Poole Harbour case study site report

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Partners' meeting April 2nd 2014

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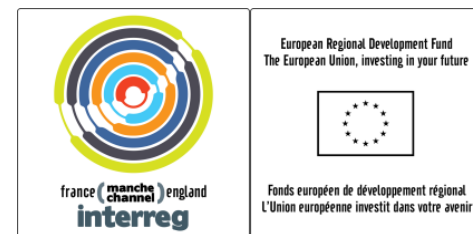
VALMER for Poole Harbour (PH)

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

Why?

- 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

Next steps?

Selected six activities to survey

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

Created online surveys using travel cost method

PML | Plymouth Marine Laboratory

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]

16%

Headline results

- Potential significant value of these recreational activities (spend per person per activity per year)

- 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

Economic value
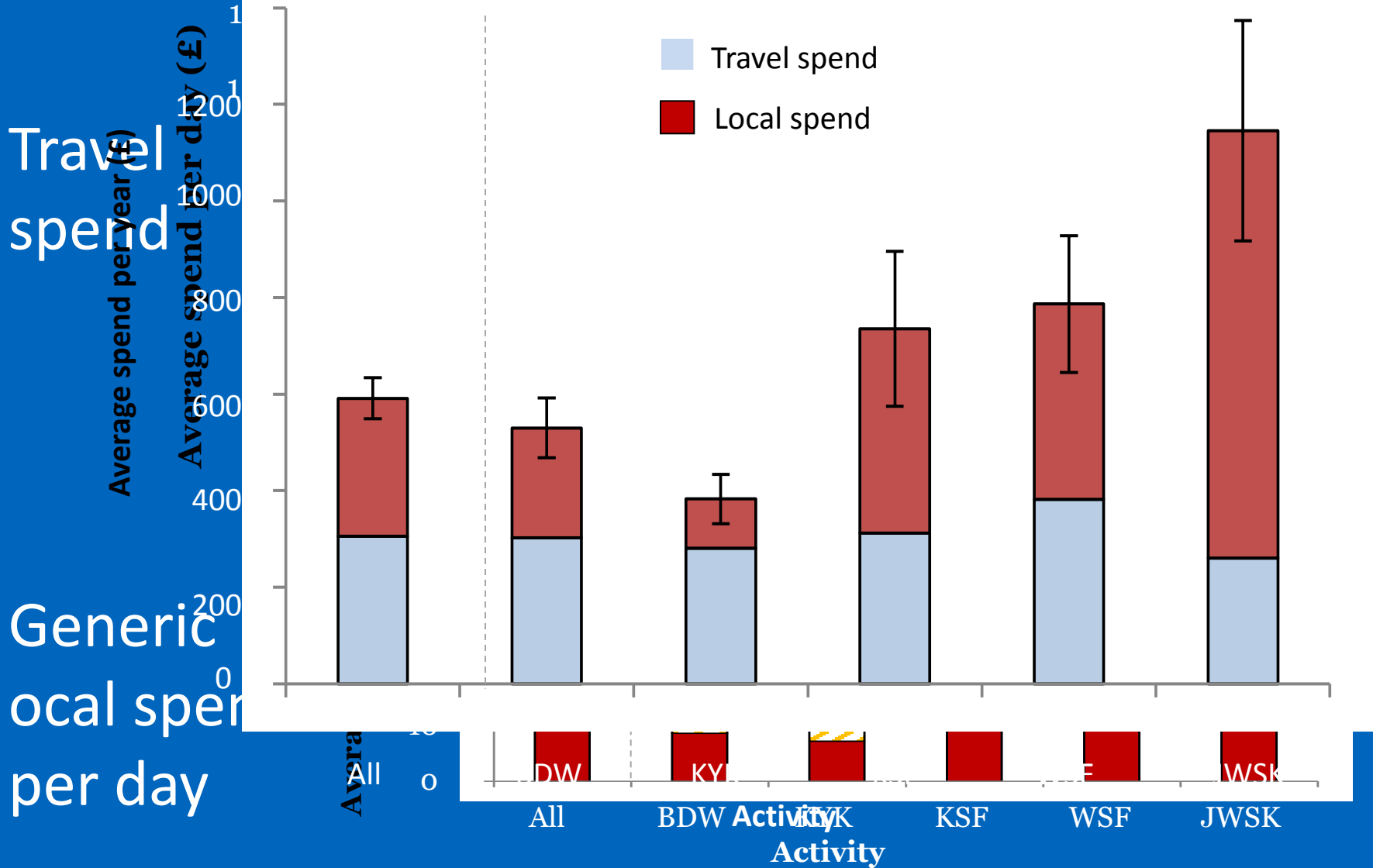
Total value to PH

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

Stakeholder participation

- Presented results at Poole Harbour Steering Group (12 people) and DCF conference (80 ppl) in November 2013

- Evening meeting - 29th January 2014 (45 people) to disseminate results and discuss use of results/next steps

- Major challenges – harbour managers have a lack of ownership over the project & lack of resources to take forward ideas

Governance

How do you propose to use the ESA/ESV within the site?

- Draft Bournemouth & Poole Sports Strategy
- Sports & Recreation Alliance research
- 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, local businesses for planning for the future, retail businesses, activity clubs, charities/NGOs/organisations

Next steps and future challenges

What are your plans for the next year?

- Set up recreation forum for Poole Harbour?

- Identify number of people undertaking each activity?

- Scenarios?

- Case study poster

- Final report writing & dissemina

Next steps and future challenges

- Timeline – dependent on next steps

- Are you going to meet the October 2014 'challenge' (i.e. have most of the valuation/scenario work completed)?

School's Day

- 20th March 2014

- 'Meet the Scientist' day at Thomas Hardye School, Dorchester (Dorset)

- 120 children, aged 13-15 (Year 9 & 10)

- 8 minute sessions with groups of 6 students to discuss ecosystems, ecosystem services, ESA, using ESA in marine management

What did they understand?

- Ecosystems
- Concept of humans taking and using ecosystems e.g. fish from the sea to eat, reeds from wetland to thatch roofs, coastal areas for recreation & leisure etc.
- Have not heard of 'ecosystem services' & did not understand this term but did understand the concept
- Valuing what we take and use is important, especially for land owners, councils, government, businesses etc.
- Suggested methods of ESA for Poole Harbour by them– ask people questions, talk to businesses, how often people visit, how much they spend (very similar to TCM)
- Scottish Natural Heritage posters are very effective in communicating ESA

With special thanks to all our partners and funders