

**Wallingford Castle Meadows
Management Plan**

Appendix 4

**Visitor Survey Results and
Analysis 2002 - 2011**

Wallingford Castle Meadows **Visitor Survey Results Analysis 2002**

Introduction

An annual visitor survey is undertaken on behalf of South Oxfordshire District Council in order to inform potential improvements to the facilities it provides at Wallingford Castle Meadows, and allow the visitors to the site to comment on new features, management etc. The first visitor survey of Wallingford Castle Meadows took place in 2002. Ten people were interviewed between 4th August and 13th September.

Visitor Composition

The majority of those interviewed were from Wallingford Town; they walk to the site and visit the whole of the site rather than any one particular area – half use the cemetery lane entrance to access the site, 40% come via the lower meadows whilst 10% use the field gate entrance on castle street, which is not suitable for pedestrian access. 60% of those interviewed visited the site at least daily, with 30% visiting several times a week. Most visitors (44%) came for a walk and 31% came specifically to walk the dog, 19% came for the wildlife interest whilst only 6% came to see the site itself. All of those interviewed found out about the site through local knowledge. 60% of those interviewed appeared to be over 55 years of age, whilst 30% were in the 30 – 55 age group.

Interpretation

Half of the visitors had picked up a leaflet; of those the majority had got them through the museum with others picking them up from volunteer wardens, the Tourist Information Centre and other places. 80% of people felt that the interpretation boards answered all of their questions. The other 20% had looked at them but felt they needed more information. Comments for improvements to the boards included marking footpaths, a “you are here” indicator on the maps, wildlife to look out for, where to go to see things, a diagram of what the site would have looked like with remains and earthworks marked on it, updates on the success of weed treatments and rabbit control. One person felt that the text on the King’s Meadow board was misleading as he expected to see more of the Castle.

Access

The question on access provision was an open one; comments included needing an entrance on Castle Street opposite the footpath from the Bullcroft, better access for dogs, a gate at the end of Queens Arbour onto the towpath, reinstatement of the bridge into Castle Gardens and the bridge by the boathouse being replaced as it is the only access to the towpath when the meadows are flooded.

Events

The majority (31%) of those asked felt that they would not be interested in attending events on the site. Those who would like to see events on site wanted to learn more about the history and archaeology of the site, with wildlife walks and children's events coming in second place. Those events least favoured were site walks, family events and events in conjunction with the museum.

Satisfaction/Suggestions for Improvements

70% of those interviewed were satisfied with the site, whilst 30% were fairly satisfied. 30% felt that they had no comments to give regarding potential improvements. Comments made by others included keeping the pond clear so that the wildlife was visible, removing litter more regularly and consider installing rubbish bins on site. One person was unhappy about the site being closed during certain operations. One found the cattle and especially the bull being on site a problem. Another wanted more to be done about the rabbit problem. One person suggested using stock netting to fence off areas for wildlife to prevent dog access. Another comment was about the amount of trees that were felled when the site was first bought whilst another was concerned that the cattle were rubbing up against the redwoods and ring barking them. There was also a comment about dissatisfaction with the amount of wildlife on the site and its general management.

WALLINGFORD CASTLE MEADOWS VISITOR SURVEY 2002

	Percentage
Where have you travelled from today?	
Wallingford	80%
South Oxfordshire	20%
How have you travelled to site today?	
Walk	80%
Car/Motorbike	20%
How often do you visit WCM?	
Daily	60%
Several time a week	30%
First time	10%
Which areas of the site do you usually visit?	
Lower Meadows	8%
Castle Site	17%
Upper Meadows	17%
All of site	58%
Why have you visited the site?	
Walk	44%
Wildlife	19%

Walk Dog	31%
See site	6%
How did you find out about the site?	
Local Knowledge	100%
Where did you pick up the leaflet?	
None	50%
Museum	20%
Vol. Wardens	10% TIC
Other	10%
Have you looked at Interpretation Boards and do they answer all your questions about the site?	
Yes	80%
Yes, but no	20%
No	
Comments about Interpretation/things would like to see on them?	
<i>Footpaths Marked You are here sign Wildlife to look out for</i>	
<i>Where to go to see things</i>	
<i>Diagram of what site would have looked like, with earthworks (what is left) marked on it</i>	
<i>Updates on success of weed treatments, rabbit control etc.</i>	
<i>Date of Crown sale was 1817 (prelim map done 1806)</i>	
<i>From text on LM board, visitor expect to see more of castle (i.e. deceiving)</i>	
Are there any access problems on the site you are aware of?	
<i>Castle Street Entrance or gate at southern end of Castle St, opposite footpath on other side.</i>	
<i>Dog access points (sections of fence that can be pushed up)</i>	
<i>Gate at end of Queens Arbour</i>	
<i>Bridge into Castle Gardens</i>	
<i>Bridge demolished by Boathouse replaced – only access to towpath when meadows flooded</i>	
Would you be interested in guided walks/events on the site?	
General Site Walks	6%
Wildlife Walks	13%
Historical/Archaeological	25%
Family Events	6%
Children's Events	13%
Joint Events With Museum	6%
No	31%
Satisfaction with the site:	
Very Satisfied	70%
Fairly Satisfied	30%

Other points:

Alcoholics used to meet round by boathouse/corner of Kings Meadow (not seen recently)

Clear pond, so can see it

Keep on top of litter. Rubbish Bins Wanted to access River via Castle Lane Didn't like site being closed

Cattle & bull off putting for others

Rabbit Problem

Put back bridge by boathouse (only access to towpath during flooding)

Water Vole seen on bridge?

Stock net fenced off areas to also prevent dog access

Wasn't happy that trees were taken down when site first bought.

General unhappiness about amount of wildlife on the site and management. (SEE SHEET).

Cattle rubbing against Redwoods and ring barking them

None 20%

Group composition and rough age:

20-35 10%

35-55 30%

55+ 60%

Entrance used:

Cemetery Lane 50%

Lower Meadows South 40%

Castle Street 10%

Lower Meadows North 0%

Wallingford Castle Meadows **Visitor Survey Results Analysis 2003**

Introduction

An annual visitor survey is undertaken to help South Oxfordshire District Council improve the facilities it provides at Wallingford Castle Meadows and allow the visitors to the site to comment on new features, management etc. This second survey was altered from the 2002 survey and asked other questions relevant to current projects on the site at the time. Twenty-seven visitors were interviewed on Wallingford Castle Meadows between 23rd August and 12th September 2003.

Visitor Composition

The majority of visitors to Wallingford Castle Meadows are locals from Wallingford town, who walk to the site for recreation or to walk their dogs. A good proportion of visitors are finding the site for the first time, along with many that use the site daily. Many visitors only walk on the Upper and Lower Meadows, some cut through the site on a circular trip, from Castle Street/Cemetery Lane to the Lower Meadows to access the Thames Path, or vice versa. The majority of visitors were couples (41%), with dog walkers,

either couples or singles, making up the next biggest group (32%). Over half of all visitors were in the 35-55 age group, with just over a quarter being over 55.

Interpretation

Most visitors had not seen the Self-Guided walk leaflet and the warden gave many out to interviewees. This needs to be addressed either by pushing the leaflets more in TICs or local hotels, or by installing a dispenser on the site.

All visitors were happy with the new interpretation panels, with many positive comments on this point. There was a mixed response to whether there should be more or less information on the site and this could be addressed through the leaflet – extra information available if people want it.

Almost two thirds of visitors knew that SODC owned the site, although this should be improved to make all visitors aware of the council's sites. The new interpretation panels had certainly helped make people more aware of the site ownership.

Access

Most of the visitors interviewed did not feel they needed signage to find the site, although there were still many visitors who found the site by accident, especially when walking along the Thames Path. A general feeling was that local people know the site is there, through local knowledge or from articles in the local paper. However signage would be useful for visitors to the area, trying to gain access from the town or Riverside car park, perhaps at the end of Cemetery Lane or by the Boathouse pub end of Thames Path. More information or signs in the town would also be useful as there is little to suggest that such a large site exists close to the town, especially for those not visiting the Tourist Information Centre.

