

Bolam Lake Country Park

Visitors Survey 2016 – 2017

Analysis



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Introduction

This report presents the results and analysis of the 2016-2017 Bolam Lake Country Park Visitor Survey which was undertaken as part of the 'Bolam Lake @ 200' project in 2016 and 2017. One hundred visitors surveys were completed, the majority of which were carried out by the Project Development Officer with some completed by a member of the Friends of Bolam group.

The visitors survey had three main objectives. These were to

- Obtain an up-to-date visitor profile.
- Establish how and when the Country Parks are used.
- Stimulate comment from visitors about the service they receive at the Country Parks.

All data was collected by a questionnaire survey which was an updated version of previous visitors surveys carried out by Northumberland County Council. The questionnaire consisted of 31 questions and took approximately 5 to 10 minutes to administer.

In order to take account of seasonal, weekly and daily variations in park use, survey days were allocated to ensure samples were taken on the following days during daylight hours:

- Weekdays
- Weekend days
- Days within and outside school holiday periods.

Four new questions were introduced targeted only at cyclists. Bolam Lake Country Park has become a popular stop off point and destination for cyclists and as such it is important to get feedback from this user group.

Question Analysis

This section presents a question by question breakdown of the data analysis. Charts presenting the data can be found further in the document.

Q1. How did you find out about the Country Park?

Most people gave 'local knowledge' as the source of information (80%). All other sources were small in number with the next most highly stated being 'recommendation' (6%).

The low numbers of respondents who heard about the site via leaflets or posters, social media or tourist information centres indicates that there is potential to use these to attract more visitors.

Q2. Have you ever been here before?

The majority of visitors to Bolam Lake are repeat visitors (90%) and not first time visitors (10%). This is a reflection of the age and established nature of the Country Park but it also indicated that we are attracting only a small percentage of new visitors. To increase the number of new visitor's better publicity targeted at those audiences may be required.

Q3. How often do you come here in summer, which is from May to September?

Most visits to Bolam Lake are made less than once a month (46%) with notable numbers coming at least once a month (20%) or at least weekly (17%).

The frequency of visits will need to be taken into consideration when planning future interpretive programmes at the site in order to reach the largest number of visitors.

Q4. How well do the current car park opening times reflect your needs?

The car park opening times 'completely' reflect the needs of most visitors (90%) indicating that barrier opening and closing times do not interfere with most visits to the park.

Q5. How long has it taken you to travel here?

Most visitors travelled for '16-30 mins' to reach the park (52%) with notable numbers of people also travelling for '31-60 mins' (21%) and '0-15 mins' (19%). This would indicate that many visitors are coming from towns within the area that are of that approximate travelling time away and probably account for many of the repeat visitors and those who have been before.

Q6. Is that from home or are you on holiday?

Nearly all visitors to the park came from home (94%).

This indicates a potential to bring in more visitors to the park if those who are on holiday are targeted in future publicity.

Q7. What was your main method of transport to reach the park today?

Most people had used a car to get to get to Bolam Lake (81%). Public transport cannot be used to get to the Country Park. Only three other methods were used in low numbers: motorbike, private bus and bicycle.

Q8. What time did you arrive at the park?

Most people arrive at Bolam Lake between 1:01pm and 3pm (38%) followed by 11:01am and 1pm (28%).

Q9. How long has your visit to the park been?

Between 31 – 60 minutes was the most popular length of time to spend at the park (43%) Next was those who spent up to 2 hours at the site (26%), followed closely by those who were in the park between 0 – 30 minutes (23%). Lower values were recorded for longer stays, but no visitor was recorded as being in the park for over 8 hours.

Q10. Could you tell me which parts of the park you have visited today?

The most visited part of the park was the woodland (82%), followed closely by the lakeside (81%). The next most visited part was the pheasant field (62%), whilst the least most visited part was the visitor centre (19%).

With the visitor centre only being open weekends, bank holidays and school holidays (plus occasional week days) it is at a disadvantage to other parts of the site for attracting visitors.

Q11. While you've been in the park today have you done any of the things listed here?

Walking or wheelchair (50%) and walking the dog (40%) were the most popular activities in the park, followed by bird watching (39%) and photography (34%). Use of the toilets was made by a large number of visitors (50%) whilst reading information at the visitor centre was done by a notable number of respondents (19%).

Despite 62% of people having previously stated they had visited the pheasant field, no visitors were recorded as having played informal sports in the park. Neither were any visitors recorded as having done any orienteering. These results indicate that recreational activities other than walking might successfully be promoted at the Country Park.

Q12. Do you know which organisation owns and manages the Country Park?

The majority of respondents did know that Northumberland County Council owns and manages the Country Park (74%). Those who did not know were informed.

Q13. Why did you choose to visit Bolam Lake today rather than anywhere else?

The majority of people chose to visit Bolam Lake because it has 'good scenery to walk in' (69%) with many people also choosing 'convenient' (43%), 'good for dogs' (38%) and 'local/close' (35%).

These results would suggest that many of the repeat visitors are those who come for the convenience factor and/or because it is local or close.

Q14. Is there anything you don't like about the park?

The majority of visitors (76%) said that there was nothing about the park they didn't like. A small percentage of respondents (8%) said they didn't like the dog mess around the park and the opening hours of the café (6%) with 'other' reasons also making up 6%. Other reasons gained lower values.

Q15. How satisfied are you with the general environmental quality and cleanliness of the park including the toilets?

The majority of people asked were 'very satisfied' with this (83%) with all other respondents being 'content' (17%).

Q16. How satisfied are you with the availability of information at the park?

Most people were 'very satisfied' with this (72%) or 'content' (27%). 1 respondent said that they were dissatisfied stating that they wanted to see more information on history in the park and information about the park. This individual was informed that new history, wildlife and orientation panels are due to be installed.

Q17. How well do the current visitor centre and café opening times reflect your needs?

The largest response to this was 'not applicable' (44%) followed by 'partially' (28%) and 'completely' (27%). 1 respondent answered 'poorly' stating that it is not open when he and his wife visits.

This feedback indicates that some visitors would like to see the visitor centre and café open on a more regular basis. However, when this was tried in the weeks preceding and following the school summer holidays, visitor numbers were low.

Q18. How satisfied are you with the service you received from our staff and their availability to deal with visitor queries?

The majority of people were 'very satisfied' (62%) with 'content' being the next largest answer (25%). No visitors chose 'dissatisfied'.

Some visitors did not select an answer as they found the question did not apply to them. Some who felt similar just chose 'content'. In light of this, the feedback here is very good.

Q19. How satisfied are you with the general upkeep of the paths, play areas, picnic areas etc?

The majority of visitors answered that they were 'very satisfied' with this (88%) with 12% stating that they were content. No respondents said that they were dissatisfied.

It should be noted that path improvements works were taking place during January 2017.

Q20. If you have attended a public event at the country park, how satisfied have you been with the way in which the event/s was/were organised and run?

Whilst only a minority of respondents had been to an event (many of those who had filled in a separate Event Feedback Form), of those who had, the largest response was 'very satisfied' followed by 'content' and 'dissatisfied', each with 25% with one dissatisfied visitor commenting that there was 'distraction from café staff during the event' and that 'there was an unnecessary amount of noise'. This visitor also commented, 'more consideration for venue of event as the talk was tarnished by noise from the café'.

Q21. Have you come as: (With regard to whom the respondent is with).

The responses here were quite split with visitors coming 'as a couple' representing the largest group (28%), followed closely by 'as a family or group' (27%) and as an individual (26%), whilst some came with friends (12%). Other smaller groups made up the rest of the responses.

Q22. How many? (With regard to age groups of the respondent and who they are with).

Males aged 66-80 make up the largest age group of visitors to the park. Females aged 56-65 make up the next largest age group of visitors to the park. Of people aged under 18, males aged between 13 and 17 made up the largest age group. Other age groups were generally more spread out.

The majority of visitors to the park came in a group of two (52%), followed by individuals (30%) and then groups of three (10%). Other larger groups made up the rest.

Q.23 Have you visited any of these Country Parks? (Druridge Bay and Plessey Woods).

Druridge Bay had been visited before by the most visitors (75%) followed by Plessey Woods (68%).

Q.24 For cyclists only: How far have you cycled today?

Whilst only a minority of visitors surveyed were cyclists, of those who were, the majority of cyclists (78%) had travelled 21-40 miles to get to the park. This was followed by 11-20 miles (11%) and 6-10 miles (11%).

Q.25 For cyclists only: What products do you normally buy in the café?

A hot drink was the most purchased product by cyclists (67%) followed by a sandwich (33%). Other items made up the remainder.

Q.26 For cyclists only: What products, if any, would you like to see in the café?

Two cyclists (22%) did suggest selling inner tubes. Other suggestions included a free refill of coffee, nutrition bars and energy bars.

Q.27 For cyclists only: How satisfied are you with the facilities for securing your bicycle?

Respondents gave the same percentage of answers for both 'very satisfied' and 'content' (40%). Dissatisfied made up the remaining 20% with one cyclist commenting that there are none available for securing a bicycle to.

It should be noted that during the conduction of this survey, a covered bicycle securing area was built which should address any bicycle securing issues.

Q.28 Is there anything else you would like to see in the country park in the future?

The majority of visitors (64%) answered 'No' that they would not like to see anything else in the park in the future. Of those who answered 'Yes', most were for more dog pins or waste bins in general (12%) whilst other popular comments were for more art carvings, improved access along Slate Hill path and more information on park wildlife and history.

Q.29 Have you enjoyed your visit?

All visitors to the park answered 'Yes', they had enjoyed their visit.

Q.30 Would you visit the park again?

All visitors answered 'Yes', they would visit the park again.

Q.31 Do you have any comments that you would like to make?

