



**FINAL REPORT ON THE RIGHTS OF WAY (ROW)
USER AND NON-USER SURVEYS
CARRIED OUT FOR
CENTRAL BEDFORDSHIRE COUNCIL
MARCH-APRIL 2013**

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15 May 2013**

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1.0 EXECUTIVE SUMMARY

This document reports on the findings from a public consultation carried out in March /April 2013 on behalf of the Countryside Access Service Team. The consultation was a repeat of a survey carried out in 2010 to establish how residents in Central Bedfordshire made use of rights of way, and how they rated those amenities, to inform the development of a future outdoor access improvement plan.

To deliver the objectives a sample of 404 were interviewed at random along 12 rights of way, and in addition 1064 respondents were interviewed on the telephone, including a quota of non-users. The two surveys ran in tandem with fieldwork organised by Marketing Innovation Ltd who employed MRS interviewers.

Survey results:

Based on the random telephone survey, it was found that **67%** of respondents made use of ROW as compared to **33%** who did not. This showed fewer users than in 2010 but with tighter definitions of use (for who were users and non users), more respondents in 2013 were classified as 'non users' than in 2010.

It was found that a typical ROW user could be male or female and both genders were proportionally well represented across all age groups, albeit slightly fewer in the 16-29 age category. Analysis of the field survey showed just over 66% of respondents were aged 45 and over with participation falling dramatically after the age of 75.

As in 2010 disability was not a limitation to use for nearly **15%** of the field sample, this compared with **8%** of disabled respondents in 2010, showing that access may have improved allowing greater participation.

93% of respondents in the telephone survey were white British, and in the footpaths survey **97%** were found to be white British.

Of those using the ROW in the fieldwork survey, **75%** used the routes daily or more than once a week compared with **64%** of users in the telephone survey. Whilst daily use went down in 2013, compared with 2010, the numbers of those using the routes less frequently than daily went up showing a slight fall back in available time to walk. Users were evenly spread across the age groups and by gender with a spike of usage by users in the 60+ age category.

There was no appreciable change in the distances covered by ROW users between 2010 and 2013 with **73%** of users walking/riding in excess of 1 mile, however fewer females than males walked longer distances, for example 3 miles or longer. Most used ROW in their local area with only **25%** venturing further afield (e.g. out of county).

Reasons for use/non-use of ROW

ROW users used the amenities for a variety of reasons and as in 2010 the most frequently quoted were walking the dog (35%), going walking (26%) or getting to other destinations. When asked what was the main benefit or enjoyment gained from ROW taking exercise, 'health reasons' and 'exercising/walking the dog' were the main ones, however 'enjoying the countryside', 'walking for pure enjoyment' were greater mentioned in the telephone survey (as in 2010). This shows that for some walking the pathways was a means to an end, but for some it was a suitable reward in itself.

The results show that the Countryside Access Team should actively promote the benefits gained by using the ROW to increase patronage.

Satisfaction with ROW

92% of users in the field survey reported *overall good experience* with the routes but when footpath users were asked if they agreed/disagreed to the statement 'I am not satisfied with the local footpath network', 78% 'disagreed' or 'tended to disagree'. Compared with 2010 this shows that overall performance was at least maintained in 2013.

On six of the rated measures however there was increased performance, and on only two measures was there slight worsening – 'The bridges and culverts are in good condition' (3%) and 'I never come across dog mess' (10%) – whilst on three measures performance was static.

Based on these results management should be congratulated on what appears to be tangible improvements in conditions and measures taken to improve the situation following the last survey. However, people were less happy about dog fouling and wanted to see more dog bins.

Factors preventing people using ROW

Those not using ROW were either not interested, had health or disability problems, or simply lacked the time to do so. So therefore to encourage greater use of ROW the Countryside Access Team should promote the benefits to non-users, to reassure them about their safety and suitability for use.

Desired improvements along ROW

Users and non-users of the ROW were asked to rank the most important factors to make the network more enjoyable. The top five suggested improvements were:

- 1) More dog bins/less dog mess
- 2) Seats/benches
- 3) Path surface improve for year round use
- 4) Dogs under control; better signage and way marking
- 5) More litter bins

Between the field and telephone surveys there was consistency in suggestions which overall were increased from 2010.

Future use of ROW

More than one third of ROW users in the telephone survey said they were 'very likely'/'possible likely' to use countryside footpaths in future but disappointingly only 6% said this was 'very likely'. 97% of users in the telephone survey were extremely positive of increasing their use however their usage levels were already very high. So an increase was not guaranteed. Responses were very similar between males and females and similar by age group where there was consistency except for the 20-29 age group where the use was lowest.

Encouraging greater use of the ROW

Respondents were enthusiastic in giving suggestions for encouraging greater use and there were five measures that they felt would encourage people who were not using them already:

- 1) Routes better maintained /cut grass/trees
- 2) Publicity/advertising/newspapers
- 3) More easily accessible routes/disabled access
- 4) More information at start of path and maps
- 5) Dog bins

By far the greatest number of suggestions (when all types were added together) were for increased marketing and publicity – letting people know what was available and where to find it. Most importantly such messages should be singularly addressed to non-users as opposed to people who use them already.

Respondents suggested that information about ROW should mainly be provided in local libraries, Tourist Information Centres, through local newspapers and magazines and through the local authority website. Although fewer respondents had awareness for Bedfordshire Council's website in 2010.

Economic worth of ROW

73% of users said that they purchased requisites whilst visiting ROW. **69%** of those buying refreshments, ice cream etc, spent on average £6.73 per visit. This level of expenditure if projected across all network users implies a buoyant economy (which maybe up to £800k spent annually along the ROW) aside from the other benefits ROW bring to those who visit them.

2.0 INTRODUCTION AND BACKGROUND TO SURVEY

This document reports on the findings from the public consultation carried out in March/April 2013 on behalf of Central Bedfordshire Council Countryside Access Service (CBCCAS). The consultation was a repeat of a survey carried out in 2010 and sought the opinions of a sample of users and non-users of rights of way (ROW), and the pathways network maintained by Central Bedfordshire Council.

CBCCAS commissioned independent research through an external research company, Marketing Innovation Ltd to provide an opinion survey that was representative of those who used rights of way in central Bedfordshire and also residents living in the local authority that did not use them.

The results of the 2013 survey have been validated as representative so that readers of the report accept the findings as an accurate account of what users and non-users of rights of way thought about the facilities and how people used them whether for exercise, seeing the countryside or walking the dog.

Background

Prior to 2010 (the date of the previous survey) no recent consultations had been carried out. The decision to undertake research in 2010 was to give local people and users of the amenities a fair say in the review and development process for improving pathways and rights of way, under the Outdoor Access Improvement Plan (this being an ongoing process). The results of this survey will inform the development of the Authority's ongoing plans for improvement and maintenance of the 1300 kilometres of network.

The focus of the 2013 survey was similar to that in 2010, this being to find out from those using the ROW the use made of specific routes, the frequency of use, and purpose of use. The survey also asked those who had used the amenities how well they rated them and other ideas for improvement.

From those who did not use the ROW, the survey sought information on the reasons for non-use and the likelihood of using the amenities in future. An electronic copy of this report is available with a PowerPoint presentation of users and non-users to be delivered to management at a date to be agreed,

3.0 METHODOLOGY AND SAMPLE PROFILE

Clive Becket, Head of Countryside Access, and David Leverington, Rights of Way Team Leader, were the management responsible for this survey. Paul Lockton and a team of researchers at Marketing Innovation Ltd were responsible for executing the fieldwork assisted by a second team of MRS trained fieldworkers resident in the area.

The project was commissioned with the consultancy following a tender process in 2012 in compliance with standing orders.

Consultation objectives

- a) Provide a field survey on 12 pathway locations and carry out up to 400 interviews on those routes.
- b) Provide a telephone survey to obtain the views of 1000 residents on their use/non-use of the public pathways to understand why non-users did not use them and help the Countryside Access Team to make improvements.
- c) Carry out the surveys between March – April 2013 and provide information to the Council in May 2013.
- d) Fieldwork and telephone surveys to be conducted using survey materials approved by the Countryside Access Team.

Survey Methodology

A sample of 404 users was randomly selected along the 12 rights of way and 1064 respondents were interviewed in the telephone survey; the latter included a mixture of users and non-users. The two surveys were planned in tandem once the content of the questionnaires had been agreed. Eight fieldwork interviewers were deployed across 12 locations as below:

Ampthill Footpath No 4
Aspley Heath BOAT No 33
Biggleswade Footpath No 21
Biggleswade Footpath No 48
Caddington Footpath No 23
Chalton BOAT No 9

Cranfield Bridleway No 10
Flitwick Bridleway No 1
Houghton Regis Bridleway 35
Northill Footpath No 8
Sandy Bridleway No 8
Woburn Footpath No 7

Nine telephone interviewers were deployed at Marketing Innovation Ltd's Loughborough call centre. Over a six week period the team selected respondents resident in Central Bedfordshire and representative of all parishes.

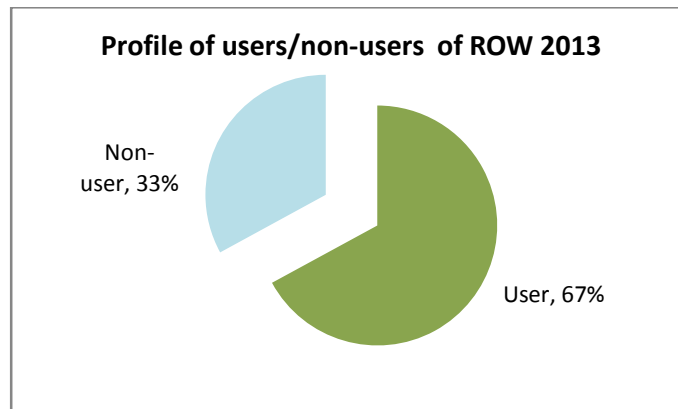
In both surveys random sampling was selected as this was the most reliable method, and strict survey protocols recommended by MRS were observed throughout to ensure confidentiality of information collected.

During the survey rigorous quality assurance was undertaken to ensure that the survey was inclusive and that those invited to take part freely gave their opinions. As in 2010 a proportion of respondents agreed to supply their contact details should the Authority wish to engage them in further consultation. Postcodes were also collected from those willing to provide them, however we do not refer to postcodes in this report. Maps detailing the location of rights of way covered by the fieldwork survey are contained in Appendix 5.3.

