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# Dorset Heaths 2019 Visitor Survey

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# Summary

This report details visitor surveys which were undertaken in summer 2019 on the Dorset Heaths. The work was commissioned by the Urban Heaths Partnership (UHP) with survey work undertaken by a combined Footprint Ecology and UHP team. Visitor survey work involved counts of people passing and face-to-face interviews with people using the sites between 7 am and 7 pm on three separate days: a term time weekday, a term time weekend day and a weekday during the school holidays. The surveys took place at 23 separate survey locations, which were carefully selected so as to be evenly distributed across the heaths, covered a range of types of location and types of access and also allowed comparison with a previous survey.
Key results and findings included:

- Interviews and counts of visitors were conducted over 552 hours at 23 locations across Dorset Heaths (with two thirds of these survey hours by UHP staff – 366 hrs).
- Over the 552 hours 4,777 people were counted passing all survey points, of which 767 were minors (16.1% of people), 468 were on bikes (9.8% of people) and they had a total of 3,003 dogs with them.
- The average group size was 1.5 people per group, with an average of 1.0 dogs per group.
- The top 4 busiest locations (total number of people recorded entering), were: Avon Heath Country Park, Holt Heath, Upton footbridge and West Parley (all > 6 people per hour).
- A total of 946 interviews were conducted.
- The most common activity was dog walking (74% of interviewees), followed by walking (15%), cycling (3%), jogging/ running (2%) and bird/wildlife watching (2%), with all other activities each accounting for no more than 2% of interviewees.
- Dog walking was the most common activity at all but two of the survey points.
- 52% of interviewees arrived by car, but this varied greatly between survey points.
- 30% of interviewees visited daily (or more than once a day) and 72% visited at least once a week.
- It was estimated that an average visitor would make 206 visits per year.
- The most common alternative sites to the heaths, which interviewees also visited, were: the beach, Hengistbury Head, Wareham Forest, Upton Country Park and Moors Valley Country Park.
- Interviewee routes were plotted for each survey point and across all interviewees the average route was 2.7 km (mean value), but half were under 1.5 km (median value).
- Overall, three-quarters (75%) of all interviewees lived within a 4.4 km radius, but considering only those visiting from home (e.g. excluding holiday makers), this reduced to 3.4 km radius.
- Virtually all interviewees (99%) said they had heard of the National Trust;89% had heard of the Dorset Wildlife Trust (DWT), 45% had heard of Dorset Dogs and 41% of UHP. Overall, 6% of interviewees were members of Dorset Dogs, almost all were dog walking when interviewed.

- Most interviewees (78%) were aware of sensitive habitats and species present at the interview location and could also name those habitats/species (albeit not necessarily correctly). 52% of interviewees named reptiles and 42% breeding birds.
- Comparison with a previous survey had some significant limitations due to the updated approach, however differences were usually very slight.

# Contents

# Acknowledgements

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Survey work was undertaken by a joint effort between Footprint Ecology surveyors and Urban Heaths Partnership (UHP) staff. Footprint Ecology surveyors were: Graham Blight, Hazel Cook, Philippa Crooke, Zoe Caals, Hannah Howells, Alison Jay, Sally Mitchell, Chris Panter, Mel Roach, Sarah Redfern and Phil Saunders. UHP staff were Amy Gallagher, Lin Kettley, Chloe Lewis, Rachel Pearce and Su Powner. Finally, our thanks go to those members of the public who took part in the interviews.

# 1. Introduction

## Overview

1.1 This report details visitor survey work undertaken across the Dorset Heaths in the summer 2019 on behalf of the Urban Heaths Partnership (UHP). The work is broadly similar to a previous survey in 2004, builds on the UHP annual monitoring reports (Panter, 2018 and 2019 in prep) and addresses recent recommendations from the UHP monitoring framework (Panter & Liley, 2017).

### *Dorset heaths*

1.2 The heathlands within Dorset encompass a large number of heath fragments totalling some 7,500 ha of heathland, much of this is designated of European importance. The key designations (which are often overlapping – see Map 1) are:

- Dorset Heathlands Special Protection Area (SPA): 8,167 ha[1];
- Dorset Heathlands Ramsar: 6,675 ha;
- Dorset Heathlands Special Area of Conservation (SAC): 5,711 ha;
- Dorset Heaths (Purbeck & Wareham) & Studland Dunes SAC: 2,231 ha.

1.3 The sites are also underpinned by national level wildlife designations, and there are over 40 different Sites of Special Scientific Interest (SSSI) within the European sites above. The designations at the international and national level reflect the conservation importance of the sites. Internationally important habitats include the wet heaths, dry heaths and acid valley mires. The various rare plants include the Dorset Heath *Erica ciliaris*, for which the heaths around Poole Harbour are the British stronghold. The Dorset heaths also support internationally important bird species, including breeding Nightjar *Caprimulgus europaeus*, Woodlark *Lullula arborea* and Dartford Warbler *Sylvia undata* (all ground or low nesting species), and wintering raptors such as Merlin *Falco columbarius* and Hen Harrier *Circus cyaneus*. The sites also support all six species of native British reptile. Furthermore, there are notable rare and regionally restricted invertebrates such as the Southern Damselfly *Coenagrion mercuriale* Purbeck Mason Wasp *Pseudepipona*

[1] Dorset Heathlands designated areas include habitats other than heathland (acid grassland, woodland etc.) hence greater than the 7,500 ha of heathland recognised.

*herrichii*, Ladybird Spider *Eresus sandaliatus*, Heath Tiger Beetle *Cicindela sylvatica* and Heath Bee-fly *Bombylius minor*.

1.4 The Dorset heaths face many pressures, exacerbated in the light of climate change, for which local councils have declared a climate emergency[2,3]. The current Dorset heaths are very fragmented (Webb, 1989, 1990) and many fragments lie within or adjacent to the conurbations of Bournemouth, Christchurch and Poole. Furthermore, within south-east Dorset there is continued pressure for more growth and new housing. Housing developments can have a range of impacts to immediately adjacent heathlands and those some distance away. These are well documented (for reviews see Haskins 2000; Underhill-Day 2005; Liley *et al.* 2006) and such impacts include:

- Increased numbers of pet cats and increased predation of ground-nesting birds and other wildlife
- Increased fire risk
- Increased levels of recreation, with the potential for disturbance impacts to ground-nesting birds; trampling and damage to the SAC interest; increased numbers of dogs on sites resulting in eutrophication from dog fouling
- Anti-social behaviour and contamination through vandalism, fly tipping, littering and the introduction of alien plants and animals.

1.5 Avoidance and mitigation measures within south-east Dorset have been established across the relevant local authorities since 2006 and enshrined in relevant strategic planning policy. Measures include additional infrastructure, both off-site and on-site, and a range of mitigation projects to engage and educate members of the public. One of the key physical mechanisms is the provision of new greenspaces (Suitable Alternative Natural Greenspaces, SANGs) or more general improvements of existing areas, or supporting land (Heathland Infrastructure Projects, HIPs) to provide alternative places for recreation.

1.6 Evidencing the mitigation through appropriate monitoring is recognised in a monitoring strategy (see Liley 2007; and revisions by Fearnley & Liley 2014;

[2] https://www.bcpcouncil.gov.uk/News/News-Articles/BCP-Council-declares-a-%27Climate-Emergency%27.aspx

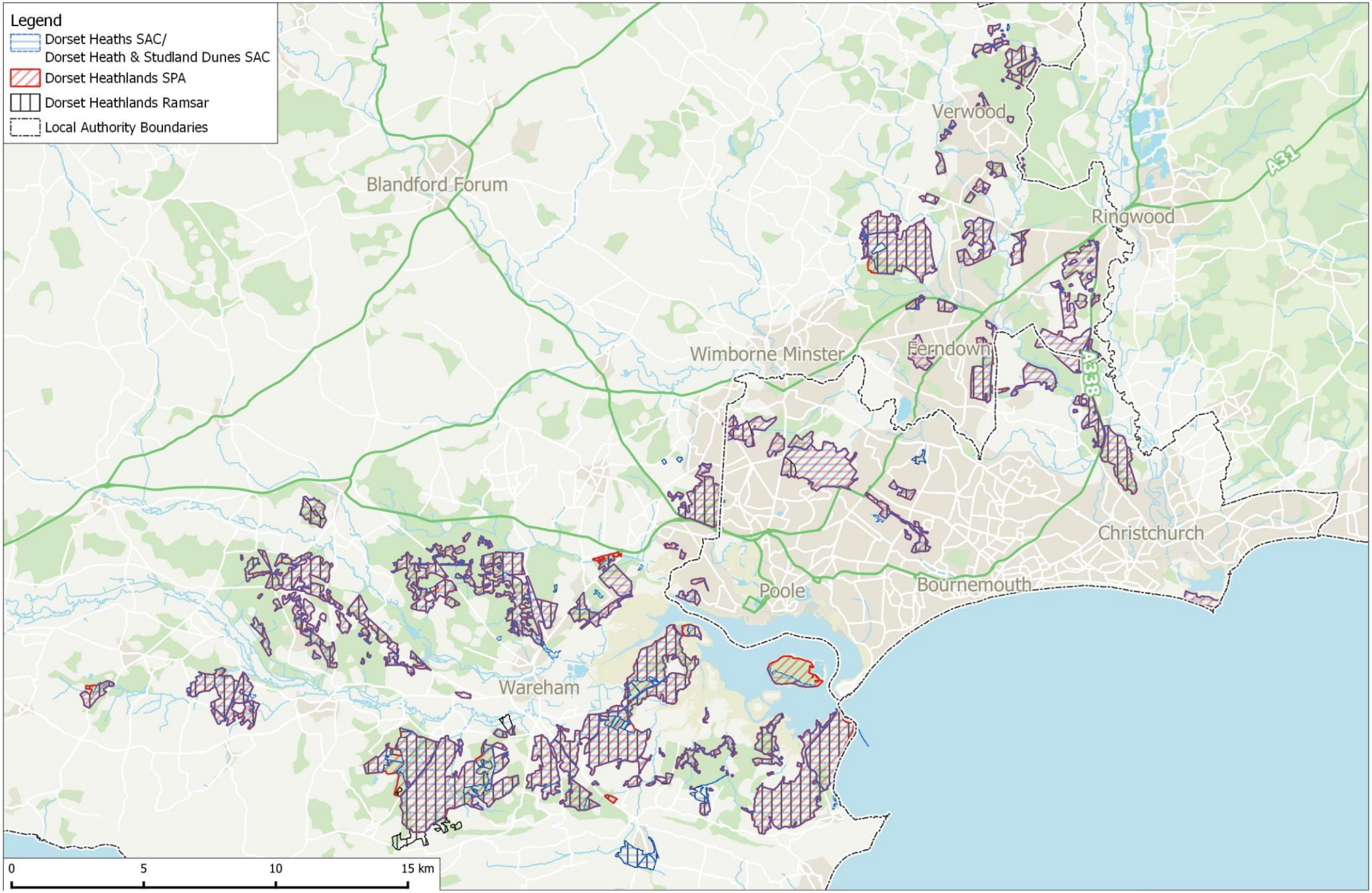
[3] https://www.dorsetcouncil.gov.uk/emergencies-severe-weather/climate-and-ecological-emergency.aspx

Panter & Liley 2015, 2017) which sets out the monitoring elements necessary to inform and underpin mitigation delivery. The strategy recognises that both the species present and recreational use of the heathlands must be monitored to evaluate the levels of recreational use and distribution of the vulnerable species. As such the interviewing of visitors using the heathlands is a key part of appropriate monitoring.

1.7 The monitoring can act as an early warning and allows mitigation measures to be adaptable to reflect changes in access patterns, types of use and changes in the distribution and abundance of key species. It is important to note that strategies include monitoring of mitigation sites (e.g. non-heathland), as well as heathland.

1.8 This report broadly repeats the onsite visitor survey of heathland conducted across the whole area in 2004 (Clarke, Liley, Underhill-Day, & Rose, 2006). That survey provided the evidence to establish the mitigation approach. This survey builds on that previous work, providing updated information to inform how mitigation has been working with regards to activities, behaviours, awareness and it will help target future mitigation effort.

**Map 1: Boundaries of the relevant heathland SPA, SAC and Ramsar sites within the context of Local Authority boundaries.**



# 2. Visitor survey methodology

2.1 Surveys were conducted at a range of locations across the Dorset Heaths. The visitor surveys involved tally counts of people passing and face-to-face interviews with a subset of these. 23 separate survey locations were selected, and the surveys conducted on a range of types of day during the summer of 2019. Surveys were undertaken by a combination of Footprint Ecology surveyors and UHP staff. The approach taken broadly matches that of the previous survey recent, Footprint Ecology visitor surveys across the country and the approach used by UHP locally on SANG sites.

## Surveying locations

2.2 A total of 23 survey points were identified. These covered the full geographic range of the Dorset Heathlands SPA and the two SACs shown in Map 1. Map 2 shows other datasets which were used to inform the selection of survey locations: the 2004 visitor survey locations and the geographic spread of current automated people counters.

2.3 The survey locations in this survey were selected based on the previous survey locations and aligned with the counter locations as far as possible, as these give long-term trends in visitor numbers. Survey locations were also selected to ensure a spread from urban to rural and a range of types of access points from formal car-parks to informal access from residential areas.

2.4 The locations included:

- 4 survey points were locations within the centre of the heath (e.g. centre of Black Hill and Talbot Heath);
- 1 related to a quiet site with little parking, but adjacent to a caravan site (Matcham's Lane);
- 8 related to clear car parking locations of varying size, but generally with little residential access (e.g. Hartland Tramway, Gravel Hill car-park, Avon Heath Country Park);
- remaining 10 survey points have a mix of local access from housing, usually with limited informal parking such as laybys or roadside parking (e.g. Belben Road, Canford Heath).

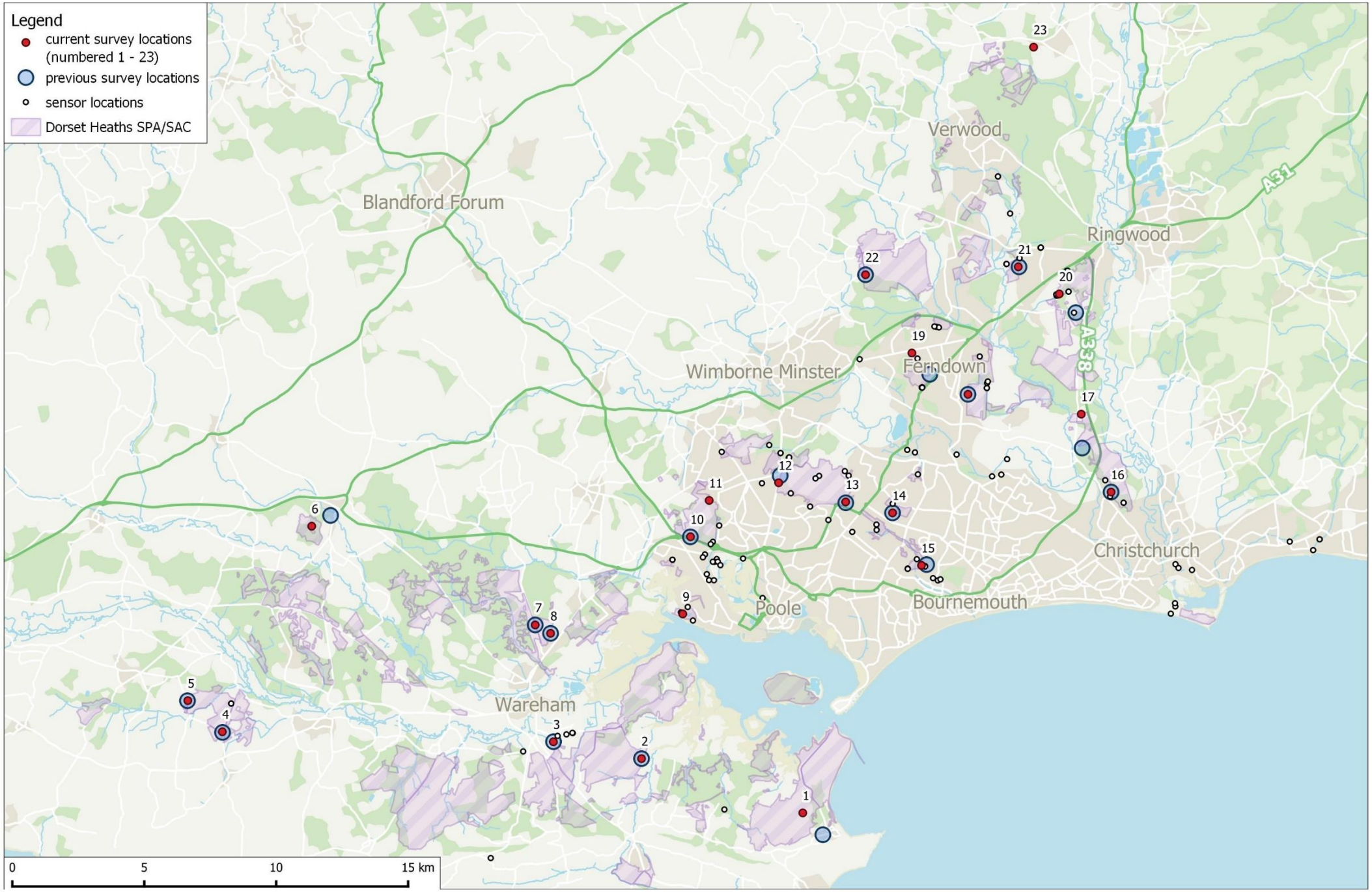
2.5 The full list of survey locations with further details is given in Table 1. The locations have been classified into 4 groups; rural west, rural east, urban

edge and urban core, with these categories used to summarise the results and provide more robust analysis with a greater sample size.

**Table 1: Access points for survey in 2019. Colouring of rows indicates categorisation of; rural west (green), rural east (blue), urban edge (orange) and urban core (grey) – shades of colours are to indicate alternate rows.**

| | Name of heath, Access Point | Same as previouss | Details | Immediate parking | Residences in 500m |
|---|---|---|---|---|---|
| 1 | Studland, Central crossroads | No, moved into centre | Based at central location to capture as many people as possible | N | 0 |
| 2 | Hartland, Tramway | As previous | Suggest roam tramway exit and down to car-park to capture as many people as possible. | Y | 0 |
| 3 | Stoborough | As previous | Small layby and foot access heath (and Sunnyside fields) | N | 191 |
| 4 | Winfrith | As previous | Small layby | Y | 35 |
| 5 | Tadnoll | As previous | Small layby | Y | 0 |
| 6 | Black Hill, Central crossroads | No, moved into centre | Based at central location to capture as many people as possible | N | 0 |
| 7 | Morden, layby | As previous | Small layby, on west side of the road | Y | 0 |
| 8 | Great Ovens, Sandford | As previous | Residential on edge of heath | Y | 301 |
| 9 | Ham Common, Central crossroads | New | Based at central location to capture as many people as possible | N | 62 |
| 10 | Upton, Footbridge | As previous | Foot access into heath from Upton over A35 | N | 800 |
| 11 | Upton, Beacon Road | New | Residential on edge of heath | Y | 257 |
| 12 | Canford, Gravel Hill | Roughly as previous | Gravel Hill car-park. Suggest roam car-park. | Y | 225 |
| 13 | Canford, Belben Road | As previous | Residential on edge of heath | Y | 221 |
| 14 | Turbary, Downey Close | As previous | Residential on edge of heath | Y | 919 |
| 15 | Talbot, Central crossroads | No, moved into centre | Based at central location to capture as many people as possible, but same side as previous | N | 339 |
| 16 | St Catherine's Hill, Highview Close | As previous | Residential on edge of heath | Y | 527 |
| 17 | Matchams Lane | New | Caravan park edge, little other residential or nearby parking | N | 0 |
| 18 | West Parley, Lone Pine Drive | As previous | Residential on edge of heath | Y | 368 |
| 19 | Ferndown, Wimborne Road | New | Informal, but large parking area, with residential on edge of heath | Y | 45 |
| 20 | Avon Heath, Country Park | New | Large car-park with visitor centre straight onto heath | Y | 0 |
| 21 | Lions Hill, Lions Hill Way | As previous | Residential on edge of heath | Y | 338 |
| 22 | Holt Heath, White Sheet CP | As previous | Formal car-park | Y | 11 |
| 23 | Cranborne Common, Alderholt | New | Residential on edge of countryside/heath | N | 151 |

**Map 2: Numbered point locations for current visitor surveys, with locations used in the 2004 survey and of automated people counters.**



## Timings

2.6 The surveys were carried out in summer 2019, the main pulse being conducted during term time, with some additional surveying in the school holidays. The main pulse of surveying involved 16 hours of survey work at each survey point, evenly split between weekends and weekdays. The additional surveys in the school holidays consisted of one weekday (for 8 hours). The 8 hours on site each day were split into 4, 2-hour periods: 0700-0900, 1030-1230, 1400-1600 and 1700-1900.

2.7 Surveys were conducted between 8th June and 30th August 2019. The dates of the visitor surveying at each survey point are summarised in Table 2. These dates were selected so as to avoid any major events which may have influenced visitor numbers (e.g. important local events, key sporting televised events). Surveys were also arranged, as far as possible, to avoid periods of adverse weather. Where multiple dates are given in Table 2, this reflects the survey being split across different dates, for example because of changing weather conditions or availability of surveyors. At all locations the same level of fieldwork was undertaken with the same spread of hours, and as such the data are directly comparable.

**Table 2: Surveying dates for each survey point location in 2019.**

| Location Name | Term Time | | School Holidays |
|---|---|---|---|
| | Weekday | Weekend | Weekday |
| 1.Studland | 17/06 & 08/07 | 16/06 & 21/07 | 01 & 05/08 |
| 2.Hartland Tramway | 11/06 & 10/07 | 30/06 & 07/07 | 06 & 12/08 |
| 3.Sunnyside Stoborough | 12 & 26/06 | 30/06 &06/07 | 05 & 21/08 |
| 4.Winfrith | 25/06 & 22/07 | 07/07 | 06 & 13/08 |
| 5.Tadnoll | 12 & 28/06 | 08/06 & 07/07 | 07 & 15/08 |
| 6.Black Hill | 05 & 10/07 | 06 & 21/07 | 20 & 29/08 |
| 7.Morden layby | 21/06 & 11/07 | 13 & 20/07 | 15 & 22/08 |
| 8.Great Ovens | 03/07 & 12/07 | 21/07 | 14 & 23/08 |
| 9.Ham Common | 11/06 & 18/07 | 08 & 09/06 | 28 & 30/08 |
| 10.Upton footbridge | 20/06 & 11/07 | 09/06 & 20/07 | 21 & 27/08 |
| 11.Upton Beacon Rd | 03 & 09/07 | 22 & 23/06 | 08 & 28/08 |
| 12.Canford Gravel Hill | 26/06 & 09/07 | 06/07 & 21/07 | 08 & 13/08 |
| 13.Canford Belben Rd | 26 & 27/06 | 20 & 21/07 | 06 & 12/08 |
| 14.Turbary | 28/06 & 15/07 | 06/07 | 27/08 |
| 15.Talbot | 04 & 12/07 | 20/07 | 30/08 |
| 16.St Catherine's Hill | 05 & 22/07 | 20/07 | 28/08 |
| 17.Matchams Lane | 12 & 19/07 | 07/07 | 29/08 |
| 18.West Parley | 22/07 | 07/07 | 22/08 |
| 19.Ferndown | 01 & 19/07 | 21/07 | 28/08 |
| 20.Avon Heath CP | 16 & 17/07 | 20/07 | 30/08 |
| 21.Lions Hill | 23/07 | 21/07 | 23/08 |
| 22.Holt Heath | 18/07 | 06/07 | 29/08 |
| 23.Cranborne Common | 12 & 18/07 | 07/07 | 27/08 |

## Survey approach

2.8 In total, 552 hours were conducted and UHP staff conducted two thirds of the hours (366). Visitor surveyors were positioned at each survey location (typically an access point or path junction within a site) to conduct interviews with site users and count people. All surveyors wore green hi-vis jackets with the Footprint Ecology logo and clearly identified themselves as visitor surveyors. Where parking was available, surveyors also had a poster clearly displayed in their car window to indicate that the visitor surveys were taking place. UHP staff avoided locations which they frequently visited as rangers, to reduce the likelihood of any prior contact with visitors at the site.

### *Interviews*

2.9 Potential interviewees were approached at random by selecting the next available interviewee, once the preceding interview had been completed. Interviews were conducted with those entering/leaving the access point being surveyed, and anyone else moving through the site. In cases where the survey point was not at an access point, the surveyor interviewed any people moving through the site. No unaccompanied minors (under 18s) were approached or interviewed (but were recorded in tallies). People approached who refused to take part in the survey, could not take part due to language issues, or stated they had already taken part in the survey (and were therefore not interviewed again) were logged.