The majority of comments were positive in nature with people expressing their satisfaction with the park and the way things are going. This includes the current changes and developments in the park, including improvement works to the south shore path and the opening of vistas previously lost to rhododendron, carved art sculptures and seats, the 'opening up' of the Pheasant Field, improvements to the Visitor Centre car park and landscaping of the area as well as general comments about the park and their experience in it.

The following comments have been selected as an example:

- Well kept, improvements look like it'll be even better. The new path is good and better for disabled people etc.
- Spoken to a few people as we go around (a couple) and everyone seems to be enjoying themselves.
- The ongoing improvements are looking good such as the opened up views on the Pheasant Field and the old water trough. Impressed with continued changes in park.
- Lovely to have access to a well-kept park.
- Lots of changes happening at Bolam – look forward to what happens in the future.
- Path is looking great with as are current works such Pheasant Field etc.
- Good to see getting rid of rhododendron and clearing it up.
- Like the carved seats, little ones love them.

There were a minority of comments expressing dissatisfaction with the park and the direction in which it is heading. These generally related to the current improvement works and rhododendron management although some were more general comments relating to more common issues such as dog mess and muddy paths.

The following comments have been selected as an example:

- Park is now too manicured.
- Too much emphasis on 'park' and not enough on 'country'.
- Park becoming overneat. One has to expect a bit of mud and mess in the country.

A more comprehensive breakdown of visitors comments can be found at the end of this document.

Conclusion

The Bolam Lake Visitor Survey 2016 - 2017 has been successful in meeting its three objectives. These were to

- Obtain an up-to-date visitor profile.
- Establish how and when the Country Parks are used.
- Stimulate comment from visitors about the service they receive at the Country Parks.

The information gathered by the survey will provide valuable information for the future management of Bolam Lake Country Park.

The visitor profile provides Northumberland County Council with useful information about visitors to Bolam Lake Country Park. The data will be used to compile interpretive plans, which to be effective, must take account of the visitors who currently use the park. The data collected will enable informed judgements to be made about interpretation at the park.

Who uses the Country Park?

The majority of visitors to the park travel less than an hour and nearly all came from home. Only a few visits were made by people who were on holiday. Action could be taken to publicise the Country Park to a wider audience, thus attracting more visitors.

Feedback from Visitors

Open ended questions included in the questionnaire gave visitors the opportunity to comment on the services they received at the park. Most visitors were positive about the service but some did make valuable suggestions regarding improvements.

Getting to the Country Park

Most visits to the park are made by car. With a lack of public transport to the site this is likely to continue, so adequate provision, where possible for vehicles should be provided and maintained.

Visitor Centre and Cafe

The visitor survey confirmed that the number of people who use the visitor center and cafe is low compared to overall visitor numbers. One of the main problems facing the use of this is the current inability for it to open on a regular basis other than weekends, bank holidays and school holidays. Experiments with opening the visitors centre during the week in the run up to and after the summer holidays in 2016 provided low visitor numbers and therefore the costs associated with this could not be justified. Opening times should be advertised so that visitors are made aware of when they will be available to get into the centres.

Improving Infrastructure

Requests were made for improvements to infrastructure in the country park. These included requests for more dog waste and litter bins, improvements to footpaths, more wooden carvings, more seats and a children's play area.

These matters will have to be addressed by the site management teams and assessed in relation to the site management objectives.

Improving Interpretation

There were a few requests for more information on wildlife and history/archaeology in the park. New information panels about the history of the lake and wildlife are due to be installed. New leaflets about history in the park and the area are also due to be introduced. These should help to meet these requests.

Dogs

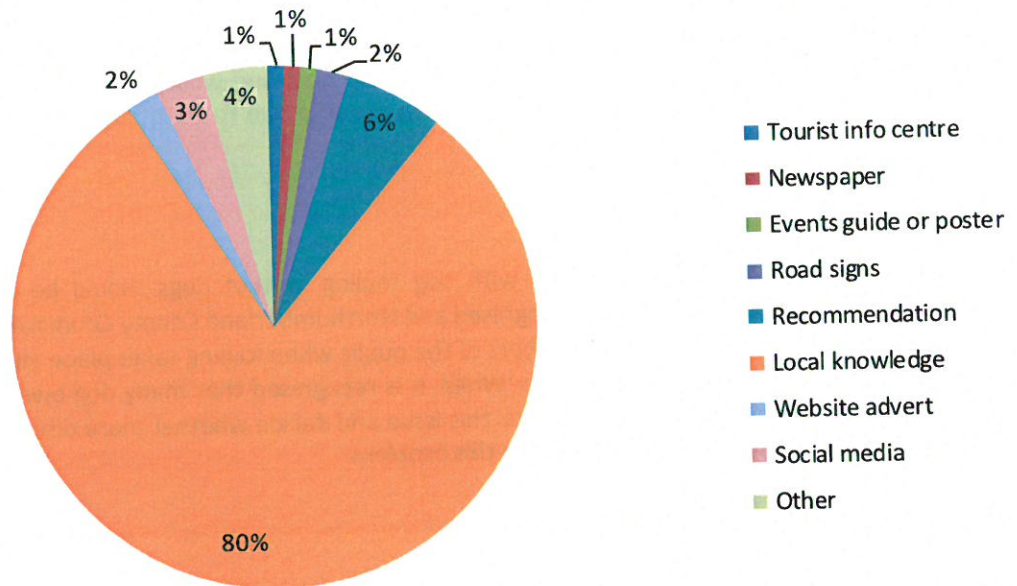
Some visitors did express concerns with dog fouling or that dogs should be on a lead or under control. This problem has been recognised and Northumberland County Council dog wardens do visit the site. Site staff do speak to members of the public when fouling takes place although this can lead to upset with members of the public. Whilst it is recognised that many dog owners are responsible, the management will have to consider this issue and decide whether more direct action will have to be taken at the park in order to resolve this problem.

Future Surveys

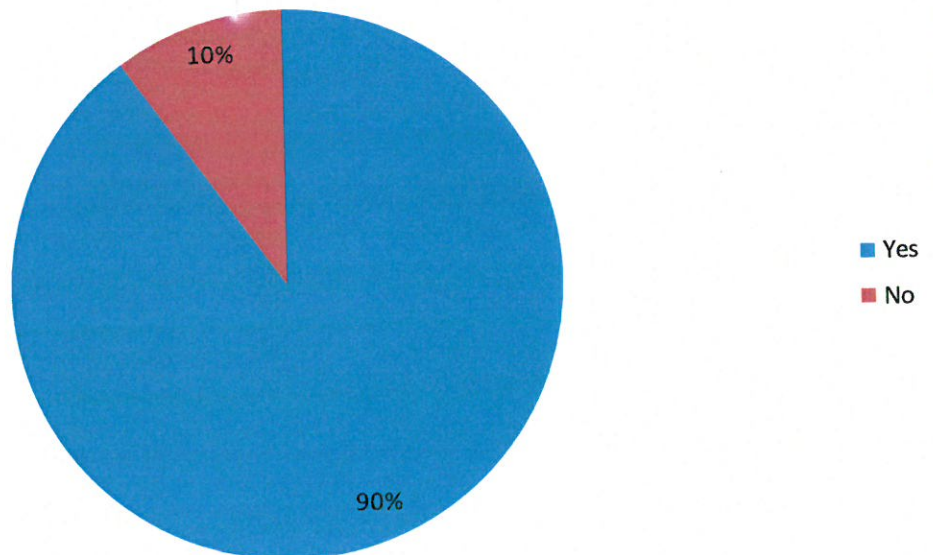
The data collected in this survey will assist Northumberland County Council's Countryside Services in its management and interpretation of the Country Parks. In order that the information regarding visitors is kept up to date the management team should establish a timetable for future visitor surveys. Given the cost and time implications of a survey of this kind, five intervals might be appropriate.

Charts, Graphs and Tables

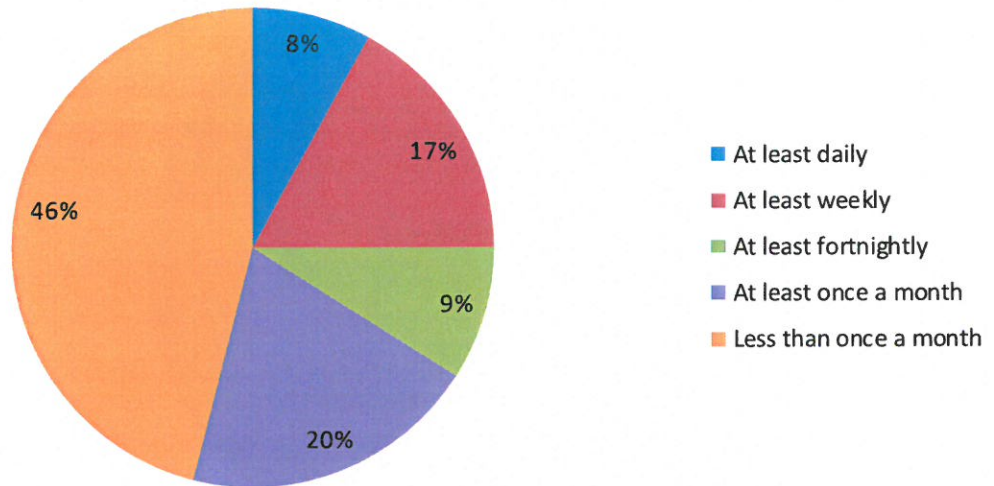
Q1. How did you find out about the Country Park?



