

Visitor Surveys

Monday 13th to Tuesday 14th July 2009



Course description

Visitor surveys are often used to find out who visitors are, why they visit a site or area, what they do, what they think about the provision, how provision can be improved and so on. Careful design is needed to ensure visitor surveys give the information required, unambiguously and accurately. This course reveals how to design surveys which produce clear cut answers and data sets that can be treated with simple statistics to give valid comparisons to existing data and future repeated surveys.

Who will benefit

This course will benefit anyone involved with the management of public open space for leisure and amenity.

What participants will gain

After attending the workshop participants will:

- ◆ Be aware of the pitfalls that can invalidate a survey
- ◆ Be able to plan and undertake a sampling strategy that gives balanced, representative and valid results
- ◆ Understand and know when and how to use closed and open questions
- ◆ Be able to use a number of different multiple choice techniques when designing surveys
- ◆ Be able to use a number of simple statistical methods for analyzing data for example mean, median, average etc and be able to select the most appropriate
- ◆ Be aware of the importance of clarity when reporting and presenting survey results





Facilitator

Bruce Ferguson has worked in countryside management both in the North East and now nationwide for the last 24 years. His specialist subjects are countryside recreation management (including interpretation and community consultation), environmental education and woodland ecology, conservation and management. He is proficient in plant identification and habitat survey in particular grassland and woodland. He is involved with the production of interpretive plans, interpretive media, site development and management planning, the development and production of environmental education teaching resources and environmental education programme delivery. In addition to full time consultancy work for Countryside Management Services (UK) Ltd, he has lectured for the last 15 years on many different environmental land based modules from diploma to master's degree in the subjects he delivers professionally through his consultancy work. He has been a visiting lecturer at Sunderland University since 1999. In addition to an environment-based degree, he is a qualified arboriculturalist. He is a member of the Association for Heritage Interpretation and an Associate of the Institute for Earth Education.

Location

Millfield House
Jesmond Dene
Newcastle-upon-Tyne

Cost

£120 excluding VAT
This is a non-residential course

Other information

Buffet lunch included
Refreshments included
Come prepared for some activities outdoors
It is important to book by 20th June however if you miss this date please ring to check availability

For further information please contact:

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To download a booking form visit www.cms-ne.co.uk