



# Visitor Access Patterns on the Thames Basin Heaths SPA

## Visitor Questionnaire Survey 2018

Prepared on behalf of

Natural England

Final Report

11 December 2018

18/35-1C



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## Visitor Questionnaire Survey 2018

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### Report Release Sheet

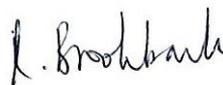
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## Visitor Questionnaire Survey 2018

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# Visitor Access Patterns on the Thames Basin Heaths SPA

## Visitor Questionnaire Survey 2018

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### EXECUTIVE SUMMARY

Ecological Planning and Research Ltd (EPR) was commissioned by Natural England to carry out an update visitor questionnaire survey across the Thames Basin Heaths Special Protection Area (TBH SPA) from late July to early September 2018. A baseline survey was undertaken in 2005 (Liley et al., 2005) and the first monitoring survey was undertaken in 2012/13 (Fearnley & Liley, 2013).

The TBH SPA is designated as a European site for its Internationally important populations of three ground-nesting bird species: Nightjar *Caprimulgus europaeus*, Woodlark *Lullula arborea* and Dartford Warbler *Sylvia undata*. These species are known to be vulnerable to the effects of public access, and in particular disturbance.

In 2009, the Thames Basin Heaths Delivery Framework (JSPB, 2009) was published and the principles outlined within it have since been implemented by local authorities, including the provision of Suitable Alternative Natural Greenspace (SANG) and Strategic Access Management and Monitoring (SAMM), to avoid and mitigate the effects of recreational pressure on the SPA. The 2018 update visitor questionnaire survey, and comparison of the data collected with that obtained in 2012/13 and 2005, therefore provides an opportunity to consider whether implementation of the Delivery Framework has had an effect on visitor numbers and access patterns across the TBH SPA.

The 2018 visitor survey recorded a statistically significant drop in visitor numbers across the 24 access points surveyed in both 2005 and 2018, despite a concurrent 12.9% increase in housing numbers within 5km of the SPA boundary over the same period. A non-significant decrease in the numbers of both visitors and dogs compared to 2012/13 was also recorded, in line with the overall trend.

The 2018 catchment analysis calculated an indicative 5km driving catchment, measured as a 5km linear distance from the SPA boundary, therefore the 5km 'zone of influence' set out within the JSPB's 2009 Delivery Framework and subsequent local authority plans and strategies remains valid.

The 2018 survey recorded a similar visitor profile to that in 2012/13 and 2005. The 'typical' SPA user could be described as a local resident making regular, short visits for the purposes of dog walking. The proportion of dogs observed off the lead has decreased, and visitor route lengths on site have increased compared to the previous surveys.

Factors which could potentially influence visitor numbers and access patterns are discussed. In the absence of clear and/or consistent site-specific factors, it is likely that the implementation of SANG and SAMM measures across the wider SPA since 2005 have had the greatest influence on the survey results. The 2018 visitor profile supports the continued targeting of SANG and SAMM measures at local dog walkers, including commercial dog walkers. Awareness of the TBH SPA designation is very high, which indicates that the SAMM measures and messages implemented by the TBH Partnership are effectively reaching visitors.



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## Visitor Questionnaire Survey 2018

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### 1. INTRODUCTION

#### Background

- 1.1 EPR was commissioned by Natural England to carry out an update visitor questionnaire survey across the Thames Basin Heaths Special Protection Area (TBH SPA) from late July to early September 2018. A baseline survey was undertaken in 2005 (Liley et al., 2005) and the first monitoring survey was undertaken in 2012/13 (Fearnley & Liley, 2013).
- 1.2 The Thames Basin Heaths covers an area of approximately 8,275 ha and is spread across the counties of Surrey, Hampshire and Berkshire. It is made up of 13 component Sites of Special Scientific Interest (SSSIs) and was designated as an SPA in 2005 for its Internationally important breeding populations of three ground-nesting bird species: Nightjar *Caprimulgus europaeus*, Woodlark *Lullula arborea* and Dartford Warbler *Sylvia undata*. These species are listed on Annex 1 of European Directive 79/409/EEC (the 'Birds Directive', now codified by Directive 2009/147/EC). The SPA designation was originally created by the Birds Directive and later drawn into the 'Natura 2000' network of protected areas by the Habitats Directive 92/43/EEC, which is transposed into domestic legislation by the Conservation of Habitats and Species Regulations 2017.
- 1.3 The effects of public access and recreational pressure on populations of Annex 1 heathland birds have been studied in detail. This research has found that disturbance resulting from recreation, particularly walking dogs off leads, has the potential to cause increased nest predation and death of chicks through exposure whilst parents are flushed from the nest, with consequent effects upon breeding success, population size and/or distribution (see Underhill-Day, 2005; Langston et al. 2007; Mallord et al. 2007; Murison et al. 2007).
- 1.4 Other recreational effects include trampling (causing habitat erosion and accidental destruction of eggs), fragmentation within heathland as a result of the creation of new and widening of existing paths, and soil enrichment through dog defecation and potentially littering, resulting in effects on the composition of habitats.
- 1.5 Local planning authorities must therefore develop strategies to reconcile the effects of increased recreational demand arising from residential development with the protected status and nature conservation objectives of the TBH SPA, within the wider context of increasing access to the countryside brought about by the promotion of the health and social benefits that this brings. The Government's 25 Year Environment Plan (HM Government, 2018) includes targets and actions aimed at connecting people with the environment to improve health and wellbeing, and Natural England has recently reported that the proportion of adults visiting nature at least weekly has increased from 54% in 2010 to 62% in 2018 (NE, 2018).
- 1.6 There is also increasing recognition that access to nature is of benefit to nature conservation itself, as it creates a heightened connection between people and the natural environment,

resulting in an increased awareness of, and engagement with, nature conservation issues (RSPB, 2013; NE, 2018).

### **The Thames Basin Heaths Delivery Framework**

- 1.7 The TBH Joint Strategic Partnership Board (JSPB) was formed in 2007 by the local authorities affected by the TBH SPA, in partnership with a number of other stakeholders such as Natural England. In 2009, the JSPB published the 'Thames Basin Heaths SPA Delivery Framework', a non-statutory document intended to provide guidance to local planning authorities preparing their own plans, policies and strategies to address potential effects on the SPA arising from significant increases in residential development acting in combination across the region.
- 1.8 The body of evidence underpinning the Delivery Framework was tested through the Examination in Public of the (now revoked) South East Plan. It sets out a three-pronged approach to impact avoidance and mitigation:
  - Provision of Suitable Alternative Natural Greenspace (SANG) - to attract people away from the SPA and hence reduce pressure on it;
  - Strategic Access Management and Monitoring (SAMM) – on-site management and monitoring of access to the SPA undertaken to mitigate recreational pressure; and
  - Habitat Management – sympathetic management of habitats used by the Annex 1 bird species, undertaken by landowners and falling outside of the development control system.
- 1.9 The Delivery Framework recommends that the principles of the Framework should apply to new residential development located within the 400m to 5km catchment around the SPA, measured as a straight-line from the SPA boundary, and for some larger residential developments, 5km to 7km. It also sets out a presumption against residential development within 400m linear distance of the SPA.
- 1.10 The 'SAMM Project' was subsequently set up in July 2011 to coordinate and implement the SAMM element of the Framework and is hosted by Natural England on behalf of the JSPB. Developer contributions towards the SAMM Project are collected by local authorities via tariff-based systems established as part of local impact avoidance strategies, and passed on to Natural England to deliver strategic measures on the SPA such as wardening, public engagement and monitoring – including the visitor monitoring which is the subject of this study.
- 1.11 It is now nine years since the Delivery Framework was published and the principles outlined within it began to be implemented by local authorities. Furthermore, since the previous visitor survey in 2012/13, new housing has been built and new SANGs have opened to the public.
- 1.12 The 2018 update visitor questionnaire survey and comparison with data collected in 2012/13 and 2005 therefore provides an opportunity to consider whether implementation of the Delivery Framework and associated local strategies has been successful in avoiding significant increases in visitor numbers to, and patterns across, the SPA, in the context of the scale of residential development that has taken place (and will most likely continue at a similar rate). It will also potentially help to target any necessary changes to the overarching strategy and the way in which SANG and SAMM measures are delivered across the region.

- 1.13 Other factors with the potential to influence visitation, such as the numbers of new houses constructed within a 5km radius of the SPA since 2012/13, the location and type of new SANGs, changes to car parking provision and charges, habitat management, visitor infrastructure and wardening levels have also been considered as part of this study, where possible.

### **Visitor Survey Objectives**

- 1.14 This visitor questionnaire monitoring survey is one of several monitoring surveys undertaken by the SAMM Project. Others include automated people counter surveys at key SPA access points, car park transect surveys and SANG visitor surveys. Each of these studies complements one another but fulfils a different purpose. The automated people counter and car park transect surveys are primarily aimed at gathering data on visitor numbers, whereas the visitor questionnaire surveys focus on identifying visitor motivations and behaviour patterns on the SPA and SANGs respectively.
- 1.15 The core objectives of the 2018 visitor questionnaire survey can therefore be summarised as follows:
- Collect and present updated information and data on visitor numbers at, and patterns of access to, 30 surveyed locations across the TBH SPA, including indicative walking and driving catchments;
  - Compare the results to the previous monitoring surveys in 2012/13 and 2005, and identify any significant or notable changes;
  - Compare the results to those of other monitoring studies where applicable; and
  - Consider the potential range of factors that could account for any significant changes in visitor numbers to, and notable changes in patterns of access across, the SPA as a whole, or at individual survey locations, since 2005.

## 2. VISITOR SURVEY METHODOLOGY

### Background to Methodology

- 2.1 The visitor survey followed the same methodology as in 2005 and 2012/13 in order to ensure the collection of robust and fully comparable data year on year. This methodology has also been used in numerous other visitor surveys at heathland and coastal sites (e.g. Liley & Clarke 2006, EPR Ltd 2012, Southgate & Colebourn 2016).
- 2.2 As in previous years, the survey took the form of a standard exit poll questionnaire, which involved structured face-to-face interviews with visitors as they exit through a set of pre-determined access points within the survey area, utilising a standard set of questions. Tally counts were also kept of the total number of visitors and dogs entering/exiting through each access point. In most cases both tasks were completed by a single surveyor, although at four particularly busy access points an additional surveyor was present to record the tally counts.
- 2.3 The methodology set out in this report, including the content and format of the questionnaire, was developed in consultation with Ann Conquest of Natural England, Project Manager of the Thames Basin Heaths Partnership, and agreed with the SAMM Project.
- 2.4 The visitor survey fieldwork was coordinated and undertaken by Marketing Means (UK) Ltd, with support and direction from EPR. Marketing Means are an independent market research company with extensive experience of organising and conducting visitor surveys on designated sites.

### Access Points

- 2.5 In total, surveys were carried out at 30 site access points (APs) across the SPA (shown on **Map 1**). The same 30 access points were surveyed in 2012/13, and 24 of them were surveyed in 2005. The APs are listed in **Table A4.1, Appendix 4**.

### Survey Effort and Timing

- 2.6 In accordance with the methodology used in 2005 and 2012/13, each access point was surveyed for 16 hours in total (480 survey hours across the whole SPA). Interviews were carried out during the following two-hour sessions, with each of the timeslots covered on both a weekday and a weekend day:
- 07:00 to 09:00;
  - 10:00 to 12:00;
  - 13:00 to 15:00; and
  - 17:00 to 19:00.
- 2.7 The even spread of morning/afternoon and weekday/weekend survey sessions was designed to ensure the capture of representative data regarding visitation levels and patterns of access, and also to reduce the possibility of factors such as unusual weather or local events introducing bias into the results.

- 2.8 Surveys were timed to coincide with the nesting bird season, and the school holiday period from late July to early September. When planning the survey schedule, research was undertaken to identify local events that could potentially affect typical visitor activity, and surveys were scheduled to avoid these events.
- 2.9 Two of the access points were surveyed during term time (AP19 on 14/09/18 and AP12 on 16/09/18). This was due to a scheduling error in one case, and due to the presence of travellers on site in the other, necessitating the postponement of the survey for safety reasons.

### **Tally Counts**

- 2.10 Tally counts were made of the numbers of adults, children and accompanying dogs entering and exiting through each access point during each timeslot. This information was collected to allow analysis of overall footfall at each access point, and comparison with previous surveys. The maximum number of cars parked at any one time and the total number of commercial dog walking vehicles was also recorded. The Tally Sheet is shown in **Appendix 1**.
- 2.11 Six access points were particularly busy during the 2012 survey, such that a single surveyor was unable to complete both visitor interviews and tally counts. This necessitated the completion of repeat counts in 2013. Data from the 2012/2013 survey was therefore reviewed, and for the 2018 survey additional surveyors were deployed at access points 3 (The Lookout), 21 (Whitmoor Common), 23 and 24 (both Horsell Common) to cover the completion of tally counts.

### **Interviews**

- 2.12 Surveyors interviewed visitors as they exited through their access point in order to obtain information about their visit. Groups of people were counted as one, with only one person interviewed per group, and children under the age of 16 were not approached if alone. The full questionnaire is provided at **Appendix 2**. Topics included:
- Reason for their visit;
  - Where they had travelled from;
  - Method of travel;
  - Why they had chosen this site over others;
  - How often they usually visit;
  - The route they had taken during their visit;
  - Whether their dogs left the designated paths (if applicable);
  - Whether they visit other open spaces in the area;
  - Reasons for visiting other open spaces; and
  - Awareness of the SPA designation and Thames Basin Heaths Partnership.
- 2.13 Maps were used to aid data collection. Visitors were asked to annotate the route they had taken during their visit on a map of the site, and these were coded so that they could be matched to the corresponding questionnaire.

2.14 Metadata recorded for each interview included the group size and composition, time of day, weather conditions, the number of dogs in the group and whether these were on or off the lead. Surveyors were also provided with a sheet on which to record general observations.

### **Changes to 2018 Questionnaire**

2.15 The 2005 survey included 12 questions and the 2012/13 survey 21. It was acknowledged in the 2012/13 report (Fearnley & Liley, 2013) that “this longer questionnaire meant that at busy sites it was very difficult to interview visitors whilst keeping an accurate tally of visitors and dogs entering and leaving the SPA (...) the length of the revised questionnaire also meant fewer interviews could be undertaken in survey sessions at busy sites as each interview took longer.”

2.16 In response to these limitations, the number of questions was reduced to 16 for the 2018 survey in order to keep the questionnaire as brief as possible while capturing key information, thereby maximising participation. Some of the multiple choice options were also reduced or rationalised.

2.17 The following questions from the 2012/13 survey were omitted:

- *Do you tend to visit this site at a certain time of day?* – this information potentially duplicates and/or confuses analysis of the number of interviews completed during, and tally count data for, each timeslot;
- *Do you tend to visit this area more at a particular time of year?* – a greater sample of seasonal information can be gathered from ongoing car park and automated people counter surveys;
- *Where did you park?* – covered by car park transect surveys;
- *How do you usually travel [to named alternative site]?* – covered by other questions;
- *Did you enter the heath from here or another access point?* – covered by route map;
- *Is/was your route today reflective of your usual route when you visit here?* – detail considered unnecessary, as survey obtains a representative sample of routes taken around sites;
- *Did your visit today involve walking off the paths?* – question changed to ask about whether dogs left the paths;
- *What (if anything) influenced your choice of route here today?* – overlaps with question about reason for choosing this site; and
- *Do you have any other comments about this area?* – open ended questions are difficult to analyse, and similar information can be inferred from multiple choice questions.

2.18 Questions added to the 2018 survey were:

- *Can you tell me the approximate age of your home?* – to capture the proportion of visits made by residents of housing built since the previous survey in 2012/13;
- *Did you use a GPS tracking app today (e.g. Strava) and would you be prepared to share your data?* – to gauge levels of use, willingness to share data and to obtain additional route information;

- *Did your dog leave the marked footpaths or tracks during your visit today?* – instead of asking whether the visitors themselves left the paths;
- *Are you aware that the site is a protected conservation site?* – to both gauge and raise awareness and inform future management; and
- *Have you heard of the TBH Partnership and its work?* – as above.

## Data Analysis

### Overview

- 2.19 All questionnaire responses were multiple-choice (with the exception of 'Other' categories where interviewers typed out the response); these were coded by Marketing Means and passed to EPR as a Microsoft Excel spreadsheet. The tally count forms were typed up by Marketing Means and also provided to EPR as an Excel spreadsheet.
- 2.20 ArcGIS 10.6 software (ESRI UK) was used to aid analysis and presentation of the data collected during the surveys. Analysis of visitor origins and travel distances (linear distance from point of origin to access point) used the 2018 Royal Mail Postcode Dataset for the UK (BPH, 2018) and Pythagorean theorem in Microsoft Excel.
- 2.21 Only full and accurate postcodes were mapped. Consideration was given to mapping the central point of partial postcodes (e.g. GU1 \_\_\_ or GU1 1\_\_). However the spatial areas covered by these district and sector postcodes vary greatly and would have introduced inaccuracies and bias into the analysis.
- 2.22 The visitor route maps were each digitised using ArcGIS 10.3 and then analysed using the line density function of the Spatial Analyst extension. This analysis allows production of thematic maps showing the footpaths and roads in the area with the highest levels of visitor use (m/m<sup>2</sup>) and thus the areas subject to the greatest density of recreational pressure.
- 2.23 Excel was used for the data analysis. Prior to analysis, data was 'cleaned' – for example, removing or adding gaps in postcodes so they could be matched in the Postcode Dataset, and assigning answers listed as 'Other' to the appropriate multiple choice option where possible (e.g. 'Other – birdwatching' would be added to 'wildlife/nature watching' for Q7 and Q10).

### Statistics

- 2.24 Statistical analyses were undertaken using Microsoft Excel and Minitab 18. Analyses included both descriptive statistics such as minimum, maximum and average values (all average values represent the arithmetic mean). All percentages and figures were rounded to one decimal place.
- 2.25 Tests for correlation and significant difference were also undertaken for key parameters; the tests used are described in the relevant paragraphs in **Section 3**. For tests of significant difference between variables, the probability threshold was set at  $P=0.05$ ; where P-values were less than 0.05 this allowed rejection of the null hypothesis of no significant difference between the variables being tested.

## Other Monitoring Data

- 2.26 Natural England provided data from ongoing automated people counter and car park transect surveys across the wider SPA, for context and to supplement the analysis of the visitor questionnaire data. This data is summarised and discussed at the end of the **Results** section.

## Limitations

- 2.27 The following limitations are common to all visitor surveys of this nature:
- While the questionnaire was designed to be as simple and brief as possible, interviewees may decline to answer some questions, and some may be skipped by the surveyor, for example if the interviewee is in a hurry;
  - The 'routes walked' maps vary in terms of accuracy;
  - Certain visitor groups are more difficult to intercept for interview (e.g. joggers, cyclists, horse-riders) and it is likely that these groups are under-represented in the results; and
  - The tally count method invariably under-records footfall, as surveyors will miss some entries/exits while they are interviewing other groups, and some groups may use alternative access points. As such, all entry/exit figures given in the Results section are broad estimates only, for comparison with previous/future surveys and studies at other sites using the same methodology.
- 2.28 The limitations described above are also likely to have applied to the 2012/13 and 2005 visitor surveys. Within the context of the large datasets collected for this and previous surveys, they are not considered to have a significant bearing on the overall results or analysis undertaken.