2.10 The surveyors conducted the interview on tablets using SNAP survey software[4], an industry standard software for questionnaire design and visitor surveys. The questionnaire (see Appendix 1 for script and questions) was read out to the interviewee. For one question, regarding awareness of relevant conservation/mitigation organisations, the surveyors showed a handout displaying the organisations' logos. Otherwise the questionnaire was not shown to the interviewee.

### *Tallies*

2.11 Alongside the interviews, surveyors maintained a tally of all people passing, recording numbers of groups, individuals, minors, dogs and bikes during the 16 hours of survey work at each location. These counts enabled us to compare sites in terms of visitor volume/footfall, and to identify what proportion of visitors were interviewed at each location.

2.12 Tally counts where survey points were on a single linear path were conducted using a single count of people entering or leaving from the nearest access point onto the heath. These two counts could also be summed together to give total people passing. However, survey points were often also located at path intersections, but still with reference to a set access point. For example, a survey points were often on a T junction where a path from an access point meets the perimeter path of the site, to allow for an entering or leaving count. This was done to increase likelihood of people passing to be interviewed, but meant other people could be passing the

[4] www.snapsurveys.com

surveyor within the site. In such cases three different counts were then recorded: people entering; people leaving and other people passing (and not entering/leaving via the access point). In this report these counts are explored separately as they provide different information. Totals of people passing give an idea of the total footfall at the survey point, while the entering count is used to make reference to the numbers entering into the site from the nearest access point.

### *Routes*

2.13 Interviewees' routes within the sites were plotted in the field as part of the questionnaire on paper maps, with the routes subsequently digitised in GIS. We used paper maps which show contour lines, alongside a satellite image reference map, to help people understand the slopes and routes.

### *Analysis*

2.14 All route and postcode analysis were conducted in GIS, QGIS 3.4. Home postcodes were geocoded using Royal Mail Postzon postcode data, from 2019. Only full, valid postcodes were used in analysis of visitor origins, partial postcodes or named towns/villages were not included in any analysis due to the variation in precision.

2.15 Analyses in this report make use of a number of averages, means and medians, as appropriate and often presented together to show the distribution of values. All data analysed with statistical tests were not normally distributed (usually positively skewed, with a small number of very high outlier values), and therefore we used non-parametric tests and median values.

### *Weather and incidents*

2.16 Weather patterns during the surveys were fairly typical for the time of year[5]. Weather in June was variable, and recorded higher rainfall than the long-term average, but temperatures were at the average. July 2019 was a very warm month compared to the long-term average, but mostly influenced by a record hot spell in the last week (when suryeying had finished) and as such rainfall and temperature were fairly average.

[5] https://www.metoffice.gov.uk/research/climate/maps-and-data/summaries/index

2.17 Weather conditions on individual survey dates could be more variable and a summary of the weather conditions recorded for each survey point are given in Table 3. Some locations had more surveying conducted during weather conditions with rainfall, however overall conditons were fair and efforts had been made to avoid bad weather conditions.

2.18 One incident was recorded during the surveying which meant a surveyor had to leave early. This was at Canford Belben Rd where a surveyor was intimidated by a group of 10 individuals on quadbikes riding across the heath and acting in threatening manner. The surveyor left early. As such a total of 23.25 hours were completed instead of the full 24 hours of surveying. This loss of roughly 3% of the surveying time was not considered likely to result in a substantial effect on the results.

**Table 3: Summary of weather conditions**

| Survey locations | Average of Cloud cover (in 8ths) | Sessions with rainfall | Sessions surveyor categorised as: | | | |
|---|---|---|---|---|---|---|
| | | | Hot | Warm | Mild | Cool |
| 1.Studland | 4.4 | 1 | 2 | 6 | 4 | |
| 2.Hartland Tramway | 4.8 | 3 | 3 | 7 | 2 | |
| 3.Sunnyside Stoborough | 3.5 | 2 | 7 | 3 | 1 | 1 |
| 4.Winfrith | 5.8 | 3 | 3 | 5 | 4 | |
| 5.Tadnoll | 5.3 | 3 | | 4 | 5 | 3 |
| 6.Black Hill | 3.3 | 0 | 3 | 6 | 2 | 1 |
| 7.Morden layby | 4.3 | 1 | 2 | 8 | 2 | |
| 8.Great Ovens | 6.0 | 2 | 1 | 7 | 3 | 1 |
| 9.Ham Common | 5.3 | 7 | | 5 | 7 | |
| 10.Upton footbridge | 5.0 | 2 | 4 | 4 | 4 | |
| 11.Upton Beacon Rd | 5.2 | 5 | 2 | 9 | 1 | |
| 12.Canford Gravel Hill | 3.4 | 2 | 3 | 4 | 5 | |
| 13.Canford Belben Rd | 4.3 | 1 | 4 | 4 | 4 | |
| 14.Turbary | 2.7 | 1 | 9 | 3 | | |
| 15.Talbot | 3.3 | 1 | 5 | 5 | 2 | |
| 16.St Catherine's Hill | 5.8 | 3 | 5 | 6 | 1 | |
| 17.Matchams Lane | 5.5 | 3 | 2 | 5 | 4 | 1 |
| 18.West Parley | 4.8 | 0 | 4 | 5 | 2 | 1 |
| 19.Ferndown | 6.2 | 4 | 1 | 5 | 4 | 1 |
| 20.Avon Heath CP | 4.3 | 1 | 3 | 7 | 1 | 1 |

| Survey locations | Average of Cloud cover (in 8ths) | Sessions with rainfall | Sessions surveyor categorised as: | | | |
|---|---|---|---|---|---|---|
| | | | Hot | Warm | Mild | Cool |
| 21.Lions Hill | 3.1 | 0 | 4 | 4 | 3 | 1 |
| 22.Holt Heath | 3.8 | 1 | 2 | 3 | 6 | 2 |
| 23.Cranborne Common | 4.4 | 2 | 3 | 6 | 2 | 1 |

# 3. Visitor Survey Results: Tally Data

## Total footfall

3.1 In total 4,777 people were counted across all survey points during the 552 hours of surveying – equating to a simple average of 8.6 people passing per hour. The total number of groups recorded was 3,113, and therefore a typical group size was 1.5 people per group. Of the 4,777 people who were counted, 767 were minors (16.1% of people), 468 were on bikes (9.8% of people) and there were a total of 3,003 dogs .

### *Differences between locations*

3.2 There were some very large differences between survey point locations in the totals recorded across the three days of survey, with totals ranging from 21 people (0.9 people per hour) at Winfrith to 569 people (23.7 people per hour) at Avon Heath Country Park.

3.3 Tally totals and numbers of people per hour passing for all survey locations are summarised in Table 4 and shown graphically in Map 3. The top 4 busiest locations, in terms of total people seen passing, were:

- Avon Heath CP – 569,
- St Catherine's Hill – 416,
- Ham Common – 361,
- Upton footbridge – 361.

3.4 The 4 quietest locations, in terms of total people seen passing, were:

- Winfrith – 21,
- Matchams Lane – 64,
- Cranborne Common – 67,
- Lions Hill – 76.

3.5 Tally count units were not exclusive; the count of people, as presented in Table 4, is inclusive of minors, but we do also separate these and can separately consider just numbers of adults and minors. Counts are separated in Map 3. Furthermore, numbers of cyclists are a subset of the total and these adults or minors on bikes will have been counted in the totals for these groups.

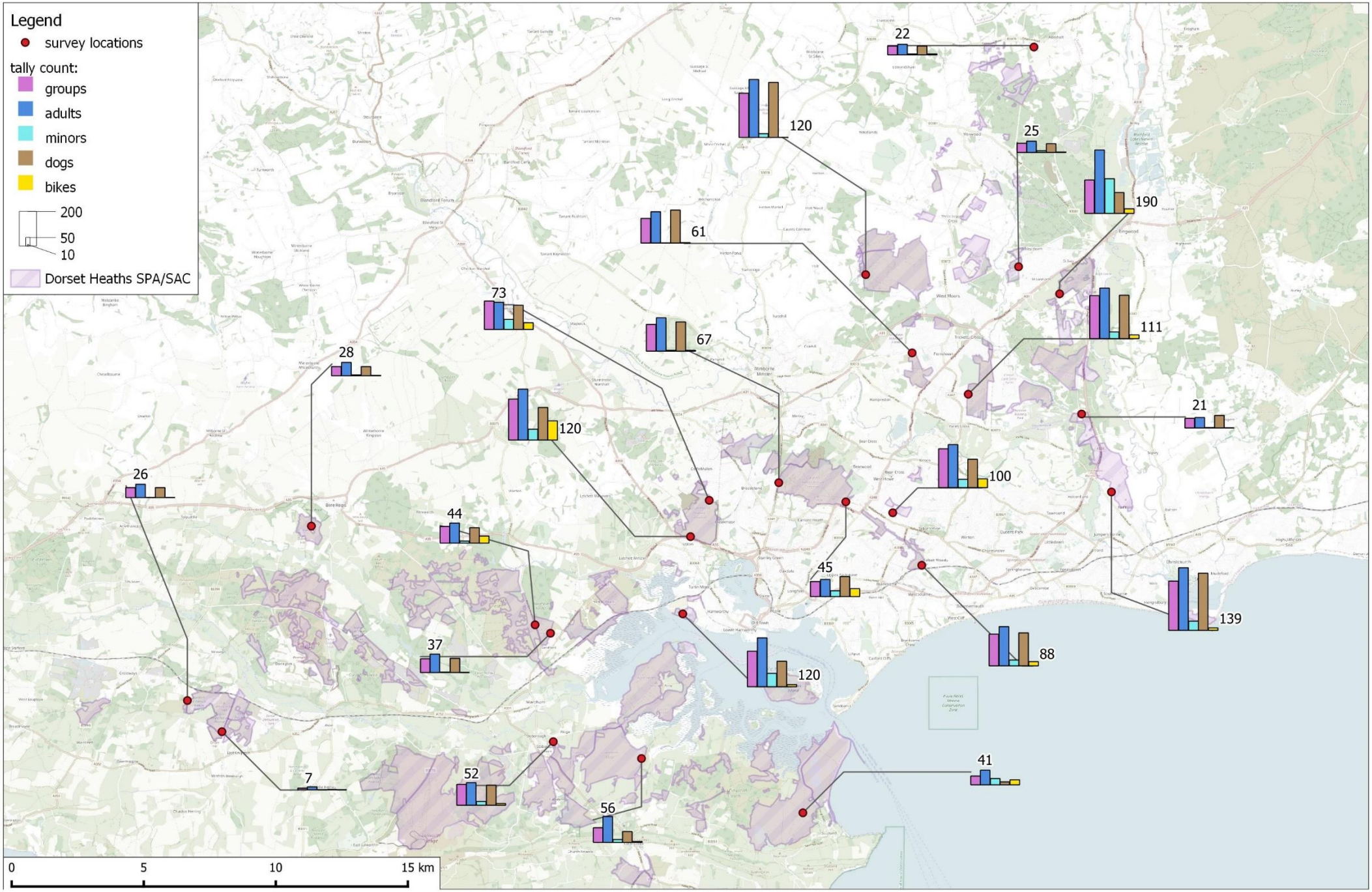
**Table 4: Summary of visitor totals recorded passing at each survey point over the three combined days of surveying, followed by a number of key metrics. Four highest values in each column are highlighted in red and four lowest are highlighted in blue.**

| Location Name | Number of groups | Number of people (inc. minors) | Number of dogs | Number of minors | Number of cyclists | People per hour |
|---|---|---|---|---|---|---|
| 1.Studland | **51** | 124 | **18** | 38 | 29 | 5.2 |
| 2.Hartland Tramway | 85 | 169 | 63 | 17 | 6 | 7.0 |
| 3.Sunnyside Stoborough | 122 | 155 | 116 | 23 | 12 | 6.5 |
| 4.Winfrith | **12** | **21** | **4** | **2** | **0** | **0.9** |
| 5.Tadnoll | 58 | 78 | 60 | **0** | **0** | 3.3 |
| 6.Black Hill | 55 | 83 | 55 | 5 | 4 | 3.5 |
| 7.Morden layby | 97 | 131 | 90 | 14 | **43** | 5.5 |
| 8.Great Ovens | 80 | 110 | 83 | **3** | **1** | 4.6 |
| 9.Ham Common | 206 | **361** | 148 | **78** | 14 | **15.0** |
| 10.Upton footbridge | **237** | **361** | 189 | **65** | **111** | **15.0** |
| 11.Upton Beacon Rd | 165 | 218 | 140 | **60** | 41 | 9.1 |
| 12.Canford Gravel Hill | 155 | 201 | 171 | 7 | 5 | 8.4 |
| 13.Canford Belben Rd | 89 | 135 | 116 | 34 | **46** | 5.6 |
| 14.Turbary | 225 | 299 | 166 | 49 | **51** | 12.5 |
| 15.Talbot | 184 | 264 | **191** | 36 | 25 | 11.0 |
| 16.St Catherine's Hill | **285** | **416** | **332** | 54 | 15 | **17.3** |
| 17.Matchams Lane | 56 | **64** | 73 | **3** | **0** | **2.7** |
| 18.West Parley | **250** | 333 | **253** | 39 | 22 | 13.9 |
| 19.Ferndown | 144 | 182 | **191** | **1** | 4 | 7.6 |
| 20.Avon Heath CP | 194 | **569** | 122 | **201** | 28 | **23.7** |
| 21.Lions Hill | **54** | **76** | **51** | 10 | 4 | **3.2** |
| 22.Holt Heath | **256** | 360 | **319** | 23 | 2 | 15.0 |
| 23.Cranborne Common | **53** | **67** | **52** | 5 | 5 | **2.8** |
| **Total** | **3,113** | **4,777** | **3,003** | **767** | **468** | **8.7** |

3.6 High numbers of dogs, minors and cyclists were often related to high total counts of people (see Map 3), but not always. Some of the highest counts of minors were at these busy sites, such as 201 minors at Avon Heath CP, 78 at Ham Common and 65 at Upton footbridge. In comparison, locations with

high numbers of dogs were not always those with high numbers of people, such as, Holt Heath, 319 dogs, West Parley, 253 dogs, Ferndown and Talbot, both 191 dogs. The single location with the highest number of cyclists was Upton footbridge, 111 during the 24 hours, more than double the highest count at any other survey point.

**Map 3 : Tally totals for number of groups, people, dogs, minors and cyclists recorded over the three days. Values show per day average people passing.**



# Tally composition

## *Group sizes*

3.7 Group sizes are summarised in Table 5, Map 4 and Figure 1. Overall group size is presented in Table 5 and the summed bar of adults and minors in Figure 1. This shows the largest average group size was 2.9 people per group at Avon Heath CP, followed by 2.4 at Studland. The smallest group sizes of 1.1 people per group were recorded at Matchams Lane.

## *Activities*

3.8 Recording the numbers of minors, dogs and cyclists in tallies gives an indication of the use of the sites by families, dog walkers and cyclists. The largest number of minors per group was on average 1.0 at Avon Heath CP (therefore on average every group had at least one child with them) and 35% of passing people were minors, followed by 0.7 minors per group and 31% minors at Studland; see Table 5. The proportion of cyclists was highest at Canford Belben Rd with 34% of people on bikes, while cyclists per group were highest at Studland with 0.6 per group (and 23% of people cycling). At Matchams Lane, along with Canford Belben Rd and Ferndown, the highest average number of dogs per group was recorded, with 1.3 dogs per group.

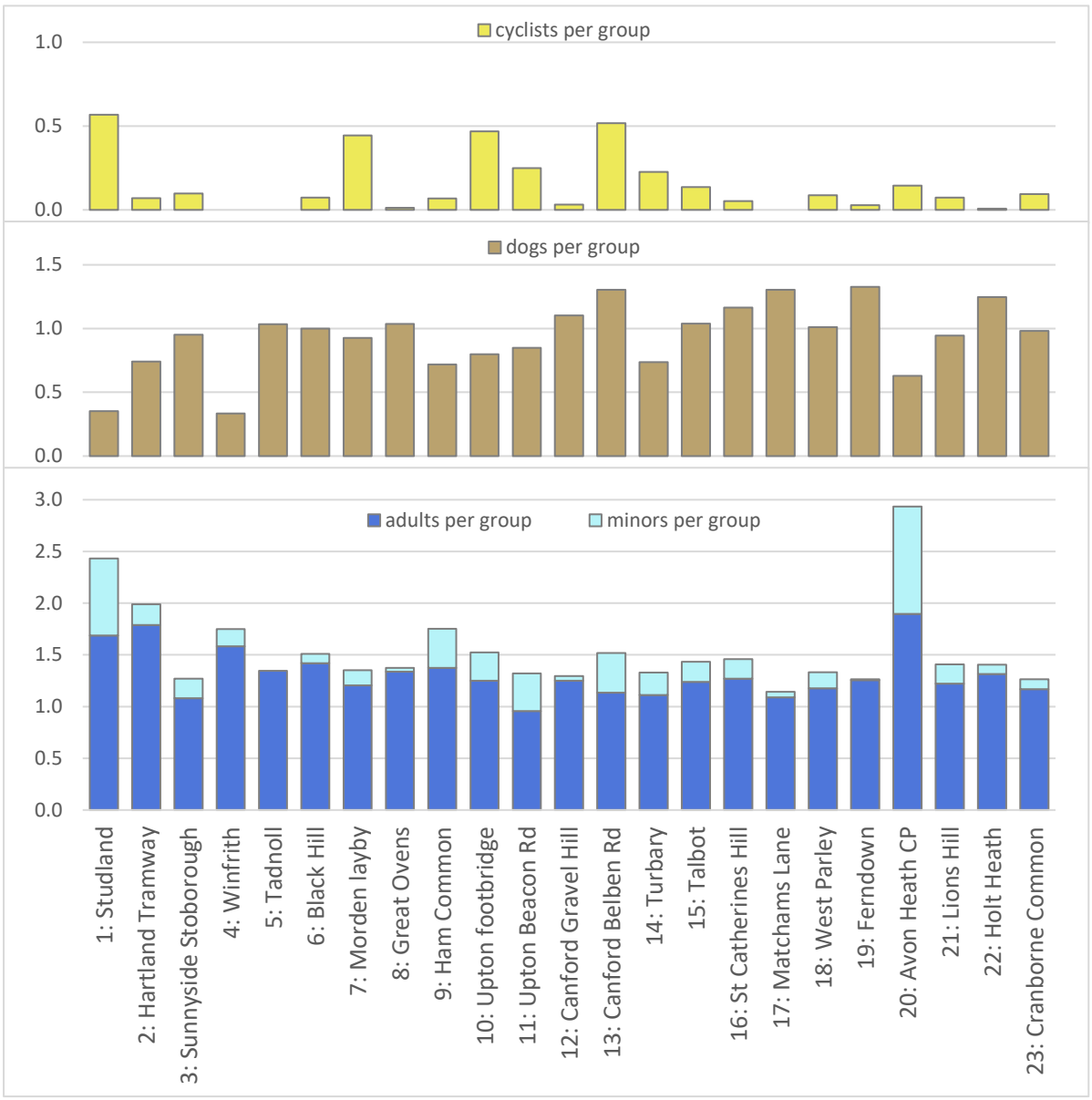



**Figure 1: Group composition for each survey point location. The Number of cyclists are a subgroup of people and minors, and therefore cyclists are shown separately.**

**Map 4: Average composition of groups in terms of adults, minors, dogs and cyclists at each survey point over the three days. Values show overall group size.**

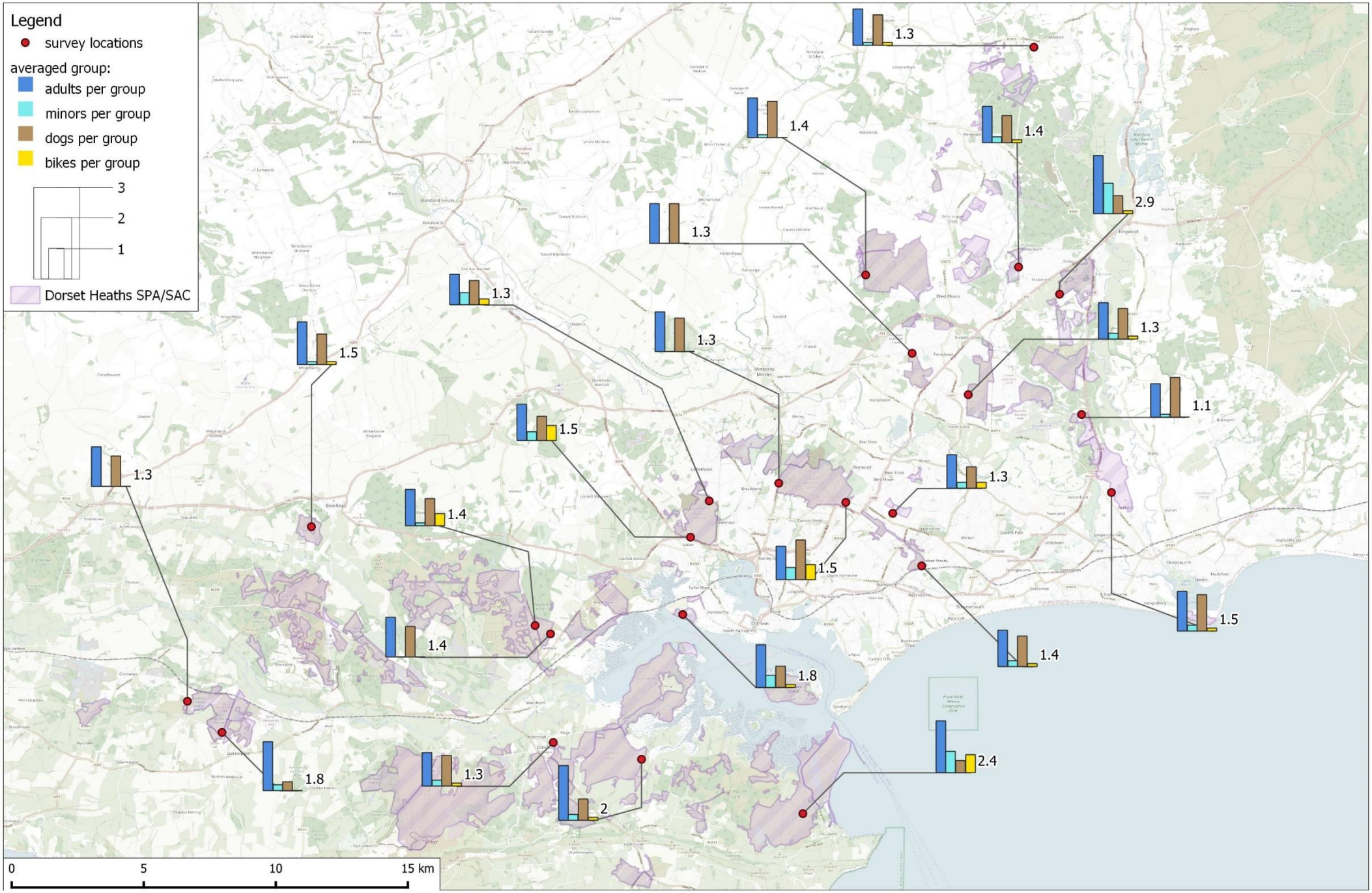


**Table 5: Summary of visitor totals recorded at each survey point over combined three days of surveying, followed by a number of key metrics. Four highest values in each column are highlighted in red and four lowest are highlighted in blue (accounting for rounding).**

| Location Name | People per group | Dog per group | % people who were minors | % people who were on bikes |
|---|---|---|---|---|
| 1.Studland | **2.4** | **0.4** | **31** | **23** |
| 2.Hartland Tramway | **2.0** | 0.7 | 10 | 4 |
| 3.Sunnyside Stoborough | **1.3** | 1.0 | 15 | 8 |
| 4.Winfrith | 1.8 | **0.3** | 10 | **0** |
| 5.Tadnoll | 1.3 | 1.0 | **0** | **0** |
| 6.Black Hill | 1.5 | 1.0 | 6 | 5 |
| 7.Morden layby | 1.4 | 0.9 | 11 | **33** |
| 8.Great Ovens | 1.4 | 1.0 | **3** | 1 |
| 9.Ham Common | **1.8** | **0.7** | 22 | 4 |
| 10.Upton footbridge | 1.5 | 0.8 | 18 | **31** |
| 11.Upton Beacon Rd | 1.3 | 0.8 | **28** | 19 |
| 12.Canford Gravel Hill | 1.3 | 1.1 | **3** | 2 |
| 13.Canford Belben Rd | 1.5 | **1.3** | **25** | **34** |
| 14.Turbary | 1.3 | 0.7 | 16 | 17 |
| 15.Talbot | 1.4 | 1.0 | 14 | 9 |
| 16.St Catherine's Hill | 1.5 | 1.2 | 13 | 4 |
| 17.Matchams Lane | **1.1** | **1.3** | 5 | **0** |
| 18.West Parley | 1.3 | 1.0 | 12 | 7 |
| 19.Ferndown | **1.3** | **1.3** | **1** | 2 |
| 20.Avon Heath CP | **2.9** | **0.6** | **35** | 5 |
| 21.Lions Hill | 1.4 | 0.9 | 13 | 5 |
| 22.Holt Heath | 1.4 | **1.2** | 6 | **1** |
| 23.Cranborne Common | **1.3** | 1.0 | 7 | 7 |
| **Total average/percentage** | **1.5** | **1.0** | **16** | **10** |

## People entering

3.9 Numbers of people entering the site were recorded separately in the tallies. This allows us to compare the number of people entering the site for each access point rather than all people passing. Data are summarised in the Appendix (Table 27). The survey points showed highly significant differences in the number of people entering at each survey point (KW; H=55.55, df=22, p<0.001). The top 4 busiest locations, in terms of the total number of people recorded entering, were:

- Avon Heath CP – 251, 10.5 people per hour
- Holt Heath – 191, 8.0 pph
- Upton footbridge – 166, 6.9 pph
- West Parley – 161, 6.7 pph.

