



**FOOTPRINT  
ECOLOGY**



## Visitor Survey of the National Trust's Wicken Fen 100 Year Vision Area

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## Foreword

The National Trust were pleased to commission this report to help us better understand the people and communities who visit and experience Wicken Fen nature reserve and the surrounding area in 2019. This information will help us plan for the future through the Wicken Fen Vision, increasing the relevance of our work to local communities and the resilience of the nature reserve to changes happening within and around it.

Cambridgeshire is one of the fastest growing areas in England and the demands on our environment are greater than ever before. A healthy, natural and beautiful environment is essential for our economy and our wellbeing; providing wide-ranging benefits such as clean water and air, food, carbon capture, flood protection and recreation. High-quality greenspace provides access to nature and has multiple benefits for physical and mental health; and maintaining access to special places like Wicken Fen is central to the work of the Trust.

We seek to work with decision makers, including local authorities and developers, to agree appropriate, evidence-based plans and shared aims that meet the needs and aspirations of a growing population. By predicting the potential impacts of development accurately, managing them proactively and mitigating them appropriately, together we will ensure that Wicken Fen and the Vision Area are looked after forever, for everyone.

Sarah Smith  
General Manager, Fenland

## Summary

This report, commissioned by the National Trust, provides the results of a visitor survey carried out by Footprint Ecology within the Wicken Fen 100 Year Vision Area in July and August 2019, and makes predictions of future visitor numbers arising from nearby development using models constructed from the visitor survey data. It also provides a detailed breakdown of key themes and mechanisms of recreational activity which may potentially be acting negatively within the Wicken Fen 100 Vision Area, as identified by National Trust staff during a workshop held in September 2019.

Key findings of the visitor survey, which comprised face to face visitor interviews and tally counts of visitors, were:

- Tally counts recorded a total of 1,554 individuals from 843 groups;
- During school holidays only, the tally totals ranged from 369 individuals passing during 16 hours at Wicken Fen Main Entrance to 28 individuals at Tubney Fen;
- A total of 234 visitor interviews were conducted across 7 survey locations, over 160 hours. All 7 locations were surveyed during the school holiday period, with 3 of them also surveyed during term time;
- The majority of interviews (90%) were with those who had undertaken a day trip/short visit directly from home that day;
- The most frequently recorded activity was dog walking (42% of interviewees during the school holidays, rising to 52% during term time), with cycling (25%) and walking (23%) the next largest user categories;
- The breakdown of activity types varied between survey locations. Dog walking was the dominant activity at all locations, with the exception of walkers at Wicken Fen Main Entrance (during the School holidays) and cyclists at Burwell Lode and White Fen;
- Nearly a third (29%) of all interviewees visited the survey location on most days/daily, although 20% were on their first visit to the site;
- The majority of visits were short to medium length, with most interviewees (70%) spending half an hour to 2 hours on site;
- Most interviewees (51%) indicated that they visited equally all year round, although 22% preferred the summer months;
- More than a third of interviewees (37%) had been visiting the location for more than 10 years;
- Half (49%) of interviewees had arrived by car/van, with most of the remainder travelling on foot (32%) or by bike (17%);
- Scenery and proximity of the interview location to home were the most commonly given reasons for location choice;
- More than a third (37%) of interviewees said that 75% or more of their visits for their particular activity were to the interview location;
- Approximately half of interviewees were members of the National Trust, and more than half (58%) were aware of the Wicken Fen 100 Year Vision Area project;
- A total of 209 interviewee postcodes (89%) could be accurately mapped;

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- The distribution of postcodes largely reflected interviewees living in the vicinity of the Wicken Fen 100 Year Vision Area and surrounding parts of Cambridgeshire;
- The majority of frequent repeat visitors to the interview survey locations, and those that used the interview location as the main site for the relevant activity, originated from postcodes in relative proximity to them;
- For 63% of interviewees the route they took was reflective of their normal route;
- A range of factors influenced the interviewees' choice of routes, with previous knowledge of the area the most commonly given response, followed by following a marked trail;
- The majority of responses concerning the management of the Wicken Fen 100 Year Vision Area were positive, although some interviewees expressed the following key concerns/recommendations:
  - A request for more bike-friendly/accessible bridges and a larger/more connected cycle path network;
  - More dog waste bins and seating;
  - Improved signage; and,
  - The mowing of overgrown paths.
- Several interviewees were also concerned about planned housing developments in the local area and the impact it may have on the locality.

Modelling of visitor numbers using the postcode and tally data from the visitor survey indicated that the annual number of visits to most of the survey locations is likely to increase following construction of Waterbeach New Town. The number of visits to Bottisham Lock, in particular, may increase by more than 200% as a direct result of the proposed development, although both Anchor Lane Farm and Reach Lode may only be subject to negligible increases.

The majority of pathways/mechanisms which were highlighted during the recreational impacts workshop as being of potentially higher import within the Wicken Fen 100 Year Vision Area were allied to the public's perception of conservation measures being undertaken within the site. These included the public's desire and/or fear of new infrastructure, issues with livestock, and the need for engagement with local people (and with families new to the area in particular). Trampling and disturbance (i.e. flushing) of ecological features within the Vision area were also identified as key issues.

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## Acknowledgements

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Cover photograph: Wicken Lode, Wicken Fen © [Hugh Venables \(cc-by-sa/2.0\)](#)

## 1. Introduction

- 1.1 The National Trust engaged Footprint Ecology to carry out a visitor survey of, and run a recreational impacts workshop relating to, their Wicken Fen 100 Year Vision Area<sup>1</sup> (henceforth the 'Vision area'). The Vision area is the core of an ambitious plan by the National Trust to increase the extent of the nature reserve surrounding Wicken Fen to an area of 53 km<sup>2</sup>, comprising a mosaic of habitats, through the re-enactment of natural management processes (including free-ranging grazers).
- 1.2 The nature reserve has already doubled in size since the start of the project in 1999, and the Vision has led to the creation of an 8 mile foot and cycle path (the Lodes Way), which links Wicken Fen in the north to Anglesey Abbey in the south. The Lodes Way consequently runs through the centre of the Vision area and forms part of the National Cycle Network route 11. The Vision area currently consists of a mosaic of National Trust property and privately-owned holdings, comprising a mix of farmland and wetland habitat types.
- 1.3 Several villages and small towns are located in proximity to the Vision area, and a key element of the project concerns engaging and empowering local people to use the area fully for a range of activities. Nevertheless, the National Trust are concerned about the creation of Waterbeach New Town<sup>2</sup>, on the western boundary of the Vision area, and the impact that any potentially associated increase in visitor rates could have upon the area and its' ecological features. The development will accommodate approximately 8,000 to 9,000 dwellings, although the construction of 11,000 dwellings on the site has already been approved in principle.
- 1.4 With these issues in mind, Footprint Ecology were commissioned to identify (1) how visitors currently use the Vision area; (2) potential pathways for recreational impacts to occur; and (3) any potential changes in visitor numbers allied to the proposed Waterbeach New Town development. As such, the work was carried out to:
- Improve our understanding of how the Vision area is used by visitors through detailed face to face visitor interview surveys,

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<sup>1</sup> [National Trust - Wicken Fen 100 Year Vision](#)

<sup>2</sup> [South Cambs Adopted Local Plan – Policy SS/6: Waterbeach New Town](#)

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focussing on user profiles and the current distribution of visitor footfall;

- Provide provisional models of visitation rates, based upon information collected during visitor interviews, and to produce predictions of visitor number change following construction of Waterbeach New Town;
- Identify any potential recreation impacts already evident, or with potential to act, upon ecological or management features within the Vision area, in conjunction with local experts from the National Trust; and,
- Provide broad-scale recommendations with reference to the survey results.

## 2. Methods

### Visitor Survey

2.1 Visitor interviews and direct tally counts were carried out at a total of 7 survey locations within the Vision area (see Table 1 and Map 1) during the school holiday period (between 3<sup>rd</sup> and 20<sup>th</sup> August 2019, inclusive). Surveys were also carried out at 3 of the same survey locations (1, 2, and 7) during term time (between 19<sup>th</sup> and 22<sup>nd</sup> July, inclusive) to provide information on any differences in activity patterns outside of the school holiday period.

**Table 1: Survey locations**

Location number & name	Location details	Periods surveyed
1 - Wicken Fen Main Entrance	Formal access from the main Wicken Fen car park into Adventurer's Fen.	Term time & school holidays
2 - Burwell Lode	Lode way and bridge between Wicken Fen and Burwell Fen.	Term time & school holidays
3 - Anchor Lane Farm	Footpath along the Burwell Lode, straight out of Burwell.	School holidays only
4 - Reach Lode	Footpath along the Reach Lode, straight out of Reach.	School holidays only
5 - Tubney Fen	Informal parking into clearly marked National Trust land.	School holidays only
6 - White Fen	More remote part of National Trust ownership, although survey point located on the Lode Way.	School holidays only
7 - Bottisham Lock	River Cam, Bottisham Lock. Riverside and Fenland walks; also close to Waterbeach.	Term time & school holidays

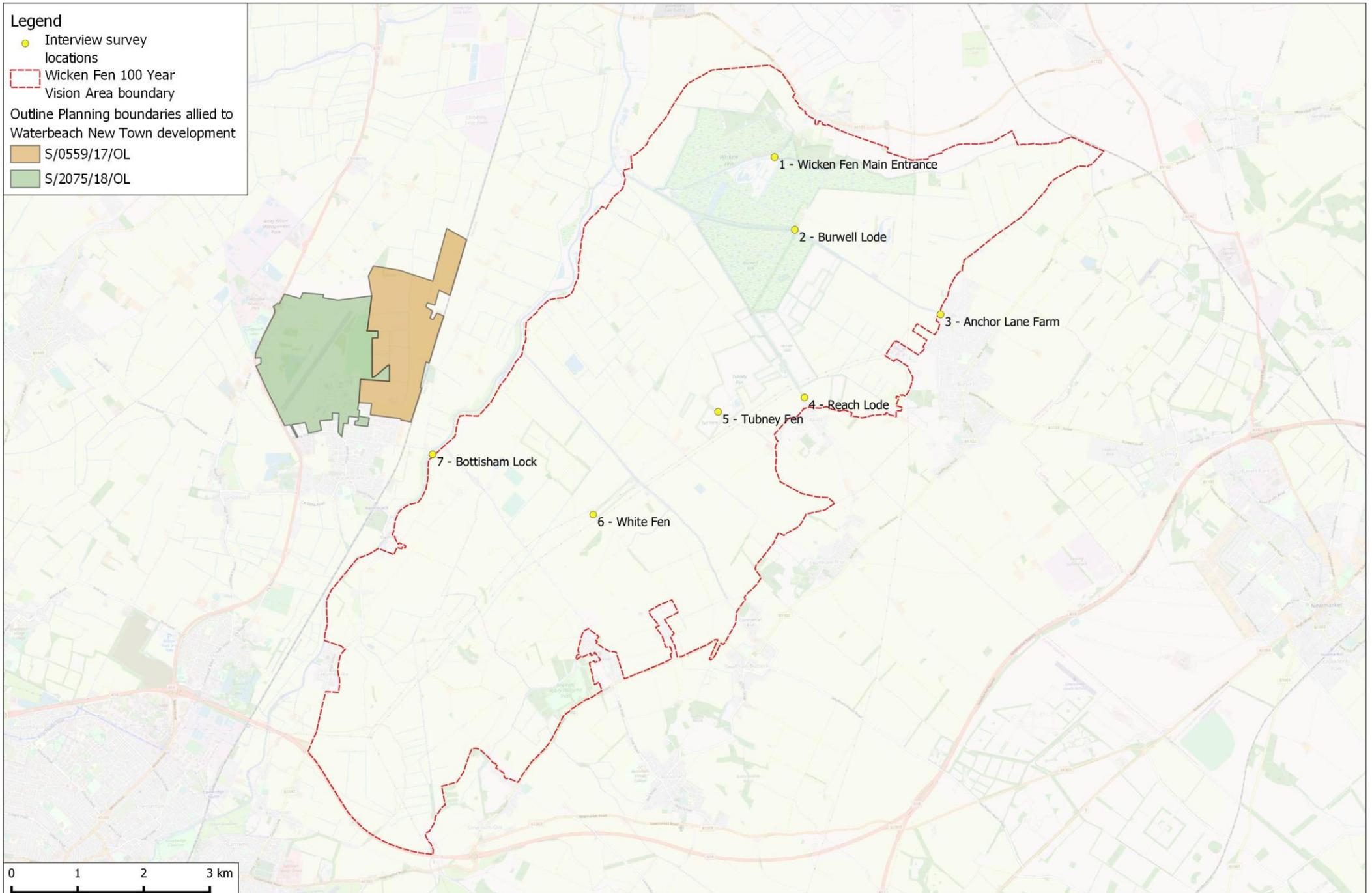
2.2 The 7 survey locations were selected to give a good geographic spread across the site and were at pinch points where visitors could be easily intercepted. 3 of the survey locations were at points in close proximity to towns and villages, 2 were within/adjacent to Wicken Fen National Nature Reserve, and 2 were located in countryside areas with limited on-site parking.

2.3 The selection of the 3 term time survey locations from within the originally selected 7 locations was carried out following consultation with National Trust staff and comprised those locations in proximity to both Wicken Fen and proposed development areas at nearby Waterbeach (see Map 1).

# Map 1: Survey locations

## Legend

- Interview survey locations
- ▭ Wicken Fen 100 Year Vision Area boundary
- Outline Planning boundaries allied to Waterbeach New Town development
- S/0559/17/OL
- S/2075/18/OL



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- 2.4 All visitor interviews and counts were conducted by trained, experienced, Footprint Ecology visitor surveyors. A tally was kept of visitors using the site whilst interviews were being conducted, with the numbers of groups, people, minors, and dogs passing through the site across the interview survey period recorded.
- 2.5 Face to face interviews were carried out with a random selection of visitors, with the surveyors interviewing the first person/s they saw after completing the previous interview. When groups were encountered, only one person within each was interviewed, and no unaccompanied minors were approached. Interviewees were asked a range of questions, including their point of origin (home postcode), their reasons for using the area, their mode of transport, and whether or not they were a National Trust member or were aware of the 100 Year Vision project. A full copy of the questionnaire is provided in Appendix 1.
- 2.6 Surveys were conducted on tablets hosting SNAP<sup>3</sup> survey software, a dedicated market research software which allows surveys to be done on mobile devices. The software allowed the questionnaire to be tailored, e.g. only asking dog-walkers about dog related behaviour. A GPS facility ensured that the surveyor was standing in the correct place, and each questionnaire took less than, or approximately, 10 minutes to complete.
- 2.7 Interviewees were also asked to identify the route they had taken whilst within the site boundary, with the routes and access/egress points used drawn on suitably scaled field maps. Each interview and field map were given the same unique identifier so that they could be cross-referenced during subsequent analyses.
- 2.8 The surveyors spent 16 hours at each of the 10 survey points (comprising all 7 interview locations and the 3 'repeat' locations), with this period split evenly between a weekday and weekend day. Surveys were carried out within the following time periods: 0700-0900hrs; 1030-1230hrs; 1400-1600hrs, and; 1700-1900hrs, and were all completed in daylight hours and during periods of clement weather.

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<sup>3</sup> <https://www.snapsurveys.com/>

## Modelling of future visitor numbers

- 2.9 The home postcode data collected from interviewees was used to model potential changes in visitor numbers to the Vision survey area, following the proposed construction of up to 11,000 new dwellings within the existing Waterbeach Barracks (Outline Planning numbers S/0559/17/OL & S/2075/18OL; see Map 1).
- 2.10 The number of interviewees recorded in an area relative to the level of housing can be used to assess the 'visit rate' in relation to distance from the site. Visit rates decrease with increased distance from the site (i.e. people who live close to sites are more likely to visit them), although the slope of this relationship, when presented graphically/statistically, often differs between locations and describes variation in their relative draw.
- 2.11 We used a national postcode database to extract the total number of residences surrounding each survey point (extracting information using concentric rings drawn at 200m intervals out to 10km). We then extracted the number and location of all interviewee residences surrounding each respective survey point. This allowed us to calculate the number of interviewees (from 16 hours of survey) per household (i.e. the visit rate).
- 2.12 Generalised Linear Models (GLMs) were then fitted, and predictions made to enable trend lines to be fitted, which described how the visit rate at each survey location changed with distance. Data from each survey location was weighted with reference to the total number of adults recorded from the site tally counts rather than number of interviewees. This gave a better indication of site 'busyness', and removed any temporal constraint imposed at a given location due to the maximum possible number of interviews/day being reached.
- 2.13 There are 2 planned development schemes at Waterbeach which broadly correspond with the Local Plan allocation. Points representing the relevant proposed maximum number of dwellings within each of the schemes were randomly distributed within their respective outline planning boundaries (digitised from South Cambridgeshire District planning portal). The equations of the fitted lines for the interview survey postcode data were then used to predict the combined number of interviewees (i.e. visits) per household for the new Waterbeach developments, based upon distance from the different survey points. This allowed predictions to be made for both the entire Vision survey area and for specific survey locations (e.g. 7 - Bottisham Lock).

## Potential recreational impacts on the Wicken Fen Vision Area

- 2.14 The pathways through which recreational activities could impact on the Vision area were identified during a workshop held on 10<sup>th</sup> September 2019 for a small group of relevant National Trust staff members, comprising:
- Sarah Smith – General Manager (Fenland Portfolio);
  - Martin Lester – Countryside Manager;
  - John Hughes – Area Ranger;
  - Mary Marston – Planning Adviser;
  - Mike Hopwood – Visitor Experience Project Manager;
  - Julia Hammond – Marketing & Communications Officer;
  - Sarah Woodcock – Curator; and,
  - Matt Deacon – Wicken Fen Vision Project Officer.
- 2.15 The workshop allowed the authors of this report to present the preliminary findings of the visitor survey, and to draw on the expert knowledge of National Trust staff concerning potential impact pathways and effects within the Vision area resulting from recreational use. Specific mechanisms were discussed, and features or species considered likely to be affected were identified.
- 2.16 At the end of the session, participants were asked to vote on the pathways and mechanisms that they were most concerned about within the Vision area in the light of potential changes in the level of recreational pressure due to proposed increases in local housing.
- 2.17 Participants were each given 2 strips of sticky dots and were asked to vote with the first strip (10 dots) for the pathways they considered to be the most important. The dots could be distributed in any way they chose (e.g. all against one, split between them, etc). The second strip of dots was then used to vote in the same way on the previously identified potential mechanisms. The results of the dot-voting exercise were then synthesised and evaluated by the report authors, before being tabulated.

## 3. Results

### Visitor survey: tally counts

- 3.1 Tally counts were maintained by the surveyor when on-site conducting interviews. These tallies reflected the number of people entering, leaving, and passing through at the survey point and therefore total 'footfall' within 16 daylight hours. All of the tallies are directly comparable in terms of the number of hours and time periods that the surveyor spent recording.
- 3.2 Data are summarised in Table 2 and Map 2, which present the combined daily weekend and weekday tally totals (i.e. those entering, leaving, and passing through) for each survey location, stratified by survey period. Table 3 presents the same data as Table 2, but stratified by daily survey session, and Table 4 presents the data again, but stratified by day type (weekday versus weekend). The total counts of both minors and bikes (cyclists) are also incorporated in the total number of individuals column in each of the tables.
- 3.3 A total of 531 groups, comprising 1,011 individuals were recorded from the Vision survey area during the school holiday survey period. The tally data varied between survey locations however, with the largest total number of groups (144), individuals (369), and minors (59) recorded from survey location 1 (Wicken Fen Main Entrance) during this period. Conversely, the largest total number of bikes (127) and dogs (77) were recorded during term time from survey locations 2 (Burwell Lode) and 7 (Bottisham Lock), respectively.
- 3.4 The second largest total number of groups (118) and individuals (211) were also recorded from survey location 2 (Burwell Lode) during term time, in addition to the second largest total of dogs (69). The smallest total number of groups (20) and individuals (28) were recorded from survey location 5 (Tubney Fen), which was only surveyed during the school holiday period.
- 3.5 The largest numbers of groups and individuals were recorded during the late morning survey session (1030-1230hrs) from the majority of the survey locations, irrespective of the survey period. Nevertheless, survey location 3 (Anchor Lane Farm) was busiest during mid-afternoon (1400-1600hrs), and survey location 4 (Reach Lode) was busiest in the early morning (0700-0900hrs).

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- 3.6 Larger numbers of groups and individuals were recorded on weekend survey dates than on weekday ones, irrespective of the survey period, for the majority of survey locations. Survey locations 3 (Anchor Lane Farm) and 5 (Tubney Fen) were the only exceptions, with the latter location being equally busy at the weekend as during the week, and the former recording a larger number of groups (but not individuals) on a weekday.
- 3.7 The figures in Table 2 can be used to calculate ratios of people and dog numbers with respect to group size at each of the survey locations. These are provided in Table 5. Survey location 1 (Wicken Fen Main Entrance) recorded the largest mean number of people per group both during the school holidays and term time (2.6 and 2.0, respectively). The smallest mean number of people per group (1.4) was recorded from both survey locations 4 (Reach Lode) and 5 (Tubney Fen). The largest mean number of dogs per group (1.0) was recorded from survey location 3 (Anchor Lane Farm), and the smallest (0.1) from survey location 5 (Tubney Fen).

**Table 2: Combined weekday/weekend tally counts of groups, individuals, minors, bikes, and dogs recorded at each survey location, stratified by survey period. Grey shading reflects the highest two values in each column, with the darker shading highlighting the largest value**

Survey location	Survey period	Total groups	Total individuals	Total minors	Total bikes	Total dogs
1 - Wicken Fen Main Entrance	School holidays	144	369	59	94	49
	Term time	107	205	17	46	58
2 - Burwell Lode	School holidays	87	163	16	59	59
	Term time	118	211	17	127	69
3 - Anchor Lane Farm	School holidays	68	109	8	2	65
4 - Reach Lode	School holidays	26	35	0	0	13
5 - Tubney Fen	School holidays	20	28	3	23	1
6 - White Fen	School holidays	71	109	6	91	10
7 - Bottisham Lock	School holidays	115	198	17	31	59
	Term time	87	127	9	3	77
<b>Total</b>	<b>School holidays</b>	<b>531</b>	<b>1,011</b>	<b>109</b>	<b>300</b>	<b>256</b>
	<b>Term time</b>	<b>312</b>	<b>543</b>	<b>43</b>	<b>176</b>	<b>204</b>

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**Table 3: Combined weekday/weekend tally counts of groups, individuals, minors, bikes, and dogs recorded at each survey location, stratified by survey period and survey session. Grey shading reflects the highest value within each column per survey period at each survey location**

Survey location	Survey period	Survey session	Total groups	Total individuals	Total minors	Total bikes	Total dogs
1 - Wicken Fen Main Entrance	School holidays	0700-0900hrs	18	20	0	4	7
		1030-1230hrs	65	184	58	49	22
		1400-1600hrs	49	141	32	32	16
		1700-1900hrs	12	24	2	9	4
	Term time	0700-0900hrs	11	12	1	4	3
		1030-1230hrs	53	108	18	16	39
		1400-1600hrs	27	53	7	17	11
		1700-1900hrs	16	32	2	9	5
2 - Burwell Lode	School holidays	0700-0900hrs	18	23	1	5	25
		1030-1230hrs	31	56	5	27	15
		1400-1600hrs	25	64	15	22	6
		1700-1900hrs	13	20	5	5	13
	Term time	0700-0900hrs	28	43	5	5	30
		1030-1230hrs	44	80	11	55	15
		1400-1600hrs	37	76	16	63	19
		1700-1900hrs	9	12	0	4	5
3 - Anchor Lane Farm	School holidays	0700-0900hrs	20	21	0	0	20
		1030-1230hrs	10	17	2	0	5
		1400-1600hrs	23	45	11	0	30
		1700-1900hrs	15	26	7	2	10
4 - Reach Lode	School holidays	0700-0900hrs	10	13	2	0	6
		1030-1230hrs	8	9	0	0	5
		1400-1600hrs	3	5	0	0	1
		1700-1900hrs	5	8	0	0	1
5 - Tubney Fen	School holidays	0700-0900hrs	4	5	2	2	1
		1030-1230hrs	4	6	0	4	0
		1400-1600hrs	6	9	1	9	0
		1700-1900hrs	6	8	0	8	0
6 - White Fen	School holidays	0700-0900hrs	12	14	0	12	0
		1030-1230hrs	22	37	0	27	6
		1400-1600hrs	21	29	8	26	2
		1700-1900hrs	16	29	5	26	2
7 - Bottisham Lock	School holidays	0700-0900hrs	19	23	1	4	12
		1030-1230hrs	37	66	6	8	22
		1400-1600hrs	29	66	15	17	15
		1700-1900hrs	30	43	0	2	10
	Term time	0700-0900hrs	25	30	0	0	23
		1030-1230hrs	27	35	1	3	22
		1400-1600hrs	17	31	4	0	17
		1700-1900hrs	18	31	4	0	15