### 3. VISITOR SURVEY RESULTS

#### Introduction

- 3.1 This Section describes the results of the 2018 questionnaire survey. Results are presented for all 30 access points combined, unless otherwise stated. Results are broken down in detail where appropriate, for example by access point or user group, and graphs, tables and maps are used to facilitate presentation of the results.
- 3.2 Comparisons are made to the 2012/2013 (and where possible, 2005) surveys throughout, with a summary comparison table presented in **Appendix 3**. Where appropriate, large data tables are provided in **Appendix 4** and summarised in the relevant sub-sections.

#### Previous Surveys - Summary

- 3.3 Visitor surveys were undertaken at 26 access points in August 2005 (Liley et al., 2005). In total, 1,144 groups accompanied by 1,271 dogs were interviewed over 416 hours of survey. Of these groups, 83% had arrived by car and 59% said the main reason for their visit was dog walking. Overall, 70% of groups lived within 5km of their access point.
- 3.4 The 2012/13 survey (Fearnley & Liley, 2013) involved 30 access points (24 of the original 2005 locations plus six new ones), with interviews conducted in two separate blocks in May/June and August 2012. Repeat tally counts were undertaken at five locations in August 2013, and this data replaced the August 2012 tally data for those access points.
- 3.5 In total, 2,483 groups accompanied by 2,918 dogs were interviewed over 948 hours of survey in 2012/13. Of these groups, 75% arrived by car and 65% said that the main reason for their visit was dog walking. 83% of groups said they visited at least once a week. Overall, 94% of groups categorised as local residents lived within 5km of the SPA, and 83% within 5km of the access point where they were interviewed.
- 3.6 The total number of people counted entering SPA during the 2012/13 tally counts was 10% higher than in 2005, but analysis found that this difference was not statistically significant.

#### Weather

- 3.7 The majority of the 2018 survey sessions were completed in favourable weather conditions: the weather was 'cool', 'mild' or 'warm' for 84.6% of sessions, and 68.9% of sessions experienced no rain at all. 8.3% of sessions were conducted in heavy rain and 11.8% in 'hot' conditions.
- 3.8 This is a representative mix of weather for the time of year, however it is noted that the summer of 2018 was declared as the 'joint hottest on record' by the Met Office (Met Office, 2018), and the general public were advised to avoid walking dogs during the hottest part of the day.

## Tally Count Data

### Entry/exits

- 3.9 Tally count data collected at each access point is presented in **Table A4.2, Appendix 4**. In total, 3,001 people (adults and children) were recorded entering the SPA at the 30 access points across the 480 hours of survey, and 2,249 people were recorded exiting.
- 3.10 It is important to note at this juncture that the tally count data represents visitor footfall at a fixed number of access points during the peak summer period, and should not be extrapolated to estimate visitor numbers or analyse trends across the whole SPA. Separate automated people counter and car park transect surveys (discussed under 'Other Monitoring Data' below) provide more accurate data in this respect. Rather, the tally count data can be used for comparison between the 30 access points surveyed, and between monitoring survey years.
- 3.11 Standardised by survey hours (because the survey effort was different in the two years, raw counts cannot be used), the rate of entries and exits per hour is lower than in 2012/13, as shown in **Table 3.1**.

**Table 3.1: Comparison of tally counts in 2012/13 and 2018.**

Year	Survey Hours	Total Entries (adults + children)	Entries per hour	Total Exits (adults + children)	Exits per hour
2012/13	948	6,409	6.8	5,448	5.7
2018	480	3,001	6.3	2,249	4.7
% change 2012/13 - 2018			-7.4%		-17.5%

- 3.12 Statistical analysis found that across all 30 access points, for both entries and exits, the difference in hourly footfall between 2012/13 and 2018 was **not statistically significant**, i.e. the variation between the two years could be attributed to random chance (*Wilcoxon's signed rank: entries n=30, W stat=213, p=0.696; exits n=30, W stat=175, p=0.12*).
- 3.13 Repeating the analysis using only the 24 original access points did not affect the result; i.e. the decrease in footfall was not statistically significant (*Wilcoxon's signed rank: entries n=24, W stat=132.5, p=0.627; exits n=24, W stat=97.5, p=0.137*).
- 3.14 When comparing the 24 access points surveyed in both 2005 and 2018, the decrease in footfall is noticeably greater (**Table 3.2**).

**Table 3.2: Comparison of tally counts in 2005 and 2018.**

Year	Survey Hours*	Total Entries (adults + children)	Entries per hour	Total Exits (adults + children)	Exits per hour
2005	384	3,295	8.6	2,823	7.4
2018	384	2,673	7.0	1,968	5.1
% change 2005 – 2018			-18.9%		-30.3%

\* Includes only the 24 access points surveyed in both years

- 3.15 Statistical analysis found that across the 24 access points surveyed in both years, for both entries and exits, the difference in hourly footfall in 2005 and 2018 was **statistically significant**

at the 95% confidence interval (where  $p < 0.05$ ; Wilcoxon's signed rank: entries  $n=24$ ,  $W \text{ stat}=71.5$ ,  $p=0.026$ ; exits  $n=24$ ,  $W \text{ stat}=69$ ,  $p=0.021$ ).

### *Comparison of Access Points*

- 3.16 As shown in **Table A4.2** and displayed on **Map 2a**, access points (APs) 3 (The Lookout) and 24 (Shore's Road) had by far the highest number of people entering during the 2018 survey period, and these sites also had the highest number of children. APs 13 (Staple Hill), 27 (Chapel Lane), 28 (Sandy Hill Road) and 31 (Layby south of A30) recorded the lowest numbers of visitors. The exit data is similar (**Map 2b**), although AP4 (Top of Bracknell Road) had the second highest number of children exiting the site, suggesting that this site is also popular with families.
- 3.17 In order to compare the relative popularity of different APs between survey years, each AP was ranked in terms of total footfall in each year, using the average of the entry and exit totals. The results are displayed on **Figure 3.1**. This shows that APs 3 (The Lookout), 21 (Salt Box Road), 23 (Chobham Road) and 24 (Shore's Road) were the busiest locations in all three survey years, while APs 2 (Nightingale Road) and 17 (B3011 opposite Arrow Lane) were consistently quiet. APs 27 (Chapel Road), 28 (Sandy Hill Road) and 31 (Layby south of A30) were amongst the quietest sites in both 2012/13 and 2018.

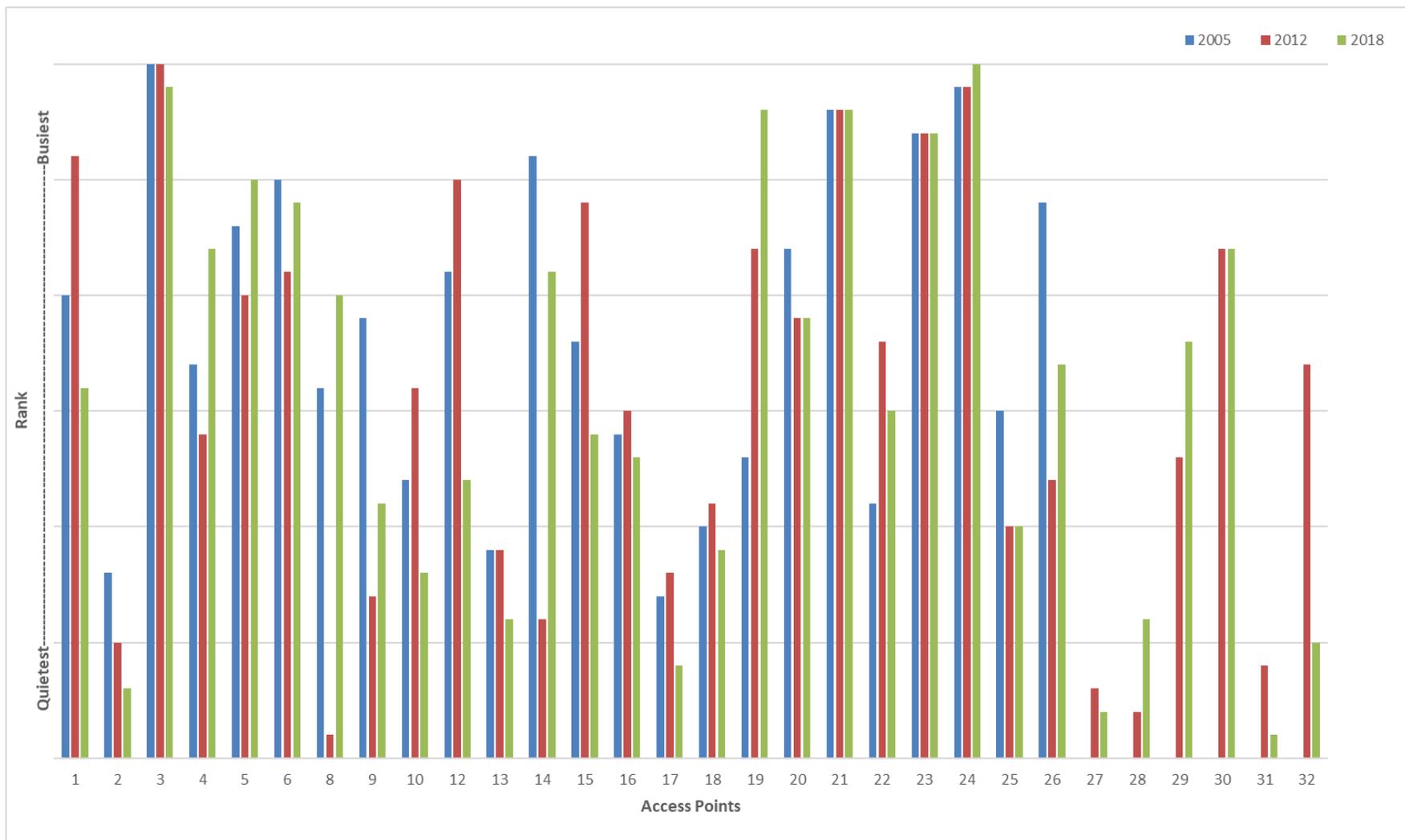


Figure 3.1: Relative footfall - busiest and quietest access points 2005-2018, ranked.

### *Percentage Changes in Footfall*

- 3.18 Dividing the total footfall counts at each access point by the number of survey hours completed yields an hourly footfall rate, from which the percentage change between survey years can be calculated. **Maps 3a** and **3b** show relative changes (both upwards and downwards) in footfall between 2012/13 and 2018, and 2005 and 2018 respectively. The average of the entry and exit percentages was used to assign the size categories shown on the maps, unless the figures were inconsistent with one another (e.g. an increase in entries but decrease in exits), in which case this is denoted as 'unclear'.
- 3.19 **Tables 3.3** and **3.4** pick out the most notable changes, i.e. those +/- 50% or greater, with full data tables provided in **Appendix 4**.

**Table 3.3: Notable changes in 2018 hourly footfall compared to 2012/13.**

AP	AP Name	% change in footfall (average of entries and exits)	Trend
1	Mytchett Place Road	-59.3%	Decrease
12	Chobham Common	-64.1%	Decrease
15	Sandpit Hill	-52.4%	Decrease
23	Chobham Road	-54.6%	Decrease
4	Top of Bracknell Road	+66.8%	Increase
8	North Entrance to Warren Heath	+383.3%	Increase
14	Lightwater Country Park	+432.7%	Increase
28	Sandy Hill Road	+78.3%	Increase
29	Car Park east of Foresters Arms	+54.9%	Increase

**Table 3.4: Notable changes in 2018 hourly footfall compared to 2005.**

AP	AP Name	% change in footfall (average of entries and exits)	Trend
12	Chobham Common	-54.2%	Decrease
26	Currie's Clump	-51.4%	Decrease
19	South Road	+70.8%	Increase

### *Dog Ownership*

- 3.20 A total of 1,847 dogs were recorded entering the 30 access points during the survey period, and 1,519 exiting. This equates to 0.6 and 0.7 dogs per person respectively. This is similar to 2012/13, which recorded 0.7 dogs per person (based on reported entry data).
- 3.21 AP24 (Shore's Road) had by far the highest number of dogs (366 compared to 169 at AP21 (Salt Box Road) and 100 at AP23 (Chobham Road), the next highest totals). The lowest number of dogs were recorded at APs 2 (Nightingale Road), 13 (Staple Hill) and 31 (Layby south of A30).
- 3.22 As shown in **Table 3.5**, the numbers of dogs recorded entering and exiting the SPA is also lower than in 2012/13, in line with the decrease in visitor footfall.

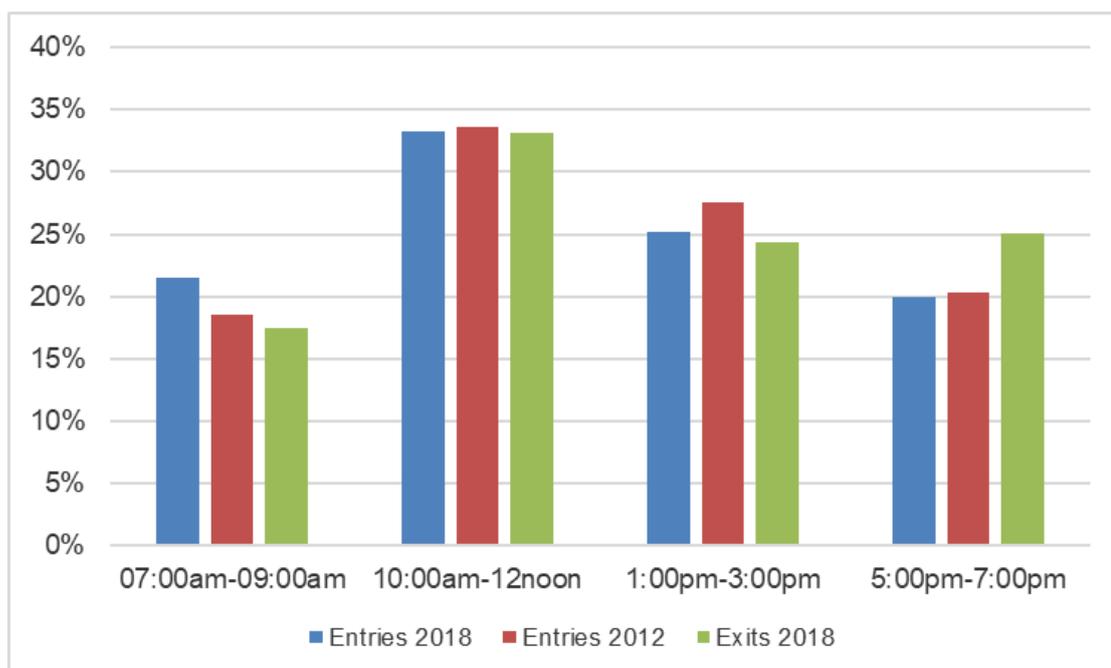
**Table 3.5: Comparison of tally counts in 2012/13 and 2018 (dogs).**

Year	Survey Hours	Total Entries (dogs)	Entries per hour	Total Exits (dogs)	Exits per hour
2005	Not counted				
2012/13	948	4,314	4.6	3,821	4.0
2018	480	1,847	3.8	1,519	3.2
% change 2012/13 - 2018			-17.4%		-20%

- 3.23 Statistical analysis found that across all 30 survey locations, for both entries and exits, the difference in hourly counts of dogs between 2012/13 and 2018 was **not statistically significant** (*Wilcoxon's signed rank, entries: n=30, W stat=166.5, p<0.178, exits: n=30, W stat=142.5, p=0.066*).
- 3.24 This test could not be repeated for 2005 vs 2018, as tally counts of dogs were not undertaken in 2005.
- 3.25 Commercial dog walking vehicles were recorded at 18 of the access points, compared to 15 in 2012/13. The highest total (n=37) was recorded at AP6 Bourley Road, followed by AP21 Salt Box Road (n=11) and AP26 Currie's Clump (n=10). Overall, 113 commercial dog walking vehicles were recorded across the 30 access points over 480 hours of survey, compared to 45 vehicles over 948 hours in 2012/13, which is a notable increase.

#### *Time of Day*

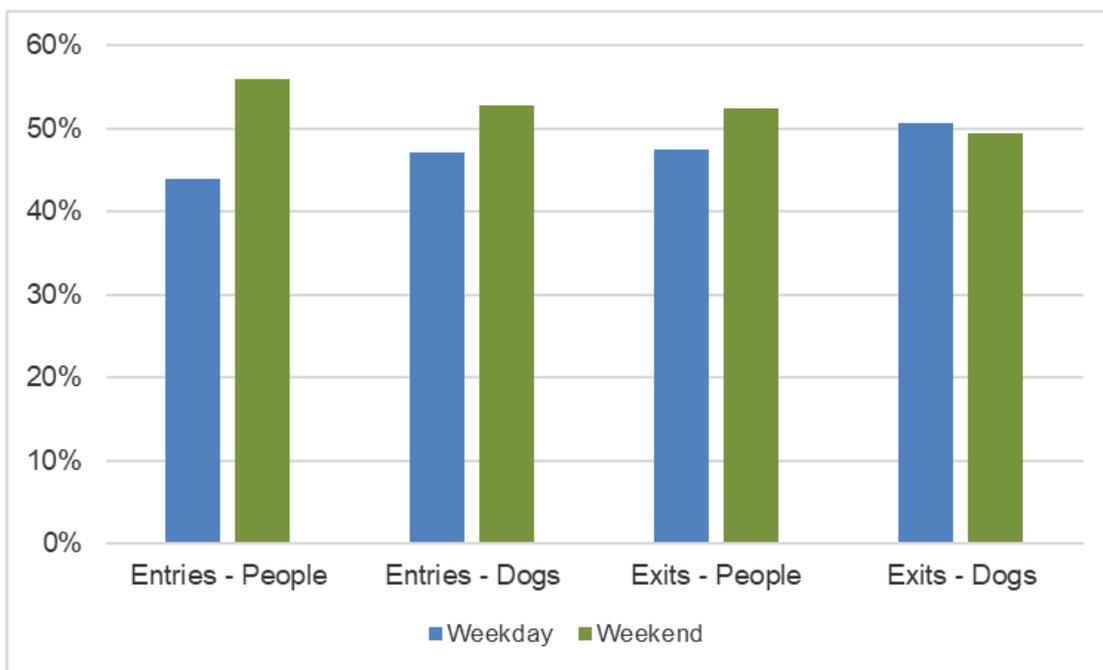
- 3.26 Across all 30 APs, entries and exits were spread across all four timeslots, with a slightly higher proportion of visitors entering and leaving between 10 am and 12 noon. This is a similar pattern to that recorded in the 2012/13 tally counts (**Figure 3.2**).



**Figure 3.2: Entries and exits by timeslot (adults + children).**

### *Weekdays and Weekends*

- 3.27 Overall, footfall was slightly higher at weekends (55.9% of entries and 52.5% of exits, counting both adults and children together). This is slightly lower than in 2012/13 (58.5% at weekends overall).



**Figure 3.3: Entries and exits by weekday or weekend (people = adults + children).**

### **Questionnaire Data: All Responses**

#### *Total Interviews*

- 3.28 A total of 982 groups comprising 1,553 people and 1,174 dogs were interviewed across the 30 access points. Of the 2,249 people recorded leaving the site, 329 turned down the interview request, a refusal rate of 14.2% of visitors.
- 3.29 Of those groups that declined to be interviewed, some had already taken the survey on a previous day, while others would have exited the sites outside of the survey sessions or at access points that were not surveyed. Some groups could not be intercepted because they were moving too quickly (e.g. cyclists), or because interviewers were already engaged in an interview.