3.10 The 4 quietest locations, in terms of total people entering, were:

- Black Hill – 2, 0.1 pph
- Winfrith – 12, 0.5 pph
- Matchams Lane – 25, 1.0 pph
- Cranborne Common – 31, 1.3 pph

### *Temporal differences*

3.11 The numbers entering across all counts units (groups, people, dogs, minors and cyclists) were all lowest on term time weekdays (Figure 2 and Table 6). The total number of people entering across all survey locations on term time weekdays was 393 people. This total was increased by 8% during the school holiday weekday and 20% on the term time weekend. This increased pattern on term time weekends and school holiday weekends was the same for groups, dogs and minors, but not for cyclists.

3.12 The numbers of minors entering increased by 174% at term time weekends and 163% on school holiday weekends compared to the term time weekday. For cyclists the totals on school holiday weekday and term time weekend were identical, with 65 entering in total. The count of dogs was the only count which was at fairly consistent across the three survey days; 424 on term time weekday, compared to 426 on school holiday weekday (0.5% increase) and 432 on term time weekend (1.9% increase).

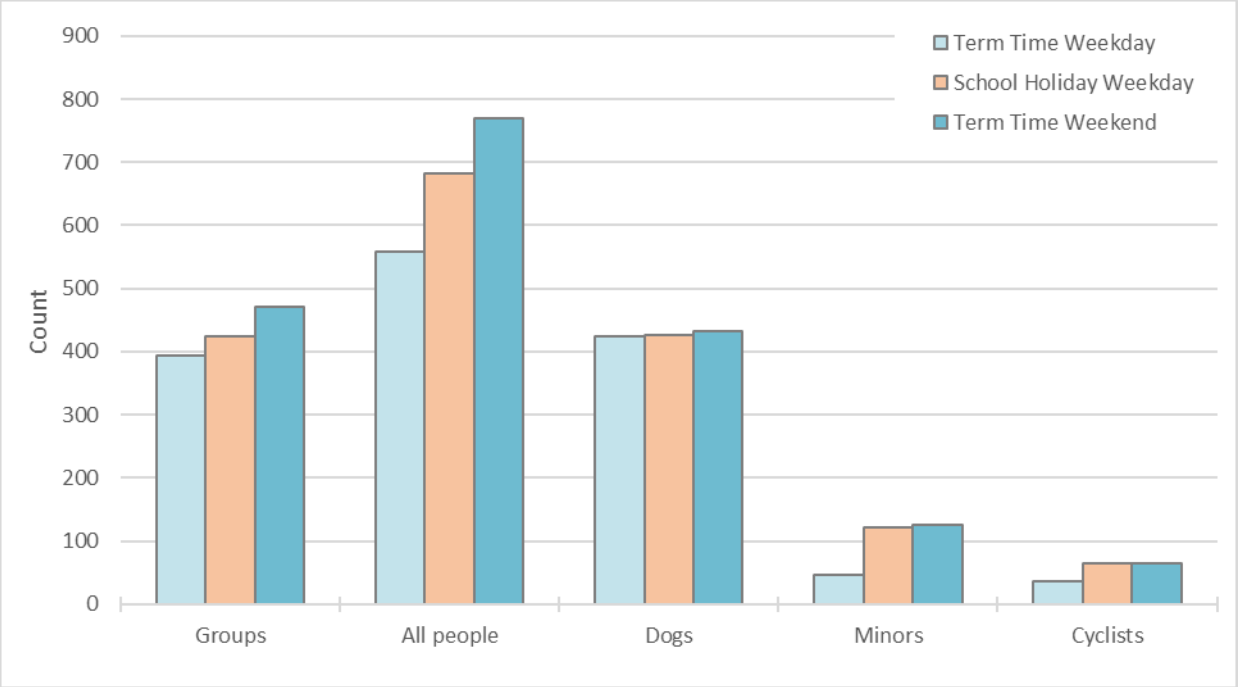



**Figure 2: Totals of each count unit entering sites for the different survey day types, as such count totals for each bar are over 8 hours of surveying across all locations.**

**Table 6: Totals of each count unit entering sites for the different survey day types, as such count totals for each bar are over 8 hours of surveying across all locations.**

| | Number of groups | Number of people (inc. minors) | Number of dogs | Number of minors | Number of cyclists |
|---|---|---|---|---|---|
| Term Time Weekday | 393 | 559 | 424 | 46 | 37 |
| School Holiday Weekday | 424 | 683 | 426 | 121 | 65 |
| Term Time Weekend | 470 | 769 | 432 | 126 | 65 |
| **Total** | **1,287** | **2,011** | **1,282** | **293** | **167** |

3.13 The total number of people recorded entering at each survey point location on the different types of survey days are shown in Figure 3. This shows the overall pattern presented in Figure 2 and Table 6 was not always consistent at each survey location.

3.14 The differences between each type of survey day are expressed best in Figure 4, which shows for each type of day whether the count was greater than or less than an average across all three days. This helps identify which

locations don't necessarily fit with the overall pattern. For example, at locations such as, Avon Heath CP and Ham Common, there were much lower levels of people entering on the term time weekdays when compared to all other sites.

3.15 Figure 5 summarises the data for locations by the four different geographic regions (categorisation given in Table 1); rural east (5 survey points), rural west (7), urban core (7) and urban edge (4). This shows the rural east sites had some of the greatest variation, ranging from very busy sites (e.g. Avon Heath) through to very quiet sites (e.g. Matchams Lane), although the average counts of people passing were similar to the rural west sites. The rural sites were typically lower than the more urban sites, and there was little notable difference in the overall pattern between urban core and urban edge sites. However, the urban sites appeared to show greater differences between the different days.

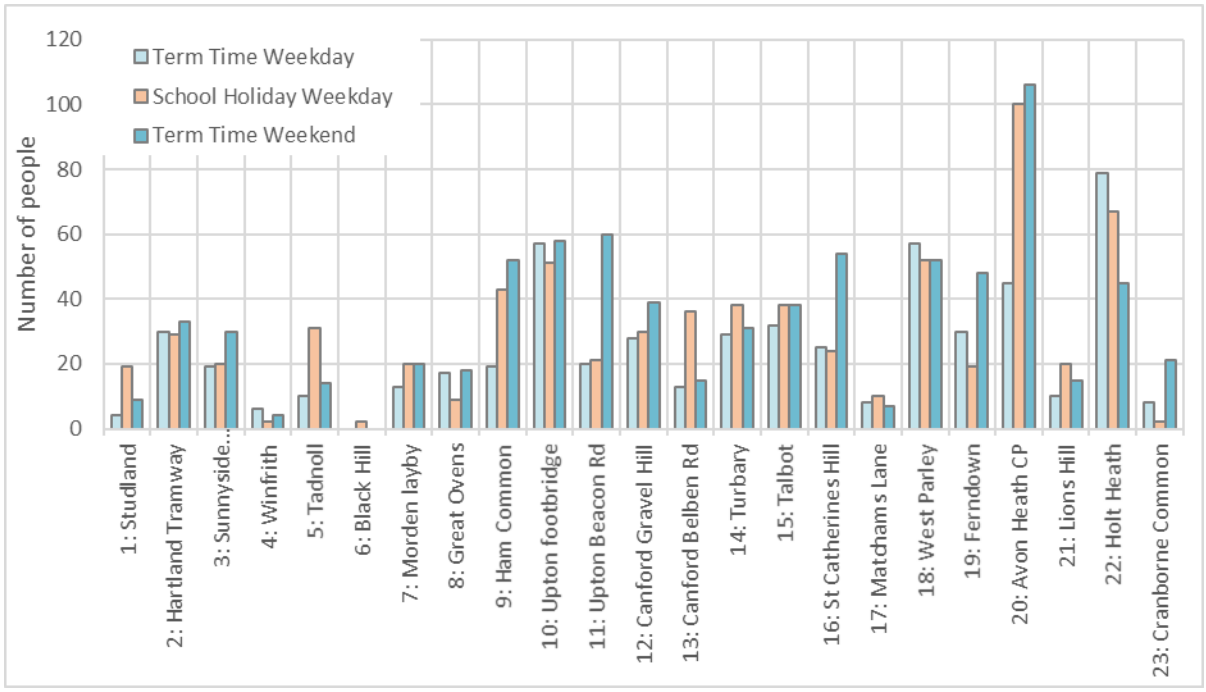



**Figure 3: Total number of people recorded entering for the different survey day types at each survey point location, as such count totals for each bar are over 8 hours of surveying.**

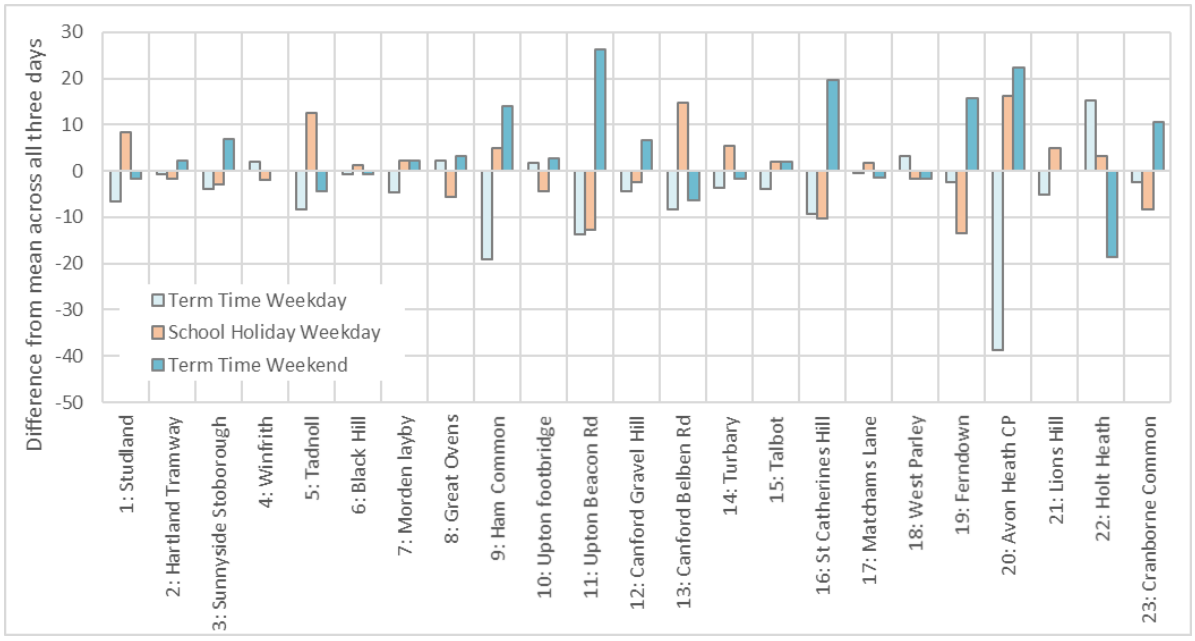



**Figure 4: Difference between the daily average count of people entering across three days compared to the total recorded on each day.**

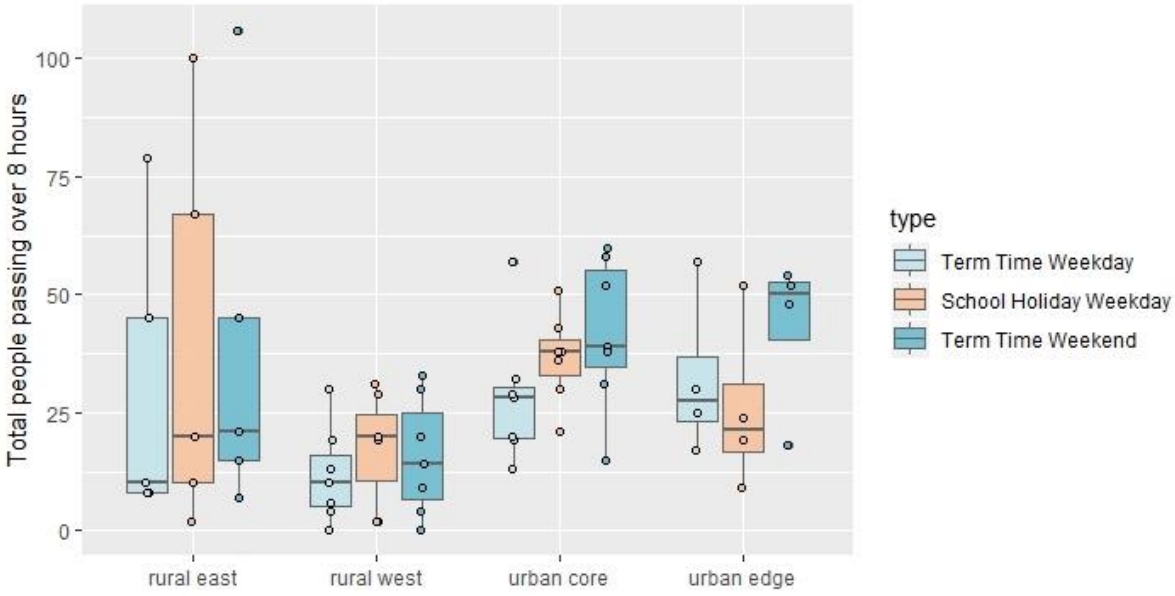



**Figure 5: Number of people entering each day (over 8 hours of surveying) for each survey point, categorised into the four types of locations, shown separately for the three different surveying days.**

3.16 Despite the above reported differences, tests on the number of people entering per day at each survey point suggested no statistically significant differences with type of day, term time / school holiday, or the combined term time / school holiday and type of day.

# 4. Visitor Survey Results: Questionnaire Data

## Number of interviewees

4.1 A total of 1,434 groups (either as lone individuals or parties of more than one) were intercepted and asked to take part in the surveys during the 552 hours of survey. Of these 0.3% could not take part due to language issues, 21% refused to take part, and 13% had already been interviewed (and were therefore not interviewed again). The remaining 66% of groups approached were interviewed, giving a total of 946 interviews conducted (see Table 7 and Map 5).

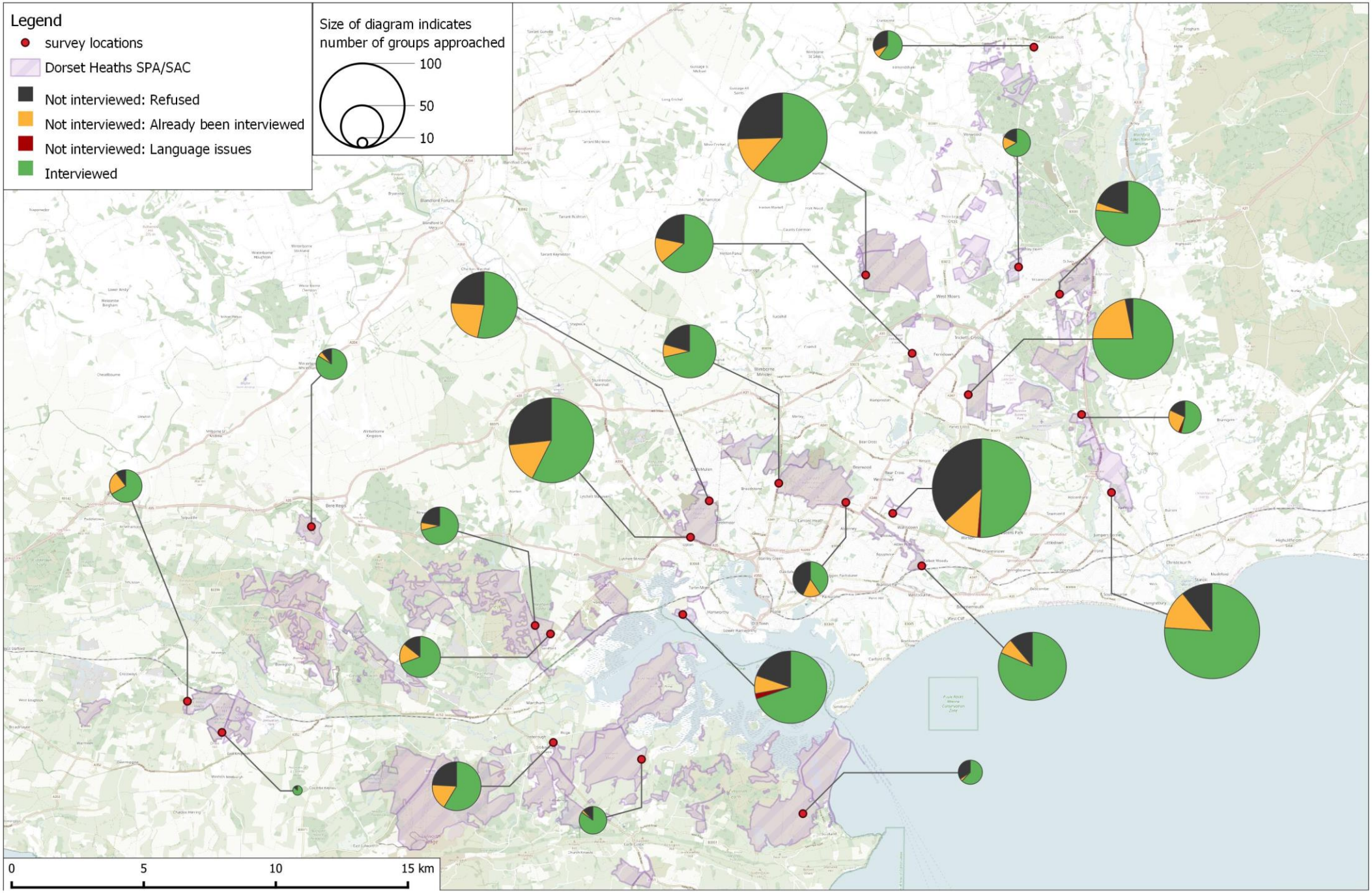
4.2 Locations with a high percentage of refusals may be indicative of locations with a high proportion of people taking a shortcut/commuting (going to work, shops etc.), in a hurry, running or cycling (who are hard to stop), or even sites with anti-social behaviour. For example, at site Canford Belben Rd and Turbary,43% and 37% of groups approached refused to take part. These are sites where there are known anti-social behaviours, and they are also surrounded by development such that many people are likely to cross the heath as a short-cut and for cycle communting.

4.3 Locations with a high percentage of groups approached who had already been interviewed will be those with a high proportion of regular visitors. These locations can often be quieter sites with fewer people to be interviewed or with just very regular user groups. The four survey locations with the highest number of people already interviewed being approached were Matchams Lane 26%, Tadnoll and Upton Beacon Rd both 23% and West Parley 22%.

**Table 7: Total number of groups approached to be interviewed and the response of these groups. Values in brackets show each column value as a percentage of the total number of groups approached across the row. The four highest percentages in each column are highlighted in red and four lowest percentages are highlighted in blue.**

| | Number of refusals | Number of groups not interviewed due to language issues | Number of groups already interviewed | Number of groups Interviewed | Total groups intercepted |
|---|---|---|---|---|---|
| 1.Studland | **10 (34)** | | **1 (3)** | 18 (62) | 29 |
| 2.Hartland Tramway | 4 (12) | | **1 (3)** | **28 (85)** | 33 |
| 3.Sunnyside Stoborough | 14 (24) | | 10 (17) | 34 (59) | 58 |
| 4.Winfrith | 1 (14) | | **0 (0)** | **6 (86)** | 7 |
| 5.Tadnoll | **4 (10)** | | **9 (23)** | 26 (67) | 39 |
| 6.Black Hill | **4 (11)** | | 2 (5) | **31 (84)** | 37 |
| 7.Morden layby | 10 (22) | | 3 (7) | 32 (71) | 45 |
| 8.Great Ovens | 7 (14) | | 8 (16) | 34 (69) | 49 |
| 9.Ham Common | 17 (20) | **2 (2)** | 7 (8) | 60 (70) | 86 |
| 10.Upton footbridge | 27 (27) | | 16 (16) | 58 (57) | 101 |
| 11.Upton Beacon Rd | 19 (24) | | **18 (23)** | **42 (53)** | 79 |
| 12.Canford Gravel Hill | 13 (21) | | 5 (8) | 45 (71) | 63 |
| 13.Canford Belben Rd | **18 (43)** | | 7 (17) | **17 (40)** | 42 |
| 14.Turbary | **43 (37)** | **1 (1)** | 14 (12) | **59 (50)** | 117 |
| 15.Talbot | **9 (11)** | | 6 (7) | **66 (81)** | 81 |
| 16.St Catherine's Hill | **12 (11)** | | 15 (13) | 86 (76) | 113 |
| 17.Matchams Lane | 7 (18) | **1 (3)** | **10 (26)** | **21 (54)** | 39 |
| 18.West Parley | **3 (3)** | | **21 (22)** | 72 (75) | 96 |
| 19.Ferndown | 15 (22) | | 10 (14) | 44 (64) | 69 |
| 20.Avon Heath CP | 15 (19) | | **3 (4)** | 59 (77) | 77 |
| 21.Lions Hill | 6 (18) | | 5 (15) | 22 (67) | 33 |
| 22.Holt Heath | 27 (25) | | 14 (13) | 65 (61) | 106 |
| 23.Cranborne Common | **11 (31)** | | 3 (9) | 21 (60) | 35 |
| **Total** | **296 (21)** | **4 (0)** | **188 (13)** | **946 (66)** | **1434** |

**Map 5: Summary of the responses of groups who were approached for interviewing.**



# Visit patterns

## *Visit type*

4.4 Overall, 866 interviewees (92%) were visiting directly from home. A further 53 interviewees (6%), were on holiday in the area and 19 (2%) were staying locally with friends/family. A further 8 interviewees (0.8%) were visiting for other reasons (e.g. stopping here as working locally).

4.5 Figure 6 summarises the number of interviewees by visit type. At most survey locations the vast majority of visitors were locals directly from home, however at two key sites; Studland and Ham Common roughly half of interviewees were on holiday (50% and 53% respectively). At all other survey points the proportion of visitors directly from home was always greater than 82%.

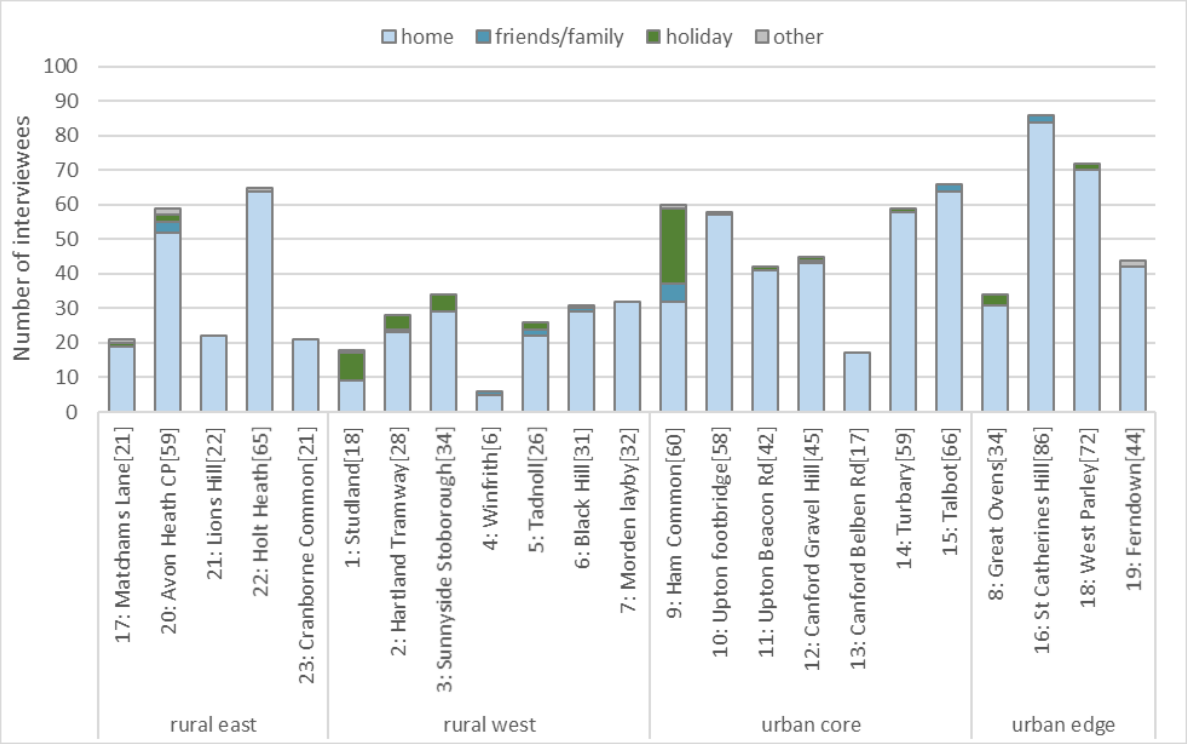



**Figure 6: Number of interviewees recorded at each survey point categorised by their visit type. Survey locations are grouped by geographic regions. Values in square brackets indicate sample size (number of interviewees). Survey points are grouped by the four types of site considered.**

4.6 The proportion of interviewees visiting directly from home was usually less at the rural west sites. On average, across the 7 rural west survey points, 83% of interviews were visiting directly from home, compared to 91-95% in all other regions. However, these differences are very slight.