4.0 FINDINGS

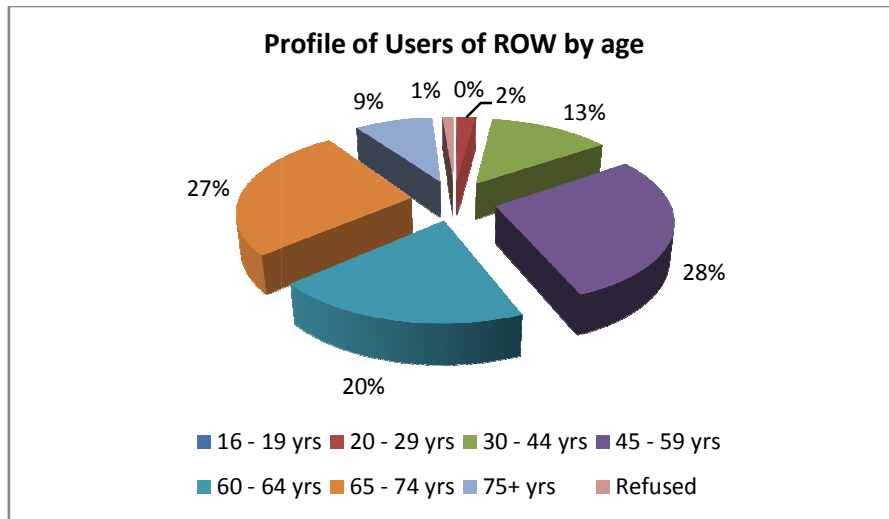
In this section we report on the surveys carried out in 2013 which involved interviewing in total 1468 respondents either on the paths or by telephone. This provides comparisons with the same surveys carried out in 2010 with a similar sized sample of respondents. The analysis therefore includes trend information that was not available in the previous survey.

The composition of the 2013 sample is highlighted below in tables for gender, age and use/non-use of ROW, bearing in mind however that in the case of the telephone survey the proportion of users/non-users taking part was governed by quota to ensure a good representation of opinion from both types of respondent.



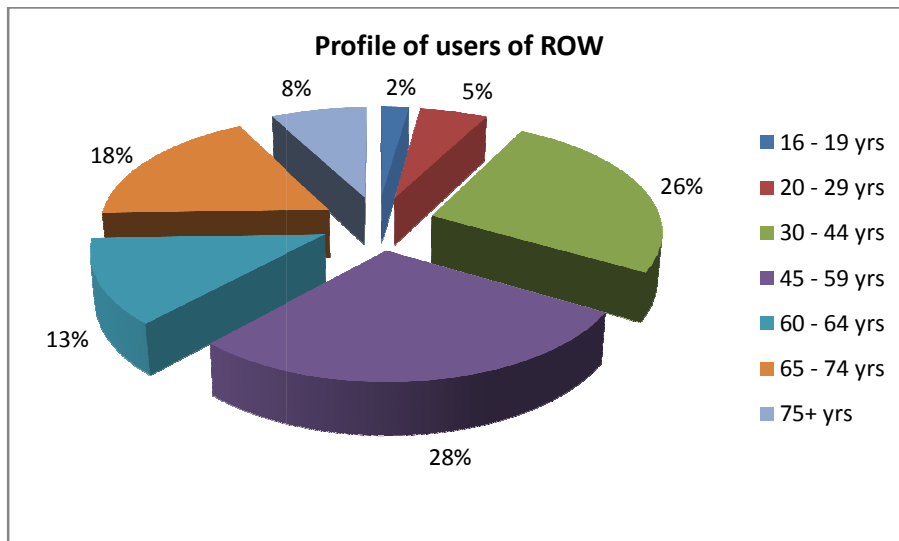
Source: Telephone survey Apr/May 2013

	Male	Male %	Female	Female %	Total	Total %
User	299	68.66%	415	65.92%	714	67.04%
Non-user	136	31.34%	214	34.08%	350	32.96%
Total	435	100.00%	629	100.00%	1064	100.00%



Source: Telephone survey Apr/May 2013

	User	User %	Non-User	Non-User %	Total	Total %
16 - 19 yrs		0%	6	2%	6	1%
20 - 29 yrs	15	2%	8	2%	23	2%
30 - 44 yrs	95	13%	34	10%	129	12%
45 - 59 yrs	202	28%	63	18%	265	25%
60 - 64 yrs	142	20%	54	15%	196	18%
65 - 74 yrs	190	27%	108	31%	298	28%
75+ yrs	61	9%	74	21%	135	13%
Refused	9	1%	3	1%	12	1%
Total	714	100%	350	100%	1064	100%



Source: Fieldwork survey Apr/May 2013

Field survey:

As was the case in 2010, interviews were targeted to achieve a balanced response from respondents in each ROW catchment area. This meant targeting the researchers whether on foot or on the phone with specific numbers of respondents from different areas. Tables showing the residency of those who took part are shown in the appendix, where these details were disclosed.

Age/Gender>	Male	Male %	Female	Female %	Total	Total %
16 - 19 yrs	5	2.79%	4	1.78%	9	2.23%
20 - 29 yrs	11	6.15%	11	4.89%	22	5.45%
30 - 44 yrs	38	21.23%	66	29.33%	104	25.74%
45 - 59 yrs	47	26.26%	68	30.22%	115	28.47%
60 - 64 yrs	25	13.97%	26	11.56%	51	12.62%
65 - 74 yrs	40	22.35%	32	14.22%	72	17.82%
75+ yrs	13	7.25%	18	8.00%	31	7.67%
Total	179	100.00%	225	100.00%	404	100.00%

Source: Fieldwork Survey 2013

Ethnicity/Gender>	Male	Male %	Female	Female %	Total	Total %
White British	171	95.53%	221	98.22%	392	97.02%
Black/Black British	1	0.56%	0	0.00%	1	0.25%
Asian/Asian British	6	3.35%	2	0.90%	8	1.98%
Mixed	0	0.00%	1	0.44%	1	0.25%
Other Ethnic group	1	0.56%	1	0.44%	2	0.50%
Total	179	100.00%	225	100.00%	404	100.00%

Source: Fieldwork Survey 2013

Disability	Male	Male %	Female	Female %	Total	Total %
Yes	28	15.64%	32	14.22%	60	14.85%
No	151	84.36%	193	85.78%	344	85.15%
Total	179	100.00%	225	100.00%	404	100.00%

Source: Fieldwork Survey 2013

Does this disability limit your activities in any way?

Disability	Male	Male %	Female	Female %	Total	Total %
Yes	15	53.57%	21	65.62%	36	60.00%
No	13	46.43%	11	34.38%	24	40.00%
Total	28	100.00%	32	100.00%	60	100.00%

Source: Fieldwork Survey 2013

Telephone Survey:

Age/Gender>	Male	Male %	Female	Female %	Total	Total %
16 - 19 yrs	4	0.92%	2	0.32%	6	0.56%
20 - 29 yrs	10	2.30%	13	2.07%	23	2.16%
30 - 44 yrs	40	9.20%	89	14.15%	129	12.12%
45 - 59 yrs	98	22.53%	167	26.55%	265	24.91%
60 - 64 yrs	86	19.77%	110	17.49%	196	18.42%
65 - 74 yrs	140	32.18%	158	25.12%	298	28.01%
75+ yrs	49	11.26%	86	13.67%	135	12.69%
Refused	8	1.84%	4	0.63%	12	1.13%
Total	435	100.00%	629	100.00%	1064	100.00%

Source: Telephone survey Apr/May 2013

Ethnicity/Gender>	Male	Male %	Female	Female %	Total	Total %
White British	406	93.33%	588	93.48%	994	93.42%
Black/Black British	3	0.69%	2	0.32%	5	0.47%
Asian/Asian British	3	0.69%	7	1.11%	10	0.94%
Mixed		0.00%	3	0.48%	3	0.28%
Chinese		0.00%	1	0.16%	1	0.09%
Other ethnic group	15	3.45%	20	3.18%	35	3.29%
Refused	8	1.84%	8	1.27%	16	1.50%
Total	435	100.00%	629	100.00%	1064	100.00%

Source: Telephone survey Apr/May 2013

Disability/Gender>	Male	Male %	Female	Female %	Total	Total %
Yes	111	25.52%	159	25.28%	270	25.38%
No	324	74.48%	470	74.72%	794	74.62%
Grand Total	435	100.00%	629	100.00%	1064	100.00%

Source: Telephone survey Apr/May 2013

Does this disability limit your activities in any way?

Disability/Gender>	Male	Male %	Female	Female %	Total	Total %
Yes	89	80.18%	128	80.50%	217	80.37%
No	22	19.82%	31	19.50%	53	19.63%
Grand Total	111	100.00%	159	100.00%	270	100.00%

Source: Telephone survey Apr/May 2013

4.1 Use and non-use of ROW

Data is drawn from both field and telephone surveys in order to create the picture of use/non-use, consequently the commentary will include separate references to both samples so as not to confuse the reader.

It should be borne in mind that all respondents who answered the field survey were users of ROW having either been interviewed whilst on a footpath or confirmed as a user and interviewed in the locality of the footpath.

In what was a randomised telephone survey, **67%** of interviewees were users of the ROW, whilst **33%** had not used them. Compared with the 2010 survey this shows usage of the ROW to be down by a fifth, however this apparent drop in use may be misleading as in 2013 survey the definitions of what were and were not ROW were tightened up for respondents to self categorise more accurately.

Status	Male	Male %	Female	Female %	Total	Total %
User	299	68.66%	415	65.92%	714	67.04%
Non-user	136	31.34%	214	34.08%	350	32.96%
Grand Total	435	100.00%	629	100.00%	1064	100.00%

Source: Telephone survey Apr/May 2013

We have not been able to obtain equivalent information from ROW surveys in other parts of the UK to compare the results; this is something that the countryside access team might look at to establish whether use in Central Bedfordshire is greater than/less than/same as other areas of the country.

The tables for age/gender of ROW users show that a typical user could be male or female with both genders proportionately registering similar usage levels in both the field and telephone surveys. Also in both samples people appeared to participate equally when it came to daily use or use more than once a week of the ROW.

