

Interim report:

Chantry Wood Campsite Consultation

January 2020
V1.3



GUILDFORD
B O R O U G H



SMSR
RESEARCH

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1.0 Executive Summary

Executive Summary

The following summary intends to provide Guildford Borough Council with the key findings from the Chantry Wood Campsite Consultation undertaken by SMSR Ltd; between 24 October 2019 to Monday 30 November 2019. The mixed method research engaged stakeholders through both quantitative and qualitative processes including an online survey (459 respondents) and two focus groups with supplementary in-depth interviews. The research sought a balance of both individual and organisations to respond to the research questions and a blend of 'users' and 'non-users' of the Chantry Wood Campsite. All contributors to the robust data are Guildford residents and Guildford organisations.

While the consultation could be considered sensitive, measured in part by the public response, media exposure and number of Information Requests submitted, it is possible to distil down the data collected to identify with more accuracy, public opinion and opportunities for pragmatic next steps for the borough council.

The quantitative, online consultation elicited 459 responses from Guildford residents and presented an overwhelming level of support for Option B - A campsite for the public: basic facilities. With this option the Council would continue to provide a campsite with the existing basic facilities (chemical toilets and cold water supply). Repairs would cost about £36,000. The Council would continue to subsidise the campsite, costing about £5,000 a year. In total 60% of participants within the online consultation stated Option B as their preferred solution for the Chantry Wood campsite (71% of users stated this as their preferred option compared to 50% non-users) while overall 20% stated the Option B as their second preference.

While support for Option B is dominant the caveat must be that it presented the only viable option for the site which retained the capacity for public camping. While Option A incorporated public access it was vehemently rejected through the qualitative engagement due to both cost and the potential detrimental impact on the area as one Outstanding Natural Beauty through increased visitor numbers and considered less favourable in the quantitative process for the same reasons.

The qualitative engagement process revealed stakeholder concern for the potential loss of the facility for public camping; while there was no resistance to use of the facilities from scout groups, schools and forest schools, in fact, these cohorts were encouraged to occupy the camping space, as was opportunities for these groups to coexist with public campers.

Understanding was demonstrated by respondents that a council facility operating at a financial loss was both of concern and not considered sustainable while there was an appetite to work collaboratively to identify a solution which may satiate stakeholders and the borough councils' requirements, this needs further exploration as the chances of working this way were not explicitly tested during the groups.

The qualitative process included flexibility to explore opportunities to reengineer the site which would reposition the asset and mitigate the current financial deficit it operates under. These discussions incorporated an almost amalgamation of options A-D tested within the online survey; it is possible to validate these suggestions with data yielded from the quantitative consultation.

While current Chantry Wood campsite price point was considered high in the context of the quality of amenities/ facilities offered, reinforced when considering the price of alternative sites and their standard of facilities it is thought of as having a Unique Selling Point which could justify a higher admission/ price per person; the USP is considered it's semi-wild location and facilities. The capacity for higher user charges were initially framed as an opportunity for the borough council to offset its current losses although concessions were made that delivery of the service were still outside the scope of the authority's core business activity. The potential for greater revenue was discussed as an opportunity to attract delivering organisations which could capitalise on this commercial prospect, allowing the council to retain ownership of the land, discharge the current financial and operational responsibility which is a peripheral activity and protect public use while maintaining the potential for forest school stewardship. Within the quantitative process; more than nine-tenths of those that had used the site (92%) agreed the campsite offered value for money and 73% said they would be willing to pay more than the current fee of £4.75 per night with 66% suggesting they would pay up to £10 per night and 7% that would pay up to £15 per night.

While the concept of a forest school assuming responsibility for the management of public bookings is a fledgling one, feedback suggested by forest school representatives indicated a greater sense of what the responsibility, length of lease/ contract and associated costs could look like would provide a platform to assess the feasibility of opportunity. In-depth interview data indicated the value of a 'worked-up' contract or lease, not necessarily for public consultation but as an instrument to gain a more accurate response and level of interest to the opportunities available to stakeholders.

Within both the qualitative and quantitative strands there was some public enquiry into the capacity for volunteer contribution; this was broadly split into two cohorts of 'redevelopment' and 'maintenance'. Within the quantitative process the focus was primarily on the value of local "volunteers" to undertake "necessary repairs" and engaging "local businesses to make the necessary repairs". The authority was also questioned in terms of appropriateness as an organisation being "responsible for utilising such a great space"?

Within the qualitative engagement there was development to this line of thinking and questions again raised regarding the management of the campsite and the most effective organisation; "There are examples of other parts of the UK where council services are run by community groups, such as libraries and things; there is no reason why an interested stakeholder group couldn't form, even something like a CIC (Community Interest Company) be developed, but the appetite would have to be tested, it is easy to suggest but I have no idea if there is a collective ready to consider this".

While the ideas were fledgling the data indicated an alternative organisation responsible for the management of the campsite is part of some public discourse and represents a further opportunity to 'test' an alternative way of managing the site. An important distinction to make is that only management of the campsite was discussed in this context, not ownership and while the term 'volunteer' was not specifically defined it was used fluidly enough to be interpreted as an alternative to the borough council.

It is clear there are a number of competing priorities across stakeholder groups and a requirement to address the financial shortfall of the site by the borough council. The quantitative data indicated while 'public camping' was the priority, Option C – A campsite for schools and scouts only was ranked a second priority by 32% and their 3rd priority by 41%, although just 8% ranked it as their number one option. The indication then, reinforced through the interest of forest schools in the potential use of the site is to develop framework which supports multi-use (public, schools, scouts and forest schools) under the ownership of the council and the management of a contractor, consortium or partnership.

Therefore, a recommendation can be made which is two-fold:

1. Develop a framework/ contract/ lease which can be tested within the market with potential custodians to inform a formal procurement process.
2. Develop a revised suite of options for further public consultation

The opportunity to engage potential contractors would likely require the development of a greater degree of detail than is currently available in order to expedite the process. The value of a second level plan in this regard may also serve to retain public confidence and provide a message which can be communicated to the wider public, i.e. a desire to retain public access is reflected in the second-level plan we are market testing.

Further public consultation is recommended with caution as it incurs further costs which may not provide a social return on the investment and the data it generates may be negligible in its value. The current intelligence indicates a deteriorating campsite and declining user numbers which is requiring of some investment. Large scale investment would not receive public support although the closure to public use would equally generate a strong and negative public response. The requirements to create an efficient campsite which is commercially viable is likely extraneous to Guildford Borough Councils business model although could provide a commercial opportunity for a third party.

The value of a contractor utilising the current facilities, incentivised further by the councils consideration of a small (circa £30k) investment to make good the current facilities would allay public fear that part of an AONB would no longer be under the authorities ownership and the qualitative and quantitative data relating to site fees suggests for a prospective contract or lease holder the public are willing to spend more money per person, per night than currently experienced by the incumbent.

For completeness, Option E – No campsite was the least popular option with 61% ranked this as their 5th preferred option; 48% of non-users mentioned this as their 5th preferred option compared to 73% of users. In total 15% of non-users stated this as their 1st preferred option compared to just 3% of users.

2.0 Public Literature

Public Literature

To support a public consultation, encourage engagement and familiarity in both the subject and the options being explored the following background information was provided with the consultation documents.

Introduction

We are considering the future of Chantry Wood campsite. This is a small campsite in Chantry Wood which we own and manage. It has been run as a small site for schools, scouts and guides and other groups since the 1960s with some limited forest school use. The campsite needs refurbishing, and to bring it up to meet today's standards and regulations would cost about £300,000.

Why we are consulting with you

We want to safeguard Chantry Wood for everyone to enjoy. We are carefully considering the future of the campsite and its surrounding area. We would like to make the campsite facilities available to a permanent forest school to carry out activities on the campsite and in the woodland, with continuing use by scouts, guides and school groups. Like all councils we have challenging and competing financial pressures. We try to balance the needs of the community with our aim of providing more efficient services. This is why it is important that we review facilities like this, to see whether they should continue and to make sure they are run in the best way possible.

Have your say

We will consider your feedback and use it to help inform decisions on the future use of the campsite. All responses are anonymous and we are working with an independent agency, SMSR Ltd., who will process your replies on our behalf. We are considering the future of Chantry Wood campsite. This is a small campsite in Chantry Wood which we own and manage. It has been run as a small site for schools, scouts and guides and other groups since the 1960s with some limited forest school use. The campsite needs refurbishing, and to bring it up to meet today's standards and regulations would cost about £300,000.

Background information

We want to safeguard Chantry Wood for everyone to enjoy. We are carefully considering the future of the campsite and its surrounding area. We would like to make the campsite facilities available to a permanent forest school to carry out activities on the campsite and in the woodland, with continuing use by scouts, guides and school groups.

Like all councils we have challenging and competing financial pressures. We try to balance the needs of the community with our aim of providing more efficient services. This is why it is important that we review facilities like this, to see whether they should continue and to make sure they are run in the best way possible.