4.7 The differences between weekdays and weekends, school time and term time were also very minor. Across all survey locations the proportion of visitors directly from home was lowest during the school holiday weekday (91 of interviewees). This was only slightly lower than the term time weekend and term time weekday proportions of 91.2% and 92.9% respectively.

## *Activities*

4.8 Across all survey locations roughly three quarters of interviewees (701 interviewees, 74%) stated that they were dog walking (see Figure 7). The second most common activity was walking without a dog, (15% of interviewees) and all other activities were less than 3% of interviewees.

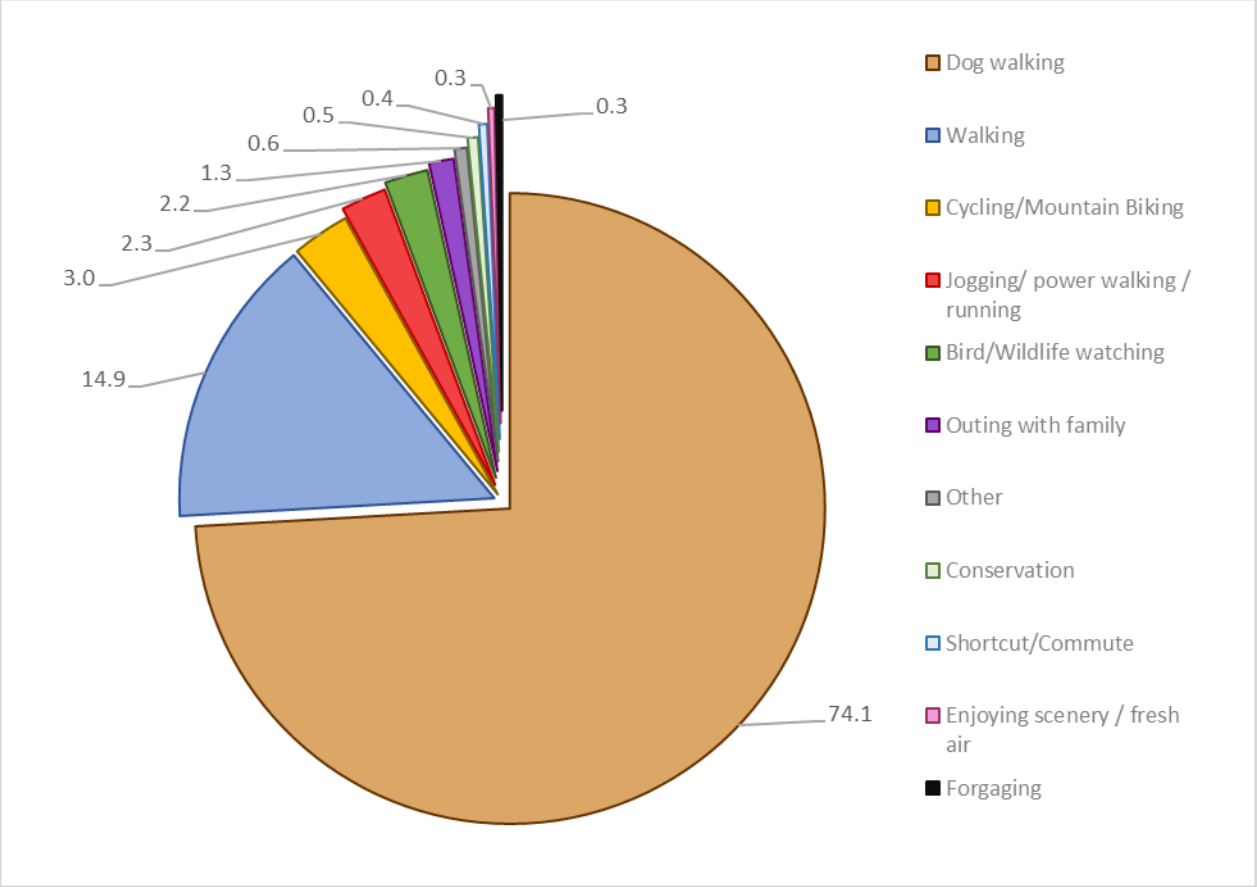



**Figure 7: Summary of activities recorded across all interviewees**

4.9 This overall composition of activities across all the survey points appeared to be fairly consistent across the different types of day (Figure 8). The main activity, dog walking, ranged from 69% on the term time weekend to 80.1% on the term time weekday. But as Figure 8 shows the number of these interviewed remained fairly consistent. The other most notable differences were the greater proportion of walkers on term time weekends, 21%, compared to just 9.9% on term time weekdays. In addition, during the school holiday weekday recorded roughly 2.5% of interviewees on an outing with family, compared to 0.7% to 0.5% on term time weekday and weekend survey dates respectively.

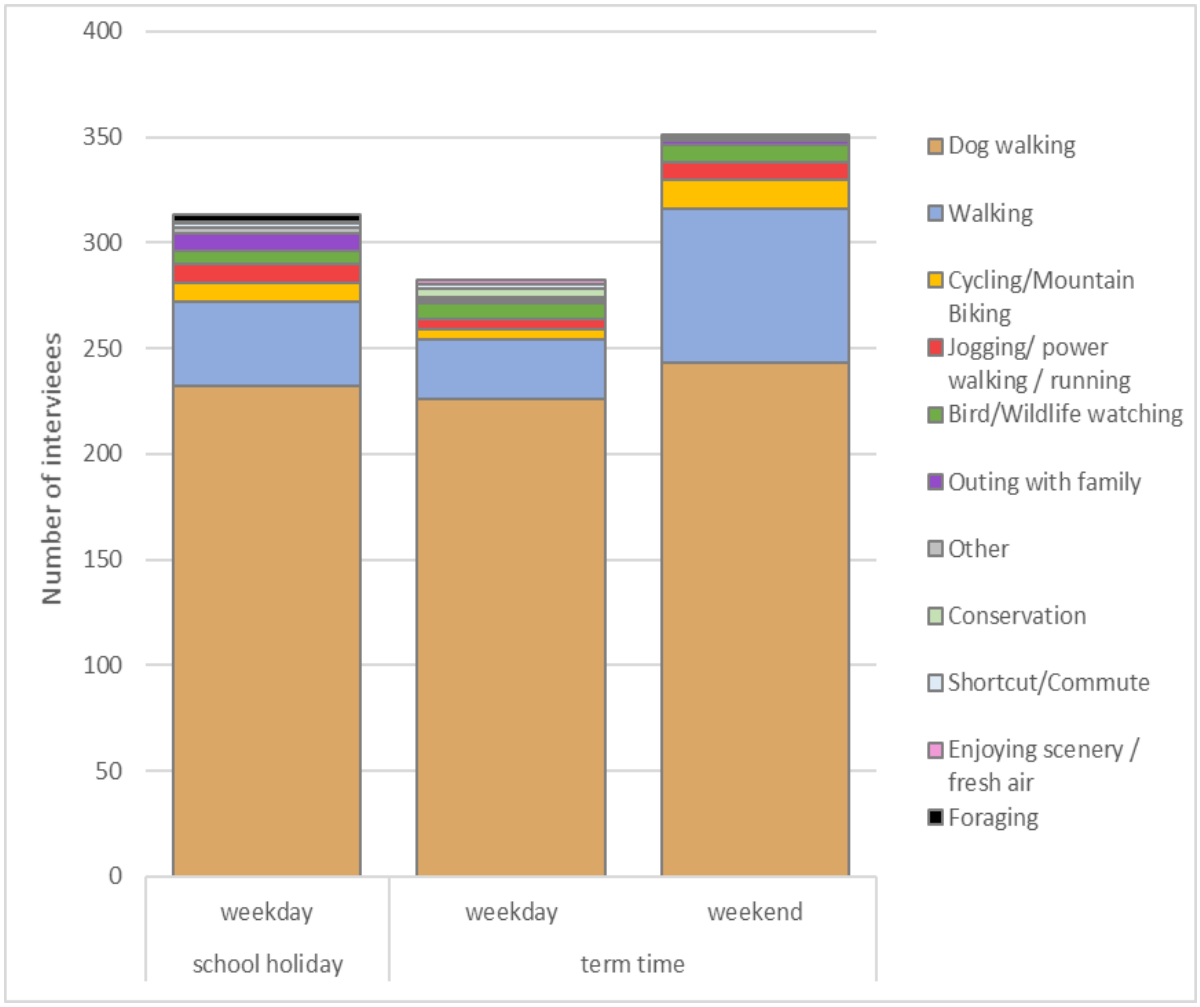



**Figure 8: Summary of overall activities across all survey points on each survey day type.**

4.10 There were clear differences in the activity of interviewees between survey point locations, as shown in Map 6 (see also full data in Appendix: Table 28). At almost all of the individual survey points the most common main activity was dog walking. Only at survey points Studland and Winfrith the most common activity was walking (without a dog). Other activities were very infrequent; percentages of activities over 10% aside from dog walking and walking were: 33% (2 interviewees) bird/wildlife watching at Winfrith; 29% (8 interviewees) bird/wildlife watching at Hartland Tramway, 22% (4 interviewees) cycling at Studland and 12% (7 interviewees) cycling at Upton footbridge.

4.11 For each interview information regarding the properties of the interviewed group was recorded, such as number of people, age categories, number of

dogs and whether dogs were seen to be off-lead. This information is summarised for each survey point in Table 8 and by activity-type in Table 9.

4.12 There were some clear differences between survey points in the group sizes observed (Table 8), with larger groups typically recorded at Studland (3.3 people per group), Avon Heath CP (2.7) and Ham Common (1.9). The larger groups were often associated with large family groups, indicated by the high percentage of minors, often with a slightly lower average number of dogs per group. The number of dogs off-lead was calculated as a percentage of all dogs seen in the interviewed groups. It should be noted that the observations of dogs on/off-lead relates to the interview location and the observation of the surveyor while conducting the interview. The lowest proportions of dogs were at three of the rural west sites and Avon Heath Country Park.

**Table 8: Group summary metrics by survey points. Four highest values in each column are highlighted in red and four lowest values are highlighted in blue.**

| Survey point | n | people per group | % minors | % 65+ | Avg dogs per group | % off lead |
|---|---|---|---|---|---|---|
| 1.Studland | 18 | **3.3** | **51** | **5** | **0.6** | **100** |
| 2.Hartland Tramway | 28 | 1.8 | 6 | **33** | **0.8** | 36 |
| 3.Sunnyside Stoborough | 34 | **1.2** | **2** | 24 | 0.9 | **28** |
| 4.Winfrith | 6 | **1.8** | 9 | **55** | **0.2** | **0** |
| 5.Tadnoll | 26 | 1.7 | 9 | 25 | 1.2 | **30** |
| 6.Black Hill | 31 | 1.7 | 8 | **11** | 1.0 | 77 |
| 7.Morden layby | 32 | 1.3 | 7 | 12 | 1.1 | 66 |
| 8.Great Ovens | 34 | 1.4 | 4 | 17 | 1.0 | 47 |
| 9.Ham Common | 60 | **1.9** | **18** | 12 | 0.8 | 78 |
| 10.Upton footbridge | 58 | 1.5 | 10 | 15 | 1.0 | 62 |
| 11.Upton Beacon Rd | 42 | 1.3 | 11 | 15 | 1.0 | 58 |
| 12.Canford Gravel Hill | 45 | 1.5 | 12 | 18 | 1.1 | 40 |
| 13.Canford Belben Rd | 17 | 1.6 | 15 | **0** | **1.4** | 65 |
| 14.Turbary | 59 | **1.2** | **4** | 13 | 1.0 | 81 |
| 15.Talbot | 66 | 1.4 | **18** | 22 | **1.3** | **84** |
| 16.St Catherine's Hill | 86 | 1.5 | 10 | 26 | 1.3 | **88** |
| 17.Matchams Lane | 21 | 1.3 | 7 | **11** | 1.3 | 63 |
| 18.West Parley | 72 | 1.3 | 4 | 15 | 1.0 | 58 |

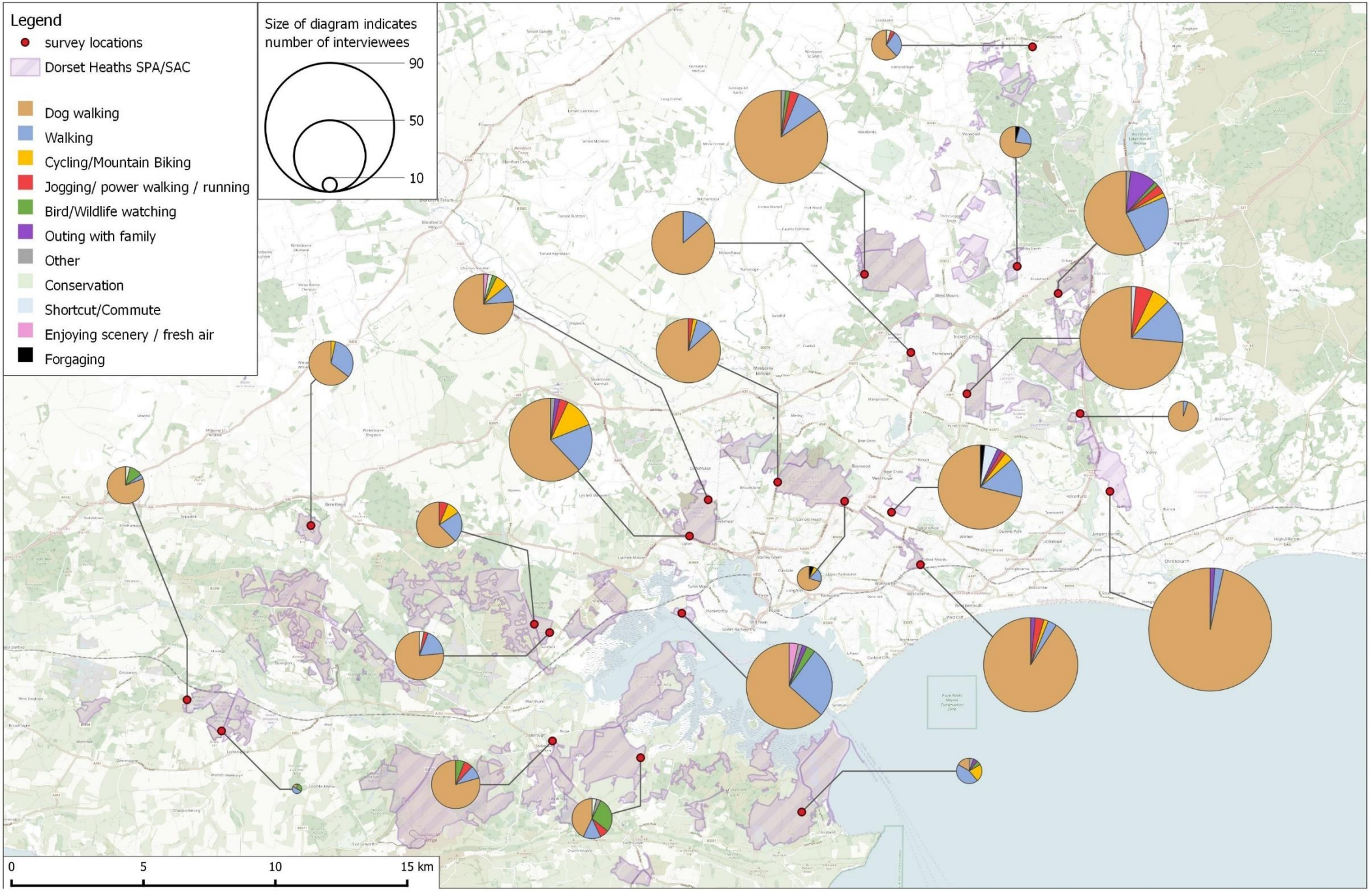
| Survey point | n | people per group | % minors | % 65+ | Avg dogs per group | % off lead |
|---|---|---|---|---|---|---|
| 19.Ferndown | 44 | 1.2 | 0 | 35 | 1.3 | 58 |
| 20.Avon Heath CP | 59 | 2.7 | 29 | 27 | 0.8 | 14 |
| 21.Lions Hill | 22 | 1.5 | 18 | 26 | 1.0 | 83 |
| 22.Holt Heath | 65 | 1.4 | 3 | 28 | 1.4 | 67 |
| 23.Cranborne Common | 21 | 1.1 | 4 | 13 | 0.8 | 56 |
| **Total** | **946** | **1.6** | **13** | **20** | **1.1** | **63** |

4.13 Table 9 shows the same metrics, this time by activity-type (note small sample sizes for some activities).

**Table 9: Group summary metrics by activity. Data rows sorted by sample size. Two highest values in each column are highlighted in red and two lowest values are highlighted in blue.**

| Activity | n | people per group | %minors | %65+ | avgdogs per group | %offlead |
|---|---|---|---|---|---|---|
| Dog walking | 701 | 1.4 | 8 | 20 | 1.4 | 63 |
| Walking | 141 | 2.1 | 21 | 21 | 0.1 | 75.0 |
| Cycling/Mountain Biking | 28 | 1.6 | 16 | 2 | 0.1 | 100 |
| Jogging/ running | 22 | 1.6 | 3 | 17 | 0.2 | 40 |
| Bird/Wildlife watching | 21 | 1.7 | 8 | 42 | 0.0 | |
| Outing with family | 12 | 4.0 | 54 | 17 | 0.1 | 0 |
| Other | 6 | 2.8 | 24 | 6 | 0.3 | 0 |
| Conservation | 5 | 1.4 | 14 | 0 | 0.2 | 100 |
| Shortcut/Commute | 4 | 1.0 | 0 | 0 | 0.0 | |
| Foraging | 3 | 3.3 | 60 | 30 | 0.0 | |
| Enjoying scenery / fresh air | 3 | 1.3 | 0 | 25 | 0.0 | |
| **Total** | **946** | **1.6** | **13** | **20** | **1.1** | **63.2** |

**Map 6 : Summary of activities recorded across the three days of interviewing.**



## *Transport*

4.14 Overall, roughly half of all interviewees arrived by car (52%, 493 interviewees), closely followed by those on foot (45%, 421 interviewees). However, the main mode of transport differed across survey locations and the proportion of interviewees arriving by car ranged from 100% (Winfrith and Holt Heath) to 5% ( Lions Hill), as shown in Figure 9.

4.15 The urban core sites had the highest proportion of interviewees arriving by foot (59%) and rural east sites the highest proportion arriving by car (72%).

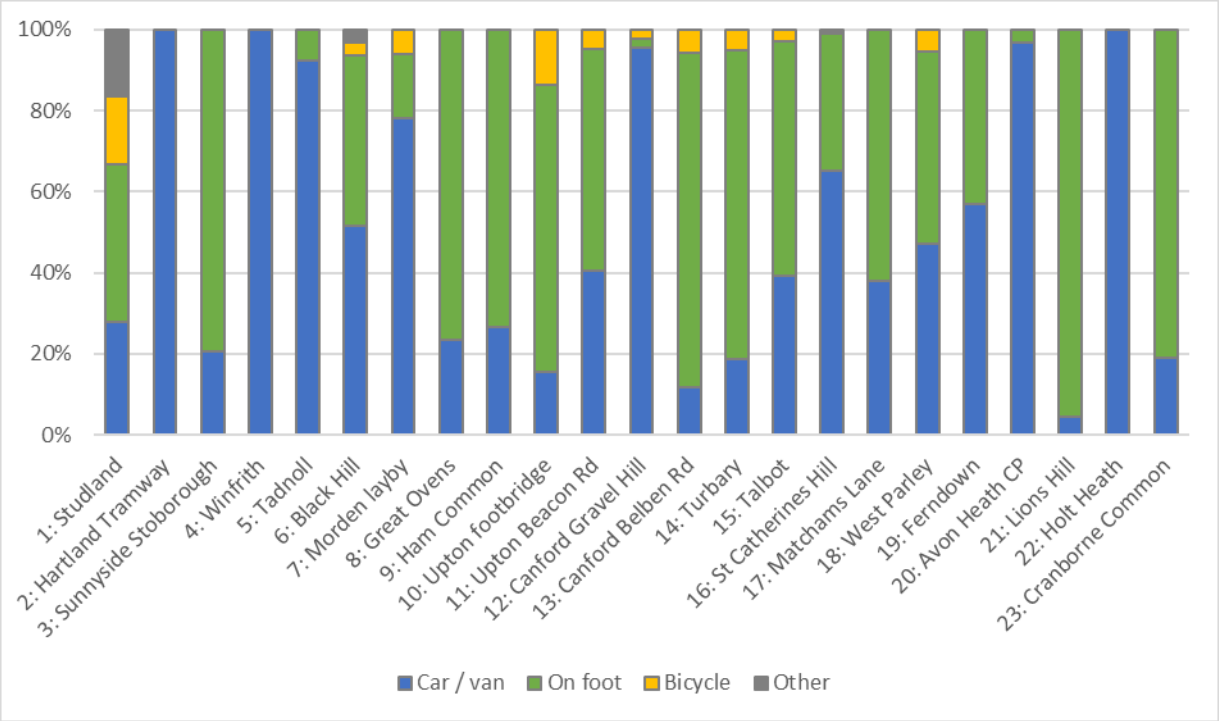



**Figure 9: Mode of transport used by interviewees at each of the survey locations.**

## *Visit duration and frequency*

4.16 Interviewees were asked to consider how long they had been or were going to be visiting the site for (depending on whether leaving or just arrived on site) and how frequently they visit the site. Responses given in these two questions were categorised into classes by the surveyor during the interviews (classes given in the questionnaire in the appendices and shown in Figure 10 and Figure 11).

4.17 Categories of visit duration, with reference to the approximate time in minutes on site, were used to group the interviewees' responses. In addition,

from the frequencies reported by each respondent we calculated an approximate average visit duration[6]. This was estimated using the number of interviewees in each category, multiplied by an approximate duration in terms of minutes, summed for each category, and then divided by the overall number of interviewees. While this is highly simplistic, and values are considered very approximate, the approach serves well to allow comparison between sites and provide a ranking– see Figure 10. From this it would be estimated that overall an interviewee was typically on site for around 60 minutes.

4.18 Overall, roughly half of all interviewees (52%, 491 interviewees) stated that they were on site for between 30 minutes to 1 hour. Around a further third 31% of interviewees, 297) stated they would be on site for around 1 to 2 hours and overall just 5% of interviewees reported more than 2 hours. These visit durations varied between survey locations. These average values ranged from 47 minutes at Turbary (where a quarter were visiting for less than 30 minutes) to 130 minutes at Studland (where a third were visiting for more than 2 hours). Data are summarised in Figure 10.

[6] We scaled up the categories as follows: “More than once a day” visits per year = 700 “Daily” = 350 visits, “Most days (180+ visits)” =200 visits, “1 to 3 times a week (40-180 visits)” = 110 visits, “2 to 3 times per month (15-40 visits)” =27.5 visits, “Once a month (6-15 visits)” =10.5 visits, “Less than once a month (2-5 visits)” = 3 visits and “First visit“ =1.

