

Recreation Site Visitor Satisfaction Research

July 2019

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Research objectives & methodology

Research Objectives

1

Ascertain levels of customer satisfaction with the current service levels on recreation land

2

Gain an understanding of what would make customers engage more with the sites, make them happier to visit the sites, and encourage future visits to the sites

Methodology

Face to face survey across four different Yorkshire water sites. **414 interviews** conducted in total.




 High Footfall



 Medium Footfall



 Medium Footfall



 Low Footfall

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Executive Summary



Overall satisfaction with the four sites is extremely high at 99%.

Satisfaction is especially high at Langsett and Ryburn where visitors appreciate facilities such as parking and toilets (Langsett) alongside the beautiful scenery.



The only site with a very small proportion of dissatisfaction is More Hall.

Some comments were made about tree removal and maintenance works.



Awareness that Yorkshire Water owns the recreation sites is down slightly to 85% this year.

Ryburn alone boosted the average with virtually all visitors (98%) being aware, compared to around four in five at the other three sites.



Dog fouling is now factoring as one of the top drivers for dissatisfaction scores given.

There is a stated desire for more dog waste bins – particularly at More Hall and East Ardsley. Toilets were another popular request for improvement, as has been the case across sites over the years.



Local expenditure, as a result of a visit to the sites, is down this year.

Although, over a third of visitors at Langsett, say they will spend locally as a result of their visit, demonstrating a clear local economic benefit at 'destination' sites.



Visitors would welcome maintenance to improve accessibility – particularly at Ryburn.

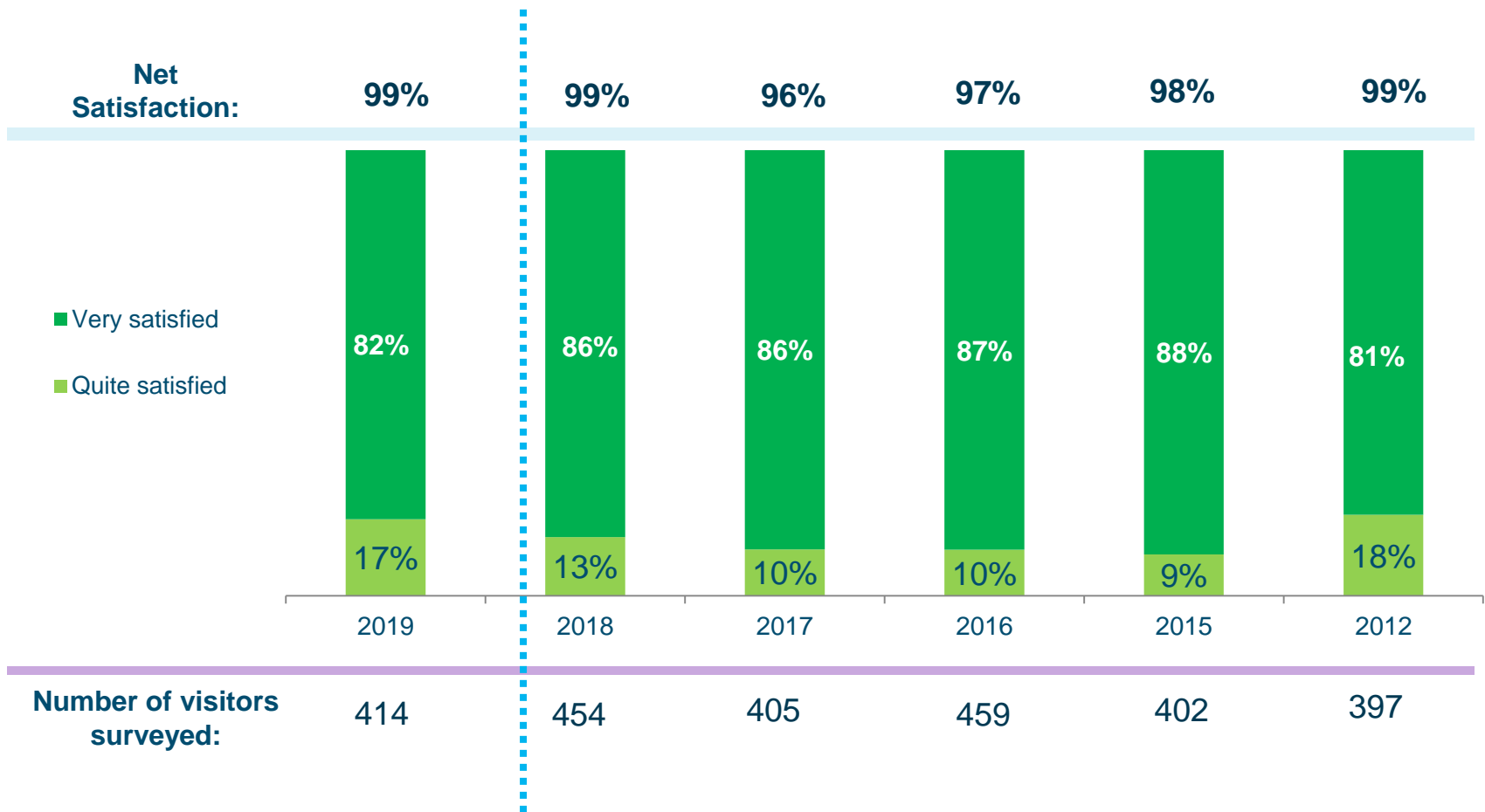
There is also some demand for improved signage at Ryburn to help visitors find the site and better navigate pathways.

