

# Wild Ennerdale



## Visitor Survey Summer 2005

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**Wild Ennerdale Project Officer**

## **Introduction**

The purpose of this survey was to gain a better understanding of recreation in Ennerdale and forms an important part of broadening our knowledge of how people engage in the valley. The survey aimed to gather a baseline of information covering basic demographics, why people choose to visit Ennerdale, how and where they spend their time and what they like or dislike about their experience. Finally, the concept of Ennerdale as a 'wild' valley was introduced and people were asked to give their opinion through a range of questions. A full breakdown of the questionnaire is shown in appendix 1.

## **Methodology**

A total of 61 surveys were carried out over a 6 week period during August and September 2005. All the surveys were undertaken from the Forestry Commission car park at Bowness Knott (GR 111154) between the hours of 11am – 4.30 pm. Of the total surveys carried out, 26 (43%) were done on a weekend or bank holiday with the remaining 35 (57%) done on a weekday.

The surveying team consisted of four people:

Bernadette Noake, Volunteer  
Richard Shield, Volunteer  
Szandy Vezer, Volunteer  
Rachel Yanik, Project Officer

The volunteers were recruited after having previously contacted the Project Officer to express an interest in Wild Ennerdale and possible volunteering work. Two of the volunteers were new graduates and one returned to a final year of a degree course in September (all Geography/Environmental Studies). All the volunteers were from the local area and had a good knowledge of the Ennerdale valley.

Prior to undertaking the surveys, each volunteer was given the following:

- Briefing session on Wild Ennerdale
- Background information (key facts & figures) to assist during the surveys
- Risk assessment
- Flyer on Wild Ennerdale for the public to take away with them (inc. website & project officer contact details)
- Wild Ennerdale branded clothing & name badge

The Wild Ennerdale partners are extremely grateful to Bernadette, Szandy and Richard for their time, support and enthusiasm in helping to gain this valuable baseline information.

## **Results**

The results are based on a total of 61 replies (unless stated otherwise). The results are numbered to correspond with the questionnaire under the following headings:

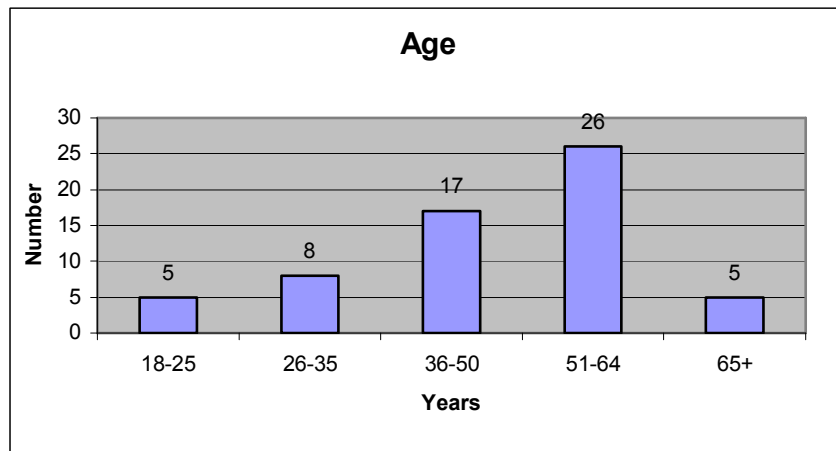
- Basic demographics (Qns 1 –6)                      Reasons & Expectations (Qns 7 & 8)
- Time Spent (Qns 9 – 13)                              Experience & Observation (Qns 14 -19)
  
- Views on Wild Places/Wild Ennerdale (Qns 20 – 24)

A bar chart illustrates responses where there were more than two criteria for replies.