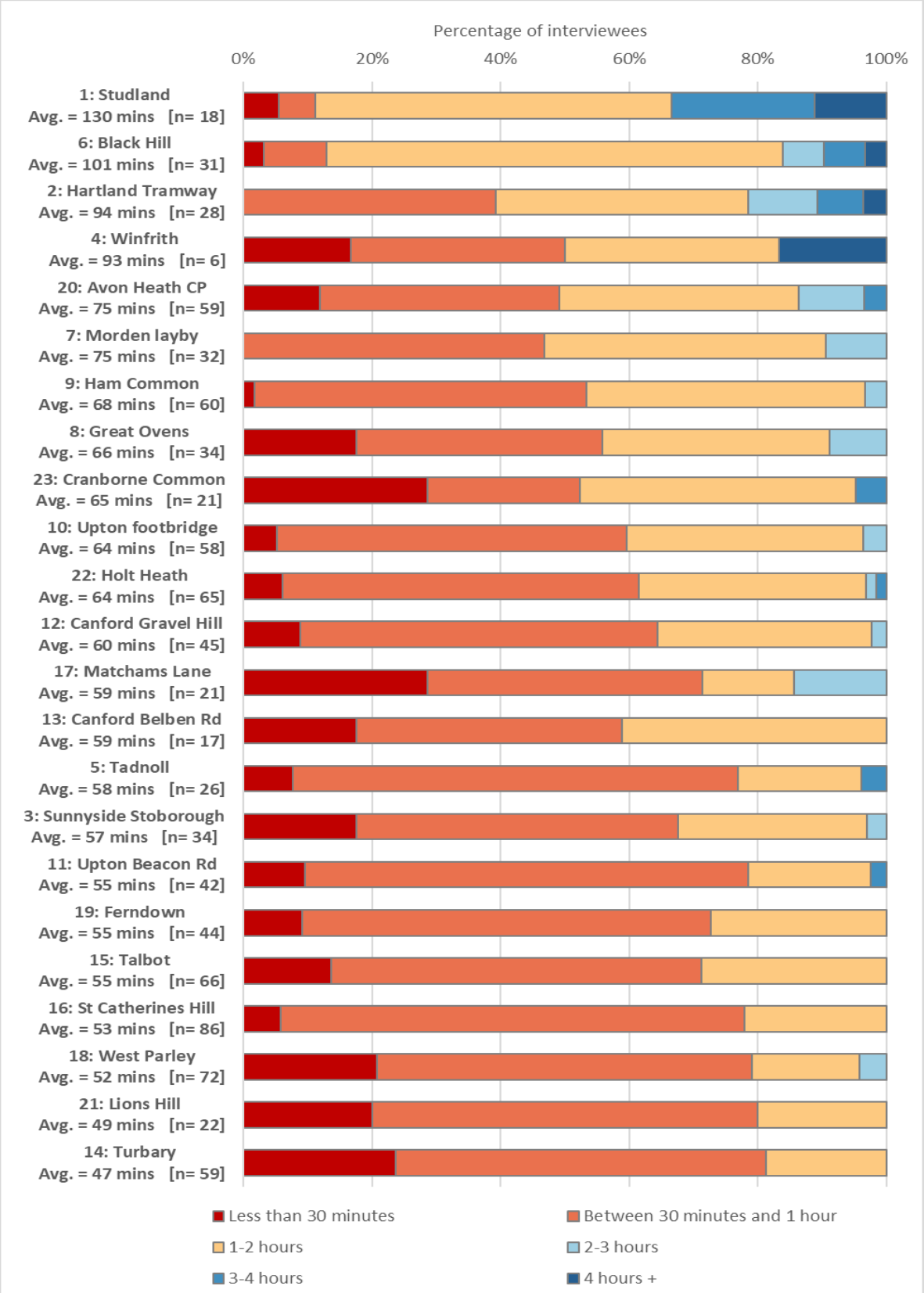



**Figure 10: Summary of visit duration at survey points. Values show averaged visit duration from these categories and values in square brackets indicate the sample size.**

4.19 As with the visit duration, we derived simple averages for survey locations, based on the broad number of annual visits made by each interviewee[7]. Across all interviewees this approach would suggest a typical visitor makes around 200 visits per year to the site (equivalent to around 3 to 4 visits per week). Data are summarised by site in Figure 11.

4.20 The most commonly recorded category was 1 to 3 times a week (40-180 visits), given by 26% of all the interviewees (246 interviewees). However, combining some of the finer scale categories suggests 30% of interviewees were on site daily (including those visiting more than once a day) and pooling classes further, 72% visit at least once a week.

4.21 Some of the most regular visitors were at 17: Matchams Lane, where 71% of interviewees visited daily or more than once a day, followed by three other sites with over half of interviewees visiting at least daily; 8: Great Ovens (56% daily), 11: Upton Beacon Rd (52%), and 14: Turbary (51%). Conversely there were four survey points at which half or more of the interviewees suggested they visited less than once a month; 1: Studland (67%), 9: Ham Common (57%), 20: Avon Heath Country Park (53%) and 4: Winfrith (50%).

[7] We used values: Less than 30 minutes = 20 minutes; Between 30 minutes and 1 hour = 45 minutes; 1 to 2 hours = 90 minutes, 2 to 3 hours = 150 minutes.

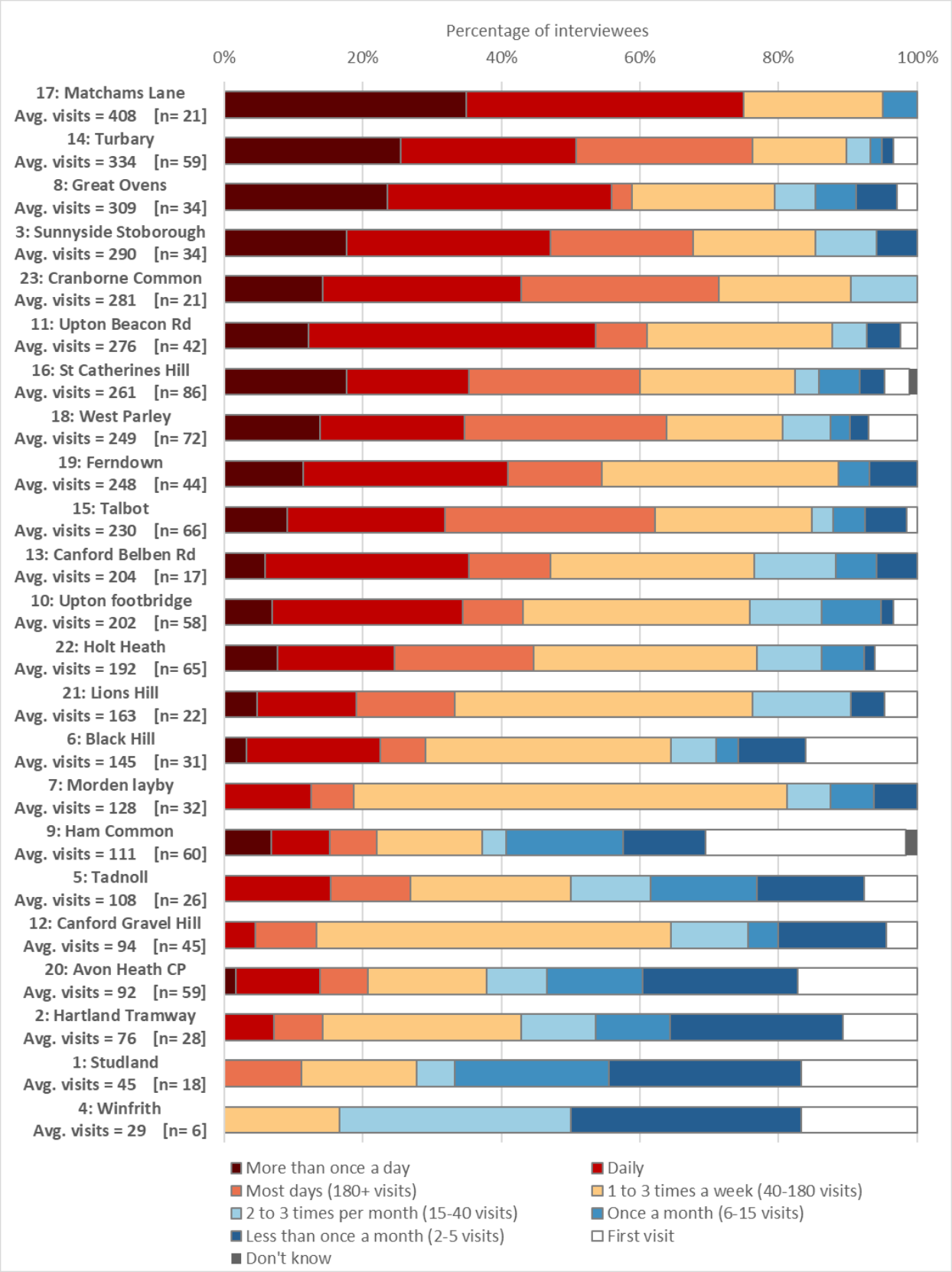



**Figure 11: Summary of visit frequency at survey points. Values show averaged visit duration from these categories and values in square brackets indicate the sample size.**

## *Timing of visits*

4.22 During the interview respondents were asked to consider the timings of their visits and if there were any times they visited more frequently with reference to times of the year and times of day.

4.23 Interviewees were first asked if they visited more at a particular time of day. Across all 946 interviewees, just over a quarter (27%, 334) suggested their visiting times varied, or they were not sure, while 4% (52 interviewees) were on their first visit to the site and so unable to comment. Of those who gave a time period the most common was for late mornings, 31% (Figure 12).

4.24 Figure 12 shows there were some slight differences between individual survey points, with many sites showing relatively high numbers of early morning and late afternoon visitors, for example Tadnoll, Great Ovens and Upton Beacon Rd (all more than 85% before 10 am or after 4 pm). Fewer sites showed greater use in the middle of the day, for example Studland, Hartland Tramway, Morden layby, Canford Belben Rd and Avon Heath CP (all more than 35% between 10 am and 4 pm).

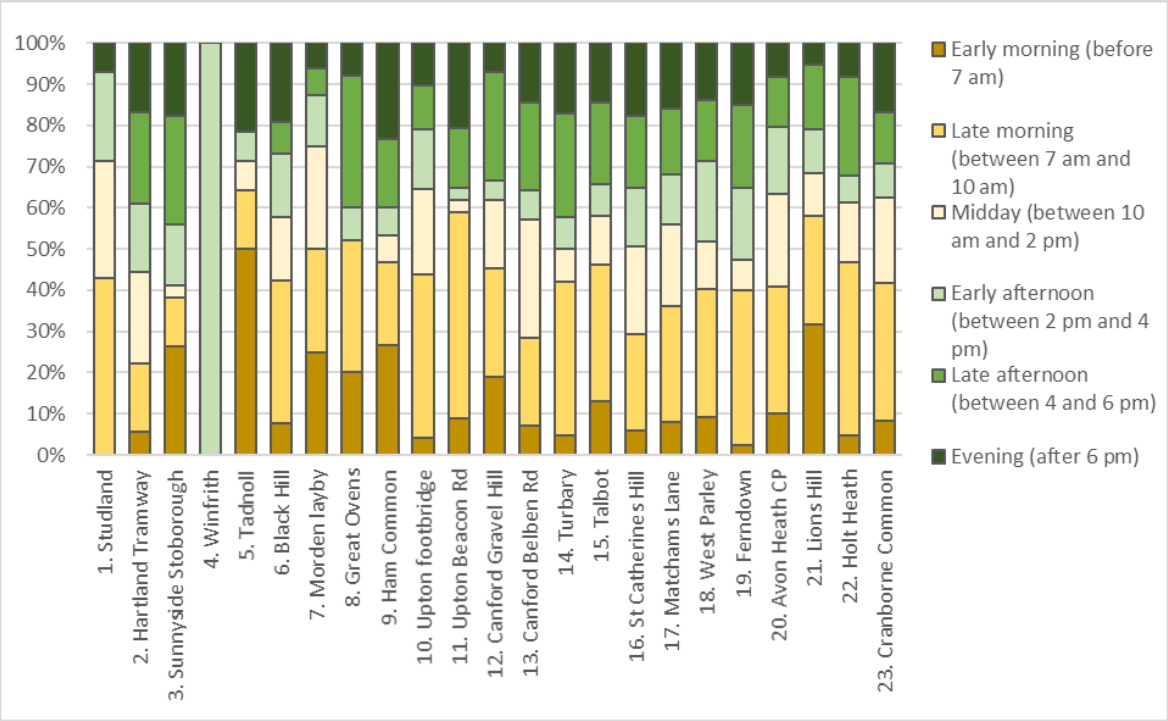



**Figure 12: Times of visiting by survey location. Note those who did not have a particular time or were on their first visit are not included, and interviewees could give multiple times of day.**

4.25 Subsequently interviewees were asked if they visited more at a particular time of year. Similarly, to the above times of day, interviewees responses were categorised to a particular season. The majority of interviewees, (751 interviewees, 79%), stated that they visited equally all year round. Just 1% (13 interviewees) did not know or were not sure, and 6% (52 interviewees) were on a first visit so felt unable to comment. The remaining 130 interviewees (14%) selected one or more than one season, with a total of 200 responses (more than one season could be given). Just over half of these responses were for summer (112) and just under a quarter for spring (47). There were again slight differences between survey points, as shown in Figure 13. A seasonal preference was given by exactly half of all interviewees at Studland, and around a third of interviewees at Hartland Tramway and Winfrith. All interviewees at Morden layby and Lions Hill reported they visited equally all year.

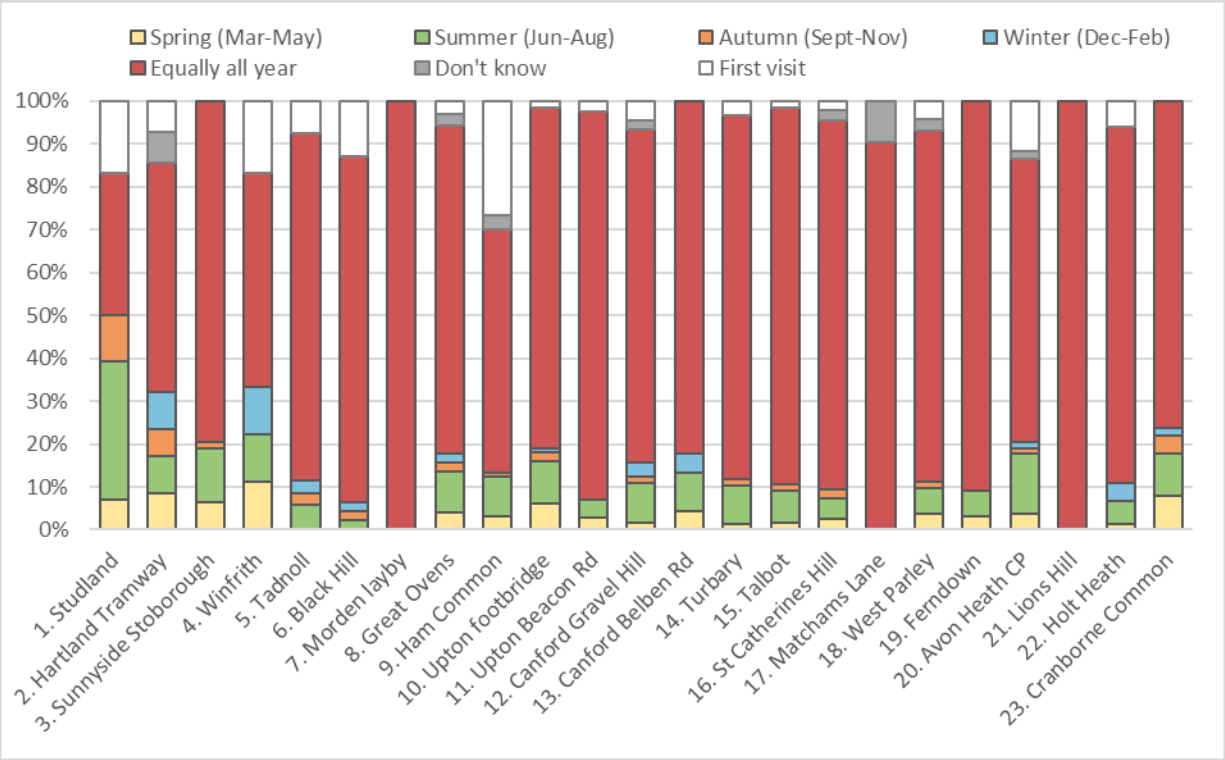



**Figure 13: Interviewees times of the year in which they visited more frequently. Note interviewees could give multiple seasons, as such the multiple responses have been divided by the number of people who gave a response, so that overall percentage is of interviewees rather than responses.**

### *Number of years visiting the site*

4.26 Overall, there was a roughly even split between those who had been visiting for less than 10 years and those who had been visiting for more than 10 years. Just under half of interviewees (45%, 430 interviewees) had been visiting for less than 10 years and just under half visiting for more than 10 years (48%, 457 interviewees). Only around one in ten (9%, 89 interviewees) had been visiting for less than a year.

4.27 At Canford Gravel Hill, the highest percentage of interviewees who had been visiting for less than 1 year was recorded, 18% of interviewees. The location with the highest percentage of interviewees who had been visiting for more than 10 years was Sunnyside Stoborough (67% of interviewees).

4.28 There was much variation between survey points. The rural west sites and urban edge locations had slightly higher percentages of those who had been visiting for more than 10 years (54% and 52% respectively), while the rural east and urban core sites recorded just under half (44% and 46% respectively).

## Reasons for site choice

4.29 A single question addressed why interviewees chose to visit the specific location (where the interview was taking place), rather than another local site. Surveyors recorded all the reasons given using predetermined categories (and an "other" category to record any further free text) and multiple reasons could be logged (on average, 3.9 reasons). Interviewees were also asked to identify which was the one most important factor. This single choice is referred to as the 'main' reason and the remaining initial multiple choices are referred to as 'other' choices.

4.30 Across all survey locations and interviewees, the most common main reason was close to home (Figure 14), given by around two in five interviewees (39%). All other reasons were given by less than 10% of interviewees, but the most common were; good for dog / dog enjoys it (8%), scenery/views (7%), and 'other' (6%) for which these were recorded as free text and covered a wide range of factors.

4.31 For the remaining other reasons, interviewees could select more than one reason, the combined other and the main reasons are given in Figure 14. The most commonly given response across pooled reasons was close to home (56% of all), followed by good for dog / dog enjoys it (33%), scenery/views (34%), the ability to let dog off lead (22%), rural feel / wild landscape (20%) and quiet, with no traffic noise (20%).

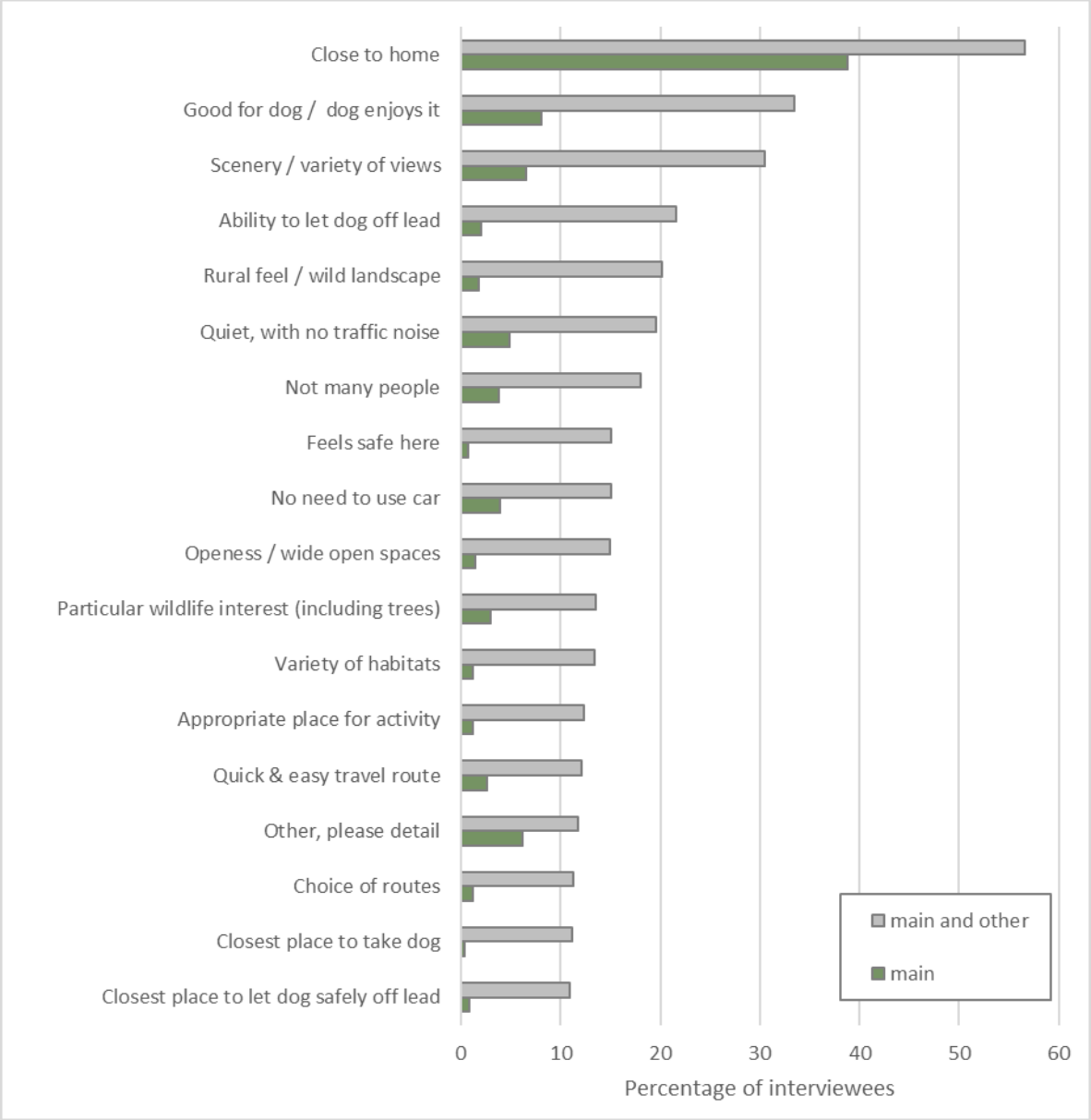



**Figure 14: Reasons for site choice. Main reasons were single choice and other reasons multiple responses. Reasons ranked by the total number of reasons, main and other combined. Because interviewees could select more than one reason for other choices, the total percentages in main and other combined will exceed 100%, but are still a percentage of the interviewees.**

4.32 There were some notable differences between individual survey points and the two most common reasons for visiting each survey point are given in Table 10. The data are also summarised by geographic region in Figure 15, with shows the top 12 reasons (main and other combined) for each region. It can be seen that interviewees select different types of sites for very different reasons. At all but the rural west sites the most commonly given reason was close to home. Instead at the rural west sites this was replaced by scenery

and views. Roughly 85% of interviewees stated close to home as a reason for visiting the urban edge sites (as a main or other reason) and 65% at urban core sites, but this was just 40% and 36% of interviewees at the rural west and east sites respectively.