Next steps

We will consider your feedback and use it to help inform decisions on the future use of the campsite. All responses are anonymous and we are working with an independent agency, SMSR, who will process your replies on our behalf.

3.0 Method & Sampling

Method & Sampling

It was important that the methodological approach was robust and wide reaching and therefore it was decided that a combination of methods would be utilised. The overview of the approach was as follows:

3.1 Online Survey

A questionnaire was designed and developed in conjunction with officers at Guildford Borough Council. The process ensured that all draft versions of the questionnaire were piloted and tested. A copy of the final questionnaire can be found in the appendices.

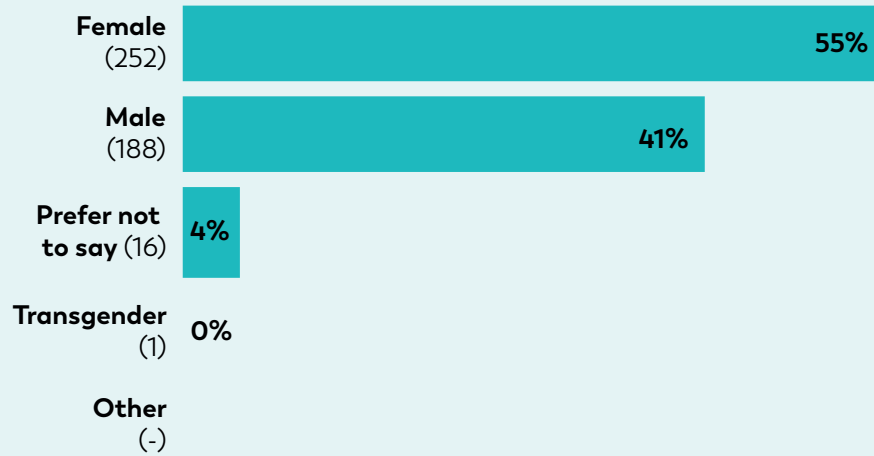
When the questionnaire was approved an online link was produced. This link was promoted to local residents in various ways, including through the issuing of a press release and promotional material/ posters in Chantry Wood. In addition to residential views, the online survey yielded responses on behalf of the following local groups/ organisations:

- Reigate and Redhill Woodcraft Folk
- Surrey Hills AONB Board
- Families of children in local schools, primarily Boxgrove Primary
- Guildford Scouts
- Boxgrove Dads and kids adventure club
- St Saviours Beavers, Cubs and Scouts
- Emmaus Rd Church and Matrix Charity
- Family unit
- 1st Stoughton Scout Group
- Holy Trinity Amenity Group
- Woodcraft Folk

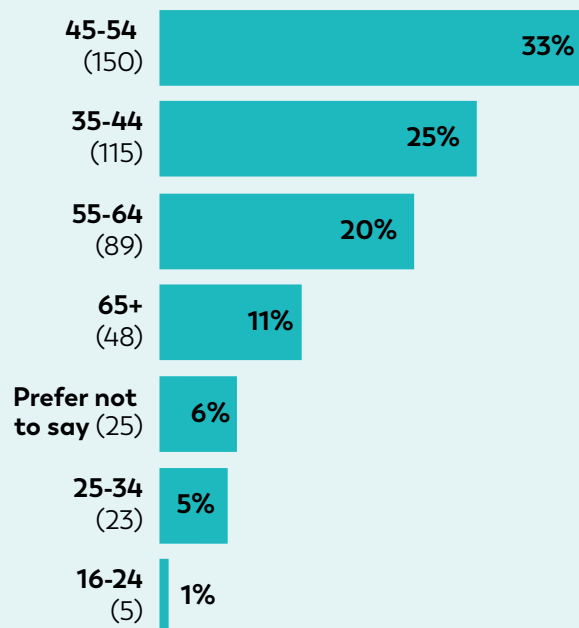
The online survey was accessible via a dedicated page on the council's website from 24 October 2019 to Monday 30 December 2019. A total of 459 residents completed the survey.

The online survey utilised non-probability (convenience) sampling as participants self-selected based on their availability and willingness to take part. The online survey was open to all Guildford Borough residents.

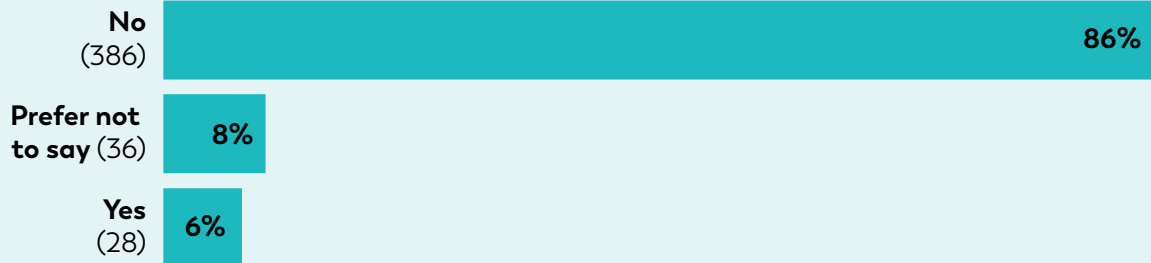
What is your gender?



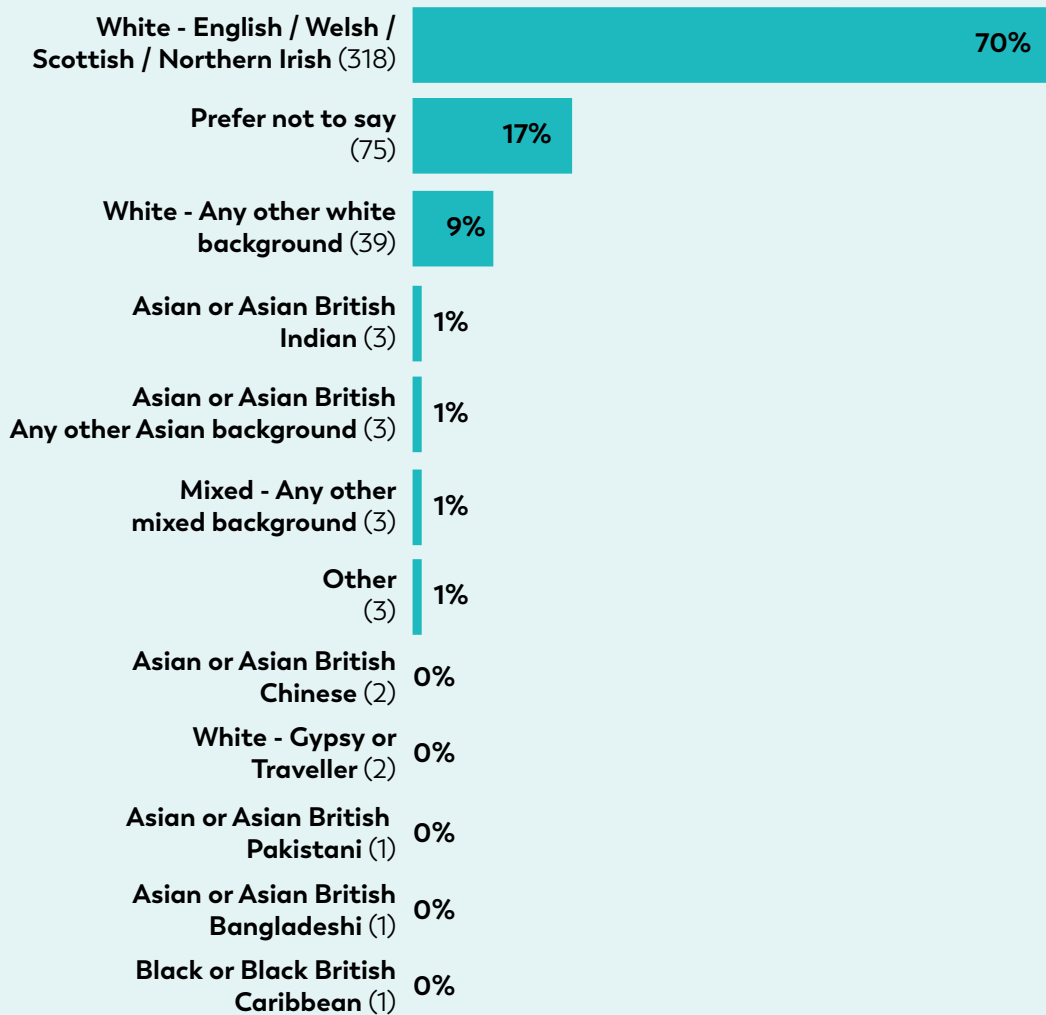
To which of the following age groups do you belong?



Do you have any long-standing illness, disability or infirmity (long-standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time)?



What is your ethnic group?



3.2 Focus groups & in-depth interviews

The qualitative phase of the project was fundamental in ensuring a deeper insight was achieved when considering the future of the campsite. The council provided SMSR Ltd with a list of individuals and organisations that were associated with the campsite or organisations that had an interest in the provision. This contact list included schools, scout groups, forest school providers and individual advocates of the campsite; all individuals and groups had experience of residential stays, day visits or had utilised the Chantries for the delivery of activities (in the case of forest schools).