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High levels of satisfaction with Yorkshire Water's recreational sites has been maintained over the years

Visitor Satisfaction across the years

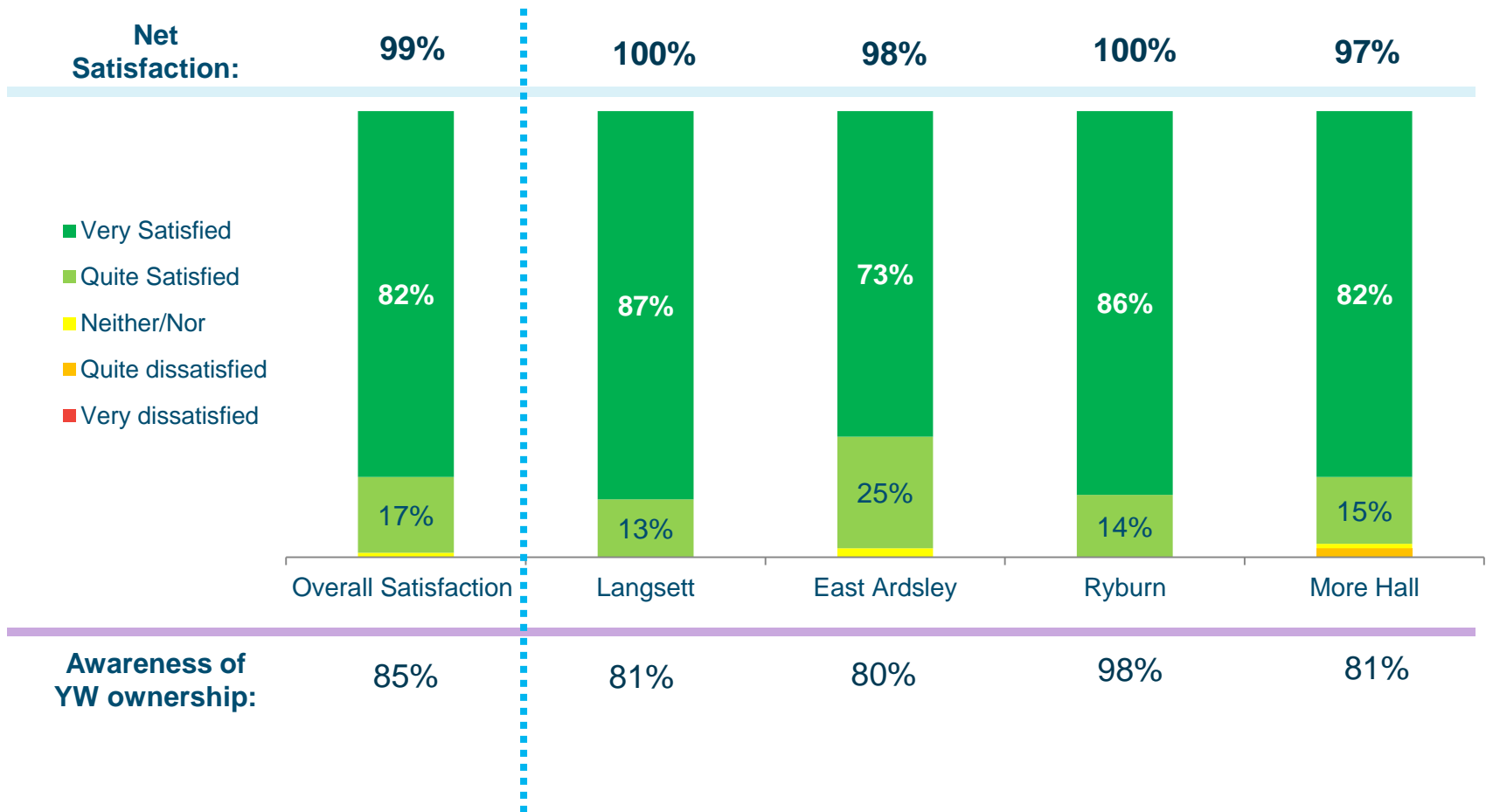


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Q. Overall, how satisfied or dissatisfied are you with the site? Base all respondents (414)



As is the case in previous years, satisfaction is very high across the four sites; although, awareness of YW as the owners of the sites was slightly lower (6%) than in 2018



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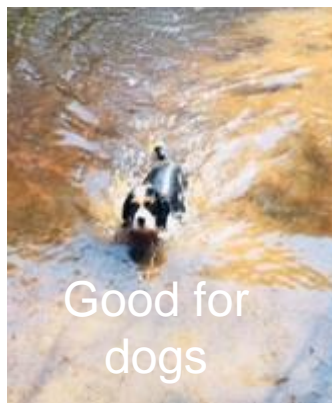
Q. Overall, how satisfied or dissatisfied are you with the site? Base all respondents (414)



Dog-friendliness of sites is a common theme among visitors this year

Key Positive Themes ✓

Unprompted



“Good place to walk my dog” – East Ardsley

“Dogs love it here” – More Hall

“It’s very scenic, offers everything, good for dog walking” – Langsett



“It’s quiet, don’t get a lot of people here like you do at some places” – Ryburn

“Unspoilt area, peaceful” – East Ardsley

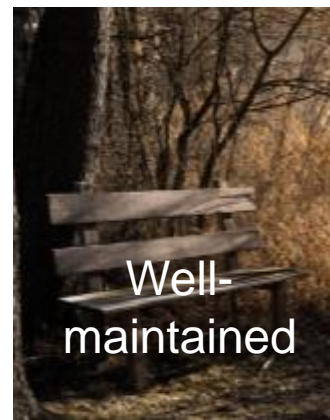
“Natural peace” – More Hall



“Very pleasant walk; clean, good paths” – More Hall

“Like the area, good for walking, it’s flat” – East Ardsley

“It’s very well laid-out, good paths” – Ryburn



“Nice, clean, well-maintained” – Langsett

“Well-kept, beautiful, litter-free” – More Hall

“It’s looked-after, and now has bins” – East Ardsley

A lack of dog and litter bins, and various facilities are the greatest areas of dissatisfaction. A small minority mention poor pathway accessibility or need for maintenance