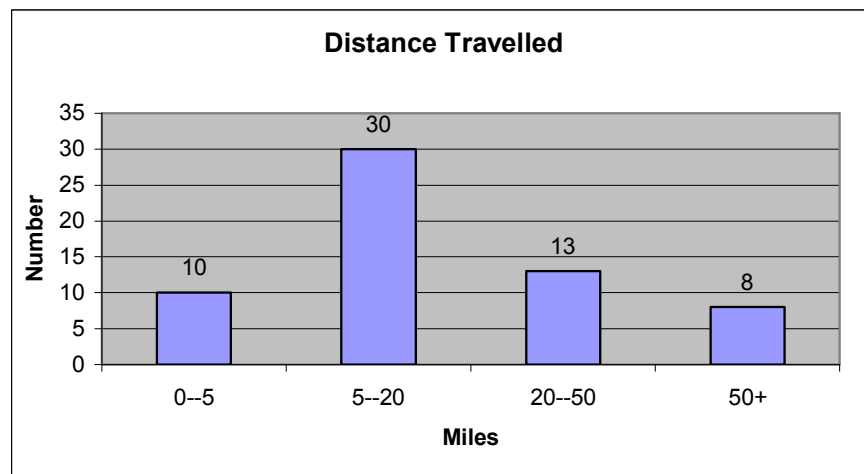
## Basic Demographics

1. Sex            Male = 32 (52%)      Female = 29 (48%)

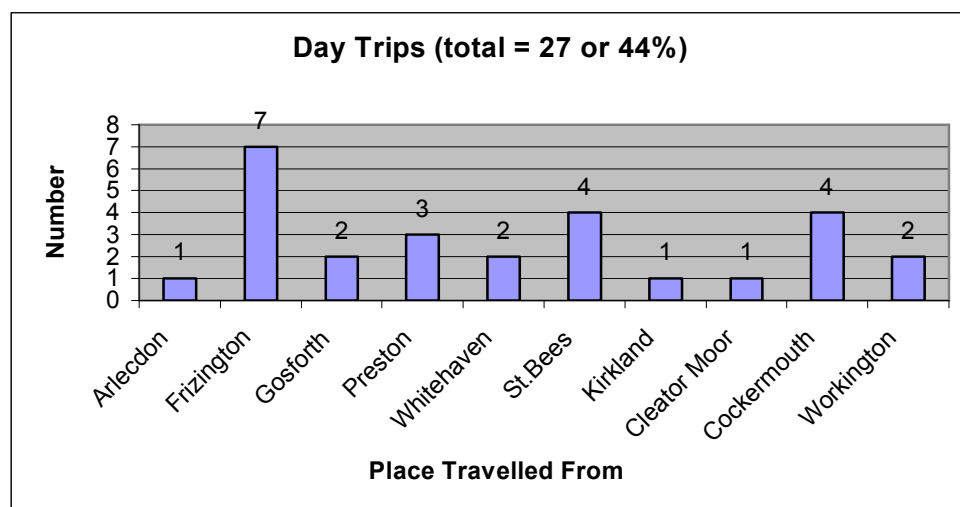
2. Age

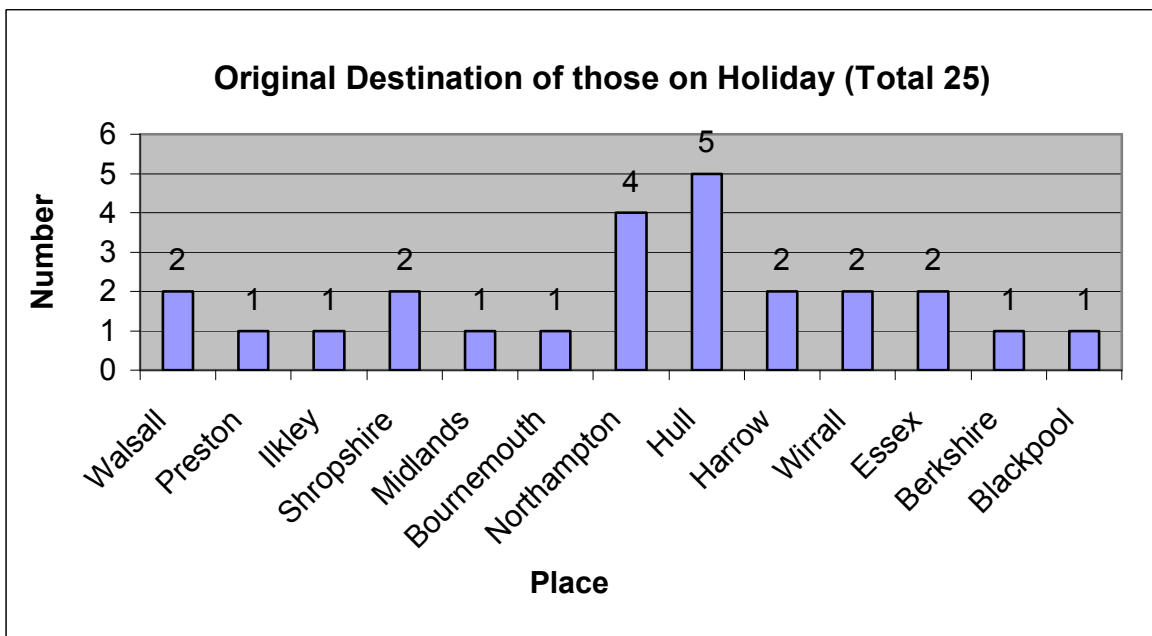
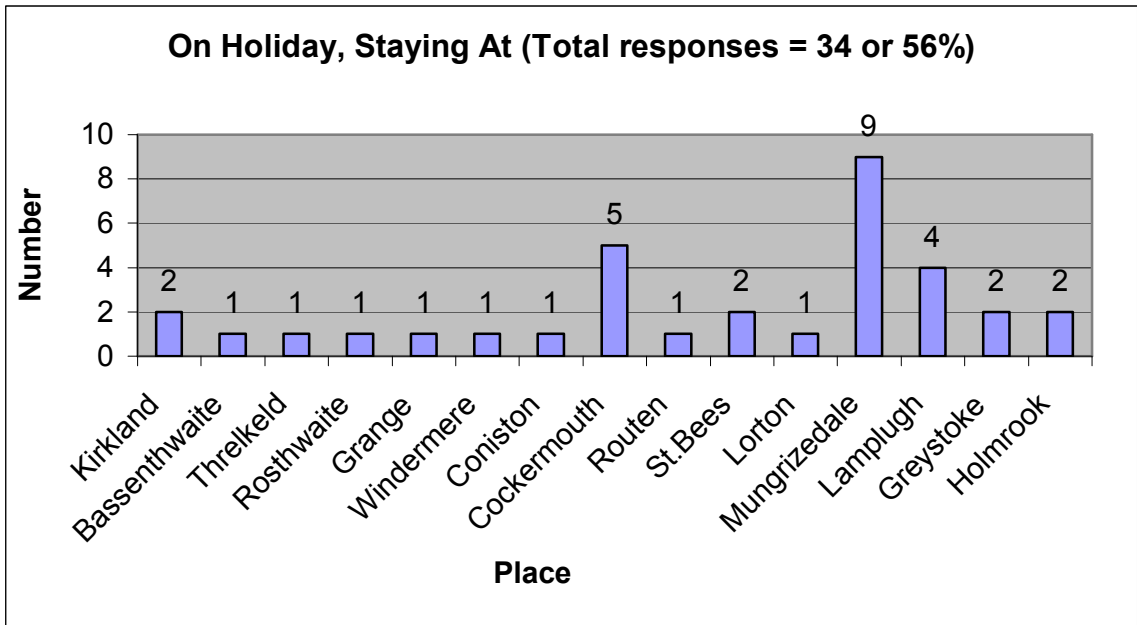


3. Distance travelled to Bowness Knott?

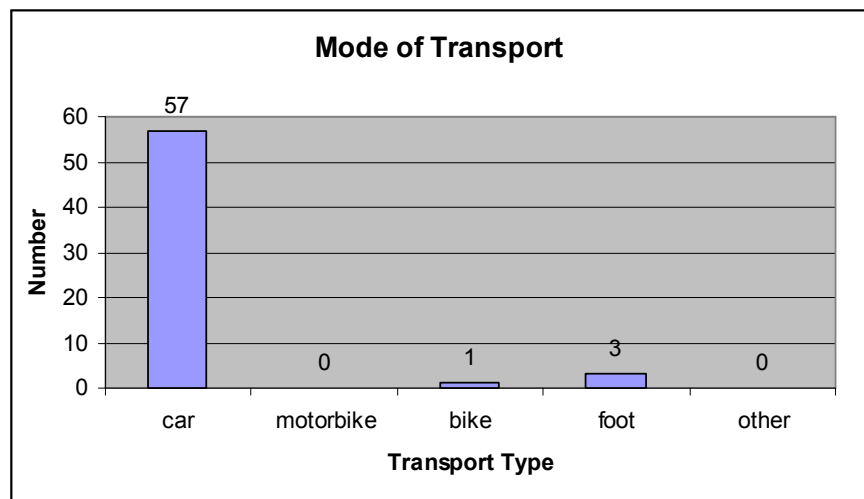


4. Day Trip or Holiday?





5. Mode of Transport ?



6. Number in Party = 61 in total

## Reasons & Expectations

### 7. First or Return Visit?

First Visit = 10 (16%)