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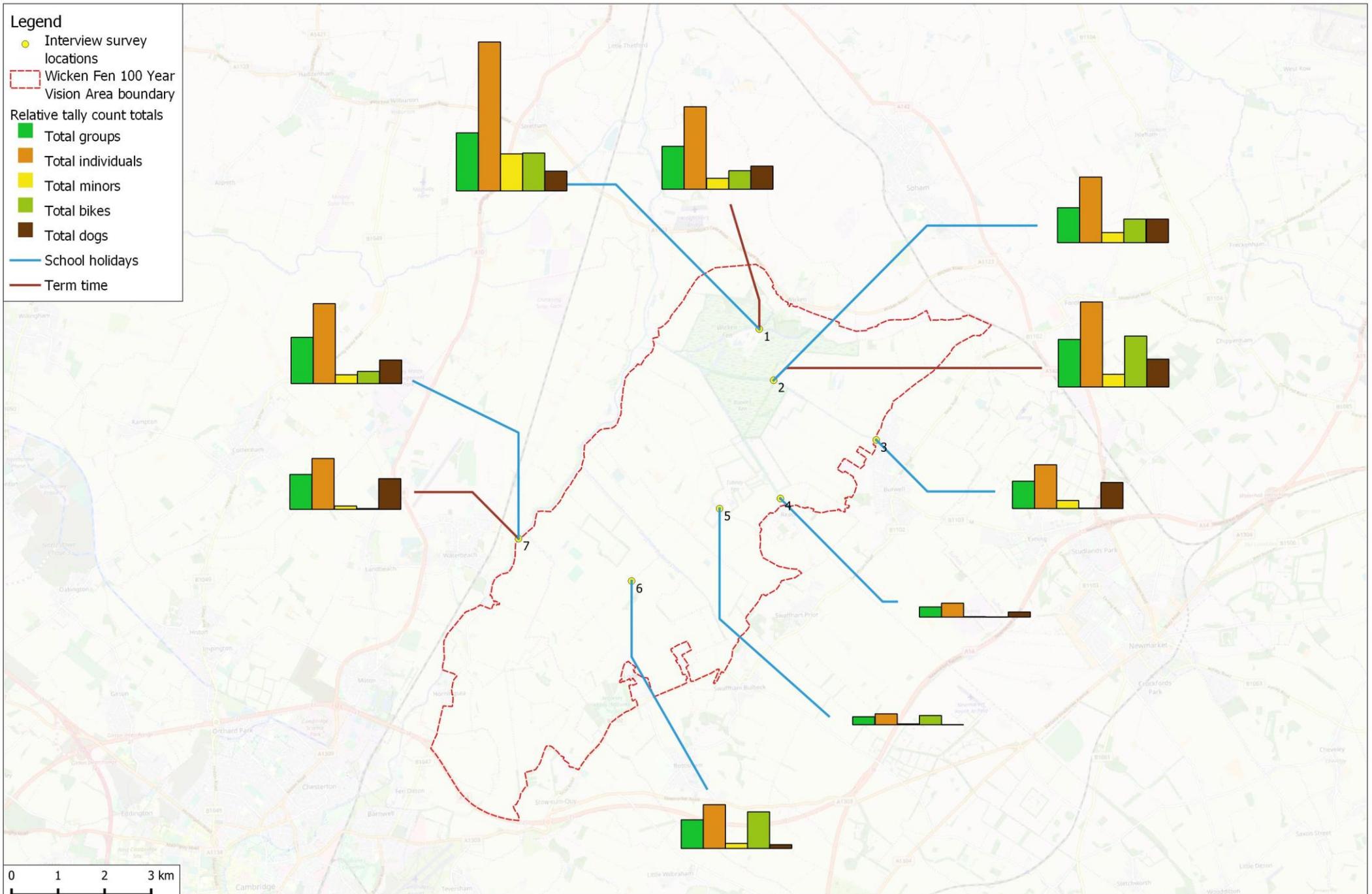
**Table 4: Total tally counts of groups, individuals, minors, bikes, and dogs recorded at each survey location, stratified by survey period and day type. Grey shading reflects the highest value per survey period at each survey location**

Survey location	Survey period	Day type	Total groups	Total individuals	Total minors	Total bikes	Total dogs
1 - Wicken Fen Main Entrance	School holidays	Weekday	48	151	53	26	23
		Weekend	96	218	39	68	26
	Term time	Weekday	38	69	9	10	14
		Weekend	69	136	19	36	44
2 - Burwell Lode	School holidays	Weekday	26	35	2	10	27
		Weekend	61	128	24	49	32
	Term time	Weekday	27	38	0	18	24
		Weekend	91	173	32	109	45
3 - Anchor Lane Farm	School holidays	Weekday	37	50	8	0	37
	Weekend	31	59	12	2	28	
4 - Reach Lode	School holidays	Weekday	11	12	0	0	4
	Weekend	15	23	2	0	9	
5 - Tubney Fen	School holidays	Weekday	10	14	2	10	0
	Weekend	10	14	1	13	1	
6 - White Fen	School holidays	Weekday	30	46	9	37	6
	Weekend	41	63	4	54	4	
7 - Bottisham Lock	School holidays	Weekday	42	64	11	13	27
		Weekend	73	134	11	18	32
	Term time	Weekday	28	33	1	0	31
		Weekend	59	94	8	3	46

**Table 5: Mean number of individuals and dogs per group at each survey location, calculated using daily totals from the combined weekday/weekend tally data. Grey shading reflects the highest two values in each column, with the darker shading highlighting the largest value**

Survey location	Survey period	Mean no. of individuals per group	Mean no. of dogs per group
1 - Wicken Fen Main Entrance	School holidays	2.6	0.4
	Term time	2.0	0.6
2 - Burwell Lode	School holidays	1.9	0.7
	Term time	1.8	0.6
3 - Anchor Lane Farm	School holidays	1.7	1.0
4 - Reach Lode	School holidays	1.4	0.5
5 - Tubney Fen	School holidays	1.4	0.1
6 - White Fen	School holidays	1.6	0.2
7 - Bottisham Lock	School holidays	1.8	0.6
	Term time	1.5	0.9
<b>Total</b>	<b>School holidays</b>	<b>1.8</b>	<b>0.5</b>
	<b>Term time</b>	<b>1.8</b>	<b>0.7</b>

**Map 2: Relative total tally counts at each survey location**



## Visitor survey: interviews

### Overview

3.8 A total of 149 interviews were conducted across all 7 survey locations during the school holiday period (see Table 6). An additional 85 interviews were conducted in total at survey locations 1 (Wicken Fen Main Entrance), 2 (Burwell Lode), and 7 (Bottisham Lock) during term time. The largest number of interviews (33) were carried out at survey location 7 (Bottisham Lock), and the smallest number (2) at survey location 5 (Tubney Fen), during the school holiday period. A similar number of interviews were carried out at survey locations 1, 2, and 7 during term time as during the school holidays. Overall slightly more interviews were carried out at the weekend than during the week.

**Table 6: Number of interviews per survey location, stratified by survey period**

Survey location	Survey period	Number and % of interviewees		
		Weekday	Weekend	Total
1 - Wicken Fen Main Entrance	School holidays	11 (37%)	19 (64%)	<b>30 (100%)</b>
	Term time	14 (46%)	17 (55%)	<b>31 (100%)</b>
2 - Burwell Lode	School holidays	7 (27%)	19 (74%)	<b>26 (100%)</b>
	Term time	9 (35%)	17 (66%)	<b>26 (100%)</b>
3 - Anchor Lane Farm	School holidays	17 (63%)	10 (38%)	<b>27 (100%)</b>
4 - Reach Lode	School holidays	1 (17%)	5 (84%)	<b>6 (100%)</b>
5 - Tubney Fen	School holidays	1 (50%)	1 (50%)	<b>2 (100%)</b>
6 - White Fen	School holidays	7 (28%)	18 (72%)	<b>25 (100%)</b>
7 - Bottisham Lock	School holidays	14 (43%)	19 (58%)	<b>33 (100%)</b>
	Term time	12 (43%)	16 (58%)	<b>28 (100%)</b>
<b>Total</b>	<b>School holidays</b>	<b>58 (39%)</b>	<b>91 (62%)</b>	<b>149 (100%)</b>
	<b>Term time</b>	<b>35 (42%)</b>	<b>50 (59%)</b>	<b>85 (100%)</b>

3.9 The average interview duration was 10.2 minutes, and slightly more men than women were interviewed during both the school holidays (58% men; 42% women) and during term time (53% men; 47% women). Group size (i.e.

## Visitor Survey of the National Trust's Wicken Fen 100 Year Vision Area

the total number of people with the interviewee, including the interviewee), ranged from 1 to 6, although nearly half (48%) of interviewees were visiting on their own (i.e. group size of 1), with a further third (38%) visiting as a pair.

### *Type of visit (Q1)*

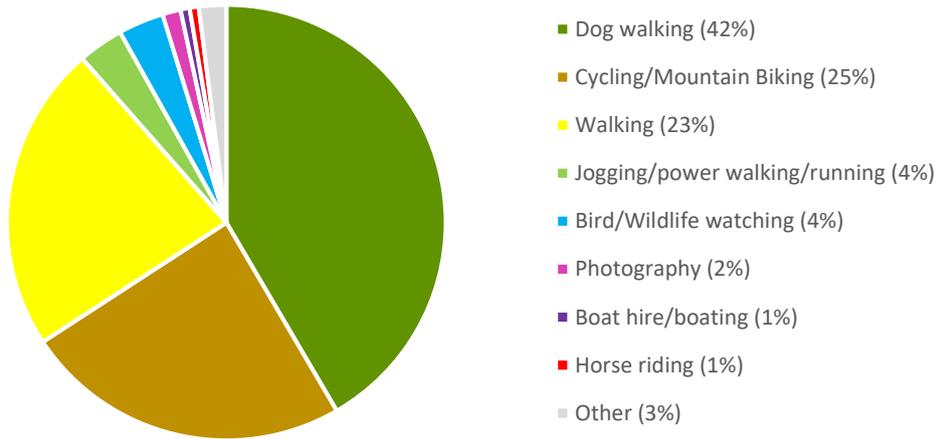
3.10 The majority (91%) of interviews across all survey locations (during both the school holidays and term time) were with those who had undertaken a day trip or short visit directly from home that day (see Table 7). A similar split was seen amongst the other visit types, with 7% and 9% on holiday/staying in a second home/mobile home, and 3% and 2% staying away from home with friends or family, respectively. Nevertheless, survey locations 1 (Wicken Fen Main Entrance) and 2 (Burwell Lode) both clearly exhibit a stronger draw for holidaymakers than the other survey locations.

**Table 7: Number (and % rounded to nearest whole number) of interviews at each location, categorised by visit type (from Q1)**

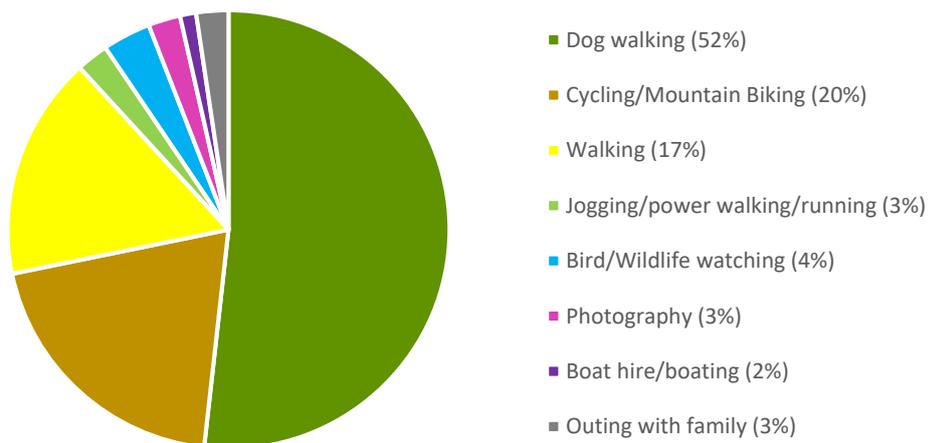
Survey location	Survey period	Type of visit			Total
		Day trip/short visit from home	Staying away from home (e.g. second home, mobile home, or on holiday)	Staying away from home with friends or family	
1 - Wicken Fen Main Entrance	School holidays	23 (77%)	5 (17%)	2 (7%)	<b>30 (100%)</b>
	Term time	26 (84%)	5 (17%)	0 (0%)	<b>31 (100%)</b>
2 - Burwell Lode	School holidays	22 (85%)	3 (12%)	1 (4%)	<b>26 (100%)</b>
	Term time	24 (93%)	2 (8%)	0 (0%)	<b>26 (100%)</b>
3 - Anchor Lane Farm	School holidays	26 (97%)	0 (0%)	1 (4%)	<b>27 (100%)</b>
4 - Reach Lode	School holidays	6 (100%)	0 (0%)	0 (0%)	<b>6 (100%)</b>
5 - Tubney Fen	School holidays	2 (100%)	0 (0%)	0 (0%)	<b>2 (100%)</b>
6 - White Fen	School holidays	23 (92%)	2 (8%)	0 (0%)	<b>25 (100%)</b>
7 - Bottisham Lock	School holidays	33 (100%)	0 (0%)	0 (0%)	<b>33 (100%)</b>
	Term time	27 (97%)	0 (0%)	1 (4%)	<b>28 (100%)</b>
<b>Total</b>	<b>School holidays</b>	<b>135 (91%)</b>	<b>10 (7%)</b>	<b>4 (3%)</b>	<b>149 (100%)</b>
	<b>Term time</b>	<b>77 (91%)</b>	<b>7 (9%)</b>	<b>1 (2%)</b>	<b>85 (100%)</b>

*Activities undertaken (Q2)*

3.11 The most frequently recorded activity across all 7 survey locations during the school holiday period was dog walking (42% of interviewees; see Figure 1), with this activity being even more prevalent (52% of interviewees) at the 3 locations surveyed during term time (see Figure 2).



**Figure 1: Activities undertaken across all 7 survey locations during the school holiday period (from Q2)**



**Figure 2: Activities undertaken at survey locations 1 (Wicken Fen Main Entrance), 2 (Burwell Lode), and 7 (Bottisham Lock) during term time (from Q2)**

- 3.12 Cycling/mountain biking (25% and 20% of interviewees, respectively) and walking (23% and 17% of interviewees, respectively) were the second and third most commonly recorded activities overall during both the school holiday and term time survey periods. Other activities were relatively infrequent, with small numbers of interviewees recorded jogging/power walking, bird/wildlife watching, carrying out photography, boating, horse riding, and spending time with their families during the two survey periods.
- 3.13 Table 8 and Map 3 provide a breakdown of recorded activities from each of the survey locations. Dog walking was the most commonly recorded activity at the majority of the survey locations during the school holiday period, and at the 3 term time survey locations. Survey locations 2 (Burwell Lode) and 6 (White Fen) were exceptions, with cycling being the most commonly recorded activity at both. The small number of interviewees at survey locations 4 (Reach Lode) and 5 (Tubney Fen) do not enable any clear patterns in the activity data to be discerned.
- 3.14 'Other' activities (which did not fit with the standard categories on the questionnaire) accounted for 3% of interviewees during the school holiday period. These consisted of single fisherman at both survey locations 2 (Burwell Lode) and 3 (Anchor Lane Farm), and a paddleboarder recorded from the latter location.

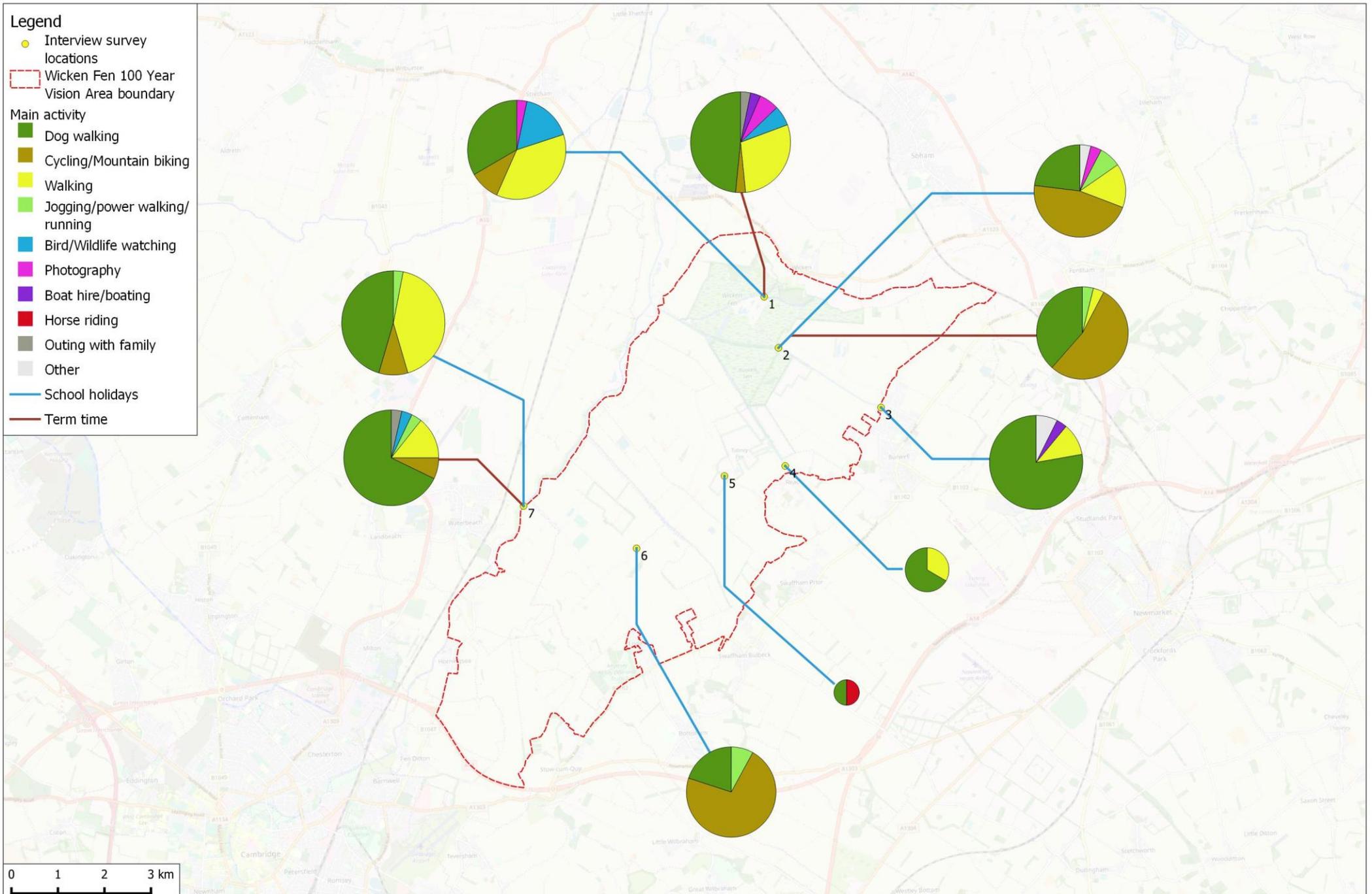
#### *Temporal visiting patterns, frequency of visit, time of year etc. (Q3-7)*

- 3.15 A cumulative third (29%) of all interviewees were visiting the Vision area most days or daily during the school holiday period, with a cumulative 34% doing so at those locations surveyed during term time (see Table 9 and Figure 3). An additional quarter of all interviewees (23%) were visiting 1 to 3 times a week during both the school holidays and term time. Nevertheless, a fifth of interviewees across all survey locations (20%) were on their first visit to the location, with this figure falling to 13% at the term time survey locations.
- 3.16 Dog walkers were the group who visited the most frequently (see Table 10 and Figure 4), with more than half (54%) visiting most days or daily, and a further fifth (20%) visiting 1 to 3 times a week. A fifth of cyclists (20%) visited at least once a week, although the majority of these (16%) visited a maximum of 3 days a week. A cumulative two thirds of the remaining cyclists visited 1 to 3 times a month or were on their first visit to the location (33% and 36%, respectively).

**Table 8: Number (and % rounded to nearest whole number) of interviewees by activity and survey location. Grey shading reflects the highest two values in each row, with the darker shading highlighting the largest value**

Survey location	Survey period	Activity										Total
		Dog walking	Cycling/ Mountain Biking	Walking	Jogging/ power walking/ running	Bird/Wildlife watching	Photography	Boat hire/ boating	Horse riding	Outing with family	Other	
1 - Wicken Fen Main Entrance	School holidays	10 (34%)	3 (10%)	11 (37%)	0 (0%)	5 (17%)	1 (4%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30 (100%)
	Term time	15 (49%)	1 (4%)	9 (30%)	0 (0%)	2 (7%)	2 (7%)	1 (4%)	0 (0%)	1 (4%)	0 (0%)	31 (100%)
2 - Burwell Lode	School holidays	6 (24%)	12 (47%)	4 (16%)	2 (8%)	0 (0%)	1 (4%)	0 (0%)	0 (0%)	0 (0%)	1 (4%)	26 (100%)
	Term time	10 (39%)	14 (54%)	1 (4%)	1 (4%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	26 (100%)
3 - Anchor Lane Farm	School holidays	21 (78%)	0 (0%)	3 (12%)	0 (0%)	0 (0%)	0 (0%)	1 (4%)	0 (0%)	0 (0%)	2 (8%)	27 (100%)
4 - Reach Lode	School holidays	4 (67%)	0 (0%)	2 (34%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	6 (100%)
5 - Tubney Fen	School holidays	1 (50%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (50%)	0 (0%)	0 (0%)	2 (100%)
6 - White Fen	School holidays	5 (20%)	18 (72%)	0 (0%)	2 (8%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	25 (100%)
7 - Bottisham Lock	School holidays	15 (46%)	3 (10%)	14 (43%)	1 (4%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	33 (100%)
	Term time	19 (68%)	2 (8%)	4 (15%)	1 (4%)	1 (4%)	0 (0%)	0 (0%)	0 (0%)	1 (4%)	0 (0%)	28 (100%)
Total	School holidays	62 (42%)	36 (25%)	34 (23%)	5 (4%)	5 (4%)	2 (2%)	1 (1%)	1 (1%)	0 (0%)	3 (3%)	149 (100%)
	Term time	44 (52%)	17 (20%)	14 (17%)	2 (3%)	3 (4%)	2 (3%)	1 (2%)	0 (0%)	2 (3%)	0 (0%)	85 (100%)

**Map 3: Main activity undertaken by interviewees at each survey location (chart sizes scaled relative to number of interviewees)**



**Table 9: Numbers (row %) of interviewees and frequency of visit (Q3) by survey location, stratified by survey period. Grey shading reflects the highest two values in each row, with the darker shading highlighting the highest row value**

Survey location	Survey period	Frequency of visit								Total
		Daily	Most days (180+ visits)	1 to 3 times a week (40-180 visits)	2 to 3 times per month (15-40 visits)	Once a month (6-15 visits)	Less than once a month (2-5 visits)	First visit	Other	
1 - Wicken Fen Main Entrance	School holidays	2 (7%)	2 (7%)	4 (14%)	6 (21%)	2 (7%)	3 (11%)	10 (35%)	0 (0%)	29 (100%)
	Term time	3 (10%)	4 (13%)	6 (20%)	5 (17%)	3 (10%)	3 (10%)	7 (23%)	0 (0%)	31 (100%)
2 - Burwell Lode	School holidays	2 (8%)	3 (12%)	5 (20%)	3 (12%)	1 (4%)	3 (12%)	9 (35%)	0 (0%)	26 (100%)
	Term time	3 (12%)	3 (12%)	6 (24%)	3 (12%)	5 (20%)	3 (12%)	3 (12%)	0 (0%)	26 (100%)
3 - Anchor Lane Farm	School holidays	6 (23%)	6 (23%)	8 (30%)	2 (8%)	0 (0%)	3 (12%)	2 (8%)	0 (0%)	27 (100%)
4 - Reach Lode	School holidays	2 (34%)	1 (17%)	2 (34%)	0 (0%)	1 (17%)	0 (0%)	0 (0%)	0 (0%)	6 (100%)
5 - Tubney Fen	School holidays	1 (50%)	0 (0%)	1 (50%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)
6 - White Fen	School holidays	3 (14%)	2 (9%)	3 (14%)	4 (18%)	5 (22%)	1 (5%)	5 (22%)	0 (0%)	23 (100%)
7 - Bottisham Lock	School holidays	5 (16%)	6 (19%)	10 (31%)	2 (7%)	3 (10%)	4 (13%)	3 (10%)	0 (0%)	33 (100%)
	Term time	10 (36%)	5 (18%)	7 (25%)	1 (4%)	0 (0%)	3 (11%)	1 (4%)	1 (4%)	28 (100%)
Total	School holidays	21 (15%)	20 (14%)	33 (23%)	17 (12%)	12 (9%)	14 (10%)	29 (20%)	0 (0%)	145 (100%)
	Term time	16 (19%)	12 (15%)	19 (23%)	9 (11%)	8 (10%)	9 (11%)	11 (13%)	1 (2%)	85 (100%)