Of the stakeholder list identified, all were invited to participate in the focus groups delivered at Millmead House, Guildford, on the evenings of the 12th and 13th November 2019; those which were unable to attend a focus group were provided with an opportunity to participate in an in-depth interview in a one-to-one format. 5 stakeholders engaged in the interview process (3 individual residents and 2 forest school representatives). Interviews were conducted both face to face and by telephone at the participants preference between 28th November 2019 and 13th December 2019. Interviews typically lasted between 1 and 2 hours with the addition of several supplementary conversations for the purpose of clarification or further explanation. Interviews followed a semi-structured script to:

- establish the relationship of the respondent with the campsite
- their understanding of the borough council proposals
- their position with regard to a preferred solution
- alternative views and/or preferences for the Chantry Wood campsite

The focus groups were attended predominantly by individual residents although representation was recorded from two forest schools (Wild Learning and Little Rays Forest School) and a Guildford based scouting group (First Normandy Scouts). None of the 5 mainstream education providers/ schools accepted the invitation to attend the qualitative process.

Focus groups lasted approx. 2 hours and were used to give more detailed information to residents so they could have a more informed discussion; initially structured around a short presentation, illustrating a timeline of events from December 2018 up to and including the current consultation and the suite of options for the campsite being tested with stakeholders. The presentation included available footfall and throughput data of the Chantry Wood campsite in addition to revenue generated and forecasted expenditure. The purpose of the presentation was to assume a degree of common currency with participants underpinned by fact and dispel any mistruths related to the sites planning which may have been perpetuated within either the public narrative and/ or media coverage.

Alongside the attendees from the initial stakeholder list, the groups were recruited utilising the council's Citizens Panel and included both users and non-users of the site. 'Users' were defined for the purpose of the consultation as individuals which had experience of residential stays at the Chantry Wood campsite and not solely users of the wider Chantry Wood area.

In total 25 residents attended the two groups (13 & 12) and the sampling process was considered stratified, i.e. each attendee had a similar characteristic (all Guildford residents) while subgroups were identified which in this instance was 'users' and 'non-users' of the campsite. Each group was facilitated by a research consultant from SMSR Ltd and attended as an observer by the Guildford Borough Council Countryside Manager.

4.0 Summary of Qualitative work

Summary of Qualitative Work

Qualitative feedback identified a preference for a campsite which was retained by the borough council with regard to ownership, although managed, via a procured contract to a third party (or parties).

Much of the public resistance was rooted in a perception that the **“the council are just getting rid of assets”** which prompted exploration of scenarios through which the council retained its ownership of the site while the day-to-day management and financial responsibility of the concern was the responsibility of a contractor.

Of interest, during the consultation process, there was no indication that the borough council intended to forfeit ownership of the campsite through sale or transfer yet this was central to public concern; other public concerns were noted within the consultation such as **“...the large fence that is going to be built in the middle of the Chantries around the campsite for a forest school”**. Similarly, the construction of a fence, much like the fear of the site’s sale were not recorded as council thinking but rather emanating from public opposition. This narrative appeared to gain traction through public discussion and media exposure and represented a barrier in engaging stakeholders to identify their preferred options for the campsite.

The benefit of a less structured qualitative consultation, i.e. exploring options which included (and extended beyond) the borough councils five suggested options was an opportunity to test alternative configurations that met both the council’s objectives and public preference.

This included consideration of elements of the different options, fused together to suggest a new alternative. For example, within the qualitative work, participants explored opportunities to retain public bookings for the site, addressing a primary concern that this capacity will be lost through any future changes.

The rationale for protecting public bookings was ingrained in a perception that the Chantries, as a campsite had a number of points of difference to other facilities in the area; **“It is the simplicity of it that you do not get anywhere else, there are not many places in the UK like the Chantry Wood campsite, I would pay more money to keep it as it is”**.

This perception appeared to be a key driver within the qualitative work that also explicitly saw the rejection of the option to invest in the campsite to service current building regulations, compliance and code; **“...no, this is not what the site is about, we don’t want it turned into a generic campsite and we don’t want the council investing their finite resources in this way”**.

Additionally, and alongside fiscal responsibility there was a demonstrable awareness of the Chantry Wood campsite being located within an area of outstanding natural beauty (AONB); **“Any large scale development would upset the ecosystem and from a look at the numbers, there is no guaranteed return on a large development so this should be off the table. In fact, it should never have been on the table”**.

There was further support for maintaining the biodiversity of the area and a challenge to and development of the site; **“There is already irreparable damage to the bluebells in the woods so I would like to see the site returned to its natural state and left to grass over”**. While this opinion was a solitary one within the qualitative work there was a further, sympathetic contribution which rejected any large scale redevelopment, predicated on traffic congestion;

“It is a rat run already and there is minimal parking on the site, when you live close to they woods you suffer as a resident. If you start to develop the facilities and encourage more visitors, it will be a nightmare for local residents... the traffic, the pollution, it will be awful”.

While the contribution from organised groups was small, representatives from a Guildford based Scout collective indicated that the facilities currently were already aligned to the ambitions of the Scout movement and an over-development of the site **“would take something away from what Scout groups take from the experience”.**

The qualitative engagement process was used to test, explicitly, the perception of a forest school being delivered within the Chantry Wood space. Representatives of 4 schools were invited to participate in the process and 3 engaged proactively; a degree of education was required for the wider participants in terms of what a forest school was and in what ways a school would utilise the land. The concept of a **“low-impact”** and **“environmentally friendly outdoor education service for children”** received a positive response from participants. The challenge, if any was to reconcile how a forest school, a primarily day-service which operate Monday through Friday would be prohibitive to members of the public camping on the site during evening and weekends?

Representatives of the forest schools described how the management of a commercial camping facility was not part of their current business models and therefore remained as an unknown although **“If some more detail was provided it would be something that could be considered”.** The **“detail”**, in this instance was considered to be pertaining to the length and cost of the lease to provide a platform for a prospective forest school **“to consider if we are capable of delivering the service, if there was any financial value and the level of risk involved... it would also allow us to consider if a partnership or collaboration was required to make it viable”.**

Within the in-depth interview process a respondent considered their **“concerns”** regarding the site development; **“Primarily, I am worried that the council are looking to give up their ownership of the campsite and what that is indicative of? Is it the start of a bigger initiative in which more of the land will be parcelled off through sales?”**

When asked to reflect on the options to develop the Chantry Wood campsite while retaining ownership of the land and devolve its management through a lease; the participant described; **“I have no issue with that in principal, but I think an idea would have been to develop a lease, not every detail, but a high-level view of what that might look like. It might allay some fears from an ownership point of view that people might have, like me, and calm any concerns about the site being over developed... it might even help prospective contractors like the forest schools to develop a sense of what is on the table”.**

A similar line of thinking was identified elsewhere within both the group consultation and additional in-depth interviews; **“Some of these options (A-E) are pointless, I think I understand why they have been suggested because the council a required to demonstrate a breadth of thinking, but in reality, a couple of options like B, C and D should be worked up with more detail, because the solution is somewhere in those and a greater understanding of what that looks like would probably move the process on”.**

While the qualitative process was observed as being collaborative there appeared to be a number of contributions within (two of) the in-depth interviews that although related to the campsite were concerned to a greater extent with the Guildford political landscape and the integrity of the consultation. One participant explained;

“There was an absolute abuse of power in the previous administration and I think the current party took the reins on the back of that, people thought they represented an ethical alternative. The problem is, it now looks like they have continued the culture of the previous administration. They (borough council) are very good at responding to certain problems; parking problems and bin problems, but as soon as it is not in the handbook, they struggle. The chancies campsite is not in the handbook so it is like, ‘we don’t understand this particular problem so we will sell it off’. I’m sorry, you can’t do that”.

The concern regarding the decision making of the council within the current Chantry Wood process was further placed into context when the perception of the previous administration and the depth of feeling towards them were revealed; “There were two particular people for me and I think they degraded their office, I think they degraded public office and I considered reporting them to the local government ombudsman because I understand there is a process for that and I think they met the threshold”.

Despite a politically centric view there was an opportunity to develop a response regarding next steps in relation to the process and the participant described; “What I think needs to happen now is more engagement, lets shape what this looks like, collaboratively, together. That way you will start to build political capital. If they (Liberal Democrats) go their best instincts, as Liberals, they will engage the people. That is why the liberals did so well in May, people felt they would hear them”.

A more challenging view held by a participant focussed on the integrity of the consultation, questioning the transparency of the council’s ambition; “Don’t get me wrong I am delighted this consultation has been extended and an independent research service is responsible but there are too many contradictions and too many inaccuracies within the data that has been used to justify the decision”.