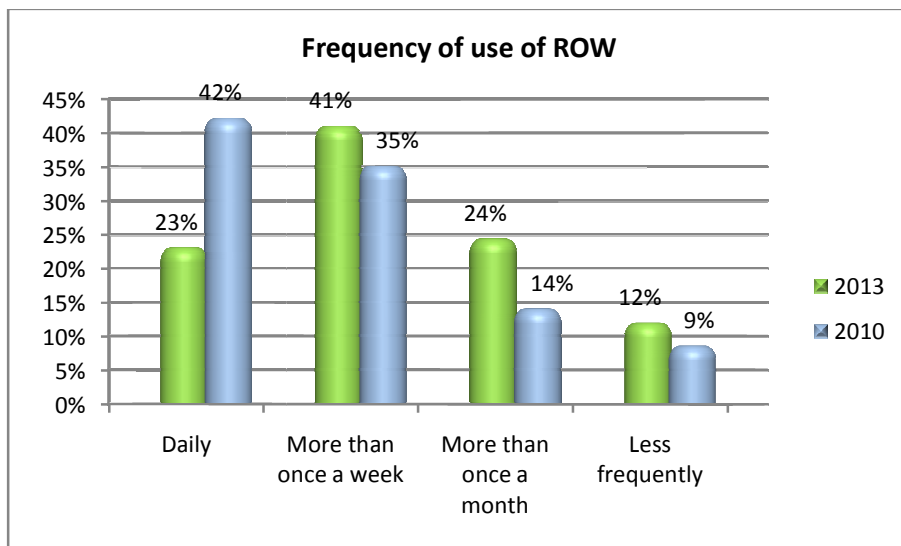
Q1 How often do you use the footpaths?

	Male	Female	Total
Daily	43% (46%)	43% (53%)	42% (50%)
More than once a week	33% (31%)	32% (32%)	33% (32%)
More than once a month	16% (15%)	12% (7%)	14% (11%)
Less frequently	8% (8%)	13% (7%)	11% (7%)
Grand total	100%	100%	100%

Source: Fieldwork Survey 2013 (Figures in brackets 2010)

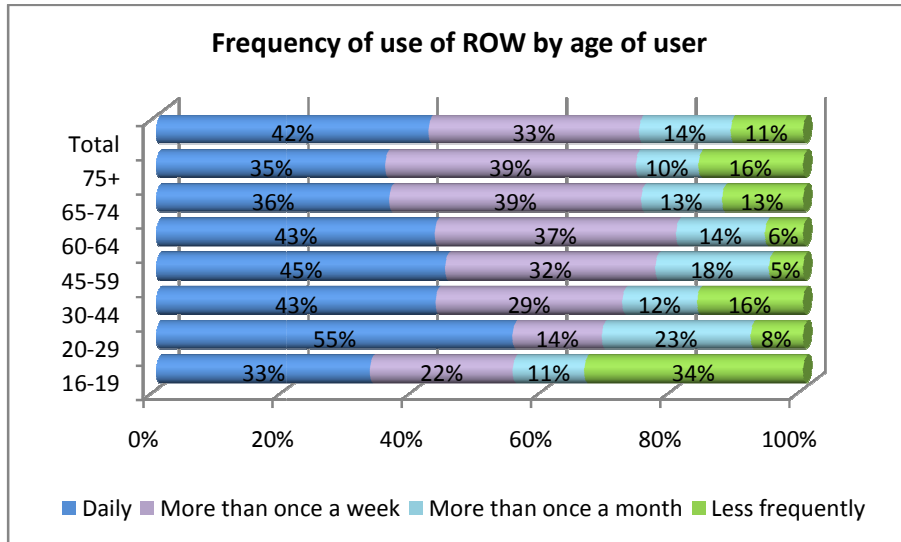
Comparing 2013 with 2010 shows a potential fall off in use by both males and females with daily usage taking males and females together, and there was a corresponding rise in proportions of those using them less frequently/more than once a month.

When comparing the frequency of use of ROW made by users in the telephone survey we see in 2010 that telephone respondents were less frequent users of the ROW than those users interviewed in the field. The table below shows those in the 2013 telephone survey who used ROW 'daily' or 'more than once a week' came to **64%** of the user sample compared to **75%** of users in the field study. We can find no explanation for this other than sampling variation.



Source: Telephone survey 2013/2010

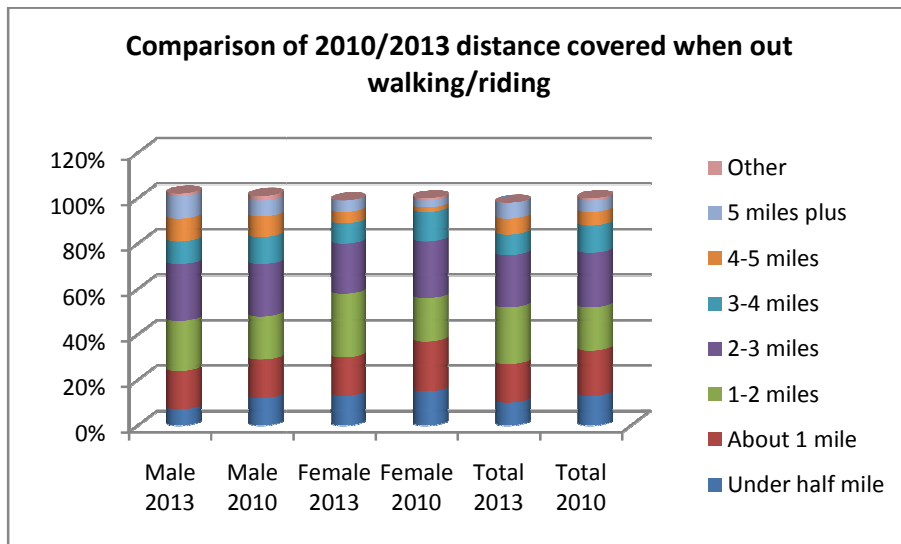
Looking at the use of ROW by age group we see that those who used them daily or more than once a week were spread across all the age groups. This suggests that age was not a handicap to use, and if anything there is a higher usage pattern in the 60+ age category, presumably due to older people having more time for leisure.



Source: Fieldwork Survey Apr/May 2013

Profiling the non-user we see from the table below that these are more likely to be females aged 65 and over, and white British.

Those using the ROW walked or rode between ½ mile and 3 miles with **75%** of the field sample covering this distance and **25%** covering in excess of 3 miles. ROW users in the telephone sample followed a similar pattern, with a slightly higher proportion of users in that sample walking distances greater than 3 miles.



Source: Fieldwork Survey Apr/May 2013

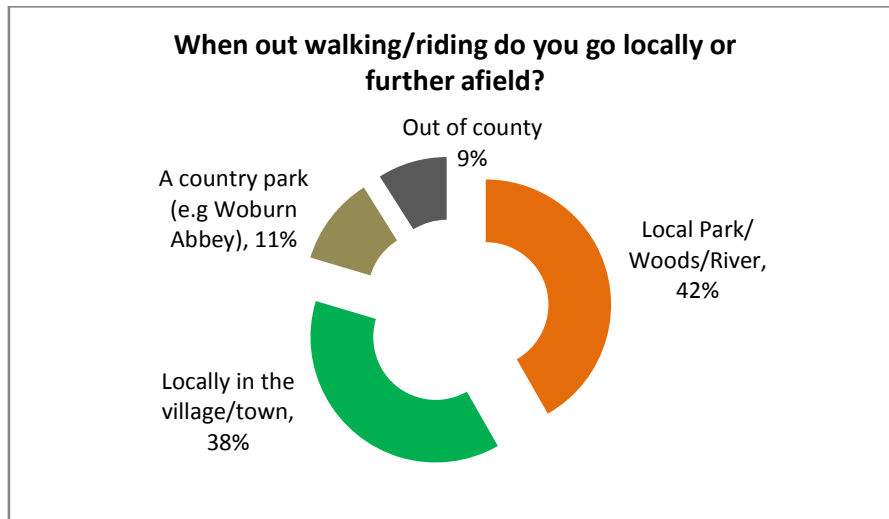
Distance/Gender>	Male	Female	Total
Under half mile	7% (12%)	13%(15%)	10% (13%)
About 1 mile	17% (17%)	17% (22%)	17% (20%)
1-2 miles	22% (19%)	28% (19%)	25% (19%)
2-3 miles	25% (23%)	22% (25%)	24% (24%)
3-4 miles	10% (12%)	9% (13%)	10% (12%)
4-5 miles	10% (9%)	5% (2%)	7% (6%)
5 miles plus	8% (7%)	5% (3%)	7% (5%)
Other	1% (2%)	1% (1%)	0% (1%)
Grand Total	100%	100%	100%

Source: Fieldwork Survey Apr/May 2013

Comparing 2013 with 2010 we see no significant change in the distances that users covered, with fewer females than males walking longer distances along the pathways. There was also a drop off in those aged over 65 taking walks of 3 miles or longer, showing the impact of physical health on their inclination to walk further.

When ROW users ventured out to walk or ride on footpaths the vast majority (**80%** in the telephone survey) did so in the local area, e.g. their local village/town or at a local park, wood or river. With fewer than ¼ of users venturing further afield, e.g. outside Central Bedfordshire or to a country park out of area.

These results were consistent for both the fieldwork and telephone surveys. There was no variation between the results for 2010/2013 showing no change in preferences in spite of transport costs going up.