# Visitor Survey of the National Trust's Wicken Fen 100 Year Vision Area

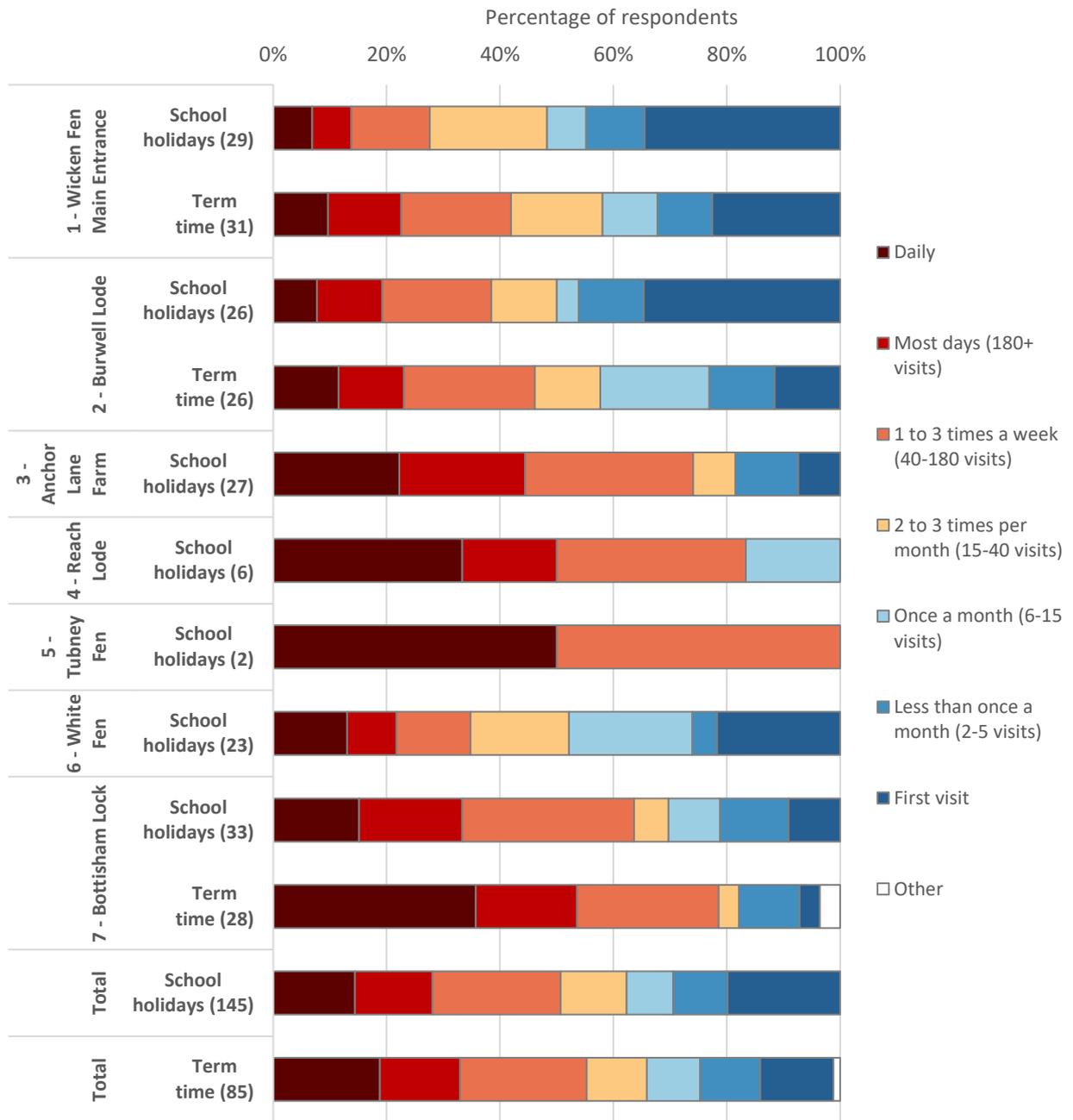


Figure 3: Summary of respondents visit frequency, stratified by survey point. Values in brackets indicate the number of interviewees for each survey location and survey period

Visitor Survey of the National Trust's Wicken Fen 100 Year Vision Area

**Table 10: Numbers (row %) of all interviewees and frequency of visit (Q3) by activity (combined school holiday and term time survey periods). Grey shading reflects the highest two values in each row, with the darker shading highlighting the highest row value**

Activity	Frequency of visit								Total
	Daily	Most days (180+ visits)	1 to 3 times a week (40-180 visits)	2 to 3 times per month (15-40 visits)	Once a month (6-15 visits)	Less than once a month (2-5 visits)	First visit	Other	
Dog walking	31 (30%)	25 (24%)	23 (22%)	14 (14%)	3 (3%)	4 (4%)	5 (5%)	1 (1%)	106 (100%)
Cycling/Mountain Biking	1 (2%)	1 (2%)	8 (16%)	7 (14%)	10 (19%)	7 (14%)	19 (36%)	0 (0%)	53 (100%)
Walking	3 (7%)	5 (11%)	13 (28%)	4 (9%)	5 (11%)	10 (21%)	8 (17%)	0 (0%)	48 (100%)
Bird/Wildlife watching	0 (0%)	0 (0%)	3 (43%)	0 (0%)	0 (0%)	0 (0%)	4 (58%)	0 (0%)	7 (100%)
Jogging/power walking/running	0 (0%)	1 (20%)	4 (80%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	5 (100%)
Photography	0 (0%)	0 (0%)	1 (25%)	1 (25%)	0 (0%)	0 (0%)	2 (50%)	0 (0%)	4 (100%)
Boat hire/boating	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)	0 (0%)	2 (100%)
Outing with family	1 (50%)	0 (0%)	0 (0%)	0 (0%)	1 (50%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)
Horse riding	1 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)
Other	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (34%)	2 (67%)	0 (0%)	0 (0%)	3 (100%)
<b>Total</b>	<b>37 (17%)</b>	<b>32 (14%)</b>	<b>52 (23%)</b>	<b>26 (12%)</b>	<b>20 (9%)</b>	<b>23 (10%)</b>	<b>40 (18%)</b>	<b>1 (1%)</b>	<b>231 (100%)</b>

Visitor Survey of the National Trust's Wicken Fen 100 Year Vision Area

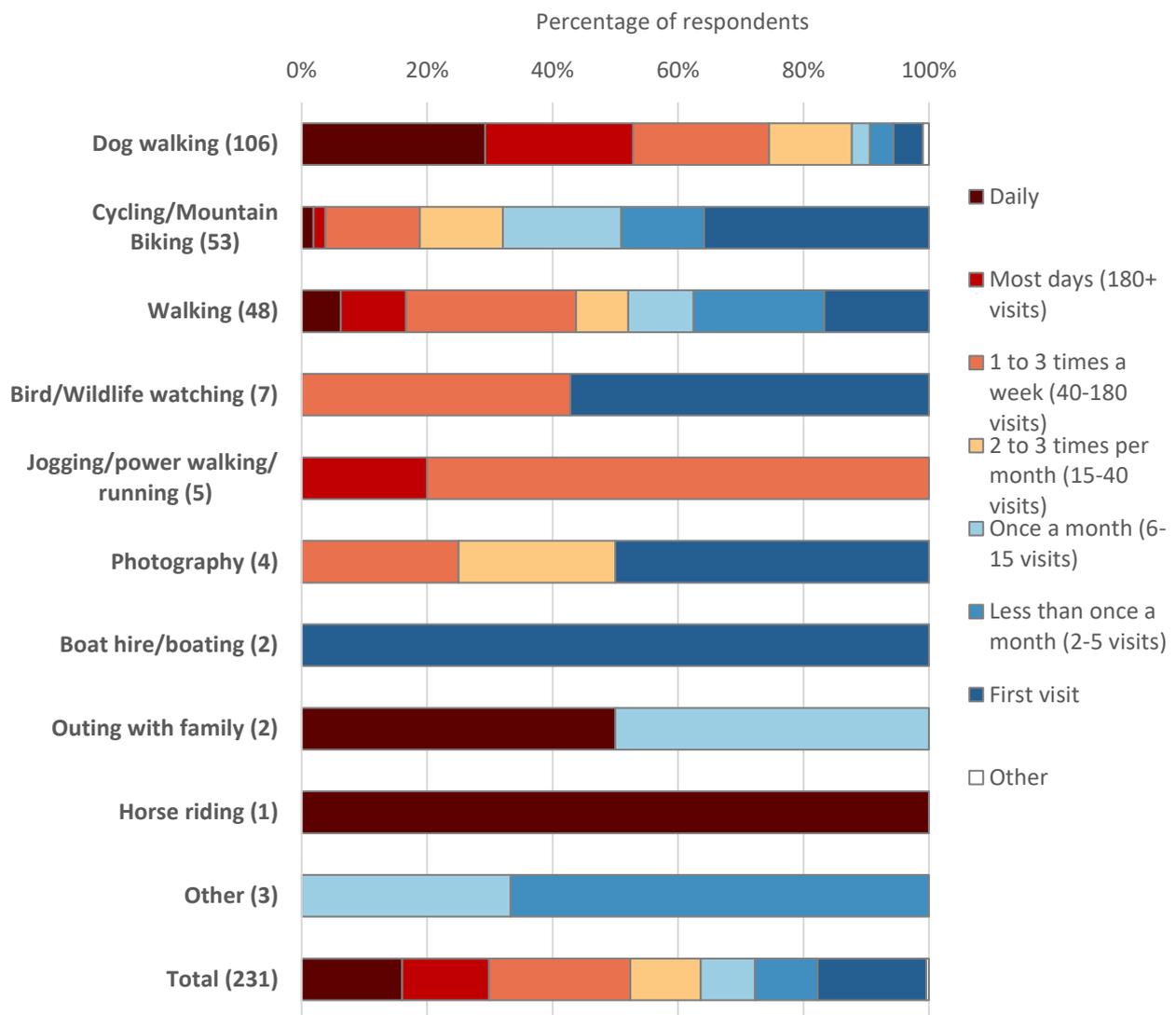


Figure 4: Summary of respondents visit frequency, stratified by activity. Values in brackets indicate the number of respondents for each activity

3.17 An approximate fifth (18%) of walkers visited most days or daily, with another quarter (28%) visiting 1 to 3 times a week. Nevertheless, a significant proportion of walkers visited less frequently, and nearly a fifth (17%) were on their first visit to the location. The sample sizes of the other activities recorded were generally too small to make meaningful assessments of the relevant interviewees visit frequency. However, it was interesting to note that of the relatively small number of bird/wildlife watchers interviewed (7 interviewees), just under half (43%) visited 1 to 3 times a week, whilst those remaining (58%) were on their first visit.

- 3.18 Approximately a third of interviewees across all survey locations (39% during the school holidays and 33% during term time) spent half an hour to 1 hour on site, with another third (31% and 37%, respectively) spending 1 to 2 hours (see Table 11). Nevertheless, there is variation between survey locations, with approximately a fifth of interviewees (20% to 23%) at survey locations 1 (Wicken Fen Main Entrance) and 2 (Burwell Lode) spending 2 to 3 hours on site during both survey periods. Furthermore, a large proportion of interviewees spent more than 4 hours at these 2 survey locations, with more than a quarter (27%) doing so at survey location 1 (Wicken Fen Main Entrance) during the school holiday period. There was however little difference in interviewee visit duration between the school holiday and term time survey periods at the relevant survey locations.
- 3.19 Of the 3 most commonly represented activity types in the dataset, dog walkers exhibited the shortest visit duration, with more than two thirds (63%) spending less than 1 hour on site (see Table 12). A third of walkers (38%) spent between half an hour and 1 hour on site, with another third (38%) spending 1 to 2 hours at the locality. Nevertheless, more than a tenth of walkers (11%) spent more than 4 hours on site. Cyclists tended to spend more time on site, with more than half (54%) spending between 1 and 3 hours at their respective locality and a quarter (24%) spending more than 4 hours.

**Table 11: Numbers (row %) of interviewees and duration of visit (Q4) by survey location, stratified by survey period. Grey shading reflects the highest two values in each row, with the darker shading highlighting the highest row value**

Survey location	Survey period	Duration of visit						Total
		Less than 30 minutes	Between 30 minutes and 1 hour	1-2 hours	2-3 hours	3-4 hours	More than 4 hours	
1 - Wicken Fen Main Entrance	School holidays	1 (4%)	5 (17%)	8 (27%)	6 (20%)	2 (7%)	8 (27%)	30 (100%)
	Term time	0 (0%)	6 (20%)	15 (49%)	7 (23%)	0 (0%)	3 (10%)	31 (100%)
2 - Burwell Lode	School holidays	2 (8%)	4 (16%)	10 (39%)	5 (20%)	2 (8%)	3 (12%)	26 (100%)
	Term time	0 (0%)	4 (16%)	10 (39%)	5 (20%)	2 (8%)	5 (20%)	26 (100%)
3 - Anchor Lane Farm	School holidays	2 (8%)	18 (67%)	5 (19%)	0 (0%)	1 (4%)	1 (4%)	27 (100%)
4 - Reach Lode	School holidays	0 (0%)	2 (34%)	4 (67%)	0 (0%)	0 (0%)	0 (0%)	6 (100%)
5 - Tubney Fen	School holidays	0 (0%)	0 (0%)	2 (100%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)
6 - White Fen	School holidays	1 (5%)	7 (34%)	9 (43%)	1 (5%)	1 (5%)	2 (10%)	21 (100%)
7 - Bottisham Lock	School holidays	1 (4%)	20 (61%)	6 (19%)	1 (4%)	3 (10%)	2 (7%)	33 (100%)
	Term time	0 (0%)	18 (65%)	6 (22%)	2 (8%)	0 (0%)	2 (8%)	28 (100%)
Total	School holidays	7 (5%)	56 (39%)	44 (31%)	13 (9%)	9 (7%)	16 (12%)	145 (100%)
	Term time	0 (0%)	28 (33%)	31 (37%)	14 (17%)	2 (3%)	10 (12%)	85 (100%)

Visitor Survey of the National Trust's Wicken Fen 100 Year Vision Area

**Table 12: Numbers (row %) of all interviewees and duration of visit (Q4) by activity (combined school holiday and term time survey periods). Grey shading reflects the highest two values in each row, with the darker shading highlighting the highest row value**

Activity	Duration of visit						Total
	Less than 30 minutes	Between 30 minutes and 1 hour	1-2 hours	2-3 hours	3-4 hours	More than 4 hours	
Dog walking	5 (5%)	61 (58%)	31 (30%)	7 (7%)	1 (1%)	1 (1%)	106 (100%)
Cycling/ Mountain Biking	0 (0%)	4 (8%)	17 (34%)	10 (20%)	8 (16%)	12 (24%)	51 (100%)
Walking	0 (0%)	18 (38%)	18 (38%)	5 (11%)	2 (5%)	5 (11%)	48 (100%)
Bird/Wildlife watching	0 (0%)	1 (13%)	1 (13%)	4 (50%)	0 (0%)	2 (25%)	8 (100%)
Jogging/power walking/running	1 (20%)	0 (0%)	4 (80%)	0 (0%)	0 (0%)	0 (0%)	5 (100%)
Photography	1 (25%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (75%)	4 (100%)
Boat hire/ boating	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)	2 (100%)
Outing with family	0 (0%)	0 (0%)	1 (50%)	0 (0%)	0 (0%)	1 (50%)	2 (100%)
Horse riding	0 (0%)	0 (0%)	1 (100%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)
Other	0 (0%)	0 (0%)	2 (67%)	1 (34%)	0 (0%)	0 (0%)	3 (100%)
<b>Total</b>	<b>7 (4%)</b>	<b>84 (37%)</b>	<b>75 (33%)</b>	<b>27 (12%)</b>	<b>11 (5%)</b>	<b>26 (12%)</b>	<b>230 (100%)</b>

3.20 Of those interviewees across all survey locations that weren't on their first visit to the site, one quarter (27% cumulatively) preferred to visit in the morning (with late morning preferred (21%); see Table 13). There was however variation between localities, with approximately one fifth of interviewees at survey locations 1 (Wicken Fen Main Entrance), 3 (Anchor Lane Farm), and 4 (Reach Lode), and a third at survey location 7 (Bottisham Lock), preferring to visit in the late afternoon or evening. Nevertheless, approximately a quarter to a third of interviewees across all survey locations indicated that they had no real preference.

**Table 13: Numbers (row %) of interviewees and time of day (Q5) that they tend to visit by survey location, stratified by survey period. Grey shading reflects the highest two values in each row, with the darker shading highlighting the largest row value. Interviewees could give multiple responses and the percentages, based upon the row totals, can therefore total >100**

Survey location	Survey period	Period/s at which interviewee tends to visit most frequently							First visit	Total
		Early morning (before 7 am)	Late morning (between 7 am and 10 am)	Midday (between 10 am and 2 pm)	Early afternoon (between 2 pm and 4 pm)	Late afternoon (between 4 and 6 pm)	Evening (after 6 pm)	Varies / Don't know		
1 - Wicken Fen Main Entrance	School holidays	2 (6%)	9 (24%)	3 (8%)	1 (3%)	1 (3%)	6 (16%)	6 (16%)	10 (27%)	38 (100%)
	Term time	0 (0%)	8 (20%)	7 (18%)	3 (8%)	1 (3%)	4 (10%)	10 (25%)	7 (18%)	40 (100%)
2 - Burwell Lode	School holidays	2 (7%)	6 (20%)	1 (4%)	2 (7%)	3 (10%)	1 (4%)	7 (23%)	9 (30%)	31 (100%)
	Term time	2 (6%)	9 (25%)	3 (9%)	3 (9%)	2 (6%)	3 (9%)	11 (31%)	3 (9%)	36 (100%)
3 - Anchor Lane Farm	School holidays	2 (6%)	6 (18%)	2 (6%)	7 (21%)	2 (6%)	5 (15%)	8 (24%)	2 (6%)	34 (100%)
4 - Reach Lode	School holidays	3 (28%)	4 (37%)	0 (0%)	0 (0%)	1 (10%)	1 (10%)	2 (19%)	0 (0%)	11 (100%)
5 - Tubney Fen	School holidays	0 (0%)	1 (50%)	0 (0%)	0 (0%)	0 (0%)	1 (50%)	0 (0%)	0 (0%)	2 (100%)
6 - White Fen	School holidays	1 (4%)	5 (19%)	5 (19%)	1 (4%)	2 (8%)	1 (4%)	7 (26%)	5 (19%)	27 (100%)
7 - Bottisham Lock	School holidays	0 (0%)	7 (18%)	4 (10%)	4 (10%)	6 (15%)	5 (13%)	12 (30%)	3 (8%)	41 (100%)
	Term time	5 (12%)	7 (17%)	6 (14%)	4 (10%)	4 (10%)	10 (24%)	6 (14%)	1 (3%)	43 (100%)
Total	School holidays	10 (6%)	38 (21%)	15 (9%)	15 (9%)	15 (9%)	20 (11%)	42 (23%)	29 (16%)	184 (100%)
	Term time	7 (6%)	24 (21%)	16 (14%)	10 (9%)	7 (6%)	17 (15%)	27 (23%)	11 (10%)	119 (100%)

- 3.21 Those dog walkers and walkers with a preference, indicated that they liked to visit equally in the late morning (24% and 18%, respectively) and evening (both 15%; see Table 14), whereas cyclists preferred to do so in the late morning period (18%). There were less obvious patterns in the choice of the less frequently recorded activity types, although joggers appeared to prefer visiting in the late morning (67%). Nevertheless, a quarter of interviewees within the 3 most commonly recorded activity types (dog walking, cycling, and walking) indicated that they varied the times that they visited the site.
- 3.22 The majority of interviewees across all survey locations indicated that they tended to visit equally all year round (51% overall in the school holiday survey period; see Table 15). The main exception to this were the interviewees at survey location 2 (Burwell Lode) who, during term time, said that they tended to visit in the summer to an equal extent (40% for each of the 2 categories). A significant proportion of the remaining interviewees at survey locations 3 (Anchor Lane Farm), 4 (Reach Lode), and 7 (Bottisham Lock) nevertheless indicated that they also tended to visit more in the summer months (25%, 24%, and 33% during the school holiday survey period, respectively).
- 3.23 A similar pattern was seen when interviewees were stratified by activity type, with the majority (53% overall) tending to visit equally throughout the year (see Table 16). A significant, smaller, proportion of interviewees across the majority of activity types nevertheless still tended to visit more in the summer, with the largest number of cyclists (34%), who were not on their first visit to the locality (also 34%), indicating that this was the case.

**Table 14: Numbers (row %) of interviewees and time of day (Q5) that they tend to visit by activity (combined school holiday and term time survey periods). Grey shading reflects the highest two values in each row, with the darker shading highlighting the largest row value. Interviewees could give multiple responses and the percentages, based upon the row totals, can therefore total >100**

Activity	Period/s at which interviewee tends to visit most frequently							First visit	Total
	Early morning (before 7 am)	Late morning (between 7 am and 10 am)	Midday (between 10 am and 2 pm)	Early afternoon (between 2 pm and 4 pm)	Late afternoon (between 4 and 6 pm)	Evening (after 6 pm)	Varies / Don't know		
Dog walking	13 (9%)	36 (24%)	16 (11%)	13 (9%)	11 (8%)	22 (15%)	34 (23%)	5 (4%)	150 (100%)
Cycling/Mountain Biking	0 (0%)	11 (18%)	8 (13%)	5 (8%)	5 (8%)	1 (2%)	15 (24%)	19 (30%)	64 (100%)
Walking	1 (2%)	10 (18%)	6 (11%)	4 (8%)	3 (6%)	8 (15%)	16 (29%)	8 (15%)	56 (100%)
Bird/Wildlife watching	1 (10%)	0 (0%)	0 (0%)	0 (0%)	1 (10%)	3 (30%)	1 (10%)	4 (40%)	10 (100%)
Jogging/power walking/running	0 (0%)	4 (67%)	0 (0%)	0 (0%)	0 (0%)	1 (17%)	1 (17%)	0 (0%)	6 (100%)
Photography	2 (29%)	1 (15%)	0 (0%)	0 (0%)	1 (15%)	1 (15%)	0 (0%)	2 (29%)	7 (100%)
Boat hire/boating	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)	2 (100%)
Horse riding	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)	0 (0%)	0 (0%)	1 (100%)
Outing with family	0 (0%)	0 (0%)	1 (34%)	1 (34%)	0 (0%)	0 (0%)	1 (34%)	0 (0%)	3 (100%)
Other	0 (0%)	0 (0%)	0 (0%)	2 (50%)	1 (25%)	0 (0%)	1 (25%)	0 (0%)	4 (100%)
<b>Total</b>	<b>17 (6%)</b>	<b>62 (21%)</b>	<b>31 (11%)</b>	<b>25 (9%)</b>	<b>22 (8%)</b>	<b>37 (13%)</b>	<b>69 (23%)</b>	<b>40 (14%)</b>	<b>303 (100%)</b>

**Table 15: Numbers (row %) of interviewees and time of year (Q6) that they tend to visit, by survey location. Grey shading reflects the highest two values in each row, with the darker shading highlighting the largest row value. Interviewees could give multiple responses and the percentages, based upon the row totals, may therefore total >100**

Survey location	Survey period	Time of year interviewee tends to visit							Total
		Spring (Mar-May)	Summer (Jun-Aug)	Autumn (Sept-Nov)	Winter (Dec-Feb)	Equally all year	First visit	Don't know	
1 - Wicken Fen Main Entrance	School holidays	0 (0%)	3 (11%)	0 (0%)	0 (0%)	16 (56%)	10 (35%)	0 (0%)	29 (100%)
	Term time	2 (6%)	4 (12%)	2 (6%)	0 (0%)	20 (58%)	7 (20%)	0 (0%)	35 (100%)
2 - Burwell Lode	School holidays	1 (4%)	4 (15%)	1 (4%)	1 (4%)	12 (43%)	9 (33%)	0 (0%)	28 (100%)
	Term time	1 (4%)	11 (40%)	1 (4%)	1 (4%)	11 (40%)	3 (11%)	0 (0%)	28 (100%)
3 - Anchor Lane Farm	School holidays	1 (4%)	7 (25%)	0 (0%)	0 (0%)	17 (61%)	2 (8%)	1 (4%)	28 (100%)
4 - Reach Lode	School holidays	0 (0%)	2 (34%)	0 (0%)	0 (0%)	4 (67%)	0 (0%)	0 (0%)	6 (100%)
5 - Tubney Fen	School holidays	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)	0 (0%)	0 (0%)	2 (100%)
6 - White Fen	School holidays	0 (0%)	3 (15%)	0 (0%)	0 (0%)	12 (60%)	5 (25%)	0 (0%)	20 (100%)
7 - Bottisham Lock	School holidays	7 (17%)	14 (33%)	3 (7%)	0 (0%)	16 (38%)	3 (7%)	0 (0%)	43 (100%)
	Term time	1 (4%)	7 (25%)	0 (0%)	0 (0%)	19 (66%)	1 (4%)	1 (4%)	29 (100%)
Total	School holidays	9 (6%)	33 (22%)	4 (3%)	1 (1%)	79 (51%)	29 (19%)	1 (1%)	156 (100%)
	Term time	4 (5%)	22 (24%)	3 (4%)	1 (2%)	50 (55%)	11 (12%)	1 (2%)	92 (100%)

**Table 16: Numbers (row %) of interviewees and time of year (Q6) that they tend to visit, by activity (combined school holiday and term time survey periods). Grey shading reflects the highest two values in each row, with the darker shading highlighting the largest row value. Interviewees could give multiple responses and the percentages, based upon the row totals, may therefore total >100**

Activity	Time of year interviewee tends to visit							Total
	Spring (Mar-May)	Summer (Jun-Aug)	Autumn (Sept-Nov)	Winter (Dec-Feb)	Equally all year	First visit	Don't know	
Dog walking	2 (2%)	16 (15%)	1 (1%)	1 (1%)	82 (76%)	5 (5%)	1 (1%)	108 (100%)
Cycling/Mountain Biking	3 (6%)	19 (34%)	4 (8%)	0 (0%)	12 (22%)	19 (34%)	0 (0%)	57 (100%)
Walking	7 (13%)	15 (27%)	1 (2%)	0 (0%)	24 (43%)	8 (15%)	1 (2%)	56 (100%)
Bird/Wildlife watching	0 (0%)	1 (13%)	0 (0%)	0 (0%)	3 (38%)	4 (50%)	0 (0%)	8 (100%)
Jogging/power walking/running	0 (0%)	0 (0%)	0 (0%)	0 (0%)	5 (100%)	0 (0%)	0 (0%)	5 (100%)
Photography	0 (0%)	0 (0%)	0 (0%)	1 (25%)	1 (25%)	2 (50%)	0 (0%)	4 (100%)
Boat hire/boating	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)	0 (0%)	2 (100%)
Horse riding	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)	0 (0%)	0 (0%)	1 (100%)
Outing with family	0 (0%)	1 (50%)	0 (0%)	0 (0%)	1 (50%)	0 (0%)	0 (0%)	2 (100%)
Other	1 (20%)	3 (60%)	1 (20%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	5 (100%)
<b>Total</b>	<b>13 (6%)</b>	<b>55 (23%)</b>	<b>7 (3%)</b>	<b>2 (1%)</b>	<b>129 (53%)</b>	<b>40 (17%)</b>	<b>2 (1%)</b>	<b>248 (100%)</b>

- 3.24 A cumulative 37% of interviewees across all survey locations had been visiting the site for more than 10 years, with an additional 13% overall having been visiting for at least 5 years (see Table 17). This did however vary from site to site, with 58% of interviewees during term time at survey location 7 (Bottisham Lock) and 47% of interviewees during the school holiday period at survey location 1 (Wicken Fen Main Entrance) doing so. Relatively few interviewees had been visiting for less than a year (4% overall), although first time visitors did make up a significant proportion of the dataset (19% overall during the school holiday period).
- 3.25 This trend was less clear-cut when interviewees were stratified by activity type, although the majority of interviewees (38%) had still been visiting for more than a decade (see Table 18). Nevertheless, most cyclists (38%) were on their first visit to the site whereas the majority of dogwalkers (49%) and walkers (30%) had been visiting for more than 10 years.