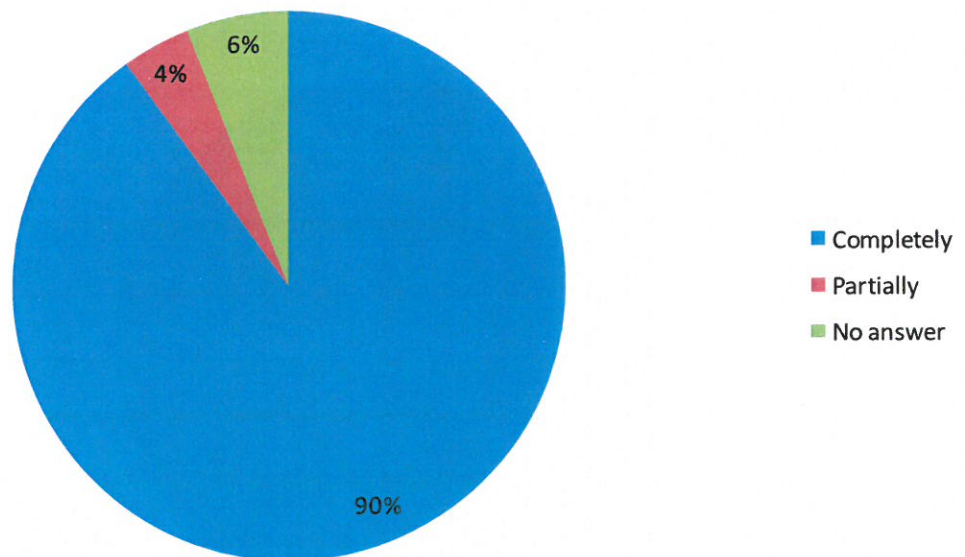
Q2. Have you been here before?



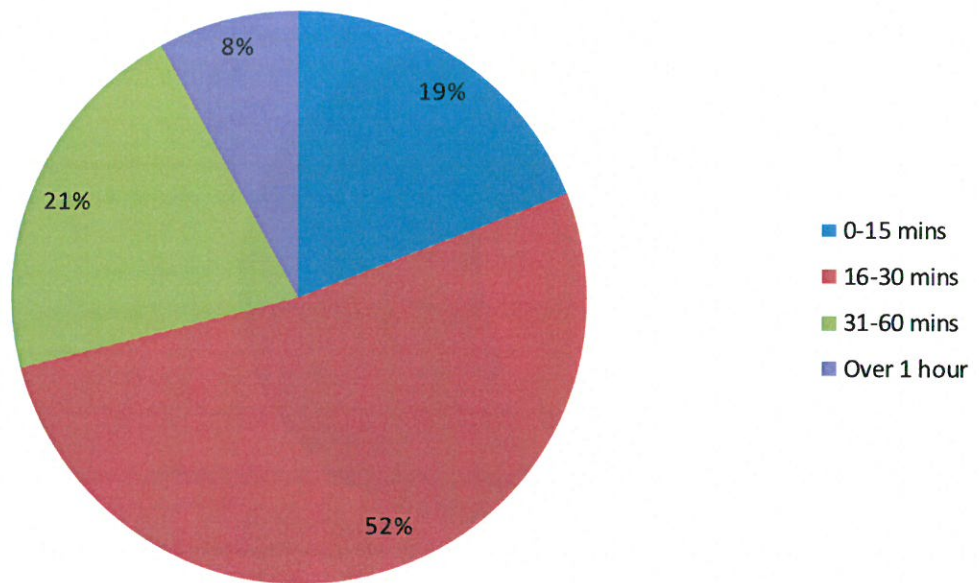
Q3. How often do you come here in summer, which is from May to September?



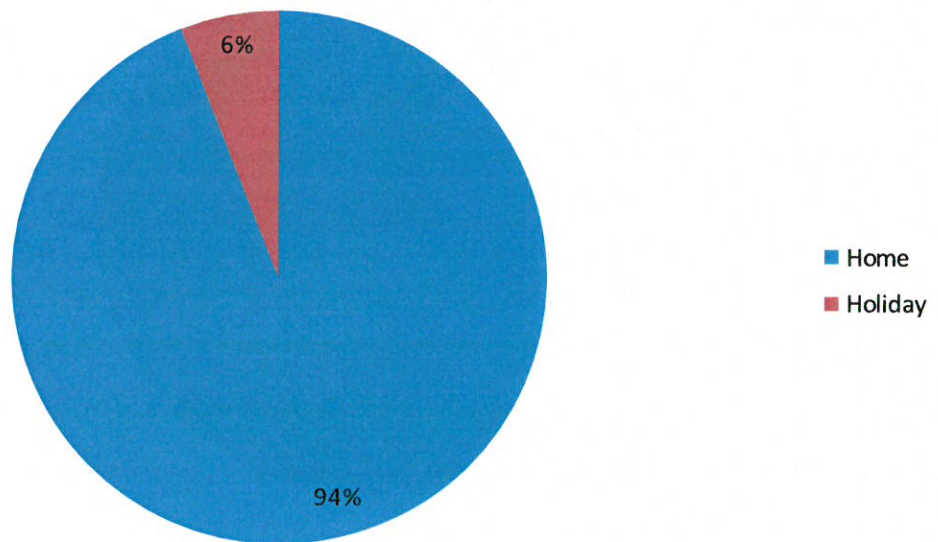
Q4. How well do the current car park opening times reflect your needs?



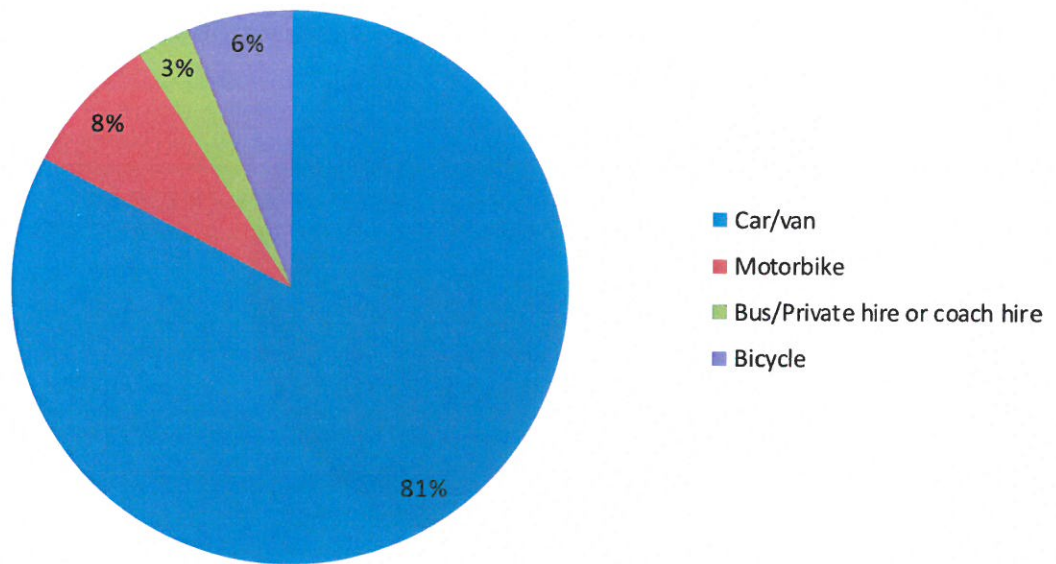
Q5. How long has it taken you to travel here?



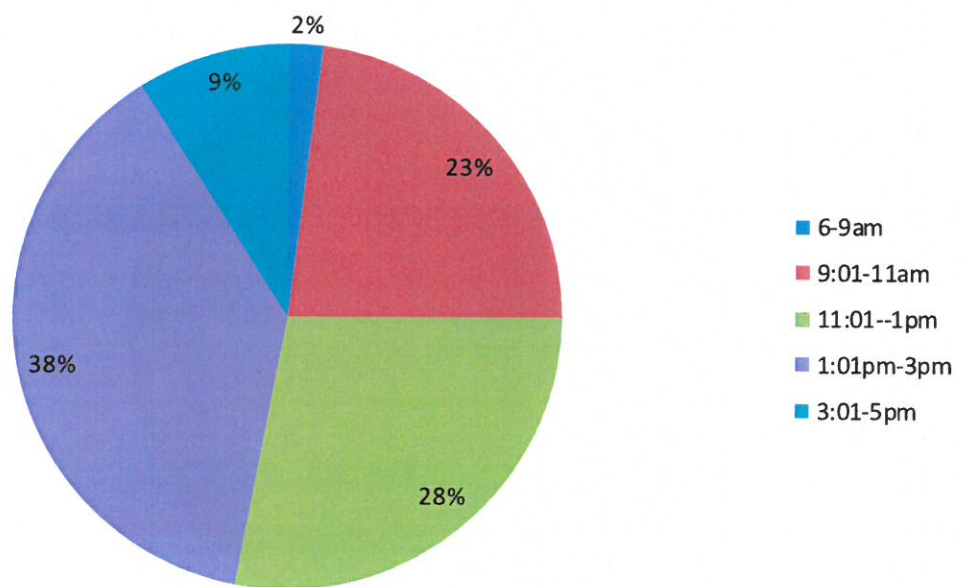
Q6. Is that from home or are you on holiday?