#### *Interviews by Access Point*

- 3.30 As shown in **Table 3.6**, the most interviews (i.e. highest participation rates) were completed at APs 24 (Shore's Road), 3 (The Lookout) and 23 (Chobham Road). The fewest (i.e. lowest participation rates) were completed at APs 10 (Car Park off A30), 31 (Layby south of A30), and 32 (Layby on Old Guildford Road).

**Table 3.6: Interviews completed by access point.**

AP	Component SSSI	Count	% of total interviews
24	Horsell Common	93	9.5%
3	Broadmoor to Bagshot Woods & Heaths	82	8.4%
23	Horsell Common	79	8.0%
21	Whitmoor Common	51	5.2%
1	Ash to Brookwood Heaths	49	5.0%
5	Broadmoor to Bagshot Woods & Heaths	40	4.1%
20	Sandhurst to Owlsmoor Bogs & Heaths	38	3.9%
6	Bourley & Long Valley	35	3.6%
4	Broadmoor to Bagshot Woods & Heaths	35	3.6%
19	Sandhurst to Owlsmoor Bogs & Heaths	33	3.4%
8	Bramshill	32	3.3%
26	Ockham & Wisley Commons	32	3.3%
14	Colony Bog & Bagshot Heaths	30	3.1%
9	Castle Bottom to Yateley & Hawley Common	29	3.0%
30	Broadmoor to Bagshot Woods & Heaths	29	3.0%
18	Hazeley Heath	28	2.9%
25	Ockham & Wisley Commons	27	2.7%
16	Colony Bog & Bagshot Heaths	26	2.6%
15	Colony Bog & Bagshot Heaths	26	2.6%
28	Bourley & Long Valley	26	2.6%
12	Chobham Common	23	2.3%
29	Bourley & Long Valley	22	2.2%
22	Whitmoor Common	20	2.0%
27	Ash to Brookwood Heaths	17	1.7%
17	Hazeley Heath	16	1.6%
13	Chobham Common	15	1.5%
2	Ash to Brookwood Heaths	15	1.5%
32	Ash to Brookwood Heaths	14	1.4%
10	Castle Bottom to Yateley & Hawley Common	14	1.4%
31	Castle Bottom to Yateley & Hawley Common	6	0.6%
<b>Total</b>		<b>982</b>	

*Visitor Profile*

- 3.31 The size of the interviewed groups ranged from 1 to 10, with an average of 1.6 people per group (1.5 in 2012/13). The majority of groups consisted of one person (62.9%) (**Table 3.7**).

**Table 3.7: Sizes of groups interviewed.**

Group Size	Count	%
1	618	62.9%
2	247	25.2%
3	62	6.3%
4	37	3.8%
5	12	1.2%
6	2	0.2%
7	1	0.1%
8	1	0.1%
9	0	0%
10	2	0.2%
<b>Total</b>	<b>982</b>	

- 3.32 Of the 1,553 people interviewed as part of the 982 groups, 11.8% were under 18, 24.4% were between 18 and 40, 44.6% between 41 to 65 and 19.2% over 65 (**Table 3.8**). Compared to 2012/13, this represents a decrease in the 41-65 category and a slight increase in all other categories.

**Table 3.8: Age composition of groups interviewed.**

Age Category	Count	% in 2018	% in 2012
Under 18	184	11.8%	10%
18 to 40	379	24.4%	22%
41 to 65	692	44.6%	53%
Over 65	298	19.2%	15%
<b>Total</b>	<b>1,553</b>		

- 3.33 Over three-quarters (76.3%) of the groups interviewed had at least one dog with them (**Table 3.9**), compared to 80% in 2012/13 and 72% in 2005. The 982 groups were accompanied by 1,174 dogs, an average of 1.2 dogs per group, or 1.6 per dog-owning group. This is similar to 2012/13 (1.2 and 1.5 respectively).

**Table 3.9: Number of dogs accompanying interviewed groups.**

Number of Dogs	Number of Groups	%	Total Dogs
0	233	23.7%	0
1	486	49.5%	486
2	180	18%	360
3	42	4.3%	126
4	25	2.5%	100
5	7	0.7%	35
6	6	0.6%	36
10	2	0.2%	20
11	1	0.1%	11
<b>Total</b>	<b>982</b>		<b>1,174</b>

- 3.34 Almost all groups (96.4%) said they were visiting from home, rising to 97% when including those who were on their way to or from work. 3% of groups were on holiday or visiting friends (**Table 3.10**). This is a similar result to in 2012/13, when 98% of groups were classified as 'local' visitors.

**Table 3.10: Which of the following best describes your situation today?**

Situation	Count	%
Visiting from home	947	96.4%
Visiting, staying with friends/family	15	1.5%
On holiday, staying away from home	14	1.4%
On way to/from work	6	0.6%
<b>Total</b>	<b>982</b>	

- 3.35 Unless otherwise stated, the analysis that follows **filters out** those 29 groups who were on holiday or visiting friends, as it is the patterns and behaviour of local visitors (953 groups) that are the main focus of this study. This also allows for direct comparison with the 2012/13 data, which split the analysis in this way. For clarity, these groups are referred to as 'local groups' or 'local visitors'.

### **Questionnaire Data: 'Local Groups' Subset**

#### *Dogs on/off Leads*

- 3.36 Compared to all groups, a slightly higher proportion of local visitors had at least one dog with them (77% compared to 76.3%), and the same proportion of those groups had at least one dog off the lead (54.6%). This is lower than in 2012/13, which reported that 81% of local groups had at least one dog with them, of which 67% had at least one dog off the lead (this was not recorded in 2005).

#### *Dogs on/off Paths*

- 3.37 Of the 738 local groups with dogs, almost two-thirds (62.6%) said their dogs left the paths. 34.8% said they did not, and 2.6% said they didn't know. This question was not asked in 2012/13 or 2005.

3.38 **Table A4.7, Appendix 4** breaks down the proportions of dogs off the lead and dogs that left the paths by access point. In summary, this analysis found that:

- APs 10 (Car Park off A30), 15 (Sandpit Hill), 24 (Shore's Road), 25 (Wren's Nest) and 32 (Layby on Old Guildford Road) had the **highest** proportion of dogs off the lead (over 80%);
- APs 17 (B3011 Opposite Arrow Lane), 21 (Salt Box Road), 22 (Burdenshott Road), 30 (Car Park off B3348/A3095 Roundabout) and 32 had the **highest** proportion of dogs off the paths (over 90%);
- APs 3 (The Lookout), 8 (North Entrance to Warren Heath), 12 (Chobham Common) and 17 had the **lowest** proportion of dogs off the lead (below 30%); and
- APs 2 (Nightingale Road), 9 (Cricket Hill Lane), 14 (Lightwater Country Park), 16 (Queens Road) and 18 (Springfield Avenue) had the **lowest** proportion of dogs off the paths (below 30%).

3.39 With the exception of AP32, there appears to be little consistency between percentages of dogs off the lead and dogs off the paths. Statistical analysis found that there is no statistically significant correlation between the two behaviours (*Spearman's rank: n=30, Spearman rho= -0.128, p=0.247*). The relationship does, however, shows a weak negative trend, which means that dogs off the lead were slightly less likely to have left the paths.

#### *Main Reason for Visit*

3.40 Interviewees were asked to name the main reason for their visit (**Table 3.11**). Dog walking was the most commonly cited by local groups (74.6%), followed by walking (9.8%), cycling/mountain biking (6.4%), jogging/exercise (4%), and commercial dog walking (2.3%). 28 groups (2.9%) gave other reasons, such as birdwatching, fishing, horse-riding, model plane flying, and visiting the café.

**Table 3.11: What is the main activity you are undertaking today?**

Activity	Count	%
Dog Walking	711	74.6%
Walking	93	9.8%
Cycling/mountain biking	61	6.4%
Jogging/exercise	38	4.0%
Other	28	2.9%
Commercial Dog Walking	22	2.3%
<b>Total</b>	<b>953</b>	

3.41 In 2012/13 and 2005, dog walking was also the most popular activity (66% and 59%) followed by walking (21% and 32%). However, the percentages are not directly comparable, as in previous survey years groups could choose more than one answer.

### *Mode of Transport*

- 3.42 The majority of local groups (80%) had travelled to their access point by car or van. 18.9% arrived on foot and 1.2% by bicycle. A slightly higher proportion of groups travelled by vehicle compared to in 2012/13 (**Table 3.12**).

**Table 3.12: How did you travel here?**

Means of Travel	Count	% 2018	% 2012/13
Car/van	762	80%	75%
On foot	180	18.9%	22%
Bicycle	11	1.2%	2%
<b>Total</b>	<b>982</b>		

### *Visitor Origins and Travel Distances*

- 3.43 In total, 794 full and accurate home postcodes were provided by the 953 local groups (83%), displayed on **Map 4**. This is notably lower than in 2012/13 when the postcode capture rate was 96%, but higher than in 2005 (63%).
- 3.44 It is possible that the drop in the number of groups willing to provide a full or accurate postcode is related to heightened media coverage of changes to the law relating to data protection.
- 3.45 In total, 729 (91.8%) of postcodes provided by local groups are located within 5km of the SPA boundary and 166 (20.9%) within 400m. This is a slight drop compared to 2012/13 (94% and 25% respectively). This is a different type of analysis to the catchment analysis detailed below, which is based on distance travelled from home postcode to the access point at which the visitor was interviewed.

### *Postcodes by District*

- 3.46 **Table 3.13** shows the numbers and percentages of postcodes per district and county, compared to 2012/13. In both years, the majority of local visitors originated from Surrey, in particular the Surrey Heath and Woking districts.

**Table 3.13: Postcodes by district/county.**

District	County	No. (%) of postcodes 2018	No. (%) of postcodes 2012/13
Surrey Heath	Surrey	166 (20.9%)	540 (23%)
Woking	Surrey	146 (18.4%)	355 (15%)
Guildford	Surrey	95 (12%)	314 (14%)
Hart	Hampshire	94 (11.8%)	341 (15%)
Bracknell Forest	Berkshire	83 (10.4%)	270 (12%)
Rushmoor	Hampshire	55 (6.9%)	121 (5%)
Other	Other	45 (5.7%)	72 (3%)
Runnymede	Surrey	37 (4.7%)	76 (3%)
Wokingham	Berkshire	33 (4.2%)	112 (5%)
Waverley	Surrey	24 (3%)	70 (3%)
Elmbridge	Surrey	13 (1.6%)	19 (1%)
Windsor & Maidenhead	Berkshire	3 (0.4%)	26 (1%)

*Distances Travelled*

- 3.47 The 794 'local group' postcodes were spatially analysed to generate minimum, maximum and average linear distances from home postcode to access point, broken down further by user group, as shown in **Table 3.14**. This shows that those groups with dogs lived considerably closer to their access point on average than those without a dog.

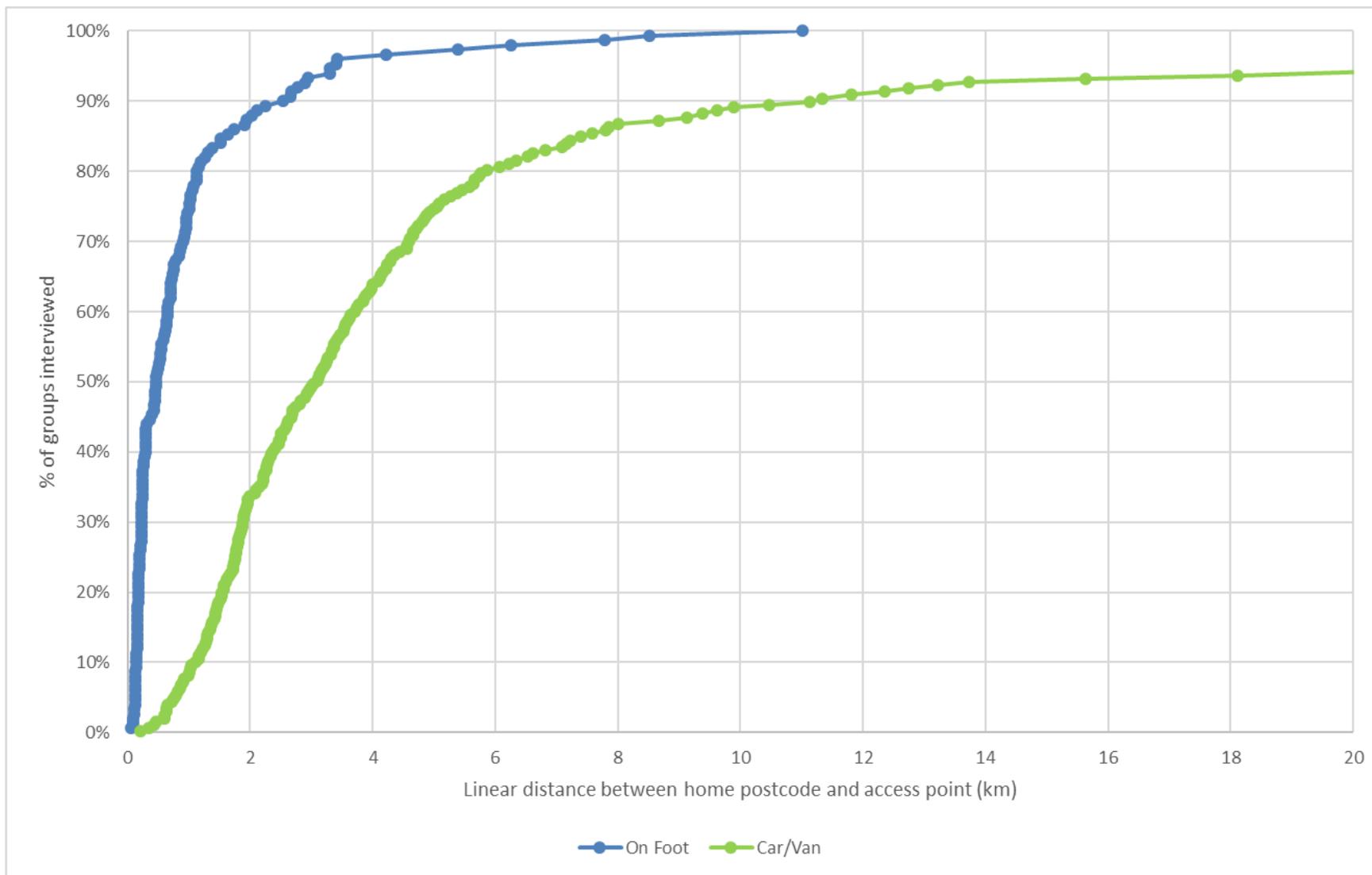
**Table 3.14: Distances travelled to access point (straight-line distances).**

	Count	Minimum	Maximum	Average	Standard Error
All	794	64 m	146 km	5.1 km	+/- 391 m
On foot	150	64 m	11 km	1 km	+/- 127 m
Car/van	636	210 m	146 km	6.2 km	+/- 478 m
Group with dogs	620	64 m	102 km	3.5 km	+/- 255 m
Groups without dogs	174	84 m	146 km	10.4 km	+/- 1.5 km

- 3.48 Average travel distances are higher than in 2012/13, which found that local visitors arriving on foot had travelled 0.8 km on average, and those arriving by car/van 4.5 km.
- 3.49 In 2018, ten groups had travelled over 50km to their access point. Of these, six were visiting AP3 (The Lookout) for the purpose of cycling/mountain biking.

*Catchment Analysis*

- 3.50 The cumulative frequency of distance travelled to reach a site can be used to estimate the walking and driving catchments for a site. For example, the 75th percentile figure from a cumulative frequency distribution curve shows the distance from within which 75% of visitors have travelled to reach a site; this therefore gives a more representative understanding of predominant travel patterns, because it excludes the upper travel distances which would otherwise skew the average.
- 3.51 **Figure 3.4** displays these cumulative frequency distribution curves for local visitors travelling on foot and by car/vehicle respectively.



**Figure 3.4: Cumulative frequency distribution of linear distance between access point and home postcode (figure truncated at 20km).**

- 3.52 Other studies have used either 70% or 75% to characterise visitor catchments. For the purposes of this study, 75% is used for direct comparison with the 2012/13 data.
- 3.53 As shown in **Table 3.15**, 75% of all local groups who arrived on foot had travelled from within 1 km of the SPA, and 75% of those who had travelled by vehicle from within 5 km (**Map 5**). These figures provide up to date indicative walking and driving catchments for the SPA as a whole, and are slightly larger than those reported in 2012/13.

**Table 3.15: Catchment analysis.**

	75th percentile – 2018	75th percentile – 2012/13
All	4.6 km	Not reported
On foot	1.0 km	0.9 km
Car/van	5.0 km	4.6 km

- 3.54 In 2005, this data was reported in terms of the percentage of visitors travelling from within defined distance bands (Liley et al., 2005). It was reported that 70% of car/van visitors had travelled from within 5km of the SPA, therefore the 75<sup>th</sup> percentile for this group will have been over 5km. This data was based on all visitors, rather than the ‘local groups’ subset and as such is not directly comparable to 2012/13 or 2018.
- 3.55 The 2018 catchment data is broken down further below for each Access Point in **Table A4.8 (Appendix 4)**, with postcode locations shown on **Maps 4a-4n**. This shows that:

Driving Catchments:

- In both 2012/13 and 2018, AP3 (The Lookout) had by far the largest driving catchment, at 15.9 km and 30.9 km respectively;
- Other APs with large driving catchments in both years included AP26 (Currie’s Clump) at 13.2 km and 16.2 km, AP13 (Staple Hill) at 7.8 km and 10.8 km, and AP8 (North Entrance to Warren Heath) at 7.8 km and 8.8km; and
- AP20 (Crowthorne Road) had the smallest driving catchment in both years (1.7 km in 2012/13 and 1.9 km in 2018). AP4 (Bracknell Road) and AP19 (South Road) also had driving catchments under 2km in 2018.

Walking Catchments:

- The largest walking catchments in 2018 were recorded at AP16 (Cowshot Common) at 3.3km, and AP14 (Lightwater Country Park) at 1.1km;
- In 2012/13 the largest walking catchments were recorded at AP31 (South of A30) at 3km, and AP27 (Chapel Lane) at 1.2km; and
- AP18 (Hazeley Heath) had the smallest walking catchment in both years (0.2km in 2018, 0.3km in 2012/13).

- 3.56 As reported above, 91.8% of postcodes provided by local groups are located within 5km of the SPA boundary. However, analysis of the cumulative frequency data shows that only 79% of local visitors had travelled from within 5km of their access point – the rest had travelled further. This suggests that some visitors, despite living within 5km of the SPA, were prepared to travel

further than this to reach their preferred access point, which may not be the closest to their home.

### *Age of Home*

- 3.57 The majority of the local groups interviewed said their home was over 10 years old (87.5%), followed by 6 to 10 years old (7.5%). Only 3% of local visitors said their homes were 5 years old or less (**Table 3.16**). This question was not asked in the 2005 or 2012/13 surveys.