Been Before = 51 (84%)

### 8.a If First Visit (x 10 responses):

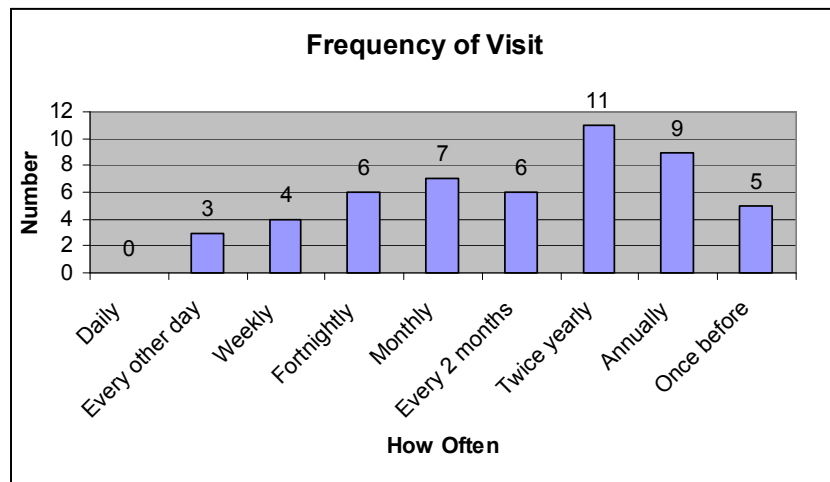
Why Ennerdale? – Publicity material, close to holiday venue, passing by & looked on map

Expectations prior to visit ?– wild, remote, viewpoints, lake, easy walking

First Impressions? – Lovely, beautiful, very remote, like Scotland, bigger than expected, ‘wow’ factor, picturesque, quiet, peaceful, pleasant.

### 8.b If Been Before

How Often?



### Why Ennerdale?

Key descriptive words used (word in bold indicates reference used in chart below)

**Quiet** - remote, peaceful, isolated, less crowded, tranquil

**Scenery** – beautiful, pristine, lovely

**Forest Track** – no cars, good wheelchair & pushchair access

**Walks** – lakeshore walks, diversity of walks

**Cycling** – good track network

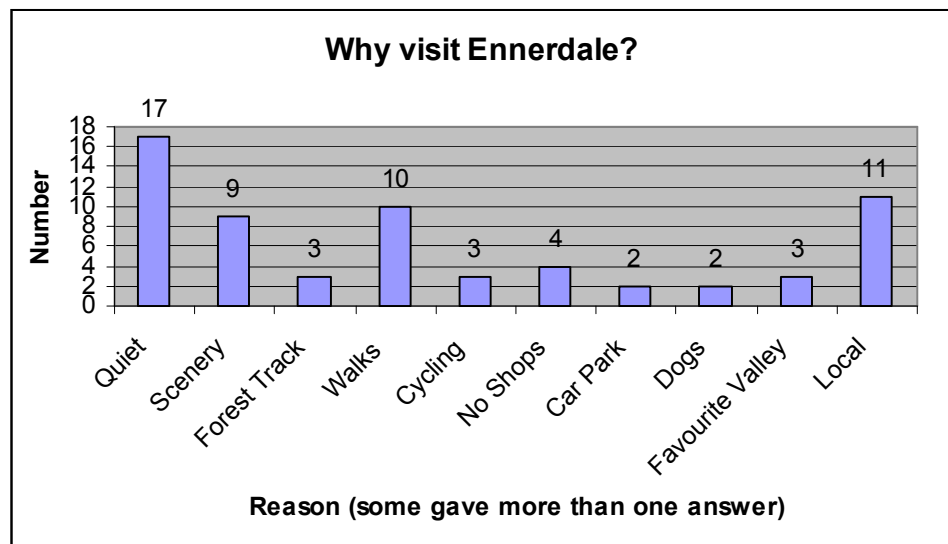
**No shops** – not commercialised, no shops/services

**Car park** – free!

**Dogs** – good for dog walking

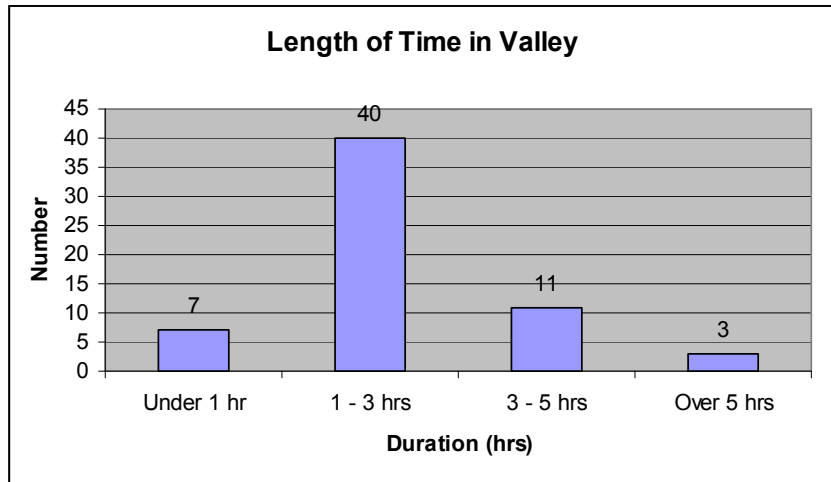
**Favourite valley** – re-located to be near valley, less bleak than Wasdale