**Table 10: The first and second highest ranked reasons (main or other combined) given by interviewees at each location. Because interviewees could select more than one reason for other choices, the combined main and other percentages will exceed 100%.**

| Site | Most common reason (% of interviewees) | Second common reason (% of interviewees) |
|---|---|---|
| 1.Studland | Close to home (28) | Other, please detail (17) |
| 2.Hartland Tramway | Not many people & Appropriate place for activity (29) | Quiet, with no traffic noise & Particular wildlife interest (including trees) (25) |
| 3.Sunnyside Stoborough | Close to home & Scenery / variety of views (79) | Not many people (68) |
| 4.Winfrith | Particular wildlife interest (including trees) & Appropriate place for activity (50) | Rural feel / wild landscape & Scenery / variety of views & Variety of habitats (33) |
| 5.Tadnoll | Good for dog / dog enjoys it (77) | Close to home (62) |
| 6.Black Hill | Scenery / variety of views (52) | Rural feel / wild landscape & Good for dog / dog enjoys it (45) |
| 7.Morden layby | Scenery / variety of views (53) | Not many people (50) |
| 8.Great Ovens | Close to home (71) | Scenery / variety of views (41) |
| 9.Ham Common | Close to home (62) | Scenery / variety of views (52) |
| 10.Upton footbridge | Close to home (64) | Scenery / variety of views (40) |
| 11.Upton Beacon Rd | Close to home (62) | Scenery / variety of views (50) |
| 12.Canford Gravel Hill | Close to home (49) | Quick & easy travel route & Good for dog / dog enjoys it (22) |
| 13.Canford Belben Rd | Close to home (82) | Scenery / variety of views (47) |
| 14.Turbary | Close to home (71) | Good for dog / dog enjoys it (53) |
| 15.Talbot | Close to home (74) | Quiet, with no traffic noise & Good for dog / dog enjoys it (33) |
| 16.St Catherine's Hill | Good for dog / dog enjoys it (52) | Close to home (49) |
| 17.Matchams Lane | Close to home (48) | Good for dog / dog enjoys it (38) |
| 18.West Parley | Close to home (71) | Other, please detail (22) |
| 19.Ferndown | Close to home (70) | Good for dog / dog enjoys it (27) |
| 20.Avon Heath CP | Close to home (37) | Good for dog / dog enjoys it (29) |
| 21.Lions Hill | Close to home (64) | Not many people & Scenery / variety of views (18) |
| 22.Holt Heath | Close to home (37) | Other, please detail (20) |
| 23.Cranborne Common | Close to home (67) | Quick & easy travel route (33) |

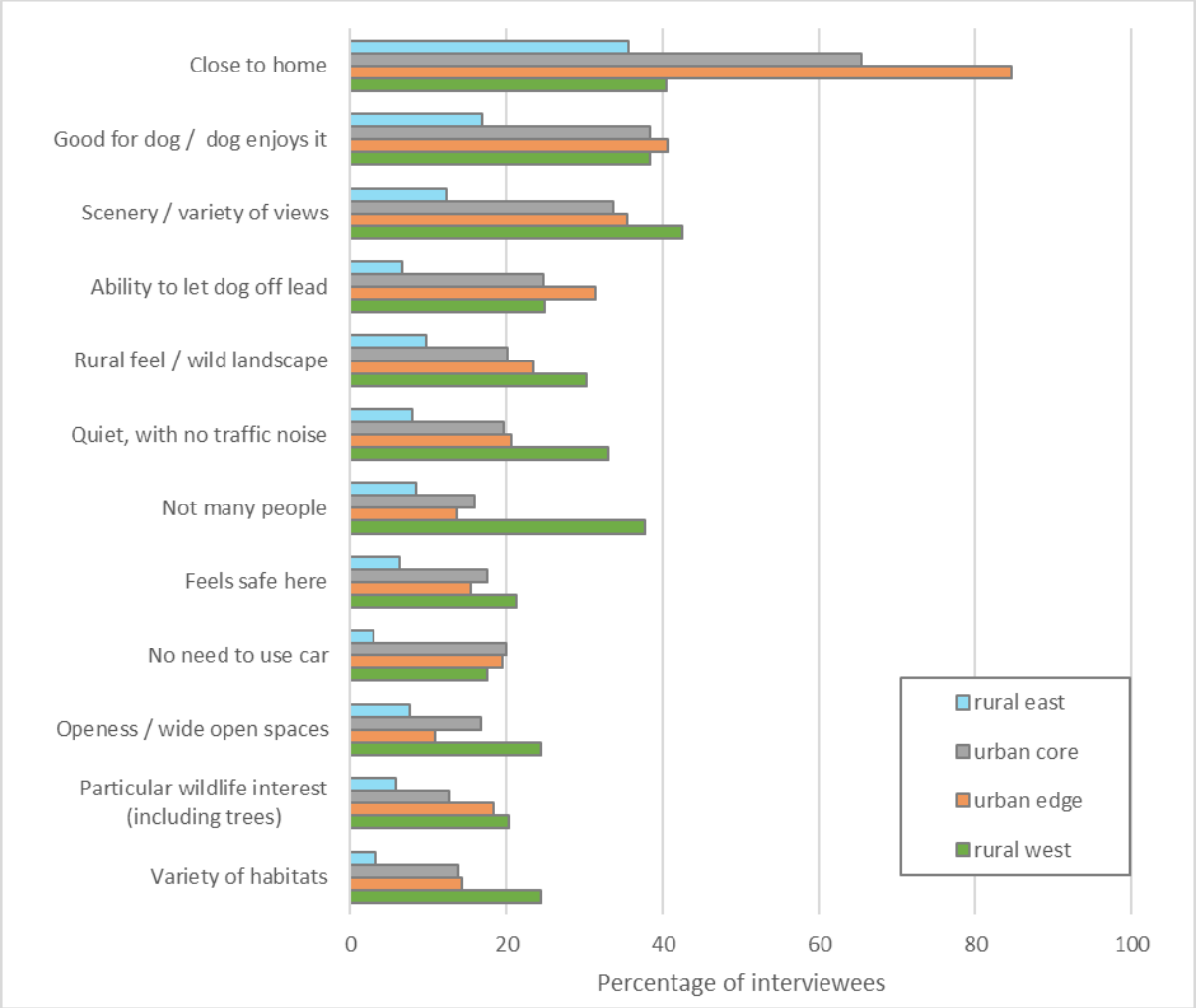



**Figure 15: Summary of reasons for site choice (combined single main and multiple other choices) by geographic regions. The top twelve reasons overall are only shown. Because interviewees could select more than one reason for other choices, the total percentages will exceed 100%.**

## Alternative site choices

4.33 Overall, 14% of interviewees stated all of their visits (for their given activity) took place at the survey location (i.e. this was the only site used for the current activity), and around a third (31%) of interviewees stated that the current site was used for around three quarters or more of their visits. was Around a fifth (20% of interviewees) said less than one in five (20%) of their visits took place at the site where interviewed.

4.34 Surveyors then asked interviewees to name these other alternative sites they also use for the given activity. Interviewees could name up to three sites, although on average most interviewees named 2. Overall 14% (136

interviewees) did not or could not name any other alternative sites they used. This percentage varied greatly between survey points, as shown in Table 11.

4.35 Figure 16 shows a word cloud of all the first named alternative sites. Across all survey points the top ranked first alternative site choices were:

- beach (as a generic reference, 47 interviewees, 5%),
- Hengistbury Head (36, 4%),
- Wareham Forest (32, 3%),
- Upton Country Park (31, 3%)
- and Canford Heath (25, 3%).


**Figure 16: Word cloud of all first named alternative sites, where the size of the site reflects the number of times it was named by interviewees. Created from www.wordclouds.com.**

4.36 The top two ranked alternative sites (or joint ranked sites) for each survey point, based on the single first named site given by an interviewee are shown in Table 11.

**Table 11: Summary of top two first named alternative sites by survey location. Sites named by only 2 interviewees are shown in italics, and any named by just one interviewee are not included. If sites were a joint first and second rank then these are shown in a merged cell. There were if multiple second place choices then these all are listed.**

| | % of interviewees who did not name another site | Top ranked first alterantive site choice | 2nd ranked first alterantive site choice |
|---|---|---|---|
| 1.Studland | 6% | Ballard Down, Studland Beach (22) | |
| 2.Hartland Tramway | 0% | Arne (11) | *Rempstone, Studland Beach, Stoborough Heath (7)* |
| 3.Sunnyside Stoborough | 12% | Wareham Forest (18) | Studland, Arne (9) |
| 4.Winfrith | 0% | Arne (33) | *West Lulworth Fields, Durdle Door, Cole Woods, Tadnoll (17)* |
| 5.Tadnoll | 8% | Winfrith (8) | |
| 6.Black Hill | 3% | Wareham Forest (13) | *Ringstead, Canford Heath, Puddletown Forest, Badbury Rings, Studland (6)* |
| 7.Morden layby | 9% | Wareham Forest (16) | Upton Heath, Beach (9) |
| 8.Great Ovens | 21% | *Beach, Arne, Wareham Forest (6)* | |
| 9.Ham Common | 28% | Hamworthy Park (13) | Upton Country Park (10) |
| 10.Upton footbridge | 9% | Upton Country Park (31) | Hamworthy Park (9) |
| 11.Upton Beacon Rd | 19% | Canford Heath (14) | Corfe Mullen Rec (10) |
| 12.Canford Gravel Hill | 0% | Delph Woods (18) | Wareham Forest (11) |
| 13.Canford Belben Rd | 18% | Beach (18) | *Bourne Valley Heath, Branksome Beach (12)* |
| 14.Turbary | 46% | Canford Heath (12) | Bourne Valley Heath (5) |
| 15.Talbot | 18% | Beach (26) | Meyrick Park, Bournemouth Gardens (5) |
| 16.St Catherine's Hill | 15% | Hengistbury Head (31) | Beach (9) |
| 17.Matchams Lane | 29% | *New Forest (10)* | *Ramsdown (10)* |
| 18.West Parley | 7% | Boundary Lane (8) | Poor Common (6) |
| 19.Ferndown | 11% | Ferndown Common (18) | Slop Bog, Cannon Hill (11) |
| 20.Avon Heath CP | 8% | Moors Valley (15) | Avon Heath (10) |
| 21.Lions Hill | 18% | Moors Valley (18) | Avon Heath Country Park (18) |
| 22.Holt Heath | 8% | Holt Heath (14) | Cannon Hill (12) |
| 23.Cranborne Common | 14% | New Forest (14) | Cranborne Common (10) |

4.37 A similar pattern, but with greater diversity of sites, is when all named alternatives sites are considered (i.e. including second or third choices, rather than just the first named site). Across all survey points the top ranked alternative site choices were;

- Beach (90, 5% of all sites named in choices),
- Hengistbury Head (74, 4%),
- Wareham Forest (66, 3%),
- Upton Country Park (62, 3%)
- Moors Valley Country Park (45, 2%)
- Canford Heath (43, 2%)
- and New Forest (40, 2%)

4.38 The multiple alternative site choices are summarised by the four geographic areas in Table 12 and show the strong differences between lists. For example, Upton Country Park was the most commonly stated alternative site in all the named choices given by interviewees at the urban core sites, but does not feature within the top lists for any other geographic grouping.

**Table 12: List of top ranked alternative named sites from all possible named choices across the four geographic areas. Values indicate number of times the site was stated as a choice and the value as a percentage of all choices.**

| Rank | Rural east | Rural west | Urban core | Urban edge |
|---|---|---|---|---|
| 1 | Moors Valley (35, 10%) | Wareham Forest (30, 8%) | Upton Country Park (59, 9%) | Hengistbury Head (51, 12%) |
| 2 | Hengistbury Head (15, 4%) | Arne (19, 5%) | Beach (51, 8%) | Ferndown Common (15, 3%) |
| 3 | Holt Heath (15, 4%) | Studland (18, 5%) | Delph Woods (33, 5%) | Beach (15, 3%) |
| 4 | New Forest (14, 4%) | Beach (14, 4%) | Canford Heath (32, 5%) | New Forest (13, 3%) |
| 5 | Avon Heath (13, 4%) | Studland Beach (10, 3%) | Wareham Forest (30, 5%) | Boundary Lane (12, 3%) |
| 6 | Uddens Plantation (12, 3%) | Durlston (8, 2%) | Hamworthy Park (27, 4%) | Poor Common (11, 3%) |
| 7 | Cannon Hill (12, 3%) | Swanage (7, 2%) | Upton Heath (17, 3%) | Slop Bog (10, 2%) |
| 8 | Badbury Rings (11, 3%) | Old Harry (7, 2%) | Broadstone Rec (14, 2%) | Cannon Hill (8, 2%) |
| 9 | Beach (10, 3%) | Stoborough Heath (7, 2%) | New Forest (11, 2%) | Avon Heath (7, 2%) |
| 10 | Boundary Lane (8, 2%) | Winfrith (6, 2%) | Castleman Trail (11, 2%) | Uddens Plantation (6, 1%) |

| Rank | Rural east | Rural west | Urban core | Urban edge |
|---|---|---|---|---|
| 11 | By The Way (7, 2%) | Upton Heath (6, 2%) | Badbury Rings (11, 2%) | Avon Heath Country Park (6, 1%) |
| 12 | Linford Bottom (7, 2%) | Canford Heath (6, 2%) | Bourne Valley Heath (10, 2%) | Wareham Forest (5, 1%) |
| 13 | Potterne Park (6, 2%) | Ballard Down (6, 2%) | Canford Park Sang (9, 1%) | Mudeford (5, 1%) |
| 14 | Moyles Court (5, 1%) | Corfe Castle (6, 2%) | Corfe Mullen Rec (9, 1%) | Castleman Trail (5, 1%) |
| 15 | Hurn Forest (5, 1%) | Swyre Head (5, 1%) | Slades Farm (8, 1%) | Golf Course (5, 1%) |
| 16 | Avon Heath Country Park (5, 1%) | Purbecks (5, 1%) | Ham Common (8, 1%) | Iford River (5, 1%) |
| 17 | Kingston Lacy (4, 1%) | Ringstead (5, 1%) | Bournemouth Gardens (8, 1%) | Kings Park (5, 1%) |
| 18 | Cannon Hill Plantation (4, 1%) | Middlebere (5, 1%) | Meyrick Park (8, 1%) | Moors Valley (5, 1%) |
| 19 | | | Upton Park (7, 1%) | |

4.39 The alternative sites were grouped into the following categories:

- Heaths (i.e. part of the Dorset Heathlands SPA/Dorset Heaths SACs),
- Forestry (undesignated plantation sites),
- The New Forest,
- BCP coast (beaches along the conurbation, i.e. within the Bournemouth, Christchurch and Poole authority area)
- Coast (other beaches/coastal sites such as the Purbeck coast),
- Poole Harbour (including sites such as Baiter Park but not Poole Park),
- Urban (named urban areas e.g. Parkstone or streets),
- Park (small urban parks, but not Upton Country Park, unless referring to the house),
- Countryside (other named rural woods, fields, footpaths etc.),
- Villages (or small towns)
- SANG (or heathland infrastructure project or heathland support area, including Upton Country Park)
- Other (e.g. Castleman Trailway)

4.40 Overall, the most commonly named alternative sites were other heathlands, (25% of the sites), with a further 4% that referred to the New Forest and 11% that referred to forestry sites (combined total of 40%). Around 20% of the sites were coastal, including the Bournemouth, Christchurch and Poole beaches, Poole harbour and other coastlines. Just over one in ten (11%) sites were urban areas or parks and a similar number were villages or rural areas

(13%). Across all interviewees 7% of the named alternative sites were known SANG or similar mitigation sites. However, these proportions could vary depending on the specific locations and as such Figure 17 provides the categorisation of the alternative sites grouped for the four geographic areas.

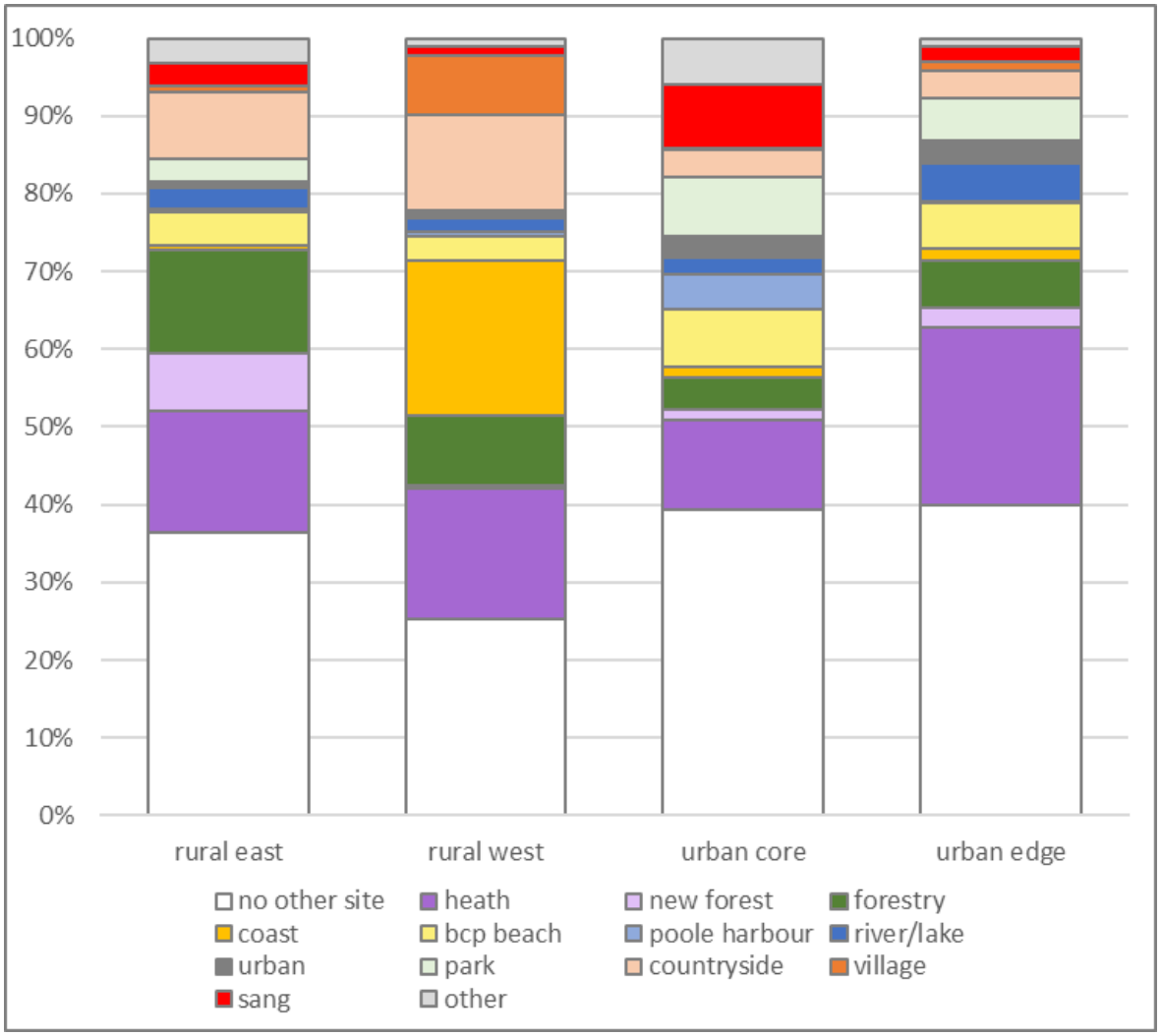



**Figure 17: Summary of all named alternative sites within the four geographic area categorised by the type of site.**

## Routes

4.41 Interviewees were asked where they had been or planned to go during their visit, and these data were subsequently mapped in GIS. A total of 934 routes were mapped, with just 12 interviewees unable to provide a route, either as they were not sure where they were going, could not understand the map or were on a first visit so did not know the site.

4.42 The overall distribution of routes is shown in Map 7, with very large differences between sites. Maps for individual survey points are given in the Appendix 2 (Maps A1-A23) and metrics which examine the characteristics of interviewees' routes by each survey point explored below.

4.43 Route lengths ranged from 248m to 12.5km, with an average of around 2.7 km (mean) and 2.3 km (median). Route lengths are summarised by each survey point in Table 13. On average the longest routes were reported at; Studland, Black Hill, Morden layby and Cranborne Common, all with three quarters of interview routes being over 5km. Short routes were typical at Ham Common, Turbary, Talbot and Matchams Lane; at all these locations three quarters of routes were less than 2.5km. Overall there were highly significant differences between survey points (KW; $H=220.15$, $df=22$, $p<0.001$).

**Table 13: Summary statistics for route lengths (km) at each survey point location. Four highest values in each column are highlighted in red and four lowest values are highlighted in blue. Q3 indicates the third quartile, i.e. the distance covered by most (75%) of interviewees.**

| Survey point | n | Mininum - maximum | Mean ±SE | Median | Q3 |
|---|---|---|---|---|---|
| 1.Studland | 18 | 2.7 - 9.2 | **6.0 ± 0.47** | **6.0** | **7.6** |
| 2.Hartland Tramway | 28 | 1.1 - 10.2 | 3.1 ± 0.34 | 2.6 | 3.3 |
| 3.Sunnyside Stoborough | 32 | 0.7 - 9.8 | 2.7 ± 0.33 | 2.1 | 3.1 |
| 4.Winfrith | 6 | 1.0 - 5.3 | 2.4 ± 0.69 | **1.5** | 3.9 |
| 5.Tadnoll | 26 | 1.3 - 4.5 | 2.2 ± 0.17 | 1.8 | 2.6 |
| 6.Black Hill | 31 | 1.7 - 11.9 | **4.4 ± 0.4** | **3.6** | **6.1** |
| 7.Morden layby | 31 | 1.9 - 12.6 | **5.7 ± 0.58** | **4.4** | **8.1** |
| 8.Great Ovens | 34 | 0.7 - 8.8 | 2.9 ± 0.33 | 2.5 | 3.7 |
| 9.Ham Common | 60 | 0.8 - 3.1 | **1.7 ± 0.07** | 1.8 | **2.0** |
| 10.Upton footbridge | 58 | 1.0 - 10.4 | 3.0 ± 0.22 | 2.7 | 3.6 |
| 11.Upton Beacon Rd | 42 | 0.5 - 6.3 | 2.8 ± 0.24 | 2.8 | 3.6 |
| 12.Canford Gravel Hill | 45 | 0.6 - 11.9 | 3.1 ± 0.33 | 2.6 | 4.4 |

| Survey point | n | Mininum - maximum | Mean ±SE | Median | Q3 |
|---|---|---|---|---|---|
| 13.Canford Belben Rd | 17 | 0.4 - 8.7 | 3.4 ± 0.58 | 3.3 | 4.9 |
| 14.Turbary | 59 | 0.2 - 4.3 | **1.7 ± 0.13** | **1.7** | **2.3** |
| 15.Talbot | 63 | 0.6 - 4.2 | **2.0 ± 0.1** | 1.9 | **2.3** |
| 16.St Catherine's Hill | 86 | 0.6 - 5.1 | 2.8 ± 0.11 | 2.9 | 3.6 |
| 17.Matchams Lane | 21 | 1.0 - 4.4 | **1.9 ± 0.2** | **1.6** | **2.4** |
| 18.West Parley | 72 | 0.8 - 8.9 | 2.6 ± 0.2 | 1.9 | 2.8 |
| 19.Ferndown | 44 | 0.6 – 4.0 | 2.3 ± 0.13 | 2.2 | 3.1 |
| 20.Avon Heath CP | 59 | 0.7 - 4.4 | 2.1 ± 0.15 | **1.7** | 2.8 |
| 21.Lions Hill | 22 | 0.4 – 5.0 | 2 ± 0.21 | 1.8 | 2.6 |
| 22.Holt Heath | 59 | 0.5 - 7.1 | 3.0 ± 0.18 | 3.3 | 4.0 |
| 23.Cranborne Common | 21 | 0.9 - 6.9 | **4.0 ± 0.42** | **3.6** | **5.7** |
| **Total** | **934** | **0.2 – 12.5** | **2.7± 0.56** | **2.3** | **3.5** |

4.44 Significant differences between the geographic areas in route length were also observed (using each interviewee, KW; H = 60.77, df = 3 p< 0.001). The median route length for each survey point is used in Figure 18 to show the variation between the four areas. The routes at rural locations, particularly in the west were often longer compared to more urban sites. This will be influenced to a degree by these sites often being larger, and therefore allowing more long-distance routes.


**Figure 18: Median route length (km) for each survey point shown as boxplots for the four types of locations. Values in square brackets indicate the number of survey points in each category.**

4.45 Further metrics based on the interviewees route were calculated, shown in Table 14. These include the total route length, route length clipped to the SPA/SAC habitat (with a 10 m buffer applied to account for any minor errors in recording of routes), the clipped length expressed as a percentage of the total route length and finally the area covered by a minimum bounding polygon area of the route. This latter metric essentially describes the area of land the route covers.

4.46 It was not always the case that sites with long visitor routes had long routes through the SPA/SAC. Survey points Studland and Morden layby did have some of the longest routes and longest routes through SPA/SAC habitat. However, at survey points such as Black Hill and Cranborne Common, long routes were also reported, but little of these routes were through SPA/SAC habitat. Sites where the route lengths were not necessarily particularly long and fairly average in length, but fell entirely within the designated habitat included Winfrith, Tadnoll and Canford Gravel Hill.

**Table 14: Summary of the median measures for; total route length (km), the route length clipped to the SPA/SAC (km), percentage of route within the SPA/SAC (%),and minimum bounding polygon area (ha). Four highest values in each column are highlighted in red and four lowest values are highlighted in blue.**

| Survey point | n | Median route length | Median SPA/SAC clipped route length | Median % of route through SPA/SAC (+10 m buffer) | Median minimum bounding polygon area |
|---|---|---|---|---|---|
| 1.Studland | 18 | **6.0** | **4.3** | 82 | **166.5** |
| 2.Hartland Tramway | 28 | 2.6 | **1.0** | **36** | 17.9 |
| 3.Sunnyside Stoborough | 32 | 2.1 | **0.8** | **46** | 27.9 |
| 4.Winfrith | 6 | **1.5** | 1.5 | **100** | **4.0** |
| 5.Tadnoll | 26 | 1.8 | 1.8 | **100** | **11.6** |
| 6.Black Hill | 31 | **3.6** | 1.5 | **38** | **74.6** |
| 7.Morden layby | 31 | **4.4** | **3.2** | 71 | **108.2** |
| 8.Great Ovens | 34 | 2.5 | 1.7 | 64 | 34.5 |
| 9.Ham Common | 60 | 1.8 | 1.6 | 89 | **10.1** |
| 10.Upton footbridge | 58 | 2.7 | 2.4 | 94 | 38.1 |
| 11.Upton Beacon Rd | 42 | 2.8 | 2.5 | 98 | 31.0 |
| 12.Canford Gravel Hill | 45 | 2.6 | 2.6 | **100** | 31.2 |
| 13.Canford Belben Rd | 17 | 3.3 | **3.2** | 96 | **51.8** |

| Survey point | n | Median route length | Median SPA/SAC clipped route length | Median % of route through SPA/SAC (+10 m buffer) | Median minimum bounding polygon area |
|---|---|---|---|---|---|
| 14.Turbary | 59 | **1.7** | **0.7** | 53 | **11.5** |
| 15.Talbot | 63 | 1.9 | 1.6 | 89 | 15.5 |
| 16.St Catherine's Hill | 86 | 2.9 | 2.8 | **99** | 31.9 |
| 17.Matchams Lane | 21 | **1.6** | **1.0** | 78 | 14.7 |
| 18.West Parley | 72 | 1.9 | 1.9 | **99** | 20.2 |
| 19.Ferndown | 44 | 2.2 | 1.4 | 70 | 17.4 |
| 20.Avon Heath CP | 59 | **1.7** | 1.7 | 97 | 14.3 |
| 21.Lions Hill | 22 | 1.8 | 1.1 | 59 | 13.0 |
| 22.Holt Heath | 59 | 3.3 | **3.0** | 97 | 51.7 |
| 23.Cranborne Common | 21 | **3.6** | 1.3 | **32** | 32.7 |
| **Total** | **934** | **2.3** | **1.8** | **93** | **22.5** |

4.47 Longer routes were often undertaken in the school holidays (median 2.44km) across all survey points, compared to term time (median 2.19km). However, this difference was slight and was not statistically significant (KW; H=1.58, df=1, p=0.208). Differences between weekdays and weekends were even less noticeable, with a median of 2.26km on weekdays and 2.29km on weekends; again these were not statistically significant (KW; H=0.00, df=1, p=0.959).