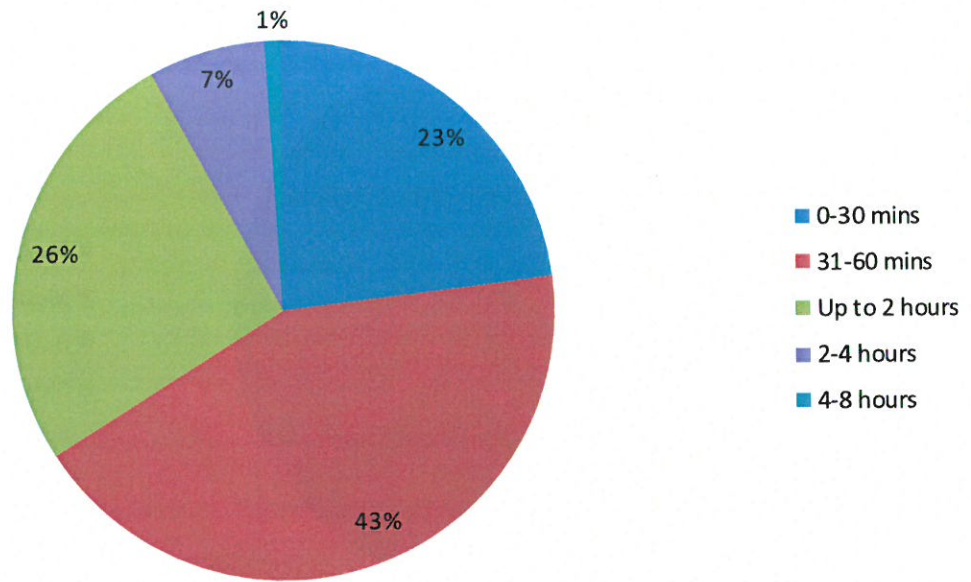
Q7. What was your main method of transport to reach the park today?



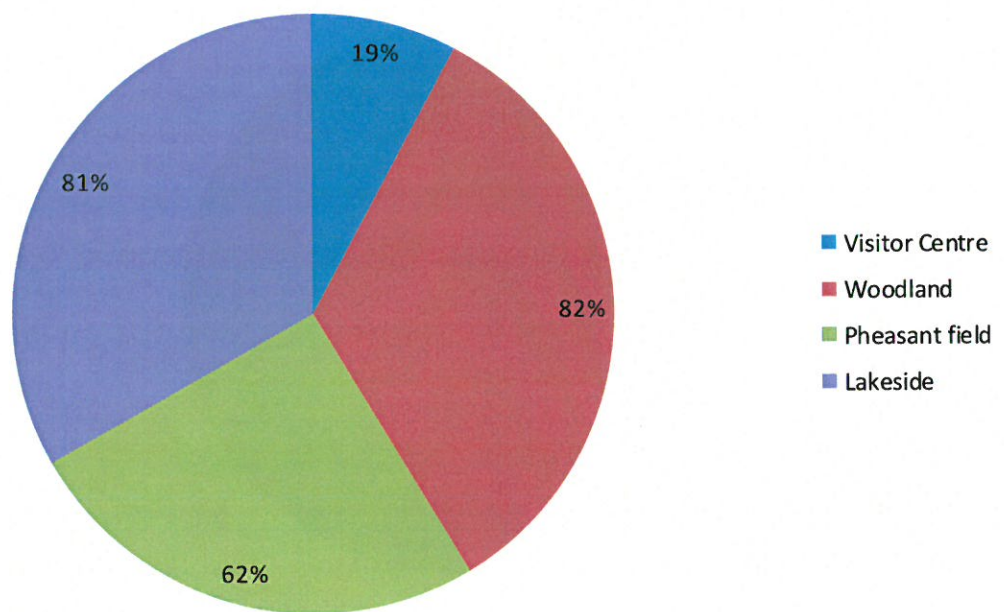
Q8. What time did you arrive at the park?



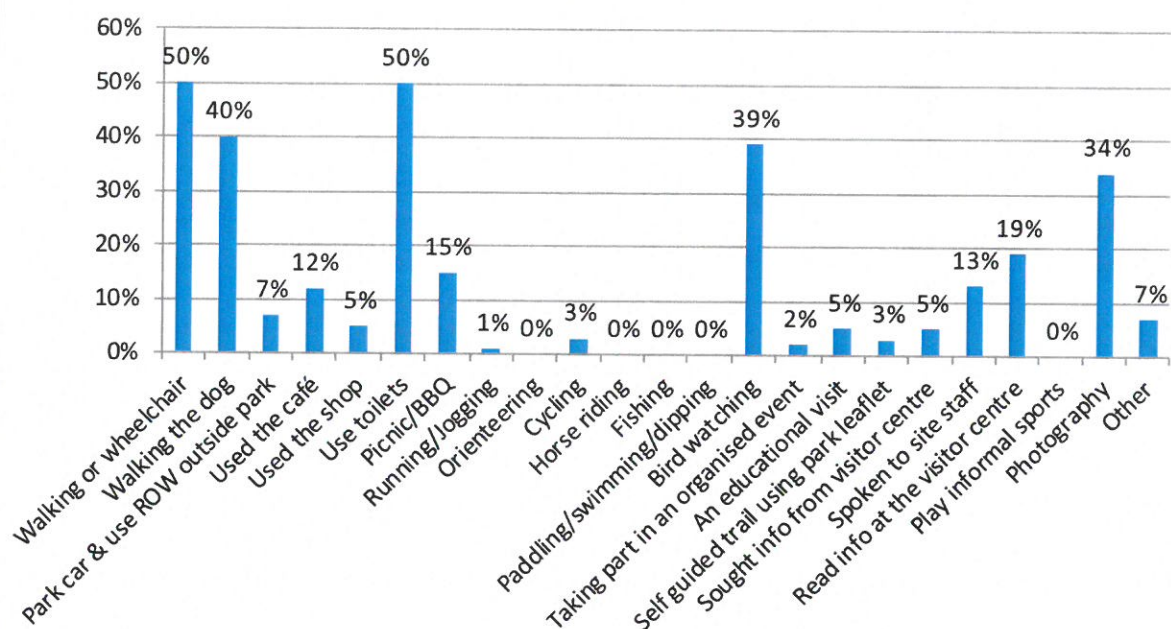
Q9. How long has your visit to the park been?



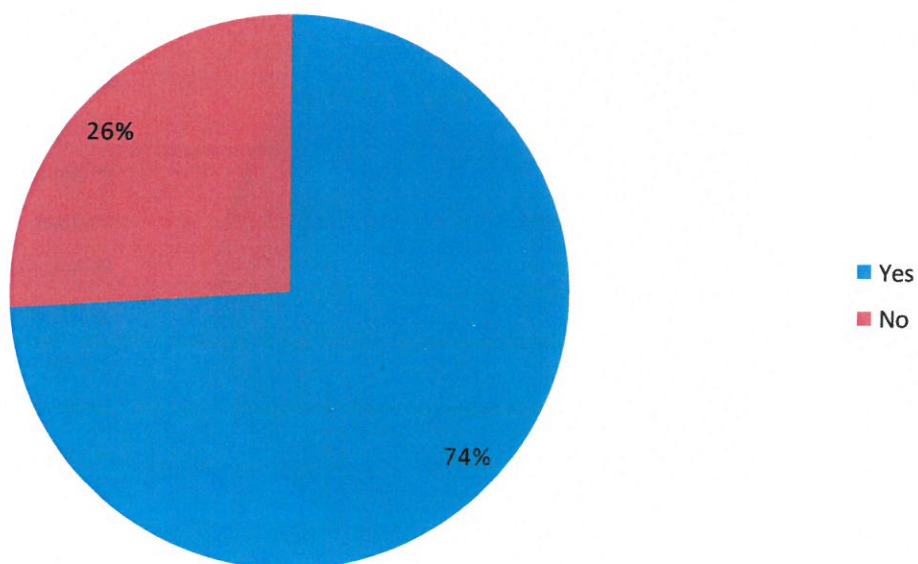
Q10. Could you tell me which parts of the park you have visited today?



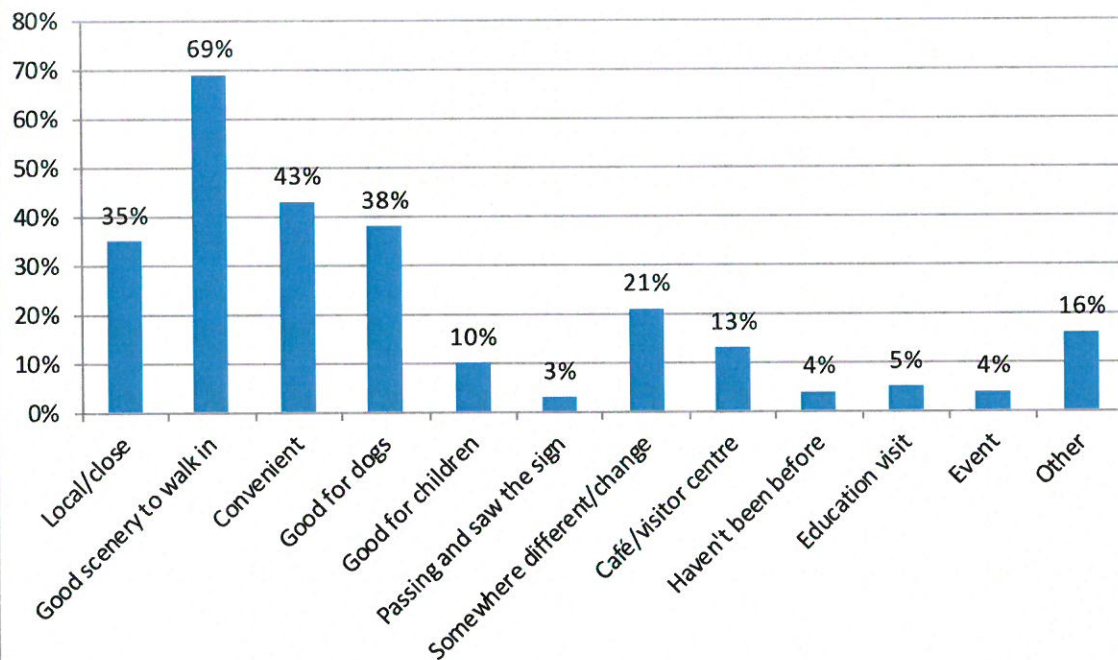
Q.11 While you've been in the park today have you done any of the things listed here?