An equal number of visitors use the Cemetery Lane and South Kings Meadow entrance to access the site (37%), whilst only 7% are still using the vehicle gate on Castle Street. The issue of an access gate on Castle Street was still being addressed, however, many visitors understood and were appreciative of the problems with an access gate in that location. Most visitors were happy with the access provision on the site, although it still seems that many people aren't aware of the Cemetery Lane gate – the Interpretation panels and new leaflets should help with this problem, as well as signs at the end of Cemetery Lane.

55% of visitors interviewed would use an access gate to Castle Gardens. There were concerns about closing the gate at night to protect the gardens – signs may be required to inform visitors using the new bridge that the gate will shut in the evening with the other Castle Gardens gates.

Satisfaction/Suggestions for Improvements

96% of visitors were fairly to very satisfied with Wallingford Castle Meadows as it is now.

Suggestions included indicating the nearest car parks (already in new leaflet), length of time to walk around the site (already in new leaflet), pointer signs showing main features of castle (Castle Garden gates interpretation panel), having interpretation panels at car parks, with suggested walks (or different lengths) in the surrounding area which could link up SODC sites. The suggestion of seats, especially for elderly visitors, can be accommodated by carving hollows out of large tree trunks, like the one on Kings Meadow (vandal proof & fits in with nature of the site). A few people were concerned with dogs chasing deer and there is a lot of dog poo on the site – this need to be monitored in the future.

WCM VISITOR SURVEY RESULTS 2003

1. WHERE HAVE YOU TRAVELLED FROM TODAY?	
Wallingford	63
South Oxfordshire	18.5
Other county in UK	18.5
2. HOW HAVE YOU TRAVELLED TO SITE TODAY?	
Walk	63
Car/Motorbike/coach	37
3. HOW OFTEN DO YOU VISIT WALLINGFORD CASTLE MEADOWS?	
First time	37
Daily	30
1-Several times week	15
Few times each year	11
Once per fortnight/month	7
4. WHICH AREAS OF THE SITE DO YOU USUALLY VISIT?	
Upper Meadows (excluding castle)	66
Lower Meadows	37
Castle Site	30
All of site	22
5. WHAT IS THE MAIN PURPOSE OF YOUR VISIT TODAY?	
Walk	70
Walk Dog	37
Archaeology/see Castle	7
6. DID YOU FIND THE SITE EASILY? I.E. DO YOU FEEL SIGNAGE IS NECESSARY?	
Yes, signage not necessary	52
Yes, but signage would have helped	41
No, really needs signage	7
Signs at Cemetery Lane and Boathouse entrance to Thames Path. Signs at the car park, esp. Riverside. Nothing in the town to say what is here – didn't see TIC.	
7. HOW DID YOU FIND OUT ABOUT SITE?	
Local knowledge	52

Found by accident	22
Local Paper	15
Locals	7
Tourist Information Centre	4

7b. WHERE DID YOU PICK UP THE LEAFLET?

Given a leaflet today	59
Other	15
Wallingford Tourist Office	7
Northmoor Trust	4
Library	4

7c. IS THERE ANY PARTICULAR INFORMATION YOU WOULD LIKE TO SEE ON LEAFLET OR ANY COMMENTS TO MAKE?

TIC did not offer one couple a SGT leaflet although they asked about the castle

8. HAVE YOU LOOKED AT THE NEW INTERPRETATION PANELS DURING YOUR VISIT?

Yes	74
No	26

9. DO YOU FEEL THE BOARDS HAVE THE RIGHT LEVEL OF INFORMATION, PICTURES ETC? ANY OTHER COMMENTS ABOUT THE INTP PANELS?

Yes	100
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- They helped them know they were allowed on the site
- The new ones have better description of the site & more info on wildlife
- Map was useful – it showed the access points
- Add archaeologists results
- Don't overload with information
- More information should be available on the whole site (museum) as well as surrounding areas,
- Int. panels give a taster of what you might see – large wooden panel at boathouse pointed the way.
- Panels give a false impression (don't see everything on the panels)

10. DID YOU KNOW ANY HISTORY ABOUT THE SITE BEFORE YOUR VISIT?

No	41
General Knowledge	22
Wall Fragments/Castle	15
Civil War Renactment	11
Museum visitor	7
Hedges Family/Mansion	4

11. DO YOU KNOW WHO OWNS THIS SITE?

Yes	59
No	41

(7% read it on Int. panels, 7% knew it was a 'council')

12. ARE THERE ANY ACCESS PROBLEMS ON THE SITE YOU ARE AWARE OF?

No	77
· Not aware of where all the gates were	
· Gates are good as they close and keep dogs in	
· Castle Gardens gate – more people would find the site	
(11%)	
· No more additional gates on the sites	
· Access gate on the southern boundary	

13. WOULD YOU USE AN ACCESS GATE BETWEEN CASTLE MEADOWS AND GARDENS?

Yes	55
N/A (never visited CG)	26
No	11
Maybe	7

14. ARE YOU SATISFIED WITH THE SITE, I.E. WOULD YOU RECOMMEND THE SITE TO YOUR FRIENDS AND FAMILY?)

Very Satisfied	63
Fairly Satisfied	33
Neither	4

15. ANY OTHER POINTS YOU WOULD LIKE TO MAKE ABOUT THE SITE? OR ANYTHING ELSE THAT WOULD HAVE MADE YOUR VISIT MORE ENJOYABLE?

- Nice open space to walk around in, leave it as it is (22%) (One couple bring a boat up river to visit WCM - great place nowhere like it near where they live)
 - More people to use the site
 - Where the nearest car park is
 - How long it would take to walk around the site
 - Give details of other suggested walks from car park (colour code them, with estimates of time)
 - Give small pointer signs showing main features of castle
- (11%)
- Repair fence at bottom of motte.
 - Seating or picnic tables
 - Access easier when grass shorter
 - Keep dogs under control – chasing muntjac
 - Some people expect too much (e.g. nature reserve) although some people expect amenity park
 - Wildlife protected more (areas fenced off better to keep dogs out)
 - Too few wardens!

16. GROUP COMPOSITION

Couple	41
2+ Adults & Dog	18
1 adult	15
1 Adult & Dog	15
Family	11

17. ROUGH AGE	
35 – 55	55
55 +	26
20 – 35	19
ENTRANCE USED	
Cemetery Lane	37
Kings Meadow South	37
Kings Meadow North	19
Castle Street	7
DAY	
Weekend/Bank Holidays	67
Weekdays	33
TIME	
Afternoon	85
Morning	15

Wallingford Castle Meadows **Visitor Survey Results Analysis 2004**

Introduction

An annual visitor survey is undertaken to help South Oxfordshire District Council improve the facilities it provides at Wallingford Castle Meadows and allow the visitors to the site to comment on new features, management etc. The 2004 visitor survey was the same as the 2003 survey, with the addition of one extra question regarding parking facilities for the site. Twenty-one visitors were interviewed on Wallingford Castle Meadows between 22 August and 12 September.

Visitor Composition

The majority of visitors are locals from Wallingford town, who walk to the site for recreation or to walk their dogs. In addition a few visitors came to the site specifically for its wildlife interest. All those interviewed had visited the site at least once before. A third of interviewees visit daily, often twice a day, primarily to walk their dogs, the meadows being the main open space they use regularly. Those who visit less frequently (once per fortnight/month) still do so on a regular basis, but tend to visit other places as well. The majority of visitors were in the 35-55 age range, with about a quarter being over 55.

Just under half of those interviewed utilise the entire site, although many visitors only walk on the Upper and Lower Meadows. A popular route is to cut through

the site on a circular trip, from Castle Street/Cemetery Lane to the Lower Meadows to access the Thames Path, or vice versa.

