

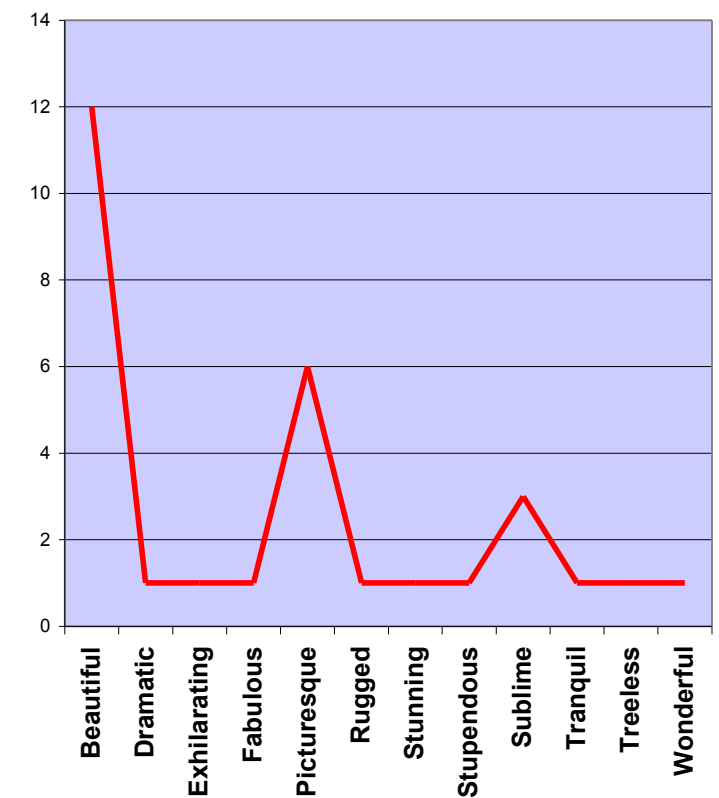
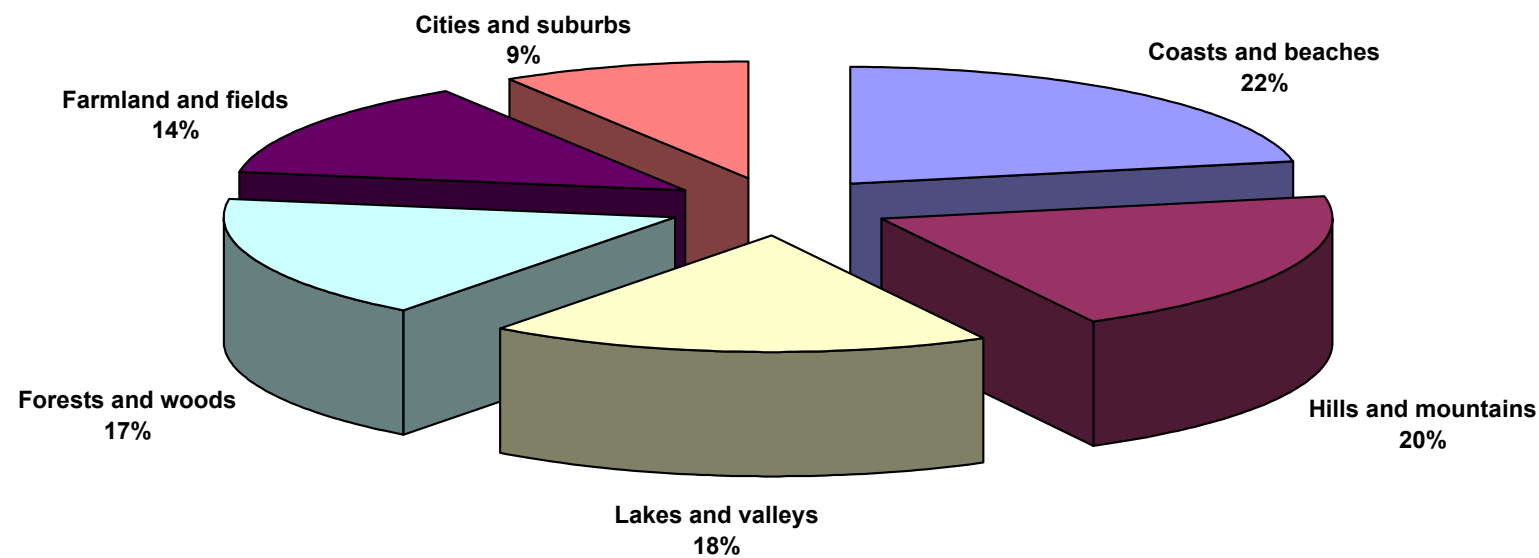
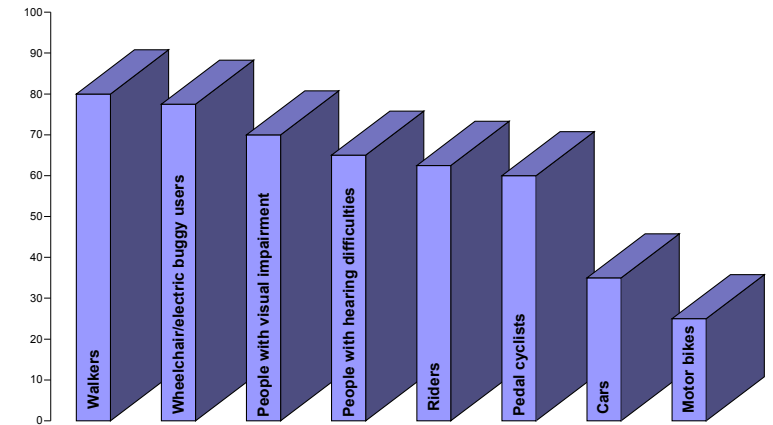
"O my God ! What sublime scenery I have beheld... The mist broke in the middle, and at last stood as the waters of the Red Sea are said to have done when the Israelites passed - & between two walls of Mist the Sunlight burnt upon the Ice a strait Road of golden Fire, all across the lake – intolerably bright, & the walls of Mist partaking of the light in a multitude of colours." Samuel Taylor Coleridge

Market Research

A survey into the attitudes of users to creating more and better access in the countryside was carried out in the upper car park of Haytor over January and February of 2006.

Key Findings

- A very high proportion, 90% agreed that access to the countryside was desirable for all members of society.
- The age spread is highest in the 36-45 and 56-65 age brackets, reflecting the general demographic of the local area where a high proportion of the population are in these age ranges compared to the national average. Male/female split was 60%/40%.
- When asked who should benefit from better access to the countryside responses were clearly in favour of walkers (80%) and wheelchair users (77.5%).
- Although 98% of respondent had arrived on site by car, only 14% thought that better car access was needed. It is perhaps notable that 14 roads in the UK are named after Haytor (Appendix 2).
- Whilst half of the people surveyed thought improved level access was important a majority, 70%, thought that physical access around difficult terrain, e.g. ramps, lifts and handrails should be improved. Better interpretation was also thought to be very important with 72.5% in favour of improvements.
- The 36-45 and 56-65 age brackets were also the most frequent users of the country with 29% of each group claiming to visit over 30 times a year.
- None of those surveyed identified themselves as disabled; this could well be indicative of the challenges faced in accessing the site as it stands.
- There were very clear preferences found in terms of the type of terrain preferred by visitors with Hills and Mountains coming a close second to Coasts and Beaches which, given the survey took place on Haytor, suggests that many respondents were in the wrong place.



**Walk
Don't
Walk**