The respondent whom reports being active in their opposition to the council decision to initially close the campsite to public use, particularly through the administration of Freedom of Information Requests believes the council to already “have a preferred option, which is to close”; adding, “The site has been left to deteriorate, one of the fire-pits has been back-filled and the grass is not maintained as it should... it’s like the council has tried to close it by stealth”.

When attempting to clarify a position of the respondent in terms of a preference for ‘next steps’ they expressed, “I would like to see the site managed, maintained and simply run properly before a view is taken that it is unsustainable or unfeasible to operate”. When encouraged to consider the suggested opportunities for change (options A-E) and the narrative within the qualitative work which at times was more dynamic, the respondent’s position did not move and considered; “I have heard the argument that management of the campsite is not part of the council’s core business but how this is different from management of a number of other facilities, i.e. a mini golf course? The idea which has been promoted that the site is a scout campsite is a completely false narrative. There is already demonstrable diversity in the use of the site but much of the management of the site marginalises or excludes particular groups... the £5.00 (per person) charge excludes large school bookings. It is not affordable when schools consider the overall cost of a booking, but a sensible approach to the overall price structure might allow groups like schools to be subsidised or even free”.

Asked if consideration of the site operating “**at a loss**” changed their perspective on the future management of the space, it appeared to not alter the view held which considered; “**There is a requirement to have a little more transparency in relation to the proposed investment levels. What is the £35k for? What work will be undertaken for that money? And there are discrepancies in the data offered by the council in the context of visitor numbers. The site has always been a multi-use facility but greater use is by far through families and private bookings. Restricting the access is counter-intuitive to a successful facility as you are alienating two thirds of the users**”.

5.0 Summary of Quantitative Work

Summary of Quantitative Work

The vast majority of respondents (96%) that completed the online survey were aware of the Chantry Wood campsite, just 4% were unaware before they completed the survey.

Just less than half (48%) had never used the facility, 19% had used it once with 22% that has used it 2-5 times and 11% that had used it more than 5 times.

Three-quarters of previous camp users had booked for more than 6 people with 17% that had booked for 6-10 people, 23% that had booked for between 11 and 20 people and 35% who had booked for more than 21 people.

The main reason identified for using the campsite was for recreational camping (67%), 11% said it was for organisational camping, 10% said it had been used for a party and 2% through forest schools.

Satisfaction was very high with all aspects of the campsite experience which included the booking process, location, access and their whole experience, almost a quarter (22%) did however, state that they were dissatisfied with the facilities.

More than nine-tenths of camp site users (92%) agreed the campsite offered value for money and 73% said they would be willing to pay more than the current fee of £4.75 per night with 66% suggesting they would pay up to £10 per night and 7% that would pay up to £15 per night.

Of the five options presented to respondents Option B was considered the most popular with 60% rating this as their first choice and 20% ranked it as their second choice. Option C was ranked a second priority by 32% and their 3rd priority by 41%, although just 9% ranked it as their number one option.

Option E was the least popular option with 61% ranked this as their 5th option. Options A and D received mixed results 44% suggesting option A was their first or second favourite option and 30% ranked option D as their first or second choice.

The table below shows the options ranked in terms of those that said it was their most preferred option:

Option	%
Option B – A campsite for the public: basic facilities	60%
Option D – Forest school education	18%
Option A – A refurbished campsite for the public	15%
Option C – A campsite for school and scouts only	9%
Option E – No campsite	9%

Option E – No campsite was the least popular option with 61% ranked this as their 5th preferred option, this was 48% for users and 73% for non-users.

It is worth noting the difference in opinion between users and non-users in terms of their preferred option.

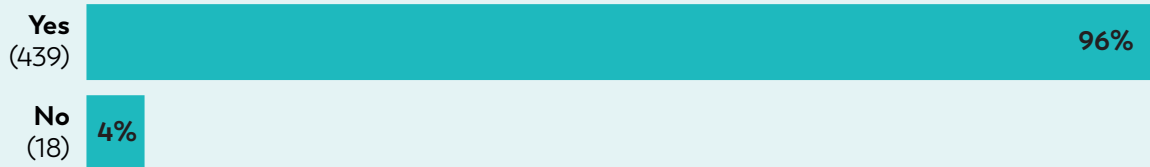
Option	% Users	% Non Users
Option B – A campsite for the public: basic facilities	71%	50%
Option D – Forest school education	10%	24%
Option A – A refurbished campsite for the public	19%	13%
Option C – A campsite for school and scouts only	6%	12%
Option E – No campsite	3%	15%

5.1 Quantitative findings

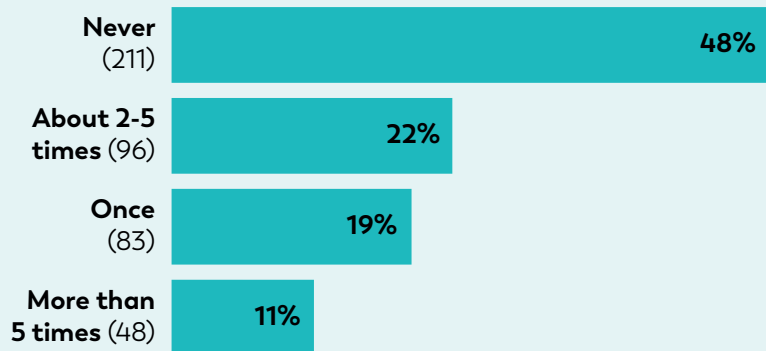
The following results show the key findings from the online survey, which highlight all responses from the completed surveys. Questions on the camp facilities were only asked to those who have used the site.

It should be noted that when reading the results within the report, often percentages will be rounded up or down to the nearest one per cent. Therefore occasionally figures may add up to 101% or 99%. Base numbers may also add up to less than 459 due to missed answers by the respondent.

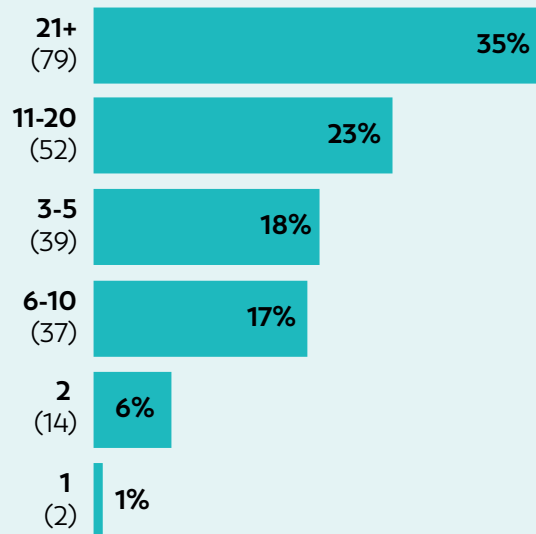
Before the consultation, have you heard of Chantry Wood campsite?



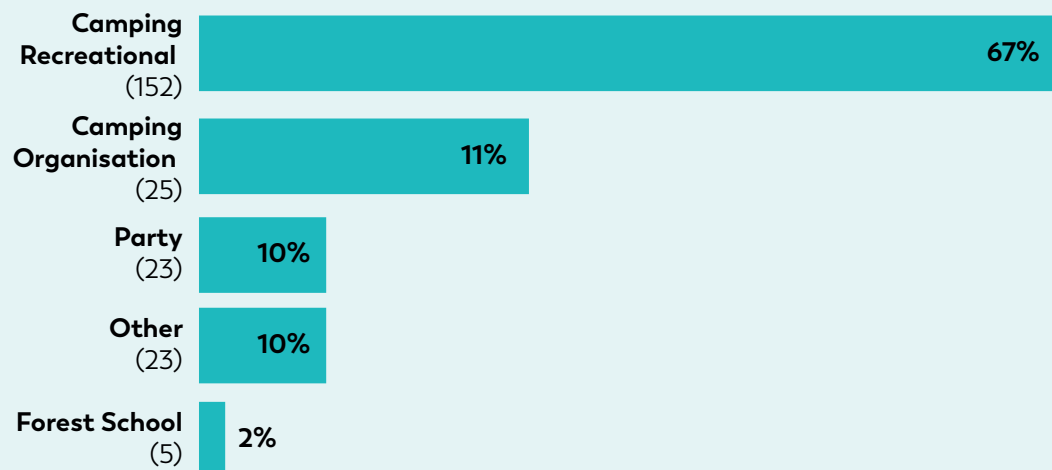
How often have you used the campsite in the last five years?



Thinking back to your last visit, how many people were in the party that booked?

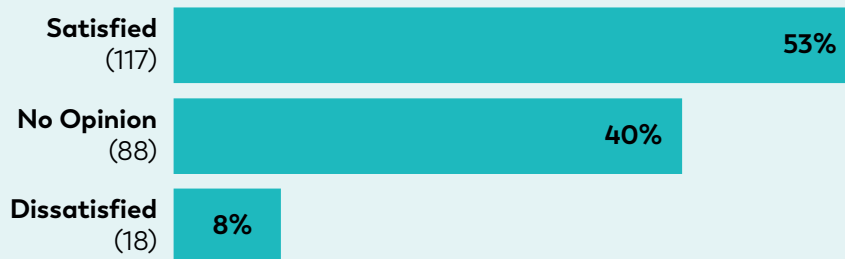


What was the main reason for visiting the campsite?