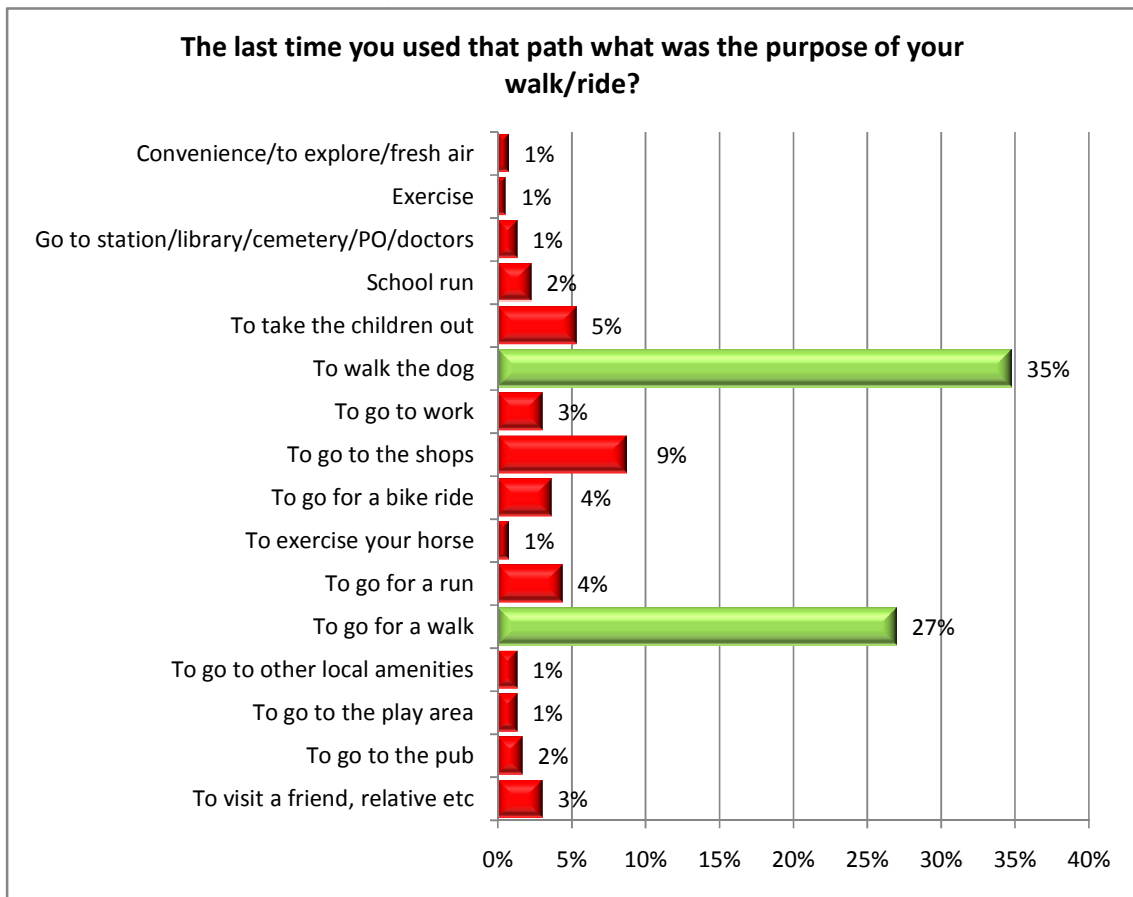
Source: Telephone survey Apr/May2013

4.2 Reasons for using ROW (and also none or diminishing use)

ROW users in both surveys were asked what was the purpose of their journey along the footpath and also the benefits that they gained through taking that path. As in 2010 people used ROW for a variety of reasons however on the last occasion they used a countryside footpath the most frequent reasons were to walk the dog (**35%** of fieldwork sample) or simply to go walking (**26%**). The third most important reason was getting to the shops, albeit with a much smaller proportion saying this.

[NB. In 2010 and to a lesser extent 2013 some respondents may have been referring to the use of normal pathways when referring to going to the shops. So interviewing in 2013 was tightened up]

The tables below show results for the 2013 field and telephone surveys with those in the telephone sample recording those just out for a walk (this percentage may have included some who were also walking the dog but did not state this option).



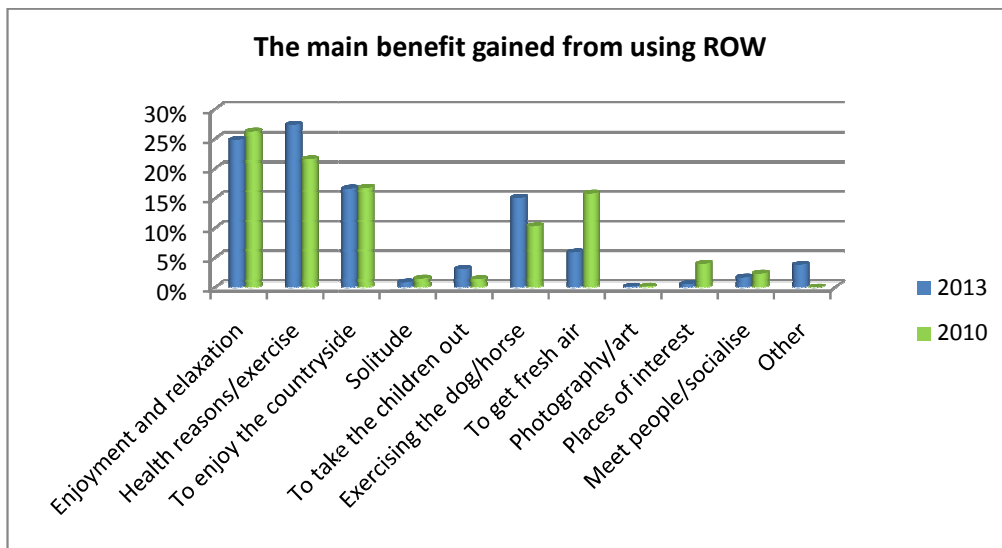
Source: Fieldwork Survey Apr/May 2013

It should be noted that the results for the same questions asked in 2010 recorded similar proportions as those for 2013.

As in 2010 the surveys showed people using their ROW for a variety of different activities ranging from physical activities like walking, cycling or running, to entertaining children, seeing friends/relatives, or in some cases getting to work.

The most significant reason overall was exercise and exercise based activities, which came out highest in both the field and telephone surveys in 2013 and 2010.

When asked what was the main benefit or enjoyment from using the ROW, ‘taking exercise’ or ‘health reasons’ and ‘exercise’ and ‘walking the dog’ were high on the list, but other themes were prominent too, especially ‘enjoying the countryside’ and ‘walking for pure enjoyment’.



Source: Telephone survey Apr/May2013

Clearly for some people the ROW in countryside settings provide enjoyment of the intrinsic environment, whilst for others taking a ROW was a pleasant way to take physical activity or occupy family members. These different benefits appeared to accrue to users of both genders across all age groups who followed healthy exercise and the joy of walking.

All of these benefits the Countryside Access Team should promote to increase the use of the amenities.

NB. The fieldwork results showed similar benefits however those exercising the dog were a higher proportion for those noted previously.

4.3 User satisfaction of ROW.

All respondents interviewed in the field in 2010 and 2013 were asked for their opinions on the conditions of the pathway they had most recently visited by indicating whether they agreed or disagreed with 11 statements about the pathway. For 2013 an additional statement was added, *'I am not satisfied with the local path network'*, in order to capture any discontent with the pathways.

Thinking just about the path you are on today/your most frequently used path, please could you say whether you agree/disagree with the following statements about that path?

	Agree	Tend to agree	Tend to disagree	Disagree	Don't know	Total
The path is free from obstructions	68% (63%)	19% (23%)	5% (6%)	8% (8%)	0% (0%)	100%
I am not satisfied with the local path network	8%	12%	10%	68%	2%	100%
It crosses a ploughed field but its level or free from crops	32% (26%)	15% (13%)	4% (3%)	25% (43%)	24% (15%)	100%
The bridges and culverts are in good condition	40% (43%)	15% (15%)	4% (2%)	6% (13%)	35% (27%)	100%
The stiles and gates are in a poor condition	8% (11%)	7% (9%)	8% (13%)	51% (43%)	26% (24%)	100%
The undergrowth is under control	57% (42%)	22% (29%)	8% (9%)	10% (19%)	3% (1%)	100%
The way marking and signage on the route is not very clear	13% (21%)	11% (17%)	14% (14%)	45% (33%)	17% (15%)	100%
There is good accessibility for disabled people	20% (23%)	16% (13%)	17% (15%)	32% (40%)	15% (9%)	100%
There is too much litter on the path	17% (21%)	13% (13%)	18% (17%)	51% (48%)	1% (1%)	100%
I never come across dog mess	6% (13%)	8% (11%)	20% (16%)	64% (59%)	2% (1%)	100%
There is plenty of information about the path network available	26% (24%)	18% (21%)	10% (10%)	21% (26%)	25% (19%)	100%
The overall experience of the route is good	74% (69%)	18% (24%)	3% (2%)	4% (4%)	1% (1%)	100%

Source: Fieldwork Survey Apr/May 2013 (2010 figures in brackets)

Comparing the results for 2013 with those of 2010 shows an overall positive improvement in performance on 6 of the 11 measures and a slight reduction in performance on 2 measures. In the case of 3 measures there was no real change and on the newly introduced statement a positive result.

Measures recording an improvement in importance:

(in those 'agreeing'/'tending to agree')

'It crosses a ploughed field but it is level or free from crops' – **8%** increase

'These styles and gates are in a poor condition' – **5%** reduction

'The undergrowth is under control e.g. grass is cutback' – **8%** improvement.

'The way marking and signage on the route is not very clear' – **14%** reduction

'There is too much litter on the path' – **4%** reduction.

'There is plenty of information about the path network available' – **9%** improvement

Measures recording a worsening:

'The bridges and culverts are in good condition' – **3%** reduction

'I never come across dog mess' – **10%** increase

Measures recording a static performance:

'The path is free from obstructions'

'There is good accessibility for disabled people'

'The overall experience of the route is good'

On the whole management should be congratulated on what appears to be a tangible improvement in conditions along the pathways as a consequence of environment measures taken to improve the situation following the last survey and better information provision.

If management wish to generate individual reports on each ROW surveyed this work can be undertaken as an additional exercise following this report.

4.4 Suggestions for improvement of ROW

All respondents who answered the field survey in 2013 and 2010 were asked to consider what improvements would make the pathway network more enjoyable. The respondents were asked to review a list of suggestions presented on a show card and to select the three most important. The respondents' selections were then ranked 1,2 or 3.

The analysis table below shows the outcomes and the suggestions with the highest totals of combined rankings highlighted.

Q10 Please rank the three most important items for improvement that would make the path network more enjoyable:

Rank 1 = Most important; 2= next most important; 3= third in importance

	Rank 1	Rank 2	Rank 3
Maps more readily available	8%	4%	4%
Paths better reinstate following ploughing/cropping	3%	2%	3%
Better signage and way marking	5%	6%	9%
Destination and distance signing	3%	3%	3%
Seats/benches	8%	9%	9%
Quality public toilets	6%	4%	5%
Paths surfaced/improved for year round use	8%	9%	5%
Paths surfaced to allow access for wheelchairs/pushchairs	6%	5%	5%
Grass cutting on a more regular basis	5%	6%	6%
More dog bins/less dog mess	28%	23%	11%
Dogs under control	3%	10%	7%
More litter bins	5%	6%	8%
Lighting and safety	2%	4%	7%
More information about path network	1%	1%	4%
Stiles removed and replaced by gates or gaps	1%	1%	4%
Better connectivity to public transport	0%	1%	1%
Improved cycle network	3%	3%	6%
People riding horses/off road motorbikes on the footpaths	1%	0%	1%
Uneven surface/general upkeep needs to be better/overgrowth tended to	0%	1%	0%
Refreshments/more activities needed	0%	0%	0%
Better connections to other paths/longer paths	0%	0%	0%
Nearby parking	0%	0%	2%
Farmers leaving more space after ploughing	0%	0%	0%
Other	4%	2%	0%
Total	100%	100%	100%

Source: Fieldwork Survey Apr/May 2013

The greatest number of suggestions received concerned the impact of dog mess along the pathways, the incidence of which appears to have increased since 2010. The number of people ranking this item 1,2 or 3 totalled 62 compared to 56 in 2010 and those ranking it number 1 increased by 9% since 2010. An added issue highlighted is to better control dogs along the rights of way, this being 4th equal in importance along with better *signage and way marking*.