**Table 3.16: Can you tell me the approximate age of your home?**

Age of Home	Count	%
Up to 5 years old	29	3%
6 to 10 years old	71	7.5%
More than 10 years old	831	87.2%
Don't know/not applicable	22	2.3%
<b>Total</b>	<b>953</b>	

### *Visit History*

- 3.58 When asked how long they had been visiting this site, the answers most commonly given by local groups were at the opposite ends of the scale: 40.4% of local visitors said they had been coming for over 11 years, and 26.9% for between one and five years, closely followed by 6 to 10 years at 22.9%. Only 6.7% had been visiting for less than a year. These results are similar to those reported in 2012 (**Table 3.17**).

**Table 3.17: How long have you been coming here?**

Time Period	Count	% 2018	% 2012
Less than a year	64	6.7%	10%
1-5 years	256	26.9%	26%
6-10 years	218	22.9%	25%
11+ years	385	40.4%	38%*
First visit	27	2.8%	Not asked
Unsure/ Don't know	3	0.3%	Not asked
<b>Total</b>	<b>953</b>		

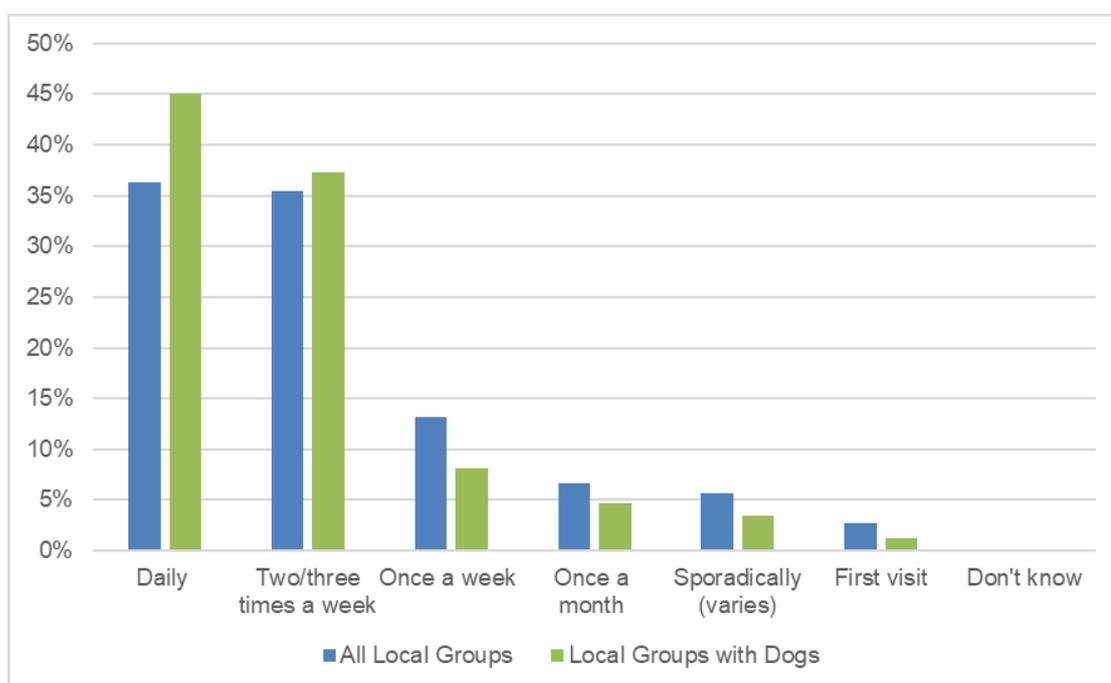
\* in 2012/13 this was within the 'Other' category, with responses ranging from over 10 to 67 years.

### *Visit Frequency*

- 3.59 The majority of local visitors (69.6%) said they visited either daily (36.3%) or two to three times per week (35.5%). This increases to 82.2% when including only those groups with dogs (**Table 3.18**).

**Table 3.18: How frequently do you visit this site?**

Frequency	Count – all local groups	% - all groups	Count – local groups with dogs	% - groups with dogs
Daily	346	36.3%	332	45%
Two or three times a week	338	35.5%	275	37.3%
Once a week	125	13.1%	60	8.1%
Once a month	63	6.6%	35	4.7%
Sporadically (varies throughout the year)	54	5.7%	26	3.5%
First visit	26	2.7%	9	1.2%
Don't know	1	0.1%	1	0.1%
<b>Total</b>	<b>953</b>		<b>738</b>	
At least once a week (first three rows combined)	809	84.9%	667	90.4%



**Figure 3.5: Visit frequency (local visitors).**

- 3.60 The results are similar to those reported in 2012/13 (all local groups: 38% daily, 34% more than once per week; local groups with dogs: 44.7% daily, 36.8% more than once per week).

#### *Visit Duration*

- 3.61 Over half of visits by local groups were between 30 minutes and 1 hour in duration (57.3%) followed by one to two hours (28.1%). Groups with dogs were more likely to spend between 30 minutes and 1 hour on site (**Table 3.19**). This is broadly similar to 2012/13, which found that 64% of local groups spent less than an hour on site, and 31% one to two hours.

**Table 3.19: How long have/will you spend here today?**

Visit Duration	Count – all groups	Count – groups with dogs	% - all groups	% - groups with dogs
Less than 30 minutes	84	59	8.8%	8%
At least 30 mins, up to 1 hour	546	464	57.3%	62.9%
More than 1 hour, up to 2 hours	268	200	28.1%	27.1%
More than 2 hours, up to 3 hours	42	15	4.4%	2%
More than 3 hours	13	0	1.4%	0
<b>Total</b>	<b>953</b>	<b>753</b>		

*Reasons for Choosing this Site*

- 3.62 A wide range of factors were cited by local groups when asked why they had chosen this site over others. Groups could choose multiple options. The most common responses were that it was 'close to home' (61.6%), 'the dog enjoys it' (41.2%), 'quiet/peaceful' (39.6%), 'like the wide open landscape/scenery/views' (37.5%) and 'can let the dog off the lead' (31%).
- 3.63 Responses by dog-owning groups were similar, with higher percentages for 'close to home', 'dog enjoys it', 'can let the dog off the lead' and 'like the wide open landscape/scenery/views' (Table 3.20).

**Table 3.20: What makes you come here, specifically, in preference to another site?**

Reason	Count – all groups	Count – groups with dogs	% - all groups	% - groups with dogs
Close to home	587	477	61.6%	64.6%
Dog enjoys it	393	388	41.2%	52.6%
Quiet/peaceful	377	284	39.6%	38.5%
Like the wide open landscape/views	357	289	37.5%	39.2%
Can let dog off the lead	295	291	31.0%	39.4%
Feel safe	275	227	28.9%	30.8%
Length/variety of paths	259	201	27.2%	27.2%
Like the variety of natural habitats	253	207	26.5%	28.0%
Good/easy parking	206	183	21.6%	24.8%
Well maintained paths	194	149	20.4%	20.2%
Wildlife/nature watching	186	138	19.5%	18.7%
Not many people	179	140	18.8%	19.0%
Nearest greenspace	160	123	16.8%	16.7%
Presence of water	116	100	12.2%	13.6%
Particular facilities/ infrastructure	95	73	10.0%	9.9%
Other	77	51	8.1%	6.9%
For a change/variety	73	57	7.7%	7.7%
Don't know/others in party chose	7	4	0.7%	0.5%

- 3.64 The percentages cannot be directly compared to 2012/13, as groups were asked to give their single main reason for choosing the site rather than selecting all that applied. However, the general pattern is similar, with the most highly cited reasons in 2012/13 being: 'close to home',

'like the countryside/natural environment', 'good for the dog/dog enjoys it', and 'choice of routes/ability to do different circuits'. This question was not asked in 2005.

### *Routes Walked/Cycled*

- 3.65 The maps drawn by visitors to show where they had walked/cycled during their visit were digitised and analysed using GIS (**Map 6**). Because this analysis provides information on the actual footfall and relative recreational pressure exerted across sites, routes for all visitors were mapped, including non-local visitors. **Maps 7a to 7m** show how visitor pressure is distributed across the SPA.
- 3.66 In total, 751 of the 982 interviewed groups (76.5%) provided maps that could be accurately digitised in GIS. A further 166 maps (16.9%) were less clear; these were also digitised but required some assumptions and interpretation on the part of the GIS analyst (e.g. where the route drawn did not match obvious paths). The figures provided in **Table 3.21** below are therefore approximations and the standard error is given.
- 3.67 63 local groups (6.6%) said they used Strava or a similar GPS tracking app. To date no routes have been submitted to EPR.

### *Route Lengths*

- 3.68 Minimum, maximum and average route lengths were calculated for different subsets of visitors, as shown in **Table 3.21**.

**Table 3.21: Route lengths by user group.**

User Group	Total (n)	Minimum	Maximum	Average	Standard Error
All	917	78 m	18.3 km	3 km	+/- 67 m
Dog Walking	704	115 m	11.5 km	2.8 km	+/- 54 m
Walking	96	468 m	8.2 km	2.7 km	+/- 156 m
Local visitors	888	78 m	18.3 km	3 km	+/- 68 m
<b>Local Visitors Subset</b>					
Dog owners	700	78 m	18.3 km	2.8 km	+/- 59 m
Non-dog owners	188	97 m	15.3 km	3.8 km	+/- 226 m
Cyclists	49	216 m	18.3 km	6.8 km	+/- 657 m
Joggers	35	332 m	9.3 km	3.4 km	+/- 342 m
Not cycling or jogging	804	78 m	11.5 km	2.7 km	+/- 52 m
Arrived by car	702	78 m	18.3 km	3.1 km	+/- 81 m
Arrived on foot	176	115 m	7.2 km	2.7 km	+/- 103 m

- 3.69 The longest distance travelled on site was 18.3km, by a group who were visiting for the main purpose of cycling and had at least one dog with them. The shortest distance was 78m.
- 3.70 The average distance travelled by local visitors whilst on site, excluding cyclists and joggers, was 2.7km. Those who arrived by car travelled further on site (3.1km) than those who arrived on foot (2.7km).

- 3.71 On average, local groups with dogs did not walk/cycle/jog as far as those without (2.8km compared to 3.8km respectively). These route lengths appear to have increased compared to 2012/13, when local dog walking groups travelled 2.6km on average, and groups without dogs travelled 2.9km.
- 3.72 In 2005, route lengths were calculated for all visitors (non-locals were not filtered out). The average route length of the 'Dog Walking' user group in 2005 was 2.5km, and 2.3km for the 'Walking' user group. The equivalent route lengths in 2018 were longer, at 2.8km and 2.7km respectively.

#### *Alternative Sites Visited*

- 3.73 The majority of local visitors (65.9%) and local dog walkers (84.8%) said that this was their first choice of site.
- 3.74 Around two-thirds (65.9% of all local visitors, 67.8% of local dog walkers) said they also visited alternative sites. Interviewees were asked to name their top three alternative sites for their main activity that day. The ten most commonly cited sites, both as the first choice and overall (13 sites in total), are shown in **Table 3.22**. Of the 13 most popular alternative sites, eight are within the TBH SPA.

**Table 3.22: Alternative sites visited.**

Site	Count	Rank	Count	Rank	Description of site
	<i>First choice</i>		<i>All mentions</i>		
Windsor Great Park/Virginia Water	38	=1	86	1	SAC: parkland, gardens, lakes, woodland
Horsell Common/Woods/Lake	38	=1	67	3	Part of TBH SPA
Chobham Common	32	3	78	2	Part of TBH SPA
Newlands Corner	24	4	42	4	Chalk downland and woodland.
Lightwater Country Park	18	5	28	6	Part of TBH SPA
Hawley Common/Lake	13	6	33	5	Common is part of TBH SPA
Mytchett Common/Lake	11	7	16	=19	Common is part of TBH SPA
Pyrford Common	10	8	21	=10	Woodland and heathland SNCI
Swinley Forest	10	9	18	=15	Part of TBH SPA
Pirbright Common/ ranges	10	10	17	18	Part of TBH SPA
Wisley & Ockham Commons	9	11	22	=7	Part of TBH SPA
Basingstoke Canal	8	12	22	=7	SSSI
Unspecified Canal	5	13	22	=7	
<b>Total</b>	<b>953</b>		<b>753</b>		

#### *Reasons for Choosing Alternative Sites*

- 3.75 Of the 628 groups who said they visited alternative sites, the main reasons cited for choosing these sites were 'for a change/variety' (33.6%), 'the dog enjoys it' (33.6%), 'close to home' (30.9%), and 'quiet/peaceful' (28.8%) (**Table 3.23**).

**Table 3.23: What factors draw you to these other places?**

Reason	Count – all groups	% - all groups (n = 628)
For a change/variety	211	33.6%
Dog enjoys it	194	30.9%
Close to home	181	28.8%
Quiet/peaceful	161	25.6%
Like the variety of natural habitats	134	21.3%
Like the wide open landscape/ scenery/ views	133	21.2%
Can let dog off the lead	130	20.7%
Length/variety of paths	115	18.3%
Good/easy parking	102	16.2%
Well maintained paths	92	14.6%
Presence of water	92	14.6%
Wildlife/nature watching	81	12.9%
Feel safe	79	12.6%
Not many people	65	10.4%
Nearest greenspace	63	10.0%
Particular facilities/ infrastructure	43	6.8%
Other	43	6.8%
Don't know/others in party chose	5	0.8%

### *Visitor Awareness*

- 3.76 The majority of local visitors (88.5%) said they were aware that they were at a protected nature conservation site. This figure rises to 92.4% when only considering local dog walkers. The Thames Basin Heaths Partnership was less well known, with 49.5% of all local visitors saying they had heard of it, and 56.5% of local dog walkers.
- 3.77 **Table A4.9 (Appendix 4)** breaks down these results by access point. This shows that awareness of both the SPA designation and the TBH Partnership was particularly high at APs 22 (Burdenshott Road), 27 (Chapel Road) and 29 (Car Park east of Foresters Arms).
- 3.78 The access points where visitors showed the least awareness of both the SPA designation and the TBH Partnership were APs 1 (Mytchett Place Road), 3 (The Lookout), 6 (Bourley Road), and 26 (Currie's Clump).

### **Other Monitoring Data**

- 3.79 In addition to the visitor questionnaire monitoring survey, the SAMM Project collects data across the TBH SPA from automated people counters and car park transect surveys. This data was provided to EPR for context and to supplement the visitor questionnaire survey analysis and discussion.
- 3.80 In total, 11 of the automated people counter locations and 23 of the car park count locations match (or are very close to) the access points in the 2018 visitor survey.
- 3.81 It is beyond the scope of this report to carry out detailed analysis of the automated people counter and car park transect data, as a separate study has been commissioned to undertake

this work. However, an overview is presented below, and comparisons drawn to the 2018 visitor survey where applicable.

#### *Automated People Counter Data*

- 3.82 Since 2016, the SAMM Project has recorded automated people counter data at up to 36 locations across the SPA, including 11 that either match or are very close to the access points used in the 2018 visitor survey (listed in **Table A4.10, Appendix 4**).
- 3.83 The automated people counters record footfall 24/7, on both entry and exit. This data is downloaded quarterly and loaded into Excel. Over time, the automated people counter data will be used to compare visitor numbers between the 36 sample locations, and to identify trends and patterns across different months and years.
- 3.84 So far, the data from 2016 has been subject to detailed analysis (SAMM Project, 2017a). This found that across the 21 locations surveyed in 2016, footfall peaked both during the summer months and in December/January, resulting in “*an overall similar level of access between the sensitive period and non-sensitive period [for Annex 1 birds]*” [our addition].
- 3.85 The 2017 and 2018 data has not yet been analysed in detail, therefore EPR has used the raw data provided by the SAMM Project to produce a summary of the first two and a half years of monitoring, covering the period 01/01/2016 to 19/08/2018 (**Table 3.24**). This shows the five busiest and quietest sites, with all 36 locations presented in **Table A4.11, Appendix 4**.

**Table 3.24: Summary of automated people counter results.**

SAMM Ref	2018 AP	Count Total 2016-2018	Total Count Hours*	Hourly Footfall
<b>Highest Footfall</b>				
SAMM016		1,975,376	23,040	85.7
SAMM032	AP24	730,491	22,536	32.4
SAMM022	AP5	163,765	12,456	13.1
SAMM005	AP1	147,742	12,480	11.8
SAMM018		145,579	12,432	11.7
<b>Lowest Footfall</b>				
SAMM026		5,411	23,040	0.2
SAMM025	AP19	4,392	22,536	0.2
SAMM024		3,378	23,040	0.1
SAMM033		2,618	22,368	0.1
SAMM027	AP8	860	14,568	0.1

\* Based on number of days each counter was deployed between 01/01/16 and 19/08/18, full days only. Variation is due to counters being deployed at different times, counter malfunctions, and theft/vandalism.

- 3.86 The automated people counter data and 2018 tally count data cannot be directly compared, due to the following fundamental differences between the two count methods:
- The tally counts were undertaken during the school summer holidays, and are intended to provide an estimate of footfall at the busiest time of year, which also coincides with the ground nesting bird season; and

- The automated people counters are active year-round, and the hourly rates therefore represent average footfall throughout the year.

3.87 This said, AP24 (Shore's Road) and AP5 (Top of King's Ride) recorded high relative footfall in both the tally count and automated people counter methods, indicating that these sites are popular with visitors year-round.

#### *Car Park Transect Data*

3.88 The SAMM Project have been carrying out car park counts across the SPA since 2013, including monthly counts since 2016. This involves driving fixed transects around the SPA over a two hour period (with days of the week and starting times varied throughout the year) and counting the numbers of vehicles in both formal and informal parking locations. The results will allow analysis of changes in car park use over time.

3.89 23 of the 163 parking locations match with access points used in the 2018 visitor survey. These locations are listed in **Table A4.12, Appendix 4**.

3.90 EPR has taken the raw data provided by the SAMM Project to produce a summary of the car park transect results for the 23 locations matching 2018 visitor survey access points (**Table 3.25**). This covers the months from January 2016 to August 2018 inclusive, and shows the five busiest and quietest sites, with all 23 locations presented in **Table A4.12, Appendix 4**.

**Table 3.25: Summary of selected car park transect results (Jan 2016 – Aug 2018).**

2018 AP	SSSI	Transect/ Location no.	All Vehicles	Commercial Dog Walking Vehicles
<b>Highest Number of Vehicles</b>				
AP3	Broadmoor to Bagshot Woods & Heaths	T3 / L7	3805	10
AP26	Ockham & Wisley Commons	T4 / L28	831	2
AP24	Horsell Common	T4 / L24	625	6
AP14	Colony Bog & Bagshot Heaths	T6 / L29	560	3
AP21	Whitmoor Common	T5 / L5	531	5
<b>Lowest Number of Vehicles</b>				
AP17	Hazeley Heath	T2 / L1	56	2
AP27	Ash to Brookwood Heaths	T5 / L12	39	0
AP10	Castle Bottom to Yateley & Hawley Common	T2 / L34	37	0
AP19	Sandhurst to Owlsmoor Bog & Heaths	T3 / L18	32	1
AP31	Castle Bottom to Yateley & Hawley Common	T2 / L21	9	0

3.91 Again, caution should be exercised when comparing these results to the tally count data as the car park counts are conducted throughout the year, not just in the summer. However, it is notable that in both surveys, AP3 (The Lookout), AP21 (Salt Box Road) and AP24 (Shore's Road) recorded high visitor numbers, while AP10 (Car Park off A30), AP27 (Chapel Lane) and AP31 (Layby south of A30) ranked in the bottom five sites in terms of both footfall and vehicle numbers.

