

Poole Harbour recreation surveys: reporting the results

Alex Brocklesby
Dorset Coast Forum

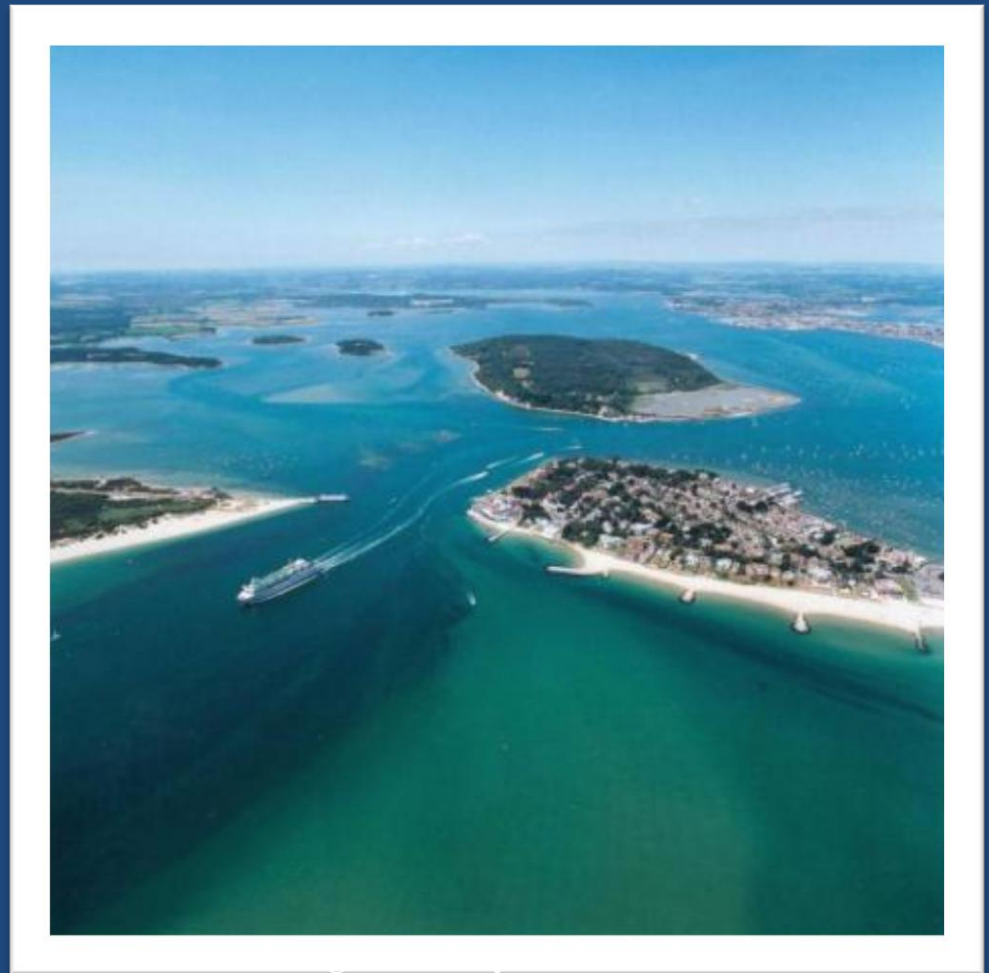


Image courtesy of Poole Tourism, Photographer Sue Sieger



VALMER for Poole Harbour (PH)



Project aim: To investigate and understand the value of recreation to Poole Harbour



- The value of the marine environments used for recreational activities is unknown
- Little research carried out on this scale into how Poole Harbour is used by different recreational activities
- Ensure Poole Harbour remains a desired place to visit for people doing these activities



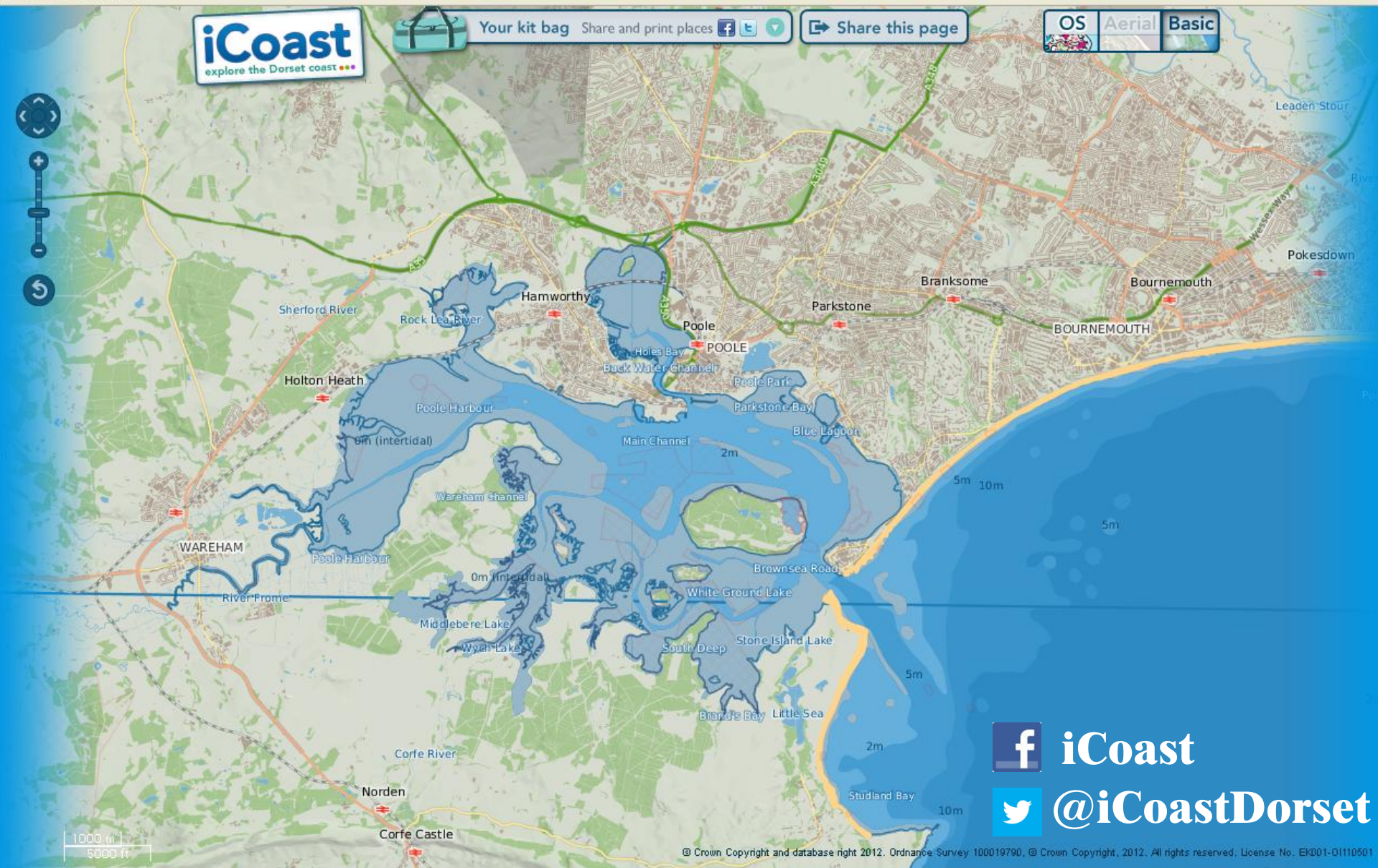
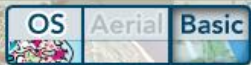
Image courtesy of Poole Tourism





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Next steps?

Selected six activities
to survey

Created online surveys

Waterskiing Image courtesy of Poole Tourism	Birdwatching Image © Paul Morton	Windsurfing Image courtesy of Poole Tourism
		
Kitesurfing Image courtesy of Poole Tourism	Kayaking/canoeing Image © Graham Horn	Jetskiing
		



Jetskiing in Poole Harbour
Travelling to Poole Harbour

What was the main method of transport you used to get to Poole Harbour? (tick one)

Walk/cycle Private car/motorcycle Hire car Taxi Train Bus Boat

Other (please state)

How many other people travelled with you in the car?

Approximately how long was your total journey time from home to Poole Harbour? (Please indicate whether you are measuring this in minutes or hours, and then enter the number)

Minutes

Hours

Back Next

10%

What questions did we ask?