The top five improvements based on the highest totals of rankings in order of magnitude were:

- 1) more dog bins/less dog mess
- 2) seats/benches
- 3) path surface/improve for year round use
- 4)= dogs under control and better signage and way marking
- 5) more litter bins (new entry)

The 2013 survey featured 10 new suggestions for inclusion put forward by management. Only two of these (more litter bins and improved cycle network) were taken up by respondents in their choices. For ease of reference please see below the table for rankings recorded in 2010.

Q10 Thinking of your own experiences with public paths in Central Bedfordshire, Please tell me which are the THREE most important items for improvement that would make the path network more enjoyable?

Rank 1 = Most important; 2= next most important; 3= third in importance

	Rank 1	Rank 2	Rank 3
Maps more readily available	11%	12%	12%
Paths better reinstated following ploughing	4%	4%	4%
Better signing and way marking	8%	8%	8%
Destination signing	2%	2%	2%
Seats/benches	10%	9%	9%
Paths surfaced/improved for all year round usage	12%	13%	13%
Paths surfaced to allow access for wheelchairs/pushchairs	3%	4%	4%
Grass cutting on a more regular basis	10%	10%	10%
Less dog mess	19%	19%	18%
Dogs under control	7%	7%	7%
More information about the network	3%	3%	3%
Stiles removed and replaced by gates or gaps	2%	2%	1%
Other	9%	7%	9%
Total	100%	100%	100%

Source: Fieldwork Survey 2010

4.5 Factors preventing people from making better use of ROW.

Respondents in both the fieldwork and telephone surveys were asked if there was anything that prevented their use of ROW in their local area. This question was especially significant when interviewing non-users for clues as to why they didn't use them. It was also pertinent to pathway users in instances where some ROW were not accessed/suitable for use.

Taking first the response from the telephone survey (which included 346 non-users) we see from the table below some stark differences in the reasons given by non-users for not using ROW, compared to the reasons given by users.

Consequently the table below has been formatted to split out non-user and user responses. This shows that in the case of **non-users** 'health and disability' was by far the most important reason for non-use; followed by 'lack of interest' or 'lack of time'. For **users** it was environmental factors along the pathways preventing use.

Q8 Can you think of anything that might prevent you from making greater use of the countryside foot paths, bridleways or byways in Central Bedfordshire?

	2013 User		2013 Non user		Total 2013		Total 2010	
Nothing/not interested	208	18%	117	21%	325	19%	438	35%
Path network fragmented	37	3%	3	1%	40	2%	14	1%
Dog mess	103	9%	10	2%	113	6%	81	7%
Path overgrown by hedge	122	10%	14	2%	136	8%	78	6%
Path not level	53	5%	21	4%	74	4%	56	5%
No signs at entrance	25	2%	7	1%	32	2%	10	1%
Busy road	14	1%	5	1%	19	1%	31	3%
Livestock	14	1%	0	0%	14	1%	4	0%
Unfriendly farmer/owner	17	1%	1	0%	18	1%	5	0%
Stile[s] a deterrent	10	1%	0	0%	10	1%	N/A	N/A
No car park	19	2%	9	2%	28	2%	12	1%
No appeal to young people	1	0%	8	1%	9	1%	N/A	N/A
Lack of knowledge/information	30	3%	22	4%	52	3%	21	2%
Paths ploughed/cropped	29	2%	3	1%	32	2%	28	2%
Path overgrown with grass, nettles	120	10%	15	3%	135	8%	131	11%
Path muddy at certain times of year	132	11%	22	4%	154	9%	27	2%
Paths difficult to follow	36	3%	11	2%	47	2%	12	1%
Lack of direction and information signs	34	3%	12	2%	46	2%	21	2%
Path unsuitable for push chairs	12	1%	9	2%	21	1%	17	1%
Paths unsuitable for wheelchairs	14	1%	17	3%	31	2%	19	2%
Lack of confidence	35	3%	21	4%	56	3%	15	1%
Health/disability	77	7%	158	28%	235	14%	183	15%
Lack of time/too busy	33	3%	78	12%	111	6%	31	3%
Total/no. responses	1175	100%	563	100%	1738		1234	100%

Source: Telephone survey Apr/May2013

Comparing the reasons for non-use given in the telephone surveys for 2013 with 2010, a pattern emerges this being that *lack of interest*, *health/disability* and *environmental* conditions were as significant, albeit in 2010 the non-user/user results were not split out as finely. None the less from the two surveys it is clear that to encourage greater use of ROW by non-users the Countryside Access Team should invest in measures to:

- a) Promote the attractiveness of ROW and enjoyment of the countryside
- b) Reassure the public that pathways are in many cases suitable for those with disability to enjoy.
- c) Inform the public of measures being taken to invest in improved environment.

Amalgamating the results from the field survey reinforces the findings above giving emphasis to the need for improved environmental conditions in specific ways, such as obviating dog mess, making pathways less fragmented (or more linked up) and controlling undergrowth. These results are shown below comparing 2013 with 2010.

Q9 What if anything prevents you from using some paths in your local area?

	Total 2013	Responses	2010	Responses
Nothing	26.00%	166	41.24%	233
Path network fragmented	12.00%	78	1.06%	6
Dog mess	20.58%	142	7.96%	45
Path overgrown by hedge	8.99%	62	5.13%	29
Path not level	3.19%	22	2.30%	13
No signs by entrance	1.30%	9	1.24%	7
Busy road	4.06%	28	2.12%	12
Livestock	2.17%	15	1.95%	11
Unfriendly farmer/owner	2.32%	16	0.71%	4
No car park	1.01%	7	1.59%	9
Lack of time/too busy	1.88%	13	1.95%	11
Lack on knowledge/information	1.88%	13	3.36%	19
Paths ploughed	0.87%	6	1.59%	9
Path overgrown with grass, nettles	3.77%	26	7.96%	45
Path muddy at certain times of year	5.65%	39	8.32%	47
Paths difficult to follow	0.29%	2	1.06%	6
Lack of direction and information signs	1.30%	9	1.77%	10
Path unsuitable for push chairs	0.14%	1	2.30%	13
Paths unsuitable for wheelchairs	1.59%	11	1.24%	7
Scared of going on my own	0.29%	2	4.25%	24
Health/disability	0.29%	2	0.35%	2
Stiles deter me	0.43%	3	0.55%	3
Total	100.00%	673	100.00%	565

Source: Fieldwork Survey Apr/May 2013

In the 2013 survey a further question was asked of the field sample, to identify which footpaths were those that prevented users in the way that they had described. Whilst some routes may not live up to people’s expectations there was a consensus that most pathways were tolerable and if anything improving as far as those using the pathways were concerned.

Also there were few(er) people in the field sample stating that they were ‘scared of going along pathways’ (only 2 stating this in the 2013 survey) or ‘lacking confidence’ as in the case of the telephone survey (21 respondents) suggesting that security and safety were not major concerns.

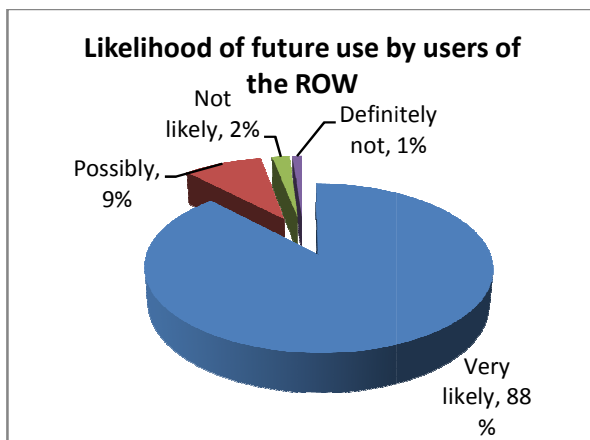
4.6 Likelihood of future use of ROW by non-users

To establish the likely future use of ROW, respondents to the telephone survey were asked how likely it was that they would use the facilities in the future. This question was not asked in the fieldwork survey. As was the case in 2010, this question was asked in the case of both users and non-users in the telephone survey, however for 2013 we split out the response between the sub-groups as below.

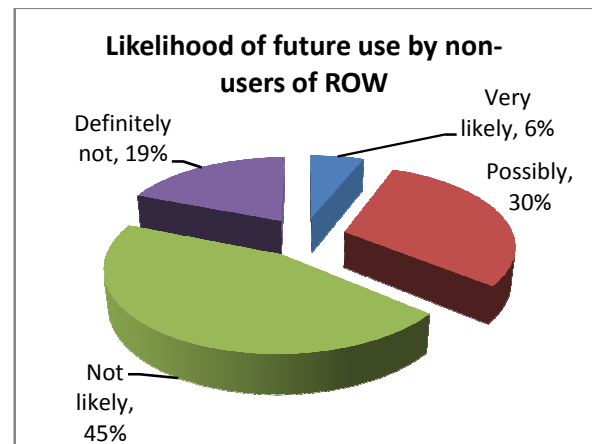
Q10 How likely are you to use a countryside footpath, bridleway or byway in Central Bedfordshire area in the future?

	responses	User	responses	Non user	2013 Total %	2010 Total %
Very likely	626	88%	21	6%	61%	68%
Possibly	65	9%	105	30%	16%	16%
Not likely	16	2%	156	45%	16%	11%
Definitely not	5	1%	68	19%	7%	5%
Total	712	100%	350	100%	100%	100%

Source: Telephone survey Apr/May2013



Source: Telephone survey Apr/May2013



The above shows that more than one third of non-users were ‘*very likely*’/‘*possibly likely*’ to use countryside footpaths in the future. As a statistic this is both encouraging and disappointing at the same time - it is encouraging that 30% would think about it but disappointing that only 6% were very likely to do it!

The result for users in the telephone survey was extremely positive with **97%** of those who used ROW saying that they were ‘*very likely*’/‘*possibly likely*’ to use them in the future. However this does not necessarily imply increased usage but more maintained usage.

Drilling down the data we see that the response was very similar between males and females with identical proportions indicating their propensity to use, and similarly by age group there was a consistent response in all age brackets, except for the 20-29 age group.

Gender>	2013 Male %	2010 Male %	2013 Female %	2010 Female %
Very Likely	61%	69%	61%	68%
Possibly	14%	16%	18%	17%
Not likely	18%	11%	15%	11%
Definitely not	7%	4%	6%	4%
Grand total	100%	100%	100%	100%

Source: Telephone survey Apr/May2013

Age>	16-19	20 - 29	30 - 44	45 - 59	60 - 64	65 - 74	75+	Total
Very Likely	17%	61%	66%	72%	65%	58%	37%	61%
Possibly	0%	17%	19%	15%	18%	15%	13%	16%
Not likely	67%	17%	13%	8%	13%	19%	32%	16%
Definitely not	16%	5%	2%	5%	4%	8%	18%	7%
Grand total	100%	100%	100%	100%	100%	100%	100%	100%

Source: Telephone survey Apr/May2013

4.7 What should the local authority do to encourage greater use of the ROW

As in 2010 this question was asked of respondents to the telephone survey only, and it was asked of users and non-users. In total **1899** responses were obtained, **36%** more compared to 2010 giving a much clearer picture of what local authorities should do to increase patronage.