**Local** – easy access, on doorstep

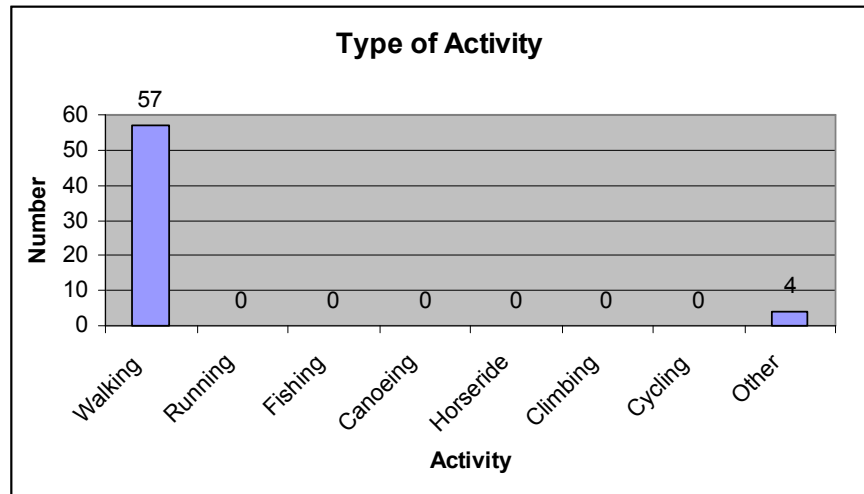


## Time Spent

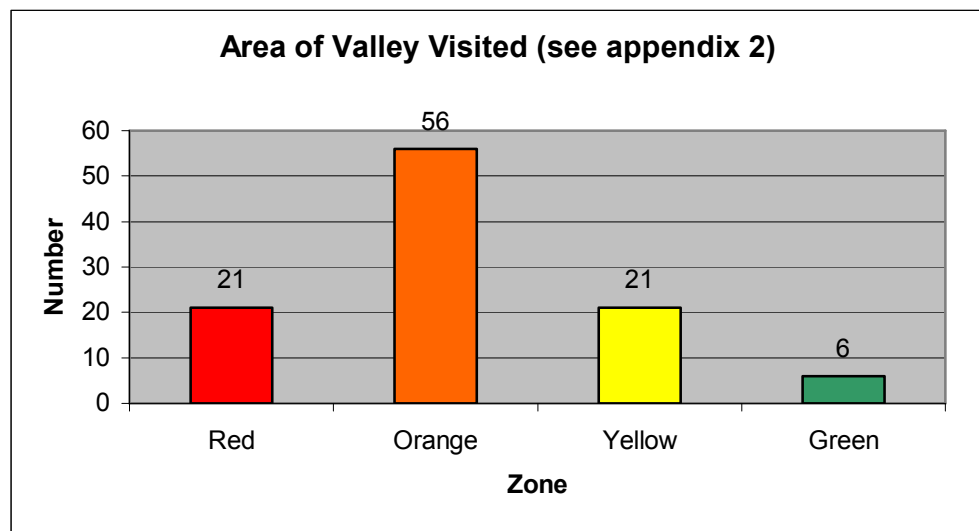
9. Time in Valley?



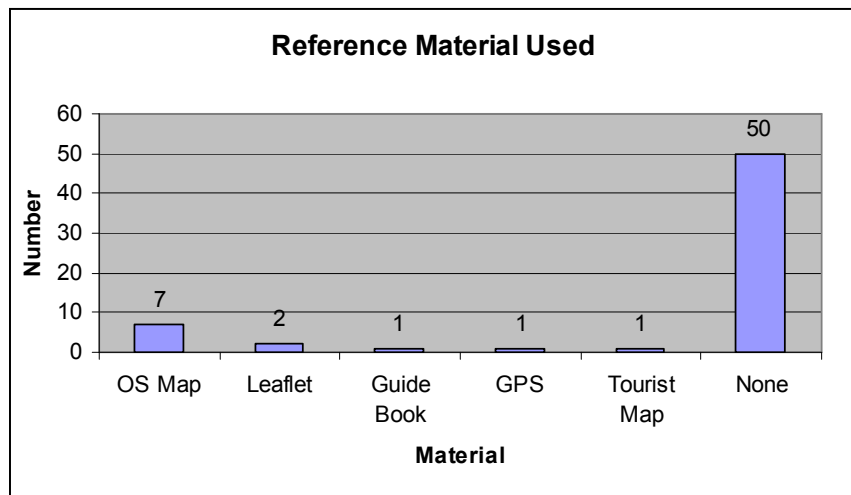
10. Activity ?  
(‘Other’ = picnic & reading paper)



11. Area of Valley Visited ? (some people in multiple zones)



## 12. Any Reference Material Used?



13. Any Financial Spend ? – of the 61 people asked, only 3 people (5%) had spent money locally or planned to after their visit to the valley. One person had been to the pub for a meal, and two had been for coffee. Total financial spend (Shepherds Arms) = £25. Eight people said that they had visited the village pubs on previous occasions.

## Experience & Observations

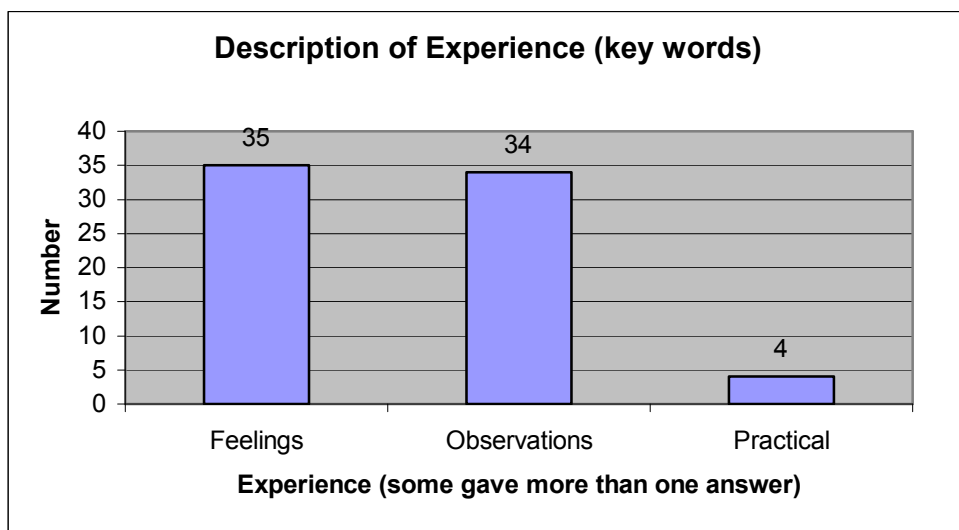
### 14. Summary of Experience ?