Key Negative Themes



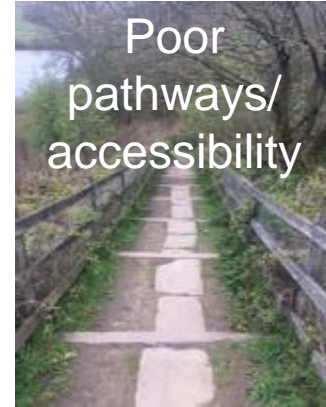
Dog mess/Litter

“All cool, except dog dirt everywhere” – Langsett

“People should clean up” – East Ardsley

“Not enough dog bins, no litter bins” – More Hall

“It’s lovely, but people’s rubbish annoys me” – Ryburn



Poor pathways/ accessibility

“Not very good for wheelchairs” – More Hall

“Upper reservoir path needs doing” – More Hall

“When it rains path goes chalky” – East Ardsley



More facilities

“No toilets, we’ve been asking for years” – More Hall

“Not enough bins” – East Ardsley

“It’s good, but it needs more dog gates” – Ryburn

“Needs more parking” – Langsett



More maintenance needed

“Cut bushes round water down more” – East Ardsley

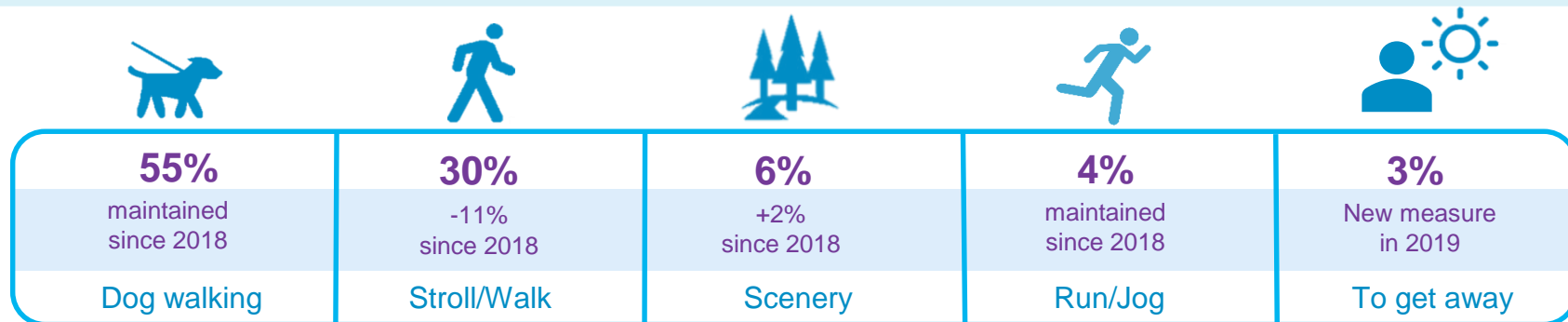
“Derelict garage” – Ryburn

“Need more gravel at corner of bridge” – More Hall

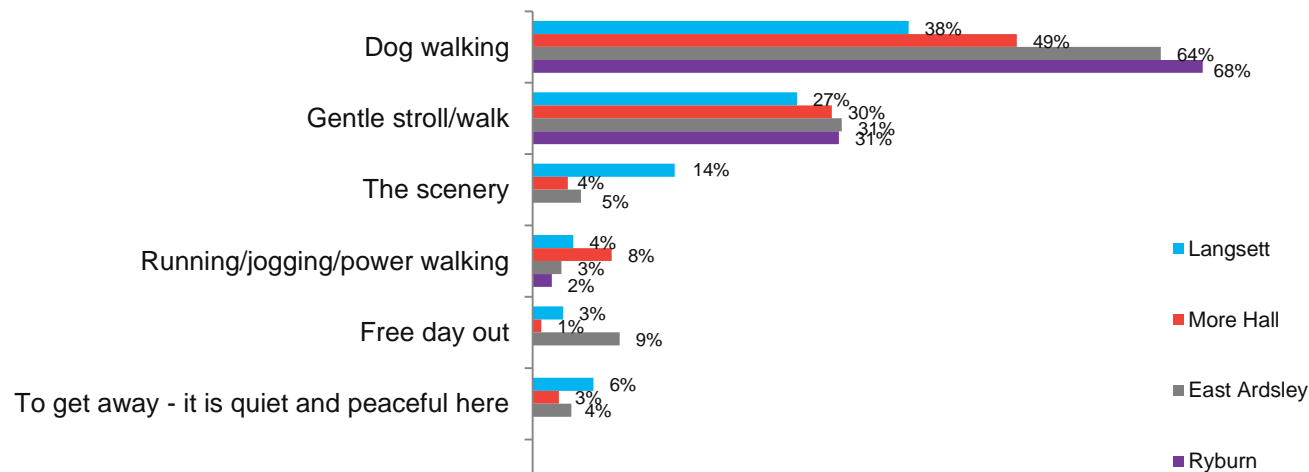
“Tree felling makes it dangerous – need a fence” – More Hall