**Table 17: Numbers (row %) of interviewees and history of site visitation (Q7), stratified by survey period. Grey shading reflects the highest two values in each row, with the darker shading highlighting the highest row value**

Survey location	Survey period	Length of time visiting site							Total
		More than 10 years	Less than or approximately 10 years	Less than or approximately 5 years	Less than or approximately 3 years	Less than or approximately 1 year	Less than or approximately 6 months	First visit	
1 - Wicken Fen Main Entrance	School holidays	14 (47%)	3 (10%)	3 (10%)	2 (7%)	0 (0%)	0 (0%)	8 (27%)	30 (100%)
	Term time	9 (30%)	4 (13%)	4 (13%)	6 (20%)	0 (0%)	1 (4%)	7 (23%)	31 (100%)
2 - Burwell Lode	School holidays	5 (20%)	2 (8%)	3 (12%)	5 (20%)	2 (8%)	0 (0%)	9 (35%)	26 (100%)
	Term time	9 (35%)	6 (24%)	3 (12%)	4 (16%)	0 (0%)	1 (4%)	3 (12%)	26 (100%)
3 - Anchor Lane Farm	School holidays	9 (34%)	4 (15%)	4 (15%)	2 (8%)	3 (12%)	3 (12%)	2 (8%)	27 (100%)
4 - Reach Lode	School holidays	3 (50%)	1 (17%)	0 (0%)	1 (17%)	1 (17%)	0 (0%)	0 (0%)	6 (100%)
5 - Tubney Fen	School holidays	2 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)
6 - White Fen	School holidays	9 (45%)	2 (10%)	1 (5%)	2 (10%)	1 (5%)	0 (0%)	5 (25%)	20 (100%)
7 - Bottisham Lock	School holidays	10 (31%)	6 (19%)	5 (16%)	6 (19%)	1 (4%)	2 (7%)	3 (10%)	33 (100%)
	Term time	16 (58%)	3 (11%)	3 (11%)	2 (8%)	2 (8%)	1 (4%)	1 (4%)	28 (100%)
Total	School holidays	52 (37%)	18 (13%)	16 (12%)	18 (13%)	8 (6%)	5 (4%)	27 (19%)	144 (100%)
	Term time	34 (40%)	13 (16%)	10 (12%)	12 (15%)	2 (3%)	3 (4%)	11 (13%)	85 (100%)

**Table 18: Numbers (row %) of interviewees and history of site visitation (Q7), by activity (combined school holiday and term time survey periods). Grey shading reflects the highest two values in each row, with the darker shading highlighting the highest row values in each row, with the darker shading highlighting the highest row value**

Activity	Length of time visiting site							Total
	More than 10 years	Less than or approximately 10 years	Less than or approximately 5 years	Less than or approximately 3 years	Less than or approximately 1 year	Less than or approximately 6 months	First visit	
Dog walking	51 (49%)	15 (15%)	11 (11%)	16 (16%)	4 (4%)	4 (4%)	5 (5%)	106 (100%)
Cycling/Mountain Biking	15 (30%)	7 (14%)	2 (4%)	6 (12%)	1 (2%)	0 (0%)	19 (38%)	50 (100%)
Walking	14 (30%)	7 (15%)	8 (17%)	6 (13%)	2 (5%)	4 (9%)	7 (15%)	48 (100%)
Bird/Wildlife watching	1 (20%)	0 (0%)	3 (60%)	1 (20%)	0 (0%)	0 (0%)	0 (0%)	5 (100%)
Jogging/power walking/running	3 (38%)	1 (13%)	1 (13%)	0 (0%)	0 (0%)	0 (0%)	3 (38%)	8 (100%)
Photography	1 (25%)	0 (0%)	0 (0%)	0 (0%)	1 (25%)	0 (0%)	2 (50%)	4 (100%)
Boat hire/boating	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)	2 (100%)
Horse riding	1 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)
Outing with family	0 (0%)	0 (0%)	1 (50%)	0 (0%)	1 (50%)	0 (0%)	0 (0%)	2 (100%)
Other	0 (0%)	1 (34%)	0 (0%)	1 (34%)	1 (34%)	0 (0%)	0 (0%)	3 (100%)
<b>Total</b>	<b>86 (38%)</b>	<b>29 (13%)</b>	<b>26 (12%)</b>	<b>30 (14%)</b>	<b>21 (10%)</b>	<b>8 (4%)</b>	<b>29 (13%)</b>	<b>229 (100%)</b>

### Mode of transport (Q8)

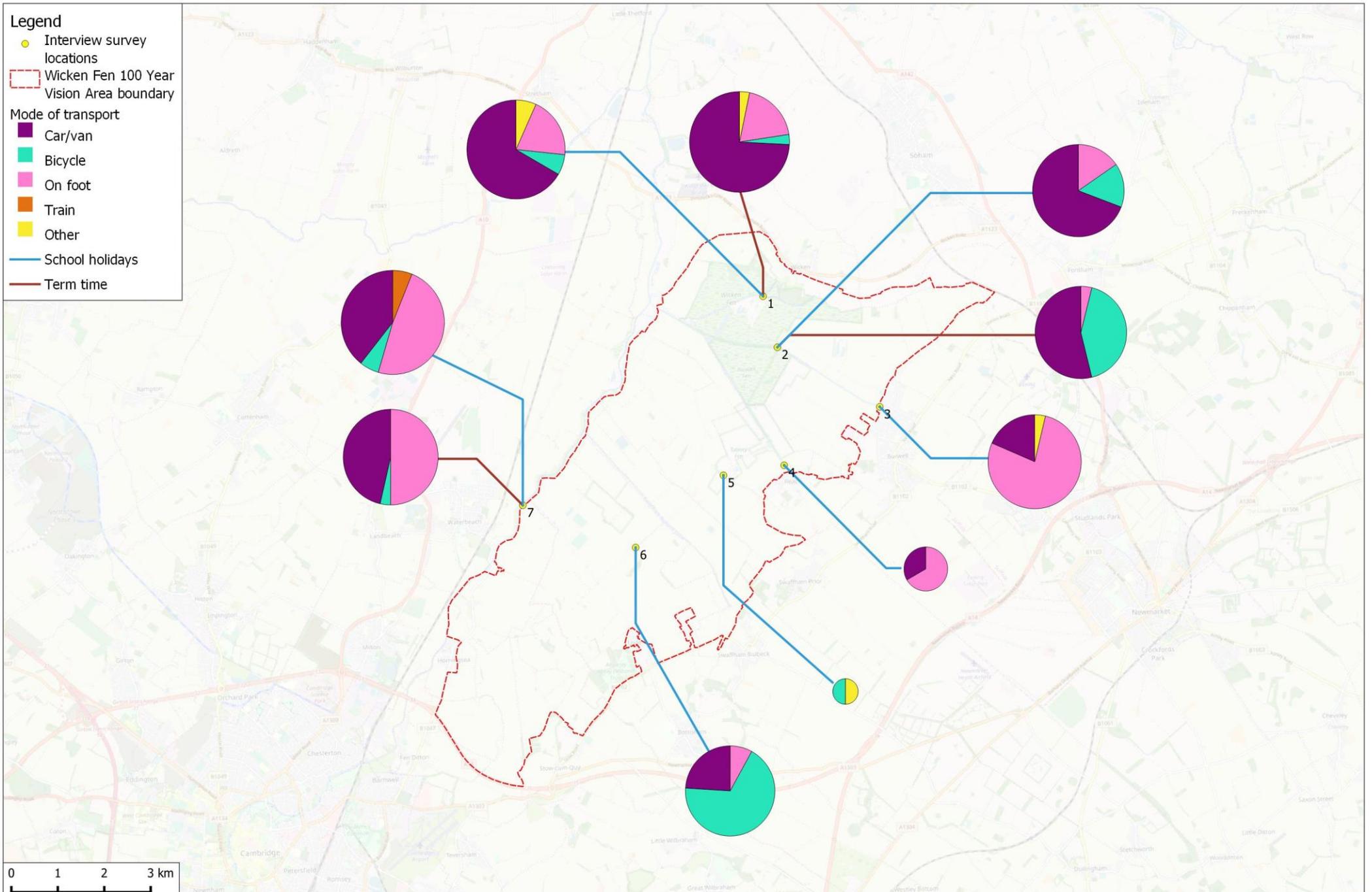
3.26 Overall, approximately half (49%) of interviewees had arrived by car/van, with most of the remainder (32%) having travelled on foot (see Table 19). Perhaps unsurprisingly, most cyclists (72%) had arrived by bike, although it was interesting to note that the majority of both dog walkers (56%) and walkers (48%) had arrived by car. Two interviewees (1%) used public transport, with 5 others (3%) using 'other' forms of transport (a horse and carriage in one case, and boats for the remainder).

**Table 19: Number (row %) of interviewees and mode of transport (Q8), by activity (combined school holiday and term time survey periods). Grey shading reflects the highest two values in each row, with the darker shading highlighting the largest row value**

Activity	Mode of transport					Total
	Car/van	On foot	Bicycle	Train	Other	
Dog walking	59 (56%)	46 (44%)	1 (1%)	0 (0%)	0 (0%)	106 (100%)
Cycling/Mountain Biking	14 (27%)	1 (2%)	38 (72%)	0 (0%)	0 (0%)	53 (100%)
Walking	23 (48%)	21 (44%)	0 (0%)	2 (5%)	2 (5%)	48 (100%)
Bird/Wildlife watching	8 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	8 (100%)
Jogging/ power walking / running	1 (15%)	6 (86%)	0 (0%)	0 (0%)	0 (0%)	7 (100%)
Photography	4 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	4 (100%)
Boat hire/boating	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)	2 (100%)
Horse riding	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)	1 (100%)
Outing with family	2 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)
Other	3 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (100%)
<b>Total</b>	<b>114 (49%)</b>	<b>74 (32%)</b>	<b>39 (17%)</b>	<b>2 (1%)</b>	<b>5 (3%)</b>	<b>234 (100%)</b>

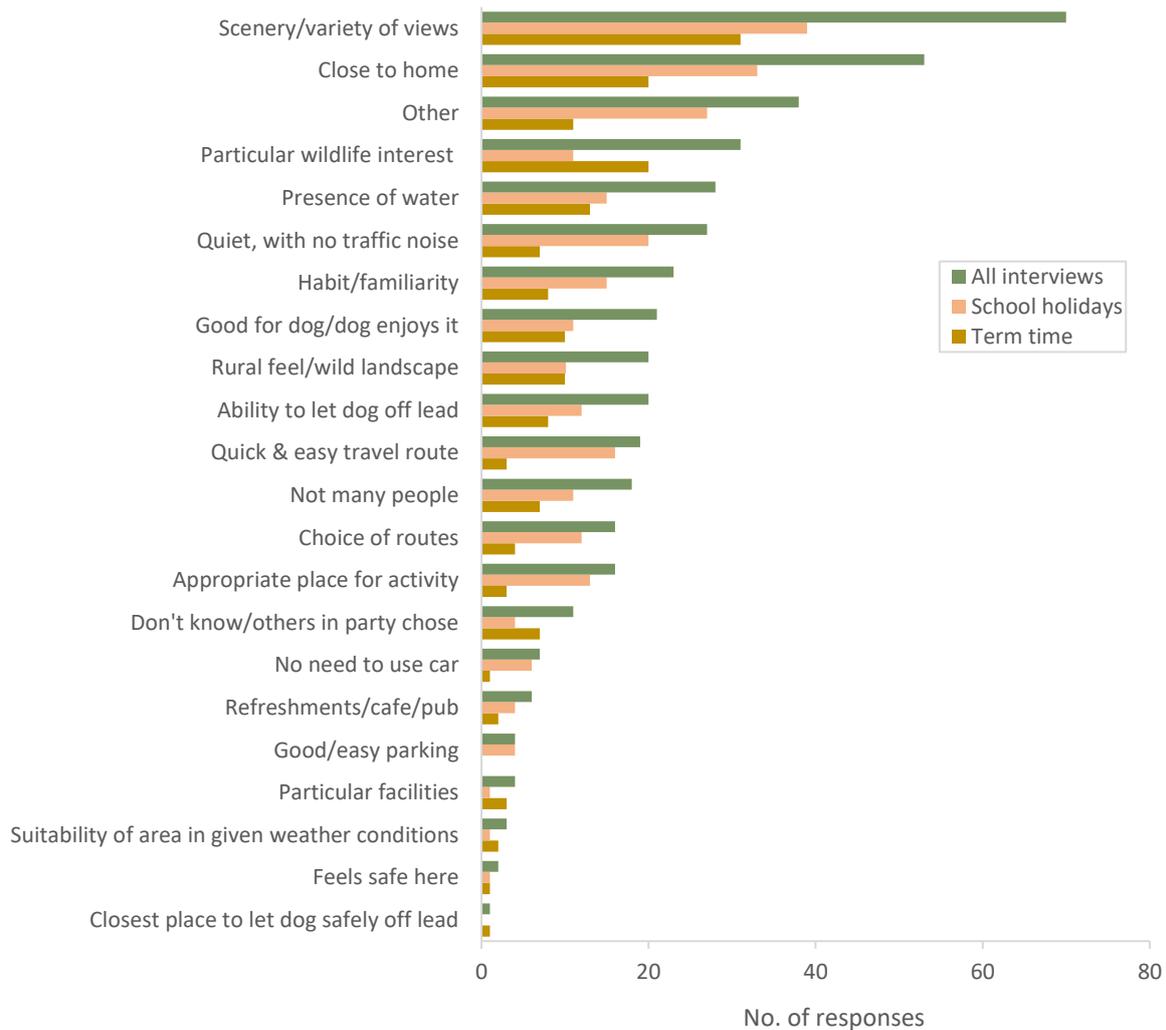
3.27 Mode of transport differed between survey locations (see Map 4), with car use prevalent at survey locations 1 (Wicken Fen Main Entrance; 67% school holidays, 75% term time) and 2 (Burwell Lode; 70% school holidays, 54% term time), although a significant proportion of cyclists were also recorded at the latter location during term time (43%). Cyclists were most commonly recorded at survey location 6 (White Fen; 68%), whilst pedestrians were the most frequent user group at survey locations 3 (Anchor Lane Farm; 78%), 4 (Reach Lode; 67%), and 7 (Bottisham Lock; 49% school holidays, 50% term time).

**Map 4: Mode of transport used by interviewees to access each survey location (chart sizes scaled relative to number of interviewees)**



*Reasons for site choice (Q11)*

3.28 Reasons for site choice are summarised in Figure 5. Interviewees were asked why they chose to visit the specific location where interviewed, rather than another local site, with answers categorised by the surveyor, using pre-determined categories which were not shown to the interviewee.



**Figure 5: Reasons for site choice (Q11). Note that interviewees could give multiple responses**

3.29 Overall, scenery and the variety of views was the most commonly given reason, accounting for 16% of responses. Proximity to home was also important, with 13% of responses identifying this as a reason for site choice. 9% of responses referred to 'other' reasons not identified by the pre-determined options in advance, including an absence of traffic/location away from the road, good paths, and the peaceful setting. The relative importance of particular wildlife interest (8% of responses) is also of note.

*Use of other sites (Q12-13)*

3.30 More than a third (37%) of interviewees overall across all survey locations stated that 75% or more of their visits during the school holidays (for the activity they were undertaking when interviewed) took place at the interview location (see Table 20). This figure rose to nearly half of interviewees in both survey periods at survey location 7 (Bottisham Lock; 44%), indicating a high degree of site faithfulness. Nevertheless, a fifth of interviewees overall (21% in the school holiday period) said that fewer than 25% of their weekly visits were to the survey location.

**Table 20: Number (row %) of interviewees and proportion of weekly visits to the site (Q12), by survey location. Grey shading reflects the highest value in each row, with the darker shading highlighting the largest row value**

Survey location	Survey period	Proportion of weekly visits to site for main activity						Total
		All take place here	75% or more	50-74%	25-49%	less than 25%	Not sure / don't know / first visit / no response	
1 - Wicken Fen Main Entrance	School holidays	3 (10%)	5 (17%)	2 (7%)	2 (7%)	8 (27%)	10 (34%)	30 (100%)
	Term time	3 (10%)	6 (20%)	0 (0%)	3 (10%)	11 (37%)	7 (24%)	30 (100%)
2 - Burwell Lode	School holidays	2 (8%)	6 (24%)	2 (8%)	2 (8%)	5 (20%)	9 (35%)	26 (100%)
	Term time	3 (12%)	8 (31%)	3 (12%)	3 (12%)	5 (20%)	4 (16%)	26 (100%)
3 - Anchor Lane Farm	School holidays	4 (15%)	6 (23%)	6 (23%)	4 (15%)	5 (19%)	2 (8%)	27 (100%)
4 - Reach Lode	School holidays	0 (0%)	2 (34%)	1 (17%)	1 (17%)	2 (34%)	0 (0%)	6 (100%)
5 - Tubney Fen	School holidays	1 (50%)	0 (0%)	0 (0%)	1 (50%)	0 (0%)	0 (0%)	2 (100%)
6 - White Fen	School holidays	3 (15%)	6 (30%)	1 (5%)	2 (10%)	3 (15%)	5 (25%)	20 (100%)
7 - Bottisham Lock	School holidays	3 (10%)	11 (34%)	4 (13%)	7 (22%)	5 (16%)	3 (10%)	33 (100%)
	Term time	3 (11%)	9 (33%)	6 (22%)	5 (18%)	3 (11%)	2 (8%)	28 (100%)
Total	School holidays	16 (12%)	36 (25%)	16 (12%)	19 (14%)	28 (20%)	29 (21%)	144 (100%)
	Term time	9 (11%)	23 (28%)	9 (11%)	11 (14%)	19 (23%)	13 (16%)	84 (100%)

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3.31 Dog walkers showed the highest level of site fidelity amongst user groups (see Table 21), with 46% stating that 75% or more of their weekly visits took place at the interview location. A large proportion of walkers (37%) also fell into this category. Patterns for the other recorded activities were less obvious, with cyclists showing an even split between frequent and infrequent visitation rates, for example.

**Table 21: Number (row %) of interviewees and proportion of weekly visits to the site (Q12) by activity (combined school holiday and term time survey periods). Grey shading reflects the highest value in each row, with the darker shading highlighting the largest row value**

Activity	Proportion of weekly visits to site for main activity						Total
	All take place here	75% or more	50-74%	25-49%	less than 25%	Not sure / don't know / first visit / no response	
Dog walking	16 (16%)	31 (30%)	13 (13%)	21 (20%)	20 (19%)	5 (5%)	106 (100%)
Cycling/ Mountain Biking	3 (6%)	9 (18%)	3 (6%)	4 (8%)	11 (22%)	20 (40%)	50 (100%)
Walking	3 (7%)	14 (30%)	8 (17%)	3 (7%)	12 (25%)	8 (17%)	48 (100%)
Bird/Wildlife watching	0 (0%)	2 (25%)	0 (0%)	1 (13%)	1 (13%)	4 (50%)	8 (100%)
Jogging/power walking/running	1 (20%)	1 (20%)	0 (0%)	1 (20%)	2 (40%)	0 (0%)	5 (100%)
Photography	0 (0%)	1 (25%)	1 (25%)	0 (0%)	0 (0%)	2 (50%)	4 (100%)
Boat hire/boating	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)	2 (100%)
Horse riding	1 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)
Outing with family	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)	1 (100%)
Other	1 (34%)	1 (34%)	0 (0%)	0 (0%)	1 (34%)	0 (0%)	3 (100%)
<b>Total</b>	<b>25 (11%)</b>	<b>59 (26%)</b>	<b>25 (11%)</b>	<b>30 (14%)</b>	<b>47 (21%)</b>	<b>42 (19%)</b>	<b>228 (100%)</b>

3.32 A variety of other sites were regularly visited by interviewees (see Figure 6), with Anglesey Abbey being the most commonly identified across the survey locations (see Table 22). It is nevertheless important to note that several of the localities named (e.g. "the woods") potentially refer to multiple, disparate, sites, or are potentially synonyms for the same locations (e.g. "Wicken" and "Wicken Fen").



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**Table 23: Number (row %) of interviewees and membership of the National Trust (Q14) by activity (combined school holiday and term time survey periods). Grey shading reflects the highest value in each row**

Activity	National Trust membership status			Total
	Member	Non-member	Don't know / unsure	
Dog walking	56 (53%)	49 (47%)	1 (1%)	106 (100%)
Cycling/Mountain Biking	24 (49%)	25 (52%)	0 (0%)	49 (100%)
Walking	24 (50%)	24 (50%)	0 (0%)	48 (100%)
Bird/Wildlife watching	6 (75%)	2 (25%)	0 (0%)	8 (100%)
Jogging/power walking/ running	4 (80%)	1 (20%)	0 (0%)	5 (100%)
Photography	3 (75%)	1 (25%)	0 (0%)	4 (100%)
Boat hire/boating	0 (0%)	2 (100%)	0 (0%)	2 (100%)
Horse riding	0 (0%)	1 (100%)	0 (0%)	1 (100%)
Outing with family	1 (50%)	1 (50%)	0 (0%)	2 (100%)
Other	0 (0%)	3 (100%)	0 (0%)	3 (100%)
<b>Total</b>	<b>118 (52%)</b>	<b>109 (48%)</b>	<b>1 (1%)</b>	<b>228 (100%)</b>

### *Awareness of the 100 Year Vision (Q15)*

- 3.34 The majority of interviewees across all survey locations were aware of the Vision (58% during the school holiday period), with the highest levels of awareness (70% in the school holidays and 62% during term time) recorded at survey location 1 (Wicken Fen Main Entrance; see Table 24). The lowest level of awareness (41%) was recorded at survey location 3 (Anchor lane Farm), although fewer people were also aware at survey location 7 (Bottisham Lock; 43 % during the school holidays and 54% during term time).
- 3.35 Amongst the most frequently represented activity types, dog walkers (61%) were more likely to be aware of the Vision than either cyclists (52%) or walkers (55%; see Table 25). There was again an indication that, although comprising a relatively small sample, bird/wildlife watchers were more likely to be aware of the Vision than not (75%).