Most visitors (76%) walk to the site, the others interviewed came by car – 60% of those parking in Cemetery lane. Most people had no comments to make about parking facilities for the site, although one interviewee commented that a car park specifically for the site/cemetery might be a good idea.

The majority of those interviewed visit on a regular basis and don't require signage, however just over half felt it would be helpful, particularly those who visit less frequently. All but one interviewee knew about the site through local knowledge. Signage would be useful for visitors to the area, trying to gain access from the town or Riverside car park – signage at the end of Cemetery Lane or by the Boathouse pub end of the Thames Path. In addition, more information or signs in the town would be helpful as there is little to suggest that such a large site exists close to the town, especially for those not visiting Tourist Information Centre.

Interpretation

Most visitors had not seen the Self-Guided walk leaflet and the warden gave many out to interviewees. Only two interviewees already had a copy, from the tourist information centre, however earlier in the year (June-July) visitors were seen on site with copies of the leaflet, following the trail. A leaflet dispenser on site would be a useful addition.

Two thirds of visitors knew that SODC owned the site, the same figure as in last year's survey. Of those who didn't know, a few thought the Northmoor Trust were the owners.

Access

The majority of interviewees had no comment to make about access problems on site, or said they weren't aware of any. A couple of people did comment that the gateways could become very muddy in winter. Path re-surfacing has been carried out in one gateway and more is scheduled to be done by volunteers later this year.

The Cemetery Lane entrance was used by most interviewees to gain access to the site, the southern Thames path entrance (Wallingford end) being the next most popular. Visitors are frequently seen by the warden, climbing over the vehicle access gate on Castle Street. They are aware that they do so at their own risk and generally appreciate the fact that no official pedestrian access is likely to be provided at any point in the future.

43% of visitors interviewed would use an access gate to Castle Gardens, with 14% responding as maybe. Most of those who wouldn't were generally locals who used the Cemetery Lane entrance and had no interest in entering the site from the Castle garden end. There is some concern that an entrance to Castle Gardens would encourage more children from Wallingford School to come on

site during their lunch break or after-school and potentially cause problems. Generally the idea was welcomed as a key means of allowing and encouraging people to visit the whole of the Castle site.

Satisfaction/Suggestions for Improvements

95% of visitors were fairly to very satisfied with Wallingford Castle Meadows as it is now.

Comments for potential improvements included:

Cattle can put off dog walkers (comment made by two people)
 Well maintained
 Seats would be good idea, even if just informal log seating
 Dog mess can be a problem – suggestion more visible signs asking people to clear up
 Guided walks good idea – should have more in future
 Mole + rabbit control unnecessary (comment made by two people)
 Lovely site, very good that it's here and open to public
 Doubtful whether current management of much benefit to wildlife
 Site good as parkland and for public access
 Scrapes very good and beneficial to wildlife
 More areas should be fenced off to exclude dogs for benefit of wildlife
 More footpath options/signage would be useful
 Enjoyed visit

WCM VISITOR SURVEY RESULTS 2004

	Percentage
1. WHERE HAVE YOU TRAVELLED FROM TODAY?	
Wallingford	76
South Oxfordshire	24
Other county in UK	
2. HOW HAVE YOU TRAVELLED TO SITE TODAY?	
Walk	76
Car/Motorbike/coach	24
3. HOW OFTEN DO YOU VISIT WALLINGFORD CASTLE MEADOWS?	
First time	37
Daily	30
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7. HOW DID YOU FIND OUT ABOUT SITE? Local knowledge	
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Found by accident	22
Local Paper	15
Locals	7
Tourist Information Centre	4
7b. WHERE DID YOU PICK UP THE LEAFLET? Given a leaflet today	
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Yes	74
No	26
9. DO YOU FEEL THE BOARDS HAVE THE RIGHT LEVEL OF INFORMATION, PICTURES ETC.? ANY OTHER COMMENTS ABOUT THE INTP PANELS?	
Yes	100
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- The new ones have better description of the site & more info on wildlife
- Map was useful – it showed the access points
- Add archaeologists results
- Don't overload with information
- More information should be available on the whole site (*museum*) as well as surrounding areas,
Combine castle gardens and meadows (joint information)
- Int. panels give a taster of what you might see – large wooden panel at boathouse pointed the way.
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ABOUT THE SITE? OR ANYTHING THAT WOULD HAVE MADE YOUR VISIT MORE ENJOYABLE?

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- More people to use the site
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Weekdays	33

TIME

Afternoon	85
Morning	15

Wallingford Castle Meadows **Visitor Survey Results Analysis 2005**

Introduction

An annual visitor survey is undertaken to help South Oxfordshire District Council improve the facilities it provides at Wallingford Castle Meadows and allow the visitors to the site to comment on new features, management etc. The 2005 visitor survey took place in August and 22 people were interviewed. The survey form differed from 2004 in that it asked if people would like more information about specific aspects of the site and also asked if people had attended any events on the site and what future events would interest them. It also asked about the mowing of the preferred paths and if people had found them beneficial and looked again at the issue of car parking.

Visitor Composition

The majority of visitors came from Wallingford town with only 19% coming from other parts of South Oxfordshire. Interestingly 2005 is the first year that visitors have been recorded from another county (17%). The majority of visitors walk to the site, with only 33% coming by car. This year 6% of those interviewed came by boat. Of those who came by car the majority parked in other Wallingford car parks with only 17% parking in Cemetery Lane and 17% parking in Riverside car park. People commented on the lack of car parking and the inadequate surfacing and turning provision in Cemetery Lane. They also mentioned how this often becomes full of angler's vehicles at the weekend.

The majority of visitors to the site visit daily to walk or for dog walking. This year the survey also included people who visit less frequently and even those who were visiting for the first time (28%). Over half of those surveyed visit the whole of the site during their visit, whilst the Upper Meadows are next most popular location. Only 6% of people visited the site because of its historical interest; nobody visited the site specifically to see wildlife. 28% of those interviewed were using the site as a cut through to the river, and pass through the site on route.

Although the majority of visitors found the site easily, 39% felt that signage would have helped. 69% of people found out about the site through local knowledge but this year 14% found out about it through the website.

The majority of interviewees comprised one adult with dog/s – young people being the next most frequent users (22%). Couples and couples with dogs both came in at 17%. The most predominant users of the site are in the 20-35 year age group (44%) with only 31% being in the 35 – 55 category. The majority of people used the south riverside entrance to access the site or the main vehicle gate from Castle Street. Only 14% used the cemetery lane entrance.

Interpretation

78% of those interviewed wanted to see more interpretation on the site in general

about the castle moats, motte, earthworks, Queens Tower, and the masonry fragment. No one wanted to see more information about wildlife. One person thought it would be good to have signage asking people to take their litter home. 6% of people didn't want any further interpretation. Over half of those visiting already knew a little about the site before they visited, whilst 17% felt they already knew all about the history. 31% knew nothing about the site's history before they visited.

Events

Only a quarter of those interviewed had attended an event on the site. Of those 100% said they had enjoyed the events, which included a moth night, bird walk, history walk, and civil war re-enactment. When asked what events they would be interested in attending in the future 36% said wildlife walks, with 25% wanting history or archaeology related events. Re-enactments were also popular with nearly a quarter of people interested in them. General site walks were requested by 14% of those interviewed.

Access

The majority of those interviewed were aware that SODC owned the site. Access issues mainly focused on the Castle Street gate with some people wanting it to be made into an official access point and others asking if signage could be provided to point people in the direction of the nearest pedestrian access. Another comment was about the state of Cemetery Lane in winter. All of those interviewed thought that the monthly mowing of the preferred paths had been beneficial to them. When asked about potential use of an access gate between Castle Gardens and the Meadows 67% said they would use it and 11% responded as a maybe.

Satisfaction/Suggestions for Improvements

69% were very satisfied with the site, 31% were fairly satisfied. Comments for improvements included: Provision of benches and a picnic area. More dog bins. Access to Castle Lane and signage on the main gate indicating the nearest pedestrian access.