Dog walking and strolling are the main reasons for visiting the sites this year. Ryburn was the most popular site for dog walking, closely followed by East Ardsley.

Reasons for visiting (total across sites)



Reasons for visiting (by individual site)



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Q. What are your main reasons for visiting the area today?
Base all respondents (414)



Good location/proximity is the top reason for visiting these sites over anywhere else, although Langsetts is mainly preferred for its scenery

Why visit over anywhere else

“ Testing out the walk for our walking group - Ryburn ”

“ Dogs can walk off the lead here - More Hall ”



Langsetts



Scenery
37%



Location
23%



It's the best*
23%



Like/love it
18%



For a change
8%



More Hall



Location
63%



It's the best*
15%



Like/love it
14%



Scenery
11%



For a change
5%



East Ardsley



Location
70%



It's the best*
23%



Scenery
14%



Like/love it
13%



Free parking
13%



Ryburn



Location
66%



Like/Love it
29%



Scenery
23%



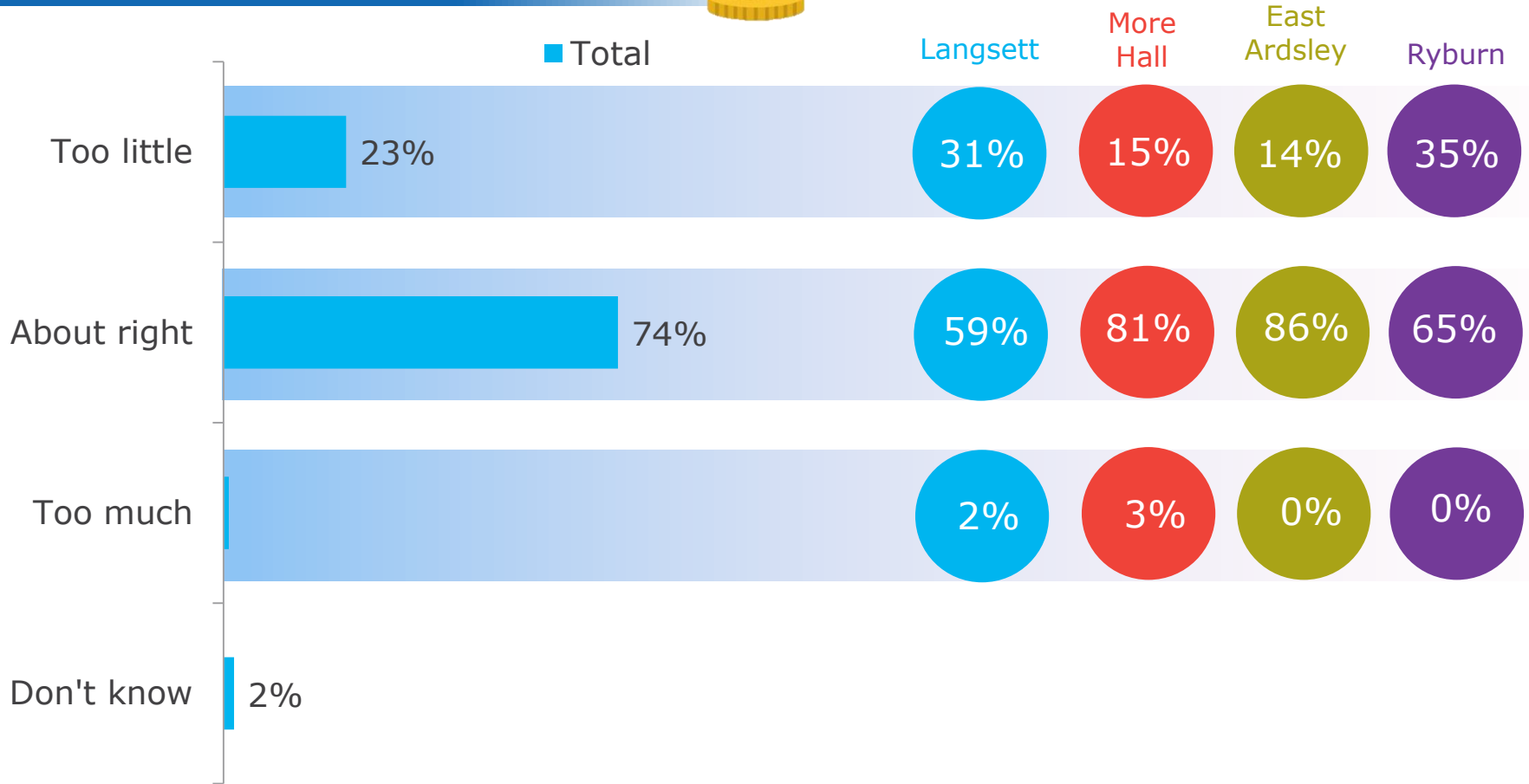
It's the best*
3%



Recommended
2%

Nearly a quarter think that 90p per year to pay for the recreation sites is about right with nearly a quarter thinking this is too little

Willingness to pay 90p per year



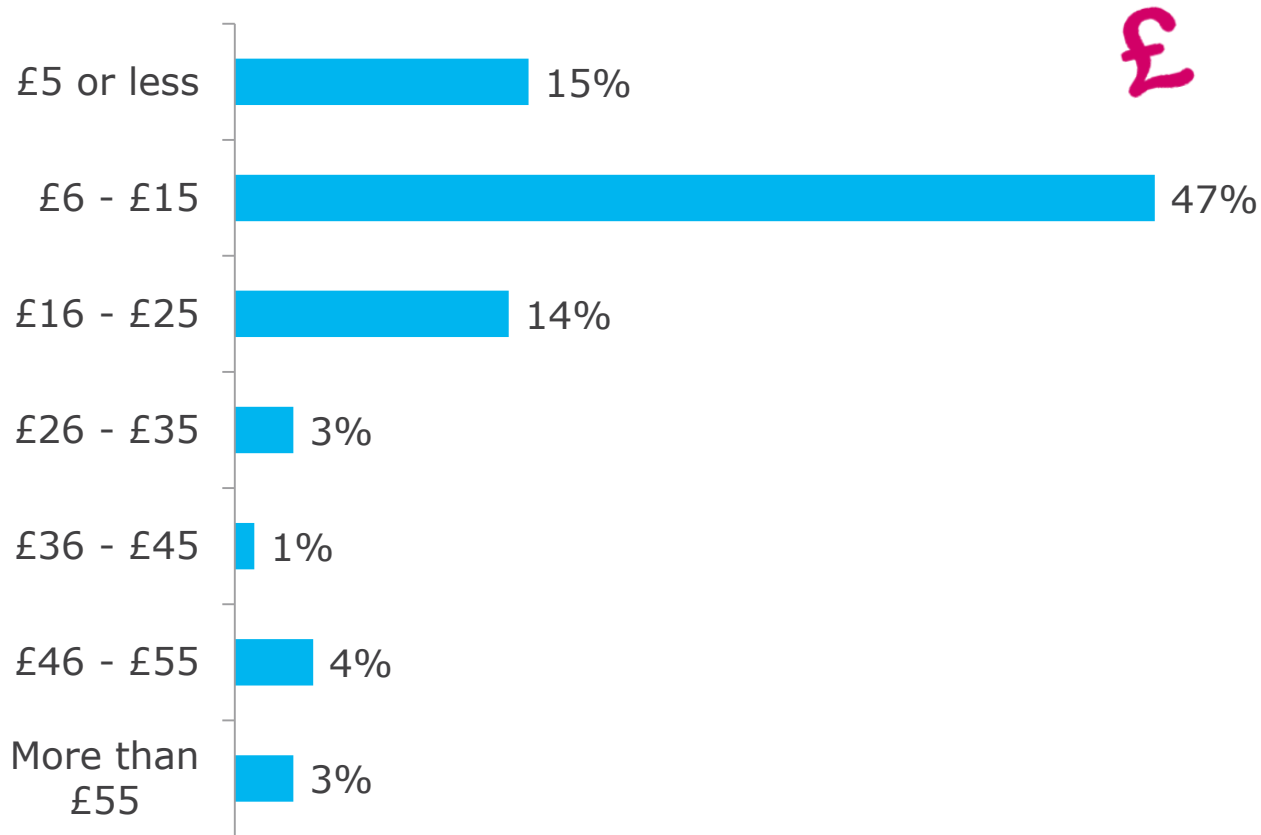
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Q. To enable Yorkshire Water to maintain access to its sites for public recreation and leisure it costs you about 90 pence per year. Do you think this is.. Base all respondents (414)