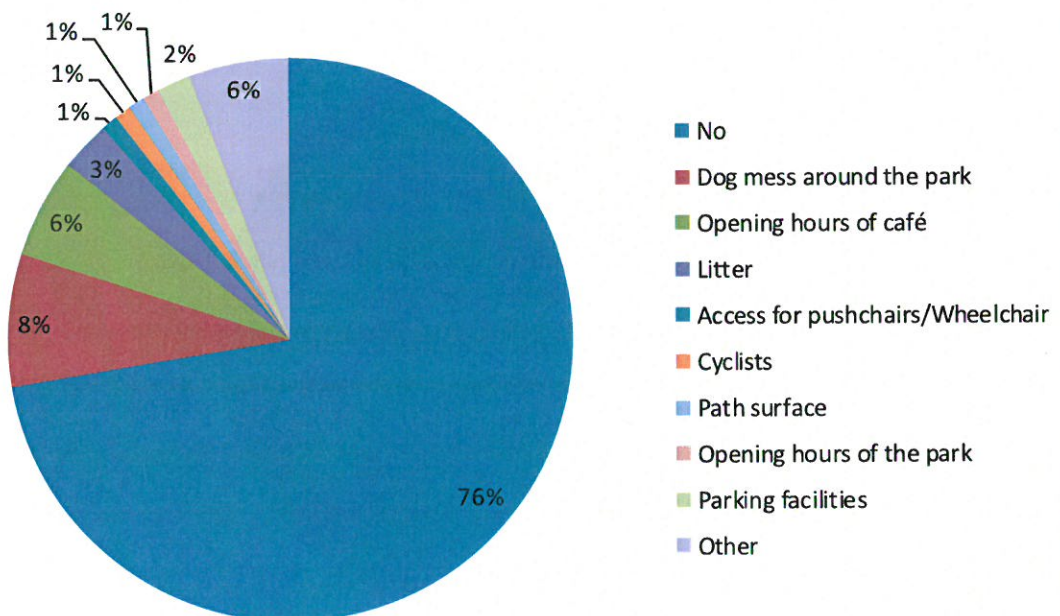
Q.12 Do you know which organisation owns and manages the Country Park?



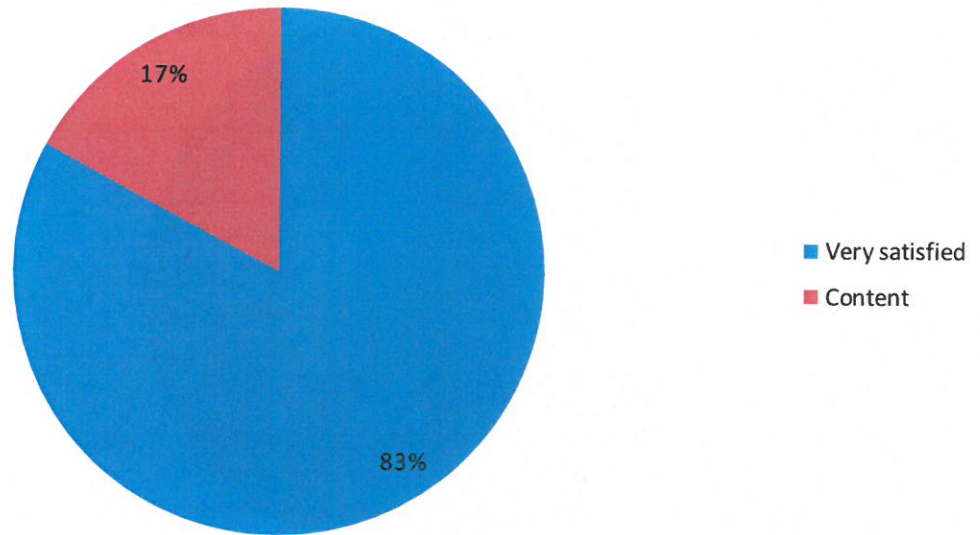
Q.13 Why did you choose to visit Bolam Lake today rather than anywhere else?



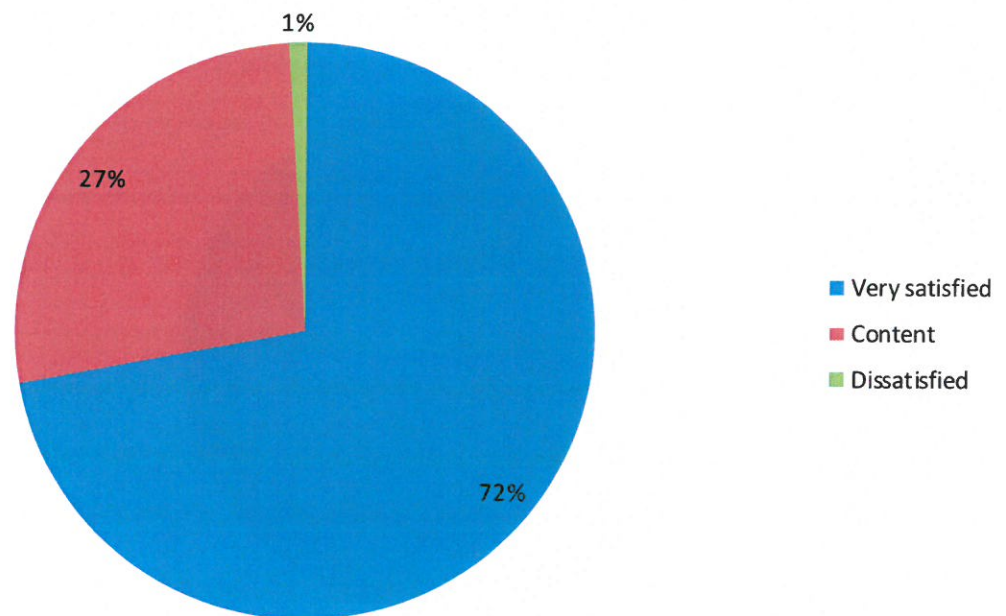
Q.14 Is there anything you don't like about the park?



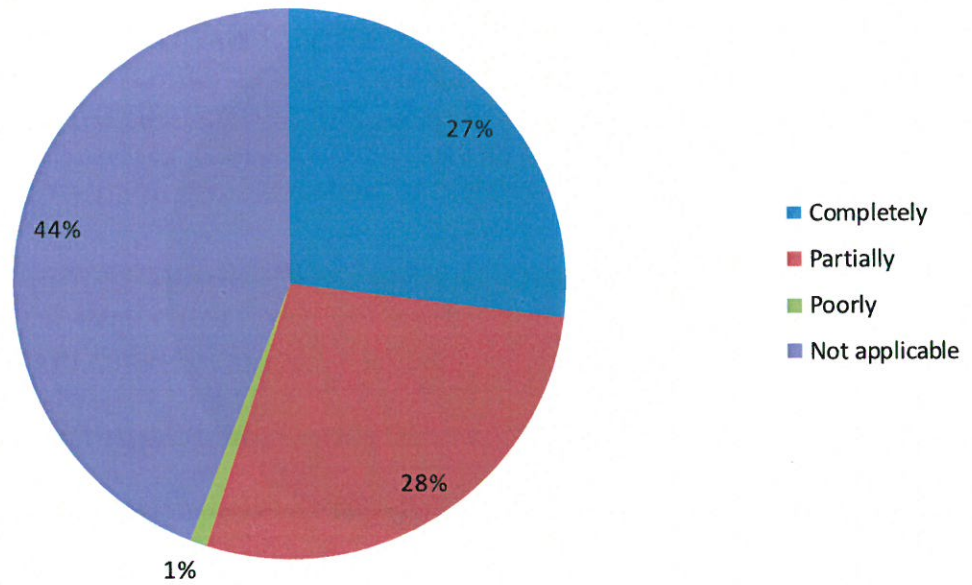
Q15. How satisfied are you with the general environmental quality and cleanliness of the park including the toilets?



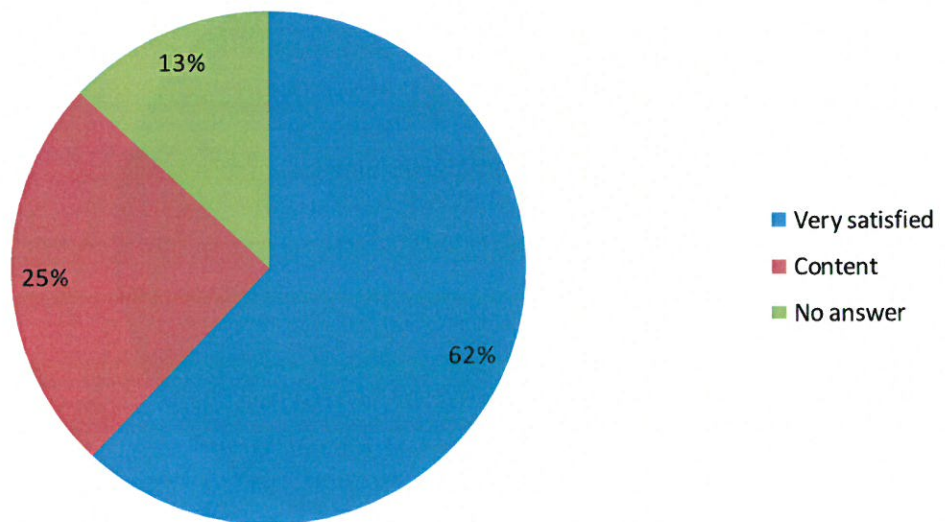
Q.16 How satisfied are you with the availability of information at the park?