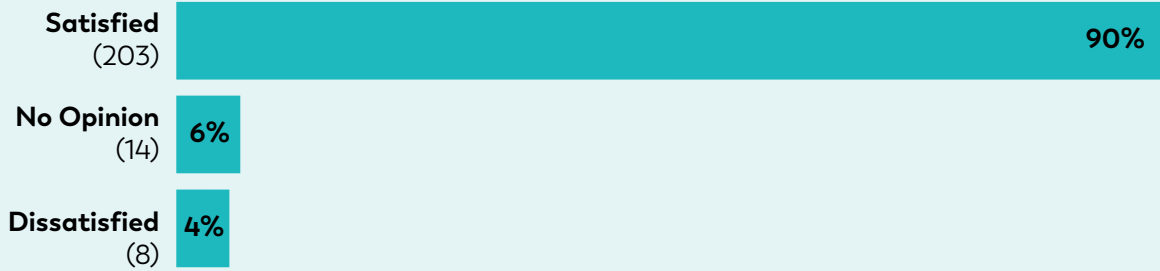


Please specify other
Walking at campsite
Family
Camping as part of my thru-hike on the North Downs Way
Use firepit for youth club
Meeting friends, dog walking, party, forest school & all the above
Brownie campfire
Orienteering
Bonfire Night
West Surrey IVC activity day
School trips
To admire the view
Use of firepits as a group-recreational
Looking
Guides
Class parents and children camping
Walking/Views
Walk through and round it on a daily basis
Dog walking and resting
Walking through mainly, but recreational camping for some members

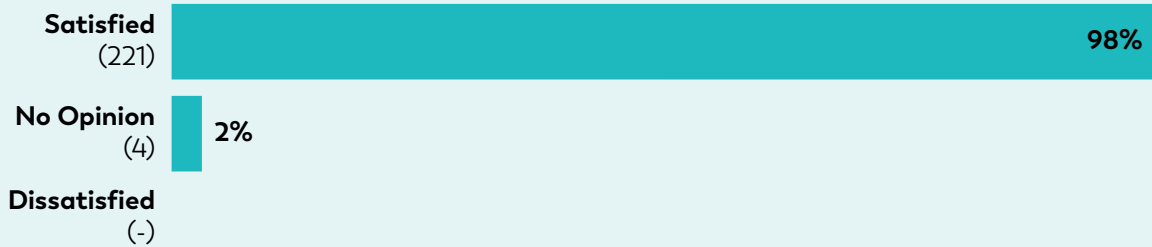
Thinking back to your last visit, how satisfied were you with the following aspects of the campsite: Booking Process



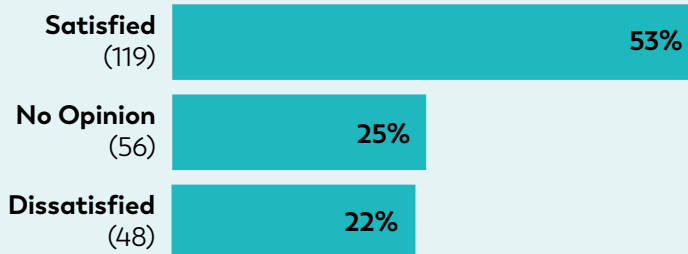
Thinking back to your last visit, how satisfied were you with the following aspects of the campsite: **Access to the site**



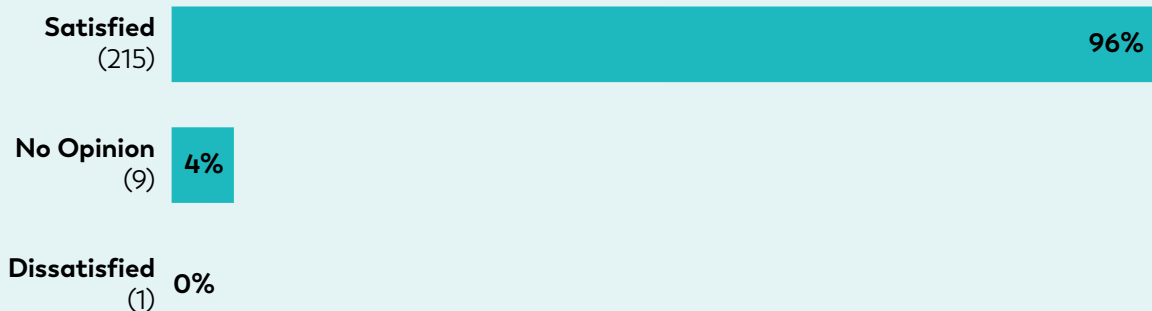
Thinking back to your last visit, how satisfied were you with the following aspects of the campsite: **Location**



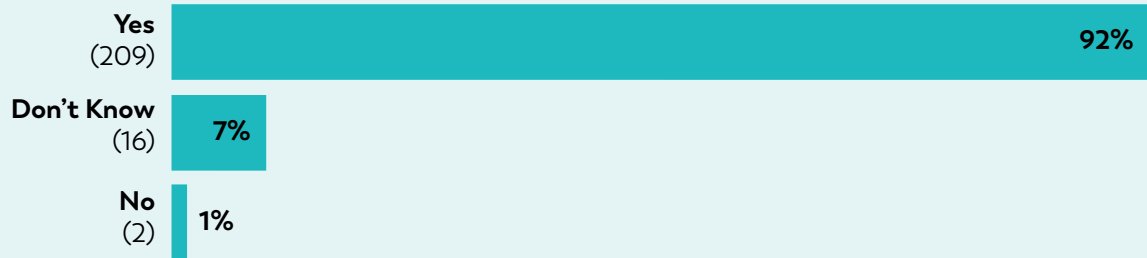
Thinking back to your last visit, how satisfied were you with the following aspects of the campsite: **Facilities (e.g. toilets etc.)**



Thinking back to your last visit, how satisfied were you with the following aspects of the campsite: **Whole experience**



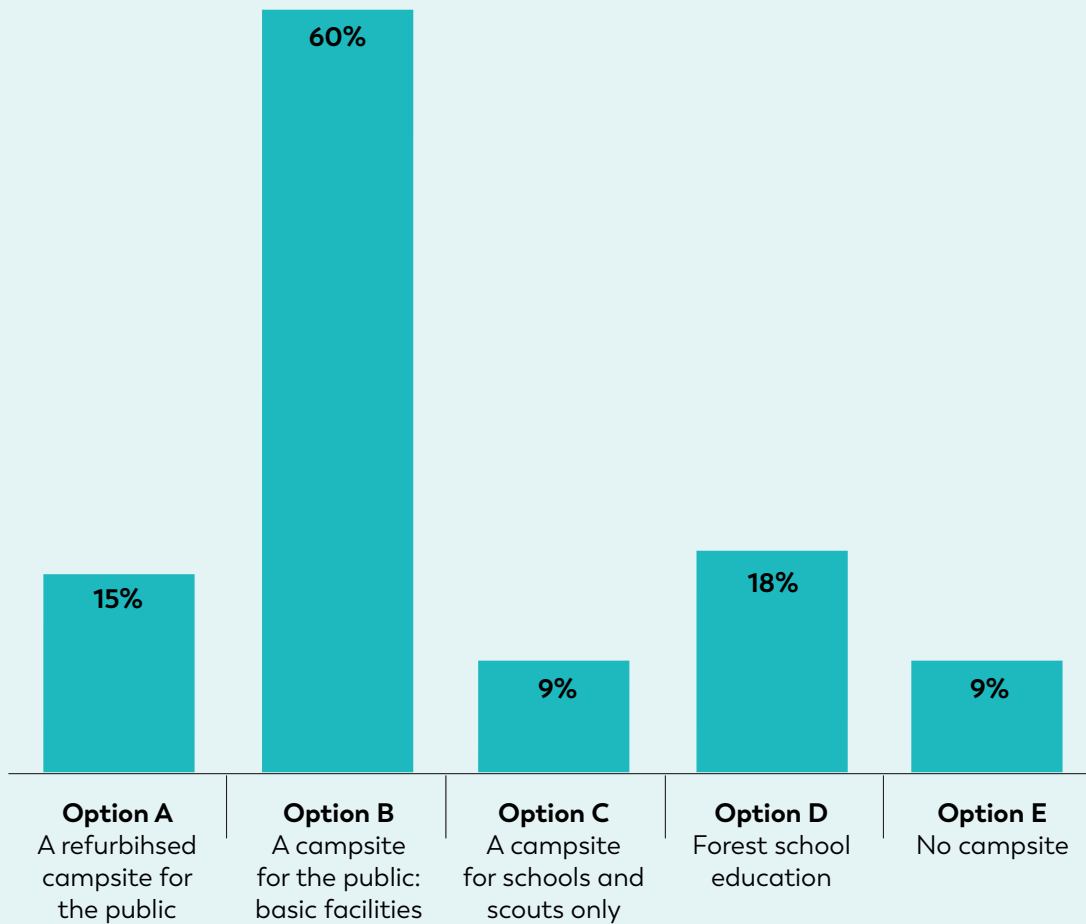
Do you think the campsite provides value for money?