Key descriptive words used (word in bold indicates reference used in chart below)

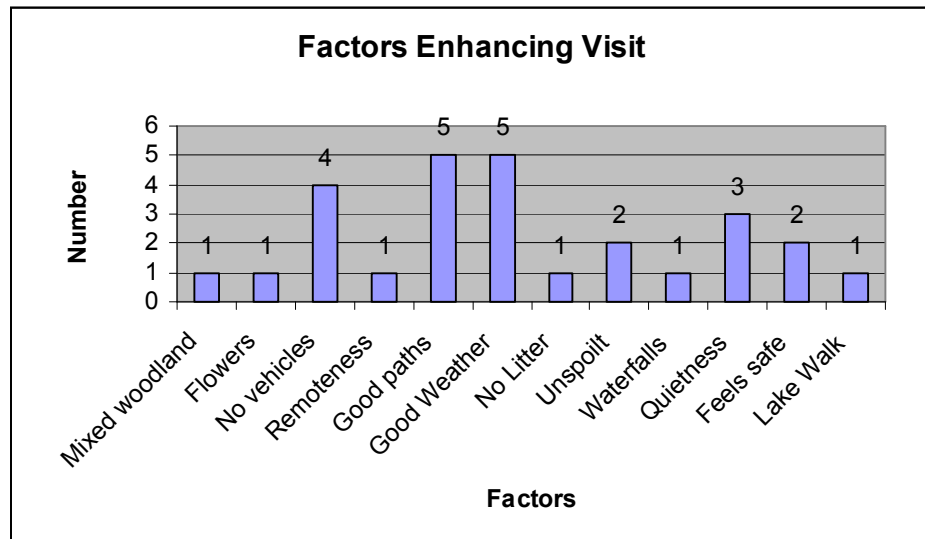
**Feelings/Expressions** – peaceful, refreshing, pleasant, tranquil, positive vibes, stimulating, invigorating, enjoyable, solitude, lovely, dramatic, relaxing.

**Observations** – remote, beautiful, wild, few people, quiet, seeing wildlife, diversity of trees (big conifers & mixed woodland), views of mountains, clean water.

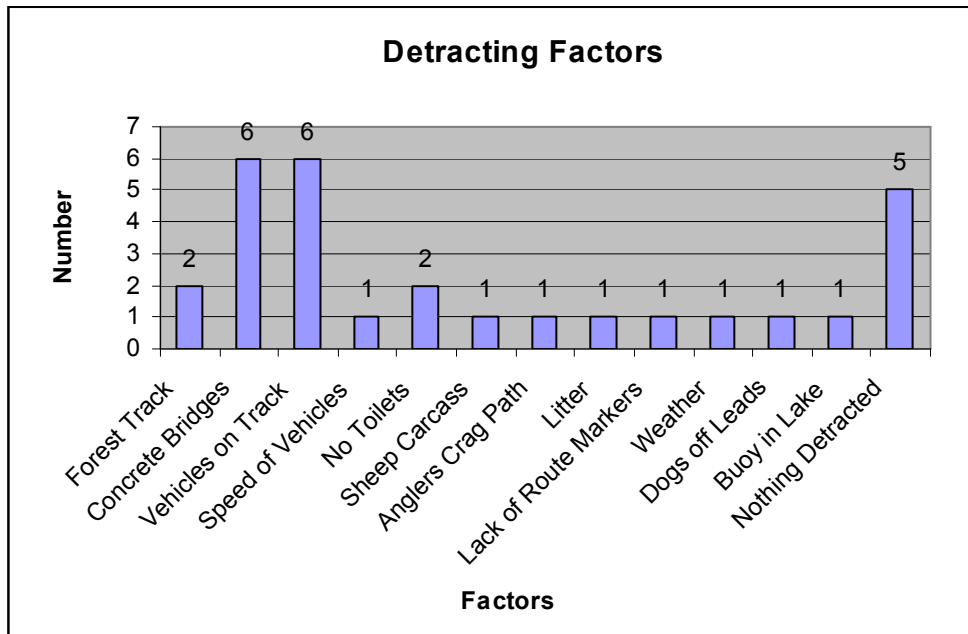
**Practical** – easy & challenging walks, freedom to explore, brings family together.



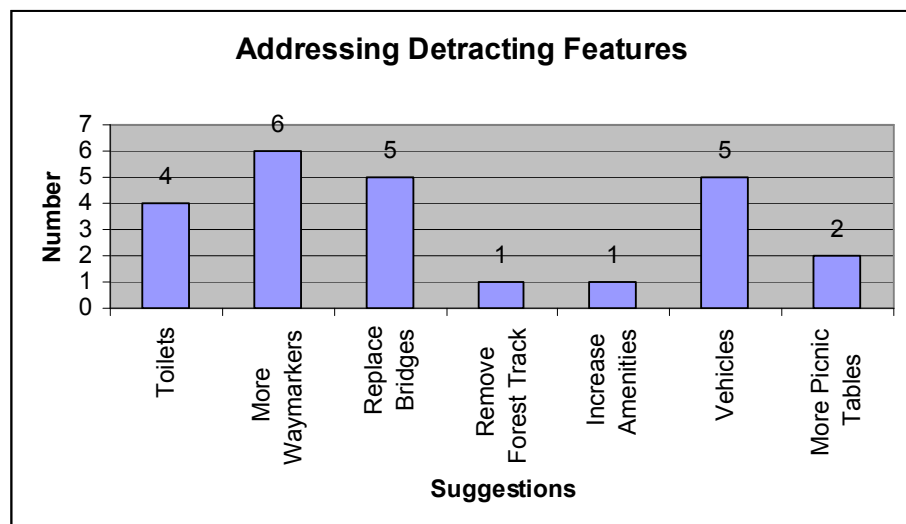
15.a Any factors enhanced visit? (x 27 responses)



15.b Any factors detracted from visit? (x 30 responses)