## Housing Numbers

- 3.92 The 2005 survey reported a significant relationship between the number of houses within 5km and total visitors leaving a site. Changes in housing numbers within the walking and driving catchments of the TBH SPA over time are therefore of direct relevance to this study.
- 3.93 The 2018 Royal Mail Postcode Dataset was analysed to calculate the number of residential delivery points (i.e. the number of dwellings) within 400m and 5km of the TBH SPA boundary. This was then compared to the figures from 2012/13 and 2005 (as reported in Fearnley & Liley, 2013) to calculate the percentage change in housing numbers since the previous surveys.
- 3.94 As shown in **Table 3.26**, there has been an increase in housing numbers of around 4.7% within 5km of the SPA since 2012/13, and 12.9% since 2005.

**Table 3.26: Approximate number of dwellings within 400m and 5km of SPA boundary.**

Distance from SPA boundary	2005	2012/13	2018	Difference 2005-2018	Difference 2012/13-2018
400m	Not reported		30,235	n/a	
5 km	288,109	310,525	325,174	+12.9%	+4.7%

- 3.95 The locations of new residential postcodes since 2013 are shown on **Map 8**.

## Summary

- 3.96 This section has summarised the results of the 2018 tally count and visitor questionnaire surveys, drawing comparisons to the 2005 and 2012/13 surveys where possible. Full data tables are provided in **Appendix 4**.
- 3.97 Overall, as shown in the summary table in **Appendix 3**, the 2018 survey recorded a similar visitor profile to that in 2012/13 and 2005. The 'typical' SPA user could be described as a local resident making regular, short visits for the purposes of dog walking. The majority of visitors arrived by car and lived within 5km of the SPA. The typical visitor would choose to visit the SPA because it was close to home, the dog enjoys it, for the peace and quiet, and/or the landscape and scenery.
- 3.98 Notable differences between the 2018 and 2012/13 and 2005 results are as follows:
- A statistically significant decrease in footfall (people) across the 24 access points surveyed in 2005 and 2018;
  - Decreases in footfall (both people and dogs) across the 30 access points surveyed in both 2012/13 and 2018, although these decreases are not statistically significant;
  - Notable increases in footfall at APs 4 (Top of Bracknell Road), 8 (North Entrance to Warren Heath), 14 (Lightwater Country Park), 28 (Sandy Hill Road) and 29 (Car Park east of Foresters Arms) compared to 2012/13, and at AP19 (South Road) compared to 2005;
  - Notable decreases in footfall at APs 1 (Mytchett Place Road), 12 (Chobham Common), 15 (Sandpit Hill) and 23 (Chobham Road) compared to 2012/13, and at APs 12 and 26 (Currie's Clump) compared to 2005;

- Higher numbers of commercial dog walking vehicles observed than in 2012/13;
- Fewer dogs observed off the lead compared to 2012/13;
- Slight drop in the proportion of groups who had been visiting for less than 1 year compared to 2012/13;
- Longer routes walked/cycled on site compared to 2012/13 and 2005; and
- Slightly larger walking and driving catchments for the SPA compared to 2012/13.

3.99 **Section 4** will explore these results in more depth and discuss potential reasons for the identified changes in visitor numbers and patterns compared to 2012/13 and 2005.

## 4. DISCUSSION

### Introduction

- 4.1 As set out in **Section 3**, the 2018 visitor surveys recorded a broadly similar visitor profile to that reported in 2012/13 and 2005, albeit with some changes in relation to the proportion of dogs off leads, travel distances and visitor catchments, and lengths of routes taken on site. Certain access points have seen apparent increases in footfall, in contrast to the overall trend. Higher numbers of commercial dog walking vehicles were also recorded in 2018 compared to 2012/13.
- 4.2 However, the most striking change between the 2018 survey and previous surveys in 2012/13 and 2005 is the overall drop in visitor numbers across the access points surveyed, including a statistically significant decrease in footfall compared to 2005, indicating a gradual change over time. The latter is particularly notable in the context of a 12.9% increase in housing numbers within 5km of the SPA boundary over the same time period, together with the general trend towards increased levels of access to the countryside.
- 4.3 Several factors could have influenced visitor patterns and behaviour in 2018. Across the SPA as a whole, these include:
- Weather conditions in summer 2018;
  - The distribution of new housing; and
  - The adoption of impact avoidance strategies by Local Planning Authorities as per the JSPB Delivery Framework 2009, and subsequent implementation of SANG and SAMM measures in association with new residential development.
- 4.4 The following site-specific factors may also have changed since 2005 and/or 2012/13:
- Parking availability and charges;
  - Access and footpath provision;
  - Habitat management;
  - Visitor management and infrastructure; and
  - Incidences of anti-social behaviour.
- 4.5 Each of these potential influencing factors is discussed further below, followed by consideration of the implications of the 2018 survey results for the ongoing implementation of impact avoidance and mitigation strategies (as led by guidance set out within the JSPB 2009 Delivery Framework and local authority documents derived from it), as well as suggestions for the future targeting of mitigation measures at different access points, and the planning and design of SANG.

### SPA-Wide Factors

#### *Weather Conditions*

- 4.6 As mentioned in **Section 3**, summer 2018 was the joint hottest on record, and members of the public were advised to avoid walking their dogs during the hottest part of the day. Wildfire

warnings were also in place across the SPA and incidences of wildfire were reported at Ash Ranges, Chobham Common, Whitmoor Common, Yateley Common, Horsell Common and Sheets Heath.

- 4.7 It is certainly possible that the weather conditions discouraged people from visiting the SPA, however 84.6% of the survey sessions were reported to be 'cool, warm or mild'. Further, the 2012/13 visitor survey also noted that the weather in summer 2012 was 'atypical', with August 2012 experiencing unusually high rainfall, although only six APs were surveyed in wet conditions in August.
- 4.8 The weather in August 2005 was generally a mixture of fine and warm and 'unsettled' (Met Office, 2013). At least 30 minutes of rain was experienced during 22 of the survey sessions in 2005 (44 survey hours).
- 4.9 On balance, a mixture of weather conditions were experienced in all three survey years, and although the hot weather in 2018 may have influenced visitor numbers to some degree, it is unlikely that the weather conditions alone explain the overall drop in visitor numbers across the access points surveyed compared to 2012/13 and 2005.

#### *Distribution of New Housing*

- 4.10 **Map 8** displays the location of new residential delivery points (i.e. dwellings) compared to 2013 (it is possible that some of these represent the reassignment of postal codes rather than new dwellings, however it is likely that the majority represent new development). This shows that new housing is spread out across the 5km SPA driving catchment, with clusters around Aldershot, south of Fleet, Blackwater/Camberley, Bracknell, Woking and Guildford.
- 4.11 Each new residential development of one dwelling or more within the 5km catchment will have been required to provide (or contribute towards) SANG, as discussed below.

#### *Implementation of SANG*

- 4.12 According to information supplied by Natural England, approximately 56 SANGs are now open across the SPA (as of November 2018), as shown on **Map 9** and listed in **Table A5.1, Appendix 5**. These are actively promoted by the Thames Basin Heaths Partnership as part of the SAMM Project, including a searchable online directory/map and a booklet, 'Greenspace on Your Doorstep', which is handed out by wardens on the SPA and at events.
- 4.13 All of these SANGs were opened post-2005, and the majority post-2012. Their driving catchments (according to the size categories set out in the JSPB 2009 Delivery Framework) are shown on **Maps 10a and 10b**. This shows that the majority of the 5km SPA driving catchment overlaps with at least one SANG catchment, including all of the access points surveyed in 2018.
- 4.14 There are two notable gaps in SANG catchment coverage, to the west of Bramshill/Hazeley Heath and to the north of Chobham Common. The former area covers sparsely populated open countryside and small villages between Basingstoke and Reading, and the latter mainly consists of the southern part of Windsor Great Park Special Area of Conservation (SAC).
- 4.15 In total, 323,662 of the dwellings within the 5km SPA driving catchment fall within the catchment of at least one SANG. This represents 99.5% of all dwellings within the 5km SPA driving catchment.

- 4.16 SANG visitor surveys are in the process of being undertaken by the SAMM Project and private landowners. Comprehensive analysis of the results of this work is still to be undertaken, however early indications are that SANG is proving to be an effective means of diverting recreational pressure away from the SPA. For example:
- Visitor surveys undertaken by EPR at the Langley Mead SANG in Berkshire have found that 74% of groups interviewed said they were less likely to visit Bramshill SSSI (the nearest part of the SPA) now that the SANG was available (EPR, 2018); and
  - The results of visitor surveys carried out at 17 SANGs over winter 2016/17 found that the majority of groups matched the main SPA target user group of local, regular dog walkers (SAMM Project, 2017b).
- 4.17 The 2018 survey found that residents of new housing made up a very small proportion (3%) of the groups interviewed (see **Table 3.16**). Furthermore, only 6.7% of local groups had been visiting for less than one year (see **Table 3.17**). These results suggest that SPA users are largely made up of long standing local residents who have become habituated to visiting the SPA over time, potentially because historically the SPA sites were amongst the main 'countryside' sites available for recreation, rather than new residents who presumably visit other sites for recreation where an increasing range of accessible greenspaces includes SANGs.
- 4.18 It is therefore possible, and indeed likely, that the increased availability of SANGs has influenced the significant drop in footfall across the access points surveyed in 2005 and 2018.
- 4.19 **Maps 10a** and **10b** overlay SANG catchments with new and existing postcode locations and the access points surveyed in 2005 and 2012/13 respectively, colour coded according to the recorded change in footfall. As described in **Section 3**, the apparent changes in footfall at individual access points should be interpreted with a degree of caution, as they only represent data collected from a limited period of survey during the summer months. However, these maps provide a starting point for more detailed analysis of the relationship between new and existing housing, SANG, and access patterns on the SPA. This will be informed by analysis of the results of the ongoing automated people counter, car park transect and SANG visitor surveys.

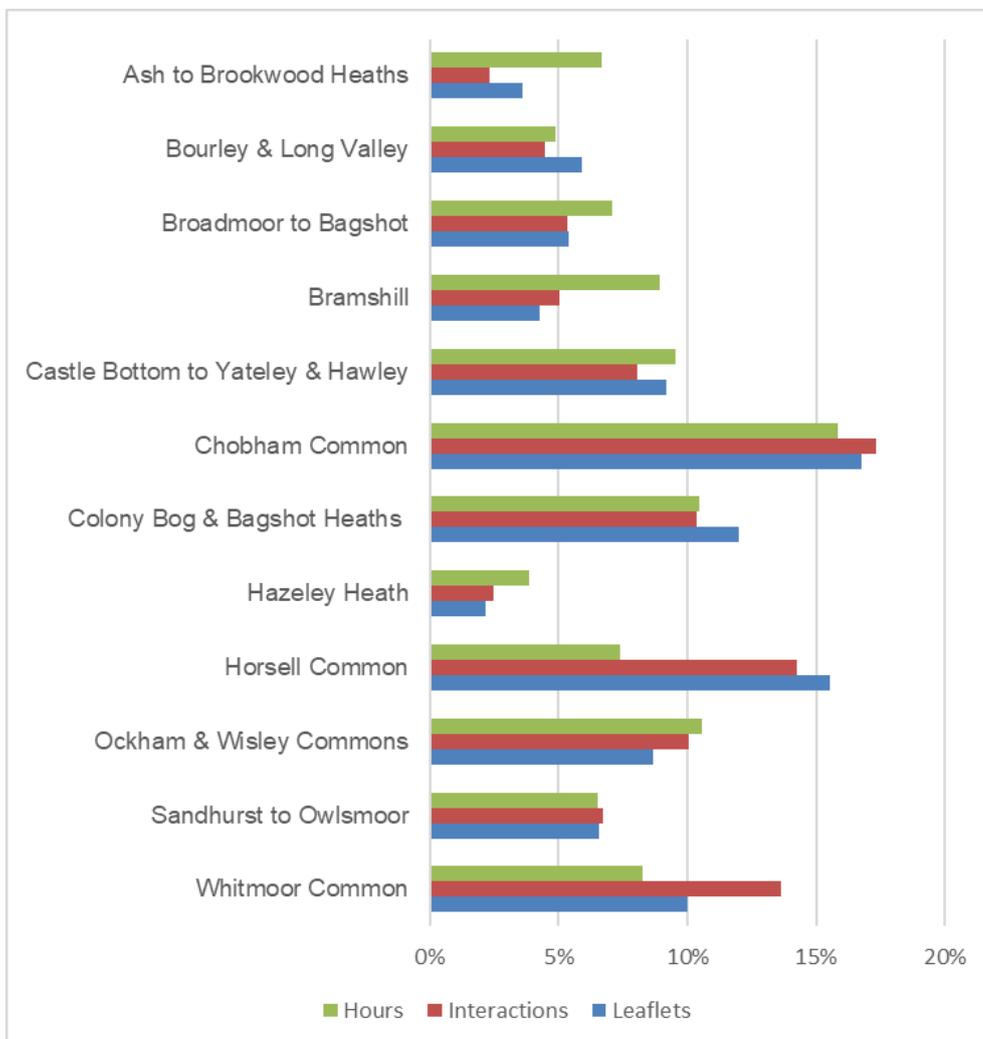
#### *Implementation of SAMM*

- 4.20 SAMM measures are implemented by the Thames Basin Heaths Partnership, set up in July 2011. All of these measures have therefore been implemented post-2005, and the majority post-2012.

4.21 Key SAMP measures include:

- Year-round wardening across the SPA from 07:00 – 19:30 (daylight permitting, commenced March 2015);
- TBH Partnership website and social media presence with information on the SPA and SANG;
- Printed media including the ‘Greenspace on your Doorstep’ booklet;
- Regular events including an inaugural ‘Heath Week’ in 2018;
- Educational programme including events with local schools; and
- Dedicated ‘Heathland Hounds’ initiative in partnership with dog wardens.

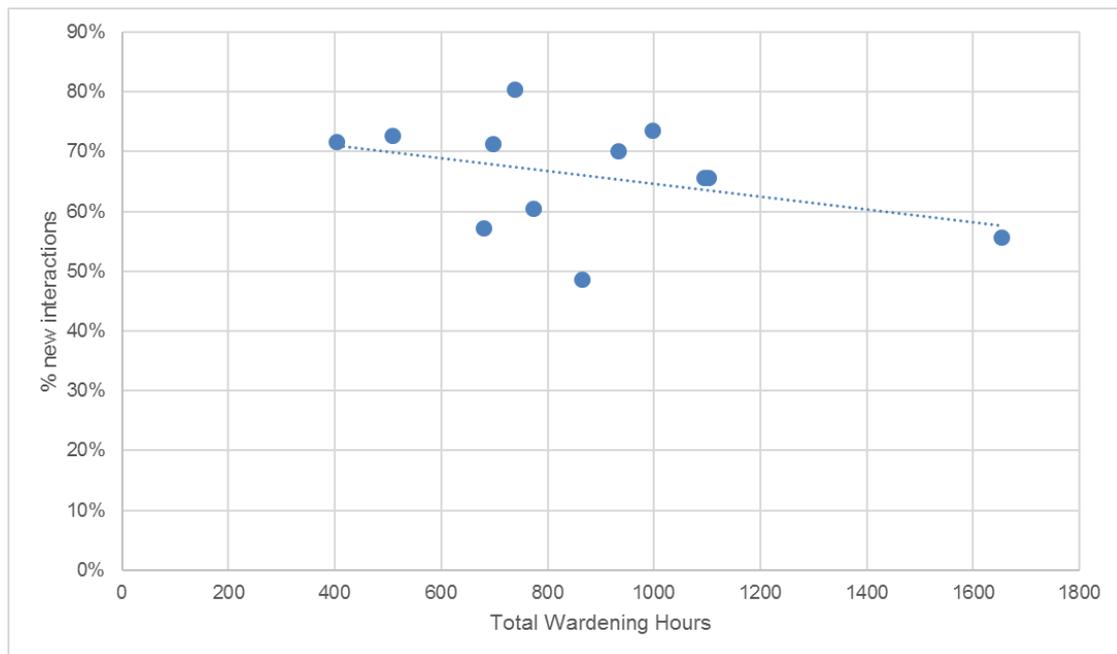
4.22 In total, 10,450 hours of wardening were completed across the SPA between September 2016 and August 2018 inclusive. During this time 18,843 interactions with members of the public were logged, and 14,961 leaflets were handed out. **Figure 4.1** shows how the total hours, interactions and leaflets varied across the 12 SSSIs included within the visitor survey.



**Figure 4.1: Total wardening hours, interactions and leaflets handed out across component SSSIs.**

4.23 Particularly high levels of wardening and public interaction were recorded at Chobham Common, Horsell Common, Colony Bog & Bagshot Heaths, Whitmoor Common and Ockham & Wisley Commons.

4.24 **Figure 4.2** shows the relationship between total wardening hours on an SSSI and the number of new interactions recorded (i.e. visitors who had not already been spoken to). This shows a weak negative correlation between total wardening hours and the number of new interactions, which is to be expected as the number of people already spoken to should increase as wardening hours increase. This correlation is not statistically significant (*Spearman's Rank*:  $n=12$ , *Spearman rho*= -0.364,  $p=0.245$ ).



**Figure 4.2: Total wardening hours and % new interactions.**

4.25 Pooling the data for all access points within an individual SSSI facilitates analysis of whether there is a correlation between wardening levels and particular aspects of visitor behaviour (for example, desirable behaviours that have the potential to reduce disturbance to the SPA birds). This revealed that there is no statistically significant correlation between wardening hours on an SSSI and the proportion of dogs kept on the lead at the access points within it (*Spearman's rank*:  $n=12$ , *Spearman rho*= -0.035,  $p=0.914$ ), or between wardening hours and the proportion of dogs staying on the paths (*Spearman's rank*:  $n=12$ , *Spearman rho*= 0.161,  $p=0.618$ ).

4.26 The proportion of dogs off leads amongst local groups who had been visiting for 6 years or more was slightly higher than for those who had been visiting for less than a year (55.1% vs 48.8%), which may reflect an element of habituated behaviour. However, local groups who had been visiting for 1 to 5 years had a higher percentage of dogs leaving the paths compared those who had been visiting for at least 6 years (67.2% vs 61.7%).

4.27 Overall, however, the 2018 visitor survey found that awareness of the TBH SPA designation is high, particularly amongst dog walkers, and 49.5% of all groups interviewed had heard of the Thames Basin Heaths Partnership. It will be interesting to monitor whether levels of awareness continue to increase with the next update of the visitor questionnaire survey, and whether there is any corresponding change in the percentages of dogs off leads and/or leaving the paths.