One person commented that vandalism was bad on the site.

One person also mentioned removing the cows.

WALLINGFORD CASTLE MEADOWS VISITOR SURVEY 2005

1. WHERE HAVE YOU TRAVELLED FROM TODAY?

	Actual	Percent
Wallingford	23	64% South
Oxon	7	19% Other
part of Oxon		
Other county	6	17%
Other country		

2. HOW HAVE YOU TRAVELLED TO SITE TODAY?

Walk	22	61%
Car	12	33%
Bicycle		
Boat	2	6%
Other		

3. IF YOU CAME BY CAR WHERE DID YOU PARK?

Cemetery Lane	2	17%
Riverside Car park	2	17%
Other Wallingford car park	8	67%
On street		

4. DO YOU HAVE ANY COMMENTS ABOUT PARKING FACILITIES FOR THE SITE?

Not really adequate - narrow and no turning area
Fishermen a nuisance at weekends
In winter the un-tarmac area gets very churned up
by cars driving right up to Cemetery lane gate,
making it hard for walkers to walk into gate. Can
cars be made to park further back on the tarmac
part?

5. HOW OFTEN DO YOU VISIT WALLINGFORD CASTLE MEADOWS?

Daily	15	42%
1 - Several times a week	6	17%
Once per month	3	8%
Few times each year	2	6%
First time	10	28%

6. WHICH AREAS OF THE SITE DO YOU USUALLY VISIT?

Lower Meadows	4	11%
Upper Meadows (excluding castle)	8	22%
Castle Site	5	14%
All of site	19	53%

7. WHAT IS THE MAIN PURPOSE OF YOUR VISIT TODAY?

Walk	9	25%
Walk Dog	15	42%
Wildlife Interest		0%
Archaeology/see Castle	2	6%
Cut across		
Other	10	28%

8. DID YOU FIND THE SITE EASILY? i.e. DO YOU FEEL SIGNAGE IS NECESSARY?

Yes, signage not necessary	22	61%
Yes, but signage would have helped	14	39%
No, really needs signage		0%

9. HOW DID YOU FIND OUT ABOUT SITE?

Local knowledge	25	69%
Tourist Information Centre		
Hotel		
Website	5	14%
Leaflet		
Other	6	17%

12. WOULD YOU LIKE TO SEE MORE INTERPRETATION ON THE SITE ABOUT:

The moats	1	3%
Queen's Tower	2	6%
The motte	1	3%
Other masonry fragment	2	6%
Wildlife		0%
Other (Take litter home, general info on work in progress)	2	6%
All of the above	28	78%
None of the above	2	6%

13. DID YOU KNOW ANY HISTORY ABOUT THE SITE BEFORE YOUR VISIT?

Yes	6	17%
A little	19	53%
No	11	31%

14. HAVE YOU EVER BEEN ON AN ORGANISED EVENT ON THIS SITE?

Yes	9	25%
No	27	75%

15. IF YES, WHICH EVENT?

Did you enjoy it?

Moth night	Yes
Birds & history	Yes

History	Yes
History	Yes
History	Yes
Civil war re-enactment	Yes

16. WHAT KIND OF EVENT WOULD INTEREST YOU?

General site walks	5	14%
Historical/Archaeological	9	25%
Children's activities	1	3%
Wildlife walks	13	36%
Family events		0%
Other (Re-enactments, sans Illumieres)	8	22%

17. DO YOU KNOW WHO OWNS THIS SITE?

Yes	22	61%
No	14	39%

18. ARE THERE ANY ACCESS PROBLEMS ON THE SITE YOU ARE AWARE OF? E.g. gates, paths...

Main gate locked
 Cemetery Lane track flooded in winter
 Lots of people climb over main gate, could there be a stile or sign?

17. DO YOU THINK THAT THE MONTHLY MOWING OF THE PREFERRED PATHS ARE BENEFICIAL?

Beneficial	36	100%
Haven't noticed		
Waste of time		

19. WOULD YOU USE AN ACCESS GATE BETWEEN CASTLE MEADOWS AND GARDENS?

Yes	24	67%
No	8	22%
Maybe	4	11%

20. ARE YOU SATISFIED WITH THE SITE, I.E. WOULD YOU RECOMMEND THE SITE TO YOUR FRIENDS/FAMILY?

Very Satisfied	25	69%
Fairly Satisfied	11	31%
Neither		
Fairly Dissatisfied		
Very Dissatisfied		

21. IS THERE ANY OTHER POINTS YOU WOULD LIKE TO MAKE ABOUT THE SITE? OR ANYTHING THAT WOULD HAVE MADE YOUR VISIT MORE ENJOYABLE?

Benches
 More dog bins
 Picnic area
 Could there be a gate into Castle Lane
 Vandalism bad
 Could there be a sign on the main gate pointing way to safe pedestrian gate?
 No cows! (I think he was joking)

22. GROUP COMPOSITION

1 adult	1	3%
1 Adult & Dog	11	31%
1 Adult & children		0%
Couple	6	17%
2+ Adults & Dog	6	17%
Family	4	11%
Group Young People	8	22%

23. ROUGH AGE

UP TO 20	3	8%
20 – 35	16	44%
35 – 55	11	31%
55 +	6	17%

ENTRANCE USED

Main gate	12	33%
Cemetery Lane	5	14%
S. Riverside	15	42%
N. Riverside	4	11%

DAY

Weekend/Bank holiday	22	61%
Weekday	14	39%

TIME

Morning	7	19%
Afternoon	29	81%

Wallingford Castle Meadows **Visitor Survey Results Analysis 2006**

Introduction

An annual visitor survey is undertaken to help South Oxfordshire District Council improve the facilities it provides at Wallingford Castle Meadows and allow the visitors to the site to comment on new features, management etc. The 2006 visitor survey differs from the previous year with the addition of a question regarding the new tree-planting scheme. Thirty people were interviewed between mid August and mid September 2006.

Visitor Composition

The majority of visitors (61%) come from Wallingford itself, with only 19% coming from other areas in South Oxfordshire. This year the same number of people walked to the site as came by car (47% each). The remaining 6% came by boat. As with previous years the majority of visitors are those who come daily to either enjoy a walk or to walk their dogs. However 17% were visiting the site for the first time. No one was visiting the site for either its wildlife or historical interest, however a small sample (17%) was visiting to collect wild berries such as sloes and blackberries. 63% of people found out about the site from local knowledge, with a very small proportion finding out about it from the TIC (7%) or from the guided walk leaflet (3%). 27% found out about the site from other sources such as by chance, from the Thames path or through an article in the local press.

The majority of users were single adults with one or more dog (43%), couples with dogs accounted for another 10%. Adults, couples, and families make up the remainder of the visitors. No groups of young people were recorded using the site during this survey. The majority of visitors this year were over 55 (45%) whilst 35-55 and 20-35 age ranges were equally represented at 26% each.

Interpretation

70% of visitors looked at the interpretation boards of those the majority found them useful and that they answered most of their questions about the site. A small number (17%) had some unanswered questions. 69% of visitors would like to see more information on site regarding all aspects of the castle, the most popular being the moat and the Queens Tower. Only 8% would like to see more information about wildlife on the site. This year over half of those interviewed (57%) did not know there was a management plan for the site. Of those who did know there was one 70% did not know where to view it.

Visitors were informed that there was a proposed new tree planting scheme for the site and were asked what type of trees they would like to see planted. 77% responded that they would like native trees to be planted, nobody wanted only exotic trees to be planted, whilst 13% would like a mixture of both native and exotic. 10% stated that they had no opinion on the tree planting.

Access

The question regarding access from Castle Gardens was asked again this year with 73% responding as a definite yes and 3% as a maybe. This was the only question asked about access this year.