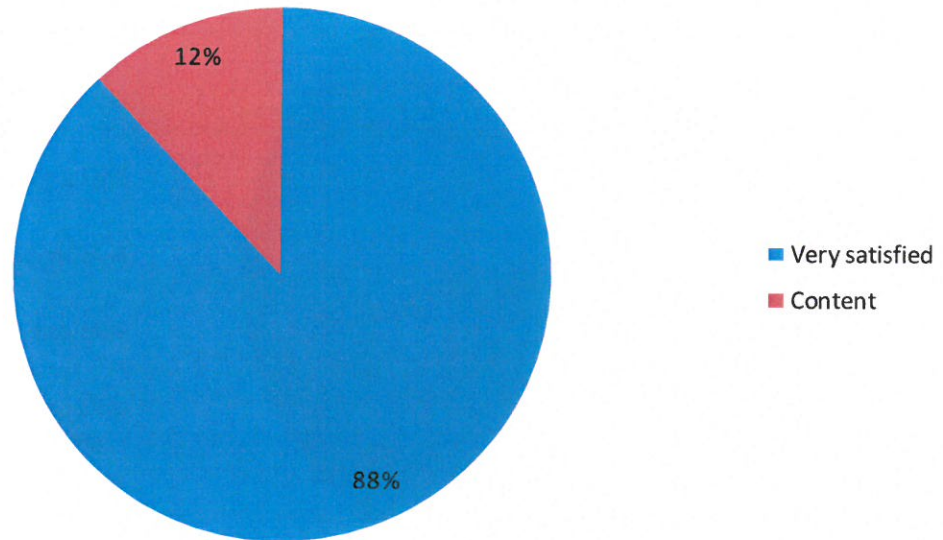
Q.17 How do the current visitor centre and cafe opening times reflect your needs?



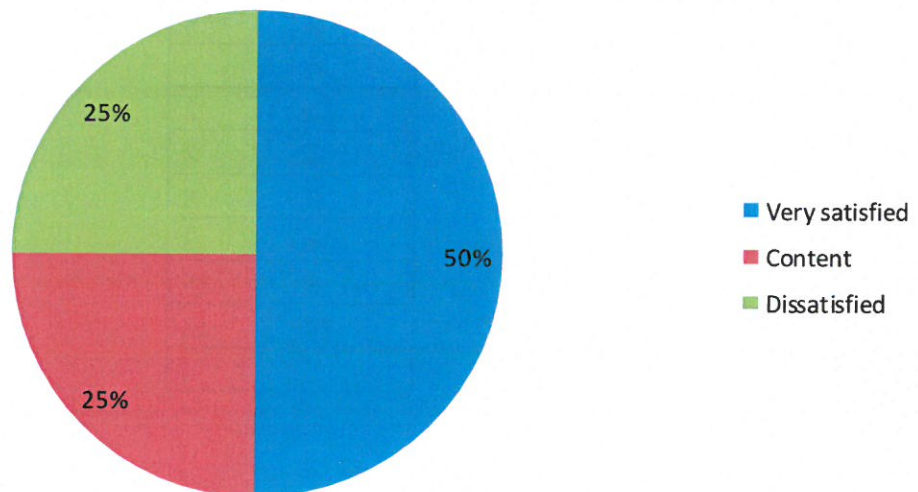
Q.18 How satisfied are you with the service you received from our staff and their availability to deal with visitor queries?



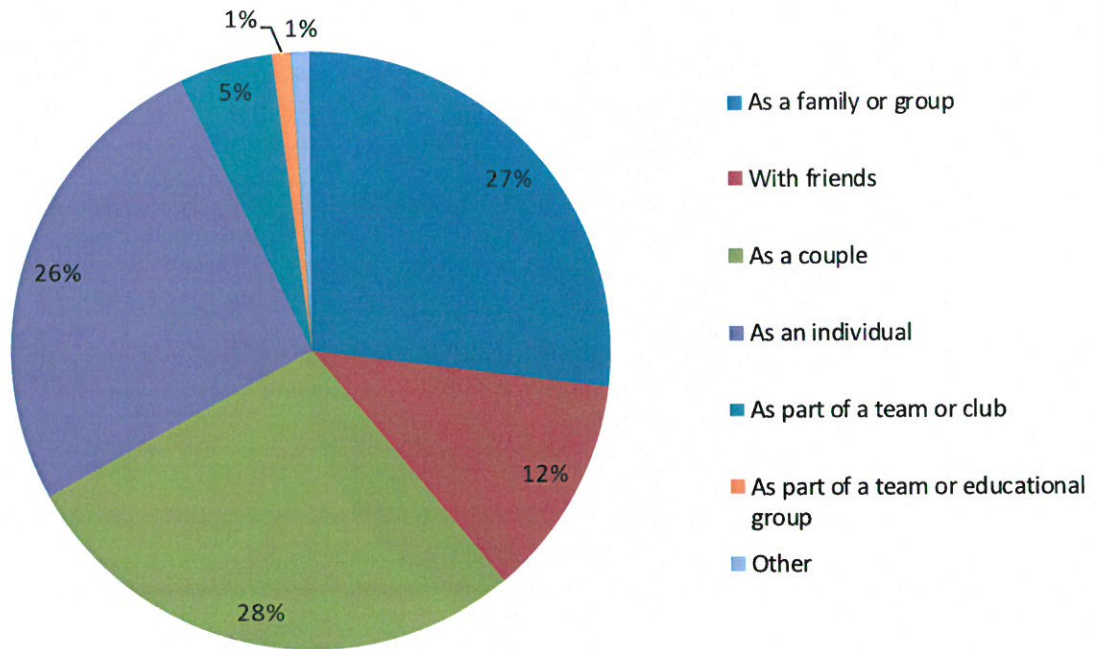
Q.19 How satisfied are you with the general upkeep of paths, play areas, picnic areas, etc?



Q.20 If you have attended a public event at the country park, how satisfied have you been with the way in which the event/s were organised and run?



Q.21 Have you come as:

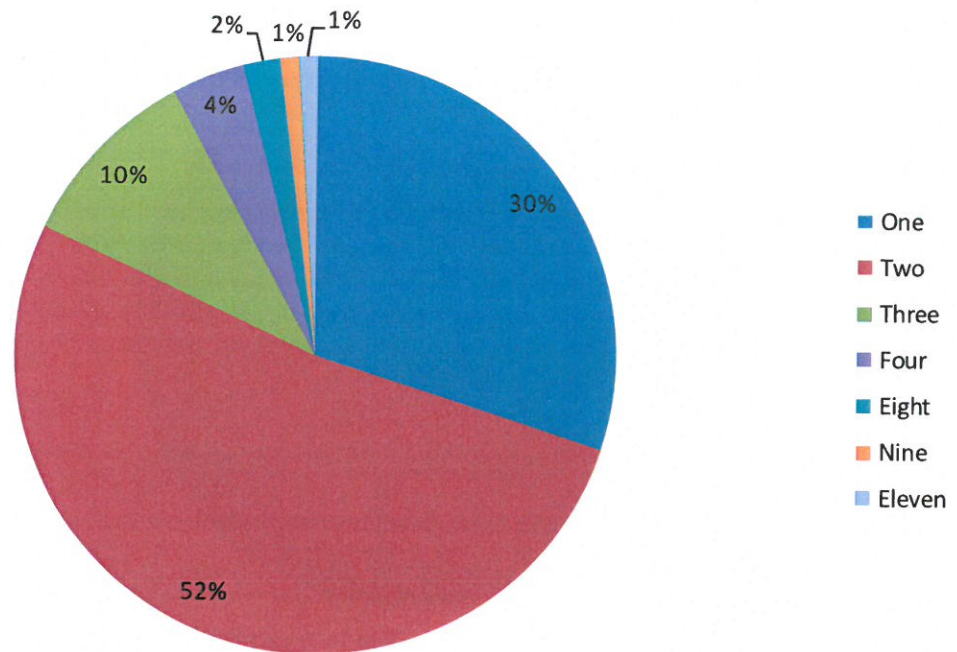


Q.22a. Can I ask you your age group and the age group of those with you?

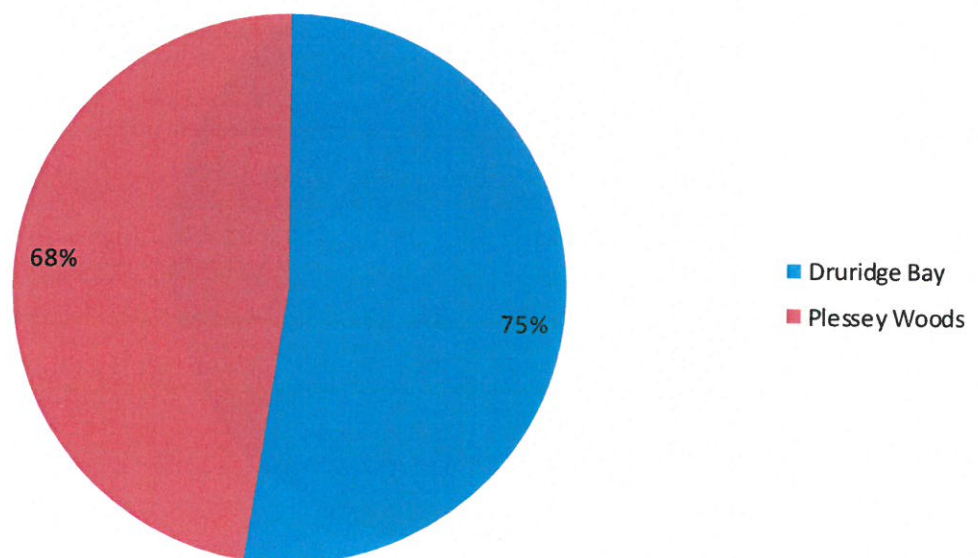
	Respondent	
	M	F
Under 7's		
8 to 12		
13-17		
18-30	1	3
31-45	5	7
46-55	7	7
56-65	15	12
66-80	24	11
81 plus	3	