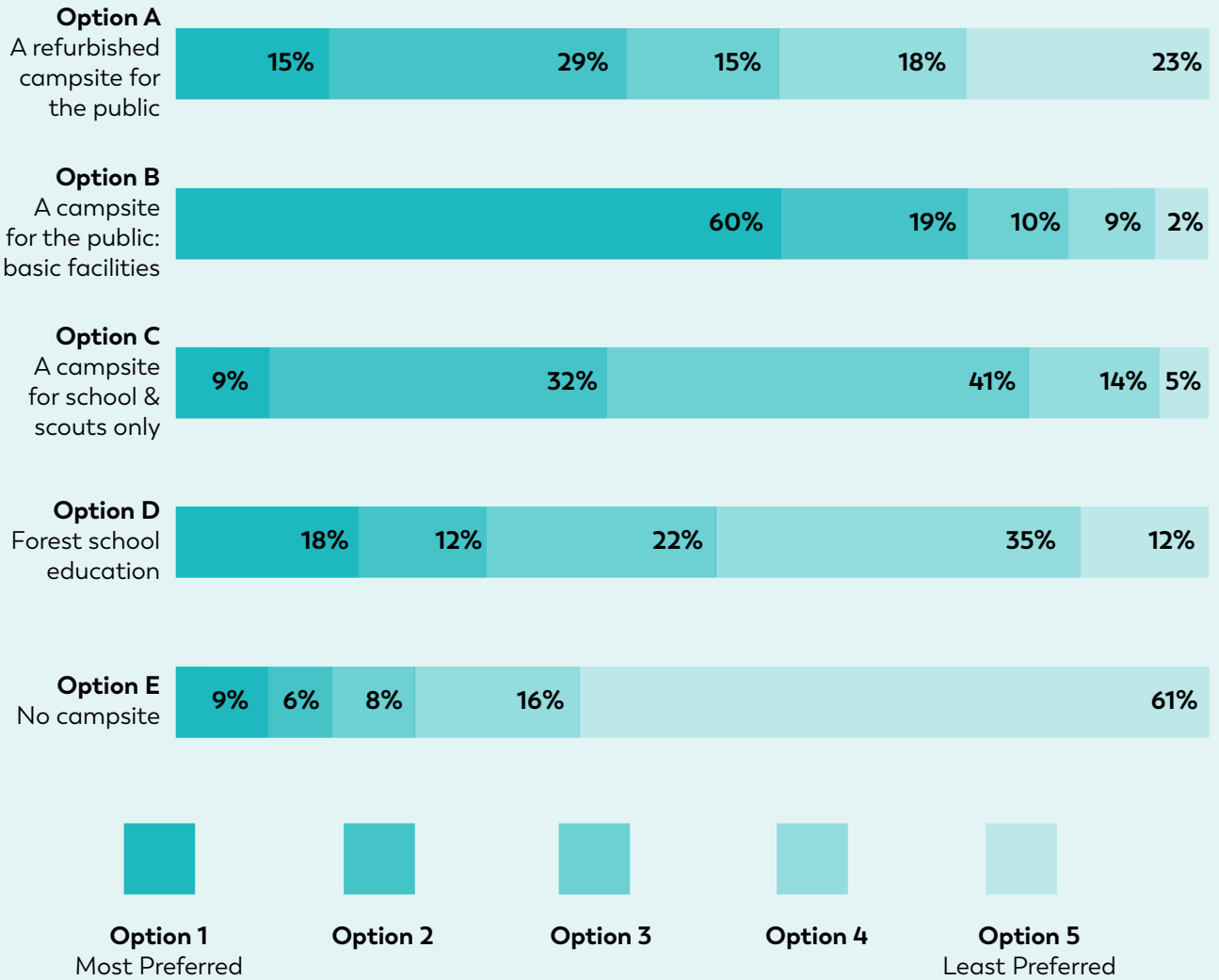
Please rank your preferred option

Option	%
Option B – A campsite for the public: basic facilities	60%
Option D - Forest school education	18%
Option A – A refurbished campsite for the public	15%
Option C – A campsite for school and scouts only	9%
Option E – No campsite	9%

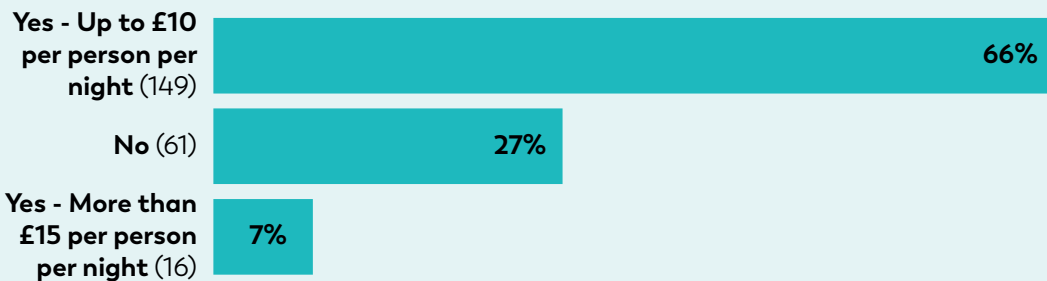
Please rank your preferred option. 1 being your most preferred and 5 being your least preferred option: % Most preferred option



The full break down by the full raking exercise is highlighted in the chart below:



The campsite currently costs £4.75 per person per night.
 Would you be willing to pay a higher campsite fee for the same facilities?



6.0 Appendices

Guildford Borough Council

Chantry Wood Campsite Consultation

We are considering the future of Chantry Wood campsite. This is a small campsite in Chantry Wood which we own and manage. It has been run as a small site for schools, scouts and guides and other groups since the 1960s with some temporary forest school use. The campsite needs refurbishing, and to bring it up to meet today's standards and regulations would cost about £300,000.

Why we are consulting with you

We want to safeguard Chantry Wood for everyone to enjoy. We are carefully considering the future of the campsite and its surrounding area. We would like to make the campsite facilities available to a permanent forest school to carry out activities on the campsite and in the woodland, with continuing use by scouts, guides and school groups.

Like all councils we have challenging and competing financial pressures. We try to balance the needs of the community with our aim of providing more efficient services. This is why it is important that we review facilities like this, to see whether they should continue and to make sure they are run in the best way possible.

Have your say

We will consider your feedback and use it to help inform decisions on the future use of the campsite.

All responses are anonymous and we are working with an independent agency, SMSR, who will process your replies on our behalf.

Background information

There are currently limited facilities at the campsite – chemical toilets that must be emptied by the customer, no electricity and limited water supply. These limited facilities restrict the current use to single party bookings.

There were 1,263 visitors [is that separate groups or individuals?] in 2017.
2018 figures
2019 figures

The campsite costs about £5,000 a year to run.

Next steps

After the consultation we will review your feedback. The Council's Executive will then consider a report with recommendations for the campsite's future early next year.

Look out for more information on our website, Facebook and Twitter and in the local media.

Please click NEXT to start the survey.

About you

Q1 Do you live in the borough?

- Yes
- No

Q2 Are you responding as:

- Individual
- On behalf of a group

Q2a Is the group in the borough?

- Yes
- No

Q3 Before this consultation, have you heard of Chantry Wood campsite?

- Yes
- No

Use of campsite

Q4 How often have you used the campsite in the last five years?

- Never
- Once
- About 2-5 times
- More than 5 times

Q5 Thinking back to your last visit, how many people were in the party that booked?

- 1
- 2
- 3-5
- 6-10
- 11-20
- 21+

Q6 What was the main reason for visiting the campsite?

- Camping - recreational
- Camping - organisation
- Forest school
- Party
- Other

Please specify other

Q7 Thinking back to your last visit, how satisfied were you with the following aspects of the campsite:

	Satisfied	No Opinion	Dissatisfied
Booking Process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities (e.g. toilets etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whole experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 Do you think the campsite provides value for money?

- Yes
- No
- Don't know

Please say why.

Q9 The campsite currently costs £4.75 per person per night. Would you be willing to pay a higher camping fee for the same facilities?

- Yes - Up to £10 per person per night
- Yes - More than £15 per person per night
- No

Future of the campsite

We would like your views on the following possible options for the future of Chantry Wood campsite. Please read the following and tick your preferred option.

Option A – A refurbished campsite for the public - The Council would provide a campsite for the public at Chantry Wood, with showers, changing rooms, washing facilities, hot and cold running water and mains toilets. This would cost about £300,000 for electricity, water, major works including some tree removal to provide the infrastructure. An increase in visitor numbers and bookings per night would be needed to offset some of the investment costs . This would change the tranquillity and habitat of the area and increase traffic [or could we say numbers] through the woodland. The Council might be able to make a small annual profit of £2,500.