Events

Only 23% of people had attended an event on site. When asked what type of events they would be interested in attending in the future "other" was the most popular category (23%), which included things such as re-enactments, concerts, and theatre productions. Wild life walks and historical events were jointly second most popular at with 23% of people interested in attending these kinds of events. Children's activities and family events were the least popular with 7% and 3% respectively.

Satisfaction/Suggestions for Improvements

100% of those interviewed were satisfied with the site and would recommend it to friends and family. Comments about potential improvements included: Access near flats would be useful

Police need to be more visible

Could be used more

Feels unsafe sometimes, esp. on towpath Cemetery

Lane and towpath muddy, esp. in winter Litter, kids, vandalism

Don't like bull

Another gate would be useful, as found it hard to find way in and out

Rubbish at weekends a problem

WALLINGFORD CASTLE MEADOWS VISITOR SURVEY 2006

Where have you travelled from today?		%
Wallingford	19	61
S Oxfordshire	6	19
Other part of Oxon	2	6
Other county	4	13
Other country	0	0
How have you travelled to the site today?		
Walk	14	47
Car	14	47
Bicycle	0	0
Boat	2	7
Bus	0	0
Other	0	0
How often do you visit Wallingford Castle Meadows?		
Daily	11	37

1 - several times a week	6	20
Once per month	2	7
Few times each year	6	20
First time	5	17
What is the main purpose of your visit today?		
Walk	10	33
Dog walking	15	50
Wildlife interest	0	0
Archaeology/see the Castle	0	0
Other	5	17
Collecting sloes, blackberrying		
How did you find out about the site?		
Local knowledge	19	63
Tourist / Town Information Centre	2	7
Hotel	0	0
Website	0	0
Leaflet	1	3
Other	8	27
By chance, family member, Oxford Times, Thames Path.		
Did the interpretation boards answer all your questions about the site?		
Yes	17	57
No	4	13
Didn't look at the boards	9	30
Would you like to see more interpretation on the site about:		
The moats	6	15
Queen's Tower	4	10
The motte	3	8
Other masonry fragment	3	8
Wildlife	3	8
Other	2	5
All of the above	6	15
None of the above	12	31
Do you know that there is a management plan for Wallingford Castle Meadows?		
Yes	13	43
No	17	57
Do you know where to view a copy of the management plan?		
Yes	9	30
No	21	70
SODC / Northmoor Trust website	6	
Council offices	5	
A new tree-planting scheme is proposed for the site, would you want?		
Native trees	23	77
Exotic trees	0	0
A mixture of native and exotic trees	4	13

No opinion on the tree planting	3	10
Other, please state:	0	
In keeping with heritage of site		
Prefer broadleaf/deciduous		
Anti-management		
Would you use an access gate between Wallingford Castle Meadows and Castle Gardens?		
Yes	22	73
No	7	23
Maybe	1	3
Have you ever attended an organised event on the site?		
Yes	7	23
No	23	77
What kind of event would interest you?		
General site walks	5	17
Historical / Archaeological	7	23
Children's activities	2	7
Wildlife walks	7	23
Family events	1	3
Other	8	27
Re-enactment, concert, theatre, community based, school groups.		
Would you recommend this site to friends/family?		
Yes	30	100
No		
Are there any other comments would you like to make about Wallingford Castle Meadows?		
Access near flats would be useful		
Police need to be more visible		
Could be used more		
Feels unsafe sometimes, esp. on towpath		
Cemetery Lane and towpath muddy, esp. in winter		
Litter, kids, vandalism		
Don't like bull		
Another gate would be useful, as found it hard to find way in and out.		
Rubbish at weekends a problem		
Most people said it was a lovely site.		
Group composition:		
1 Adult	5	17
1 Adult & dog	13	43
1 Adult & children	2	7
Couple	5	17
2+ Adults & dog	3	10
Family	2	7
Group of young people	0	0
Rough age range:		
Up to 20	1	3
20-35	8	26

35-55	8	26
55+	14	45
Entrance used:		
Main gate	2	7
Cemetery Lane	12	40
S. Riverside	11	37
N. Riverside	5	17
Day:		
Weekday	19	63
Weekend	4	13
Bank Holiday	7	23
Time:		
Morning	14	47
Afternoon	10	33
Evening	6	20

Wallingford Castle Meadows **Visitor Survey Results Analysis 2007**

Introduction

An annual visitor survey is undertaken to help South Oxfordshire District Council improve the facilities it provides at Wallingford Castle Meadows and allow the visitors to the site to comment on new features, management etc. The 2007 visitor survey differs from the previous year with the addition of a question regarding the presence of the cattle on site. Nine people were interviewed between 12th November and 1st December 2007.

Visitor Composition

All of the visitors interviewed this year came from Wallingford itself, this could be due to the fact that the survey was undertaken in winter rather than summer and so missed out on the tourist season. Three-quarters of those interviewed were locals who walked to the site; only a quarter came by car. 45% visited between once and several times a week, with 33% visiting a few times a year. Only 22% of visitors this year were daily visitors to the site. The majority (43%) came for a walk, with dog walkers coming in at 33%. Only 8% of visitors came to see either the castle or the wildlife. 78% of visitors this year were over 55 with 11% each being in the 20-35 and 35-55 age group.

Interpretation

Over half of the visitors looked at the interpretation boards and felt that they answered all of their questions, 22% felt that they didn't answer all the questions whilst 22% didn't look at the boards at all. Of those who wanted more information the most popular requests were for additional information on the

moat, Queens Tower, the motte and the pond. 20% of people would like further information on all the choices presented (this also included wildlife and the other masonry fragment). Just over half of the visitors knew there was a management plan for the site but only 22% knew where to access it.

Access

67% of visitors felt that the site was easy to find and that signage wasn't necessary, however 22% felt that signage would have helped with 11% feeling that signage is necessary. Most visitors found out about the site through local knowledge with only 11% finding out about the site through "other" means. Over half of the visitors used the Cemetery Lane entrance to access the site with 22% using the south riverside. North Riverside and the field gate on Castle Street were the least used with only 11% each.

Events

The questionnaire asked visitors how they felt about the presence of cattle on the site – 78% said that they liked seeing the cows on the site. Only 11% either didn't mind or tried to avoid them. No one actively tried to avoid coming onto the site whilst the cows were on. Of those who didn't like the cows being on site, only 33% responded that they would be interested in attending a "meet the cows" event in order to dispel their fears. Just over half (56%) had attended an organised event on site. When asked about future events the majority would like to see events with a historical or archaeological theme, general site walks and wildlife walks were requested by 19% of people. Children's events, family events, and arts and crafts workshops were the least popular.

Satisfaction/Suggestions for Improvements

100% of visitors very satisfied with the site and would recommend it to friends and family.

Comments for potential improvements included:

Signage re cows' location

More dog bins

Events about castle

Would like falconry or archery displays or courses

Would like to see site used more

Concerned about cattle. Would like them not to be there or at least kept in a specific field each day so they can't roam everywhere

Would like a sign on "main gate" to stop people accessing the site there due to dangerous bends in road

More historical boards

Set aside a small area to grow endangered indigenous fruit trees e.g. quince

Concerned about vandalism and litter

Very appreciative of WCM as an "open space" resource - in fact it was one of the deciding factors to live in Wallingford

More detailed historical interpretation on leaflets or boards

Take active steps to deter vandals

WALLINGFORD CASTLE MEADOWS VISITOR SURVEY
2007

Where have you travelled from today?		%
Wallingford	9	100
S Oxfordshire Other part of Oxon Other county		
Other country		
How have you travelled to the site today?		
Walk	7	78
Car	2	22
Bicycle		
Boat Bus		
Other		
Did you find the site easily? Do you feel signage is necessary?		
Yes, signage not necessary	6	67
Yes, but signage would have helped	2	22
No, really needs signage	1	11
How often do you visit Wallingford Castle Meadows?		
Daily	2	22
1 - several times a week	4	45
Once per month		
Few times each year	3	33
First time		
What is the main purpose of your visit today?		
Walk	5	43
Dog walking	4	33
Wildlife interest	1	8
Archaeology/see the Castle	1	8
Other	1	8
How did you find out about the site?		
Local knowledge	8	89
Tourist / Town Information Centre		
Hotel		
Website		
Leaflet		
Other	1	11
Did the interpretation boards answer all your questions about the site?		
Yes	5	56
No	2	22
Didn't look at the boards	2	22
Would you like to see more interpretation on the site about:		

The moats	4	16
Queen's Tower	4	16
The motte	4	16
Other masonry fragment	2	8
The pond	4	16
Wildlife	2	8
Other		
All of the above	5	20
None of the above		

Do you know that there is a management plan for Wallingford Castle Meadows?