Group members	
M	F
8	5
4	
11	2
3	2
6	8
3	3
8	15
22	13
	4

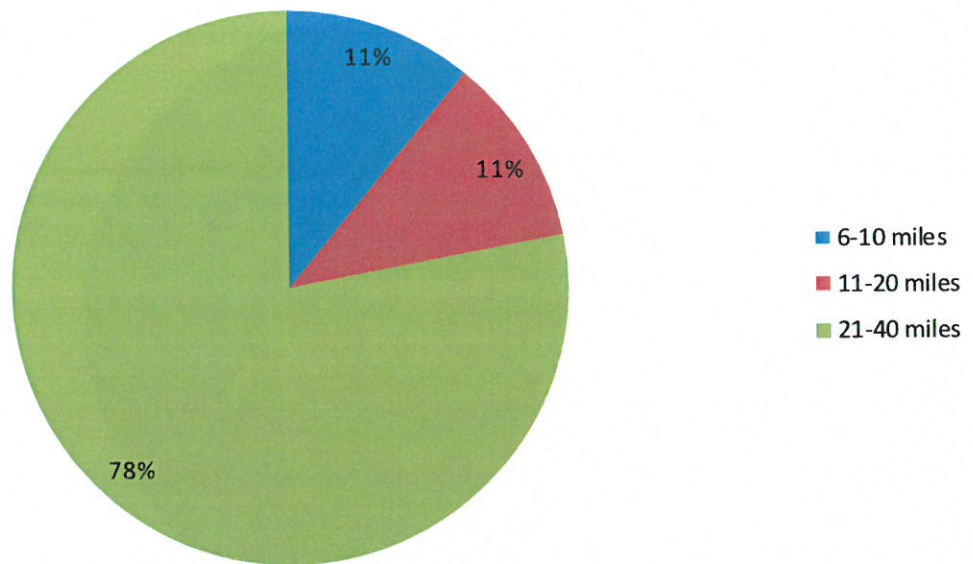
Q.22b. Total visitors in group



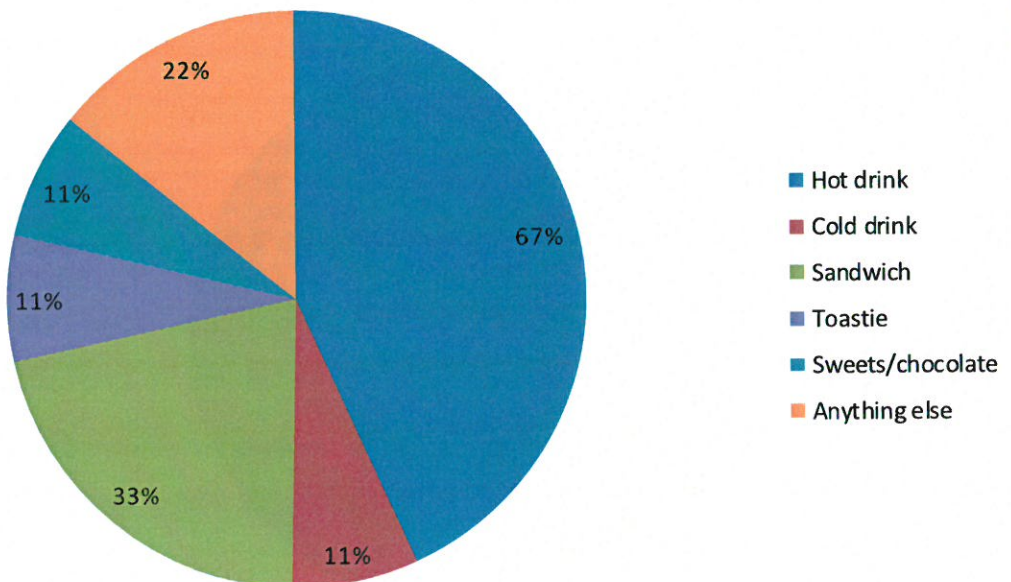
Q.23 Which of these other Country Parks have you visited?



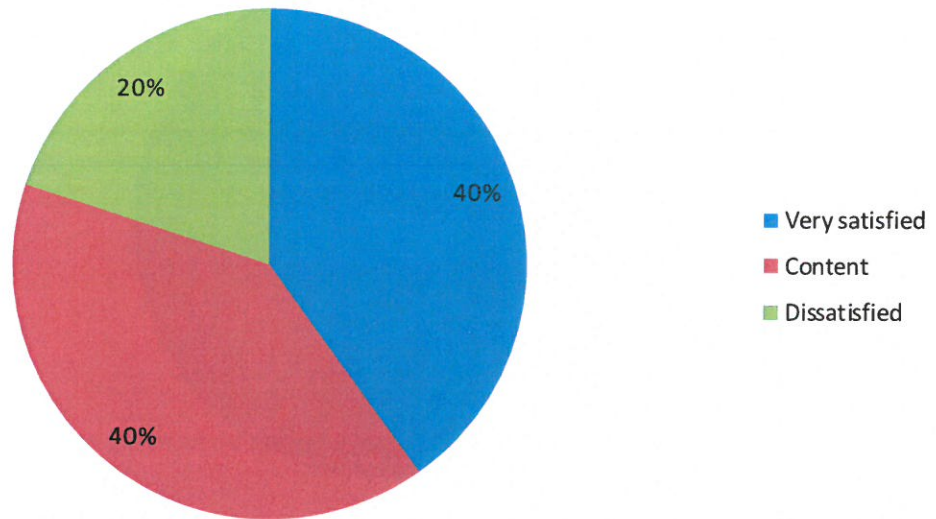
Q.24 For cyclists only: How far have you travelled today?



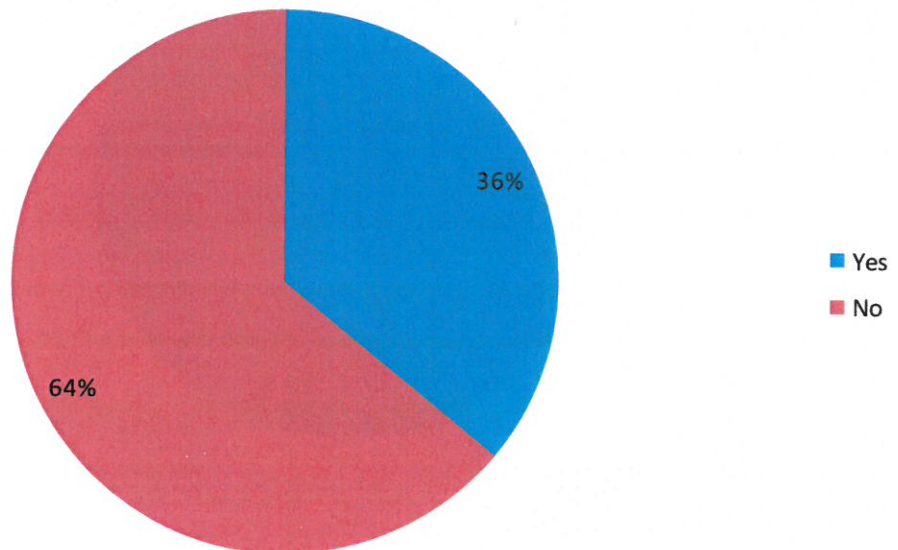
Q.25 For cyclists only: What products do you normally buy in the cafe?



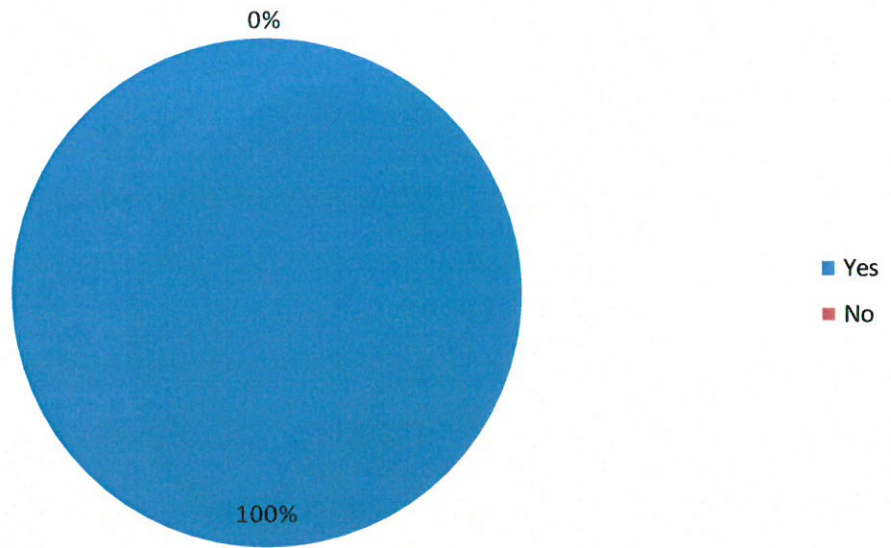
Q.27 How satisfied are you with the facilities for securing your bicycle?