Not only was the response better than in 2010 but the answers given were of a wider variety, justifying the addition of nine extra options added in 2013. This tells us that the five most important measures that will encourage greater use of ROW are in order importance, highest to lowest, as follows:

- Routes better maintained/cut grass/trees (227)
- Publicity/advertising/newspapers (213)
- More easily accessible routes/disabled access (170)
- More information at start of path and maps (163)
- Dog bins (107)

Q11. What should the local authority do, if anything, to encourage people like yourself to use footpaths more in the future?

	User		Non user		2013 Total		2010 Total	
Nothing	152	12%	120	18%	272	15%	318	23%
More easily accessible/disabled access	78	6%	92	15%	170	9%	156	11%
Routes better maintained/cut grass/trees etc	180	14%	47	8%	227	12%	325	23%
More information at start of path/maps	123	10%	40	7%	163	9%	80	6%
More information on website	57	4%	24	4%	81	4%	51	4%
More information on Parish notice boards	42	3%	22	4%	64	3%	40	3%
Accompanied walks	32	2%	24	4%	56	3%	19	1%
Seat/benches	50	4%	22	4%	72	4%	40	3%
Mounting blocks	1	0%	0	0%	1	0%	N/A	N/A
Improved signing from road	70	5%	20	3%	90	5%	89	6%
Dog bins	96	7%	11	2%	107	6%	69	5%
Improved public transport to access network	19	1%	18	3%	37	2%	14	1%
Publicity/advertising/leaflets/newspapers/media/more info	145	11%	67	11%	213	11%	N/A	N/A
More footpaths	23	2%	16	3%	39	2%	N/A	N/A
Make it safer/better lighting	44	3%	20	3%	64	3%	N/A	N/A
Provide Car parking	27	2%	11	2%	38	2%	N/A	N/A
Litter bins	51	4%	14	2%	65	3%	N/A	N/A
Provide Cycle paths	21	2%	11	2%	32	2%	N/A	N/A
Better education/encourage exercise	34	3%	23	4%	57	3%	N/A	N/A
Prevent young people drinking/motorbikes	16	1%	4	1%	20	1%	N/A	N/A
Farmers/landowners/not ploughing paths	23	2%	2	0%	25	1%	N/A	N/A
Misc	4	0%	2	0%	6	0%	184	13%
Don't know	0	2%	0	0%	0	0%	2	0%
Total / no. responses	1288	100%	610	100%	1899	100%	1387	100%

Source: Telephone survey Apr/May2013

It is reassuring that the recommendations for improvements were consistent across users and non-users of ROW, and also that marketing and publicity (one of the new options added in 2013) occupied second place. When *'more information'* and *'more information on website'* is added to this the overriding recommendations are that Central Bedfordshire Council should increase ROW traffic through marketing and publicity. In other words letting people know what is available and where to find it were the best ways to move forward, but are not the only thing the authority should do.

The last point is particularly important bearing in mind that increased usage is **most likely to come from non-users** than those using ROW already. Therefore the authority should consider revamping their promotional materials to make ROW more appealing and their use more fulfilling, e.g. exercise activities along the way. It should be noted that in respect to the main tables there was no appreciable differences between the responses of different genders or for that matter different age groups.

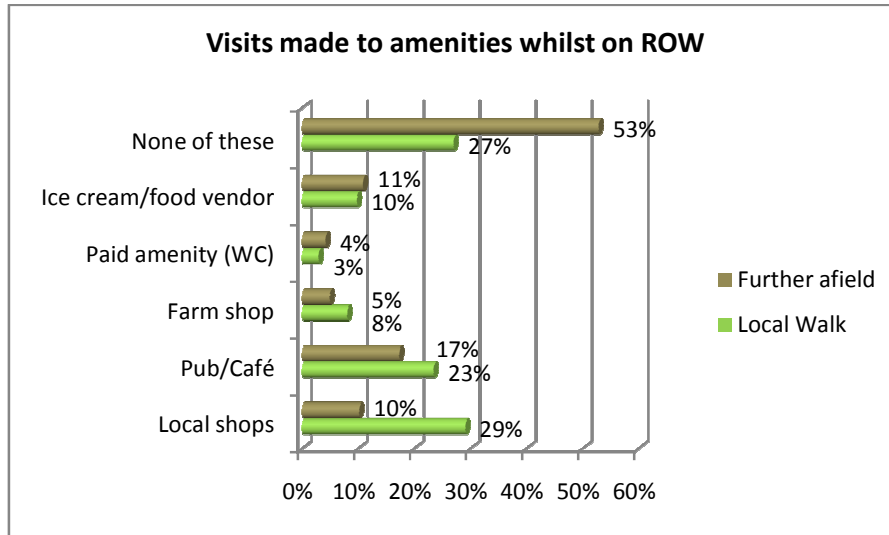
This question also attracted a very small number (6) miscellaneous responses, compared to the 184 miscellaneous responses collected in 2010, indicating that the extra coding options were relevant.

4.8 Additional services used by those visiting ROW

Some paths on the network have amenities like shops, cafes or mobile vending sites, where users could partake of refreshments. The take up of these facilities was checked in the field survey with those who used local ROW and those who used ROW further afield. 246 people bought services when they used local ROW (**61%** of total sample) compared to 120 people who bought services whilst on ROW further a field (**29%** of total sample).

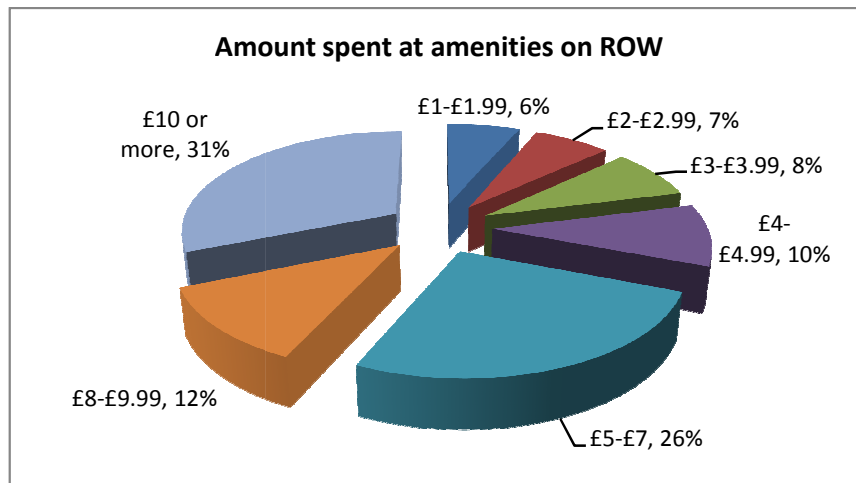
When asked to say what kinds of services were bought, in a multiple choice question involving 5 different services, **428 responses** were received for items bought on local ROW compared to **252 responses** received for items bought on ROW further a field. This shows that local ROW generated 70% more buying opportunities than ROW further a field.

The table immediately below shows that services sold by local shops, pub/cafe made up **52%** of local purchases, and amounted to **27%** of purchases bought at sites further a field.



Source: Fieldwork Survey Apr/May 2013

Breaking down the average amount spent per visit by those buying on the ROW we see that **69%** of purchasers spent between £5 - £10 or more per visit indicating that refreshments are a particularly good income stream which might be developed. Especially so with such a high proportion of users of ROW buying requisites along the way (**73%** buying). This makes the average amount spent **£6.73** per person/visit.



Source: Fieldwork Survey Apr/May 2013

If one extrapolated the average amount spent by footpath users who bought something along the ROW we calculate from the average spend the following rough estimate for what in total users might spend across the local ROW network.

Average spend (£6.73) x Number buying goods per journey (245) = **£1649 per visit day**

This level of expenditure if projected across all active users of the entire network implies a buoyant economy (which may be up to £800k spent annually along the ROW) aside from the other benefits ROW bring to those who visit them.

4.9 Expectations for receiving information on ROW

All those who responded to the field and telephone surveys were asked how they would go about finding out information about the footpaths network. In total **447** responses were received from the field survey, and **1319** from the telephone survey. Again this shows a significant increase in the response generated by the 2013 survey.

Looking first at the needs of existing users of the ROW, we see from the table below that nearly eight out of ten users relied on local knowledge/word of mouth. This was the same for users who answered the field survey and also users answering the telephone survey.

Q12. How would you expect to find out information about the paths network?

	User		Non user		2013 Total		2010 Total	
Lets Go website	76	8%	17	4%	93	7%	18	2%
Central Bedfordshire Council website	116	13%	48	12%	164	12%	240	26%
Ordnance Survey maps	114	12%	12	3%	127	10%	89	10%
Definitive Map	39	4%	9	2%	48	4%	74	8%
Local knowledge	252	27%	68	17%	320	24%	244	25%
Parish notice board	44	5%	21	5%	65	5%	72	8%
Through P3 [People Places Partnerships]	7	1%	2	0%	9	1%	8	1%
Outdoor Access Improvement Plan	0	0%	0	0%	0	0%	N/A	N/A
Don't know	42	5%	83	21%	125	9%	184	20%
Central Bedfordshire Council Library	27	3%	23	6%	50	4%	N/A	N/A
Tourist Information	80	9%	61	15%	142	11%	N/A	N/A
Local newspapers/magazines	65	7%	28	7%	93	7%	N/A	N/A
Local newspapers/magazines	51	6%	32	8%	83	6%	N/A	N/A
Grand Total	913	100%	404	100%	1319	100%	929	100%

Source: Telephone survey Apr/May2013

Next in importance was the Central Bedfordshire Council website, mentioned by 164 respondents, followed by Local library (142 responses), Ordnance Survey maps (127 responses). Four new survey options were added to the 2013 survey:

Local library (mentioned already)
Tourist Information (93)
Local newspapers and magazines (83)
Local Authority (50)

Comparing the total responses (users and non-users) found in the telephone surveys in 2013 and 2010, 32% fewer respondents in 2013 had awareness for Central Bedfordshire Council's website, however more people used the services of Ordnance survey maps and Lets Go website compared to 2010.

Non-users should in future be encouraged by Countryside Access Team to access information on ROW through the Central Bedfordshire website and also their public library.