## Site-Specific Factors

- 4.28 In addition to SPA-wide factors potentially affecting visitor numbers and patterns, site-specific factors may also have had an influence. These include changes to site management, access and parking, visitor infrastructure, the volume and proximity of new housing, and the type, size and proximity of SANG. Changes to how visitors use a site could also affect the tally count results – for example, through a shift upwards or downwards in visitors entering or exiting at alternative access points to those surveyed.
- 4.29 Landowners and managers across the 30 access points provided information on changes that have taken place at their sites since 2012/13. The majority did not report any major changes that could potentially affect visitor numbers, with the following exceptions:
- In 2018, bunds were installed along the roadside at AP1 (Mytchett Place Road) to block off informal parking. This AP saw a decrease in footfall compared to 2012/13 which could be explained by these parking restrictions;
  - A new perimeter fence at Long Valley, erected in January/February 2018, could potentially discourage visitors at APs 28 and 29 – however footfall actually appears to have increased in these locations; and
  - Traveller incursions took place at AP12 (Chobham Road) in July and late August 2018. This is likely to explain the decrease in footfall compared to 2012/13.
- 4.30 Weather conditions encountered at specific access points during the surveys may also account for site-level changes in footfall. For example, at AP4 (Top of Bracknell Road) the 2012/13 survey report notes that prolonged rain occurred during the surveys. It is therefore likely that the apparent increase in footfall at this location in 2018 is a result of the 2012/13 survey results being an under-estimate of true visitor numbers. Conversely, half of the 2018 survey sessions at AP23 (Chobham Road, Horsell Common) were affected by heavy rain, which could explain the apparent drop in visitor numbers compared to 2012/13.
- 4.31 All of the access points are within at least one SANG catchment (**Maps 10a and 10b**), but some are particularly close to large SANGs, notably APs 5 (Top of King's Ride), 6 (Bourley Road), 23 (Chobham Road) and 24 (Shore's Road). APs 5 and 6 both saw a decrease in footfall compared to 2005, with inconclusive results compared to 2012/13. AP23 has seen a large drop in footfall compared to both years (although this may also be partially explained by the weather conditions mentioned above), and AP24 has seen a slight increase.
- 4.32 Overall, with some notable exceptions, there are no clear or consistent site-specific factors that could explain site-level changes in footfall compared to 2005 or 2012/13. It is therefore more likely that SPA-wide factors have had the greatest influence on the overall decreasing trend in footfall across the survey locations compared to 2005 and 2012/13.

## Implications for Impact Avoidance and Mitigation Strategies

- 4.33 The results of the 2018 visitor survey indicate that the present approach to impact avoidance and mitigation on the TBH SPA, which chiefly targets regular local dog walkers, is still appropriate.

- 4.34 The absence of clear and consistent site-specific factors that could potentially explain the significant decrease in visitor numbers across the 24 surveyed access points since 2005 (and the non-significant decrease since 2012/13) suggests that SPA-wide factors are more likely to have influenced this result. These factors include the implementation of SANG and SAMM measures since 2005, and to a lesser extent, variation in weather conditions between the survey years.
- 4.35 The indicative driving catchment for the SPA has increased to 5km from 4.6km in 2012/13, however the 5km catchment set out in the 2009 Delivery Framework and associated local authority strategies remains appropriate.
- 4.36 The average distance travelled by local visitors whilst on site has increased compared to 2005 and 2012/13, with an average route length in 2018 of 3km (2.7km when excluding joggers and cyclists). Natural England's *Guidelines for the Creation of SANGs* (NE, 2008) presently advise that SANGs should provide a minimum circular walk length of at least 2.3km, which may need to be reviewed in light of the 2018 survey results.

#### *Recommendations for Targeted SAMM Measures*

- 4.37 The overall increase in the numbers of dogs kept on the lead compared to 2012/13, and the generally high levels of awareness of the TBH SPA designation, support the continued implementation of wardening and education efforts as part of the SAMM Project.
- 4.38 This said, these results varied across the 30 access points, as did the proportion of dogs staying on the designated paths, and this information can be used to inform the focus of future wardening and education efforts.
- 4.39 **Table A6.1 in Appendix 6** therefore sets out a summary of the locations where future SAMM measures could be usefully targeted. This highlights the access points where the proportions of dogs on the lead, dogs staying on paths, and awareness of the TBH SPA and TBH Partnership were lower than others, as well as the access points with notable increases in footfall since 2005 and/or 2012/13 (as per **Tables 3.3 and 3.4**), and those where the numbers of commercial dog walking vehicles have increased since 2012/13.

#### *Recommendations for SANG Planning and Design*

- 4.40 As discussed above under 'Implementation of SANG', it is likely that the increased availability of SANG since 2005 has influenced the drop in visitor numbers across the access points surveyed. SANG should continue to be promoted through face-to-face and online/print communications such as the 'Greenspace on your Doorstep' booklet, and SANG visitor surveys should continue to form a core component of SAMM.
- 4.41 The 2018 survey results support existing principles behind SANG design, including the requirement for SANGs to be dog friendly, quiet/peaceful and with a variety of natural habitats (see **Table 3.23**). A variety of walking routes should be provided, including some that are up to 2.8 km long (the average route length for local dog walkers). SANGs should be located within the 5 km driving catchment of the SPA ('close to home') and opportunities to create new SANGs, or connect existing ones, should be explored in areas where there are gaps (**Maps 10a and 10b**).

## Conclusions

- 4.42 This study has collected and presented up to date qualitative and quantitative data on visitor numbers, behaviour and patterns of access at 30 surveyed locations across the TBH SPA. This data has been compared to the results of the baseline study in 2005, and the first monitoring survey in 2012/13.
- 4.43 The 2018 visitor survey recorded a statistically significant drop in visitor numbers across the 24 access points surveyed in both 2005 and 2018, in spite of a concurrent 12.9% increase in housing numbers within 5km of the SPA. There was also a decrease in visitor footfall compared to 2012/13, although this was not statistically significant, suggesting that the trend towards lower visitation levels is taking place gradually over time.
- 4.44 As discussed in **Section 3**, comparison of tally count data from the peak summer holiday period is not the most effective method of measuring changes in visitor numbers across the SPA as whole, and the results of the ongoing automated people counter and car park transect surveys, once available, should also be reviewed to confirm whether this is a common trend.
- 4.45 The 2018 catchment analysis calculated an indicative driving catchment of 5km linear distance from the SPA boundary, therefore the 5km 'zone of influence' set out in the JSPB 2009 Delivery Framework and associated local authority plans and strategies remains valid.
- 4.46 The overall visitor profile recorded in 2018 supports the continued targeting of SANG and SAMM measures at local dog walkers. It is encouraging that the proportion of dogs observed off the lead has decreased since 2012/13, although the increase in commercial dog walking vehicles is of concern.
- 4.47 In the absence of clear and/or consistent site-specific factors, it is most likely that the implementation of SANG and SAMM measures since 2005 have had the greatest influence on visitor patterns and behaviour. Awareness of the TBH SPA designation is very high and indicates that the SAMM measures and messages implemented by the TBH Partnership are effectively reaching visitors.
- 4.48 Suggestions are made in relation to the planning and design of future SANG provision, and analysis of the results of the ongoing SANG visitor surveys will allow these to be refined and built upon further. Recommendations are also set out for further targeting of wardening and education efforts in locations where the survey results indicate that they would have the greatest influence.
- 4.49 **Maps 10a** and **10b** demonstrate how the relationship between new and existing housing numbers, SANG coverage, and changes in footfall at individual access points can be visually displayed. This provides a starting point for more detailed analysis that can be undertaken in conjunction with the results of the ongoing automated people counter, car park transect and SANG visitor surveys, to build up a clearer picture regarding access patterns across the SPA. Ultimately, this should be considered in the context of data on the distribution and status of Annex I bird populations, to investigate whether there is a link between changes in patterns of public access and the conservation status of the species for which the SPA was designated.

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# Maps

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<b>Map 1</b>	Access Point Locations & the Thames Basin Heaths SPA
<b>Map 2a</b>	Relative Footfall: Entries
<b>Map 2b</b>	Relative Footfall: Exits
<b>Map 3a</b>	Changes in Footfall (entries and exits) 2005 – 2018
<b>Map 3b</b>	Changes in Footfall (entries and exits) 2012/13 – 2018
<b>Maps 4a – 4n</b>	Visitor Origins
<b>Map 5</b>	Indicative Visitor Catchments
<b>Map 6</b>	Routes Taken on Site
<b>Maps 7a – 7m</b>	Recreational Pressure
<b>Map 8</b>	Location of New Postcodes Since 2013
<b>Map 9</b>	Implemented SANGs
<b>Map 10</b>	SANG Catchments

# Appendix 1

## Tally Sheet 2018

<b>Tally Sheet 2018</b>						
<b>Date:</b>						
<b>Day of week:</b>						
<b>Surveyor:</b>						
<b>Location code:</b>						
<b>Location name</b>						
<b>Time period (circle one)</b>	07:00-09:00	10:00-12:00	13:00-15:00	17:00-19:00		
<b>Weather</b>						
Cloud cover (eighths)						
Rainfall (circle one)	none	yes- less than 0.25 of the 2 hour period	yes, 0.25-0.5 of the 2 hour period	yes - 0.5-0.75 of the 2 hour period	yes- more than 0.75 of the 2 hour period	
Temperature (circle one)	cool	mild	warm	hot		
Give any further details on weather if likely to affect visitor numbers e.g. high winds, thunder						
<b>Tally- entering</b>	adults		children		dogs	
<b>Tally- leaving</b>	adults		children		dogs	
<b>Max no of cars parked</b>						
<b>No. commercial dog walking vehicles parked</b>						
<b>No of refusals</b>						
<b>No who had done survey already</b>						
<b>Notes</b>						

## Appendix 2

### Visitor Questionnaire 2018

No.	Question	Notes to Surveyor / Consultant	Options (code)					
1	Which of the following best describes your situation today?	<i>Tick one</i>	Visiting from home	On holiday, staying away from home	Visiting/ staying with friends/ family	Other (free text)		
			1	2	3	4		
2	What is the main activity you are undertaking today?	<i>Tick closest answer. Do not prompt. Single response only.</i>	Dog walking	Commercial dog walking	Walking	Jogging/ exercise	Cycling/ mountain biking	Horse riding
			1	2	3	4	5	6
			Bird/ wildlife watching	Other (free text)				
			7	8				
3	How long have you been coming here?	<i>Tick closest answer, single response only. Only prompt if interviewee struggles.</i>	First visit	Less than a year	1-5 years	6-10 years	10+ years	Unsure/do n't know
			1	2	3	4	5	6
4	How long have/will you spend here today?	<i>Tick closest answer, single response only. Only prompt if interviewee struggles.</i>	Less than 30 mins	30 mins -1 hour	1-2 hours	2-3 hours	3 hours+	
			1	2	3	4	5	
5	How frequently do you visit this site?	<i>Tick closest answer. Single response only. Only prompt if interviewee struggles.</i>	Daily	Two-three times a week	Once a week	Once a month	Sporadical ly (varies throughout the year)	First visit
			1	2	3	4	5	6

No.	Question	Notes to Surveyor / Consultant	Options (code)					
			Don't know					
			7					
6	How did you travel here?	<i>Single response only.</i>	Car/van	Foot	Bicycle	Public transport	Horse	Other (free text)
			1	2	3	4	5	6
7	What makes you come here, specifically, in preference to another site? What do you particularly like about it?	<i>Tick all that apply. Ideally do not prompt. If interviewee struggles, try rephrasing question or failing that show them the list.</i>	Close to home	Nearest green space	Can let dog off the lead	Dog enjoys it	Good/easy parking	Particular facilities/ infrastructure
			1	2	3	4	5	6
			Feel safe	Length/variety of paths available	Well maintained paths	Not many people	Quiet/peaceful	Like the variety of natural habitats
			7	8	9	10	11	12
			Like the wide open landscape / scenery/ views	Presence of water	Wildlife/ nature watching	For a change/ variety	Don't know/ others in party chose	Other (free text)
			13	14	15	16	17	18
8	Is this your first choice of places to visit in the area?	<i>Single response only.</i>	Yes	No				
			1	2				
9	Aside from here, do you visit any other places for (insert activity)? If yes: Please could you name your top 3 locations for this activity, in order of preference?	<i>Record single site names. Check specifics e.g. spelling if necessary, location/name of site, rather than general areas e.g. "the woods" or "the common" - (sites need to be identified on a map for analysis) take a description if not sure. Briefing pack includes list of local sites and a map for reference.</i>	Site name 1 (free text)	Site name 2 (free text)	Site name 3 (free text)	Not sure/don't know	Nowhere/ wouldn't have visited anywhere	
			1	2	3	4	5	

No.	Question	Notes to Surveyor / Consultant	Options (code)						
			Close to home	Nearest green space	Can let dog off the lead	Dog enjoys it	Good/easy parking	Particular facilities/ infrastructure	
10	What factors draw you to these other places? What do you like about them?	<i>Tick all that apply. Ideally do not prompt. If interviewee struggles, try rephrasing question or failing that show them the list.</i>	1	2	3	4	5	6	
			Feel safe	Length/variety of paths available	Well maintained paths	Not many people	Quiet/peaceful	Like the variety of natural habitats	
			7	8	9	10	11	12	
			Like the wide open landscape / scenery/ views	Presence of water	Wildlife/nature watching	For a change/variety	Don't know/others in party chose	Other (free text)	
			13	14	15	16	17	18	
11	So that we can analyse access patterns to the heathland areas, please could you give me your full home postcode?	<i>Very important data from survey so check for accuracy. Reassure if needed that this only identifies to street/general area.</i>	(free text)						
11a	What is the name of town or village where you are staying locally? (or if unwilling to provide postcode at 4a)	<i>(for those staying away from home) Get spelling if necessary for town/village.</i>	(free text)						
12	Can you tell me the approximate age of your home?	<i>Tick one.</i>	Less than 5 years old	5 to 10 years old	10+ years	Don't know/ not applicable			
			1	2	3	4			
13	Now I'd like to ask you about your route today. Looking at the area shown on this map, can you show me where you	<i>Use P to indicate where visitor parked. E to indicate start point and X to indicate exit. Mark route with a line, sticking to existing footpaths unless the interviewee stated that they left the paths. Use solid</i>	(record map reference ID)						

No.	Question	Notes to Surveyor / Consultant	Options (code)				
	parked if you came by car? Then where you started your walk or visit today? And the finish point. And your route please?	<i>line for actual route and dotted line for expected/remaining route. If place where respondent parked is not marked on map, please record where they did park - car park or name of road.</i>					
13a	Did you use any GPS tracking app today (e.g. Strava) and would you be prepared to share your data?	<i>Use surveyor judgement about who to ask this to (most likely user group joggers/cyclists). Provide information from FAQ sheet about email address for emailing data, ask them to specify activity when emailing data and provide interviewee with interview reference to include on email for cross referencing.</i>	Yes	No	Not applicable		
			1	2	3		
14	Did your dog leave the marked footpaths or tracks during your visit today?	<i>(If interviewee has dog(s) with them) Tick one.</i>	Yes	No	Don't know		
			1	2	3		
15	Are you aware that the site is a protected conservation site?	<i>Surveyor can explain site is protected by conservation laws and policy, mention Site of Special Scientific Interest (SSSI)/Special Protection Area (SPA) if necessary, if visitor is interested- refer to FAQ.</i>	Yes	No	Not sure/ don't know		
			1	2	3		
16	Finally, have you heard of the Thames Basin Heaths Partnership and its work? (e.g. wardens with maroon tops/black coats with SPA warden writing)	<i>If not, explain that the partnership is made up of 26 organisations including local authorities and conservation bodies, set up in 2015 to provide a wardening service and promote the conservation of the Thames Basin Heaths and its wildlife. There is a website <a href="http://www.tbhpartnership.org.uk/">www.tbhpartnership.org.uk/</a> with information about the Thames Basin Heaths and other country parks and green spaces in the local area, plus news and events.</i>	Yes	No	Not sure/ don't know		
			1	2	3		
That is the end. Thank you very much indeed for your time.							

<b>To be completed after interview finished and before next one started:</b>	
Surveyor initials	
Survey location	
Interview reference/Map ID	
Total number in interviewed group	
Total over 65	
Total 41-65	
Total 18-40	
Total minors	
Number of dogs on lead	
Number of dogs off lead	
Surveyor comments	
<i>(note anything that may be relevant to the survey, including any changes to the survey entry that are necessary, e.g. typos/mistakes/changes to answers/additional information.</i>	

## Appendix 3

### Comparison between 2005, 2012/13 and 2018

**Table A3.1** sets out a comparison of key visitor data from 2005, 2012/13 and 2018. Data for 2012/13 is presented both separately and combined, to allow comparison between years (August/September of each year) and times of year (May/June vs August/September).

**Table A3.1: Summary data - 2005, 2012/13 and 2018.**

Visitor Data	August/ Sept 2018	May/June 2012	August 2012	2012/13 combined	August 2005
Access Points Surveyed	30	29	30	30	26
Survey Hours	480	464	464	948	416
<b>Tally Count Data</b>					
Total Entries (adults + children)	3,001	2,521	3,888	6,409	3,331
Total Entries (dogs)	1,847	1,963	2,351	4,314	Not counted
Total Exits (adults + children)	2,249	Not reported		5,448	2,856
Total Exits (dogs)	1,159			3,821	Not counted
Total Commercial Dog Walking Vehicles	113			45	Not counted
% of Entries: 07:00-09:00	21.5%	Not reported		18.5%	15.4%
% of Entries: 10:00-12:00	25.2%			33.6%	30.4%
% of Entries: 13:00-15:00	33.3%			27.6%	34.9%
% of Entries: 17:00-19:00	20%			20.3%	19.2%
% of Entries: weekday	44%	40%	43%	41.5%	41%
% of Entries: weekend	55.9%	60%	57%	58.5%	59%
<b>Questionnaire Data</b>					
Total Groups Interviewed	982	1,199	1,284	2,483	1,114
Total People within Groups Interviewed	1,553	1,838	2,020	3,859	2,062

Visitor Data	August/ Sept 2018	May/June 2012	August 2012	2012/13 combined	August 2005
Average Group Size	1.6	1.53	1.57	1.5	1.8
Number of Dogs with Interviewees	1,174	1,458	1,479	2,921	1,271
Average number of dogs per group	1.2	1.2	1.1	1.2	1.1
Average number of dogs per dog-owning group	1.6	1.5	1.5	1.5	1.5
% of Groups with at least one dog	76.3%	83%	78%	80%	72%
% aged under 18	11.8%	10%	10%	10%	16%
% aged 18-40	24.4%	20%	23%	22%	Not asked
% aged 41-65	44.6%	55%	51%	53%	
% aged 65+	19.2%	14%	15%	15%	
'Local' Groups	97%	98%	97%	98%	Not asked
<b>Local Groups Subset</b>					<b>All Groups*</b>
% of Groups with at least one dog	77%	83%	79%	81%	Not recorded
% of Groups with at least one dog off lead	54.6%	70%	65%	67%	
Dogs left the paths	62.6%	Not asked			Not asked
Main Reason for Visit: Dog Walking	74.6%	Not comparable (groups could select more than one answer), however in both 2005 and 2012/13 dog walking was the most commonly cited activity, followed by walking.			
Main Reason for Visit: Walking	9.8%				
Main Reason for Visit: Cycling/Mountain Biking	6.4%				
Main Reason for Visit: Other	2.9%				
Main Reason for Visit: Commercial Dog Walking	2.3%				
Mode of Transport: Car/van	80%	75%	75%	75%	83%*
Mode of Transport: On foot	18.9%	22%	21%	22%	13%*
Mode of Transport: Bicycle	1.2%	2%	3%	2%	4%*
Postcodes within 5km of SPA boundary	91.8%	Not reported		94%	Not reported