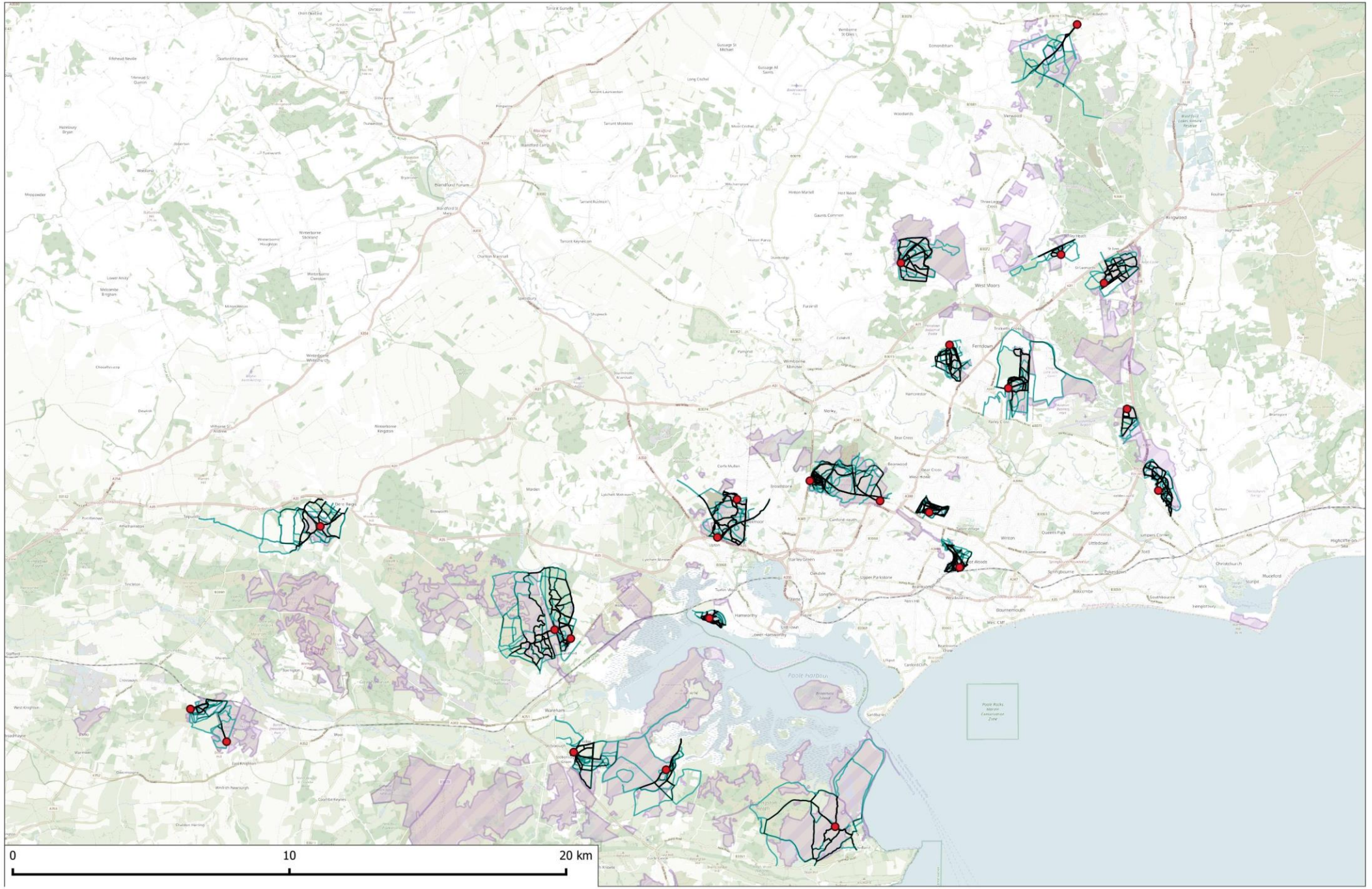
4.48 There were also clear differences between activities, as shown in Table 15. The longest routes were typically those cycling or mountain biking (median 4.4km) and jogging or running (median 4.1km). The shortest routes were undertaken by those taking a shortcut or commuting through sites (median 0.4km). and those enjoying scenery (median 0.9km). The differences in route length between the activities was highly significant (KW; H=66.28, df=10, p<0.001).

**Table 15: Summary statistics for route lengths (km) by activities. Data table sorted by the sample size. Two highest values in each column are highlighted in red and two lowest values are highlighted in blue.**

| Activity | n | Mininum - maximum | Mean ±SE | Median | Q3 |
|---|---|---|---|---|---|
| Dog walking | 692 | 0.4 - 10.7 | 2.6 ± 0.05 | 2.2 | 3.2 |
| Walking | 138 | 0.2 - 11.9 | 3.1 ± 0.17 | 2.4 | 4.2 |
| Cycling/Mountain biking | 28 | 0.4 - 12.6 | **5.5 ± 0.64** | **4.4** | **8.4** |
| Jogging/ running | 22 | 1.5 - 11.9 | **5.1 ± 0.68** | **4.1** | **7.7** |
| Bird/Wildlife watching | 21 | 1.1 - 6.1 | 2.8 ± 0.30 | 2.6 | 3.9 |
| Outing with family | 12 | 0.5 - 4.1 | 1.7 ± 0.28 | 1.3 | 2.2 |
| Other | 6 | 1.1 - 9.2 | 3.2 ± 1.23 | 2.5 | 4.3 |
| Conservation | 5 | 0.9 - 3.2 | 2.2 ± 0.38 | 2.3 | 3.0 |
| Shortcut/Commuting | 4 | 0.4 - 2.7 | **1.0 ± 0.56** | **0.4** | 2.1 |
| Enjoying scenery | 3 | 0.9 - 1.9 | **1.2 ± 0.34** | **0.9** | **1.9** |
| Foraging | 3 | 0.4 – 2.0 | **1.2 ± 0.45** | 1.2 | **2.0** |

4.49 As a check to the route lengths reported here, interviewees were asked to state if their visit was typical of their usual route length. Overall 66% of interviewees (621) stated that their reported route was typical of their visit. However, 16% (155) said they were not sure or did not have a typical visit and 5% (45) could not comment as they were on their first visit. Of those who stated the route was longer or shorter than normal, 11% (102) stated it was shorter and 2% (16) longer than normal. Important factors which influenced this route length were mostly: time (40 interviewees), weather (25) and the activity being undertaken (e.g. presence of dog, 21).

**Map 7: Interviewee route lines across all survey point locations. Multiple overlapping route lines are indicated by darker lines.**



## Postcodes

4.50 Of the 947 interviewees, 929 provided a home postcode (98%) of which 907 were valid and georeferenced postcodes (96% of interviewees). The distribution of all postcodes within Dorset and across the country is shown in Map 8.

4.51 Across all valid home postcodes, 457 interviewees (50%) were from the Dorset Council authority area and 377 interviewees (42%) from Bournemouth, Christchurch and Poole (BCP), a combined total of 834 interviewees (92%) from Dorset. We breakdown the distribution further using the former local authority areas (pre April 2019), in Table 16. Table 16 also gives the number of interviewees who travelled directly from home, which increases the Dorset county percent to 98%. Roughly 85% of interviewees who travelled directly from home came from the combined former authorities of East Dorset, Poole, Purbeck and Bournemouth.

**Table 16: Number (%) of interviewees recorded in each former local authority area. Square brackets beside former local authority areas indicate the number of survey points within each area.**

| Former local authority area [number of survey points] | Number (%) of interviewees | Number (%) of interviewees travelled directly from home |
|---|---|---|
| East Dorset District [7] | 259 (28.6) | 256 (30.7) |
| Poole [4] | 187 (20.6) | 184 (22.0) |
| Purbeck District [9] | 164 (18.1) | 163 (19.5) |
| Bournemouth [1] | 113 (12.5) | 108 (12.9) |
| Christchurch District [2] | 77 (8.5) | 76 (9.1) |
| West Dorset District [0] | 23 (2.5) | 22 (2.6) |
| New Forest District [0] | 12 (1.3) | 12 (1.4) |
| North Dorset District [0] | 8 (0.9) | 8 (1.0) |
| Weymouth and Portland District [0] | 3 (0.3) | 3 (0.4) |
| All other areas [0] | 61 (6.7) | 3 (0.4) |
| **Total [23]** | **907 (100)** | **835 (100)** |

### *Linear distances*

4.52 The distance between the interviewee postcode and the survey point was extracted within the GIS. This is an 'as the crow flies' (Euclidean) distance and therefore does not take into account barriers to transport, such as Poole Harbour. As Map 8 shows, only a relatively small number of these distances were measured across the open water of Poole Harbour (52, 5.7%), and most

of these were relatively small crossings and reflect normal issues with these linear distance approaches not following true travel routes. In fact, only 16 linear distance lines crossed the main area of Poole Harbour (e.g. excluding Holes Bay, Lytchett Bay and the Wareham Channel) or the open sea (1.8%). These linear distances were also still retained.

4.53 The linear distances ranged from 78m to 484km (Table 17), with an average of 14.1km (mean) and 1.5km (median). These large differences between the mean and median reflect the uneven distribution of data with most distances being relatively small and a few outliers at larger distances skewing the data. The median value (50% of interviewees) is therefore a better representation of the typical distance travelled. While half of all interviewees lived within 1.5km, 75% lived within 4.4km. This third quartile value reflects the distance from which the majority of visitors originate.

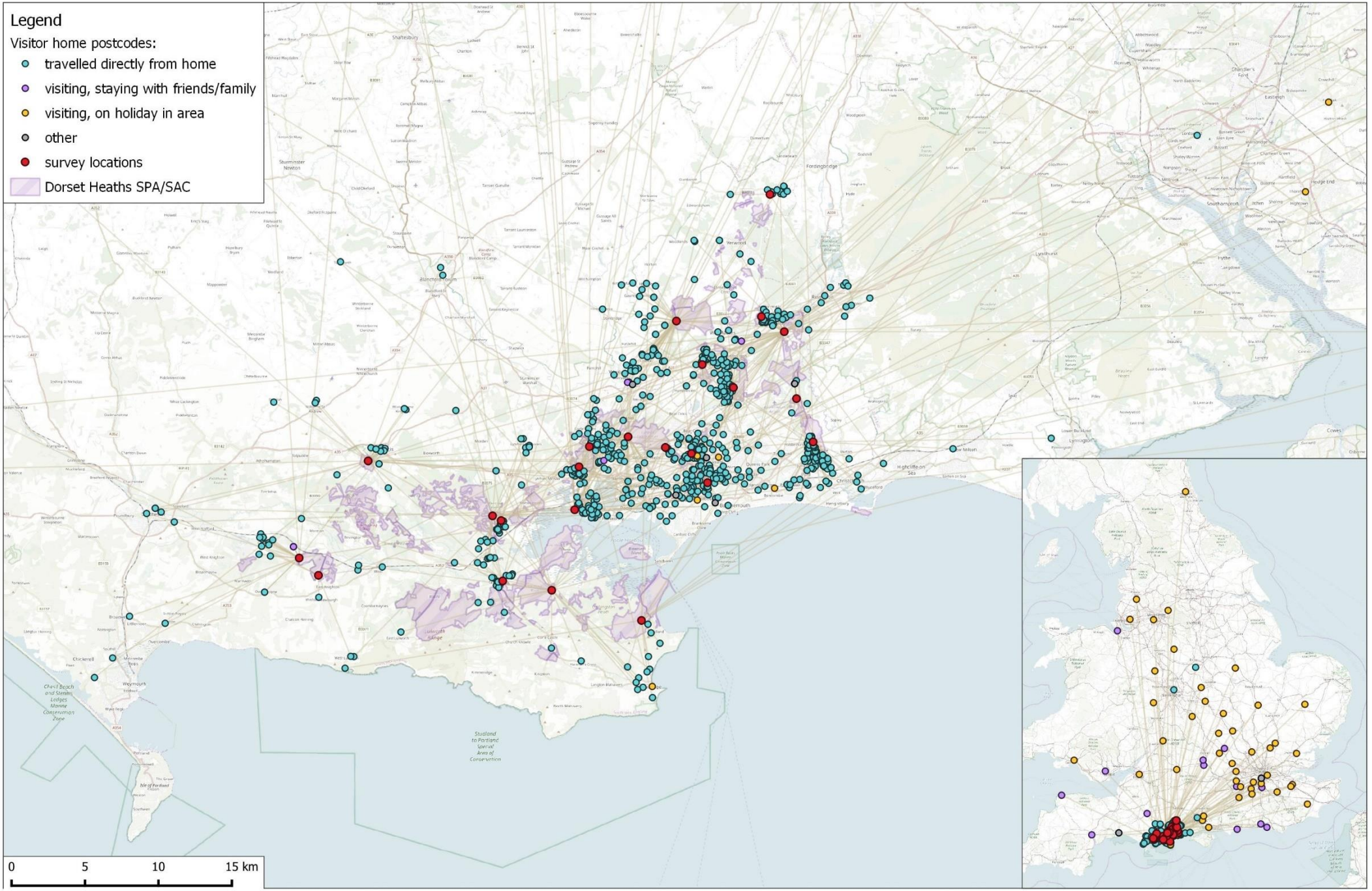
4.54 Across all interviewees, there was no difference in these linear distances between weekday and weekend (KW; $H = 0.18$, $df = 1$, $p = 0.671$) or between term time and school holidays (KW; $H = 0.44$, $df = 1$, $p = 0.506$), or both factors (e.g. each of the three survey days, KW; $H = 0.45$, $df = 2$, $P = 0.799$).

4.55 However there were highly significant differences between visit types (KW, $H=162.15$, $df=3$, $p<0.001$), with much greater distances travelled by those on holiday or visiting friends/family (see Map 8 and Table 17).

**Table 17: Comparison of interviewee postcode linear distances (km), separated by visit type.**

| Visit type | n | Mininum - maximum | Mean ± SE | Median | Q3 |
|---|---|---|---|---|---|
| Home | 835 | 0.01 - 238.1 | 3.5 ± 0.4 | 1.2 | 3.4 |
| Friends/family | 17 | 0.9 - 298.6 | 99.0 ± 17.9 | 111.1 | 128.6 |
| Holiday | 48 | 0.4 - 484.3 | 165.5 ± 13.6 | 166.1 | 211.7 |
| Other | 7 | 1.0 – 135.7 | 36.1± 52.0 | 9.4 | 81.3 |
| **Total** | **907** | **0.01 - 484.3** | **14.1 ± 1.5** | **1.5** | **4.4** |

**Map 8: Interviewee home postcodes, categorised by visit type. Faint hub lines indicate the linear distance between the postcode and the survey point.**



4.56 There were large differences between survey points as shown in Table 18 – data for all interviewees and Table 19 for those visiting directly from home only.

**Table 18: Summary statistics for linear distance from home postcode to survey point (km) at each survey point location for all interviewees. The four highest values in each column are highlighted in red and four lowest values are highlighted in blue.**

| Survey point | n | Mininum - maximum | Mean ±SE | Median | Q3 |
|---|---|---|---|---|---|
| 1.Studland | 17 | 0.5 - 267.4 | **76 ± 22.77** | **9.5** | **136.6** |
| 2.Hartland Tramway | 25 | 3.5 - 298.6 | **36.4 ± 14.58** | **8.9** | 14.2 |
| 3.Sunnyside Stoborough | 33 | 0.2 - 217.9 | 21.8 ± 10.28 | **0.5** | 1.7 |
| 4.Winfrith | 6 | 1.5 - 142.6 | 33.2 ± 22.68 | 5.2 | **65.9** |
| 5.Tadnoll | 23 | 0.9 - 484.3 | **47.5 ± 25.19** | 3.0 | 12.2 |
| 6.Black Hill | 31 | 0.8 - 177.3 | 17.1 ± 6.14 | 5.4 | **21.4** |
| 7.Morden layby | 31 | 0.8 - 23 | 7.2 ± 1 | **7.0** | 10.7 |
| 8.Great Ovens | 34 | 0.2 - 305.7 | 18.1 ± 10.67 | **0.2** | 2.1 |
| 9.Ham Common | 57 | 0.4 - 301.4 | **67.4 ± 11.52** | **8.9** | **134.5** |
| 10.Upton footbridge | 57 | 0.1 - 7.5 | 1.3 ± 0.22 | 0.6 | 2.0 |
| 11.Upton Beacon Rd | 42 | 0.1 - 309.5 | 9.6 ± 7.33 | 1.1 | 2.7 |
| 12.Canford Gravel Hill | 45 | 0.5 - 182.9 | 7.2 ± 4.02 | 2.6 | 3.7 |
| 13.Canford Belben Rd | 17 | 0.2 - 4.6 | **1.1 ± 0.36** | **0.5** | **1.0** |
| 14.Turbary | 56 | 0.1 - 3.6 | **0.7 ± 0.09** | **0.5** | **0.9** |
| 15.Talbot | 65 | 0.3 - 9.9 | 1.3 ± 0.16 | 1.0 | 1.4 |
| 16.St Catherine's Hill | 82 | 0.1 - 198.8 | 6.6 ± 2.92 | 1.4 | 2.9 |
| 17.Matchams Lane | 18 | 0.8 - 10 | 3.4 ± 0.73 | 1.0 | 5.7 |
| 18.West Parley | 65 | 0.1 - 184.1 | 4.1 ± 2.82 | 0.8 | 1.4 |
| 19.Ferndown | 43 | 0.2 - 9.1 | 1.4 ± 0.24 | 1.0 | 1.6 |
| 20.Avon Heath CP | 59 | 0.8 - 171.1 | 20.4 ± 5.14 | 5.6 | 12.0 |
| 21.Lions Hill | 22 | 0.2 - 4.5 | **0.9 ± 0.24** | **0.4** | **1.1** |
| 22.Holt Heath | 58 | 0.8 - 12.1 | 4 ± 0.3 | 3.3 | 4.7 |
| 23.Cranborne Common | 21 | 0.2 - 9.7 | **1 ± 0.46** | **0.2** | **1.0** |
| **Total** | **907** | **0.01 - 484.3** | **14.1 ± 1.5** | **1.5** | **4.4** |

**Table 19: Summary statistics for linear distance from home postcode to survey point (km) at each survey point location, for those interviewees travelling directly from home (not including those on holiday, staying with friends or family etc.). The four highest values in each column are highlighted in red and four lowest values are highlighted in blue.**

| Survey point | n | Mininum - maximum | Mean ±SE | Median | Q3 |
|---|---|---|---|---|---|
| 1.Studland | 8 | 0.5 - 20.4 | 5.1 ± 2.32 | 2.9 | 6.7 |
| 2.Hartland Tramway | 21 | 3.5 - 17.7 | **8.2 ± 0.90** | **8.5** | **10.7** |
| 3.Sunnyside Stoborough | 29 | 0.2 - 3.5 | **0.8 ± 0.15** | **0.4** | **0.7** |
| 4.Winfrith | 5 | 1.5 - 40.3 | **11.3 ± 7.29** | 4.4 | **23.1** |
| 5.Tadnoll | 19 | 0.9 - 32.1 | 6.0 ± 1.72 | 2.8 | 10.2 |
| 6.Black Hill | 29 | 0.8 - 24.4 | **9.0 ± 1.62** | **5.4** | **17.1** |
| 7.Morden layby | 31 | 0.8 - 23 | 7.2 ± 1.00 | **7.0** | **10.7** |
| 8.Great Ovens | 31 | 0.2 - 16.4 | 1.4 ± 0.58 | **0.2** | **0.6** |
| 9.Ham Common | 32 | 0.4 - 238.1 | **11.5 ± 7.4** | 1.6 | 6.0 |
| 10.Upton footbridge | 56 | 0.1 - 7.5 | 1.3 ± 0.22 | 0.6 | 2.0 |
| 11.Upton Beacon Rd | 41 | 0.1 - 17.6 | 2.3 ± 0.54 | 1.0 | 2.4 |
| 12.Canford Gravel Hill | 43 | 0.5 - 22.9 | 3.2 ± 0.52 | 2.5 | 3.7 |
| 13.Canford Belben Rd | 17 | 0.2 - 4.6 | 1.1 ± 0.36 | 0.5 | **1.0** |
| 14.Turbary | 55 | 0.1 - 3.6 | **0.7 ± 0.09** | 0.5 | **0.9** |
| 15.Talbot | 64 | 0.3 - 3.7 | 1.2 ± 0.09 | 1.0 | 1.4 |
| 16.St Catherine's Hill | 80 | 0.1 - 198.8 | 4.4 ± 2.47 | 1.3 | 2.9 |
| 17.Matchams Lane | 16 | 0.8 - 10 | 3.4 ± 0.79 | 1.0 | 5.5 |
| 18.West Parley | 64 | 0.1 - 10.1 | 1.3 ± 0.23 | 0.8 | 1.2 |
| 19.Ferndown | 41 | 0.2 - 2.5 | 1.1 ± 0.10 | 1.0 | 1.5 |
| 20.Avon Heath CP | 52 | 0.8 - 31.1 | 6.5 ± 0.77 | **5.3** | 10.0 |
| 21.Lions Hill | 22 | 0.2 - 4.5 | **0.9 ± 0.24** | **0.4** | 1.1 |
| 22.Holt Heath | 58 | 0.8 - 12.1 | 4.0 ± 0.30 | 3.3 | 4.7 |
| 23.Cranborne Common | 21 | 0.2 - 9.7 | **1.0 ± 0.46** | **0.2** | **1.0** |
| **Total** | **835** | **0.01 - 238.1** | **3.5 ± 0.4** | **1.2** | **3.4** |

4.57 Comparison between in Table 18 and Table 19 show values are greatly reduced when large values from holiday makers are not included, such as those at Studland and Ham Common. The data presented in Table 19 are also shown in Figure 19, using the median and Q3 values to show the radius within which 50% and 75% of interviewees lived (using only those travelling directly from home).

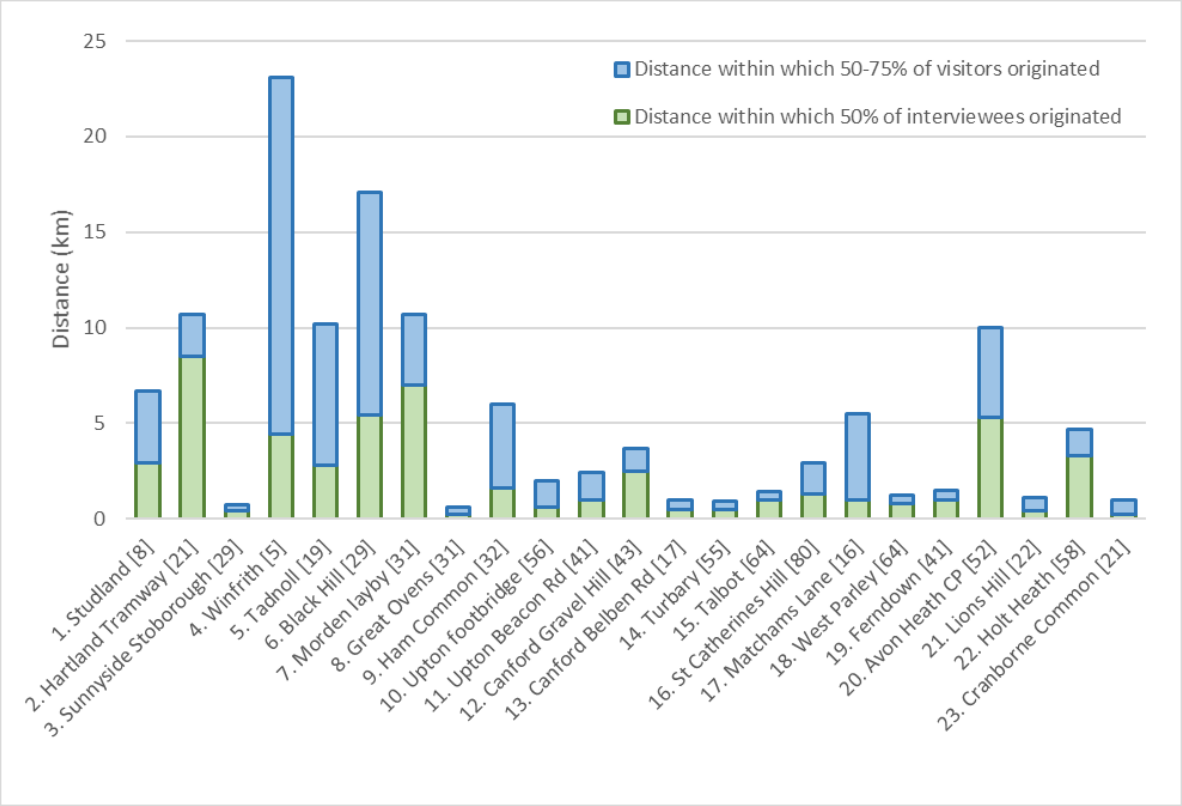



**Figure 19: Distances at which 50% (median value) and 75% (Q3 value) of interviewees originated. Based on visitors from home only. Values in square brackets indicates the sample sizes for each site.**

4.58 Figure 19 suggests some clear differences between sites, supported by statistically significant test results (KW; H= 367, df= 22, p<0.001). There were also statistically significant differences in the values between the four geographic areas (KW; H= 123, df= 3, p<0.001), with summary values provided in Table 20 which suggest strong differences in the catchment areas for rural and urban sites. As might be expected, at the more urban sites visitors originate from much closer distances.