Yes	5	56
No	4	44

Do you know where to view a copy of the management plan?

Yes		
No	7	78
SODC / Northmoor Trust website	2	22
Council offices		

The site is managed as a traditional hay meadow by grazing with cattle - how do you feel about their presence here?

Like to see the cows here	7	78
Don't mind either way	1	11
Try to avoid them	1	11
Don't like to use the site whilst they're here		

If you are concerned about the presence of cattle, would you be interested in attending a "meet the cows" event to dispel your fears?

Yes	2	33
No	4	67

Have you ever attended an organised event on the site?

Yes	5	56
No	4	44

What kind of event would interest you?

General site walks	4	19
Historical / Archaeological	7	33
Children's activities	1	5
Wildlife walks	4	19
Family events	3	14
Arts & Crafts Workshops	2	10
Other		

Would you recommend this site to friends/family?

Yes	9	100
No		

Are there any other comments would you like to make about Wallingford Castle Meadows?

Signage re cows location

More dog bins

Events about castle

Would like falconry or archery displays or courses

More dog bins

Would like to see site used more

Concerned about cattle. Would like them not to be there or at least kept in a specific field each day so they can't roam everywhere

Would like a sign on "main gate" to stop people accessing the site there due to dangerous bends in road

More historical boards

Set aside a small area to grow endangered indigenous fruit trees e.g. quince and medlar

Concerned about vandalism and litter

Very appreciative of WCM as an "open space" resource - in fact it was one of the deciding factors to live in Wallingford

More detailed historical interpretation on leaflets or boards

Take active steps to deter vandals

Group composition:

1 Adult	3	33
1 Adult & dog	3	33
1 Adult & children	1	11
Couple	1	11
2+ Adults & dog		
Family	1	11
Group of young people		

Rough age range:

Up to 20		
20-35	1	11
35-55	1	11
55+	7	78

Entrance used:

Main gate	1	11
Cemetery Lane	5	56
S. Riverside	2	22
N. Riverside	1	11

Day:

Weekday	4	44
Weekend	5	56
Bank Holiday		

Time:

Morning	9	100
Afternoon		
Evening		

Wallingford Castle Meadows **Visitor Survey Results Analysis 2008**

Introduction

An annual visitor survey is undertaken to help South Oxfordshire District Council improve the facilities it provides at Wallingford Castle Meadows and allow the visitors to the site to comment on new features, management etc. The 2008 visitor survey differs from the previous year with the addition of two questions regarding the new Castle Gardens gate and the addition of three Equal Opportunities Questions. Twenty three people were interviewed between July and December 2008.

Visitor Composition

This year slightly more people came from the South Oxfordshire area than from Wallingford itself (39% compared to 35%) with a further 22% coming from other parts of Oxfordshire. This is reflected in the fact that more people came to the site by car (57%) than on foot (39%), with only a small minority coming by bike (4%). The majority visit the site a couple of times a year but this year 26% of visitors were first time visitors and only 9% were daily visitors to the site. The majority of visitors (38%) were walkers and the second most popular activity was dog walking with nearly a quarter of people using the site to walk their dogs. Nearly a fifth of those questioned had come for the wildlife interest. Half of the visitors were in the 35-55 age group, whereas a third were in the 20-35 age group. Only 18% were over 55.

Interpretation

70% of people felt the interpretation boards answered all their questions about the site, with only 13% feeling they were inadequate. 17% of people visiting the site didn't look at the boards at all. Of those who wanted more interpretation 16% of people wanted more information on the motte, the ramparts, Queens Tower and wildlife. The other masonry fragment and the pond were the least popular areas for enhanced interpretation and only 10% of people would like to see more interpretation on all aspects of the site. During the winter a new interpretation board for Queens Tower was installed along with a self-guided trail leaflet. The visitor survey for 2009 should hopefully reflect these changes. In addition, 65% of those questioned knew there was a management plan for Castle Meadows but of those only 48% knew where to access a copy.

Access

Signage to the site was improved in the summer of 2008 and the survey reflects this with 65% of people feeling that signage to the site was adequate. However 22% of people felt that although they found the site ok better signage would have helped. 13% of visitors still feel that the signage could be improved. Three quarters of people surveyed found out about the site through local knowledge with only 4% discovering the site through the Town Information Centre - this is borne out by the fact that a high proportion of visitors are local. This year nearly

a quarter of people found out about the site by “other” means.

As with previous years the cemetery lane gate remains the most popular access onto the meadows with nearly two thirds of people using it. The south riverside gate was the second most popular with 21% of people using this entrance. The new access gate from Castle Gardens has been open since March 2008 however only 8% of those surveyed has used this entrance, 52% were aware of the new gate, however. There was an open question asked about the new gate in order to gauge people’s impressions of it. There were both negative and positive comments about its appearance and also positive comments about how it had opened up the area and given more to explore. The most mentioned comment was about the fact that the gate was often locked, which deterred people from using it.

Events

Only 39% of those interviewed had attended an event on the site, despite the fact that we increased the number and variety of events on site last year. Events that would interest people in the future included general site walks, history walks, and wildlife walks (between 20 – 25% of people were interested in each of these). Arts and crafts workshops were also popular this year with 12% being interested in attending such an event. As usual children and family events were the least popular.

Satisfaction/Suggestions for Improvements

96% of those interviewed were extremely satisfied with the site and would recommend it to friends and family.

The majority of comments this year were very positive (see table below). However comments for potential improvements include:

Cows sometimes threatening
Would visit more often if all dogs on leads
Don’t want too many events - like solitude
Slightly disappointed - expected something similar to Wittenham clumps and Project Timescape
Too much ragwort
Should be advertised more from town centre
Needs to be sign or information board in the marketplace

Equal Opportunities Information

This year several questions were included in line with South Oxfordshire District Councils Equal Opportunities Policy. Just over half of those interviewed were female (55%) with slightly less (45%) male. Of those questioned 14% felt they had a long-term health condition that impacted on their day-to-day life. In the question about ethnicity, 95% described themselves as white with only 5% describing themselves as mixed.

WALLINGFORD CASTLE MEADOWS VISITOR SURVEY 2008

Where have you travelled from today?	Actual	%
Wallingford 8 35		
S Oxfordshire	9	39
Other part of Oxon	5	22
Other county	1	4
Other country		
How have you travelled to the site today?		
Walk	9	39
Car	13	57
Bicycle	1	4
Boat		
Bus		
Other		
Did you find the site easily? Do you feel signage is adequate?		
Yes, signage is fine	15	65
Yes, but better signage would have helped	5	22
No, really needs more signage	3	13
How often do you visit Wallingford Castle Meadows?		
Daily	2	9
1 - several times a week	2	9
Once per month	3	13
Few times each year	10	43
First time	6	26
What is the main purpose of your visit today?		
Walk	10	38
Dog walking	6	23
Wildlife interest	5	19
Archaeology/see the Castle	3	12
Other	2	8
How did you find out about the site?		
Local knowledge	17	74
Tourist / Town Information Centre	1	4
Hotel		
Website		
Leaflet		
Other	5	22
Are you aware of the new gate that links Castle Gardens to Castle Meadows		
Yes	12	52
No	11	48
Do you have any comments you would like to make about the new gate?		
Ugly - not very attractive		
Hideous - would prefer wood		

Better now painted
 Preferred timber design
 Not very welcoming
 Never open
 Never open
 Always closed
 Always locked
 Opened up more to explore
 Good solid quality gate - looks like meadows well cared for
 Brilliant - very good

Did the interpretation boards answer all your questions about the site?