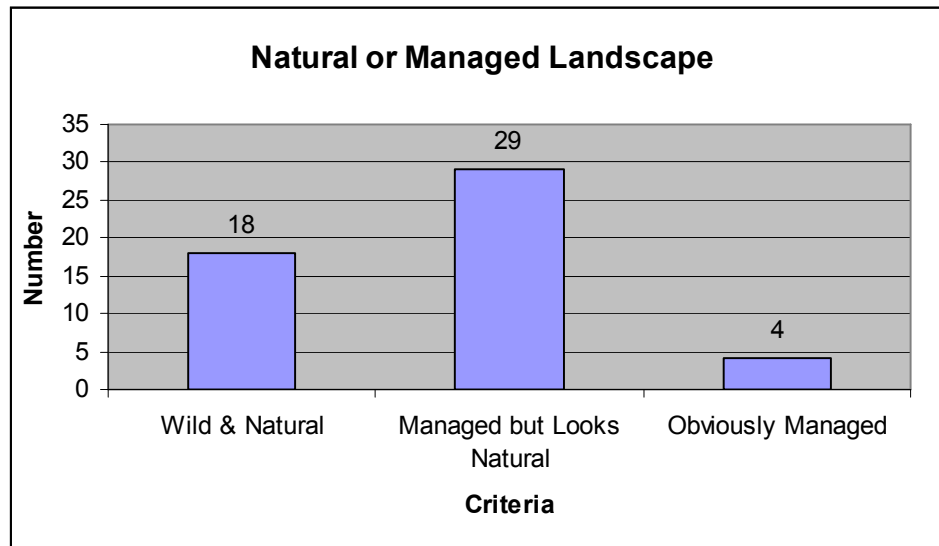
16. Any changes recommended to address detracting factors? (x 24 responses)



'Vehicle' responses (x5) = stricter vehicle control, authorised cars should be identified, better signs at Bowness Knott, spot checks at peak periods.

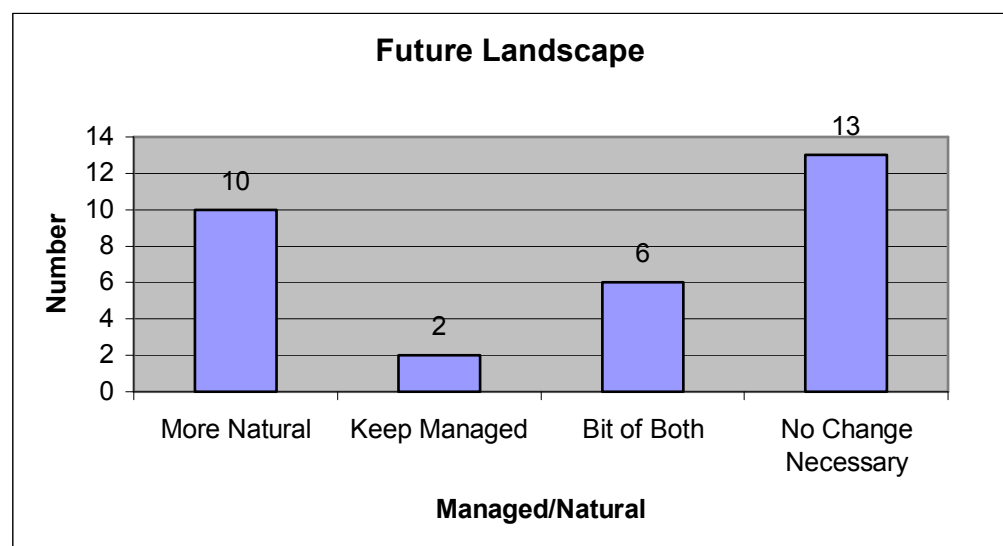
17. Ennerdale landscape – natural or managed? (x 52 responses)

Key descriptive words used: sympathetic management, woodland developing nicely, feels wild especially in winter, uniformity of forest, industry has to be supported by land, harsh lines suggest management, sheep grazing & forest not natural, 'wild' quality improved in recent years.



18. Managed or Natural Future Landscape (x 31 responses)

Key descriptive words used: softer forest boundaries, more local trees, less conifers, needs to be looked after, don't over-manage (like gardening), keep wildness, very rare to have complete naturalness.



19. People working in the countryside

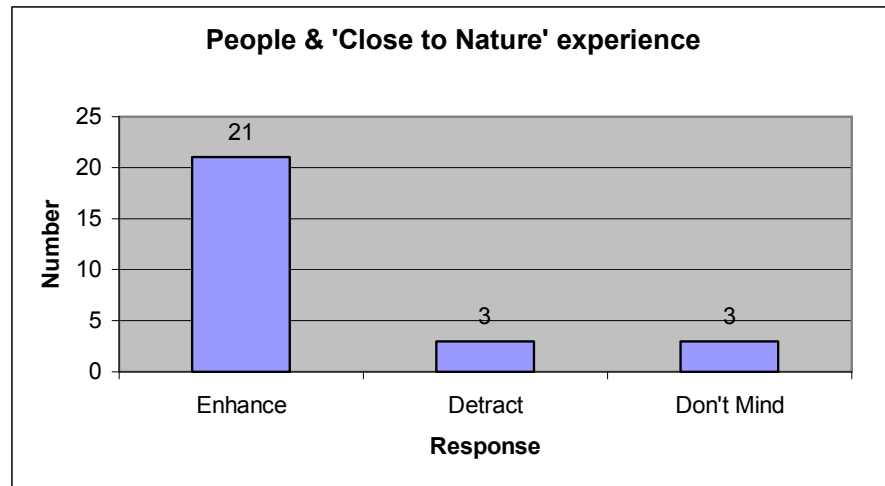
19.a Enjoy seeing people working the land (x 34 responses)

Key descriptive words used:

Like to see: free ranging stock, farmers herding sheep, sheepfolds, people add interest, people need to make a living.

Don't like to see: plastic bails, messy farms, felled timber, burning fleeces, forestry operations, speed of tractors/farm vehicles, fox hunting, tourist intrusion.