Topic	Specifics
Demographics	<ul style="list-style-type: none">• Gender, age etc
About their visit to Poole Harbour	<ul style="list-style-type: none">• Where they travelled from and how• Primary reason for their trip• Duration & frequency of visit• Launch sites and where they went in the harbour• Group size• What other members of their group were doing• Club membership• Level of ability (activity dependent)• Substitute sites
Economic value	<ul style="list-style-type: none">• Spend per day & travel spend
Opinions	<ul style="list-style-type: none">• Assess environmental attitudes• Assess how factors of change (e.g. decreased water quality) influence people's frequency of return visits• Suggestions for improving management of their activity

Survey to discover Poole Harbour's true value

By Diana Henderson 10:56am Monday 27th May 2013 in News



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Brittany Ferries



Enter to win £125!
Just tell us about your recent kitesurf, windsurf, kayak or wakeboarding trip in Poole Harbour. It's that easy!

Whether you're a regular or taking one of those 'vacation' breaks, the Dorset Coast Forum want to hear from you. We are trying to understand the value of recreational activities in Poole Harbour and your views on how they fit in amongst...

As a thank you for completing the survey, we are offering you the chance to enter a prize draw to win £125, £75 or £50 vouchers redeemable at a local watersports shop or at The National Trust!

Please follow the links below to fill in the online questionnaire.

- [Kitesurfing](#) [www.dorsetforyou.com/poole-harbour-surveys/125](#)
- [Windsurfing](#) [www.dorsetforyou.com/poole-harbour-surveys/75](#)
- [Wakeboarding/Waterboarding](#) [www.dorsetforyou.com/poole-harbour-surveys/50](#)
- [Kayaking/Canoeing](#) [www.dorsetforyou.com/poole-harbour-surveys/50](#)

Who are the Dorset Coast Forum?
The Dorset Coast Forum (DF) is a not-for-profit organisation of over 200 members organised to be coastal generalists. We are interested in all aspects of the Dorset Coast and its environment. We are currently working on a project to discover the value of recreational activities in Poole Harbour.

Why is this data being collected?
The Dorset Coast Forum (DF) is a not-for-profit organisation of over 200 members organised to be coastal generalists. We are interested in all aspects of the Dorset Coast and its environment. We are currently working on a project to discover the value of recreational activities in Poole Harbour.

Who is going to use the results?
The Dorset Coast Forum (DF) is a not-for-profit organisation of over 200 members organised to be coastal generalists. We are interested in all aspects of the Dorset Coast and its environment. We are currently working on a project to discover the value of recreational activities in Poole Harbour.

What recreational activities are being surveyed for this project?

- [Kitesurfing](#)
- [Windsurfing](#)
- [Wakeboarding/Waterboarding](#)
- [Kayaking/Canoeing](#)

How do I find out the results of the survey?
Please add your email address at the end of the questionnaire in order to be kept up to date on the results of the survey. We will email you the results of the survey at the end of 2013.

Find out more online:
[www.dorsetforyou.com](#)
[www.dorsetforyou.com/poole-harbour-surveys](#)

Follow the project and iCoast on Twitter and Facebook:
[@iCoastUK](#) [iCoast](#)

RYA @RYA_news
Do you use a PWC in Poole Harbour? @iCoastDorset is collecting info - complete their survey [tinyurl.com/jetskiingsurve... #valmer](#)
Retweeted by iCoast Expand

Bournemouthecho @Bournemouthecho
Survey to discover Poole Harbour's true value: A SURVEY has been launched to investigate the value of recreati... [bit.ly/14WajqJ](#)
Retweeted by iCoast Expand

BOARDS_Magazine @BOARDS_Magazine
What is the Value of Windsurfing in Poole Harbour? Have your say... The Dorset Coast Forum want to hear ... [boards.mpora.com/?p=50959](#)
Retweeted by iCoast

Free Prize Draw
As a thank you for taking the time to fill out this questionnaire, the Dorset Coast Forum would like to offer you the opportunity to enter into a prize draw to win a voucher redeemable at The National Trust or a watersports shop. The first prize winner will also be offered the option to redeem his/her voucher against a half day Jetski Safari trip for two people. Details are at the end of this survey.

1st prize: £125 voucher **2nd prize: £75 voucher** **3rd prize: £50 voucher**



Jurassic Coast WHS @jurassic_coast
Do you Windsurf, Kitesurf, Birdwatch, Jetski, Waterski, Wakeboard or Kayaking on Poole Harbour. Please help [dorsetforyou.com/poole-harbour-...](#) and RT
Retweeted by iCoast Expand

birdsorpooleharbour @birdsorpooleharbour
Do you birdwatch in Poole Harbour or have ever been? Please look at this survey and take the time to fill it in... [tinyurl.com/birdwatchingsu...](#)
Retweeted by Dorset Wildlife Trust
Collapse Reply Retweeted Favorited More
7 RETWEETS 1 FAVORITE

Ocean Motion WINDSURFING CLUB your outdoor adventure
50 THINGS TO DO BEFORE YOU'RE 11 3/4

Poole Harbour Watersports Survey
Started by: [sleekpony](#)

For those interested in voicing their opinions and feedback about the use of Poole Harbour for watersports, (including Hamworthy, Branksome, Sandbanks etc) there is a survey currently under way.

There is a specific windsurfing section. The more vocal we are as windsurfers, the more likely our needs are to be taken into account.

[www.dorsetforyou.com/poole-harbour-surveys](#)



Offshore Performance since 1991
Offshore Performance, SeaDoo Jetski/Personal Watercraft Dealership

PWP @PWPPartnership
@iCoastDorset is collecting info on the value of Jetskiing in Poole harbour - complete their online survey [tinyurl.com/jetskiingsurve...](#)
Retweeted by iCoast
Expand Reply Retweeted Favorite More

Headline results

- Potential significant value of these recreational activities
- People on average willing to travel further to Poole Harbour compared to a closer substitute site
- Seems especially important for beginner/intermediate kite & windsurfers
- Identified drivers that could increase/decrease number of visitors

Activity	Expected	Actual
Birdwatching	100	148
Kayak/ Canoeing	100	132
Kitesurfing	100	104
Windsurfing	100	83
Jetskiing	100	59
Waterskiing	100	20
Total	600	546