Visitor Data	August/ Sept 2018	May/June 2012	August 2012	2012/13 combined	August 2005
Postcodes within 400m of SPA boundary	20.9%			25%	
Indicative Walking Catchment (75 <sup>th</sup> percentile)	1 km	Not reported		0.9km	Not reported
Indicative Driving Catchment (75 <sup>th</sup> percentile)	5 km			4.6km	
Age of Home: <5 years	3%	Not asked			Not asked
Age of Home: 6-10 years	7.5%				
Age of Home: 10+ years	87.2%				
Visiting since: < 1 year	6.7%	10%	11%	10%	Not asked
Visiting since: 1-5 years	26.9%	28%	24%	26%	
Visiting since: 6-10 years	22.9%	28%	22%	25%	
Visiting since: 11+ years	40.4%	34%	42%	38%	
Visit Frequency: Daily	36.3%	41%	36%	38%	52%*
Visit Frequency: 2 or 3 times a week (2012/13: 'more than once per week')	35.5%	33%	36%	34%	Not asked
Visit Frequency: at least once per week	84.9%	86%	81%	83%	25%*
Visit Duration: 30 minutes to 1 hour (2012/13: 'less than an hour')	57.3%	64%	64%	64%	Not asked
Visit Duration: 1 to 2 hours	28.1%	32%	31%	31%	
Visit Duration: 2 to 3 hours	8.8%	4%	4%	4%	
Average Length of Route on Site: All Groups	3 km	Not reported			
Average Length of Route on Site: Dog Walking (all groups)	2.8 km	Not reported			2.5 km
Average Length of Route on Site: Walking (all groups)	2.7 km	Not reported			2.3 km
Average Length of Route on Site: Local Groups	3 km	Not reported		2.8 km	Not reported
Average Length of Route on Site: Dog Walkers (local groups)	2.8 km			2.6 km	
Average Length of Route on Site: Non-Dog Walkers (local groups)	3.8 km			2.95 km	
Reasons for Choosing this Site: Close to Home	61.6%				Not asked

Visitor Data	August/ Sept 2018	May/June 2012	August 2012	2012/13 combined	August 2005
Reasons for Choosing this Site: Dog Enjoys It	41.2%	Not comparable (groups could only select one main answer, however the top five answers were 'close to home', 'like the countryside/ natural environment', 'good for the dog/dog enjoys it', 'choice of routes/ability to do different circuits' and 'other'.			
Reasons for Choosing this Site: Quiet/Peaceful	39.6%				
Reasons for Choosing this Site: Like the Landscape/Scenery/views	37.5%				
Reasons for Choosing this Site: Can let Dog off Lead	31%				
First Choice of Site = yes (all)	65.9%	Not asked			Not asked
First Choice of Site = yes (dog walkers)	84.8%				
Visit Alternative Sites = yes (all)	65.8%	Not reported			75%*
Visit Alternative Sites = yes (dog walkers)	67.8%				Not reported
Reasons for Choosing Alternative Site: For a change/variety	33.6%	Not asked			Not asked
Reasons for Choosing Alternative Site: Dog Enjoys It	30.9%				
Reasons for Choosing Alternative Site: Close to Home	28.8%				
Reasons for Choosing Alternative Site: Quiet/Peaceful	25.6%				
Reasons for Choosing Alternative Site: Like the variety of natural habitats	21.3%				
Aware of TBH SPA designation	88.5%	Not asked			Not asked
Aware of TBH Partnership	49.5%				

\* Figure taken from all groups, rather than "local groups" subset

## Appendix 4

### Data Tables 2018

**Table A4.1: List of access points surveyed (all years).**

AP	Name	Grid Reference	Component SSSI	2005	2012	2018
1	Mytchett Place Road	SU893549	Ash to Brookwood Heaths	Yes	Yes	Yes
2	Nightingale Road/A323	SU904512	Ash to Brookwood Heaths	Yes	Yes	Yes
3	The Lookout	SU877661	Broadmoor to Bagshot Woods & Heaths	Yes	Yes	Yes
4	Top of Bracknell Road	SU890623	Broadmoor to Bagshot Woods & Heaths	Yes	Yes	Yes
5	Top of King's Ride	SU875621	Broadmoor to Bagshot Woods & Heaths	Yes	Yes	Yes
6	Bourley Road	SU843509	Bourley & Long Valley	Yes	Yes	Yes
7	<i>South entrance to Bramshill Plantation</i>		<i>Bramshill</i>	Yes	No	No
8	North Entrance to Warren Heath	SU760613	Bramshill	Yes	Yes	Yes
9	Car Park off Cricket Hill Lane	SU821596	Castle Bottom to Yateley & Hawley Common	Yes	Yes	Yes
10	Car Park off A30, Haywards Cottage	SU838594	Castle Bottom to Yateley & Hawley Common	Yes	Yes	Yes
11	<i>Black Bushes Road</i>		<i>Castle Bottom to Yateley &amp; Hawley Common</i>	Yes	No	No
12	Chobham Common, Roundabout Car Park	SU965649	Chobham Common	Yes	Yes	Yes
13	Chobham Common, Staple Hill Car Park	SU973648	Chobham Common	Yes	Yes	Yes
14	Lightwater Country Park	SU915619	Colony Bog & Bagshot Heaths	Yes	Yes	Yes
15	Sandpit Hill	SU936612	Colony Bog & Bagshot Heaths	Yes	Yes	Yes
16	Queens Road, Cowshot Common	SU942572	Colony Bog & Bagshot Heaths	Yes	Yes	Yes
17	B3011 opposite Arrow Lane	SU760575	Hazeley Heath	Yes	Yes	Yes

AP	Name	Grid Reference	Component SSSI	2005	2012	2018
18	Play Area, Springfield Avenue	SU765572	Hazeley Heath	Yes	Yes	Yes
19	South Road	SU850629	Sandhurst to Owlsmoor Bogs & Heaths	Yes	Yes	Yes
20	Off Crowthorne Road	SU838630	Sandhurst to Owlsmoor Bogs & Heaths	Yes	Yes	Yes
21	Salt Box Road	SU981529	Whitmoor Common	Yes	Yes	Yes
22	Burdenshott Road	SU987543	Whitmoor Common	Yes	Yes	Yes
23	Chobham Road	TQ001604	Horsell Common	Yes	Yes	Yes
24	Shore's Road	TQ012603	Horsell Common	Yes	Yes	Yes
25	Wren's Nest Car Park	TQ066587	Ockham & Wisley Commons	Yes	Yes	Yes
26	Currie's Clump – Boldermere Car Park	TQ078586	Ockham & Wisley Commons	Yes	Yes	Yes
27	Layby opposite Windrush House, Chapel Road	SU954556	Ash to Brookwood Heaths	No	Yes	Yes
28	Path Intersection off Sandy Hill Road	SU832493	Bourley & Long Valley	No	Yes	Yes
29	Car Park east of Foresters Arms Pub	SU827527	Bourley & Long Valley	No	Yes	Yes
30	Car Park off B3348/ A3095 roundabout	SU855655	Broadmoor to Bagshot Woods & Heaths	No	Yes	Yes
31	Path intersection adjacent to layby south side of A30	SU827589	Castle Bottom to Yateley & Hawley Common	No	Yes	Yes
32	Second layby on Old Guildford Road	SU900560	Ash to Brookwood Heaths	No	Yes	Yes
<b>Total</b>				<b>26</b>	<b>30</b>	<b>30</b>

**Table A4.2: Summary of 2018 tally count data.**

AP	Total Adults	Total Children	Total Adults + Children	Total Dogs	Total Adults	Total Children	Total Adults + children	Total Dogs	No. professional dog walking vehicles	Total Groups Interviewed
	Entering				Exiting					
1	57	16	73	41	51	6	57	28	2	49
2	37	6	43	12	25	8	33	13	9	15
3	327	90	417	33	110	26	136	15	0	82
4	66	35	101	47	50	40	90	31	2	35
5	109	6	115	58	79	6	85	48	4	40
6	99	16	115	58	68	10	78	59	37	35
8	70	23	93	61	69	14	83	73	1	32
9	42	8	50	31	40	8	48	26	0	29
10	39	2	41	24	40	2	42	24	0	14
12	49	5	54	34	46	3	49	37	0	23
13	36	1	37	12	37	8	45	15	0	15
14	88	14	102	64	63	15	78	58	3	30
15	62	5	67	63	35	3	38	41	0	26
16	42	1	43	42	49	12	61	45	4	26
17	45	3	48	35	28	3	31	22	0	16
18	38	16	54	28	19	14	33	18	0	28

AP	Total Adults	Total Children	Total Adults + Children	Total Dogs	Total Adults	Total Children	Total Adults + children	Total Dogs	No. professional dog walking vehicles	Total Groups Interviewed
	Entering				Exiting					
19	113	2	115	48	89	4	93	47	1	33
20	96	5	101	75	64	5	69	58	5	38
21	222	18	240	169	164	12	176	149	11	51
22	70	5	75	59	47	0	47	44	4	20
23	107	20	127	100	102	5	107	98	3	79
24	355	70	425	366	328	78	406	257	3	93
25	46	13	59	54	27	2	29	36	9	27
26	62	16	78	60	44	10	54	35	10	32
27	29	4	33	36	26	0	26	36	2	17
28	36	1	37	34	42	3	45	36	0	26
29	82	11	93	64	64	8	72	55	0	22
30	93	14	107	84	75	9	84	61	3	29
31	12	1	13	6	17	2	19	7	0	6
32	44	1	45	49	35	0	35	47	0	14
<b>ALL</b>	<b>2,573</b>	<b>428</b>	<b>3,001</b>	<b>1,847</b>	<b>1,933</b>	<b>316</b>	<b>2,249</b>	<b>1,159</b>	<b>113</b>	<b>982</b>

**Table A4.3: Percentage change in footfall, 2012/13 to 2018 (entries).**

AP	Name	2012/13	Hourly rate*	2018	Hourly rate**	% change
1	Mytchett Place Road	361	11.3	73	4.6	-59.6%
2	Nightingale Road/A323	73	2.3	43	2.7	+17.8%
3	The Lookout	801	25.0	417	26.1	+4.1%
4	Top of Bracknell Road	121	3.8	101	6.3	+66.9%
5	Top of King's Ride	204	6.4	115	7.2	+12.7%
6	Bourley Road	189	5.9	115	7.2	+21.7%
8	North Entrance to Warren Heath	45	1.4	93	5.8	+313.3%
9	Car Park off Cricket Hill Lane	97	3.0	50	3.1	+3.1%
10	Car Park off A30, Haywards Cottage	154	4.8	41	2.6	-46.8%
12	Chobham Common, Roundabout Car Park	299	9.3	54	3.4	-63.9%
13	Chobham Common, Staple Hill Car Park	106	3.3	37	2.3	-30.2%
14	Lightwater Country Park	138	4.3	102	6.4	+47.8%
15	Sandpit Hill	277	8.7	67	4.2	-51.6%
16	Queens Road, Cowshot Common	136	4.3	43	2.7	-36.8%
17	B3011 opposite Arrow Lane	107	3.3	48	3.0	-10.3%
18	Play Area, Springfield Avenue	106	3.3	54	3.4	+1.9%
19	South Road	246	7.7	115	7.2	-6.5%
20	Off Crowthorne Road	198	6.2	101	6.3	+2.0%
21	Salt Box Road	542	16.9	240	15.0	-11.4%
22	Burdenshott Road	128	4.0	75	4.7	+17.2%
23	Chobham Road	528	16.5	127	7.9	-51.9%
24	Shore's Road	684	21.4	425	26.6	+24.3%
25	Wren's Nest Car Park	120	3.8	59	3.7	-1.7%
26	Currie's Clump – Boldermere Car Park	111	5.6	78	4.9	-12.2%
27	Layby opposite Windrush House, Chapel Road	67	2.1	33	2.1	-1.5%
28	Path Intersection off Sandy Hill Road	33	1.0	37	2.3	+124.2%
29	Car Park east of Foresters Arms Pub	98	3.1	93	5.8	+89.8%
30	Car Park off B3348/ A3095 roundabout	213	6.7	107	6.7	+0.5%
31	Path intersection adjacent to layby south side of A30	103	3.2	13	0.8	-74.8%
32	Second layby on Old Guildford Road	124	3.9	45	2.8	-27.4%
<b>All Access Points</b>		<b>6,409</b>	<b>6.8</b>	<b>3,001</b>	<b>6.3</b>	<b>-7.5%</b>

\*32 hours at each AP except for AP26 (20 hours)

\*\*16 hours at each AP

**Table A4.4: Percentage change in footfall, 2012 to 2018 (exits).**

AP	Name	2012/13	Hourly rate*	2018	Hourly rate**	% change
1	Mytchett Place Road	279	8.7	57	3.6	-59.1%
2	Nightingale Road/A323	54	1.7	33	2.1	22.2%
3	The Lookout	616	19.3	136	8.5	-55.8%
4	Top of Bracknell Road	108	3.4	90	5.6	+66.7%
5	Top of King's Ride	197	6.2	85	5.3	-13.7%
6	Bourley Road	222	6.9	78	4.9	-29.7%
8	North Entrance to Warren Heath	30	0.9	83	5.2	+453.3%
9	Car Park off Cricket Hill Lane	64	2.0	48	3.0	+50.0%
10	Car Park off A30, Haywards Cottage	82	2.6	42	2.6	2.4%
12	Chobham Common, Roundabout Car Park	275	8.6	49	3.1	-64.4%
13	Chobham Common, Staple Hill Car Park	92	2.9	45	2.8	-2.2%
14	Lightwater Country Park	17	0.5	78	4.9	+817.6%
15	Sandpit Hill	162	5.1	38	2.4	-53.1%
16	Queens Road, Cowshot Common	96	3.0	61	3.8	27.1%
17	B3011 opposite Arrow Lane	87	2.7	31	1.9	-28.7%
18	Play Area, Springfield Avenue	102	3.2	33	2.1	-35.3%
19	South Road	180	5.6	93	5.8	3.3%
20	Off Crowthorne Road	163	5.1	69	4.3	-15.3%
21	Salt Box Road	528	16.5	176	11.0	-33.3%
22	Burdenshott Road	116	3.6	47	2.9	-19.0%
23	Chobham Road	502	15.7	107	6.7	-57.4%
24	Shore's Road	708	22.1	406	25.4	14.7%
25	Wren's Nest Car Park	82	2.6	29	1.8	-29.3%
26	Currie's Clump – Boldermere Car Park	99	5.0	54	3.4	-31.8%
27	Layby opposite Windrush House, Chapel Road	50	1.6	26	1.6	4.0%
28	Path Intersection off Sandy Hill Road	68	2.1	45	2.8	+32.4%
29	Car Park east of Foresters Arms Pub	120	3.8	72	4.5	+20.0%
30	Car Park off B3348/ A3095 roundabout	213	6.7	84	5.3	-21.1%
31	Path intersection adjacent to layby south side of A30	20	0.6	19	1.2	+90.0%
32	Second layby on Old Guildford Road	116	3.6	35	2.2	-39.7%
<b>All Access Points</b>		<b>5,448</b>	<b>5.8</b>	<b>2,249</b>	<b>4.7</b>	<b>-18.5%</b>

\*32 hours at each AP except for AP26 (20 hours)

\*\*16 hours at each AP

**Table A4.5: Percentage change in footfall\*, 2005 to 2018 (entries).**

<b>AP</b>	<b>Name</b>	<b>2005</b>	<b>2018</b>	<b>% change</b>
1	Mytchett Place Road	112	73	-34.8%
2	Nightingale Road/A323	39	43	10.3%
3	The Lookout	538	417	-22.5%
4	Top of Bracknell Road	84	101	20.2%
5	Top of King's Ride	116	115	-0.9%
6	Bourley Road	143	115	-19.6%
8	North Entrance to Warren Heath	61	93	52.5%
9	Car Park off Cricket Hill Lane	85	50	-41.2%
10	Car Park off A30, Haywards Cottage	62	41	-33.9%
12	Chobham Common, Roundabout Car Park	124	54	-56.5%
13	Chobham Common, Staple Hill Car Park	38	37	-2.6%
14	Lightwater Country Park	242	102	-57.9%
15	Sandpit Hill	100	67	-33.0%
16	Queens Road, Cowshot Common	68	43	-36.8%
17	B3011 opposite Arrow Lane	33	48	45.5%
18	Play Area, Springfield Avenue	47	54	14.9%
19	South Road	60	115	91.7%
20	Off Crowthorne Road	121	101	-16.5%
21	Salt Box Road	299	240	-19.7%
22	Burdenshott Road	61	75	23.0%
23	Chobham Road	255	127	-50.2%
24	Shore's Road	400	425	6.3%
25	Wren's Nest Car Park	70	59	-15.7%
26	Currie's Clump – Boldermere Car Park	137	78	-43.1%
<b>All Access Points</b>		<b>3,295</b>	<b>2,673</b>	<b>-18.9%</b>

\*16 hours at each AP in both years, therefore no need to standardise by hourly rate

**Table A4.6: Percentage change in footfall\*, 2005 to 2018 (exits).**

<b>AP</b>	<b>Name</b>	<b>2005</b>	<b>2018</b>	<b>% change</b>
1	Mytchett Place Road	99	57	-42.4%
2	Nightingale Road/A323	28	33	17.9%
3	The Lookout	528	136	-74.2%
4	Top of Bracknell Road	62	90	45.2%
5	Top of King's Ride	118	85	-28.0%
6	Bourley Road	154	78	-49.4%
8	North Entrance to Warren Heath	73	83	13.7%
9	Car Park off Cricket Hill Lane	99	48	-51.5%
10	Car Park off A30, Haywards Cottage	46	42	-8.7%
12	Chobham Common, Roundabout Car Park	102	49	-52.0%
13	Chobham Common, Staple Hill Car Park	33	45	36.4%
14	Lightwater Country Park	134	78	-41.8%
15	Sandpit Hill	54	38	-29.6%
16	Queens Road, Cowshot Common	58	61	5.2%
17	B3011 opposite Arrow Lane	23	31	34.8%
18	Play Area, Springfield Avenue	50	33	-34.0%
19	South Road	62	93	50.0%
20	Off Crowthorne Road	109	69	-36.7%
21	Salt Box Road	240	176	-26.7%
22	Burdenshott Road	43	47	9.3%
23	Chobham Road	190	107	-43.7%
24	Shore's Road	326	406	24.5%
25	Wren's Nest Car Park	58	29	-50.0%
26	Currie's Clump – Boldermere Car Park	134	54	-59.7%
<b>All Access Points</b>		<b>2,823</b>	<b>1,968</b>	<b>-30.3%</b>

\*16 hours at each AP in both years, therefore no need to standardise by hourly rate

**Table A4.7: Dogs off leads/paths by access point.**

AP	Component SSSI	No. groups with dogs	% groups with at least one dog off lead	% groups whose dogs left paths
1	Ash to Brookwood Heaths	36	36.1%	61.1%
2	Ash to Brookwood Heaths	11	36.4%	27.3%
3	Broadmoor to Bagshot Woods & Heaths	20	25.0%	70.0%
4	Broadmoor to Bagshot Woods & Heaths	27	37.0%	55.6%
5	Broadmoor to Bagshot Woods & Heaths	28	53.6%	64.3%
6	Bourley & Long Valley	25	72.0%	60.0%
8	Bramshill	24	29.2%	54.2%
9	Castle Bottom to Yateley & Hawley Common	19	47.4%	26.3%
10	Castle Bottom to Yateley & Hawley Common	9	88.9%	66.7%
12	Chobham Common	18	16.7%	77.8%
13	Chobham Common	9	77.8%	33.3%
14	Colony Bog & Bagshot Heaths	21	76.2%	14.3%
15	Colony Bog & Bagshot Heaths	21	90.5%	52.4%
16	Colony Bog & Bagshot Heaths	16	43.8%	25.0%
17	Hazeley Heath	13	23.1%	92.3%
18	Hazeley Heath	22	68.2%	13.6%
19	Sandhurst to Owismoor Bogs & Heaths	18	66.7%	55.6%