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**Table 24: Number (row %) of interviewees and awareness of the 100 Year Vision (Q15) by survey location, stratified by survey period. Grey shading reflects the highest value in each row**

Survey location	Survey period	Aware of the 100 Year Vision?			Total
		Yes	No	Don't know / unsure	
1 - Wicken Fen Main Entrance	School holidays	21 (70%)	9 (30%)	0 (0%)	30 (100%)
	Term time	19 (62%)	11 (36%)	1 (4%)	31 (100%)
2 - Burwell Lode	School holidays	17 (68%)	7 (28%)	1 (4%)	25 (100%)
	Term time	14 (54%)	11 (43%)	1 (4%)	26 (100%)
3 - Anchor Lane Farm	School holidays	11 (41%)	13 (49%)	3 (12%)	27 (100%)
4 - Reach Lode	School holidays	4 (67%)	2 (34%)	0 (0%)	6 (100%)
5 - Tubney Fen	School holidays	2 (100%)	0 (0%)	0 (0%)	2 (100%)
6 - White Fen	School holidays	13 (65%)	7 (35%)	0 (0%)	20 (100%)
7 - Bottisham Lock	School holidays	14 (43%)	17 (52%)	2 (7%)	33 (100%)
	Term time	15 (54%)	12 (43%)	1 (4%)	28 (100%)
Total	School holidays	82 (58%)	55 (39%)	6 (5%)	143 (100%)
	Term time	48 (57%)	34 (40%)	3 (4%)	85 (100%)

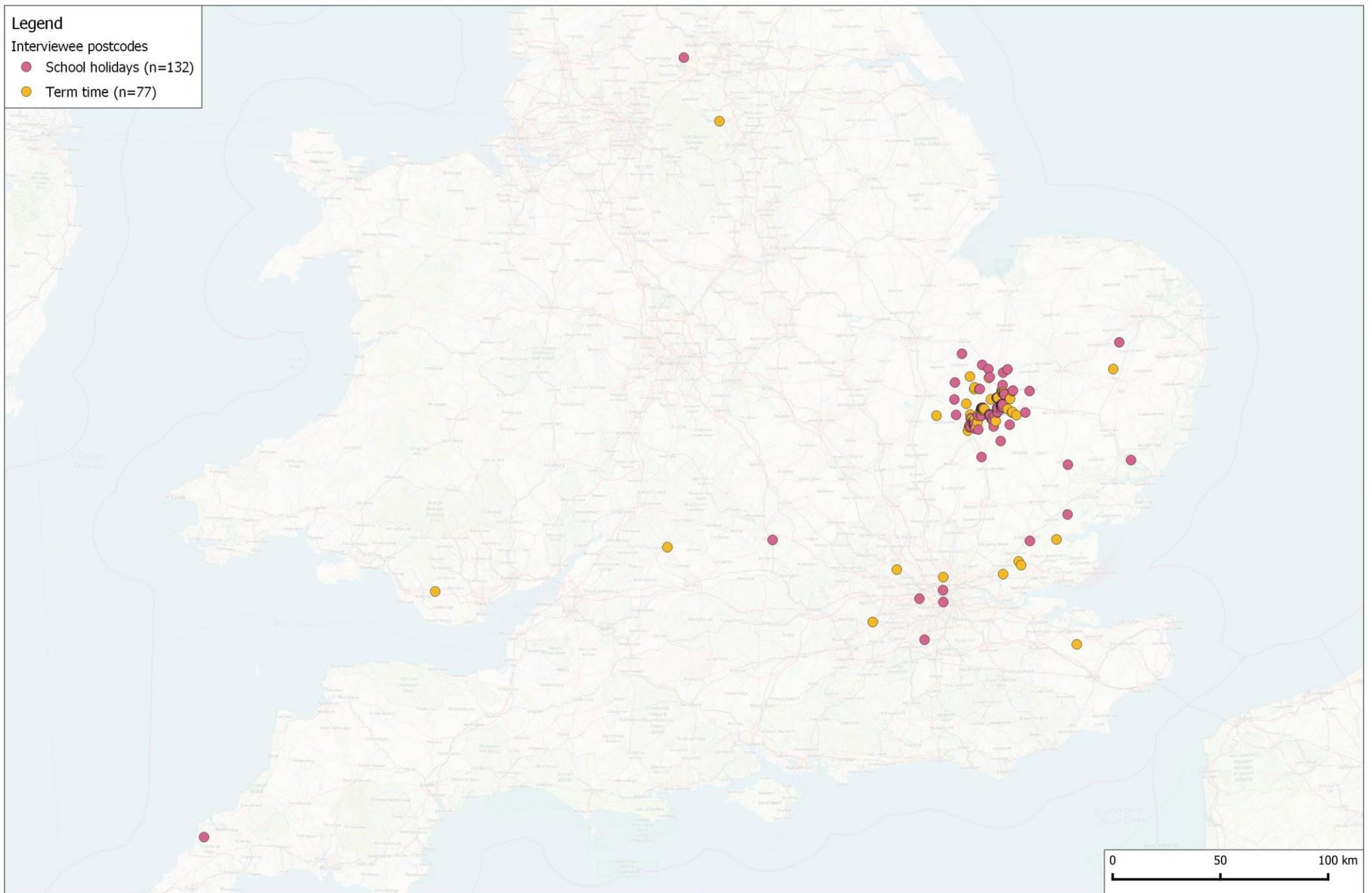
**Table 25: Number (row %) of interviewees and awareness of the 100 Year Vision (Q15) by activity (combined school holiday and term time survey periods). Grey shading reflects the highest value in each row**

Activity	Aware of the 100 Year Vision?			Total
	Yes	No	Don't know / unsure	
Dog walking	64 (61%)	37 (35%)	5 (5%)	106 (100%)
Cycling/Mountain Biking	25 (52%)	23 (47%)	1 (3%)	49 (100%)
Walking	26 (55%)	20 (42%)	2 (5%)	48 (100%)
Bird/Wildlife watching	6 (75%)	2 (25%)	0 (0%)	8 (100%)
Jogging/power walking/running	1 (20%)	3 (60%)	1 (20%)	5 (100%)
Photography	3 (75%)	1 (25%)	0 (0%)	4 (100%)
Boat hire/boating	1 (50%)	1 (50%)	0 (0%)	2 (100%)
Horse riding	1 (100%)	0 (0%)	0 (0%)	1 (100%)
Outing with family	2 (67%)	1 (34%)	0 (0%)	3 (100%)
Other	1 (50%)	1 (50%)	0 (0%)	2 (100%)
<b>Total</b>	<b>150 (66%)</b>	<b>89 (40%)</b>	<b>9 (4%)</b>	<b>228 (100%)</b>

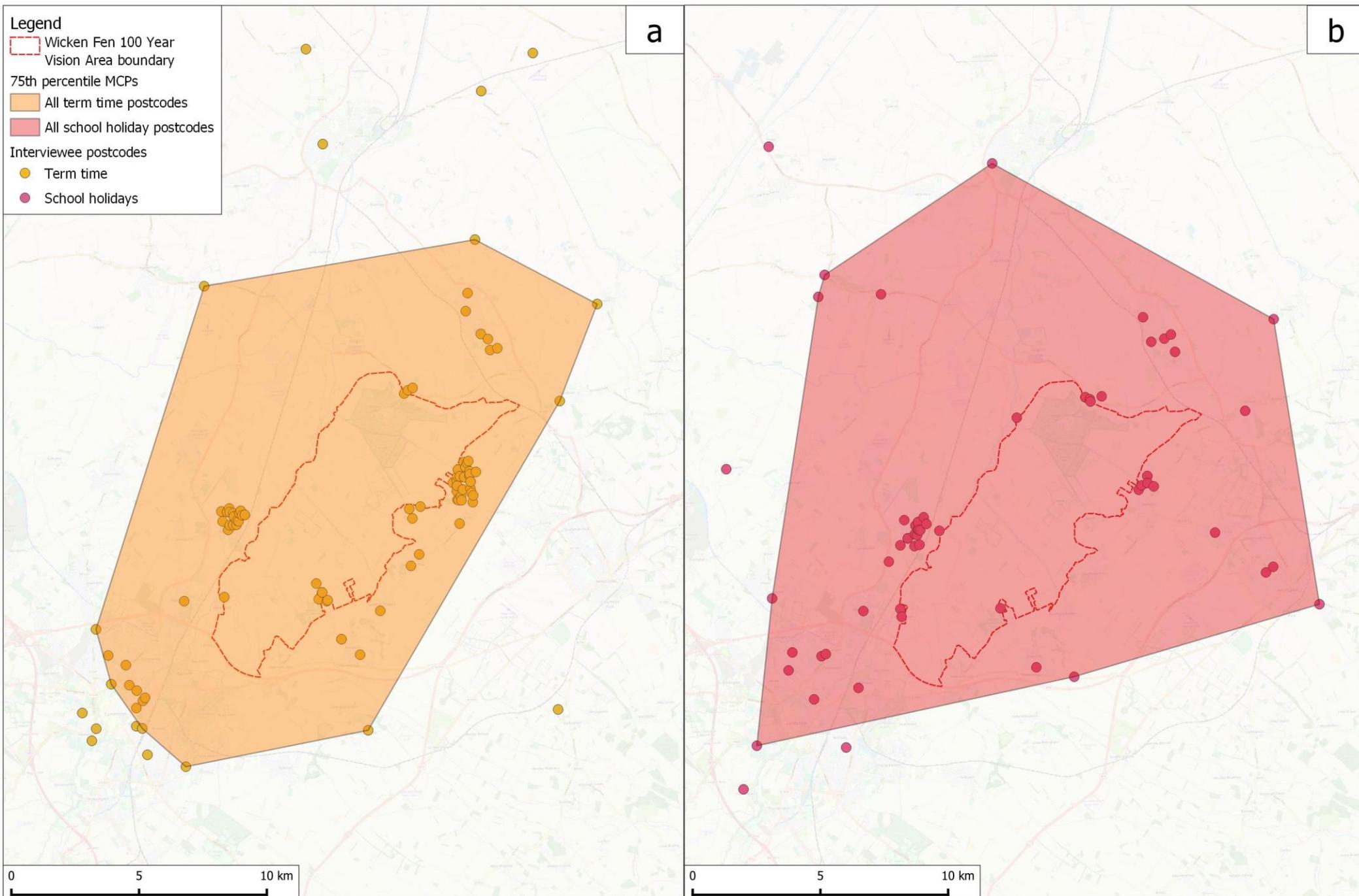
### *Visitor origins (Q17)*

- 3.36 A total of 209 interviewee postcodes could be accurately mapped, with the full postcode given in the interview matching the standard national postcode database. A total of 25 interviews (11%) were therefore not assigned to a home postcode. This figure does however include 12 interviewees who chose not to provide the surveyor with their home postcode (including 5 interviewees who were not normally UK residents).
- 3.37 Additionally, 3 of the interviewees who did provide their home postcodes did not have time to answer all of the interviewer's questions (excluding main activity type). Information concerning various aspects of those interviewees visit (e.g. mode of transport, frequency of visit, etc) are excluded from the relevant tables presented later in this section.
- 3.38 Postcode data are presented in Maps 5-12, with Map 5 showing all of the interviewee postcodes which could be accurately mapped. Maps 6-12 show a smaller geographic area than Map 5, and as such exclude the location of a varying number of postcodes (depending on the map in question) which lie outside the area shown.
- 3.39 In Maps 6 to 8 the 75th percentile minimum convex polygons (MCPs) of straight-line home postcode interviewee distance from their respective survey location have been individually coloured, alongside the combined MCP for all interviewees. MCPs show the area in which the closest three-quarters of interviewees originated and provide a good way to summarise where most visitors to each survey location came from.
- 3.40 Due to both their relative proximity, and much wider geographic appeal as visitor destinations, the interviewee postcodes from survey locations 1 (Wicken Fen Main Entrance) and 2 (Burwell Lode) were combined (see Map 7a). Furthermore, too few postcodes were recorded from survey location 5 (Tubney Fen) to allow an MCP to be produced for that locality.
- 3.41 In Map 9 the colours show the main activity undertaken by interviewees from each of the depicted home postcodes. The intensity of colour in Map 10 refers to the frequency of visit, whilst the colours in Map 11 indicate the mode of transport used by the interviewee. Finally, in Map 12 the shading reflects the percentage of weekly visits made across survey locations (for the given activity).

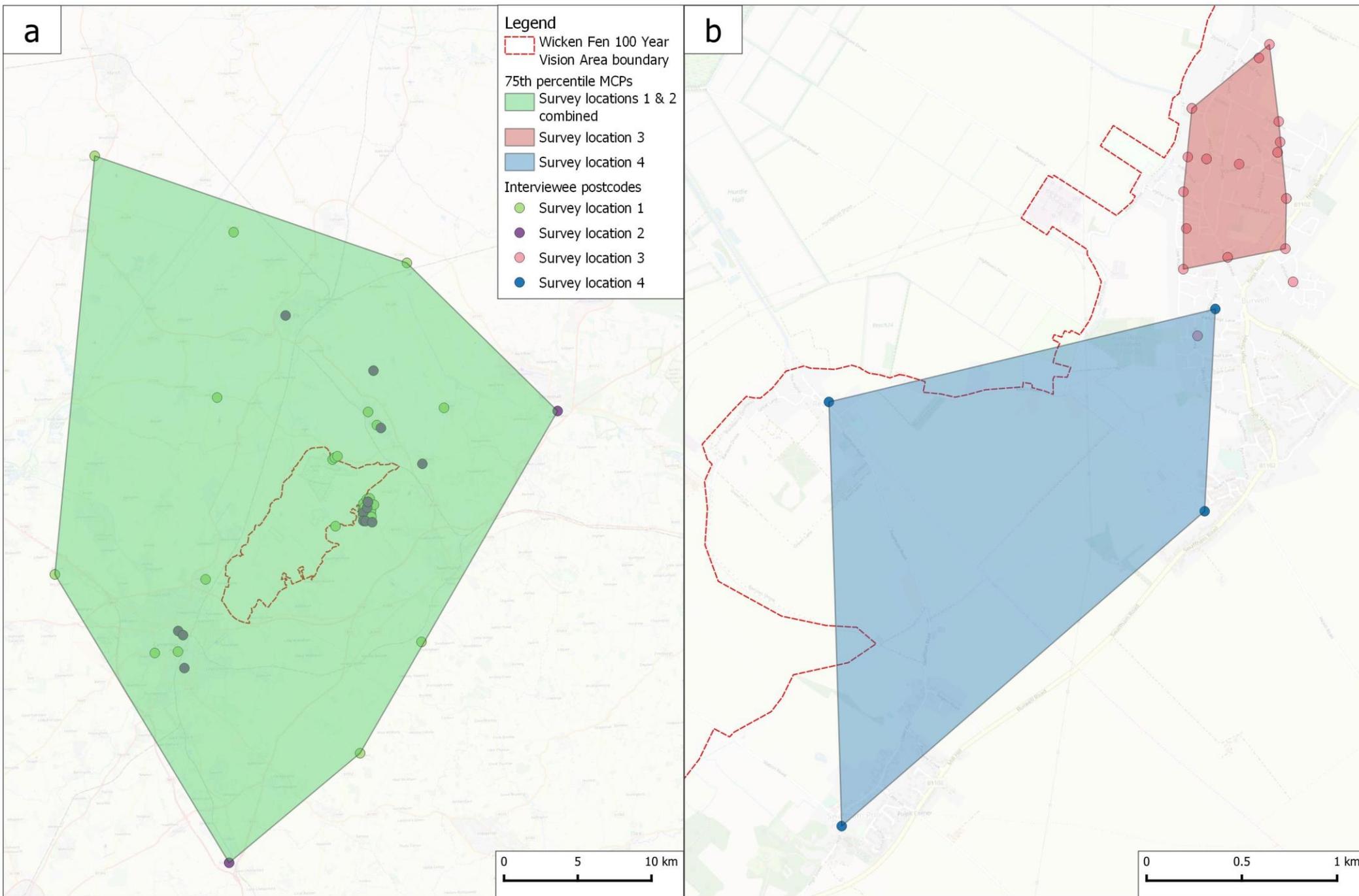
## Map 5: Home postcodes of all interviewees



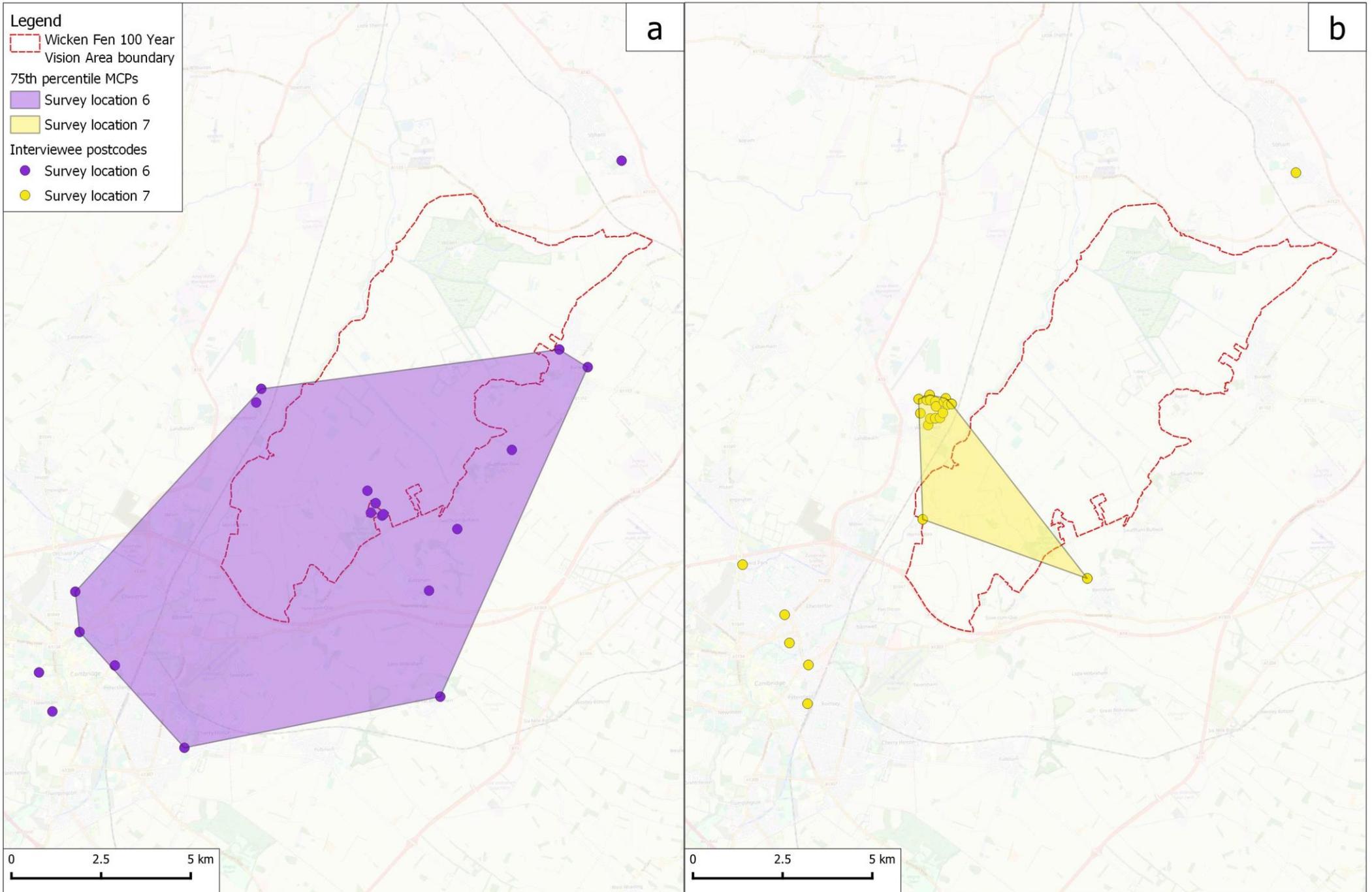
**Map 6: 75th percentile Minimum Convex Polygons of straight-line distances for (a) all term time interviewee postcodes (survey locations 1, 2, and 7 only) and (b) all school holiday interviewee postcodes (all survey locations). Note that 13 and 21 postcodes, respectively, fall outside the map extents**



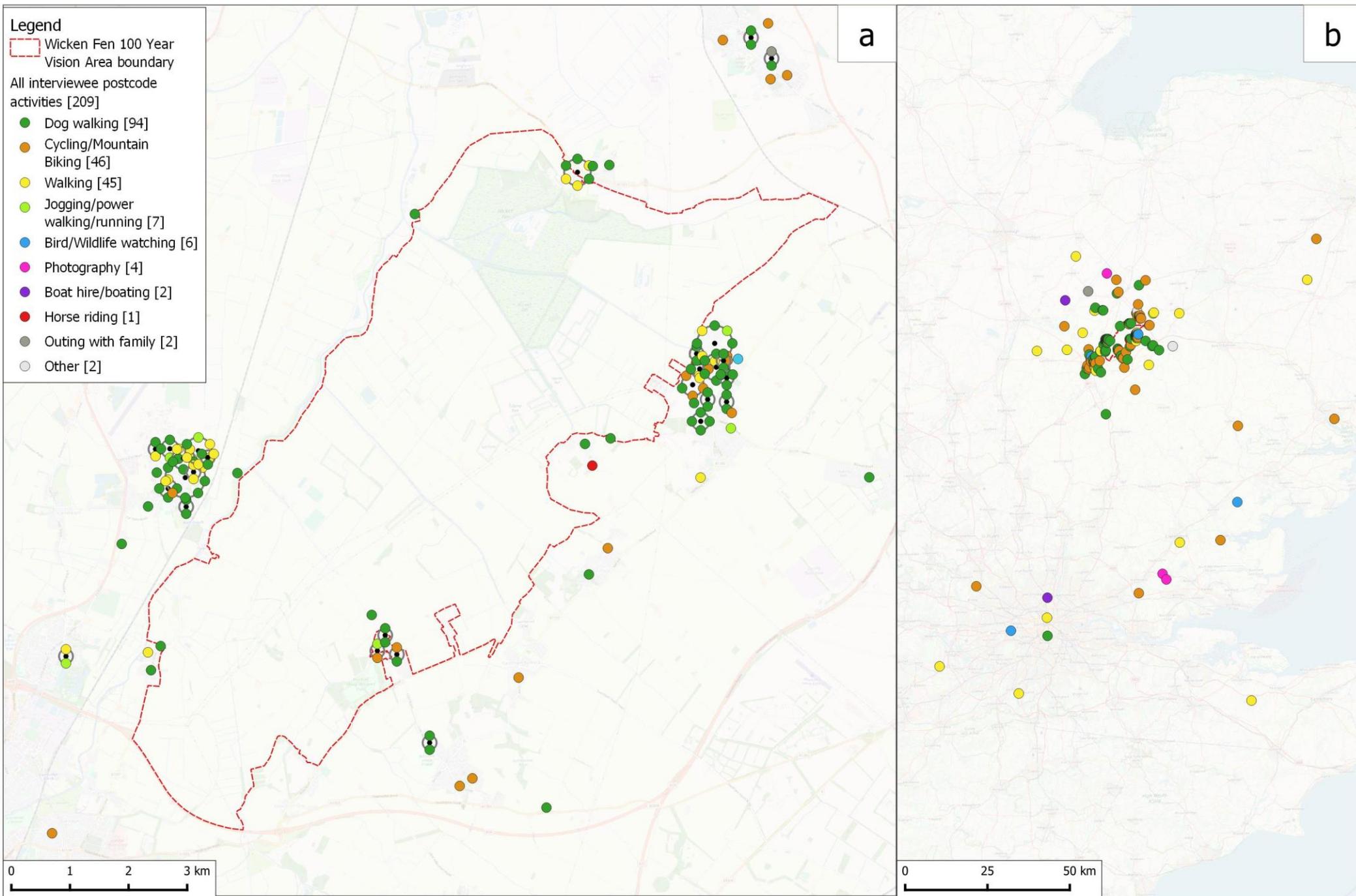
Map 7: 75th percentile Minimum Convex Polygons of straight-line distances for (a) combined school holiday interviewee postcodes for survey locations 1 and 2 and (b) school holiday interviewee postcodes for survey locations 3 and 4. Note that 14 and 4 postcodes, respectively, fall outside the map extents



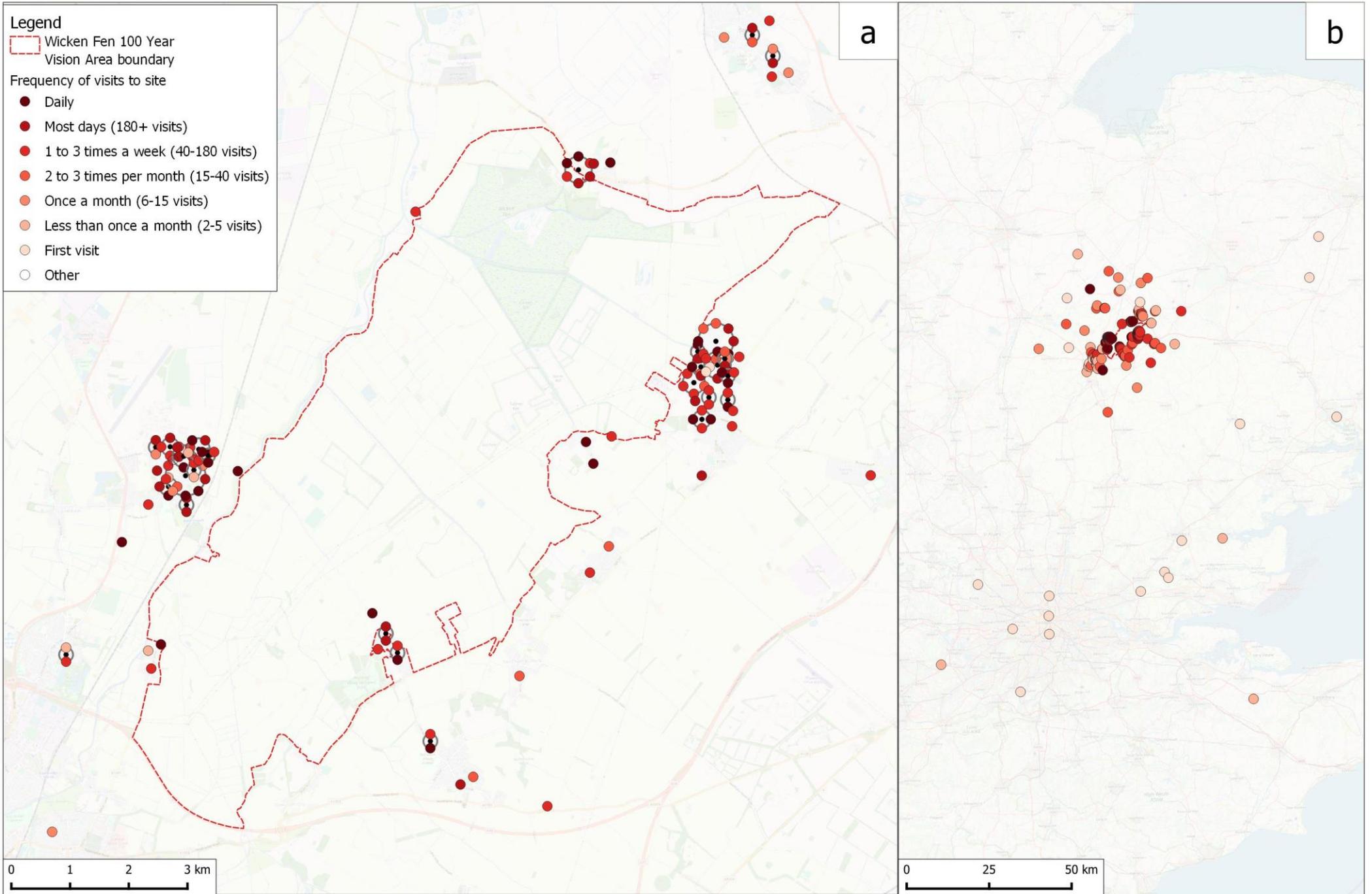
**Map 8: 75th percentile Minimum Convex Polygons of straight-line distances for (a) school holiday interviewee postcodes for survey location 6 and (b) survey location 7. Note that 2 and 1 postcodes, respectively, fall outside the map extents**