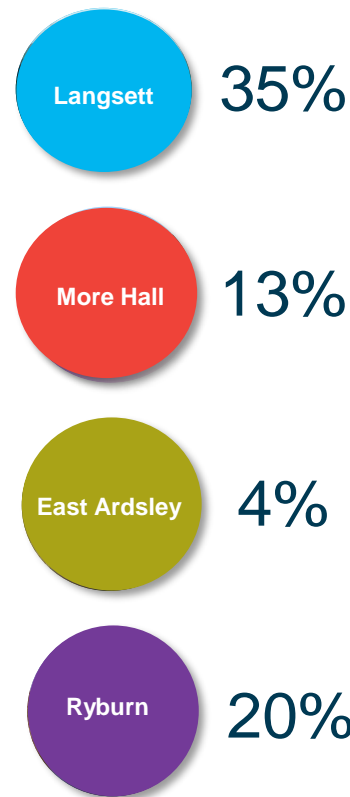
Visitors in East Ardsley are significantly less likely to spend money with local businesses; over two thirds of those who are likely to spend money during their visit will spend at least £15 during their visit

Visitors that will spend money with a local business



TOTAL = 18%

Percentage of visitors that will spend money as a result of their visit



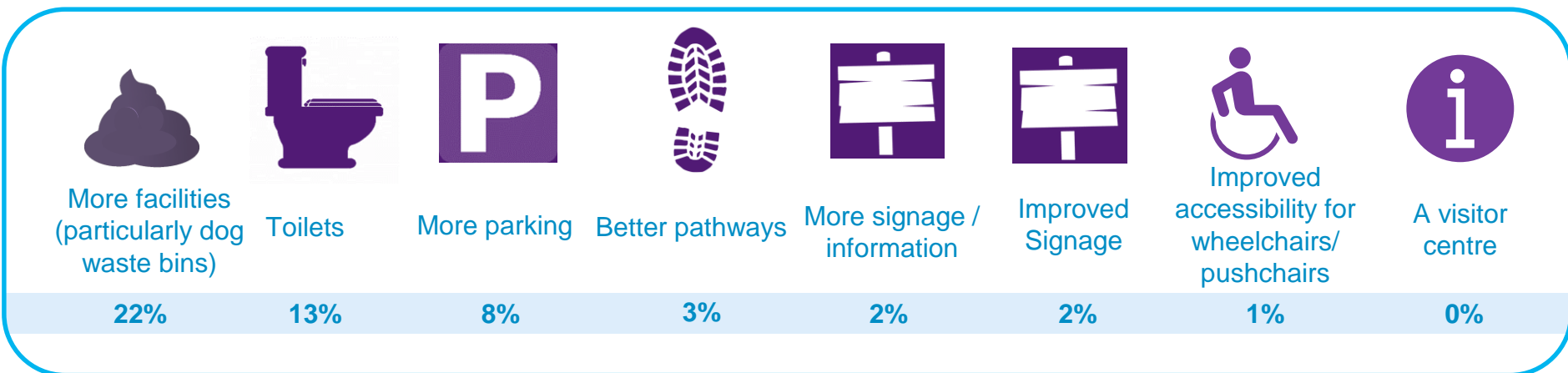
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Q. .As a result of your visit to the reservoir today, have you/will you be likely to spend money at any local businesses such as cafés, shops, pubs or local attractions? Base (414) Q. Approximately how much money have you/do you estimate to spend with any local businesses as a result of your visit to the reservoir today? Base (73)



One in five at More Hall and East Ardsley would like toilets to be added to the sites

Facilities customers would like to see



Toilets are a common request from visitors, particularly at More Hall and East Ardsley. While toilets were the most frequent requests from visitors in 2018, this year comments also centred around additional facilities such as dog waste and rubbish bins, as well as cafes.