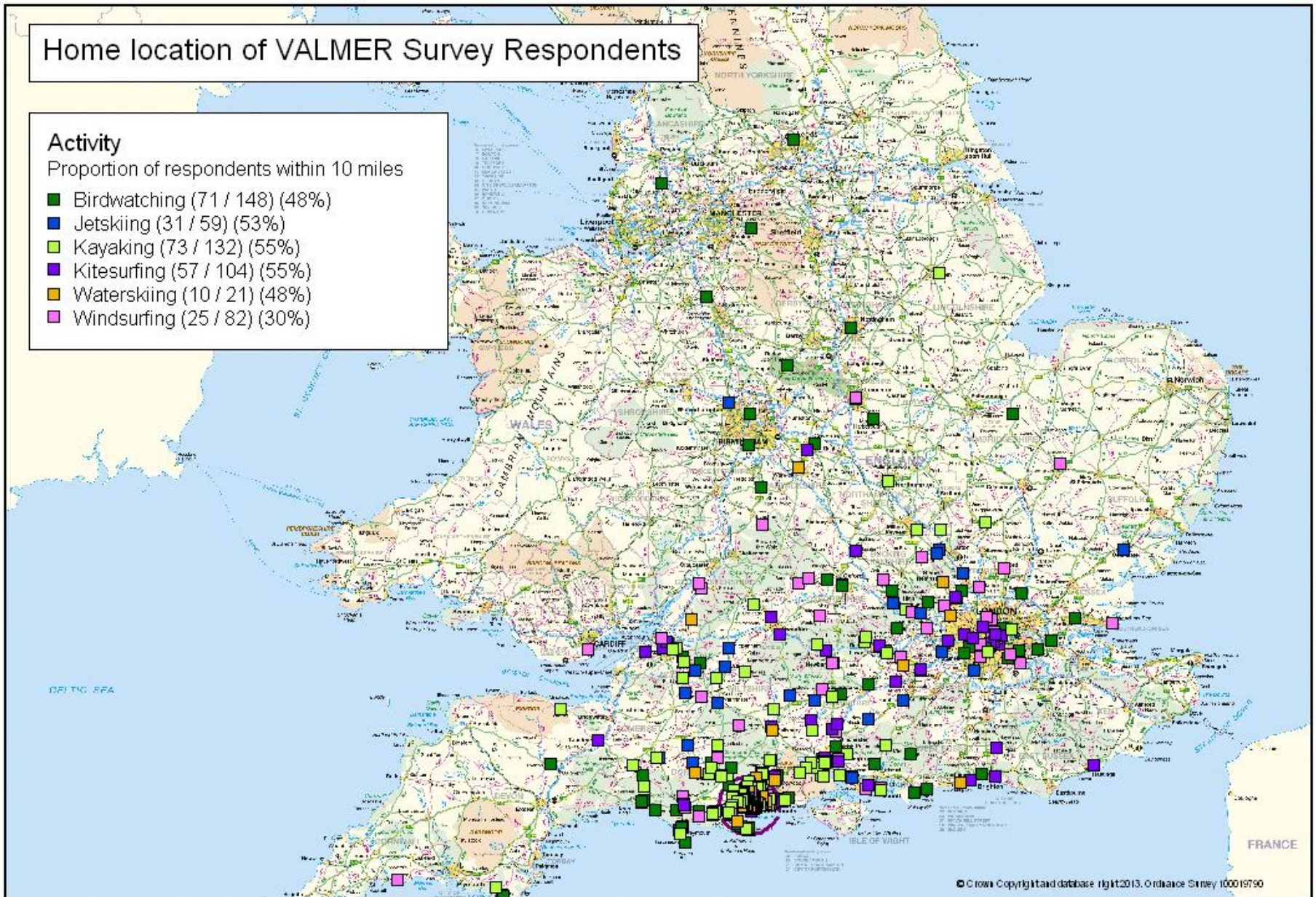
RESULTS

Home location of VALMER Survey Respondents

Activity

Proportion of respondents within 10 miles

- Birdwatching (71 / 148) (48%)
- Jetskiing (31 / 59) (53%)
- Kayaking (73 / 132) (55%)
- Kitesurfing (57 / 104) (55%)
- Waterskiing (10 / 21) (48%)
- Windsurfing (25 / 82) (30%)



Birdwatchers



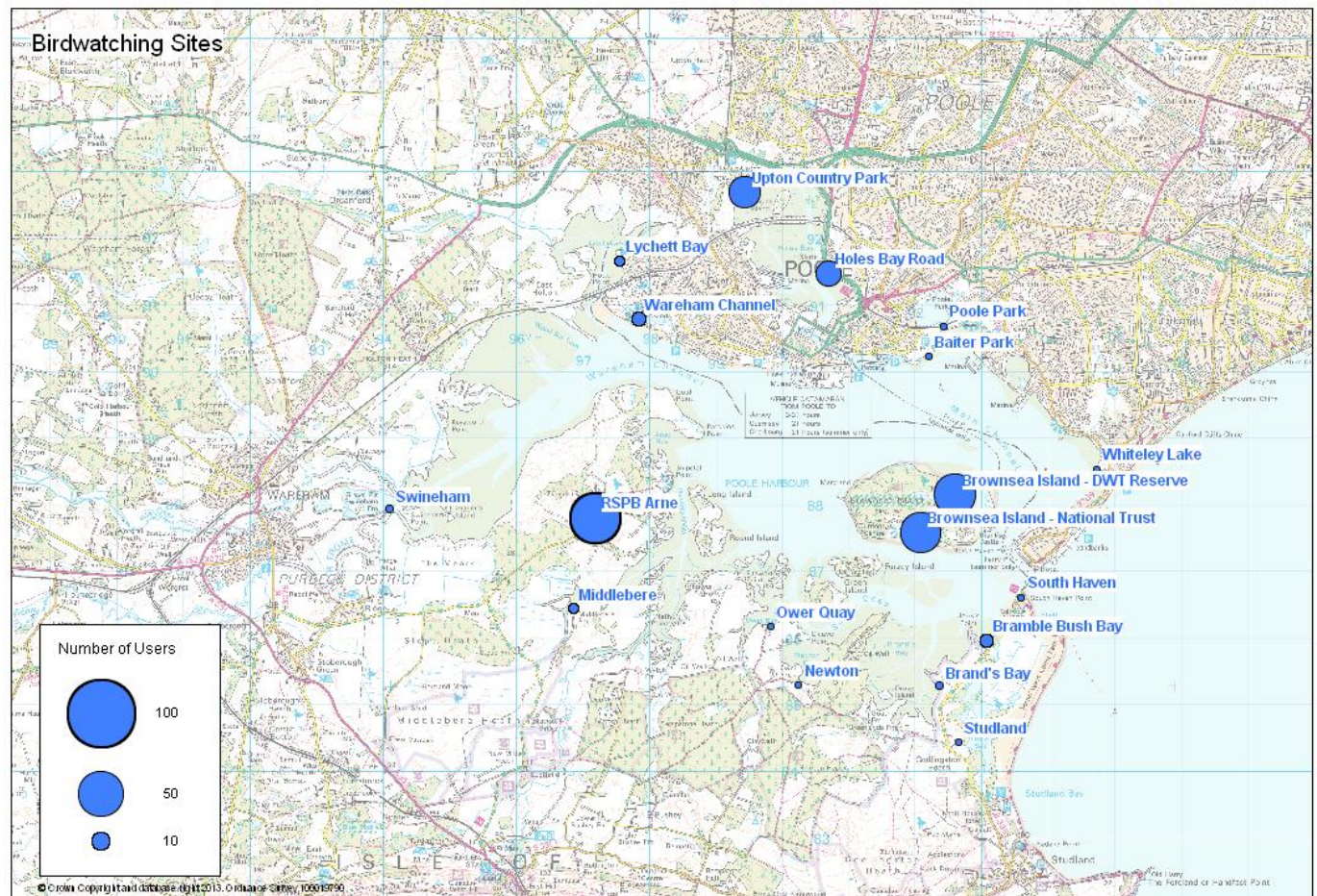
- 148 respondents
- Most visited from Dorset, Hampshire, London and the Midlands
- 45% visited with the primary reason to go birdwatching, 40% for general leisure/recreation
- 60% day trippers
- But on average stayed 2.7 days
- Visited 30 times in past year (52% of their total birdwatching visits)

Birdwatchers



© Paul Morton

1. RSPB Arne
2. Brownsea Island (NT & DWT)
3. Upton Country Park
4. Holes Bay Road
5. Wareham Channel/
Bramble Bush Bay



Canoe/kayaking



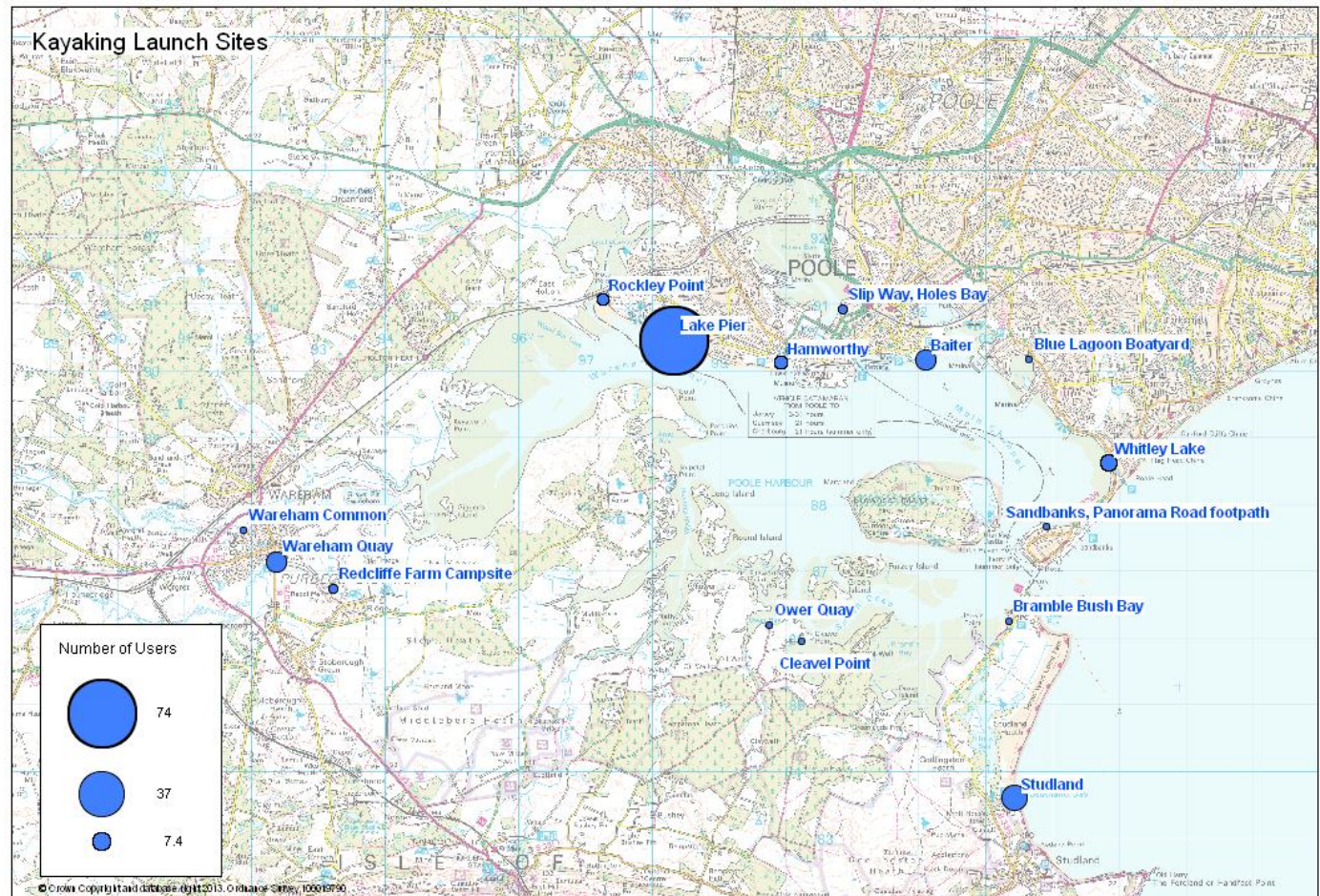
- 132 respondents
- Most visited from Dorset, Hampshire, Wiltshire & Somerset
- Over 80% visited with the primary reason to go kayaking/canoeing in PH
- 78% day trippers
- Visited 16 times in past year (57% of their total kayaking trips)