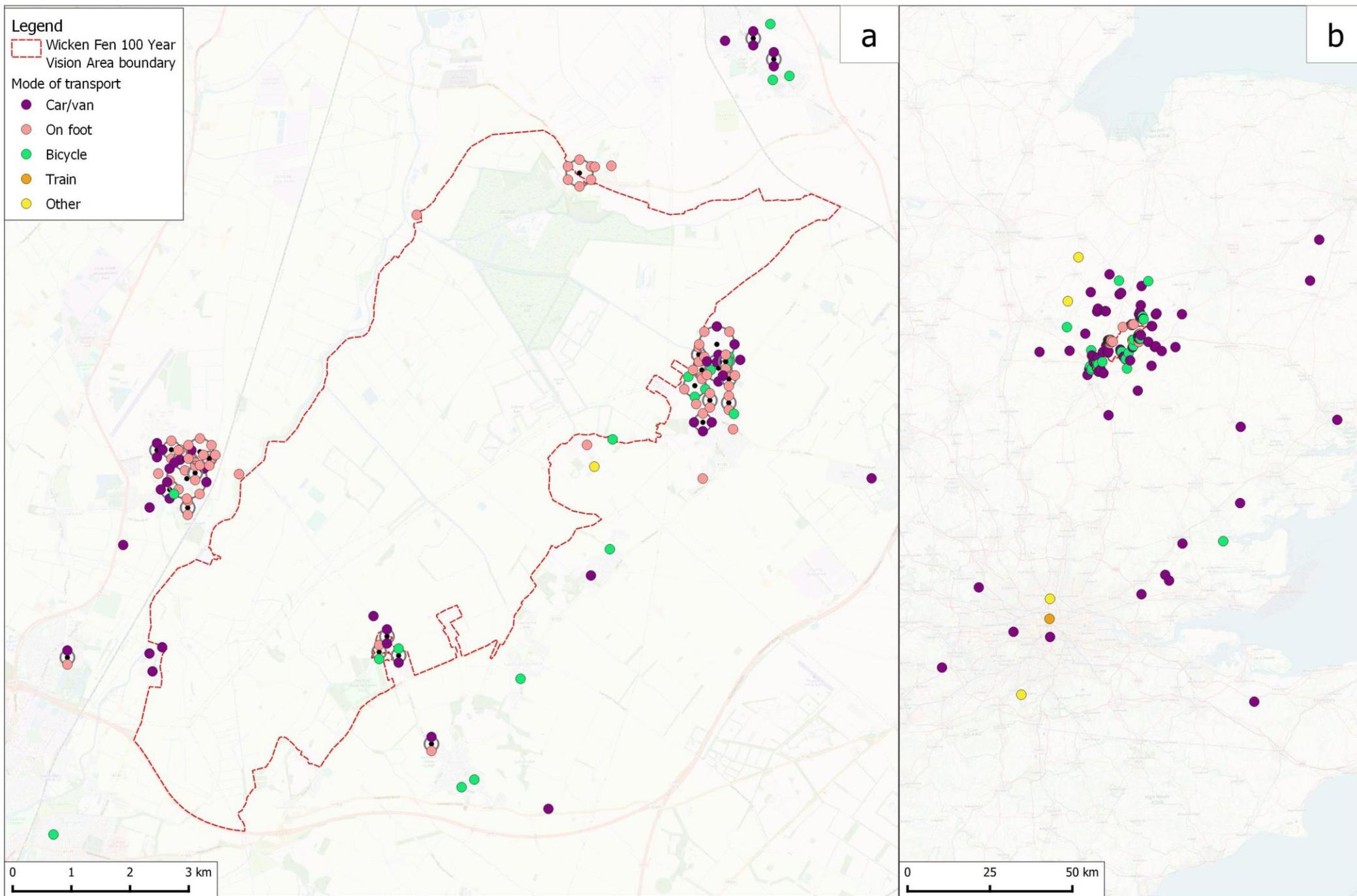
**Map 9: Home postcodes by activity in (a) immediate Vision area (with overlapping postcodes displaced around a central point), and (b) the wider region. Note that 83 and 6 postcodes, respectively, fall outside the map extents**



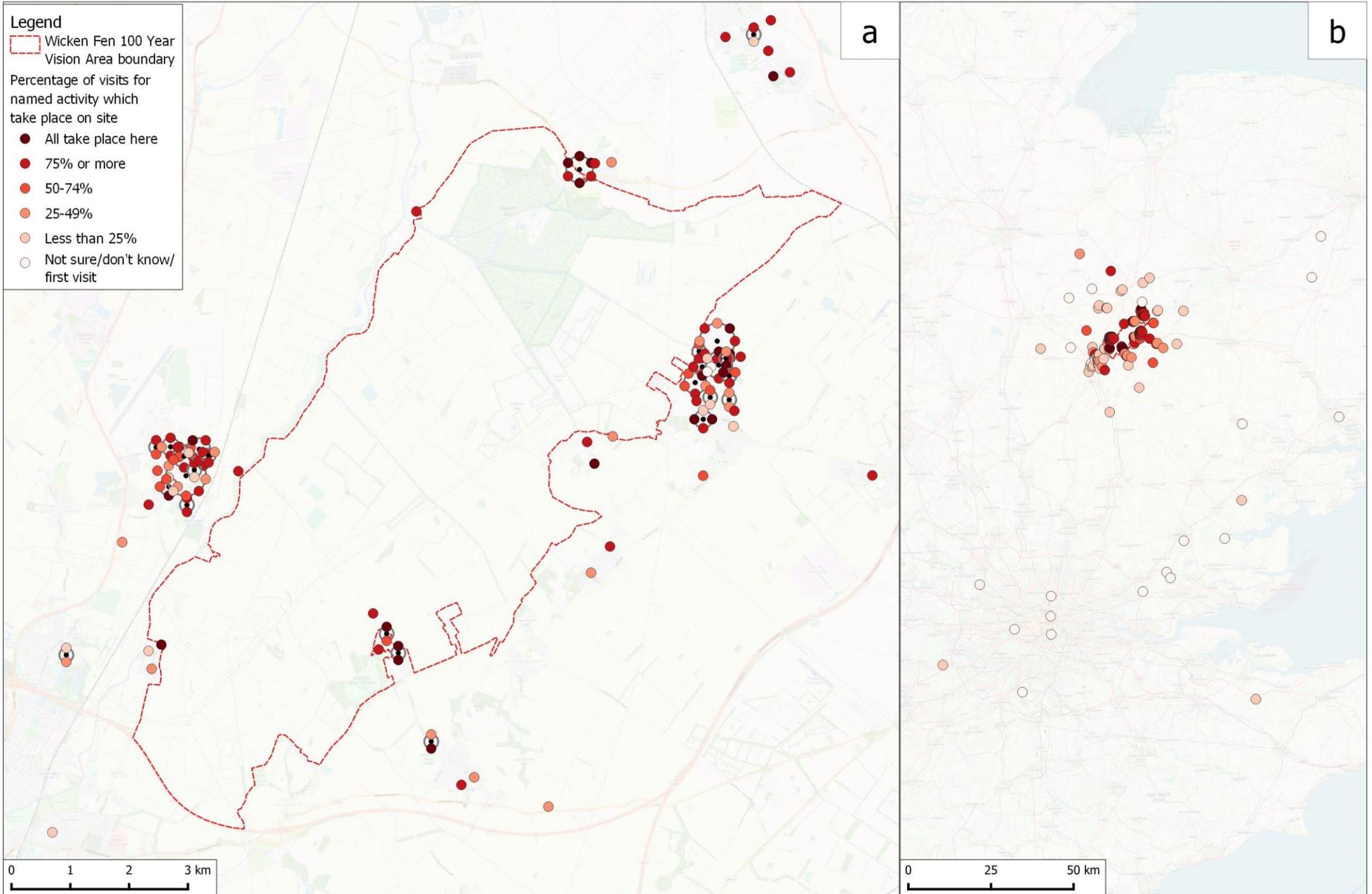
**Map 10: Home postcodes by frequency of visit in (a) immediate Vision area (with overlapping postcodes displaced around a central point), and (b) the wider region. Note that 83 and 6 postcodes, respectively, fall outside the map extents**



**Map 11: Home postcodes by mode of transport to site in (a) immediate Vision area (with overlapping postcodes displaced around a central point), and (b) the wider region. Note that 83 and 6 postcodes, respectively, fall outside the map extents**



**Map 12: Home postcodes by percentage of visits to site in (a) immediate Vision area (with overlapping postcodes displaced around a central point), and (b) the wider region. Note that 83 and 6 postcodes, respectively, fall outside the map extents**



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- 3.42 It can be seen that the distribution of the greater proportion of recorded postcodes reflects interviewees living in the vicinity of the Wicken Fen 100 Year Vision Area and the county of Cambridgeshire as a whole (see Map 5). A thin band of more distant visitor postcodes are distributed in an arc across south-east England, from south Norfolk to London and the Home Counties. Outlier postcodes are located in Kent, south Wales, the West Country, and South and West Yorkshire.
- 3.43 The 75th percentile MCP of straight-line travel distance for the overall Vision area, based upon postcodes from all survey locations, indicates that the majority of interviewees were of relatively local origin, i.e. within 5km to 10km of the Vision area boundary (see Map 6). This pattern is noted in both the term time (Map 6a) and school holiday (Map 6b) postcode data.
- 3.44 Interviewees at survey locations 1 (Wicken Fen Main Entrance) and 2 (Burwell Lode) originated from a wider surrounding area (within 10km to 20km of the Vision area boundary; see Map 7a) than those at the other survey locations. Most interviewees at survey locations 3 (Anchor Lane Farm) and 4 (Reach Lode) were of local origin (within 1km of the Vision area boundary; see Map 7b). The majority of postcodes from survey location 1 were situated in Burwell village, on the western edge of the Vision area, whereas those from survey location 2 originated from within the villages of Burwell, Swaffham Prior, and Reach.
- 3.45 Survey location 6 (White Fen) mainly attracted visitors from postcodes within proximity (and up to 5km distant) of the southern half of the Vision area boundary (see Map 8a). Postcodes recorded from interviewees at survey location 7 (Bottisham Lock) were largely centred upon Waterbeach (see Map 8b), within 2km of the Vision area boundary.
- 3.46 Activities were dominated by dog walking, cycling, and walking, with the majority of postcodes, both within proximity to the interview locations and those from further afield, falling into these categories (see Map 9). Local visitors to the Vision area were largely concentrated in the villages of Wicken, Burwell, Lode, and Waterbeach. Dog walking was the dominant activity recording from postcodes in proximity to the Vision area boundary, although concentrations of walkers and cyclists were apparent in Waterbeach and Burwell respectively.
- 3.47 As is perhaps expected, the majority of frequent repeat visitors to the survey locations, and those that use the interview location as the main site for the relevant activity, originate from postcodes in relative proximity to the site

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(see Maps 10 and 12). The majority of people accessing the site from postcodes within the local area were doing so on foot (see Map 11a), accounting for a significant proportion of interviewees overall. Nevertheless, a sizeable number of locals, and those interviewees visiting from further afield (see Map 11b), mainly did so via car/van. Many locals also accessed the site by bike, with cyclists concentrated in the villages along the eastern boundary of the Vision area.

3.48 The straight-line distance ('as the crow-flies') from each interviewee's home postcode to the relevant survey location, in addition to the pooled distances for all interviewees across all survey locations, was calculated, and the data are summarised in Table 26. It can be seen that across all of the school holiday data (132 interviewees) the mean distance was 16.1km and the median was 3.5km, i.e. 50% of all interviewees during this period had come from a radius of <3.5km around the survey locations. The mean is much higher than the median as there are a few large values (up to 419.3km) that skew the data. The third quartile (75th percentile) was 11.4km; 75% of all school holiday period interviewees lived within this distance of the survey locations.

**Table 26: Summary statistics for the straight-line distances between the home postcode of each interviewee and their respective interview location. N is the sample size (number of valid postcodes) and Q3 is the 75<sup>th</sup> percentile**

Survey location	Survey period	N	Distance (km)				
			Mean (+ 1SE)	Min	Median	Q3	Maximum
1 - Wicken Fen Main Entrance	School holidays	25	50.7 (+18.4)	0.8	16.0	64.9	419.3
	Term time	29	39.9 (+11.7)	0.9	11.2	65.9	275.0
2 - Burwell Lode	School holidays	21	21 (+6.6)	2.9	8.2	21.3	121.9
	Term time	22	21.8 (+8.8)	2.9	8.0	14.1	182.3
3 - Anchor Lane Farm	School holidays	25	2.3 (+1.1)	0.1	0.6	1.0	23.7
4 - Reach Lode	School holidays	5	4.8 (+2.9)	0.4	2.4	9.4	16.2
5 - Tubney Fen	School holidays	2	1.9 (+0.2)	1.8	1.9	N/A	2.0
6 - White Fen	School holidays	23	6.9 (+1.1)	1.5	5.7	10.2	19.3
7 - Bottisham Lock	School holidays	31	5.7 (+2.8)	0.7	1.3	5.6	85.7
	Term time	26	6.2 (+3.3)	0.1	1.3	3.9	84.5
<b>Total</b>	<b>School holidays</b>	<b>132</b>	<b>16.1 (+4.0)</b>	<b>0.1</b>	<b>3.5</b>	<b>11.4</b>	<b>419.3</b>
	<b>Term time</b>	<b>77</b>	<b>23.3 (+5.4)</b>	<b>0.1</b>	<b>6.3</b>	<b>13.8</b>	<b>275.0</b>

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- 3.49 These statistics varied between the interviewees at the 7 survey locations (see Table 26), with visitors to survey location 1 (Wicken Fen Main Entrance) travelling a mean distance of 50.7km (median distance of 16.0km) and visitors to survey location 3 (Anchor Lane Farm) travelling a mean distance of 2.3km (median distance of 0.6km).
- 3.50 The majority of interviewees at all survey locations (approximately 75%) had travelled from postcodes within 64.9km of the site, respectively, as evidenced by the largest 75<sup>th</sup> percentile value. When the 'honeypot' attraction of survey location 1 (Wicken Fen Main Entrance) is excluded, this figure drops to 21.3km. The statistics calculated for the 3 term time survey locations are similar to those recorded at the same locations during the school holiday period.
- 3.51 Dog walkers and joggers were more likely to have travelled from postcodes within 5.7km of the site, whilst walkers and cyclists were often visiting from further afield (see Table 27). This disparity was reflected in both the mean and 75<sup>th</sup> percentile values, although it should be noted that far fewer joggers were interviewed at each locality.

**Table 27: Summary statistics for the straight-line distances between the home postcodes of interviewees, stratified by activity (combined school holiday and term time survey periods). N is the sample size (number of valid postcodes) and Q3 is the 75th percentile.**

Activity	N	Distance (km)				
		Mean (+ 1SE)	Min	Median	Q3	Maximum
Dog walking	94	11.5 (+5.0)	0.1	1.6	5.7	419.2
Cycling/Mountain biking	46	23.1 (+5.2)	2.1	10.1	17.1	182.2
Walking	45	23.6 (+7.5)	0.4	2.9	16.1	275.0
Jogging/power walking/running	7	3.8 (+0.9)	1.4	3.5	4.4	8.9
Bird/Wildlife watching	6	59.1 (+26.3)	4.1	38.5	115.5	167.0
Photography	4	44.0 (+18.8)	6.4	46.2	76.8	77.3
Boat hire/boating	2	54.5 (+30.9)	23.7	54.5	N/A	85.4
Horse riding	1	1.7	N/A	N/A	N/A	N/A
Outing with family	2	10.5 (+5.9)	4.7	10.5	N/A	16.4
Other	2	9.3 (+2.5)	6.8	9.3	N/A	11.9

3.52 Interviewees who visited at least once a week were more likely to originate from closer postcodes than those who visited less frequently (excluding those on their first visit to the locality; see Table 28), with 75<sup>th</sup> percentile ranges of 3.2km to 6.2km and 14.2km to 17.6km, respectively. Interviewees undertaking their first visit to the site travelled the largest distances of any category (mean of 86.2km and 75<sup>th</sup> percentile of 102.7km).

**Table 28: Summary statistics for the straight-line distances between the home postcode of interviewees at their respective interview locations and the regularity of their visits to the locality (combined school holiday and term time survey periods). N is the sample size (number of interviewees) and Q3 is the 75th percentile**

Visit frequency	N	Distance (km)				
		Mean (+ 1SE)	Min	Median	Q3	Maximum
Daily	31	2.5 (+0.6)	0.1	1.1	3.2	16.4
Most days	29	2.4 (+0.5)	0.1	1.2	2.8	9.8
1 to 3 times a week	51	4.2 (+0.6)	0.4	2.3	6.2	16.2
2 to 3 times per month	25	8.8 (+1.3)	0.5	8.1	14.2	26.4
Once a month	18	10.6 (+1.7)	1.1	10.0	16.0	28.5
Less than once a month	21	23.3 (+7.6)	0.8	11.7	17.6	118.9
First visit	30	86.2 (+16.7)	0.6	71.7	102.7	419.2
Other	1	1.0	N/A	N/A	N/A	N/A

3.53 Those interviewees who travelled to the interview location on foot were more likely to have travelled from a closer postcode than those who had travelled by car or bike, with 75<sup>th</sup> percentiles of 1.3km, 16.2km, and 14.3km, respectively (see Table 29). Although comprising small sample sizes, there was an indication that interviewees who accessed the site by train or 'other' forms of transport (i.e. boat) travelled the furthest, based upon mean and median values.

**Table 29: Summary statistics for the straight-line distances between the home postcode of interviewees at their respective interview locations and their mode of transport to the locality (combined school holiday and term time survey periods). N is the sample size (number of interviewees) and Q3 is the 75th percentile**

Mode of transport	N	Distance (km)				
		Mean (+ 1SE)	Min	Median	Q3	Maximum
Car/van	101	22.9 (+4.1)	0.6	8.7	16.2	274.9
On foot	66	10.8 (+7.1)	0.1	0.9	1.3	419.2
Bicycle	35	15.5 (+5.3)	2.0	9.4	14.3	182.2
Train	2	47.4 (+38.2)	9.2	47.4	N/A	85.6
Other	5	50.5 (+21.4)	1.7	26.2	100.5	115.5

### *Visitor routes during their visit (Q9-10)*

3.54 For the majority (63%) of interviewees overall the route they took was reflective of their normal route, during the school holiday period (see Table 30). 21% were on their first visit to the locality, and a further 9% did not have a typical visit. Similar overall values were recorded for the 3 locations surveyed during term time (68%, 13%, and 9%, respectively). A small number of interviewees (8% or fewer) at most of the individual survey locations indicated that the route taken was shorter than usual. This proportion was larger however (12% to 15%) at survey locations 3 (Anchor Lane Farm) and 7 (Bottisham Lock).

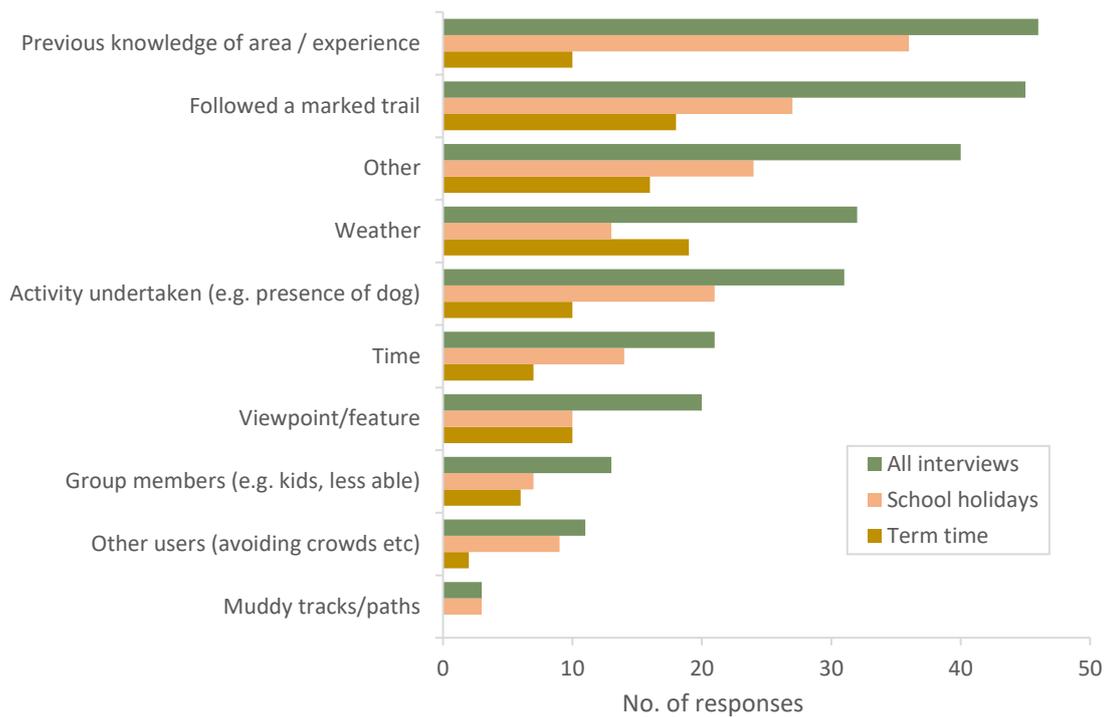
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**Table 30: Number (row %) of interviewees and the typicalness of their route (Q9) by survey location, stratified by survey period. Grey shading reflects the highest value in each row, with the darker shading highlighting the largest row value**

Survey location	Survey period	Length of route				First visit	Total
		Typical visit	Much longer than normal	Much shorter than normal	Not sure/no typical visit		
1 - Wicken Fen Main Entrance	School holidays	18 (63%)	1 (4%)	0 (0%)	0 (0%)	10 (35%)	29 (100%)
	Term time	18 (59%)	2 (7%)	2 (7%)	2 (7%)	7 (23%)	31 (100%)
2 - Burwell Lode	School holidays	15 (58%)	1 (4%)	1 (4%)	0 (0%)	9 (35%)	26 (100%)
	Term time	20 (77%)	0 (0%)	2 (8%)	1 (4%)	3 (12%)	26 (100%)
3 - Anchor Lane Farm	School holidays	17 (63%)	2 (8%)	3 (12%)	3 (12%)	2 (8%)	27 (100%)
4 - Reach Lode	School holidays	5 (84%)	0 (0%)	0 (0%)	1 (17%)	0 (0%)	6 (100%)
5 - Tubney Fen	School holidays	2 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)
6 - White Fen	School holidays	11 (55%)	0 (0%)	1 (5%)	3 (15%)	5 (25%)	20 (100%)
7 - Bottisham Lock	School holidays	22 (67%)	1 (4%)	2 (7%)	5 (16%)	3 (10%)	33 (100%)
	Term time	19 (68%)	0 (0%)	4 (15%)	4 (15%)	1 (4%)	28 (100%)
Total	School holidays	90 (63%)	5 (4%)	7 (5%)	12 (9%)	29 (21%)	143 (100%)
	Term time	57 (68%)	2 (3%)	8 (10%)	7 (9%)	11 (13%)	85 (100%)

3.55 A range of factors influenced the interviewees' choice of routes (see Figure 7). Previous knowledge/experience of the area was the most commonly given response within the predetermined categories (46 responses across both survey periods; 18%), although this was closely followed by the presence of a marked trail to follow (45 responses; 18%). The non-predetermined 'other' category also accounted for a large proportion of answers (40 responses, 16%). Weather conditions and the activity being undertaken were also relatively common reasons (32 (13%) and 31 (12%) of responses, respectively).

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**Figure 7: Factors influencing choice of route (Q10). Note that interviewees could give multiple responses**

- 3.56 The 'other' reasons provided in the 40 relevant responses varied considerably, although 17 (6%) had randomly chosen or varied their route on whim, 4 (2%) were avoiding roads or road closures, 3 (1%) indicated that they were avoiding the cows, 3 (1%) were avoiding overgrown paths, and 2 (1%) were accessing boat moorings.
- 3.57 A total of 229 visitor routes were mapped. Table 31 provides summary route length data for all survey locations, showing that mean route length varied considerably between them. The longest mean route (18.5km) was calculated for survey location 6 (White Fen) and the smallest (4.1km) for survey location 3 (Anchor Lane Farm). These extreme values were replicated in the 75<sup>th</sup> percentiles. Interviewees at survey location 2 (Burwell Lode) also undertook significantly longer routes (mean 13.8km and 75<sup>th</sup> percentile 20.9km) than those at the other localities, with the exception of survey location 6 (White Fen).