19.b Do people enhance or detract your experience of being 'close to nature'? (x 27 responses)



**Views on Wild Places & Wild Ennerdale**

20. Do 'wild places' exist in Britain? (x 60 responses)

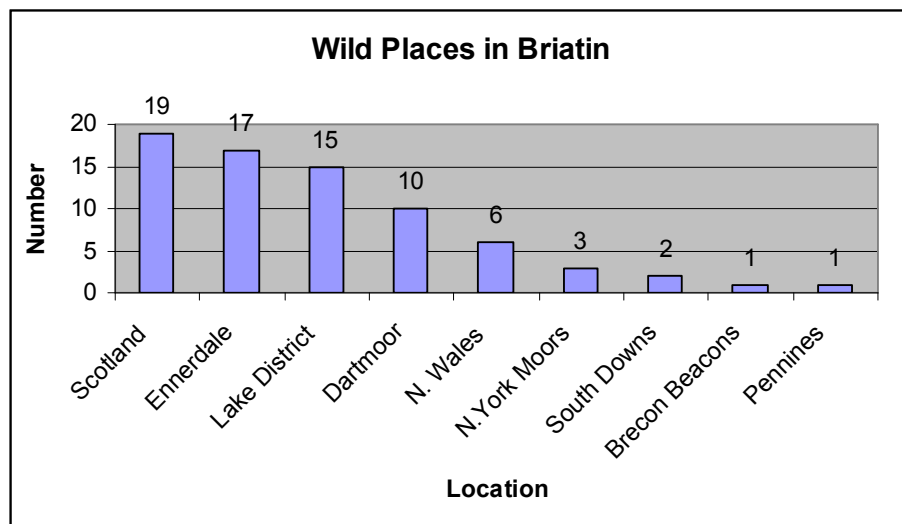
Yes = 57 (95%)

No = 3 (5%)

20.a If Yes – Where? (some people gave more than one example)

Scotland (specific) = Mull, Assynt, Glen Coe, Skye, Rannoch Moor, Rum, Cairngorms, Hebrides, Orkney, Moray.

Lake District (specific) = Carrock Fell, Langdale Pikes, Eskdale.



Additional relevant comments:

- “Wild is an individual perception, to me a sense of wild can be on top of a fell that may feel eerie or windswept, with no tourists on it”
- “Depends on interpretation: compared with Windermere, Ennerdale is wild, but not in the same sense as places abroad such as Canada”
- “Ennerdale is the wildest place I’ve ever been”

20.b If No – Why? (x 3 responses)

- “The Lake District is too busy and a bit small”
- “Wild places can’t include people”
- “Population density in Britain is too high”

21. Have you heard of Wild Ennerdale?

Yes = 8 (13%)                      No = 53 (87%)

21.a & 21.b (combined) Views on Wild Ennerdale?

All respondents replied that they were generally supportive of the Wild Ennerdale concept (100%). No-one expressed any opposition. One person expressed some concern over cattle being introduced into the valley.

Additional relevant comments:

- “Improve visitor facilities in village”
- “Other valleys are too managed, need to see more wild places”
- “Landscape should not be dominated by humans”
- “Britain is getting less and less wild”
- “Keep access to lake & restrictions on traffic”

22. How important are places like Ennerdale – emotional, spiritual, physical?

Key descriptive words used (word in bold indicates reference used in chart below)

**Relaxed**, feel better, unwind, tranquility value.

**Important**, special, fundamental.

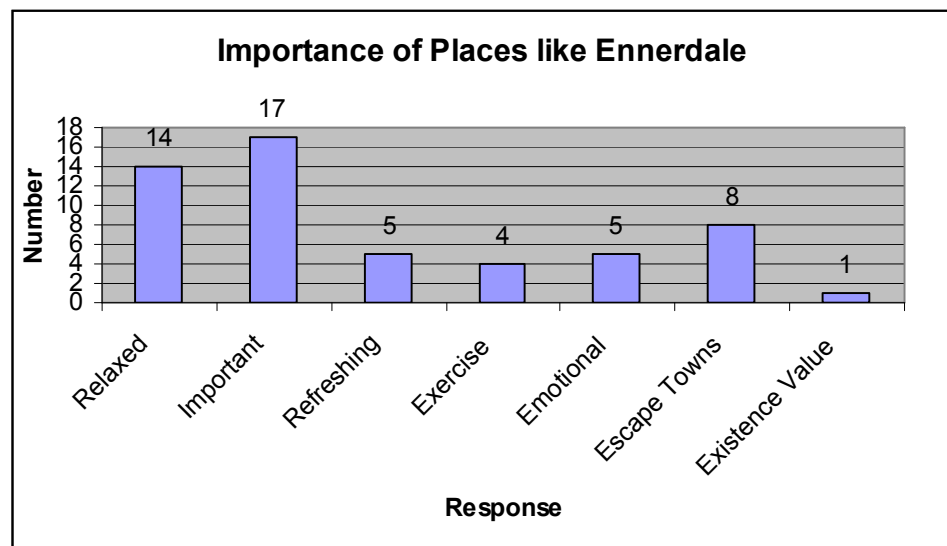
**Refreshing**, stress release.

**Exercise**, sense of achievement.

**Emotional**, spiritual value.

**Escape towns**, lucky to live so close.

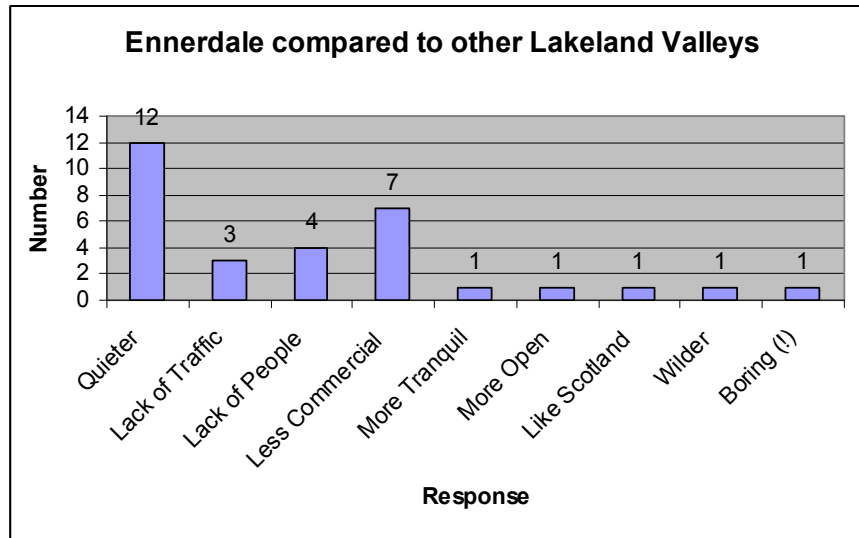
**Existence Value**



23. Knowledge of other Lakeland Valleys?

Yes = 40 (67%)      No = 2 (3%)      No reply = 19 (30%)

Specific references = Buttermere, Langdales, Wasdale, Loweswater, Borrowdale.