Canoe/kayaking



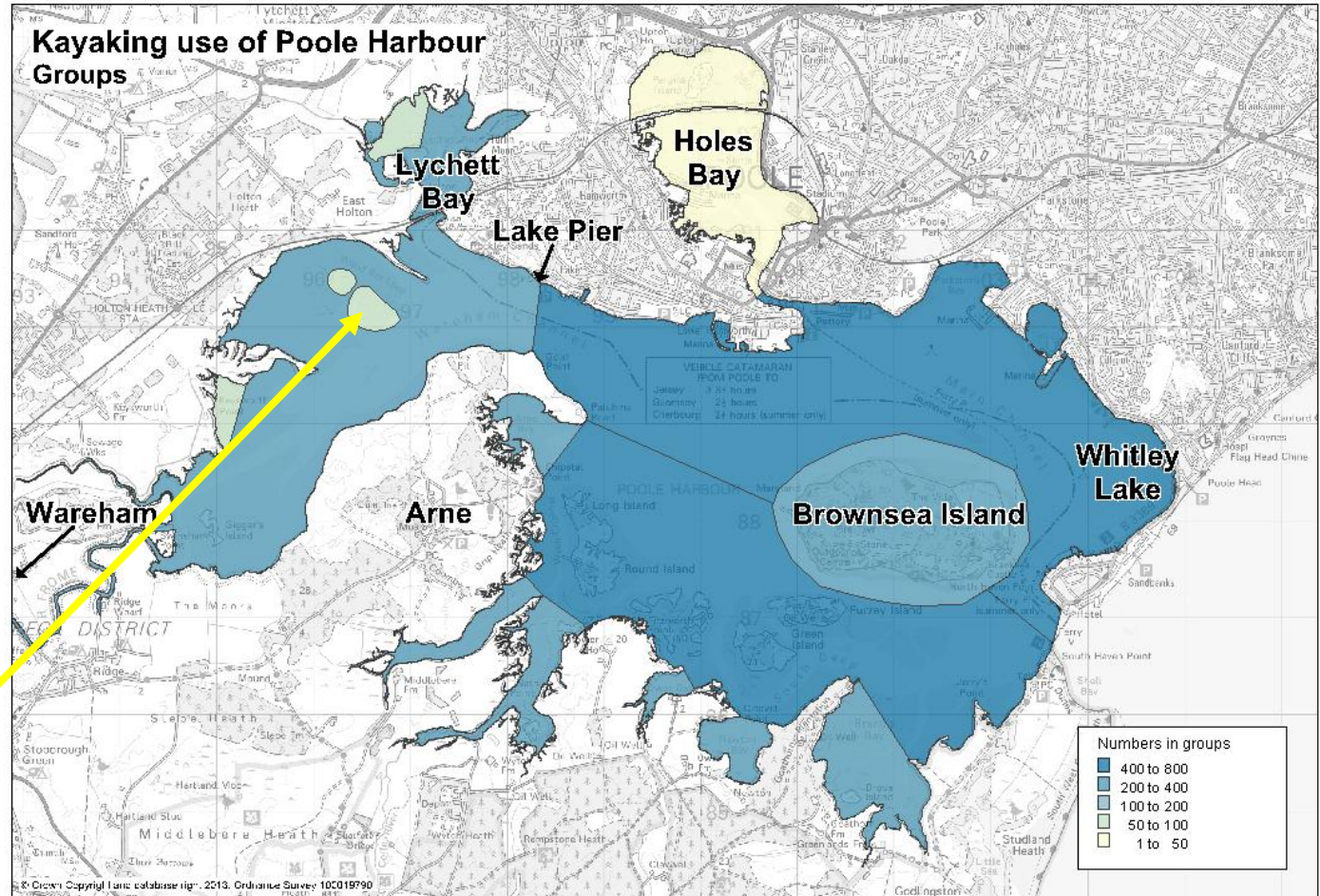
© Greg Brock

1. Lake Pier
2. Studland
3. Baiter Park
4. Wareham Quay
5. Whitley Lake



Where did kayakers go within the harbour?

1. North & South side of the main harbour
2. Brownsea Island/Wareham Channel and bird sensitive areas to the south
3. Bird sensitive areas in Wareham Channel



* Incorporates the location of those kayakers paddling alone plus the total number paddling within a group

Kitesurfers



- 104 respondents
- Most visited from Dorset, Hampshire & London
- Over 80% visited with the primary reason to go kitesurfing in PH
- 66% day trippers
- But on average stayed 2 days
- Visited 21 times in past year (59% of total kitesurfing trips)

Kitesurfers



1. Whitley Lake
2. Baiter Park
3. Bramble Bush Bay
4. Hamworthy



Windsurfers



- 83 respondents
- Most also visited from Dorset, Hampshire & London
- Over 80% visited with the primary reason to go windsurfing in PH
- 45% day trippers
- But on average most likely to spend more than a day in PH (average 2.3 days)
- Visited 15 times in past year (62% of total trips)

Windsurfers



1. Whitley Lake
2. Hamworthy
3. Baiter Park
4. Bramble Bush Bay





Image courtesy of Poole Tourism

Jetskiers/ waterskiers



Image courtesy of Poole Tourism

- Jetskiers: 59 respondents, mainly visited from Dorset, Somerset & Wiltshire
- Waterskiers: 20 respondents, mainly visited from Dorset
- *Total combined respondents (jet & waterskiiers): 79*
- Over 80% visited with primary reason to do activity in PH
- 65% day trippers (on average 2 days)
- Visited 21 times in past year (62% total trips)



Image courtesy of Poole Tourism

Launch sites - Jetskiers

1. Baiter Park
2. Salterns Marina
3. Cobb's Quay
4. Rockley Point





Image courtesy of Poole Tourism

Launch sites - waterskiers

1. Rockley Point
2. Cobb's Quay/
Parkstone Bay Marina
3. Baiter Park
4. Lake Yard
5. Ridge Wharf





Group sizes

Activity	Total number of respondents	% of those doing the activity in a group	% doing activity alone	Of those, average group size	How many people were on a course	How many paid to hire kit
Birdwatchers	147	63	27	5	2	0
Kayakers	132	77	23	10	17	4
Kitesurfers	103	46	54	3	6	0
Windsurfers	81	55	45	5	3	2
Jetskiers	59	69	31	3-4	0	2
Waterskiers	20	90		4	3	0
Totals	542				31	8