Option B - A campsite for the public: basic facilities - The Council would continue to provide a campsite with the existing basic facilities (chemical toilets and cold water supply). Repairs would cost about £36,000. The Council would continue to subsidise the campsite, costing about £5,000 a year.

Option C – A campsite for schools and scouts only – The Council would continue to provide a campsite with the existing basic facilities. Repairs would cost about £36,000. The Council would continue to subsidise the campsite. Running costs would be much lower than Option A.

Option D - Forest school education - The Council would make the campsite available to a forest school to carry out educational activities on the campsite and in the woodland. It would improve forest school provision in Chantry Wood. Scouts, guides and school groups would continue to use the campsite. Camping would not be available to the public. This option would cost about £36,000 for repairs to the existing facilities. The Council would generate an annual income of about £7-9,000 which would cover the repairs and ongoing maintenance costs. Conditions would be put in place to limit numbers.

Option E - No campsite – The existing buildings would be removed and the campsite area would be returned to grassland and woodland for nature conservation. This would cost about £8,000. There would be no further running costs to the Council.

Q10 Please rank your preferred option 1 being your most preferred option and 5 being your least preferred option:

Option A – A refurbished campsite for the public

Option B - A campsite for the public: basic facilities

Option C – A campsite for schools and scouts only

Option D - Forest school education

Option E - No campsite

Option F - None of the above

Please say why you said 'None of the above':

Q11 Any further comments you would like to make?

A large, empty rectangular box with a thin grey border, intended for respondents to provide their comments. The box is currently blank.

About you

Finally, a couple of questions about yourself, so that we can understand the views of a whole range of people...

Q12 What is your gender?

- Male
- Female
- Transgender
- Other
- Prefer not to say

Q13 To which of the following age groups do you belong?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Prefer not to say

Q14 Which of these activities best describes what you are doing at present?

- Employee in full-time job (30 hours or more a week)
- Employee in part-time job (under 30 hours a week)
- Self-employed
- In full-time or part time education/training
- Not currently working/unemployed (including if on long-term sickness or disability or looking after the home or family)
- Retired
- Doing something else
- Prefer not to say

Please specify 'Doing something else'

Q15 Do you have any long-standing illness, disability or infirmity (long-standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time)?

- Yes
- No
- Prefer not to say

Q16 How many children aged 18 and under live in your household?

Q17 What is your ethnic group? Are you Asian, Black, or of a mixed background, White, or of another ethnic group?

- Asian or Asian British – Indian
- Asian or Asian British – Pakistani
- Asian or Asian British – Bangladeshi
- Asian or Asian British - Any other Asian background
- Black or Black British - Caribbean
- Black or Black British – African
- Black or Black British – Any other Black background
- Asian or Asian British – Chinese
- Mixed –White and Black Caribbean
- Mixed – White and Black African
- Mixed – White and Asian
- Mixed – Any other mixed background
- White – English / Welsh / Scottish / Northern Irish
- White – Irish
- White – Any other white background
- White – Gypsy or Traveller
- Other
- Prefer not to say

Q18 What is your postcode

Thank you for taking part in our survey.

6.2 Graphical presentation of option by option respondent preference

The following charts breakdown respondent preference for each of the suggested options for the Chantry Wood campsite. The reference, the options were described as:

Option A – A refurbished campsite for the public

The Council would provide a campsite for the public at Chantry Wood, with showers, changing rooms, washing facilities, hot and cold running water and mains toilets. This would cost about £300,000 for electricity, water, major works including some tree removal to provide the infrastructure. An increase in visitor numbers and bookings per night would be needed to offset some of the refurbishment costs.

This would change the tranquillity and habitat of the area and increase traffic through the woodland.

The Council might be able to make a small annual profit of £2,500.

Option B - A campsite for the public: basic facilities

The Council would continue to provide a campsite with the existing basic facilities (chemical toilets and cold water supply). Repairs would cost about £36,000. The Council would continue to subsidise the campsite, costing about £5,000 a year.

Option C – A campsite for schools and scouts only

The Council would continue to provide a campsite with the existing basic facilities. Repairs would cost about £36,000. The Council would continue to subsidise the campsite. Running costs would be much lower than Option A.

Option D - Forest school education

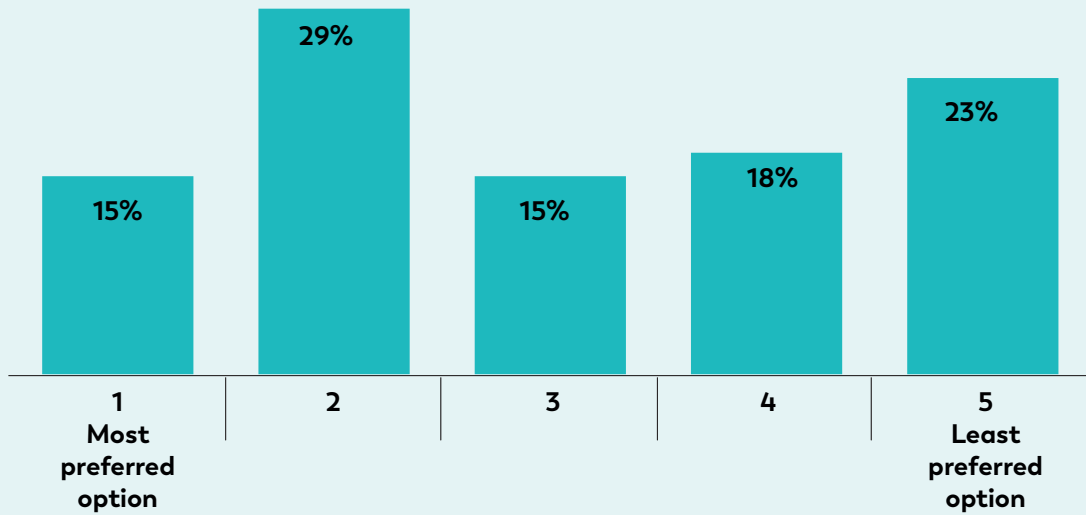
The Council would make the campsite available to a forest school to carry out educational activities on the campsite and in the woodland. It would improve forest school provision in Chantry Wood. Scouts, guides and school groups would continue to use the campsite. Camping would not be available to the public. This option would cost about £36,000 for repairs to the existing facilities. The Council would generate an annual income of about £7-9,000 which would cover the repairs and ongoing maintenance costs. Conditions would be put in place to limit numbers.

Option E - No campsite

The existing buildings would be removed and the campsite area would be returned to grassland and woodland for nature conservation. This would cost about £8,000. There would be no further running costs to the Council.

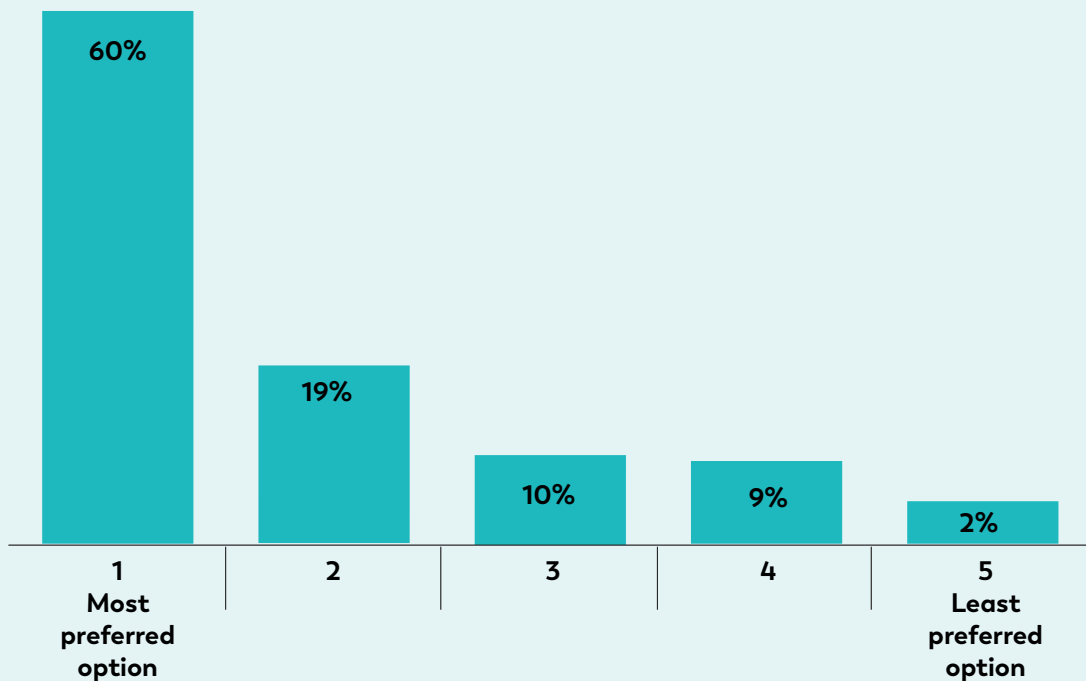
Option A:

Please rank your preferred option. 1 being you most preferred option and 5 being your least preferred option (% Most preferred option)



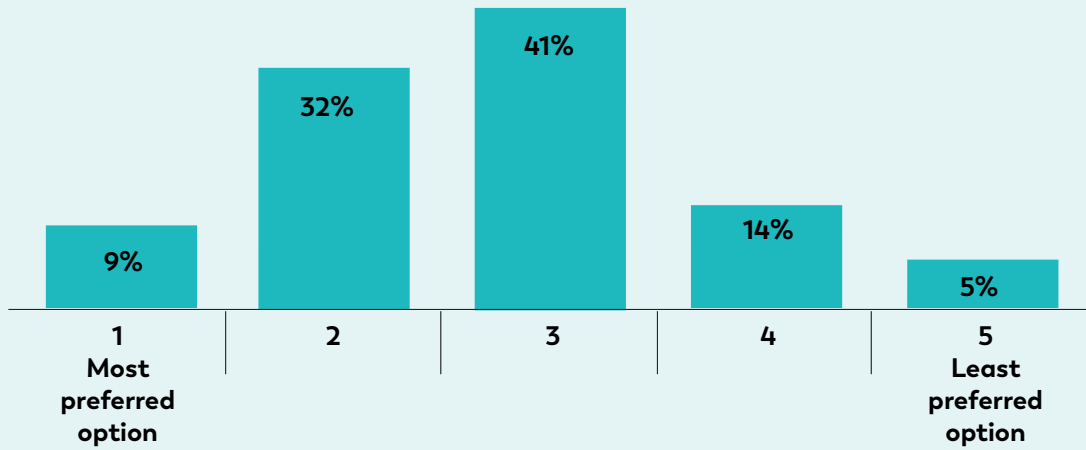
Option B:

Please rank your preferred option. 1 being you most preferred option and 5 being your least preferred option (% Most preferred option)



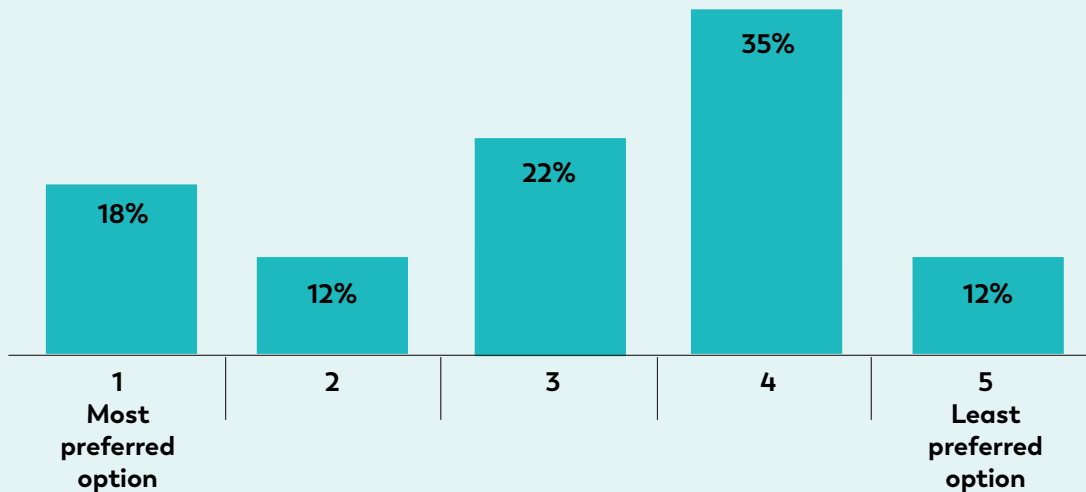
Option C:

Please rank your preferred option. 1 being you most preferred option and 5 being your least preferred option (% Most preferred option)



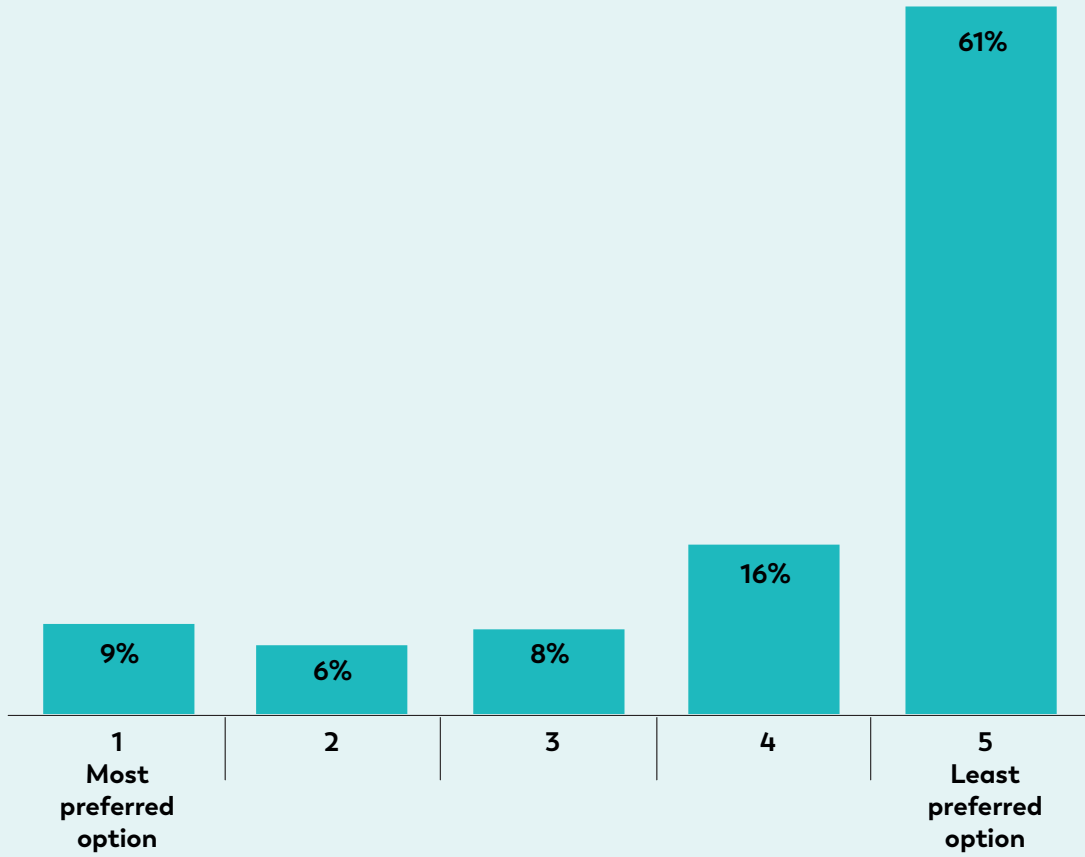
Option D:

Please rank your preferred option. 1 being you most preferred option and 5 being your least preferred option (% Most preferred option)



Option E:

Please rank your preferred option. 1 being you most preferred option and 5 being your least preferred option (**% Most preferred option**)



		Total
Please rank your preferred option 1 being your most preferred option and 5 being your least preferred option: Option A – A refurbished campsite for the public	Sample Size	342
	1 - Most preferred option	
	Count	53
	Column %	15%
	2	
	Count	99
	Column %	29%
	3	
	Count	50
	Column %	15%
	4	
Count	61	
Column %	18%	
5 - Least preferred option		
Count	79	
Column %	23%	

Option B - A campsite for the public: basic facilities	Sample Size	387
	1 - Most preferred option	
	Count	233
	Column %	60%
	2	
	Count	74
	Column %	19%
	3	
	Count	37
	Column %	10%
	4	
Count	35	
Column %	9%	
5 - Least preferred option		
Count	8	
Column %	2%	

6.3 Cross-tab presentation of option by option respondent preference

Option C – A campsite for schools and scouts only	Sample Size	333
	1 - Most preferred option	
	Count	29
	Column %	9%
	2	
	Count	106
	Column %	32%
3		
Count	136	

	Column %	41%
	4	
	Count	47
	Column %	14%
	5 - Least preferred option	
	Count	15
	Column %	5%

Option D - Forest school education	Sample Size	338
	1 - Most preferred option	
	Count	62
	Column %	18%
	2	
	Count	40
	Column %	12%
3		
Count	75	
Column %	22%	
4		
Count	119	
Column %	35%	
5 - Least preferred option		
Count	42	
Column %	12%	

6.3 Cross-tab presentation of option by option respondent preference

Option E - No campsite	Sample Size	328
	1 - Most preferred option	
	Count	30
	Column %	9%
	2	
	Count	21
	Column %	6%
	3	
	Count	27
	Column %	8%
4		
Count	51	
Column %	16%	
5 - Least preferred option		
Count	199	
Column %	61%	

Option F - None of the above	Sample Size	409
	Option F - None of the above	
	Count	6
	Column %	1%