5.0 APPENDICES

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APPENDIX 5.1

**CENTRAL BEDFORDSHIRE COUNCIL
RIGHTS OF WAY USER SURVEY**

Hello my name is I work for Marketing Innovation Ltd, we have been commissioned by Central Bedfordshire Council to carry out an independent survey on Rights of Way. Do you mind me asking a few quick questions about your use of countryside footpaths - it will only take a couple of minutes. Be assured that your answers will be in complete confidence. By countryside pathway we do not mean roadside pavements or paths.

- S1 Do you use public footpaths, bridleways or byways in the Central Beds area?** Yes []1 → continue No []2 → abort
- S2 Where do you live? (town/village)** _____
- S2 Can you remember your postcode?** _____ / _____
- S3 Location of interview:**

- | | | | |
|----------------------------|------|-----------------------------|-------|
| Ampthill Footpath No 4 | []1 | Cranfield Bridleway No 10 | []7 |
| Aspley Heath BOAT No 33 | []2 | Flitwick Bridleway No 1 | []8 |
| Biggleswade Footpath No 21 | []3 | Houghton Regis Bridleway 35 | []9 |
| Biggleswade Footpath No 48 | []4 | Northill Footpath No 8 | []10 |
| Caddington Footpath No 23 | []5 | Sandy Bridleway No 8 | []11 |
| Chalton BOAT No 9 | []6 | Woburn Footpath No 7 | []12 |

FIRST A FEW QUESTIONS ABOUT YOUR USE OF PUBLIC PATHS IN CENTRAL BEDFORDSHIRE

- Q1 So how often do you use public footpaths ...Daily..More than once a week, etc?**
- | | |
|------------------------|------|
| Daily | []1 |
| More than once a week | []2 |
| More than once a month | []3 |
| Less frequently | []4 |

Q2 Look at this Card (A). Which of these routes have you used in the last 6 months?
[SHOWCARD A of all 12 locations covered in the survey]

- | | | | |
|----------------------------|------|-----------------------------|-------|
| Ampthill Footpath No 4 | []1 | Cranfield Bridleway No 10 | []7 |
| Aspley Heath BOAT No 33 | []2 | Flitwick Bridleway No 1 | []8 |
| Biggleswade Footpath No 21 | []3 | Houghton Regis Bridleway 35 | []9 |
| Biggleswade Footpath No 48 | []4 | Northill Footpath No 8 | []10 |
| Caddington Footpath No 23 | []5 | Sandy Bridleway No 8 | []11 |
| Chalton BOAT No 9 | []6 | Woburn Footpath No 7 | []12 |

CAN I NOW ASK ABOUT THE PUBLIC PATH THAT YOU HAVE USED TODAY/OR USE MOSTLY

Route: (write in).....

Q3 What was/is the purpose of your walk/ride along this route today? [SHOWCARD B]

- | | | | |
|---------------------------------|----------------------------|--|-----------------------------|
| To visit a friend, relative etc | <input type="checkbox"/> 1 | To go to the shops | <input type="checkbox"/> 9 |
| To go to the pub | <input type="checkbox"/> 2 | To go to the recreation ground | <input type="checkbox"/> 10 |
| To go to the play area | <input type="checkbox"/> 3 | To go to the church | <input type="checkbox"/> 11 |
| To go to other local amenities | <input type="checkbox"/> 4 | To go to work | <input type="checkbox"/> 12 |
| To go for a walk | <input type="checkbox"/> 5 | To walk the dog | <input type="checkbox"/> 13 |
| To go for a run | <input type="checkbox"/> 6 | To take the children out | <input type="checkbox"/> 14 |
| To exercise your horse | <input type="checkbox"/> 7 | Other (please specify) | <input type="checkbox"/> 15 |
| To go for a bike ride | <input type="checkbox"/> 8 | <input style="width: 200px; height: 15px;" type="text"/> | |

Q4 What is the main benefit or enjoyment that you get from using this path?

- | | | | | | |
|--------------------------|----------------------------|--------------------------|----------------------------|-----------------------|-----------------------------|
| Walking for enjoyment | <input type="checkbox"/> 1 | To take the children out | <input type="checkbox"/> 5 | Places of interest | <input type="checkbox"/> 9 |
| Health reasons/exercise | <input type="checkbox"/> 2 | Exercising the dog | <input type="checkbox"/> 6 | Meet people/socialise | <input type="checkbox"/> 10 |
| To enjoy the countryside | <input type="checkbox"/> 3 | To get fresh air | <input type="checkbox"/> 7 | | |
| Solitude | <input type="checkbox"/> 4 | Photography/art | <input type="checkbox"/> 8 | | |

Q5 How far do you usually walk/ride when you visit this particular path?(Tick main answer)

- | | | | | | |
|-------------------|----------------------------|-------------|----------------------------|--------------|---|
| Under half a mile | <input type="checkbox"/> 1 | 2 – 3 miles | <input type="checkbox"/> 4 | | |
| About a mile | <input type="checkbox"/> 2 | 3 – 4 miles | <input type="checkbox"/> 5 | 5 miles plus | <input type="checkbox"/> 7 → how far? _____ |
| 1 – 2 miles | <input type="checkbox"/> 3 | 4 – 5 miles | <input type="checkbox"/> 6 | | |

Q6 When you go out walking/riding is it usually locally, or do you go further afield?

- | | |
|------------------------------------|----------------------------|
| Local park/woods/river | <input type="checkbox"/> 1 |
| Locally in the village/town | <input type="checkbox"/> 2 |
| A country park (e.g. Woburn Abbey) | <input type="checkbox"/> |
| Out of county of Bedfordshire | <input type="checkbox"/> |
| Other _____ | <input type="checkbox"/> |

Q7 How do you usually travel to where you are going to use a public path to walk/ride?

- | | | | | | |
|------|----------------------------|--------------|----------------------------|------------------|----------------------------|
| Car | <input type="checkbox"/> 1 | Walk | <input type="checkbox"/> 3 | Public transport | <input type="checkbox"/> 5 |
| Bike | <input type="checkbox"/> 2 | Ride a horse | <input type="checkbox"/> 4 | | |

Q8 Thinking just about the path you are on today/your most frequently used path, please could you say whether you agree/disagree with the following statements about that path. (SHOWCARD C)

Statements:	Agree	Tend to agree	Tend to disagree	Disagree	Don't know
The path is free from obstructions	1	2	3	4	5
I am not satisfied with the local path network	1	2	3	4	5
It crosses a ploughed field but its level or free from crops	1	2	3	4	5
The bridges are in good condition	1	2	3	4	5
The stiles and gates are in a poor condition	1	2	3	4	5
The undergrowth is under control e.g. grass is	1	2	3	4	5

cut back					
The way marking and signage on the route is not very clear	1	2	3	4	5
There is good accessibility for disabled people	1	2	3	4	5
There is too much litter on the path	1	2	3	4	5
I never come across dog mess	1	2	3	4	5
There is plenty of information about the path network available	1	2	3	4	5
The overall experience of the route is good	1	2	3	4	5

Q9 Now thinking about your use of public paths in general, what, if anything, prevents you from using some paths in your local area? SHOWCARD D (multiple choice tick all that apply)

- | | | | |
|-------------------------|-----------------------------|---|-----------------------------|
| Nothing | <input type="checkbox"/> 1 | Lack on knowledge/information | <input type="checkbox"/> 12 |
| Path network fragmented | <input type="checkbox"/> 2 | Paths ploughed | <input type="checkbox"/> 13 |
| Dog mess | <input type="checkbox"/> 3 | Path overgrown with grass, nettles | <input type="checkbox"/> 14 |
| Path overgrown by hedge | <input type="checkbox"/> 4 | Path muddy at certain times of year | <input type="checkbox"/> 15 |
| Path not level | <input type="checkbox"/> 5 | Paths difficult to follow | <input type="checkbox"/> 16 |
| No signs by entrance | <input type="checkbox"/> 6 | Lack of direction and information signs | <input type="checkbox"/> 17 |
| Busy road | <input type="checkbox"/> 7 | Path unsuitable for push chairs | <input type="checkbox"/> 18 |
| Livestock | <input type="checkbox"/> 8 | Paths unsuitable for wheelchairs | <input type="checkbox"/> 19 |
| Unfriendly farmer/owner | <input type="checkbox"/> 9 | Scared of going on my own | <input type="checkbox"/> 20 |
| No car park | <input type="checkbox"/> 10 | Health/disability | <input type="checkbox"/> 21 |
| Lack of time/too busy | <input type="checkbox"/> 11 | Stiles deter me | <input type="checkbox"/> 22 |

Q9a Is there any particular path that you are relating the above to – if so which one/s? (if necessary refer back to first SHOWCARD A)

No 1 Yes 2 **Route:** (write in) _____

Q10 Thinking of your own experiences with public paths in Central Bedfordshire, and looking at this SHOWCARD E, please tell me which are the THREE most important items for improvement that would make the path network more enjoyable? Rank 1 = Most important; 2= next most important; 3= third in importance

Rank 1,2, 3 only

1	Maps more readily available	
2	Paths better reinstated following ploughing	
3	Better signing and way marking	
4	Destination signing	
5	Seats/benches	
6	Quality public toilets	
7	Paths surfaced/improved for all year round usage	
8	Paths surfaced to allow access for wheelchairs/pushchairs	
9	Grass cutting on a more regular basis	
10	More dog bins/Less dog mess	
11	Dogs under control	
12	More litter bins	

13	Lighting and safety	
14	More information about the path network online	
15	Stiles removed and replaced by gates or gaps	
16	Better connectivity to public transport	
17	Improved cycle network	
18	Other (please specify)	

Q11 When going for a walk/ride either locally or further afield do you visit the following:

	Local walk	Further afield		Local walk	Further afield
Local shops	1	1	Paid amenity (WC)	4	4
Pub/Café	2	2	Ice cream/food vendor	5	5
Farm shop	3	3	None of these	6	6

[If 'none' go to Q13 all others to Q12]

Q12 When you visit the (shop etc above in Q11)... how much do you normally spend?

£1 - £1.99 [] 1 £3 - £3.99 [] 3 £5 - £7 [] 5 £10 or more [] 7
 £2 - £2.99 [] 2 £4 - £4.99 [] 4 £8 - £9.99 [] 6

Q13 How did you come to know or find out information about the paths network?

Lets Go [] 1 Local knowledge [] 4 OS maps [] 7
 CBC website [] 2 Parish notice board [] 5 Outdoor access
 Definitive map [] 3 Through Parish Paths Partnership [] 6 improvement plan [] 8

That is the end of the survey, the following questions are about you this will help us to ensure we have views from all members of the community. The answers are confidential and will not be used to identify you.

R1 Gender: Male [] 1 Female [] 2
R2 Age: 16 – 19 yrs [] 1 30 – 44yrs [] 3 60 – 64 yrs [] 5 75+ yrs [] 7
 20 – 29 yrs [] 2 45 – 59 yrs [] 4 65 – 74 yrs [] 6

R3 Do you have any long standing illness, disability or infirmity?