Club membership

Activity	% respondents in 1 or more clubs	% respondents not in a club	What clubs?
Birdwatchers	64	36	31% RSPB; 12% DWT; 10% Dorset Bird Club; 9% British Trust for Ornithology
Kayakers	68	32	33% Poole Harbour Canoe Club 9% British Canoe Union 7% New Forest Kayak & Canoe Club 4% Canoe England
Kitesurfers	86	14	47% BKSA 28% Bournemouth Poole Kitesurf Club 11% regional local club
Windsurfers	62	38	15% regional local club 13% Ocean Motion Windsurfing Club 11% RYA 8% Project Windsurf
Jet/ Waterskiers	31	69	10% RYA 4% British Waterski & Wakeboard Fed. 10% other regional club

Importance of PH for beginner/intermediate kite & windsurfers

Activity	Level of ability	Number of respondents with these levels of ability	Number of trips to PH in previous 12 months	% of the total number of trips in previous 12 months to PH
Kitesurfers  <small>Image courtesy of Poole Tourism</small>	Advanced	25	26	37
	Beginner/Intermediate	71	19	68
Windsurfers  <small>Image courtesy of Poole Tourism</small>	Advanced	44	16	55
	Beginner/Intermediate	37	14	72

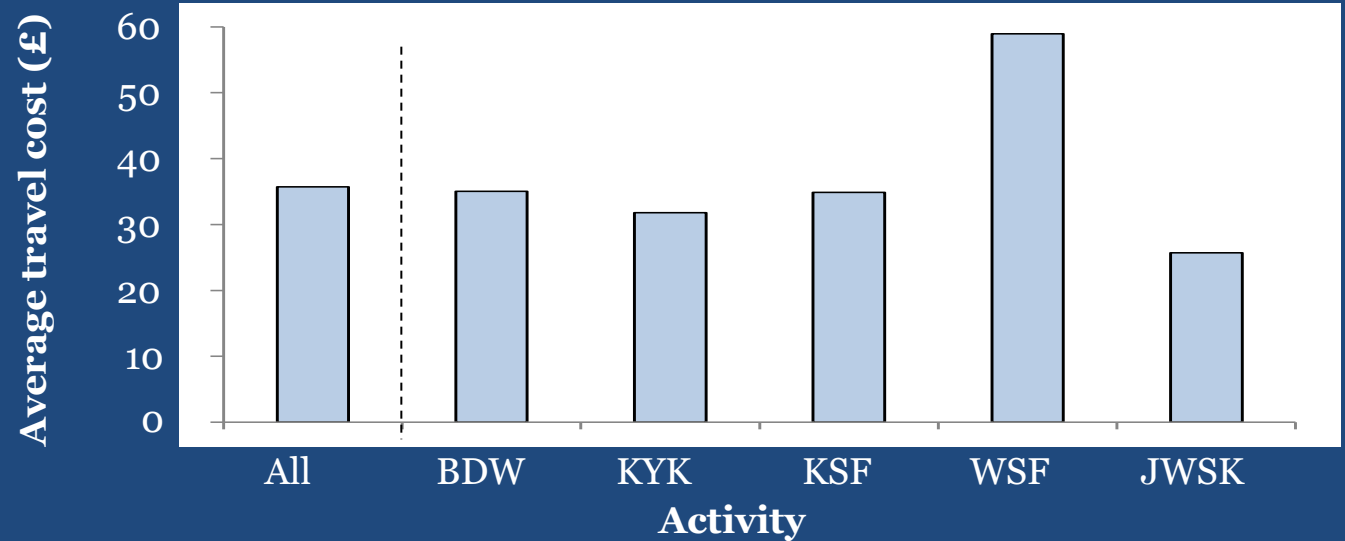
Substitute sites

- 63% people would go elsewhere to do their activity if PH was closed, on average, alternative locations were closer to their home than PH
- More than 50% trips made in past 12 months between Weymouth – Southampton were to PH for all activities
- Poole Bay was the second most visited location

Economic value

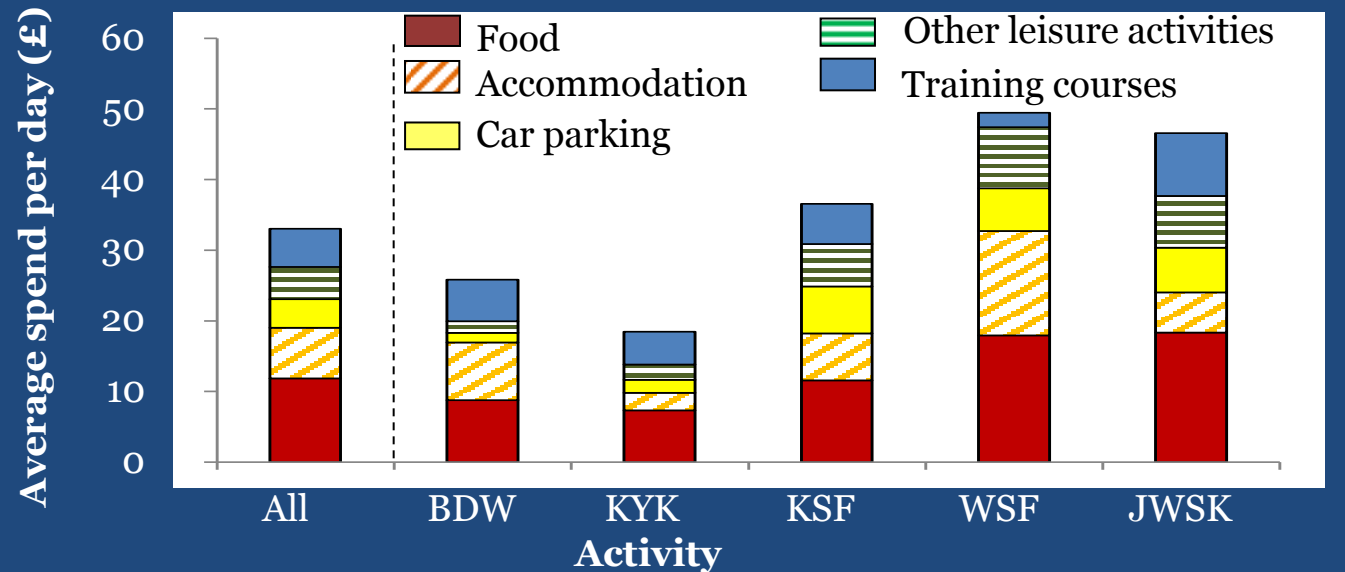
Travel spend

*Calculated on a respondent's return travel to Poole Harbour. Travel spend weighted according to number of people travelling in the car, whether the activity was the main purpose for the trip and if the trip included multiple destinations



Local spend per day

*Generic expenses, not taking account of activity specific expenses (see next slide)