Yes	16	70
No	3	13
Didn't look at the boards	4	17

Would you like to see more interpretation on the site about:

The moats	6	16
Queen's Tower	6	16
The motte	6	16
Other masonry fragment	3	7
The pond	1	3
Wildlife	6	16
Other		
All of the above	4	10
None of the above	6	16

Do you know that there is a management plan for Wallingford Castle Meadows?

Yes	15	65
No	8	35

Do you know where to view a copy of the management plan?

Yes		48
No	12	52
SODC / Northmoor Trust website	7	31
Council offices	4	17

Have you ever attended an organised event on the site?

Yes	9	39
No	14	61

What kind of event would interest you?

General site walks	10	20
Historical / Archaeological	13	25
Children's activities	5	10
Wildlife walks	14	27
Family events	2	4
Arts & Crafts Workshops	6	12
Other	1	2

Would you recommend this site to friends/family?		
Yes	22	96
No	1	4

Are there any other comments would you like to make about Wallingford Castle Meadows?

Valuable historical site
 Important for wildlife
 Important amenity for people to enjoy
 Beautiful site and lovely place to relax
 Impressed by its size and what it has to offer
 Well maintained and cared for site
 Amazed that it used to house such a magnificent castle - wonderful to see drawing of it
 Cows sometimes threatening
 Would visit more often if all dogs on leads
 Excellent new surfacing on Thames path alongside meadows
 Always looks clean and tidy - warden does a fantastic job
 Really interesting historic site - should be advertised more from town centre
 Pleasant open space
 Slightly disappointed - expected something similar to Wittenham clumps and project Timescape
 Beautiful
 Don't want too many events - like solitude
 Lovely green space - ideal for dog walking - shame some don't pick up the dogs poo!
 Beautiful and unspoilt - hope it stays that way
 Keep up the good work
 Too much ragwort
 Cant imagine living without it
 Disabled access gate much better
 Needs to be sign or information board in the marketplace
 New surfacing of towpath alongside meadows an improvement

Gender		
Male	10	45
Female	12	55

Do you have a disability or a long-term health condition that impacts on your day-to-day life?

Yes	3	14
No	19	86

What is your ethnic group?

White	21	95
Mixed	1	5
Asian or Asian British		
Black or Black British		
Chinese or other		

Group composition:		
1 Adult	11	46
1 Adult & dog	7	29
1 Adult & children	2	8
Couple	3	13
2+ Adults & dog		
Family	1	4
Group of young people		
Rough age range:		
Up to 20		
20-35	7	32
35-55	11	50
55+	4	18
Entrance used:		
Main gate	1	4
Cemetery Lane	15	63
S. Riverside	5	21
N. Riverside	1	4
Castle Gardens	2	8
Day:		
Weekday	11	50
Weekend	11	50
Bank Holiday		
Time:		
Morning	13	59
Afternoon	9	41
Evening		

Wallingford Castle Meadows **Visitor Survey Results Analysis 2009**

Introduction

An annual visitor survey is undertaken to help South Oxfordshire District Council improve the facilities it provides at Wallingford Castle Meadows and allow the visitors to the site to comment on new features, management etc. The 2009 visitor survey is the same as 2008 as the survey was commissioned at the start of the year before works had been undertaken or plans developed. Thirty-two people were interviewed between April and September 2009.

Visitor Composition

This year the majority of visitors were from Wallingford itself (65%) with the rest

coming from other parts of Oxfordshire, including South Oxfordshire. Only one person came from further afield. This is reflected in the fact that most people came to the site on foot (69%) rather than by car this year. Slightly more than half of all visitors came to the site daily, the rest coming between one and several times a week. Only a small percentage of visitors came less frequently and there were no first time visitors recorded. The majority of visitors were dog walkers (48%), with nearly a third of people coming just to walk. No one came specifically to see the wildlife but 17% came for the historical or archaeological interest. Two thirds of the visitors questioned were in the over 55 category with the remainder of visitors being split equally between the 20-35 and 35-55 categories.

Interpretation

A new interpretation board for Queens Tower and a self-guided trail leaflet were put in place in 2009 and the survey results reflect this. 63% of people felt the interpretation boards answered all their questions about the site, with no one feeling that they were inadequate. 37% of people visiting the site didn't look at the boards at all. Despite this five people expressed an interest in seeing more interpretation on the site in general, mainly about the pond and the wildlife. Only 31% of those questioned knew there was a management plan for Castle Meadows however all of these people knew how to access it.

Access

Signage to the site was improved in the summer of 2008 and this year a record 94% felt that signage to the site was adequate. Only 6% of people felt that, although they found the site ok, better signage would have helped. No one felt that the signage needed to be improved. This year 88% of people found the site through local knowledge with only 9% using the town information centre - this is borne out by the fact that a high proportion of visitors are local. Only one person found out about the site by "other" means. As with previous years the Cemetery Lane gate remains the most popular access onto the meadows with nearly two thirds of people using it. The south riverside gate and the field gate (no official pedestrian access) were equally popular at 16%. The new access gate from Castle Gardens has been open since March 2008 however only 6% of those surveyed had used this entrance. 100% were aware of the new gate however. There was an open question asked about the new gate in order to gauge people's impressions of it. Two comments predominated – not being able to take dogs through the gate into Castle Gardens and the fact that it was often shut when people wanted to use it.

Events

Only 13% of those interviewed had attended an event on the site, despite the fact that we increased the number and variety of events on site last year. Events that would interest people in the future included history walks (38%) with children's events coming in second at 23%. Wildlife walks, general site walks and other events were all equally popular at 12%. No one was interested in family events or arts and crafts activities this year.

Satisfaction/Suggestions for Improvements

100% of those interviewed were extremely satisfied with the site and would recommend it to friends and family.

The majority of comments this year were very positive. However comments for potential improvements include:

Make field gate a pedestrian access gate
Too many cowpats
Not sure which part of the meadows the cows are grazing
Problem with electric fence cutting off footpath this year
More parking needed
Opening times for castle gardens gate needs to be clearer
Do not like cows
Signage warning people not to cross at field gate
More information about when the gate may be shut

Equal Opportunities Information

Several questions were included again this year in line with South Oxfordshire District Councils Equal Opportunities Policy. Just over half of those interviewed were male (56%) with slightly less (44%) female. Of those questioned 2 people (6%) felt they had a long-term health condition that impacted on their day-to-day life. In the question about ethnicity, 100% described themselves as white.

