-

	Total	**Milford Common**	**Glacial Boulder**	**Duffields**	**Coppice Hill Main**	**Aspens First Bay**	**Gentle-shaw Common**	**Freda's Grave Footpath**	**Bednalls Belt**	**Brook Lane**	**West Farm**
Base	**458**	**22**	**7**	**22**	**16**	**12**	**18**	**13**	**14**	**37**	**13**
No/None/Nothing	**70%**	73%	43%	73%	94%	58%	78%	77%	100%	92%	54%
Beautiful/amazing	**10%**	18%	43%	9%	-	17%	6%	15%	-	3%	15%
Just love it here	**5%**	5%	-	-	-	-	6%	8%	-	-	-
Keep natural/uncommercialised	**4%**	-	14%	-	-	-	-	-	-	-	-

On our doorstep/lucky to live near here	**3%**	5%	-	-	-	8%	6%	-	-	-	23%
Peaceful/quiet	**2%**	-	-	5%	-	-	-	-	-	-	8%
Well maintained/keep up good work	**2%**	-	14%	-	-	-	-	-	-	3%	8%
Great paths for cyclists	**2%**	-	-	5%	-	-	-	-	-	-	-
Improve car parks/pot holes	**1%**	-	-	-	-	17%	-	-	-	-	-
Great for wildlife	**1%**	-	-	-	-	17%	-	8%	-	-	-
Great place to escape	**1%**	-	-	-	6%	-	-	-	-	-	8%
Great for exercise	**1%**	-	-	9%	-	-	-	-	-	-	-
Great for dog walking	**1%**	-	-	5%	-	-	-	-	-	-	8%
More dog bins/too much dog mess	**1%**	-	-	-	-	-	-	-	-	-	-
Keep free	**1%**	-	-	-	-	-	-	-	-	-	-
Improve signage	**1%**	-	-	-	-	-	-	-	-	3%	-
Protect the Chase/area	**0%**	-	-	-	-	8%	-	-	-	-	-
Unsociable behaviour	**0%**	-	-	5%	-	-	-	-	-	3%	-
Parking expensive	**0%**	-	-	-	-	-	-	-	-	-	-
Wish we lived nearer	**0%**	5%	-	-	-	-	-	-	-	-	8%
More seating areas	**0%**	-	-	-	-	-	-	-	-	-	-
Avoid summer because of snakes	**0%**	-	-	-	-	-	-	-	-	3%	-
More litter bins	**0%**	-	-	5%	-	-	-	-	-	-	-
More litter bins	**0%**	-	-	-	-	-	-	-	-	-	-
Keep dogs on lead	**0%**	-	-	-	-	-	-	-	-	-	-
Prefer smaller sites	**0%**	-	-	5%	-	-	-	-	-	-	-
People feed Deer even though signs say not to	**0%**	-	-	-	-	-	-	-	-	-	-
Trails are great here	**0%**	5%	-	-	-	-	-	-	-	-	-
Keep car parks open	**0%**	-	-	-	-	-	-	-	-	-	-
Would support Annual Pass for locals	**0%**	-	-	-	-	-	-	-	-	-	-
Regulate campsite, too noisy	**0%**	-	-	-	-	-	-	-	-	-	-
More for kids to do	**0%**	-	-	-	-	-	-	-	-	-	-
Come in week as too busy at weekends	**0%**	-	-	-	-	-	-	-	-	-	-

Overgrown in places	**0%**	-	-	-	-	-	6%	-	-	-	-
Stop cutting the trees/oak trees	**0%**	-	-	-	-	-	6%	-	-	-	-
Cyclists need proper trails as too dangerous	**0%**	-	-	-	-	-	-	-	-	-	-
Marquis Drive side more peaceful	**0%**	-	-	-	-	-	-	-	-	-	-
People do not respect area	**0%**	-	-	-	-	-	-	-	-	-	8%
Don't close pull ins/laybys as people would park on road	**0%**	-	-	-	-	-	-	-	-	-	-
Crows bite my windscreen wipers	**0%**	-	-	-	-	-	-	-	-	-	-
Good facilities	**0%**	-	-	-	-	-	-	-	-	-	-