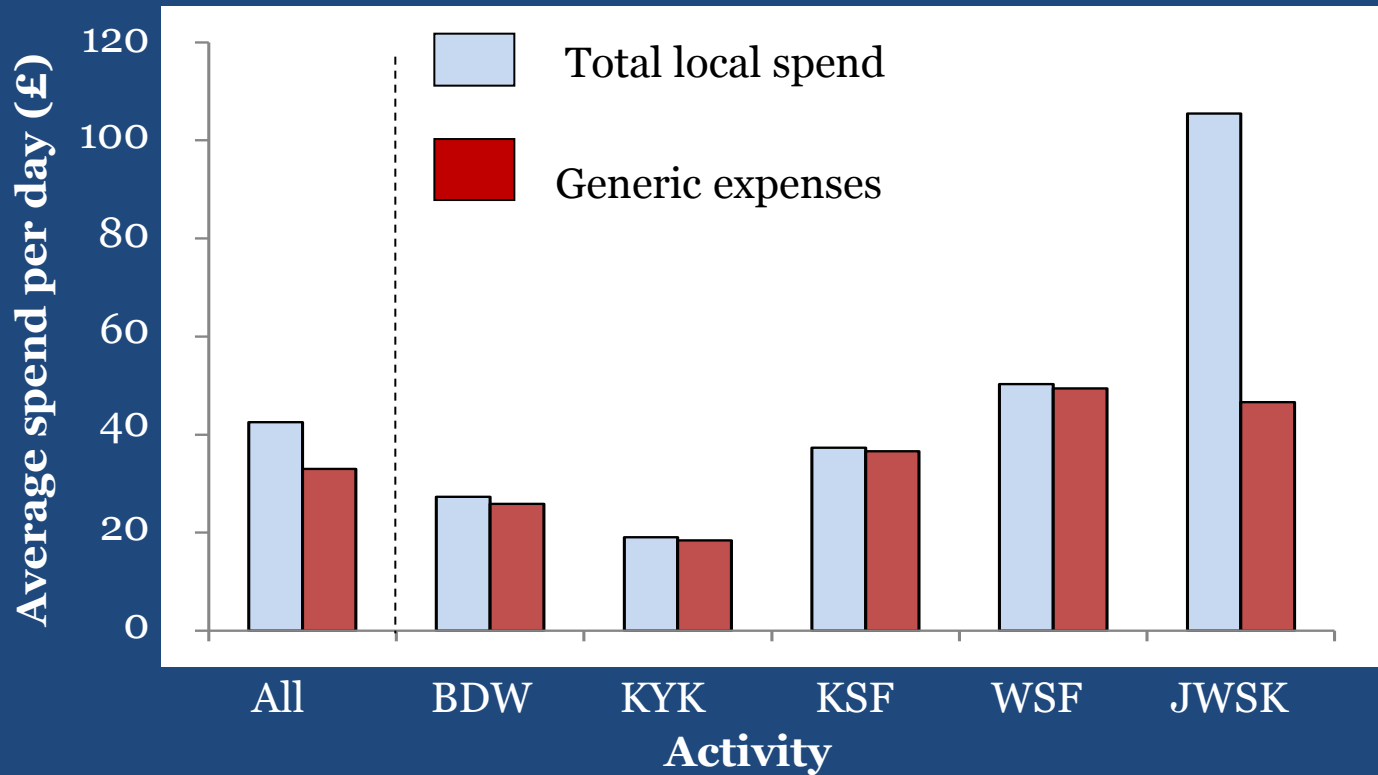


Economic value

Total spend per day

* Total local spend is the combination of generic expenses and activity-specific expenses.

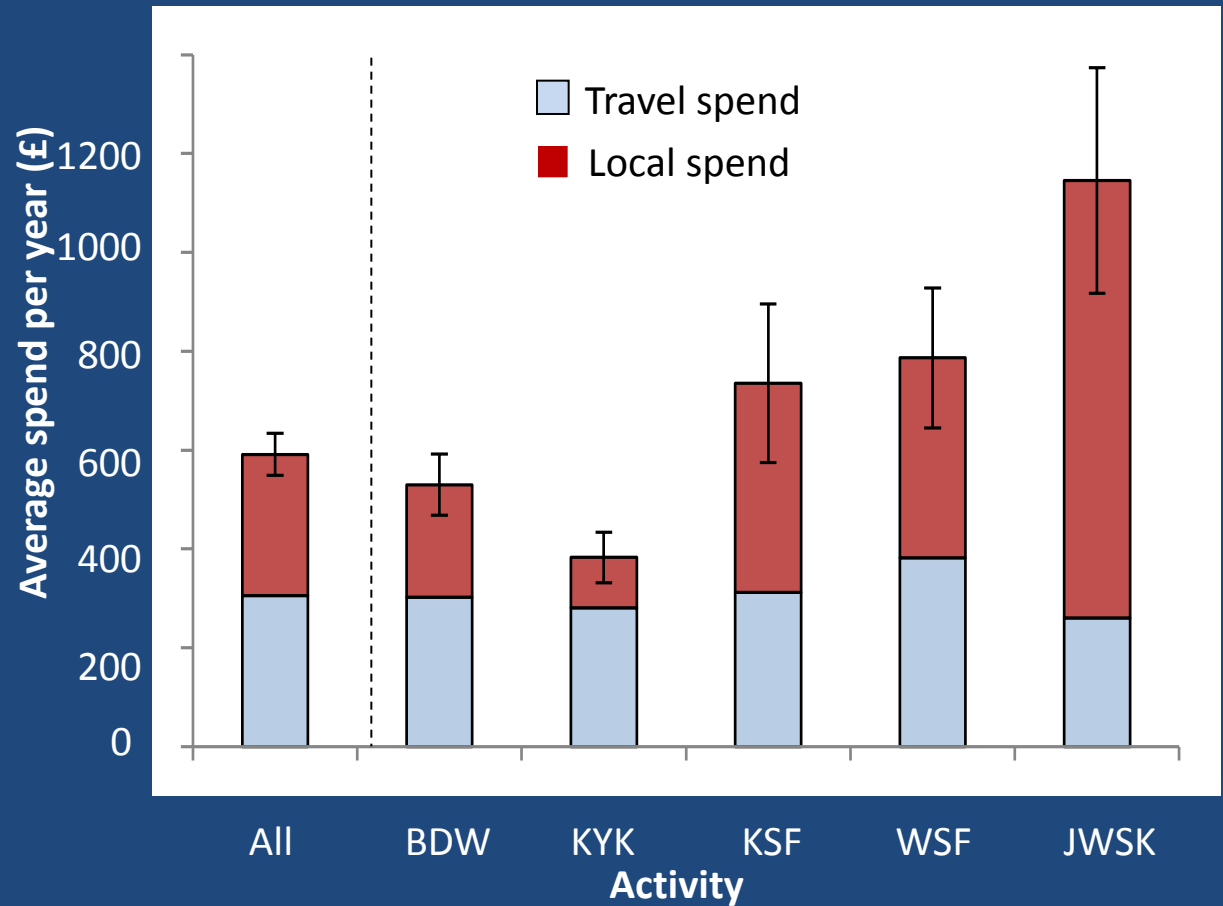
On average, jet/waterskiers spend £55 on fuel (counted as activity-specific expenses)



Economic value

Total spend per person per activity

*Combining the travel spend, generic daily expenses and activity-specific expenses per day



Overall value to PH

Activity	Number of respondents	Aggregate spend per year per person (£)	Aggregate spend per activity (using number of survey respondents)
Birdwatchers	148 x	561 =	83,028
Kayak/Canoeists	132 x	429 =	56,628
Kitesurfers	104 x	833 =	86,632
Windsurfers	83 x	877 =	72,791
Jets/waterskiers	79 x	1297 =	102,463
Total	546		£401,542

*There is currently no accurate information regarding total numbers of people undertaking each activity. Therefore the aggregate spend per activity has been worked out by multiplying the total number of respondents with the total spend per person per activity. This gives us a minimum value of £401,542 of these six activities to Poole Harbour

Assessing environmental attitude & responses to potential changes in the harbour



*Image courtesy
of Poole Tourism*

‘How important are these three characteristics to you when compared to each other?’



1. The Environment:

- the enclosed, sheltered nature of the harbour and views of the water and coastline
- wildlife
- clean water in the harbour



1 A. Water quality:

This describes how clean and clear the water is in the harbour, including bathing water quality.



2. Facilities:

- car parks and toilets
- slipways, moorings and bird hides
- cafés, shops, accommodation



2 A. Wildlife:

This describes the different animals (for example, fish and birds) and the habitats in which they live (such as seagrass beds and saltmarshes).



3. Cost Factors:

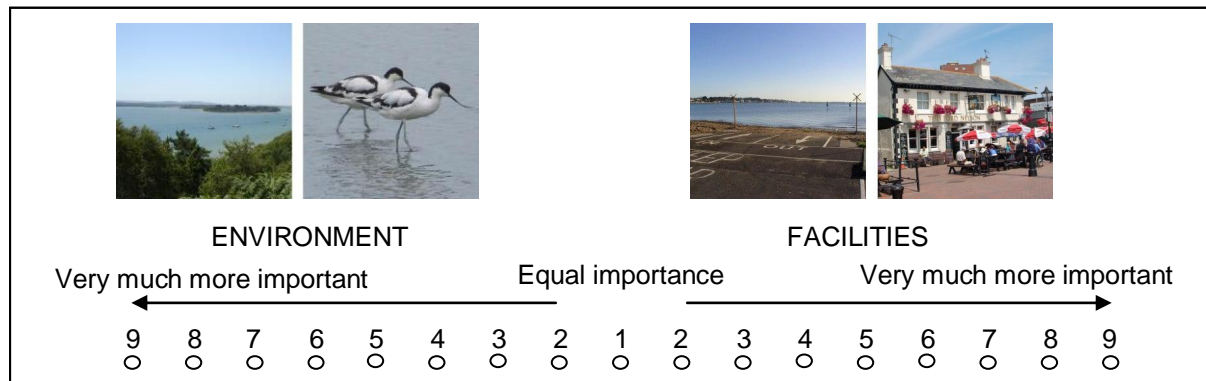
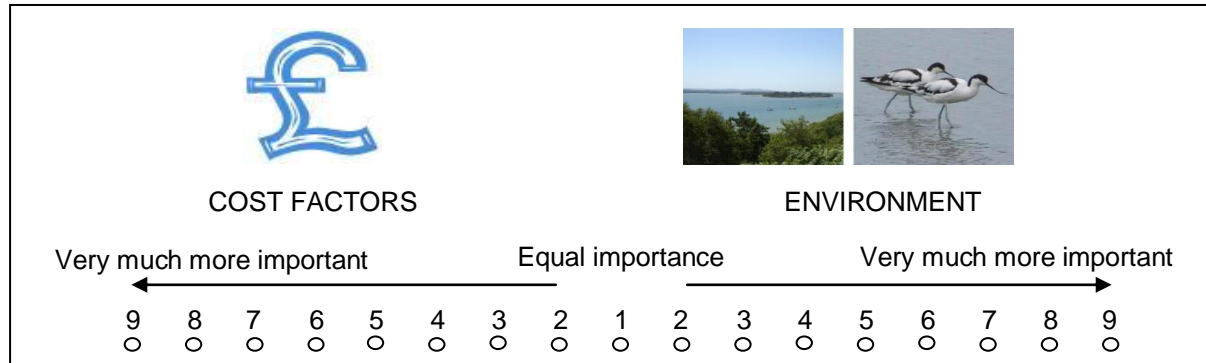
- ferry/car parking charges
- permit fees/slipway fees
- nature reserve entrance fees