WALLINGFORD CASTLE MEADOWS VISITOR SURVEY 2009

	Actual	%
Where have you travelled from today?		
Wallingford	21	65
S Oxfordshire	7	22
Other part of Oxon	3	10
Other county	1	3
Other country		
How have you travelled to the site today?		
Walk	22	69
Car	9	28
Bicycle	1	3
Boat		
Bus		
Other		

Did you find the site easily? Do you feel signage is adequate?		
Yes, signage is fine	30	94
Yes, but better signage would have helped	2	6
No, really needs more signage		
How often do you visit Wallingford Castle Meadows?		
Daily	17	53
1 - several times a week	9	27
Once per month	3	10
Few times each year	3	10
First time		
What is the main purpose of your visit today?		
Walk	14	33
Dog walking	20	48
Wildlife interest		
Archaeology/see the Castle	7	17
Other	1	2
How did you find out about the site?		
Local knowledge	28	88
Tourist / Town Information Centre	3	9
Hotel		
Website		
Leaflet		
Other	1	3
Are you aware of the new gate that links Castle Gardens to Castle Meadows		
Yes	32	100
No		
Do you have any comments you would like to make about the new gate?		
Can't use with dog		
Can't use with dog		
Fine as long as it's open		
It was shut last time we visited		
Can be shut		
Dogs not allowed		
Like it to be open!		
Did the interpretation boards answer all your questions about the site?		
Yes	20	63
No		
Didn't look at the boards	12	37
Would you like to see more interpretation on the site about:		
The moats		
Queen's Tower		

The motte		
Other masonry fragment		
The pond	1	3
Wildlife		
Other	2	6
All of the above	2	6
None of the above	27	85
Do you know that there is a management plan for Wallingford Castle Meadows?		
Yes	10	31
No	22	69
Do you know where to view a copy of the management plan?		
Yes		
No	22	69
SODC / Northmoor Trust website	8	25
Council offices	2	6
Have you ever attended an organised event on the site?		
Yes	4	13
No	28	87
What kind of event would interest you?		
General site walks	5	12
Historical / Archaeological	15	38
Children's activities	9	23
Wildlife walks	6	15
Family events		
Arts & Crafts Workshops		
Other	5	12
Would you recommend this site to friends/family?		
Yes	32	100
No		
Are there any other comments would you like to make about Wallingford Castle Meadows?		
Make field gate a pedestrian access gate		
Too many cow pats		
Not sure which part of the meadows the cows are grazing		
Problem with electric fence cutting off footpath this year		
More parking needed		
Opening times for castle gardens gate needs to be clearer		
Great open space		
Don't like cows		
Signage warning people not to cross at field gate		
More information about when the gate may be shut		
Gender		
Male	18	56
Female	14	44

Do you have a disability or a long-term health condition that impacts on your day-to-day life?

Yes	2	6
No	30	94

What is your ethnic group?

White	32	100
Mixed		
Asian or Asian British		
Black or Black British		
Chinese or other		

Group composition:

1 Adult	6	19
1 Adult & dog	15	47
1 Adult & children	5	16
Couple	2	6
2+ Adults & dog	1	3
Family	3	9
Group of young people		

Rough age range:

Up to 20		
20-35	6	19
35-55	5	16
55+	21	65

Entrance used:

Field gate	5	16
Cemetery Lane	20	62
S. Riverside	5	16
N. Riverside		
Castle Gardens	2	6

Day:

Weekday	25	78
Weekend	7	22
Bank Holiday		

Time:

Morning	17	53
Afternoon	15	47
Evening		

Wallingford Castle Meadows **Visitor Survey Results Analysis 2011**

Introduction

An annual visitor survey is undertaken to help South Oxfordshire District Council improve the facilities it provides at Wallingford Castle Meadows and allow the visitors to the site to comment on new features, management etc. The 2011 visitor survey is essentially the same as 2009 as the survey was commissioned at the start of the year before works had been undertaken or plans developed. Thirty-two people were interviewed between April and September 2009.

Visitor Composition

This year the majority of visitors were from Wallingford itself (65%) with the rest coming from other parts of Oxfordshire, including South Oxfordshire. Only one person came from further afield. This is reflected in the fact that most people came to the site on foot (69%) rather than by car this year. Slightly more than half of all visitors came to the site daily, the rest coming between one and several times a week. Only a small percentage of visitors came less frequently and there were no first time visitors recorded. The majority of visitors were dog walkers (48%), with nearly a third of people coming just to walk. No one came specifically to see the wildlife but 17% came for the historical or archaeological interest. Two thirds of the visitors questioned were in the over 55 category with the remainder of visitors being split equally between the 20-35 and 35-55 categories.

Interpretation

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Signage to the site was improved in the summer of 2008 and this year a record 94% felt that signage to the site was adequate. Only 6% of people felt that, although they found the site ok, better signage would have helped. No one felt that the signage needed to be improved. This year 88% of people found the site through local knowledge with only 9% using the town information centre - this is borne out by the fact that a high proportion of visitors are local. Only one person found out about the site by "other" means. As with previous years the Cemetery Lane gate remains the most popular access onto the meadows with nearly two thirds of people using it. The south riverside gate and the field gate (no official pedestrian access) were equally popular at 16%. The new access gate from Castle Gardens has been open since March 2008 however only 6% of those surveyed

had used this entrance. 100% were aware of the new gate however. There was an open question asked about the new gate in order to gauge people's impressions of it. Two comments predominated – not being able to take dogs through the gate into Castle Gardens and the fact that it was often shut when people wanted to use it.

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Several questions were included again this year in line with South Oxfordshire District Councils Equal Opportunities Policy. Just over half of those interviewed were male (56%) with slightly less (44%) female. Of those questioned 2 people (6%) felt they had a long-term health condition that impacted on their day-to-day life. In the question about ethnicity, 100% described themselves as white.

WALLINGFORD CASTLE MEADOWS VISITOR SURVEY 2011

	Actual	%
Where have you travelled from today?		
Wallingford	36	69
S Oxfordshire	11	21
Other part of Oxon	5	10
Other county		
Other country		

How have you travelled to the site today?		
Walk	38	73
Car	10	19
Bicycle	2	4
Boat		
Bus		
Other	2	4
Did you find the site easily? Do you feel signage is adequate?		
Yes, signage is fine	50	96
Yes, but better signage would have helped	2	4
No, really needs more signage		
How often do you visit Wallingford Castle Meadows?		
Daily	37	71
1 - several times a week	10	19
Once per month	3	6
Few times each year		
First time	2	4
What is the main purpose of your visit today?		
Walk	6	12
Dog walking	40	77
Wildlife interest	1	2
Archaeology/see the Castle	5	10
Other		
How did you find out about the site?		
Local knowledge	50	96
Tourist / Town Information Centre	2	4
Hotel		
Website		
Leaflet		
Other		
Are you aware of the new gate that links Castle Gardens to Castle Meadows		
Yes	51	98
No	1	2
Are you aware that dogs are not permitted in Castle Gardens?		
Yes	48	92
No	4	8
Do you have any comments you would like to make about the new gate?		
cant use with dog		
shut when we need to use it		
Did the interpretation boards answer all your questions about the site?		
Yes	12	23
No	3	6
Didn't look at the boards	37	71

Would you like to see more interpretation on the site about:		
The moats		
Queen's Tower		
The motte	9	17
Other masonry fragment		
The pond		
Wildlife		
Other	2	4
All of the above		
None of the above	41	79
Do you know that there is a management plan for Wallingford Castle Meadows?		
Yes	15	29
No	37	71
Do you know where to view a copy of the management plan?		
Yes		
No	37	71
SODC / Earth Trust website	15	29
Council offices		
Have you ever attended an organised event on the site?		
Yes	9	17
No	43	83
If yes which one/s?		
history walk		
bat walk		
What kind of event would interest you?		
General site walks	3	17
Historical / Archaeological	14	78
Children's activities		
Wildlife walks	1	6
Family events		
Arts & Crafts Workshops		
Other		
Would you recommend this site to friends/family?		
Yes	52	100
No		
Are there any other comments would you like to make about Wallingford Castle Meadows?		
pedestrian access needed on Castle Street		
dont like cows		
more car parking needed		
cemetery lane is a mess		
Gender		
Male	28	54
Female	24	46

Do you have a disability or a long term health condition that impacts on your day to day life?

Yes	2	4
No	50	96

What is your ethnic group?

White	52	100
Mixed		
Asian or Asian British		
Black or Black British		
Chinese or other		

Group composition:

1 Adult	4	8
1 Adult & dog	37	71
1 Adult & children	2	4
Couple	1	2
2+ Adults & dog	2	4
Family	6	12
Group of young people		

Rough age range:

Up to 20	2	4
20-35	17	33
35-55	21	40
55+	12	23

Entrance used:

Field gate	12	23
Cemetery Lane	19	37
S. Riverside	3	6
N. Riverside	1	2
Castle Gardens	17	33

Day:

Weekday	52	100
Weekend		
Bank Holiday		

Time:

Morning	41	79
Afternoon	11	21
Evening		