**Table 31: Summary statistics of interviewee route length for each of the survey locations (combined school holiday and term time survey periods). N is the sample size (number of interviewees) and Q3 is the 75th percentile**

Survey location	N	Length (km)				
		Mean (+ 1SE)	Min	Median	Q3	Maximum
1 - Wicken Fen Main Entrance	60	6.5 (+1.0)	1.0	4.5	5.9	45.3
2 - Burwell Lode	52	13.8 (+1.8)	1.5	8.0	20.9	58.0
3 - Anchor Lane Farm	26	4.1 (+0.6)	0.1	2.9	4.8	13.1
4 - Reach Lode	6	5.5 (+1.2)	3.5	3.8	8.5	10.7
5 - Tubney Fen	2	4.3 (+0.1)	4.2	4.3	N/A	4.4
6 - White Fen	20	18.5 (+2.7)	1.4	18.3	30.0	37.4
7 - Bottisham Lock	63	6.7 (+0.8)	2.0	4.5	5.6	40.1
<b>Total</b>	<b>229</b>	<b>8.9 (+0.7)</b>	<b>0.1</b>	<b>4.8</b>	<b>10.3</b>	<b>58.0</b>

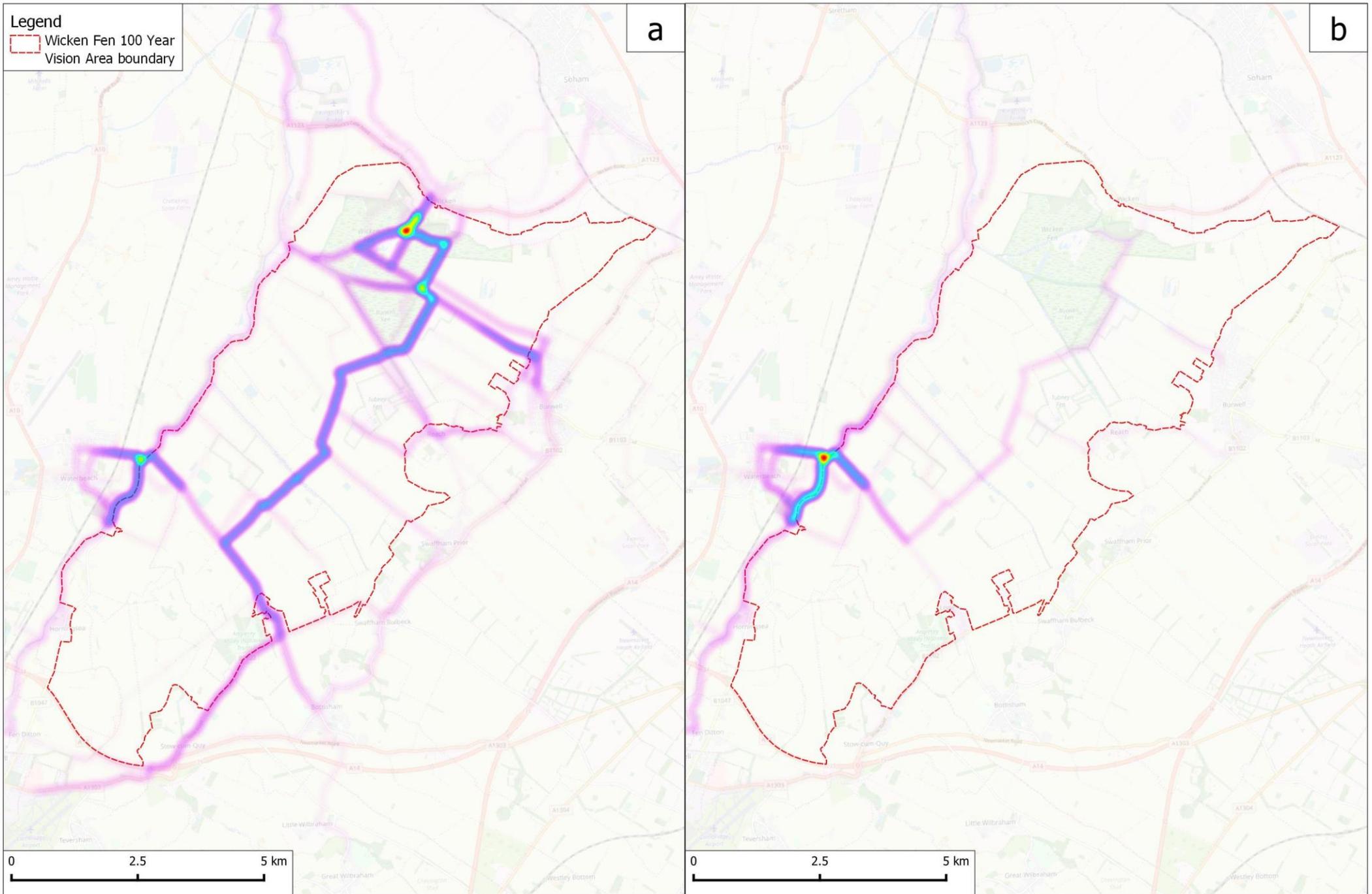
3.58 The mapped routes are shown in Map 13, within which route density is indicated through the use of a heat map (with colour intensity congruous with route density). We have summarised them as a way of highlighting areas with the most use and to broadly indicate where the highest level of interviewee footfall occurred. Map 13a depicts route densities for all mapped interviewees (229) across both survey periods, whereas Map 13b depicts the route densities for interviewees at survey location 7 (Bottisham Lock) only (63 interviewees).

3.59 Interviewee footfall was concentrated in 3 main areas (see Map 13a):

- The Lodes Way cycle path, running south-west to north-east through the centre of the Vision area, and radiating routes surrounding Adventurer's Fen (within Wicken Fen NNR) at its north-eastern extent;
- The Burwell Lode footpath running north-west from Burwell village, and;
- Routes radiating from the Bottisham Lock bridge, including south-east along Bottisham Lode, south along the eastern bank of the River Cam, and west along Bannold Road into Waterbeach.

3.60 Hotspots of increased visitor footfall within these three locations included the Lodes Way junction immediately south-west of the Wicken Fen Main Entrance, the footbridge and pathway immediately south of Harrison's Drove car park, and the Bottisham Lock bridge crossing itself.

Map 13: Relative route densities from interviewee data for (a) all survey locations and (b) interviewees at survey location 7 only





request for more bike-friendly/accessible bridges and a larger/more connected cycle path network, more dog waste bins and seating, improved signage, and the mowing of overgrown paths.

3.64 There was nevertheless some animosity towards the behaviour of cyclists from a few interviewees, and a small number of negative comments with respect to the National Trusts Vision for the area. Several interviewees were concerned about planned housing developments in the local area and the impact it may have, and others voiced frustration at the National Trust's policy on dogs at Anglesey Abbey.

### Modelled visitor rates and potential future changes

3.65 Fitted GLM response curves for each of the survey locations are shown in Figure 9. The higher level of access by local people at survey locations 3 (Anchor Lane Farm) and 4 (Reach Lode) are evident, as are the wider geographic pull of both survey locations 1 (Wicken Fen Main Entrance) and 6 (White Fen).

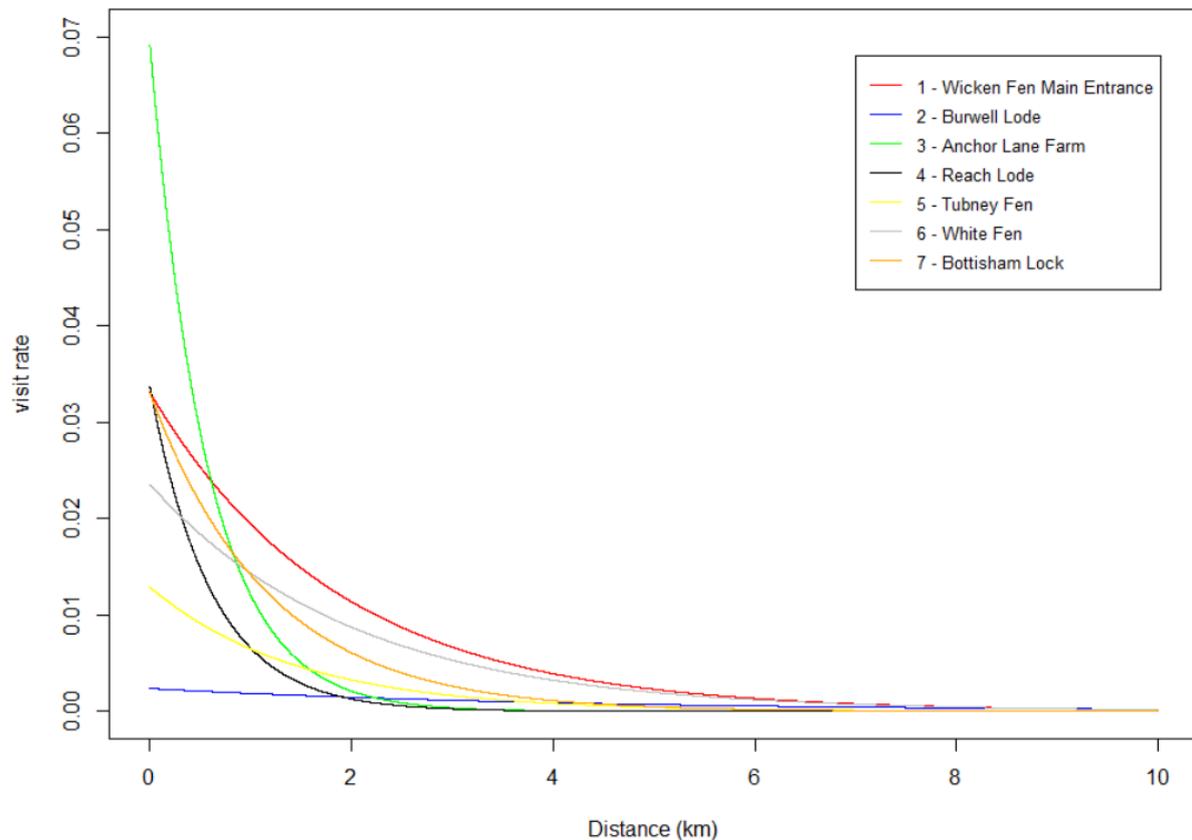


Figure 9: Fitted response curves of visit rate (number visits/household) against increasing distance from survey location (school holiday survey period only)

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- 3.66 When compared with the tally data, after taking account of group size, the models all appear to well represent visit rates at their respective survey locations. Nevertheless, the extreme steepness of the fitted curve for survey location 3 (Anchor Lane Farm) may potentially be due to overfitting by the model, exacerbated by the large number of visitors living in very close proximity to the survey location.
- 3.67 Table 32 details the number of existing residences, and the number of potential new residences following construction of Waterbeach New Town, within 10km of each of the survey locations at 2km intervals. The largest increases in housing will be seen within 6km to 10km of survey location 3 (Anchor Lane Farm); 4km to 8km of survey locations 1 (Wicken Fen Main Entrance), 2 (Burwell Lode), 4 (Reach Lode), and 5 (Tubney Fen); 2km to 6km of survey location 6 (White Fen); and within 4km of survey location 7 (Bottisham Lock). The number of households within 2km of survey location 7 (Bottisham Lock), in particular, will effectively triple following construction (a 200% increase) and increase by nearly 700% within 2km to 4km of the locality.

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**Table 32: Predicted % increases in the number of households within 10km of the survey locations following construction of Waterbeach New Town, calculated using national postcode database and Waterbeach New Town planning boundaries (containing 11,000 randomly distributed new household locations). Grey shading highlights the two largest increases for each survey location, with darker grey identifying the largest**

Survey location	Distance from survey location (km)	No. existing households	No. of proposed households	% increase
1 - Wicken Fen Main Entrance	0 to 2	320	0	0.0
	2 to 4	1009	0	0.0
	4 to 6	7311	2133	29.2
	6 to 8	6045	7864	130.1
	8 to 10	8446	1003	11.9
2 - Burwell Lode	0 to 2	250	0	0.0
	2 to 4	2650	0	0.0
	4 to 6	5672	2339	41.2
	6 to 8	7379	7910	107.2
	8 to 10	9041	751	8.3
3 - Anchor Lane Farm	0 to 2	2576	0	0.0
	2 to 4	1429	0	0.0
	4 to 6	6809	0	0.0
	6 to 8	9437	2249	23.8
	8 to 10	6685	8114	121.4
4 - Reach Lode	0 to 2	151	0	0.0
	2 to 4	3287	0	0.0
	4 to 6	2308	2326	100.8
	6 to 8	12753	8186	64.2
	8 to 10	9546	488	5.1
5 - Tubney Fen	0 to 2	154	0	0.0
	2 to 4	2713	0	0.0
	4 to 6	4515	8334	184.6
	6 to 8	4707	2666	56.6
	8 to 10	18165	0	0.0
6 - White Fen	0 to 2	118	0	0.0
	2 to 4	2986	3350	112.2
	4 to 6	4164	7650	183.7
	6 to 8	9807	0	0.0
	8 to 10	40531	0	0.0
7 - Bottisham Lock	0 to 2	2292	4678	204.1
	2 to 4	917	6322	689.4
	4 to 6	4092	0	0.0
	6 to 8	24765	0	0.0
	8 to 10	36286	0	0.0

3.68 Predictions were made of the potential changes in the number of visits at each of the survey locations, using the fitted model coefficients and the household number-band figures provided in Table 32. The calculation of current number of visits, and the extrapolated number of additional visits post development, allowed a percentage increase in visit number to be calculated for each survey location (see Table 33).

**Table 33: Predicted number of potential new household visits to each survey location from Waterbeach New Town development**

Survey location	Current visits/hour	Additional visits/hour	% increase in visits
1 - Wicken Fen Main Entrance	4.38	1.295	29.5
2 - Burwell Lode	1.54	0.638	41.5
3 - Anchor Lane Farm	5.08	0.000*	0.0*
4 - Reach Lode	0.45	0.001	0.3
5 - Tubney Fen	0.78	0.439	56.2
6 - White Fen	4.75	3.732	78.6
7 - Bottisham Lock	3.95	8.124	205.8
<b>Total</b>	<b>20.93</b>	<b>14.230</b>	<b>68.0</b>

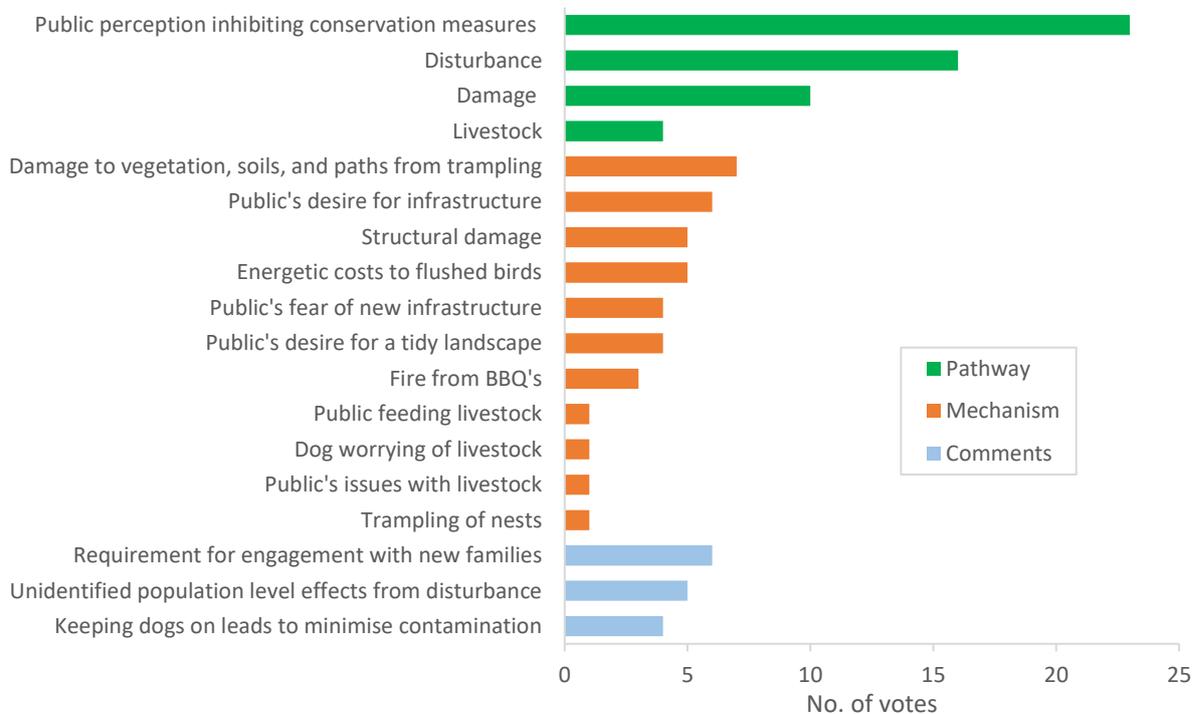
\* note: these values were not zero, but were extremely small resulting in nominal increases

3.69 The results of the modelling exercise indicated that survey location 7 (Bottisham Lock) could, in particular, be subject to a large increase (206%) in visits post-development. Survey location 6 (White Fen) may also see a large increase in visitors (79% increase), whilst survey locations 1 (Wicken Fen Main Entrance), 2 (Burwell Lode), and 5 (Tubney Fen) may see relatively moderate increases in comparison over the same period (30%, 41%, 56%, respectively). Only survey locations 3 (Anchor Lane Farm) and 4 (Reach Lode) will be subject to negligible increases in visitor numbers arising from developments at Waterbeach, further highlighting the local distribution of the current site users there.

## Potential recreational impacts on the Wicken Fen Vision Area – workshop outcomes

3.70 A wide variety of potential mechanisms and impact pathways relating to recreational activities in the Vision area, in addition to a range of clarifications and additional comments linked to them, were identified during

the workshop (see Table 34). Of those identified, 18 received votes from attendees, highlighting their perceived relative importance during the dot-voting exercise (see Figure 10).



**Figure 10: Number of votes afforded recreational activity pathways, mechanisms, and comments identified during workshop by National Trust attendees**

3.71 The majority of pathways/mechanisms which received votes were allied to the public's perception of conservation measures being undertaken within the Vision area. This included the public's desire and/or fear of new infrastructure, issues with livestock, and the need for engagement with local people (and with families new to the area in particular). Trampling and disturbance (i.e. flushing) of ecological features within the Vision area were also identified as key issues.

3.72 During the workshop it was noted that as the Vision area develops and becomes of greater importance for wildlife, the type of pathways and mechanisms acting upon/within it are likely to change, as is the scale of any impact. A number of other points were also raised, including the overarching impact/importance of climate change to the project (with the re-wetting of the Vision area protecting peat remains and contributing to carbon capture). It was also suggested that the Vision project would benefit going forward

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from having a better understanding of the public's views on, and use of, the site currently and in the future.

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**Table 34: Recreational impact pathways identified during Wicken Fen workshop. Pathways/mechanisms which received votes are highlighted in grey, with the number of votes identified in parentheses**

Pathway	Mechanism	Clarification/additional info	Qs/comments
<b>Disturbance (16)</b>	Birds kept from nests leading to desertion, hypothermia, and/or predation	Some move from the Cam Washes SSSI to Wicken as a refuge	Birds may appear to become habituated, but there may be population level consequences <b>(5)</b>
	Energetic costs through flushing <b>(5)</b>		
	Physiological impact of stress		
	Avoidance of suitable habitat		
	Trampling of nests <b>(1)</b>		Keeping visitors on paths will reduce this Loss of tranquillity for people also may be a concern
<b>Public perception inhibiting conservation measures (23)</b>	Issues with livestock, particularly dog walkers and horse riders <b>(1)</b>		New families <b>(6)</b> - engagement needed to develop their understanding of vision area
	Desire for tidy landscape <b>(4)</b>		
	Desire for infrastructure (e.g. new bridge) <b>(6)</b>		
	Fear of new infrastructure <b>(4)</b>		
<b>Livestock (4)</b>	Public feeding livestock <b>(1)</b>	Footpaths are currently separated from grazing areas	Recognized that while there were currently no major issues with livestock, there is no room for complacency <b>(1)</b>
	Vandalism		
	Livestock attacking dogs		
	Poaching of livestock		
	Dog worrying <b>(1)</b>	May change if demographic changes	

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Pathway	Mechanism	Clarification/additional info	Qs/comments
	Dogs/people affecting distribution of livestock		Livestock can also be lured in by infrastructure e.g. rubbing posts
	Public perception	Animal welfare, horse-riders worried about worm burdens, fear, attraction, risk of zoonoses	Importance of open communication and engaging with people
<b>Fire</b>	Arson - hides		Controlled fire can be beneficial on a small scale
	BBQs (3)		
	Camping		
<b>Contamination</b>	Introduction of invasive non-natives	e.g. <i>Crassula</i> , Water Lily, Floating Pennywort	Can be accidental (e.g. through fly tipping) or deliberate
	Dog faeces (phosphorus)		Tubney Fen is used by commercial dog walkers
	Pet related chemical e.g. flea powders, de-wormers		Keep dogs on leads (4)
	Boat discharges		Potentially an issue for Wicken Lode
	Litter (including disposal of BBQs)		
<b>Damage (10)</b>	Trampling (vegetation, soils, path width) (7)	Already impacts on Sedge Fen, lode edges, and the top of lode edges (horses)	People – muddy footpaths on alternative to sedge Fen
	Structural (5)	Malicious damage to hides, car park capacity – verges, muddy footpaths	“Resting” paths and a communications plan needed (importance of positive language)
	Pond dipping		
	Deer hunting with dogs		

## 4. Discussion

### Overall use of the Vision area by visitors

- 4.1 Dog walkers, cyclists, and walkers comprised the key interviewee demographic, and more than a third (41%) of interviewees spend less than one hour on site during a typical visit. The visitor survey data also indicated that there is a high level of site fidelity and visit frequency amongst interviewees. A third of people interviewed had been visiting the site for at least a decade and/or visited at least once a week, with a third of interviewees also using the Vision area for at least 75% of the visits for their main activity during the course of the week.
- 4.2 Wicken Fen is a key location within the wider Vision Area, attracting people from much further afield than any of the other interview locations. Once Wicken Fen is removed from the analysis, however, the majority of interviewees resided within the local region (within approximately 21.0km of the Vision area boundary), with at least half originating from locations within 8.2km of the site. Proximity of the Vision area to interviewees home addresses, alongside the scenic landscape located within it, was one of the key drivers of site choice. Nevertheless, a significant proportion of interviewees comprised first-time visitors to the site, and only approximately half of interviewees across all user types were members of the National Trust.
- 4.3 The Lodes Way comprises one of the key routes, in terms of visitor footfall, across the Vision area, although additional concentrations of heavier footfall exist at both Wicken Fen and in proximity to Bottisham Lock and Waterbeach. The presence of a scenic landscape, with wide open spaces and an extensive path/cycleway network, is clearly appreciated by a large number of interviewees, and the majority of those with an opinion expressed their appreciation for the way the site is managed. Nevertheless, requests for the installation of bike-friendly bridges, dog waste bins, and benches were identified, alongside concerns about overgrown paths.

### Variation in visitor use between survey locations

- 4.4 The distribution of the 7 survey locations across the wider Vision area allowed variation in visitor type, frequency, and behaviour to be identified. Wicken Fen itself clearly acts as a 'honeypot' location, drawing visitors in from long distances (in addition to its many local visitors). Reach Lode and Tubney Fen,

on the other hand, receive relatively few visitors in comparison, and Anchor Lane Farm (whilst a busy locality) is largely used by visitors living in close proximity. It is also interesting to note that the majority of visitors to Bottisham Lock originate from nearby Waterbeach.

- 4.5 Differences can also be seen in the main activities and transport types at each survey location, with cycling dominant amongst user groups at both Burwell Lode and White Fen. A large proportion of visitors to these 2 locations also access the site by bicycle, whereas foot traffic is the prevalent mode of transport at most other survey locations. Nevertheless, motorised transport is still the most common way for visitors to access both Wicken Fen and Burwell Lode. One other interesting outcome of the interview surveys is the rarity of bird/wildlife watchers amongst the user groups recorded, with those identified almost confined to Wicken Fen.

### Future visitor numbers

- 4.6 Although subject to certain caveats, the visit rate models produced using data from the visitor surveys indicate that the relationship between visit rate and distance vary between survey locations. Both Anchor Lane Farm and Reach Lode are subject to high visit rates from households within relatively close proximity (<2km away), whereas both Wicken and White Fens exert a wider, albeit lower, pull (out to 8km and more). Bottisham Lock also exhibits a relatively high visitation rate (albeit higher than Burwell Lode, but lower than Wicken Fen), which slowly tails off out to a distance of c.4km from the survey location.
- 4.7 Predictions from the models indicate that visitor numbers will increase to some extent at all survey locations following the construction of Waterbeach New Town, with numbers at Bottisham Lock being particularly large. The visitor route data collated during the visitor surveys show that much of the activity at Bottisham Lock is concentrated within c.1km of the survey location. Nevertheless, visitor routes at this locality also extend north and south along the western perimeter of the Vision area and, more importantly perhaps, across the entire length of the Lodes Way and up to Wicken Fen itself.

### Potential impacts of recreation

- 4.8 Discussions during the recreational impacts workshop highlighted a variety of potential impact mechanisms and pathways through which recreation could affect ecological features within the Vision area. That which received the

highest level of support amongst attendees was managing the public's perceptions with respect to the wider Wicken Fen 100 Vision Area project and day-to-day management and conservation within the Vision area. This includes the perceived desire and/or fear of the public for novel infrastructure, and the impact of the proposed development of Waterbeach New Town.

- 4.9 Trampling and disturbance along the Vision area's site's foot/cycle path network, and issues surrounding the interaction of the public with free-ranging livestock, were also highlighted as potential key issues. Furthermore, it may be that any or all of these pathways may be more active, or the ecological features that they act upon more susceptible, at specific points in the annual cycle (e.g. disturbance of wintering wildfowl).