3 A. Views of the coastline:

This describes the appearance of the harbour, overlooking the water.

For example...



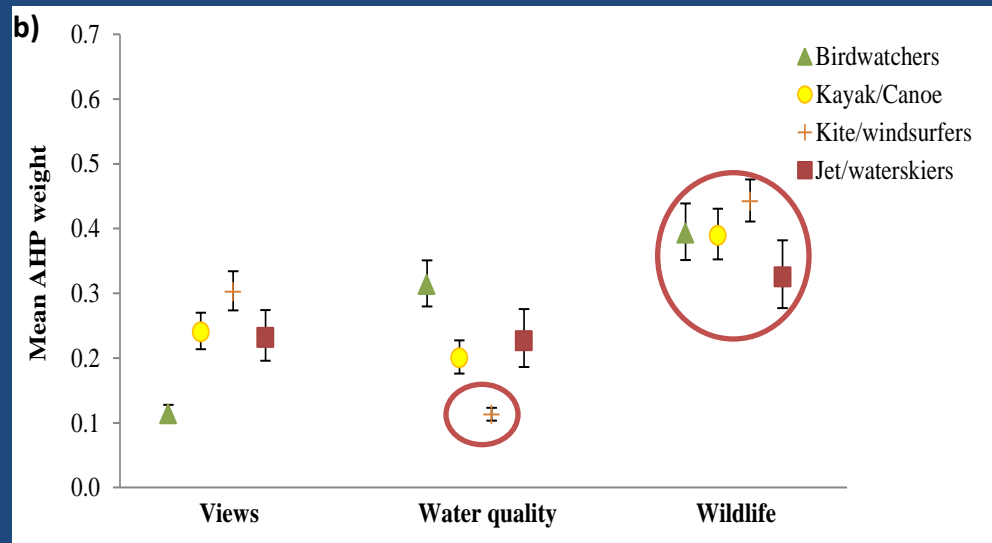
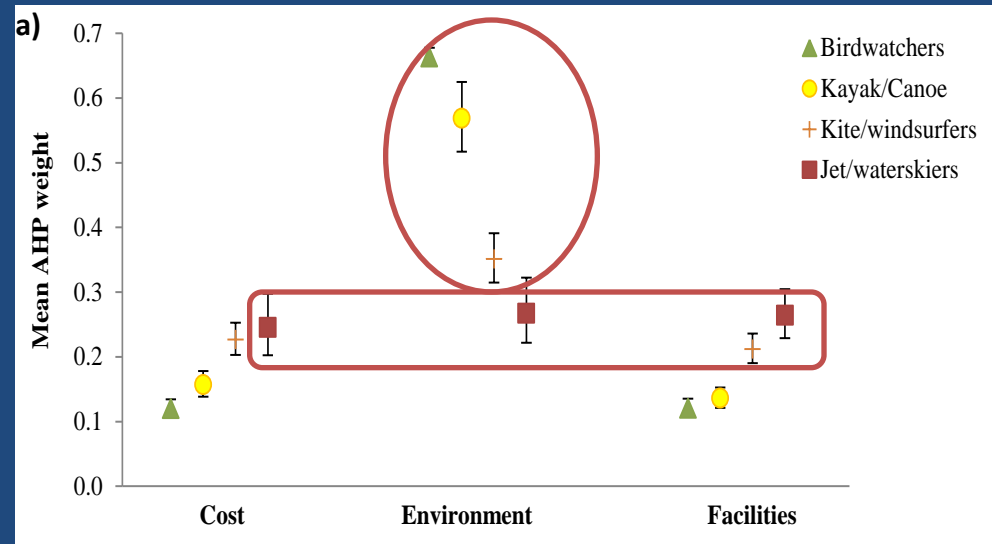
Assessing environmental attitudes

- Most activities rated environment higher than facilities or costs
- Jet/Waterskiers statistically have no preference

*The higher the number, the more important the characteristic of the harbour to the respondent

- Within activities, respondents ranked marine environmental characteristics in the following order:

1. wildlife
2. views across the water
3. water quality





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© Poole Harbour Commissioners

* Increased flooding of Poole Harbour coastline from climate change and sea level rise, increased industrial activity, decrease in wildlife, increased numbers of recreational users and a decrease in water quality would have a negative impact on visitor numbers visiting Poole Harbour to do these six activities



* Approximately 30% Kayakers, kitesurfers and windsurfers respondents said they would stop visiting Poole Harbour to do their activity if there was a decrease in water quality. A further 65% said they would visit the harbour less often.