Yes [] 1 → does this limit your activities in any way? Yes [] 1 No [] 2
 No [] 2

R4 Ethnicity: White British [] 1 Asian or Asian British [] 3 Chinese [] 5
 Black or Black British [] 2 Mixed [] 4 Other ethnic group [] 6 Which one?

We are hoping to establish a quick response consultation group. If you would be happy for us to contact you via email for your views on topics related to the countryside please provide your name and email address:

Name _____ Email _____

THANK YOU FOR TAKING PART - END OF INTERVIEW

Interviewed by: _____ Date _____ Time _____

**CENTRAL BEDFORDSHIRE COUNCIL
RIGHTS OF WAY USER & NON-USER SURVEY**

APPENDIX 5.2

Hello my name is I work for Marketing Innovation Ltd, we have been commissioned by Central Bedfordshire Council' Countryside Team to carry out an survey of the public's use of countryside footpaths and Rights of Way in the Central Bedfordshire area. By countryside pathway we do not mean roadside pavements or paths around your house.

Interviewer: if they say 'no' or 'yes' ask) - So can I ask a few quick questions about your (use/non use) of these countryside pathways - it will only take a 3-4 minutes. Be assured that your answers will be in complete confidence. Can I first ask-

S1 Where do you live? _____ (village) Postcode _ _ _ _ / _ _ _

FIRST A FEW QUESTIONS ABOUT YOUR USE OF PUBLIC PATHS IN CENTRAL BEDFORDSHIRE

Q1 You said earlier that you (use/do not use) public paths such as public footpaths, bridleways and byways, in Central Bedfordshire. Is that so?

- Yes -User []1 → go to Q2
- No -non-user []2 → go to Q8

Q2 So how often do you use countryside footpaths in Central Bedfordshire? Is it daily, more than once a week, etc?

- Daily []1
- More than once a week []2
- More than once a month []3
- Less frequently []4

Q3 Which countryside footpath/s in Central Bedfordshire have used the most in the last 6 months?

- | | | | |
|----------------------------|------|-----------------------------|-------|
| Amphill Footpath No 4 | []1 | Cranfield Bridleway No 10 | []7 |
| Aspley Heath BOAT No 33 | []2 | Flitwick Bridleway No 1 | []8 |
| Biggleswade Footpath No 21 | []3 | Houghton Regis Bridleway 35 | []9 |
| Biggleswade Footpath No 48 | []4 | Northill Footpath No 8 | []10 |
| Caddington Footpath No 23 | []5 | Sandy Bridleway No 8 | []11 |
| Chalton BOAT No 9 | []6 | Woburn Footpath No 7 | []12 |

Q4 The last time you used that countryside footpath what was the purpose of the visit?

- | | | | |
|---------------------------------|------|--------------------------------|-------|
| To visit a friend, relative etc | []1 | To go to the shops | []9 |
| To go to the pub | []2 | To go to the recreation ground | []10 |
| To go to the play area | []3 | To go to the church | []11 |
| To go to other local amenities | []4 | To go to work | []12 |
| To go for a walk | []5 | To walk the dog | []13 |
| To go for a run | []6 | To take the children out | []14 |
| To exercise your horse | []7 | Other (please specify) | []15 |
| To go for a bike ride | []8 | | |

Q5 What is the main benefit or enjoyment that you get from using that particular footpath?

- | | | | |
|--------------------------|----------------------------|-----------------------|-----------------------------|
| Walking for enjoyment | <input type="checkbox"/> 1 | Exercising the dog | <input type="checkbox"/> 6 |
| Health reasons/exercise | <input type="checkbox"/> 2 | To get fresh air | <input type="checkbox"/> 7 |
| To enjoy the countryside | <input type="checkbox"/> 3 | Photography/art | <input type="checkbox"/> 8 |
| Solitude | <input type="checkbox"/> 4 | Places of interest | <input type="checkbox"/> 9 |
| To take the children out | <input type="checkbox"/> 5 | Meet people/socialise | <input type="checkbox"/> 10 |

Q6 How far do you usually walk/ride when you visit this particular footpath?

- | | |
|-------------------|---|
| Under half a mile | <input type="checkbox"/> 1 |
| About a mile | <input type="checkbox"/> 2 |
| 1 – 2 miles | <input type="checkbox"/> 3 |
| 2 – 3 miles | <input type="checkbox"/> 4 |
| 3 – 4 miles | <input type="checkbox"/> 5 |
| 4 – 5 miles | <input type="checkbox"/> 6 |
| 5 miles plus | <input type="checkbox"/> 7 (please state) _____ |

Q7 When you go walking/riding is it usually in the local area or do you venture further afield?

- | | |
|------------------------------------|----------------------------|
| Local park/woods/river | <input type="checkbox"/> 1 |
| Locally in the village/town | <input type="checkbox"/> 2 |
| A country park (e.g. Woburn Abbey) | <input type="checkbox"/> |
| Out of county of Bedfordshire | <input type="checkbox"/> |
| Other _____ | <input type="checkbox"/> |

Q8 In the future can you think of anything that might prevent you from making greater use of the public paths, bridleways or byways in Central Beds? Or tell me what stops you from using them currently? (multiple choice tick all that apply)

- | | | | |
|---------------------------|-----------------------------|---|-----------------------------|
| Nothing/not interested | <input type="checkbox"/> 1 | Lack of knowledge/information | <input type="checkbox"/> 13 |
| Path network fragmented | <input type="checkbox"/> 2 | Paths ploughed | <input type="checkbox"/> 14 |
| Dog mess | <input type="checkbox"/> 3 | Path overgrown with grass, nettles | <input type="checkbox"/> 15 |
| Path overgrown by hedge | <input type="checkbox"/> 4 | Path muddy at certain times of year | <input type="checkbox"/> 16 |
| Path not level | <input type="checkbox"/> 5 | Paths difficult to follow | <input type="checkbox"/> 17 |
| No signs by entrance | <input type="checkbox"/> 6 | Lack of direction and information signs | <input type="checkbox"/> 18 |
| Busy road | <input type="checkbox"/> 7 | Path unsuitable for push chairs | <input type="checkbox"/> 19 |
| Livestock | <input type="checkbox"/> 8 | Paths unsuitable for wheelchairs | <input type="checkbox"/> 20 |
| Unfriendly farmer/owner | <input type="checkbox"/> 9 | Lack of confidence | <input type="checkbox"/> 21 |
| Stiles a deterrent | <input type="checkbox"/> 10 | Health/disability | <input type="checkbox"/> 22 |
| No car park | <input type="checkbox"/> 11 | Lack of time/too busy | <input type="checkbox"/> 23 |
| No appeal to young people | <input type="checkbox"/> 12 | | |

Q9 Is there a particular countryside footpath that you had in mind when making the last comment – if so which one/s?

No Yes **Route:** (write in).....

Q10 How likely are you to use a public footpath, bridleway or byway in Central Bedfordshire area in the future?

- Very likely 1
- Possibly 2
- Not likely 3
- Definitely not 4

Q11 What should Central Bedfordshire’s Countryside Access Team do to encourage people like yourself to use the countryside footpaths more in the future?

- Nothing 1
- More easily accessible/disabled access 2
- Pathways better maintained/cut grass/trees etc 3
- More information at start of path/maps 4
- More information on website 5
- More information on Parish notice boards 6
- Accompanied walks 7
- Seat/benches 8
- Mounting blocks 9
- Improved signing from road 10
- Dog bins 11
- Improved public transport to access network 12
- Publicity/advertising/leaflets/free newspapers/
media/more information 13
- More footpaths 14
- Make it safer/better lighting 15
- Provide Car parking 16
- Litter bins 17
- Provide Cycle paths 18
- Better education/encourage exercise 19
- Prevent young people drinking/motorbikes 20
- Farmers/landowners/not ploughing paths 21
- Other _____ 22

Q12 How would you expect to find out information about the paths network?

- Lets Go 1
 - Central Bedfordshire Council website 2
 - Ordinance Survey maps 3
 - Definitive map 4
 - Local knowledge 5
 - Parish notice board 6
 - Through Parish Paths Partnership 7
 - Don’t know 8
 - (Comments)
-

That is the end of the survey, the following questions are about you this will help us to ensure we have views from all members of the community. The answers are confidential and will not be used to identify you.

Respondent details:

R1 Gender: Male 1 Female 2

R2 Age: 16 – 19 yrs 1 45 – 59 yrs 4
20 – 29 yrs 2 60 – 64 yrs 5
30 – 44yrs 3 65 – 74 yrs 6
75+ yrs 7

R3 Do you have any long standing illness, disability or infirmity?

Yes 1 → does this limit your activities in any way? Yes 1 No 2
No 2

R4 Ethnicity:

White British 1
Black or Black British 2
Asian or Asian British 3
Mixed 4
Chinese 5
Other ethnic group 6 → Which one? _____

We are hoping to establish a quick response consultation group. If you would be happy for us to contact you via email for your views on topics related to the countryside please provide your name and email address:

Name _____ Email _____

THANK YOU FOR TAKING PART

APPENDIX 5.3

Field Survey Respondent Residence

Aley Green	1	Houghton Regis	1
Amphill	10	Kempston	1
Aspley Heath	3	Langford	1
Bedford	3	Marston Moretaine	3
Beeston	8	Maulden	2
Biggleswade	53	Milton Keynes	1
Bletchley	1	Northhill	1
Caddington	32	Potton	1
Chalton	31	Pulloxhill	1
Chaul End	1	Sandy	31
Clapham	1	Sherrington	1
Clifton	1	Slip End	1
Cranfield	34	Stotfold	3
Dunstable	35	Toddington	1
Edlesborough	2	Upper Caldecote	31
Eversholt	1	Woburn	56
Flitton	2	Woodside	1
Flitwick	44	Wootton	1
Greenfield	2		
Highbury Lendon	1	Grand Total	404

Telephone Survey Respondent residence

Amphill	34	Langford	37
Aspley Guise	22	Leighton Buzzard	81
Aspley Heath	5	Linslade	6
Barton Le Clay	30	Luton	13
Bedford	170	Marston Moretaine	26
Biggleswade	79	Marston Vale	1
Blunham	23	Maulden	19
Broughton	5	North Bedford	2
Caddington	22	North Crawley	9
Chalton	6	Northhill	10
Cranfield	23	Potton	45
Dunstable	75	Sandy	48
Flitwick	63	Silsoe	11
Harlington	2	Toddington	30
Houghton Conquest	20	Woburn Sands	47
Houghton Regis	45	Wootton	17
Ickwell	7		
Kempston	29	Grand Total	1062