## Limitations

- 4.10 It is important to highlight the fact that many interviewees struggled with interpretation, recollection, and/or prediction of their likely route on-site and therefore the visitor route maps will have some degree of error. The approach will lack some of the subtle differences between visitors walking on paths or slightly off paths (e.g. avoiding bare ground in wet conditions), cutting corners, or creating new desire lines. If detailed assessment of such impacts are required in the future, additional methods (such as direct observation or the deployment of remote cameras) would be required to more accurately record fine-scale patterns of footfall.

## Visitor communication

- 4.11 The visitor survey data makes clear that the majority of visitors to the Vision area are of local origin, and there is a high level of site fidelity, visitation frequency, and affection. Nevertheless, nearly half of the visitors are not members of the National Trust, and a significant proportion are unaware of the Wicken Fen 100 Year Vision Area project.
- 4.12 One of the key issues affecting any future changes to site management or access will therefore be how to effectively communicate these changes to site users. Management of the public's perceptions of the project was identified as a key mechanism in the recreational effects workshop, and the development of a suitable communication strategy is therefore strongly recommended.
- 4.13 The production of such a strategy lies outside the scope of this report, but it is likely to require the use of communicators 'in the field' in order to connect with visitors within the Vision area. The visitor survey suggests individuals are

passionate about the Vision area, but also that these come from a relatively small catchment making this group easier to engage with.

- 4.14 Nevertheless, another key output of the visitor survey was the fact that as many as a fifth of visitors to the overall Vision area (and Wicken Fen, Burwell Lode, and White Fen in particular) were on their first visit to the locality. Engaging with this user group and understanding their views on the area should therefore also form a core component of any wider strategy.

### **Future monitoring**

- 4.15 Given the potential for dramatic changes in the number of visitors within the Vision area attributable to the proposed Waterbeach New Town development, it is recommended that further monitoring would be useful. This could involve a repeat survey, using the same methodology, carried out in 3 to 5 years' time (dependent upon the construction timeline of the development). Alternatively, the deployment of further automated people counters could provide more supporting evidence of visitor access.

## Appendix 1: Questionnaire



Good morning/afternoon. I am conducting a visitor survey on behalf of the National Trust, who are interested in gathering visitor's views about this area and how they use it. Can you spare me a few minutes please?

Q1 ...

- Are you on a day trip/short visit and have travelled directly from your home today... *if no*
- Are you on a short trip/short visit & staying away from home with friends or family ... *if no*
- Are you staying away from home, e.g. second home, mobile home or on holiday
- If none of the above, How would you describe your visit today?

Further details

Q2 **What is the main activity you are undertaking today? Tick closest answer. Do not prompt. Single response only.**

- Dog walking
- Walking
- Jogging/ power walking / running
- Outing with family
- Cycling/Mountain Biking
- Bird/Wildlife watching
- Enjoying scenery / fresh air
- Photography
- Meeting up with friends
- Picnic
- Horse riding
- Boat hire/boating
- Visiting cafe/visitor centre
- Fitness/formal sports
- Other, please detail:

Further details

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**Q3** Over the past year, roughly how often have you visited this area? *Tick closest answer, single response only. Only prompt if interviewee struggles.*

- Daily
- Most days (180+ visits)
- 1 to 3 times a week (40-180 visits)
- 2 to 3 times per month (15-40 visits)
- Once a month (6-15 visits)
- Less than once a month (2-5 visits)
- Don't know
- First visit
- Other, please detail

Further details:

**Q4** How long have you spent / will you spend in this area today? *Single response only.*

- Less than 30 minutes
- Between 30 minutes and 1 hour
- 1-2 hours
- 2-3 hours
- 3-4 hours
- 4 hours +

Further details

**Q5** Do you tend to visit this area at a certain time of day? *Tick closest answers. Multiple answers ok.*

- Early morning (before 7 am)
- Late morning (between 7 am and 10 am)
- Midday (between 10 am and 2 pm)
- Early afternoon (between 2 pm and 4 pm)
- Late afternoon (between 4 and 6 pm)
- Evening (after 6 pm)
- Varies / Don't know
- First visit

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Q6 Do you tend to visit this area more at a particular time of year for [insert given activity]? Multiple answers ok.

- Spring (Mar-May)
- Summer (Jun-Aug)
- Autumn (Sept-Nov)
- Winter (Dec-Feb)
- Equally all year
- Don't know
- First visit

Q7 How long have you been visiting this area? Single response only. Do not prompt.

- Don't know
- First visit
- less than or approximately 6 months
- less than or approximately 1 year
- less than or approximately 3 years
- less than or approximately 5 years
- less than or approximately 10 years
- more than 10 years

Further details:

Q8 How did you get here today? if necessary prompt with: What form of transport did you use? Single response only.

- Car / van
- On foot
- Train (mainline)
- Bus
- Bicycle
- Other, please detail

Further details:

Now I'd like to ask you about your route today. Looking at the area shown on this map, can you show me where you started your visit today, the finish point and your route please. Probe to ensure route is accurately documented. Use P to indicate where the visitor parked, E to indicate the start point and X to indicate the exit. Mark the route with a line; a solid line for the actual route and a dotted line for the expected or remaining route.

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**Q9** Is / was your route today the normal length when you visit here for [insert given activity]? Tick closest answer, do not prompt. Single response only.

- Yes, normal
- Much longer than normal
- Much shorter than normal
- Not sure / no typical visit
- First visit

**Q10** What, if anything, influenced your choice of route here today? Tick closest answers, do not prompt. Multiple responses ok.

- Weather
- Daylight
- Time
- Other users (avoiding crowds etc)
- Group members (eg kids, less able)
- Muddy tracks / paths
- Followed a marked trail
- Previous knowledge of area / experience
- Activity undertaken (eg presence of dog)
- Interpretation / leaflets / promotion
- Viewpoint / Feature
- Other, please detail

Further details:

**Q11** Why did you choose to visit this specific location today, rather than another local site? Tick all responses given by visitor in the 'other' column. Do not prompt, tick closest answers. Then ask Which single reason would you say had the most influence over your choice of site to visit today? Tick only one main reason. Use text box for answers that cannot be categorised and for further information.

	Other	Main
Don't know / others in party chose	<input type="radio"/>	<input type="radio"/>
Close to home	<input type="radio"/>	<input type="radio"/>
No need to use car	<input type="radio"/>	<input type="radio"/>
Quick & easy travel route	<input type="radio"/>	<input type="radio"/>
Good / easy parking	<input type="radio"/>	<input type="radio"/>
Particular facilities	<input type="radio"/>	<input type="radio"/>
Refreshments / cafe / pub	<input type="radio"/>	<input type="radio"/>
Choice of routes	<input type="radio"/>	<input type="radio"/>
Feels safe here	<input type="radio"/>	<input type="radio"/>

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Quiet, with no traffic noise	<input type="radio"/>	<input type="radio"/>
Not many people	<input type="radio"/>	<input type="radio"/>
Scenery / variety of views	<input type="radio"/>	<input type="radio"/>
Rural feel / wild landscape	<input type="radio"/>	<input type="radio"/>
Particular wildlife interest	<input type="radio"/>	<input type="radio"/>
Habit/familiarity	<input type="radio"/>	<input type="radio"/>
Good for dog / dog enjoys it	<input type="radio"/>	<input type="radio"/>
Ability to let dog off lead	<input type="radio"/>	<input type="radio"/>
Closest place to take dog	<input type="radio"/>	<input type="radio"/>
Closest place to let dog safely off lead	<input type="radio"/>	<input type="radio"/>
Appropriate place for activity	<input type="radio"/>	<input type="radio"/>
Suitability of area in given weather conditions	<input type="radio"/>	<input type="radio"/>
Presence of water	<input type="radio"/>	<input type="radio"/>
Other, please detail	<input type="radio"/>	<input type="radio"/>
Further details:	<input type="text"/>	

I would now like to ask about other local sites that you visit for *[given activity]*.

Q12 What proportion of your weekly visits for *[given activity]* take place at this location compared to other sites. Can you give a rough percentage? *Do not prompt*

- All take place here
- 75% or more
- 50-74%
- 25-49%
- less than 25%
- Not sure/don't know/first visit

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**Q13 Which one location would you have visited instead today if you could not visit here?**  
*Do not prompt, tick closest answer.*

- Not sure/Don't know
- Nowhere/wouldn't have visited anywhere
- Site Named

Record site name:

**Q14 Are you a member of the National Trust?**

- Yes
- No
- Don't know / unsure

**Q15 Are you aware of the National Trust's 100 Year Vision for Wicken Fen and the surrounding area?**

- Yes
- No
- Don't know / unsure

**Q16 Are there any changes you would like to see here with regards to how this area is managed for recreation and people?** *Do not give options*

**Q17 Do you have any further comments or general feedback about your visit and access to this area?**

**Q18 Finally, to identify which areas people travel from to this location, what is your full home postcode?** *This is an important piece of information, please make every effort to record correctly.*

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**Q19** *If visitor is unable or refuses to give postcode: What is the name of the town or village where you live?*

**Q20** *If visitor is on holiday ask: Which town / village are you staying in?*

That is the end. Thank you very much indeed for your time.

**Q21 TO BE COMPLETED AFTER INTERVIEW FINISHED.**

Surveyor initials	<input type="text"/>
Survey location code	<input type="text"/>
Map Reference Number	<input type="text"/>
Gender of respondent	<input type="text"/>
Total number in interviewed group	<input type="text"/>
Total males	<input type="text"/>
Total females	<input type="text"/>
Total minors (under 18)	<input type="text"/>
Total number of dogs	<input type="text"/>
Number of dogs seen off lead	<input type="text"/>

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**Q22** **Surveyor comments.** *Note anything that may be relevant to the survey, including any changes to the survey entry that are necessary, eg typos/mistakes/changes to answers/additional information.*

A large, empty rectangular box with a thin black border, intended for surveyor comments. It occupies the central portion of the page below the question text.

## Appendix 2: Responses to Q16; are there any changes you would like to see here with regards to how this area is managed for recreation and people?

All responses are listed below. These were typed as part of the interview and often it was necessary to paraphrase, as such the comments do not necessarily reflect the precise words stated by the interviewee.

A bit more reed cutting down the river, but we wouldn't want it to change
A couple of seats wouldn't go amiss
A few more bins for poo bags on targeted walks
A few more signs along the footpaths
A map of routes would be useful
A water point for boaters would be handy
Accessibility for some users is not good; my aunt struggled to walk on these paths
Canoe portage put in here because it is very hard to get out of the river
Change the bridge to have no steps. Limit traffic use locally.
Could have a bike-friendly bridge; likes the idea of a green bridge
Cut back the paths more into Cambridge. The tow paths are bad for cyclists and the path on the other side of the river gets very overgrown
Cycling on the road is dangerous, so would like a designated cycle route (especially for use by children)
Do more to keep the paths clear
Doesn't want to see the footpath going through the field to the south removed (heard it might)
Dog poo in a bag just left on the ground
Ensure that it's never built on; would like the new development not to be built
Happy with it the way it is
Have a better bridge for bikes
Have a less steep ramp for bikes
Have better ramp over the bridge and some small shelters
Have had trouble with cyclists here
Haven't thought about it; it suits me
I know there are discussions about cycle routes along the river, and I would like them to be improved. It would be great to have a better route into Cambridge for commuting
I like it as it is
I think it works well as it is, as long as the gates remain in good condition so that they can shut (this is critical for stock)
I was chased by a cow once!
I would like to see benches put in, but I'm told that's not a good idea by the farmer
I would love a cycle route that connects Waterbeach to the Lode path
I'd like it to stay the same, but with the new town coming it will probably change

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I'd like more dog poo bins and more wildflowers

I'd like people to pick their dog poo up!

Improve access bridge with ramp rather than steps! The roads are in poor condition in some places

Improve access from south west of fen to get into the reserve

Install a bridge over the lode at Burwell

Install a bridge without stairs. When crossing A14 you need to use the road, so would rather it were a cycle path

It would be nice to have a cycle route along the river. I'd like to see the fallen trees replaced

It would be nice to have a cycle route that joins up with the route to Wicken

It would be nice to have more dog bins around Burwell in general, as there aren't that many currently

It would be nice to see the grass cut more regularly

It's getting busier with all the new development. Lots of cars down Bannold Road - it would be nice to have a footpath here

It's nice here as it is

It's nice the way it is, as long as the pathway is kept clear as it's often overgrown. I like to see the wildflowers

It's quite nice actually

It's very good

Keep cutting the grass

Keep it natural

Keep the old bird hides; don't replace or take them down

Kids said playground. Adults said wouldn't change anything

Leave it alone and let it develop naturally

Less housing and more footpath, so that you don't have to walk on the road

Likes the new hides

Maybe a dog bin out here

More areas to let dogs off the lead (there's livestock nearby)

More bins around this area

More cycle signage from Anglesey Abbey to Wicken Fen, as got lost

More dog poo bins

More dog waste bins as people are leaving poo bags around

More footpaths that connect outside the fens to make circular walks. Don't develop visitor centre any further

More footpaths, maybe?

More information on where you can walk

More maintenance around the hides. Charles hide is overgrown with reeds

More poo bins on the route, so we don't have to carry it. Sloped access to the river so easier for dogs

More signage of where dogs are allowed to go and not; guidance on nesting bird period, etc

More signposting for walking routes

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More signs at parking areas for paths

More tree planting

More trees for shelter in the winter time

More walking paths and better maps

Nice to have a picnic area with shelter. It's nice to have a place to stop with the kids

No can't find any fault. It's good the grass is cut

No, everything's good

No, I don't think

No, I think it's lovely in its natural state. I like the grazing cattle

No, I'd rather it stayed as it was

No, it's fine

No, it's fine

No, it's fine

No, it's fine for us

No, it's nice as it is

No, not really. It's very friendly

No; the farmer and the conservancy manage it well. We have to preserve the environment

Not at all. It's always well maintained

Not at the moment

One of the boat owners has spread their garden and BBQ out onto the footpath, forcing walkers off the Right of Way

Paths can be uneven, and a looped cycle track would be good

Poo bins at certain points around the fen

Problem with cyclists; they're too fast and you can't hear them

Produce a leaflet showing the location of nature trails that aren't on the map

Provide a cycleway

Provide better maps of walking routes and better signs

Provide better options for cycling and improve the cycle path

Provide better parking facilities for when it gets busy

Provide more dog bins and provide access to the river so can get water for the dogs

Put a few dog poo bins along the main walk

Put bridge across the river here so you can walk without going through the village

Put in a proper cycle route

Rather have a bridge that didn't have steps

Reduce traffic on the single track road, as visitors are destroying the ditch

Regular mowing would help, especially when it's wet

Replace bridge with stepless bridge

Shame they removed the old barn, as it provided atmosphere

Shorter circular type walks are good. A bridge over the river would be good too

Some of the local footpaths can get very overgrown

Some paths are open for less time than they used to be, and I would like to see them open for longer

Some seats would be nice

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The cycle ramp up the bridge is on the wrong side, which makes it difficult to use due to the bike's gears getting in the way

The cyclists can be very rude here

The cyclists don't think they need to give way to walkers

The fields and walks are fine. The river isn't managed well for fishing; the Pennywort needs clearing properly

The footpath is very badly signposted! It wasn't clearly stated that we should have crossed the river

The footpaths across the river get very overgrown

The hides could do with a bit of a tidy/fixing up

The odd bench would be nice. Regular dredging of the river

The only blight is the farm here, which has fires and is a bit unsightly with all the rubbish. It looks like a tip

The reeds are too thick, which limits fishing spots, and the Lode can get a little too thick with weed

The river's getting overgrown and needs clearing

The road can't cope with the amount of traffic that uses it and it's getting worse

There are sometimes cows out here, but there were no notices up when I visited when heavily pregnant

There is one bridge where you currently need to carry your bike on route, which makes me use the other bridge

This bridge isn't great for cyclists

Toilet block with a composting toilet

Too many bikes in the area and it's difficult when I have a pushchair

Understands why it's there, but the height restriction means he can't park in the carpark

We don't visit in the winter because of the mud, but I wouldn't like to see the character of the area change so there's no need to improve the paths

We would like cycle routes from Waterbeach to Lode, but we know the landowner is against it

Would like a better access bridge with no steps

Would like a bridge without steps

Would like more information boards through the site about the wildlife

Would like the barn back, or a shelter where the barn was, so we can spend more time out. Provide an upgrade to Charles hide

Would like to see more cycle paths around here as a lot of the paths have a style that limits access

Would like to see more information boards

Would like to see National Trust clear the waterway so that other boat users can use the fens. More hedgerows rather than fencing

## Appendix 3: Responses to Q17; Do you have any further comments or general feedback about your visit and access to this area?

All responses are listed below. These were typed as part of the interview and often it was necessary to paraphrase, as such the comments do not necessarily reflect the precise words stated by the interviewee.

Access is good. The area is well looked after. It's nice to have open access
Access is simple. Very pretty
Against the 100 Year Vision as strongly believes that the National Trust are taking land away from the farmers and the farmers can't afford to beat the price the National Trust can pay - "Conservation is decivilizing the countryside"
Anti-social behaviour near the gypsy camp sometimes issue
Better this year as they've cut the grass more
Can we have more poo bins, so that we don't have to carry them so far?
Could do with a couple more dog bins along the footpath
Could there be a bridleway too, to allow horses access?
Cycle paths are narrow and can be blocked by other users. Would like more signs to help guide you to Cambridge with distances
Cyclist can hurtle around corners and are dangerous for children and dogs. Maybe one path for walkers and one for bikes?
Cyclists block roadways around this area. I'm a keen fisherman and I would like some more management or dedicated fishing spots
Don't think the animals are treated very well! Found a dead horse... Told one could cycle along the water's edge by a National Trust member? The reeds are getting overgrown and the waterway is getting choked up
Don't want sewage works or the proposed road developments to create another main road
Glad they cut the grass, as it can get hard to push the pushchair when it gets longer
Good signage - well maintained
Happy with the way it is
I come here because it's beautiful and so close to home
I don't believe in the Vision. It is too dry to flood again and we will need the farmland.
I don't like the university rowers; they hit the geese and swans as they go up the river. There is also a gypsy camp along the river, and birds often have shotgun pellets in them
I know the National Trust is hoping to buy more land and I hope they do. The new developments mean we will need more open space
I like Anglesey Abbey, but you're not allowed to take dogs in. I would go a lot more if I could take the dog for a walk around the grounds. Could there be a designated area for dogs?
I like the idea of expanding the Nature Reserve here

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I love the view as you come onto the bridge over lock

I think it's a precious area. The area between Waterbeach and Ely is under threat. People are fearful that development will have an effect on the local area

I think the Wicken Fen plan is a good idea and I support it, although really need to open up the cycle route here between Waterbeach and the local area. Waterbeach is a bit of an island.

I very much support the National Trust buying more land especially if it is open to the public to walk in

I would like to take my dog in on the lead at National Trust properties. I feel very strongly about this. English heritage allows dogs in. If not I would go round Anglesey Abbey more regularly.

Impressed with parking area

In general it would be nicer to have more footpaths, e.g. to be able to walk to Anglesey Abbey. Paths that link places up

It would be good to get to Lode by bike. Also good to cycle here more unless there became too many bikes

It's a lovely spot with fantastic views

It's beautiful

It's good that it's not been developed. Very popular walk

It's great that some of the local farmers cut their grass when they don't have to

It's jolly good, thank you

I've been quite impressed with all the new paths. It's very nice; I love it!

I've noticed the area improve since they bought more of the land

Leave it as it

Like that it's not commercialised

Like that the National Trust encourage people to come be greener

Like the area

Like the info boards on plants

Love the way it's run

Maps along the route would be useful so you can see where you are

More bells on bikes in this area

More footpaths and car parks; don't make it too sanitised

More information on where can ride horses around the fen

National Trust car parks can be very expensive in the south

National Trust have wanted to make changes to bridges over waterways. Not happy about all the fences being erected, and the herds can be intimidating. Not sure why the National Trust cut back big areas of woodland?

No issues, quite happy

No, all good

No, all good

No, do a really good job

No, it's good. Happy with it

No, it's peaceful and quiet

No, not really

No. I think the National Trust does a great job

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No. It's fine
Not really
Not really. I'm happy to be here
Noticed it has become a lot busier
On whole very good
Out of hours phone number for livestock issues needed
Parts of the cycle routes around Anglesey Abbey could be improved. Some of the paths are getting overgrown
People need to clean up after their dogs. Maybe more dog bins in the streets? Some more benches near the river. The pathway to the station could be improved, particularly for cyclists
People want the bridge with steps changed to a flat one, but he is happy with current bridge
Provide a greater variety of meals in the cafe
Roads are terrible
Run very well but could be advertised better, and National Trust could build a better relationship with locals
Scared of the bull and cows. Would be nice if they were fenced off more
Seems to be less maintenance and the weed bogs up the river
So far so good
Some roads in the area are in a very bad state. Gates aren't that suitable for horse riders. People leave gates open. Livestock can restrict areas that can be ridden in, as they spook the horses. Fencing was an issue as cattle could break them and escape. Don't feel that the land management by National Trust could be better.
The area is very well managed. The farmer does an excellent job of keeping the public areas accessible and open
The bin is overflowing - could be emptied more. A bridge nearer this end would be good to link up the footpaths
The more land the National Trust owns the better!
The other car park near the pub is in a terrible condition, so it is hard to use it
The river is getting clogged up further down with bulrushes
Tidy up the Rec!
Too many cycles around this area, so avoid when busy
Very good access and loving route 11
Very happy
Very happy and want it left as it is
Very happy with the area
Very happy with the way it's run
Very positive about work of the Trust here and how it's received by the locals
We are more concerned with 1000 new houses. Will this area become a recreation area and will this increase problems like fly tipping and litter?
We really enjoy it. It's lovely to have it on the doorstep
Well managed and don't want to see any more infrastructure. Like the info boards
We're happy as long as it's kept open. Can you link up the cycle routes?
We're happy; we feel lucky to have it

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We're very fortunate to have it

We're very lucky to have Wicken Fen on our doorstep

Why not use the road bridge nearby as there is few boat traffic

Wonderful visit and ride

Worried about the fishermen and the rubbish they leave; fly tippers

Would like Anglesey Abbey cafe to be more friendly

Would like footpaths to be cut back as it puts me off doing a longer walk e.g. getting the train from Ely and walking back

Would like to know where to find more info on nature

## Appendix 4: Extrapolating visitor numbers using interview survey tally data

Counts were made at each of the 7 survey locations of the number of people entering and passing through, during the survey periods. Tally data are summarised in Tables 2 to 4 of the main report. Using the totals of people entering and passing through we have extrapolated the data to derive a very approximate estimate of the overall levels of use of the survey locations during the survey period, as set out in Table A4.1.

**Table A4.1: Estimates of person visits per day to the 7 on-site survey locations using tally data**

	School holidays (all 7 survey locations)		Term time (3 survey locations)	
	WD	WE	WD	WE
Total people entering/passing	217	358	86	215
Adjustment for daylight (surveys were 8 hours)	1.5	1.5	1.5	1.5
<b>Total people per day (adjustment for daylight applied)</b>	<b>326</b>	<b>537</b>	<b>129</b>	<b>323</b>

We have derived this estimate by adjusting the tally data for daylight when people might visit, so that the data relate to daylight hours rather than the 8 hours of survey (assuming 12 hours of daylight in the summer months and equal levels of use across the day). We estimate that 326 individuals will be accessing the 7 survey locations per weekday during the (August) school holiday period, with 537 doing so on a weekend day during the same period. Visitor numbers for the respective days during the (July) term time period are estimated to be 129 and 323, respectively, for the 3 locations subject to survey.

The mean percentage difference between the 3 locations subject to survey during both term time and the school holidays was 1.3 for weekends and 1.7 for weekdays (see Table A4.2). This suggests that any extrapolation of visitor numbers at the other 4 survey locations during the term time survey period are likely to be approximately one third lower than those recorded during the school holiday survey period.

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**Table A4.2: Percentage difference in total individual tally numbers at survey locations 1,2, and 7 between the term time (TT) and school holiday (SH) survey periods**

Survey location	Day type	Period		Percentage difference
		TT	SH	
1 – Wicken Fen Main Entrance	WE	65	111	1.7
	WD	40	92	2.3
2 – Burwell Lode	WE	87	70	0.8
	WD	23	14	0.6
7 – Bottisham Lock	WE	63	95	1.5
	WD	23	44	1.9
<b>Total</b>	<b>WE</b>	<b>323</b>	<b>414</b>	<b>1.3</b>
	<b>WD</b>	<b>129</b>	<b>225</b>	<b>1.7</b>

Nevertheless, this approach to estimating visitor numbers is crude, and it is not possible to extrapolate more widely across the greater Vision Area or outside of the periods during which the surveys were undertaken. Furthermore, when upscaled tally data was compared to point of entry count data for Wicken Fen, provided by the National Trust (see Table A4.3), it was evident that there was some disparity. Survey location 1 and the National Trust data collection location are nevertheless approximately 600m distant from one another. It is therefore unclear whether this disparity is due to people accessing routes within, or areas of, the Wicken Fen site not subject to interview surveys and tally counts (e.g. Sedge Fen).

**Table A4.3: Weekly 2019 visitor numbers identified at point of entry by the National Trust at Wicken Fen, alongside extrapolated visitor numbers for survey location 1**

Week commencing	Survey period	Weekly Visitor numbers from NT	Extrapolated weekly visitor numbers for Survey location 1
15th July	TT	1,641	495
22nd July	TT	1,303	N/A
29th July	SH	2,082	N/A
5th August	SH	2,050	1,023
12th August	SH	1,872	
19th August	SH	1,978	

As such, any attempt to provide a robust estimate of annual visitor numbers across the entire Vision Area will require counts to be carried out across the year at localities spread across the site.