Additional car parking was typically requested at Langsett and East Ardsley. Improvements in signage and path maintenance were a particular issue at Ryburn.

Dog bins need emptying. There are no bins for rubbish, just for dog mess - Langsett

Somewhere to buy drinks – More Hall

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Q What if any changes would you make to the site? Q. What is it that needs to change? Base all respondents (414)



The majority of visitors would prefer not to see any additional activities at the sites. Gentle water sports were the most acceptable activities.

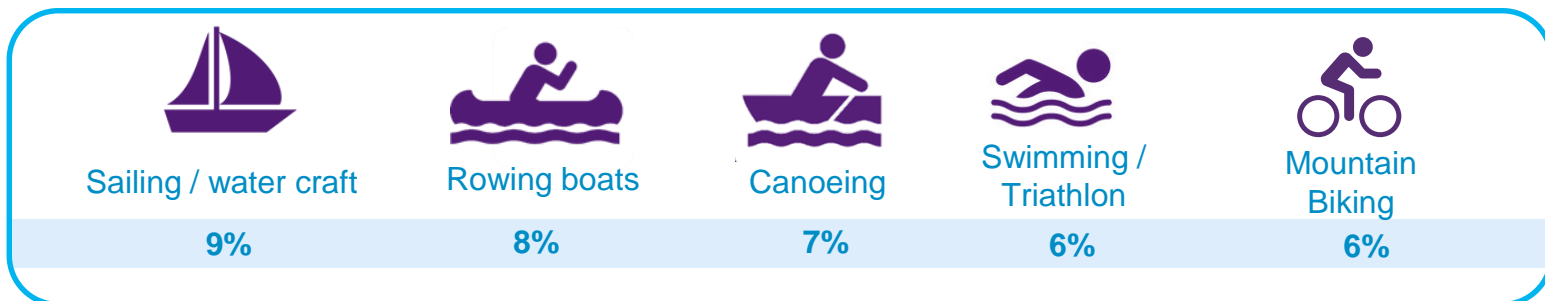
Activities customers would like to see

71%

+13% on sites visited in 2018

do not think any activities would improve their visit. Many activities were actually thought to detract from their experiences, particularly activities that are disruptive and noisy.

Gentle water sports were considered to be most acceptable



Camping / Natural material night shelters

5%



BBQs / Fires

4%



Boat fishing

4%



Horse riding/cycling

3%

Land based activities had a small number of supporters

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Q. What activities that would improve your visit? Q. What activities would detract from your visit? Base all respondents (414)





YorkshireWater