24. A word to best describe Ennerdale? Key descriptive words used (word in bold indicates reference used in chart below)

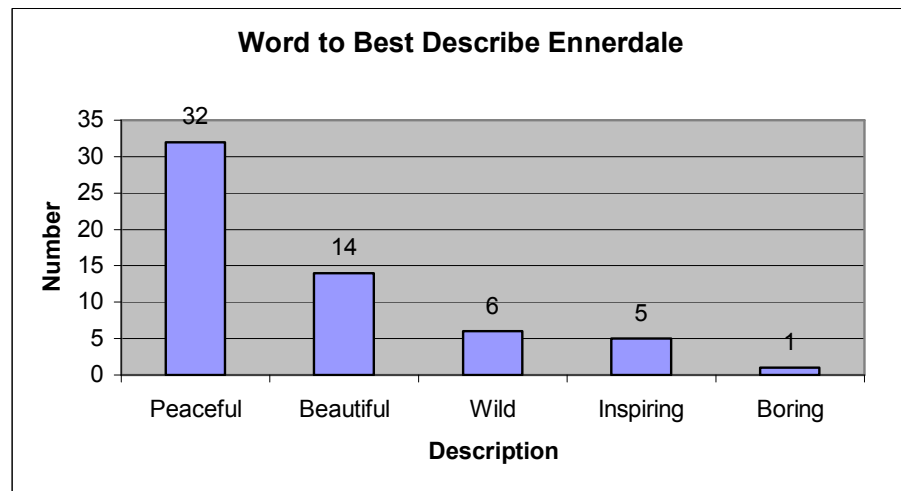
**Peaceful**, quiet, relaxing, solitude, restful, remote, tranquil, calm

**Beautiful**, magnificent, spectacular, stunning, pretty, pristine, natural

**Wild**, green, rugged, dramatic, dark

**Inspiring**, spiritual

**Boring (!)**



## **Appendix 1**

### **Visitor Survey Form**



# Wild Ennerdale



## Visitor Survey 2005

**Objective: To gain a better understanding of recreation in Ennerdale, views regarding the present look and feel of the valley and how the process of 'wilding' might influence the visitor experience in the future.**

Date, Time & Location: .....

### Basic Demographics

1. Sex       Male       Female
2. Age       18 – 25    26 – 35    36 – 50  
               51 – 64    Over 65
3. Distance travelled    Under 5 miles    5 – 20 m    20 – 50 m  
                                   Over 50 miles
4. Day trip or Holiday?  
 Day trip from .....
- On holiday from and staying at .....
5. Mode of Transport?  Car/Motorbike    Bicycle       On foot  
                                   Other.....
6. Number in Party? .....

### Reasons & Expectations

7. First visit or been before?       First Visit (see 8.a)    Been before (see 8.b)

8.a Why Ennerdale? (e.g. tourist info, word of mouth, website)

.....

Expectations prior to visit? (e.g. journey time, visitor facilities, landscape)

.....

First Impressions? (key words - visual & emotional)

.....

8.b How Often? (specify - weekly, monthly, once before etc.) .....

Why Ennerdale? (e.g. local, landscape, quiet)

.....

**Time Spent**

9. Length of time in valley?  Under 1 hour  1-3 hours  3-5 hours  
 Over 5 hours  
Longer (specify).....

10. Type of activity(s)?  Walk  Hike  Climb  
 Run  Canoe  Bike  
 Fishing  Horseride  
Other.....

11. Area of valley visited? (refer to zone map)  
.....

12. Any reference material used? (e.g. OS map, guide book, leaflet)  
.....

13. Any financial spend in the local area? (where & how much *if possible*)  
.....

**Experience & Observations**

14. Brief summary description of experience (key words):  
.....  
.....  
.....

15. Any particular factors which have enhanced/reduced quality of experience?  
(prompts – visual & emotional)

15.a Enhanced visit?  
.....  
.....

15.b Detracted from enjoyment?  
.....

.....  
16. Any changes to enhance further/address detracting issues?

.....  
.....  
.....  
.....

17. To what degree do you consider the landscape of Ennerdale to be natural (wild) or managed by people & why?

.....  
.....  
.....

18. To what degree would you like landscape to appear natural or managed by people in the future & why?

.....  
.....  
.....

19.a Do you enjoy seeing people working in the countryside (e.g. farmers, foresters) and/or the effects of their work ? (e.g. livestock in well managed fields, timber stacks, tractors & timber wagons etc)

.....  
.....  
.....

19.b Do people working in any way detract from, or enhance your experience of being 'close to nature'?

.....  
.....  
.....

**Views on Wild Places & Wild Ennerdale**

20. In your view, do 'wild places' exist in Britain?

Yes (see 20.a)       No (see 20.b)

20.a Yes – Why? Where? Have you visited or read about them?

.....  
.....

20.b No – Why? Do they exist abroad? Have you visited or read about them?

.....  
.....

21. Have you heard of Wild Ennerdale?

Yes (see 21.a)                       No (see 21.b)

21.a Yes\* – How? What are your views?  
*\* check understanding & brief as necessary*

.....  
.....  
.....  
.....

21.b No - *explain vision & principles.* What are your views?

.....  
.....  
.....  
.....

22. How important to you are places like Ennerdale for emotional, spiritual and physical wellbeing? (*or, do you feel better from being here today – in what way?*)

.....  
.....  
.....

23. First hand knowledge of any other Lakeland Valleys?

Yes (see below)                       No (see no.24)

Where? How does Ennerdale experience compare?

.....

24. Choose one word which, for you, best describes Ennerdale?

.....

**Thank you & Information Flyer**

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