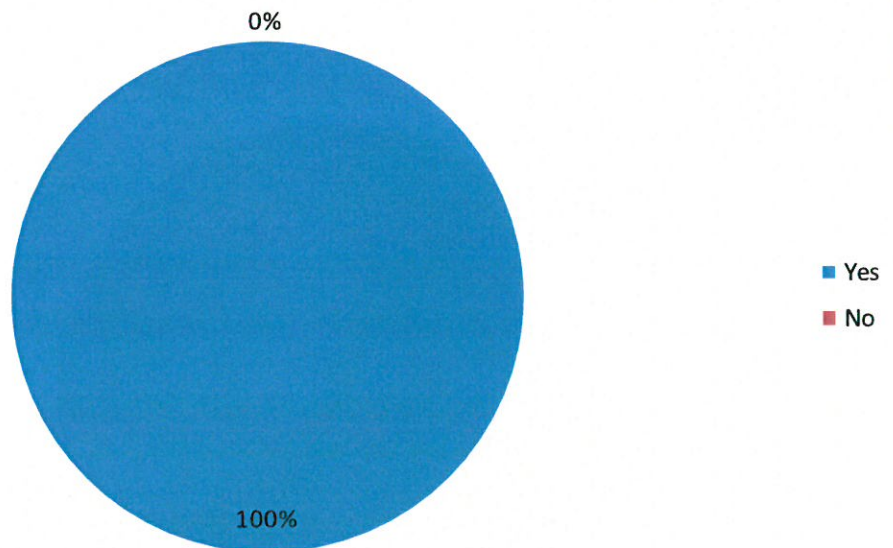
Q.28 Is there anything else you would like to see in the Country Park in the future?



Q.29 Have you enjoyed your visit?



Q.30 Would you visit the park again?



Other comments and information

Q.16 How satisfied are you with the availability of information at the park?

- Would like to see more information on history and information about the park.

Q.17 How do the current visitor centre and café opening times reflect your needs?

- Not open when he or his wife comes.

Q.20 If you have attended a public event at the country park, how satisfied have you been with the way in which the event/s were organised and run?

- Distraction from café staff during event. There was an unnecessary amount of noise.

Q.26 For cyclists only: What products, if any, would you like to see in the cafe?

- Innertubes x **2 respondents**
- Free refill of coffee
- Nutrition bar
- Energy bar

Q.27 How satisfied are you with the facilities for securing your bicycle?

- None available.
- Could have some locks to give out to secure with a specific place to put bikes.

Q.28 Is there anything else you would like to see in the Country Park in the future?

- More bins - both general and dog waste x **13 respondents.**
- More wooden carvings and art/sculptures x **6 respondents.**
- More seats and benches in park/carpark x **3 respondents**
- Better cafe opening hours x**3 respondents**
- Childrens play area/park/facilities x **3 respondents**
- Paddle boards and inflatable boats x **2 respondents**
- Red squirrels x **2 respondents**
- More information on archaeology in the park.
- Bird seed to feed ducks.
- Signs in park pointing directions.
- More trails for kids to break up a walk and keep their interest - like at Plessey Woods.
- Better access to Slate Hill site to view site and more information about it.
- Updated toilets or refurbished.
- More jetties.
- More clear areas to be in sunshine.
- Picnic tables on Pheasant Field.
- Motorbike anchors.
- Better cafe - Better products Stuff not very nice.
- Poo bags provided.
- Additional parking for when the park is closed.
- Hide to watch squirrels from.

- Picnic benches in sunspots.
- Adult events.
- More activities.
- Better advertisement for events.
- Improved south path with less mud.
- Fence or handrail on jetties
- More development for nature and wildlife.
- More information on birds in the park.

Q.31 Do you have any other comments that you would like to make?

Positive

- Like the carved seats, little ones love them.
- Paths slowly getting better, branches being cleared which is appropriate for people their age.
- Keep up the good work - brilliant job.
- Nice park.
- Carved seats are good.
- Well kept, improvements look like it'll be even better. New path good and better for disabled people etc.
- It's excellent.
- Spoken to a few people as they (a couple) go around and everyone seems to be enjoying themselves.
- Ongoing improvements looking good such as opened up views on Pheasant Field and old water trough. Impressed with continued changes in the park. Like to come down in the morning and do some drawing.
- Very glad to have it here.
- Like the park very much.
- Lovely to have access to a well-kept park.
- Like the sculpted seats.
- Well kept, will come again.
- Staff in centre very helpful.
- Picnicked at new carved seats which are nice.
- Lovely, nice, relaxing.
- Toilets always nice and clean.
- Keep up the good work - we mustn't lose it.
- Like the carvings and the new seats and the bird and bat boxes.
- Doing a fantastic job.
- Great facility.
- Very pleasant, not too busy except Sunday afternoons.
- Lovely place for recreation.
- Really nice, pleasant surprise.
- Enjoy coming during the week when nice and quiet.
- Great facility.
- Park looking great with current works - path and Pheasant Field etc.
- South shore path looking tidy and good.
- Happy that path now being sorted - no mud etc.
- Good to get rid of rhododendron and clearing it up.

Negative

- Park becoming overneat. One has to expect a bit of mud and mess in the country.
- Too manicured.
- Too much emphasis on 'park' and not enough on 'country'.

- More consideration for venue of event. Talk was tarnished by noise from cafe.

Future

- Hope that park is maintained for future generations - important.
- Lots of changes happening at Bolam - look forward to what happens in the future.
- Long term funding for parks and projects. Linked to mental health and wellbeing.

Other

- Come in from the coast to avoid the fog **x 3 respondents.**
- Dogs should be on lead **x 2 respondents.**
- Steepness of hill down from visitors centre difficult for elderly.
- Nice to have rough paths to get off the main path.
- Appreciate free parking.
- Nice to see bird feeding areas in the Country Park.
- Like to see swans and wildlife.
- Dogs under control.
- School trips are a good idea.
- Knows someone who used to work here - Ian Forester - wants to bring him back to reminisce.
- Like the swans.
- Special memories of visiting with husband. Scattered his ashes here and has brought memorial daffodils.
- The interview was civil.
- Been coming years and intend to keep coming.
- Need to explain why rhododendrons cut back so much?

Origin

- One visitor commented she had spoken to lots of holidaymakers visiting from Cornwall and down south.
- One visitor who was in a group of 2 was with a 21 year old student visiting from China.
- A 18-30 couple were on holiday from Doncaster.

Introduction section

This report presents the results and analysis of the 2016-2017 Bolam Lake Country Park Visitor Survey which was undertaken as part of the 'Bolam Lake @ 200' project in 2016 and 2017. One hundred visitors surveys were completed, the majority of which were carried out by the Project Development Officer with some completed by a member of the Friends of Bolam group.

The visitors survey had three main objectives. These were to

- Obtain an up-to-date visitor profile.
- Establish how and when the Country Parks are used.
- Stimulate comment from visitors about the service they receive at the Country Parks.

All data was collected by a questionnaire survey which was an updated version of previous visitors surveys carried out by Northumberland County Council. The questionnaire consisted of 31 questions and took approximately 5 to 10 minutes to administer.

In order to take account of seasonal, weekly and daily variations in park use, survey days were allocated to ensure samples were taken on the following days during daylight hours:

- Weekdays
- Weekend days
- Days within and outside school holiday periods.

Four new questions were introduced targeted only at cyclists. Bolam Lake Country Park has become a popular stop off point and destination for cyclists and as such it is important to get feedback from this user group.

Conclusion section

The Bolam Lake Visitor Survey 2016 - 2017 has been successful in meeting its three objectives. These were to

- Obtain an up-to-date visitor profile.
- Establish how and when the Country Parks are used.
- Stimulate comment from visitors about the service they receive at the Country Parks.

The information gathered by the survey will provide valuable information for the future management of Bolam Lake Country Park.

The visitor profile provides Northumberland County Council with useful information about visitors to Bolam Lake Country Park. The data will be used to compile interpretive plans, which to be effective, must take account of the visitors who currently use the park. The data collected will enable informed judgements to be made about interpretation at the park.

Who uses the Country Park?

The majority of visitors to the park travel less than an hour and nearly all came from home. Only a few visits were made by people who were on holiday. Action could be taken to publicise the Country Park to a wider audience, thus attracting more visitors.

Feedback from Visitors

Open ended questions included in the questionnaire gave visitors the opportunity to comment on the services they received at the park. Most visitors were positive about the service but some did make valuable suggestions regarding improvements.

Getting to the Country Park

Most visits to the park are made by car. With a lack of public transport to the site this is likely to continue, so adequate provision, where possible for vehicles should be provided and maintained.

Visitor Centre and Cafe

The visitor survey confirmed that the number of people who use the visitor center and cafe is low compared to overall visitor numbers. One of the main problems facing the use of this is the current inability for it to open on a regular basis other than weekends, bank holidays and school holidays. Experiments with opening the visitors centre during the week in the run up to and after the summer holidays in 2016 provided low visitor numbers and therefore the costs associated with this could not be justified. Opening times should be advertised so that visitors are made aware of when they will be available to get into the centres.

Improving Infrastructure

Requests were made for improvements to infrastructure in the country park. These included requests for more dog waste and litter bins, improvements to footpaths, more wooden carvings, more seats and a children's play area.

These matters will have to be addressed by the site management teams and assessed in relation to the site management objectives.

Improving Interpretation

There were a few requests for more information on wildlife and history/archaeology in the park. New information panels about the history of the lake and wildlife are due to be installed. New leaflets about history in the park and the area are also due to be introduced. These should help to meet these requests.

Dogs

Some visitors did express concerns with dog fouling or that dogs should be on a lead or under control. This problem has been recognised and Northumberland County Council dog wardens do visit the site. Site staff do speak to members of the public when fouling takes place although this can lead to upset with members of the public. Whilst it is recognised that many dog owners are responsible, the management will have to consider this issue and decide whether more direct action will have to be taken at the park in order to resolve this problem.

Future Surveys

The data collected in this survey will assist Northumberland County Council's Countryside Services in its management and interpretation of the Country Parks. In order that the information regarding visitors is kept up to date the management team should establish a timetable for future visitor surveys. Given the cost and time implications of a survey of this kind, five intervals might be appropriate.