© Paul Morton

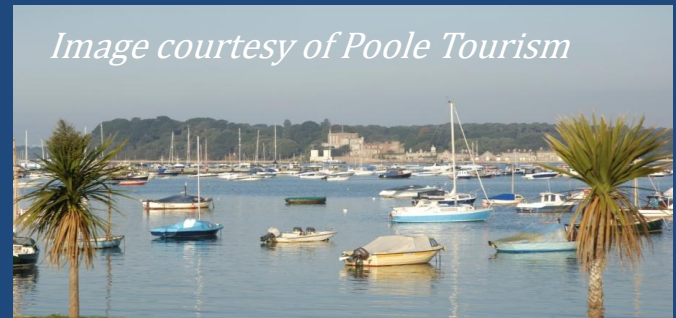


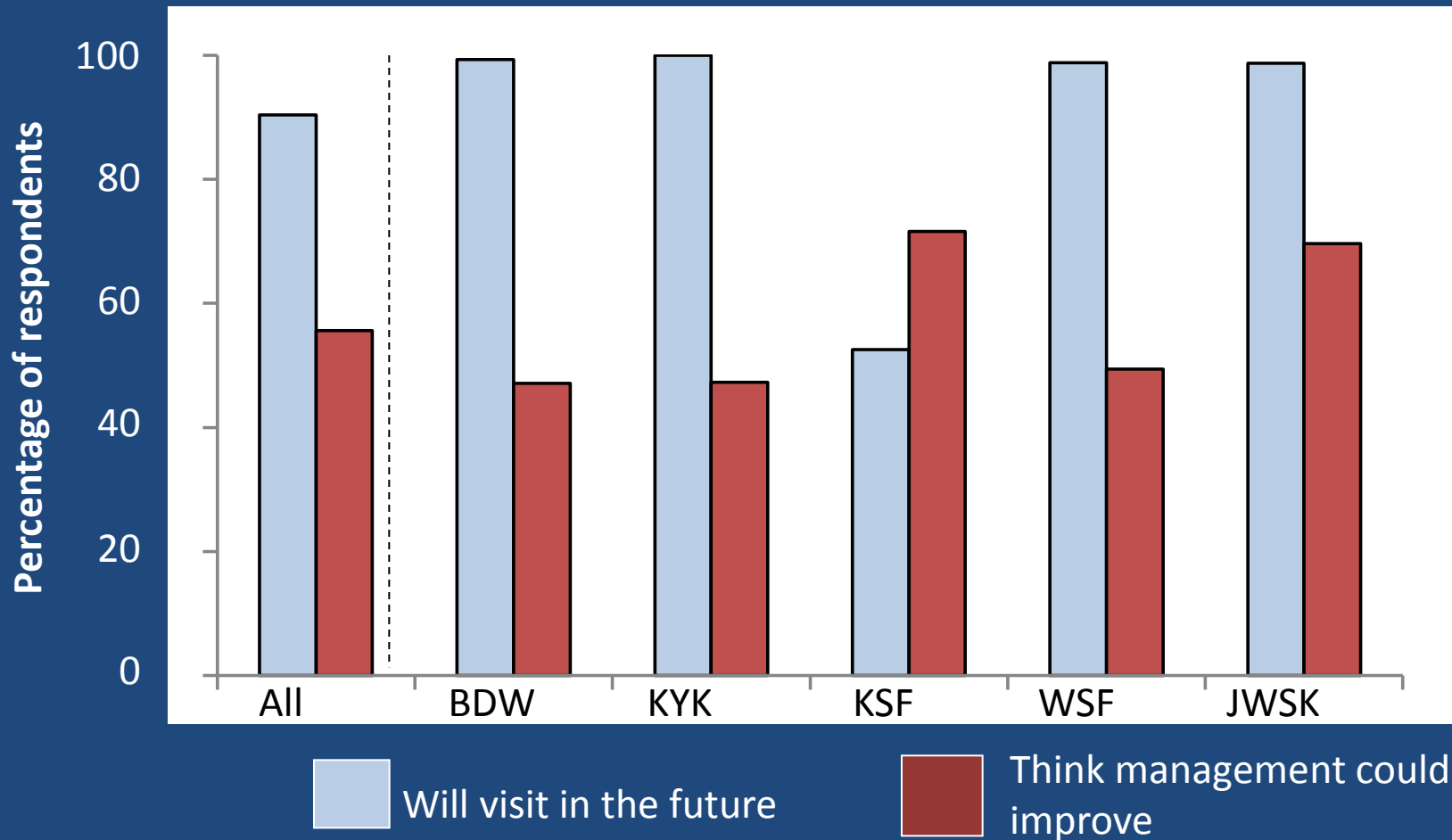
Image courtesy of Poole Tourism

	Changes that would potentially increase number of return visits (% respondents visit more often)	Changes that would potentially decrease number of return visits (% respondents visit less often/stop visiting)
Bird-watchers	<ul style="list-style-type: none"> Reduced frequency of bird disturbance from dog walkers and recreational water users (27% visit more often, 43% less often/stop visiting) 	
Kayakers	<ul style="list-style-type: none"> Kayak trail around Brownsea (28%) Permission to land on Brownsea (58%) New facilities at Lake Pier (50%) 	<ul style="list-style-type: none"> Decreasing the number of landing sites around PH (33%)
Wind-surfers	<ul style="list-style-type: none"> Creation of a local windsurf club (30%) 	<ul style="list-style-type: none"> Introduce of max. number of watersport users at Whitley Lake (65%) Increased no's of kitesurfers at Whitley Lake (69%) Fewer parking spaces at Whitley Lake (75%)
Jetskiiers	<ul style="list-style-type: none"> Increase size of zone (58%) Improve signage (23%) Restrict sail racing in zone (25%) 	<ul style="list-style-type: none"> Increase jetski patrols (8%) Decrease size of zone (55%)
Water-skiers	<ul style="list-style-type: none"> Increase size of zone (70%) 	<ul style="list-style-type: none"> Limit no of RIBs/boats in waterski zone (55%) Decrease size of waterski zone (80%)

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	Changes that would potentially increase number of return visits (% of ppl visit more often)	Changes that would potentially decrease number of return visits (% of ppl visit less often/stop visiting)
Kitesurfers		<ul style="list-style-type: none"> • Fewer parking spaces at Whitley Lake (82%)
	<ul style="list-style-type: none"> • Increased no's of kitesurfers at Whitley Lake (29%) • Introduce a permit to operate for kitesurfers at Whitley Lake (29%) • Max no of watersports users at Whitley lake both enforceable (18%) and voluntary (15%) 	<ul style="list-style-type: none"> • Increased no's of kitesurfers at Whitley Lake (72%) • Introduce a permit to operate for kitesurfers at Whitley Lake (36%) • Max no of watersports users at Whitley lake both enforceable (57%) and voluntary (47%)

How many respondents would return to PH to do their activity?



*Respondents were also asked to comment if they thought there could be improvements made to the way the harbour is currently managed for their activity (see following three slides for responses)

People's opinions

'I think the harbour is a great place to be' – Birdwatcher

'Any safety improvements i.e. insurance checks, stipulation on RYA Certificates to ride etc would be more than welcome by the whole jetski community' – Jetskier

'I moved from Boscombe and bought a place to be near the harbour' – Kitesurfer

We need more people entering the sport of Windsurfing and Poole Harbour is a Mecca for it in the UK' – Windsurfer

'I think the waterski area is well regulated in general' – Waterskier

'I love paddling over the back of the harbour where it has not been commercialised, and where you can enjoy the peace, tranquillity and wildlife' – Kayaker

Activity	Suggested improvements to be made (*top 2 or 3 suggestions for each activity)
Birdwatchers	<ul style="list-style-type: none"> • 17 (11%) suggested better management of fishing/illegal fishing/pump scoop/bait digging • 15 (10%) suggested better management of dog walkers • 15 (10%) suggested better management of non-powered craft
Kayakers	<ul style="list-style-type: none"> • 22 (17%) suggested better enforcement of other boats/powered craft & speed limits • 12 (9%) wanted better parking (reduced price/watersport parking permit)
Kitesurfers	<ul style="list-style-type: none"> • 27 (26%) wanted a limit/ license the number of training schools • 19 (18%) wanted stricter enforcement • 18 (17%) suggested introduction of permits/proof of ability/insurance
Windsurfers	<ul style="list-style-type: none"> • 26 (31%) commented on the conflict between wind/kitesurfers at Whitley Lake (introduce permits, separate zones, a dedicated learning area) • 15 (18%) commented on parking issues (too little, too expensive, watersports parking permit)
Jetskiers	<ul style="list-style-type: none"> • 9 (15%) suggested more insurance/competency checks needed and better enforcement of rules • 8 (14%) called for better slipway management at Baiter Park
Waterskiers	<ul style="list-style-type: none"> • 5 (25%) called for greater enforcement of speed restrictions • 4 (20%) called for the zone to be kept clear of other craft

Activity	Suggested improvements to be made (most suggested comment made by respondents for each activity)
Birdwatchers	<ul style="list-style-type: none">• Better management of fishing/illegal fishing/pump scoop/bait digging
Kayakers	<ul style="list-style-type: none">• Better enforcement of other boats/powered craft & speed limits
Kitesurfers	<ul style="list-style-type: none">• Limit/ license the number of training schools at Whitley Lake
Windsurfers	<ul style="list-style-type: none">• Conflict between wind/kitesurfers at Whitley Lake (introduce permits, separate zones, a dedicated learning area)
Jetskiiers	<ul style="list-style-type: none">• More insurance/competency checks needed and better enforcement of rules
Waterskiers	<ul style="list-style-type: none">• Greater enforcement of speed restrictions

Summary

- 546 responses
- Half respondents are local to PH
- PH is especially important for beginner/intermediate kite and windsurfers
- People are willing to travel further to PH than closer alternative sites
- Known value per person/per year/per activity
- Most respondents were happy with current management
- Understand the qualities a visitor is looking for
- Suggestions for further improvements to management

How can all this information be used?

- Help us understand the value of recreation to Poole Harbour and the marine environment
- Help us understand the real impact of potential changes on visitor numbers and visitor experience
- Help improve communication between the different activities

Image courtesy of Poole Tourism



Where have the results been used so far?

- Draft Bournemouth & Poole Sports Strategy
 - Investigating the need for new facilities to enhance people's enjoyment of non-traditional watersports along the Bournemouth & Poole coastline (and where these need to be located)
- Sports & Recreation Alliance research measuring the value of the outdoor economy

Where do the results have the potential to be used in the future?

- Poole Harbour Aquatic Management Plan review 2016
- Potentially inform Poole Harbour Commissioner's policies for managing recreation in the harbour
- Use by tourism boards, local authorities, national governing bodies

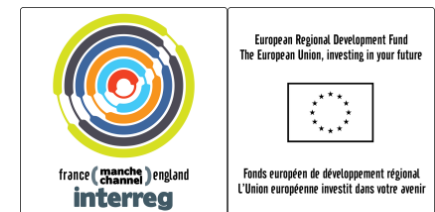
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With special thanks to all our partners and funders



Thank you