APPENDIX 4. Comments by the 4 Main Activity Reasons about Potential Changes to how area is Managed for Recreation and People

	Total	What is the MAIN activity you are undertaking today			
		Dog walking	Walking	Jogging/power walking/running	Cycling/Mountain Biking
Base	**539**	**303**	**100**	**42**	**94**
No/Nothing/fine as it is	**51%**	50%	60%	52%	45%
Improved car parking surfaces/repair potholes	**10%**	12%	4%	17%	11%
More/improved dog bins	**6%**	6%	8%	2%	2%
More litter bins	**5%**	9%	2%	2%	-
Keep it natural	**3%**	3%	4%	2%	4%
Better cycle routes	**3%**	0%	1%	-	13%
Free/cheaper/voluntary fee/disabled parking	**3%**	2%	3%	2%	3%
Better walking routes/paths	**2%**	3%	2%	-	-
Better signage to car parks/throughout Chase	**2%**	2%	2%	5%	1%
More Wardens/Rangers	**2%**	1%	3%	7%	-
Information boards/more wildlife information	**2%**	2%	1%	2%	1%
More route markers for cyclists	**1%**	0%	-	2%	6%
Too much litter	**1%**	2%	2%	-	1%
Well managed	**1%**	0%	5%	-	2%
More food places across the area	**1%**	2%	2%	2%	-
Car parks closed at night	**1%**	1%	3%	-	-
More toilets across the Chase	**1%**	1%	-	5%	-
Natural woodland	**1%**	1%	1%	-	1%
Stop people hanging dog poo bags on trees	**1%**	0%	3%	-	2%
Beautiful area/perfect	**1%**	1%	1%	-	-
Keep dogs on lead	**1%**	0%	-	2%	3%
Improved trail information	**1%**	0%	1%	-	3%
More seating/benches	**1%**	1%	1%	-	-
Unsavoury activities at some car parks	**1%**	1%	-	-	1%
Protect the Chase	**1%**	0%	1%	-	2%

Bikes go too fast and are dangerous	**1%**	1%	-	-	-
Overgrown/more maintenance	**1%**	1%	-	-	-
People driving at speed/lower speed limits	**1%**	1%	1%	-	-
More child friendly walks/more for children/older children	**1%**	1%	-	2%	-
Enforcement re dog poo	**1%**	0%	-	-	2%
First time visiting	**1%**	0%	-	-	2%
Steps and rail at Castle Ring car park needs to be reinstalled	**1%**	1%	-	-	-
More enforcements on bad behaviour	**1%**	-	1%	-	2%
Would pay for parking if reinvested in Chase	**1%**	-	1%	-	2%
More choice of food at cafe	**0%**	-	1%	-	1%
Improved crossing points	**0%**	-	1%	-	1%
Cut grass for sitting/picnic areas	**0%**	1%	-	-	-
No parking on grass verges	**0%**	0%	1%	-	-
Great place to walk your dog	**0%**	1%	-	-	-
Tap water for dogs	**0%**	0%	-	-	-
Dogs able to run free	**0%**	0%	-	-	-
Electric charging points	**0%**	-	-	-	1%
Better running paths	**0%**	-	-	2%	-
Clearer maps on walking routes	**0%**	-	1%	-	-
Owls	**0%**	-	1%	-	-
Park	**0%**	-	-	-	1%
More cycle trail leaflets	**0%**	-	-	-	1%
Shorter and longer walk trails	**0%**	0%	-	-	-
Upgrade Birches Valley	**0%**	-	-	-	1%
Encourage use of smaller sites	**0%**	-	-	-	1%
Trees being cut down	**0%**	-	1%	-	-
Priority for bikes over cars	**0%**	0%	-	-	-
Cycle only routes	**0%**	-	-	-	1%

More restrictions re BBQs	**0%**	0%	-	-	-
Closure of some car parks and laybys	**0%**	0%	-	-	-
Muntjac deer	**0%**	0%	-	-	-
Deer	**0%**	0%	-	-	-
New car parks	**0%**	0%	-	-	-
Gypsy's make so much mess	**0%**	0%	-	-	-
Convenient place to visit	**0%**	0%	-	-	-
Noisy/unsociable behaviour	**0%**	0%	-	-	-