<b>AP</b>	<b>Component SSSI</b>	<b>No. groups with dogs</b>	<b>% groups with at least one dog off lead</b>	<b>% groups whose dogs left paths</b>
20	Sandhurst to Owlsmoor Bogs & Heaths	34	41.2%	85.3%
21	Whitmoor Common	48	39.6%	87.5%
22	Whitmoor Common	18	33.3%	100.0%
23	Horsell Common	74	62.2%	70.3%
24	Horsell Common	80	83.8%	61.3%
25	Ockham & Wisley Commons	21	85.7%	81.0%
26	Ockham & Wisley Commons	26	42.3%	38.5%
27	Ash to Brookwood Heaths	16	75.0%	68.8%
28	Bourley & Long Valley	21	38.1%	71.4%
29	Bourley & Long Valley	19	36.8%	36.8%
30	Broadmoor to Bagshot Woods & Heaths	26	34.6%	96.2%
31	Castle Bottom to Yateley & Hawley Common	5	60.0%	80.0%
32	Ash to Brookwood Heaths	13	92.3%	92.3%
<b>Total</b>		<b>738</b>	<b>100%</b>	<b>100%</b>

**Table A4.8: Catchment analysis by access point.**

AP	Component SSSI	Count 2018*	75 <sup>th</sup> percentile 2018	75 <sup>th</sup> percentile 2012/13	Count 2018*	75 <sup>th</sup> percentile 2018	75 <sup>th</sup> percentile 2012/13
		Walking			Driving		
1	Ash to Brookwood Heaths	10	0.6 km	0.6 km	33	3.6 km	2.6 km
2	Ash to Brookwood Heaths	7	-	0.3 km	6	-	2.8 km
3	Broadmoor to Bagshot Woods & Heaths	1	-	-	57	30.9 km	15.9 km
4	Broadmoor to Bagshot Woods & Heaths	15	0.5 km	0.5 km	13	1.8 km	6.1 km
5	Broadmoor to Bagshot Woods & Heaths	6	-	0.8 km	26	3.6 km	2.7 km
6	Bourley & Long Valley	2	-	-	25	4.7 km	4.6 km
8	Bramshill	2	-	-	26	7.8 km	8.8 km
9	Castle Bottom to Yateley & Hawley Common	7	-	0.8 km	16	2.6 km	2.6 km
10	Castle Bottom to Yateley & Hawley Common	3	-	0.8 km	6	-	4.2 km
12	Chobham Common	0	-	-	18	6.5 km	6.6 km
13	Chobham Common	1	-	-	13	7.8 km	10.8 km
14	Colony Bog & Bagshot Heaths	11	1.1 km	0.8 km	15	3 km	3.5 km
15	Colony Bog & Bagshot Heaths	3	-	1.0 km	19	3.5 km	3.8 km
16	Colony Bog & Bagshot Heaths	14	3.3 km	1.0 km	8	-	3.5 km
17	Hazeley Heath	2	-	-	11	3.1 km	1.8 km
18	Hazeley Heath	15	0.2 km	0.3 km	11	8.7 km	-

AP	Component SSSI	Count 2018*	75 <sup>th</sup> percentile 2018	75 <sup>th</sup> percentile 2012/13	Count 2018*	75 <sup>th</sup> percentile 2018	75 <sup>th</sup> percentile 2012/13
		Walking			Driving		
19	Sandhurst to Owlsmoor Bogs & Heaths	16	0.7 km	0.9 km	10	1.9 km	3.6 km
20	Sandhurst to Owlsmoor Bogs & Heaths	2	-	-	23	1.7 km	1.9 km
21	Whitmoor Common	1	-	0.7 km	44	2.3 km	2.8 km
22	Whitmoor Common	1	-	-	14	3.4 km	3.8 km
23	Horsell Common	4	-	-	60	3.6 km	4.0 km
24	Horsell Common	1	-	-	84	4.7 km	4.4 km
25	Ockham & Wisley Commons	0	-	-	16	11.3 km	6.7 km
26	Ockham & Wisley Commons	0	-	-	13	13.2 km	16.2 km
27	Ash to Brookwood Heaths	4	-	1.2 km	11	4.2 km	4.1 km
28	Bourley & Long Valley	20	0.5 km	0.8 km	1	-	-
29	Bourley & Long Valley	0	-	-	16	2.6 km	3.1 km
30	Broadmoor to Bagshot Woods & Heaths	0	-	-	25	4.3 km	4.3 km
31	Castle Bottom to Yateley & Hawley Common	0	-	3.0 km	5	-	4.4 km
32	Ash to Brookwood Heaths	2	-	-	11	2.7 km	3.1 km

\*Those with counts less than 10 are omitted from the analysis (both years)

**Table A4.9: Visitor awareness by access point.**

<b>AP</b>	<b>Component SSSI</b>	<b>Aware of SPA Designation</b>	<b>Aware of TBH Partnership</b>
1	Ash to Brookwood Heaths	67.3%	28.6%
2	Ash to Brookwood Heaths	86.7%	26.7%
3	Broadmoor to Bagshot Woods & Heaths	68.3%	23.2%
4	Broadmoor to Bagshot Woods & Heaths	82.9%	34.3%
5	Broadmoor to Bagshot Woods & Heaths	97.5%	47.5%
6	Bourley & Long Valley	77.1%	22.9%
8	Bramshill	81.3%	43.8%
9	Castle Bottom to Yateley & Hawley Common	82.8%	27.6%
10	Castle Bottom to Yateley & Hawley Common	78.6%	28.6%
12	Chobham Common	82.6%	56.5%
13	Chobham Common	93.3%	40%
14	Colony Bog & Bagshot Heaths	93.3%	53.3%
15	Colony Bog & Bagshot Heaths	92.3%	42.3%
16	Colony Bog & Bagshot Heaths	84.6%	50%
17	Hazeley Heath	87.5%	81.3%
18	Hazeley Heath	82.1%	28.6%
19	Sandhurst to Owlsmoor Bogs & Heaths	66.7%	33.3%
20	Sandhurst to Owlsmoor Bogs & Heaths	94.7%	86.8%
21	Whitmoor Common	94.1%	76.5%
22	Whitmoor Common	95%	95%
23	Horsell Common	94.9%	72.2%
24	Horsell Common	93.5%	38.7%
25	Ockham & Wisley Commons	85.2%	44.4%
26	Ockham & Wisley Commons	71.9%	28.1%
27	Ash to Brookwood Heaths	100%	76.5%
28	Bourley & Long Valley	92.3%	61.5%
29	Bourley & Long Valley	100%	86.4%
30	Broadmoor to Bagshot Woods & Heaths	96.6%	55.2%
31	Castle Bottom to Yateley & Hawley Common	100%	50%
32	Ash to Brookwood Heaths	78.6%	50%

**Table A4.10: Automated people counter locations.**

Ref	Name	Grid Reference	2018 AP
SAMM001	Bullswater Common - North Corral	SU 95585 54854	
SAMM002	Broadmoor Bottom - Owlsmoor	SU 85565 62845	AP30
SAMM003	Horsell Common Road	SU 99242 60303	
SAMM004	Bullswater Common - South Corral	SU 95358 54469	
SAMM005	Track off Mytchett Place Road / Ash Ranges	SU 89398 54939	AP1
SAMM006	Bisley	SU 94751 59598	
SAMM007	Aldershot Road Car Park, Forest of Eversley	SU 82713 52735	AP29
SAMM008	Path off Henley Gate / Ash Ranges	SU 93421 53869	
SAMM009	Whitmoor Common - A320	SU 99521 53840	
SAMM010	Whitmoor Common - Salt Box Road	SU 98327 53019	AP21
SAMM011	Lightwater Country Park - Viewpoint	SU 91083 61528	
SAMM012	Brentmoor Heath	SU 94303 61063	
SAMM013	Track off Gapemouth Road - Ash Ranges	SU 91474 56188	
SAMM014	Pedestrian Entrance, Forest of Eversley	SU 82124 53444	
SAMM015	Pedestrian Entrance, Red Road - Brentmoor	SU 91816 61158	
SAMM016	Yateley Common - Vigo Lane	SU 81231 59482	
SAMM017	Track off A324 - Ash Ranges	SU 94393 54321	
SAMM018	End of Florence Road, Forest of Eversley	SU 81805 53148	
SAMM019	Track off Mytchett Place Road - Ash Ranges	SU 91368 55254	
SAMM020	Track off Mytchett Place Road (inside flags)	SU 90522 54606	
SAMM021	Top of Nightingale Road - Ash Ranges	SU 90410 51404	AP2
SAMM022	Top of King's Ride - Barossa	SU 87531 62139	AP5
SAMM023	Whitmoor Common - Path to St Mary's Church	SU 97864 53686	
SAMM024	Chobham Common - Clearmount	SU 97123 63834	
SAMM025	Wildmoor Heath - Thibet Road	SU 84203 62199	AP19
SAMM026	Chobham Common - Fishpool	SU 99333 63623	
SAMM027	Heath Warren Wood - St Neots Road	SU 76619 61286	AP8
SAMM028	Track off Gapemouth Road - Ash Ranges	SU 91964 56112	
SAMM029	Yateley Common - A30	SU 82468 59020	
SAMM030	Heath Warren Wood - Bramshill Depot	SU 76192 60612	
SAMM031	Crowthorne - Devils Hwy	SU 86113 64534	
SAMM032	Horsell Common - 6 ways car park	TQ 01181 60446	AP24
SAMM033	Ockham Common	TQ 08386 58072	
SAMM034	Chobham Common - Burma Road	SU 97604 65523	
SAMM035	Lightwater CP - Leisure Centre	SU 91570 61977	AP14
SAMM036	Chobham Common - Staple Hill	SU 97392 64862	AP13

**Table A4.11: Automated people counter results 2016-2018.**

Ref	2018 AP	Count Total 2016-2018	Total Count Hours*	Hourly Footfall
SAMM016		1,975,376	23,040	85.7
SAMM032	AP24	730,491	22,536	32.4
SAMM022	AP5	163,765	12,456	13.1
SAMM005	AP1	147,742	12,480	11.8
SAMM018		145,579	12,432	11.7
SAMM007	AP29	123,430	12,432	9.9
SAMM011		161,489	18,888	8.5
SAMM035	AP14	129,605	23,040	5.6
SAMM028		51,779	12,456	4.2
SAMM013		25,269	12,456	2.0
SAMM023		43,470	22,704	1.9
SAMM030		41,413	22,992	1.8
SAMM002	AP30	37,552	21,528	1.7
SAMM036	AP13	38,650	23,040	1.7
SAMM020		19,675	12,336	1.6
SAMM017		18,433	12,408	1.5
SAMM010	AP21	31,136	23,016	1.4
SAMM034		21,989	16,440	1.3
SAMM029		12,523	10,272	1.2
SAMM031		27,208	23,088	1.2
SAMM03		25,976	23,088	1.1
SAMM012		24,642	23,040	1.1
SAMM021	AP2	12,197	12,480	1.0
SAMM014		11,347	12,432	0.9
SAMM08		10,382	12,336	0.8
SAMM06		5,902	10,320	0.6
SAMM01		5,137	10,272	0.5
SAMM04		5,416	12,744	0.4
SAMM019		5,301	13,224	0.4
SAMM015		4,765	12,360	0.4
SAMM09		7,725	22,272	0.3
SAMM026		5,411	23,040	0.2
SAMM025	AP19	4,392	22,536	0.2
SAMM024		3,378	23,040	0.1
SAMM033		2,618	22,368	0.1
SAMM027	AP8	860	14,568	0.1

\*Based on number of days each counter was deployed between 01/01/16 and 19/08/18, full days only. Variation is due to counters being deployed in different years, counter malfunctions, and theft/vandalism.

**Table A4.12: Selected\* car park transect locations and results, January 2016 – August 2018.**

2018 AP	SSSI	Transect / Location no.	All Vehicles	Commercial Dog Walking Vehicles
AP3	Broadmoor to Bagshot Woods & Heaths	T3 / L7	3805	10
AP26	Ockham & Wisley Commons	T4 / L28	831	2
AP24	Horsell Common	T4 / L24	625	6
AP14	Colony Bog & Bagshot Heaths	T6 / L29	560	3
AP21	Whitmoor Common	T5 / L5	531	5
AP22	Whitmoor Common	T5 / L2	410	2
AP30	Broadmoor to Bagshot Woods & Heaths	T3 / L11	350	3
AP12	Chobham Common	T4 / L3	346	3
AP23	Horsell Common	T4 / L23	285	7
AP6	Bourley & Long Valley	T1 / L7 and 8	277	0
AP20	Sandhurst to Owlsmoor Bogs & Heaths	T3 / L15	249	1
AP32	Ash to Brookwood Heaths	T6 / L13	222	6
AP2	Ash to Brookwood Heaths	T5 / L25	193	0
AP1	Ash to Brookwood Heaths	T6 / L1	192	3
AP29	Bourley & Long Valley	T1 / L18	163	5
AP8	Bramshill	T2 / L12	138	0
AP13	Chobham Common	T4 / L8	87	1
AP9	Castle Bottom to Yateley & Hawley Common	T2 / L30	68	1
AP17	Hazeley Heath	T2 / L1	56	2
AP27	Ash to Brookwood Heaths	T5 / L12	39	0
AP10	Castle Bottom to Yateley & Hawley Common	T2 / L34	37	0
AP19	Sandhurst to Owlsmoor Bogs & Heaths	T3 / L18	32	1
AP31	Castle Bottom to Yateley & Hawley Common	T2 / L21	9	0
AP4	Broadmoor to Bagshot Woods & Heaths	No match		
AP5	Broadmoor to Bagshot Woods & Heaths	No match		
AP15	Colony Bog & Bagshot Heaths	No match		
AP16	Colony Bog & Bagshot Heaths	No match		
AP18	Hazeley Heath	No match		
AP25	Ockham & Wisley Commons	No match		
AP28	Bourley & Long Valley	No match		

\*Locations matching 2018 access points only

## Appendix 5

### Implemented SANGs (November 2018)

**Table A5.1: Implemented SANGs (November 2018)**

SANG Name	Local Authority
Ambarrow Court / Ambarrow Hill	Bracknell Forest
Amen Corner North	
Englemere Pond	
Horseshoe Lake	
Lily Hill Park	
Bracknell Forest	
Part of Great Hollands Recreation Ground	
Popes Meadow	
The Cut Countryside Corridor	
Brooklands Community Park	Elmbridge
Ash Green Meadows	Guildford
Chantry Wood	
Effingham Common	
Esher Common	
Lakeside	
Riverside Nature reserve and Parsonage water meadows	
Bassetts Mead (Hook)	Hart
Bramshot Farm	
Clarks Farm / Swan Lakes (Yateley)	
Hawley Meadows (Hawley)	
Hitches Lane - Edenbrook Country Park (Fleet)	
QEB Crookham Park (Fleet)	
QEII Fields Dilly Lane (Hartley Wintney)	
Allen's Field	Windsor and Maidenhead
Franklands Drive	Runnymede
Hare Hill	
Homewood Park	
Ottershaw Memorial Park/Queenswood/Ether Hill	
St Anns Hill	
Timber Hill/Chaworth Copse/Ottershaw Chase	
Aldershot Urban Extension/Wellesley Woodlands	Rushmoor
Rowhill nature reserve	
Southwood Woodlands	
Chobham Place Woods	Surrey Heath
Chobham Water Meadows	
Clewborough House School	
Diamond Ridge Woods	

Notcutts	
Shepherds Meadow, Sandhurst	
Swan Lakes	
Farnham Park	Waverley
Brookwood County Park	
Heather Farm	
Horsell (Woodham) Common	Woking
Martins Press	
While Rose Lane	
Buckhurst Meadows, London Road, Wokingham	
Clares Green Field, Croft Road, Spencers Wood	
Extension to Keephatch Woods, Binfield Road, Wokingham	
Hazebrook Meadows	
Kentwood Meadows, Warren House Rd, Wokingham	Wokingham
Langley Mead (Loddon), Hyde End Road, Shinfield	
Mays Farm Meadows	
Old Forest Road Meadows	
Peacock Meadows	
Rooks Nest Wood, Barkham Ride, Barkham	
<b>Total: 56</b>	

## Appendix 6

### Suggested Locations for Future Targeting of SAMM Measures

**Table A6.1: Suggested locations for future targeting of SAMM measures**

AP	Name	SSSI	Increase in:		Relatively low % of:		Relatively low awareness of:	
			Footfall*	Commercial Dog Walking Vehicles	Dogs on leads	Dogs on paths	TBH SPA designation	TBH Partnership
1	Mytchett Place Road	Ash to Brookwood Heaths		X			X	X
2	Nightingale Road	Ash to Brookwood Heaths		X				X
3	The Lookout	Broadmoor to Bagshot Woods & Heaths					X	X
4	Top of Bracknell Road	Broadmoor to Bagshot Woods & Heaths	X	X				
5	Top of King's Ride	Broadmoor to Bagshot Woods & Heaths		X				
6	Bourley Road	Bourley & Long Valley		X (particularly high)			X	X
8	North Entrance to Warren Heath	Bramshill	X					
9	Cricket Hill Lane	Castle Bottom to Yateley & Hawley Commons						X
10	Car Park off A30	Castle Bottom to Yateley & Hawley Commons			X			X
12	Chobham Common	Chobham Common						
13	Staple Hill	Chobham Common						
14	Lightwater Country Park	Colony Bog & Bagshot Heaths	X	X				
15	Sandpit Hill	Colony Bog & Bagshot Heaths			X			

16	Queen's Road	Colony Bog & Bagshot Heaths		X				
17	B3011 opp. Arrow Lane	Hazeley Heath				X		
18	Springfield Avenue	Hazeley Heath						X
19	South Road	Sandhurst to Owlsmoor Bogs & Heaths	X				X	
20	Off Crowthorne Road	Sandhurst to Owlsmoor Bogs & Heaths		X				
21	Salt Box Road	Whitmoor Common		X (particularly high)		X		
22	Burdenshott Road	Whitmoor Common		X		X		
23	Chobham Road	Horsell Common						
24	Shore's Road	Horsell Common		X	X			
25	Wren's Nest	Ockham & Wisley Commons		X	X			
26	Currie's Clump	Ockham & Wisley Commons		X (particularly high)			X	X
27	Chapel Road	Ash to Brookwood Heaths		X				
28	Sandy Hill Road	Bourley & Long Valley	X					
29	Car Park east of Foresters Arms	Bourley & Long Valley	X					
30	Car Park off B3348/A3095	Broadmoor to Bagshot Woods & Heaths		X		X		
31	Layby south of A30	Castle Bottom to Yateley & Hawley Commons						
32	Layby on Old Guildford Road	Ash to Brookwood Heaths			X	X		

*\*Increase of 50% or greater since 2005 and/or 2012/13*