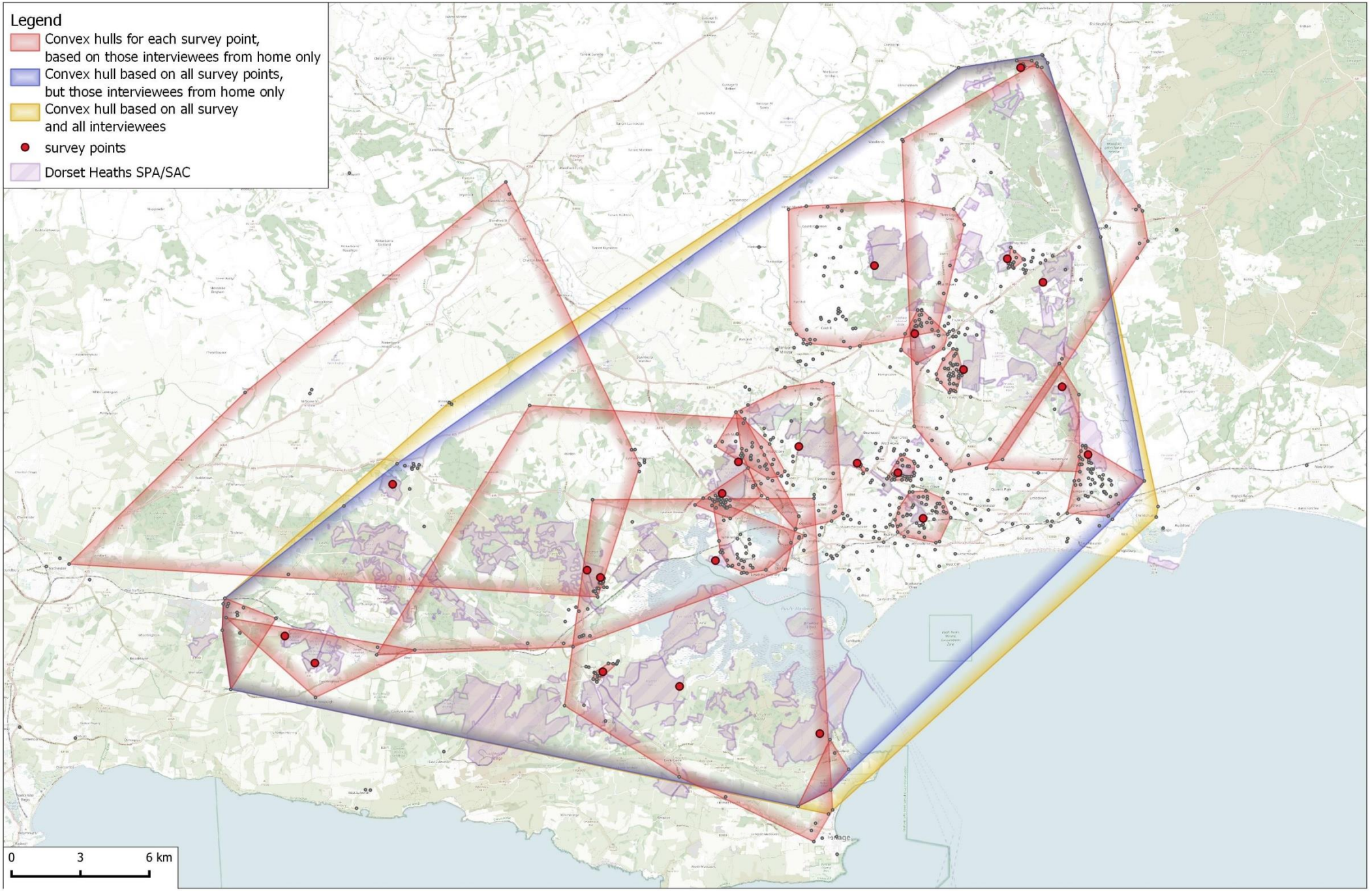
**Table 20: Summary statistics for linear distance from home postcode to survey point (km) in the four geographic areas, based on only those interviewees travelling from directly home (not including those on holiday, staying with friends or family etc.). Top value in each column is highlighted in red and lowest value is highlighted in blue.**

| Survey point | n | Mininum - maximum | Mean ±SE | Median | Q3 |
|---|---|---|---|---|---|
| Rural east | 169 | 0.2 - 31.1 | 3.9 ± 0.32 | 2.9 | 5.3 |
| Rural west | 142 | 0.2 - 40.3 | **6.3 ± 0.6** | **3.3** | **9.6** |
| Urban core | 308 | 0.1 - 238.1 | 2.6 ± 0.79 | 1.0 | 2.1 |
| Urban edge | 216 | 0.1 - 198.8 | **2.4 ± 0.93** | **0.9** | **1.7** |

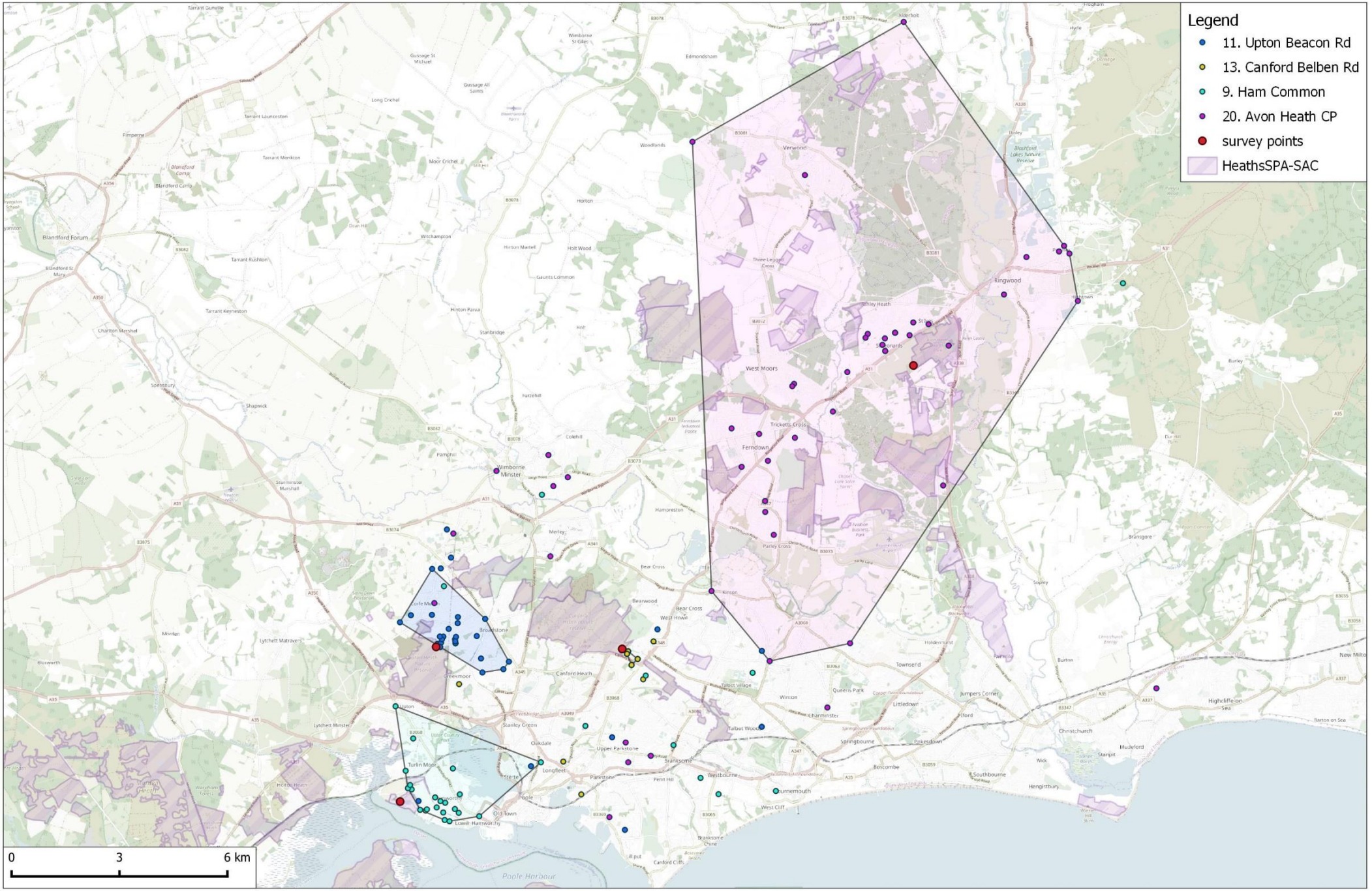
4.59 These simple linear distances provide a single radius, but do not account for any directional bias or unevenness in where visitors are travelling from. As such we can conduct further spatial analysis to examine individual postcodes and calculate areas which represent a 'catchment' for the site, based on the area covered by the 75% nearest postcodes. Map 9 shows a series of convex hulls, polygons which have been calculated based on the geographic area covered by the 75% nearest postcodes for each respective survey point. Map 9 also shows two overall convex hulls which are based on the pooled data from all survey points, shown separately for all interviewees and for visitors only from home.

4.60 The single convex hulls for each survey point in Map 9 differ greatly in their extent and the area for each is given in Table 21. Because these convex hull areas overlap, a selection of locations are shown separately in Maps 10 and 11. This allows direct comparison of survey points which have broadly similar levels of housing nearby and similar levels of parking, but clearly have very different draws and therefore convex hull 'catchments'. For example Upton Beacon Rd and Canford Belben Rd are both residential areas with little parking and with around 200-250 houses within a 500 m radius, see Table 1). Note that in in Maps 10 and 11 the convex hulls for Great Oven and Canford Belben Rd are barely visible as they are very small.

**Map 9 : Convex hulls to indicate the 75% nearest postcodes.**



**Map 10: Home postcodes for 4 example survey points with convex hulls to show the area covered by the 75% nearest home postcodes (from home only).**



**Map 11: Home postcodes for 4 example survey points with convex hulls to show the area covered by the 75% nearest home postcodes (from home only).**

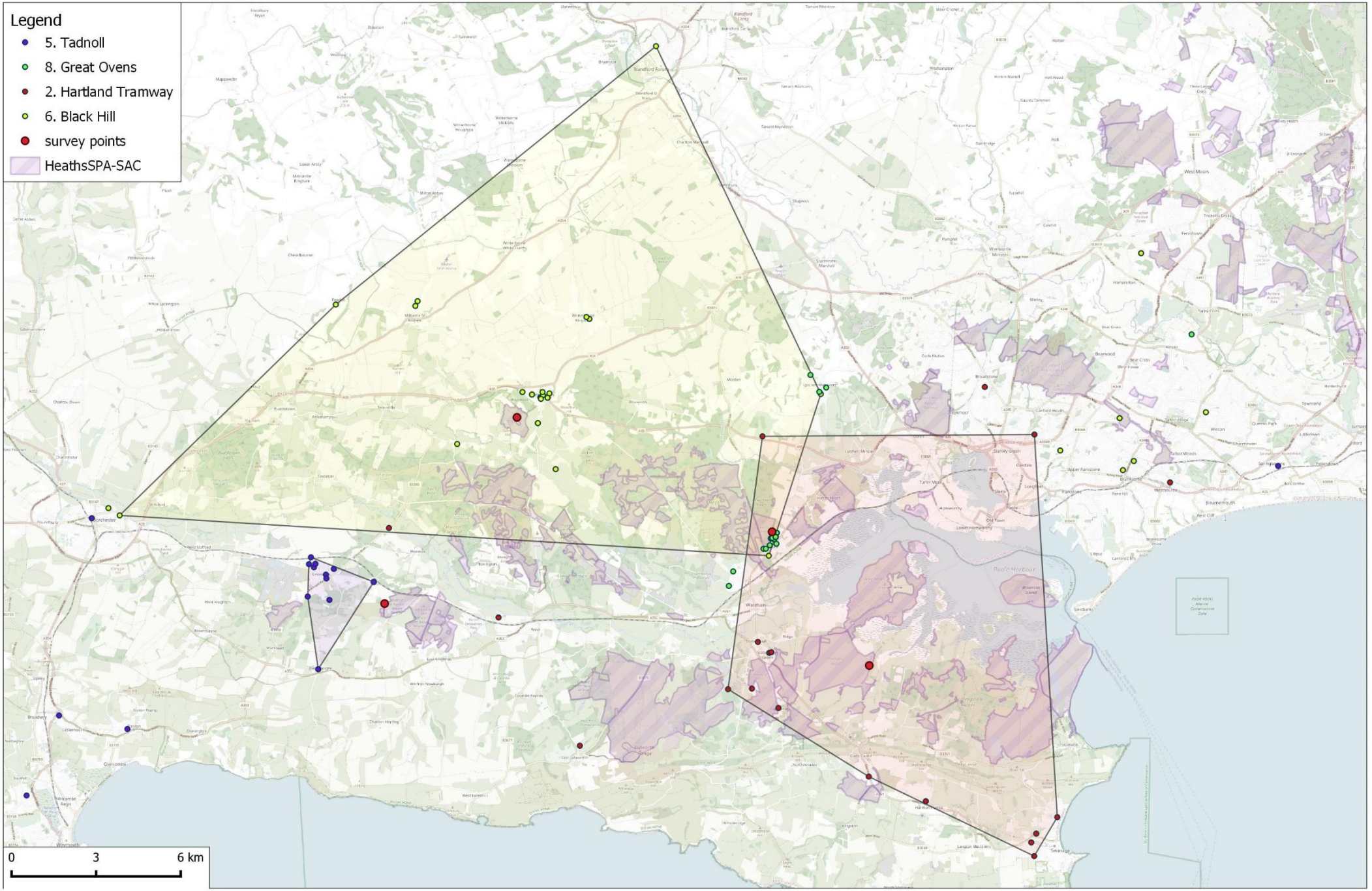


**Table 21: Area of the convex hull (km²) representing a 'catchment' of the nearest 75% of interviewees. Four highest values in each column are highlighted in red and four lowest values are highlighted in blue.**

| Survey location | Area of the Convex Hull encompassing 75% nearest interviewees (km²) | |
|---|---|---|
| | all interviewees | interviewees visiting from home only |
| 1.Studland | **2037.68** | 2.45 |
| 2.Hartland Tramway | **221.88** | **132.52** |
| 3.Sunnyside Stoborough | 0.57 | **0.32** |
| 4.Winfrith | 26.49 | 11.53 |
| 5.Tadnoll | 46.15 | 4.74 |
| 6.Black Hill | **315.69** | **240.53** |
| 7.Morden layby | 131.22 | **131.22** |
| 8.Great Ovens | **0.11** | **0.07** |
| 9.Ham Common | **14560.28** | 7.14 |
| 10.Upton footbridge | 3.23 | 3.09 |
| 11.Upton Beacon Rd | 4.24 | 4.07 |
| 12.Canford Gravel Hill | 22.62 | 21.99 |
| 13.Canford Belben Rd | **0.05** | **0.05** |
| 14.Turbary | 0.88 | 0.90 |
| 15.Talbot | 4.11 | 4.07 |
| 16.St Catherine's Hill | 6.86 | 6.08 |
| 17.Matchams Lane | 14.30 | 10.91 |
| 18.West Parley | 1.77 | 1.40 |
| 19.Ferndown | 3.16 | 2.86 |
| 20.Avon Heath CP | 217.34 | **124.19** |
| 21.Lions Hill | **0.35** | 0.35 |
| 22.Holt Heath | 41.79 | 41.79 |
| 23.Cranborne Common | **0.16** | **0.16** |

## Information and awareness

4.61 During the surveys, interviewees were asked what information they had used to plan their visit to the site. The vast majority of interviewees did not use any information sources prior to visiting, and overall just 11% (105 interviewees) used one, or more than one, information source. Of those who did use an information source, the most commonly stated was maps (online or paper) by 6% of interviewees, recommendations by 3% and a smart phone by 3%.

4.62 At individual survey points, the use of information sources ranged from 0% to 56% of interviewees. Notably high percentages of interviewees were at Studland, 56% and Ham Common, 30%, with all other survey points recording less than 20% of interviewees.

### *Awareness of habitats and species*

4.63 Interviewees were also asked if they were aware of any habitats or species present that were vulnerable to the impacts of recreation, and if so, whether they could they name them. Responses were categorised by surveyors, with any other responses as free text.

4.64 Across all interviewees, around 4 in 5 interviewees (78%) were aware of some habitat or species that might be vulnerable to recreation. Relatively few people highlighted the importance of the heathland itself, just over one in ten (12%), but instead focused on species. One of the most commonly stated groups was reptiles ('snakes', 'lizards', 'adders', 'sand lizards', 'slow worms' including two who cited 'smooth snake'), with just over half of all interviewees stating these groups (52%). After reptiles, the next most commonly cited group was birds, with 42% of interviewees mentioning birds in general or specific species. Individual bird species that were mentioned included Nightjar (8%), Dartford Warbler (3%) and Woodlark (2%).

4.65 Amongst individual activity groups the awareness varied greatly (Table 22), however the sample size for some activity groups was relatively small. For example, the 28 cyclists interviewed often used information sources, had very good awareness of reptiles, but little awareness of the heathland itself or breeding birds.

**Table 22: Summary of information sources and awareness of a selection of key habitats and species. Shown for each activity separately, ordered by sample size. Four highest values in each column are highlighted in red and four lowest values are highlighted in blue.**

| Activity | n | % using information sources | % able to name species/ habitat | % mentioning heathland | % mentioning breeding birds | % mentioning reptiles |
|---|---|---|---|---|---|---|
| Dog walking | 701 | 6 | 81 | 11 | 43 | 52 |
| Walking | 141 | 26 | 66 | 7 | 30 | 46 |
| Cycling/Mountain Biking | 28 | 29 | 86 | 0 | 21 | 71 |
| Jogging/ running | 22 | 9 | 82 | 18 | 50 | 45 |
| Bird/Wildlife watching | 21 | 43 | 86 | 43 | 81 | 57 |
| Outing with family | 12 | 25 | 67 | 0 | 42 | 58 |
| Other | 6 | 17 | 100 | 17 | 83 | 33 |
| Conservation | 5 | 20 | 100 | 80 | 80 | 80 |
| Shortcut/Commute | 4 | 0 | 50 | 25 | 25 | 50 |
| Enjoying scenery / fresh air | 3 | 33 | 33 | 33 | 33 | 33 |
| Foraging | 3 | 0 | 67 | 0 | 0 | 67 |
| **Total** | **946** | **11** | **78** | **12** | **42** | **52** |

## *Recognition of organisations*

4.66 As part of understanding interviewees' awareness of conservation issues, we asked interviewees to state if they were aware of, or had heard of, a number of relevant organisations. These local conservation/mitigation organisations were: National Trust, Royal Society for the Protection of Birds (RSPB), Dorset Wildlife Trust (DWT), Dorset Dogs, Amphibian and Reptile Conservation (ARC), and the Urban Heaths Partnership (UHP). The six organisations' names and logos were shown on a cue card to aid correct interpretation of the organisations.

4.67 Virtually all interviewees had heard of one of the six organisations, with the highest percentage for the National Trust (recognised by 99% of interviewees). Most interviewees had also heard of the RSPB (96%) or DWT (89%), but under half had heard of Dorset Dogs (45%), UHP (41%) and ARC (38%).

4.68 Membership of organisations was much lower, but overall 67% of interviewees were members of one or more of the organisations; ranging from 37% of interviewees being members of the National Trust to less than

1% members of ARC (6 interviewees). Figure 20 summarises the percentage of interviewees who were members of, or had only heard of, the six organisations. The differences between the survey locations is summarised in Map 12, which shows the percentage of interviewees who were 'aware' of the organisations (either as members of having heard of them).

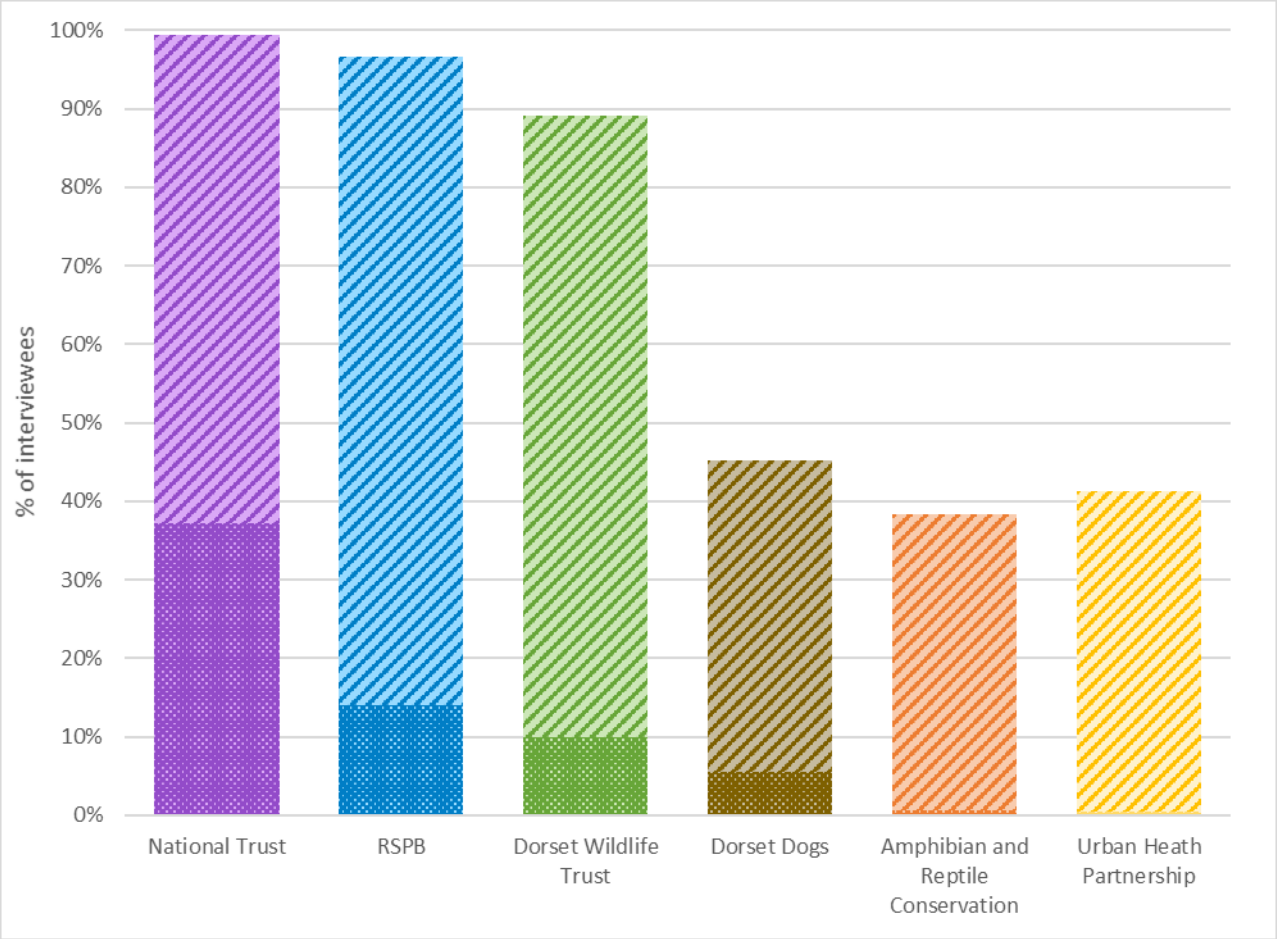
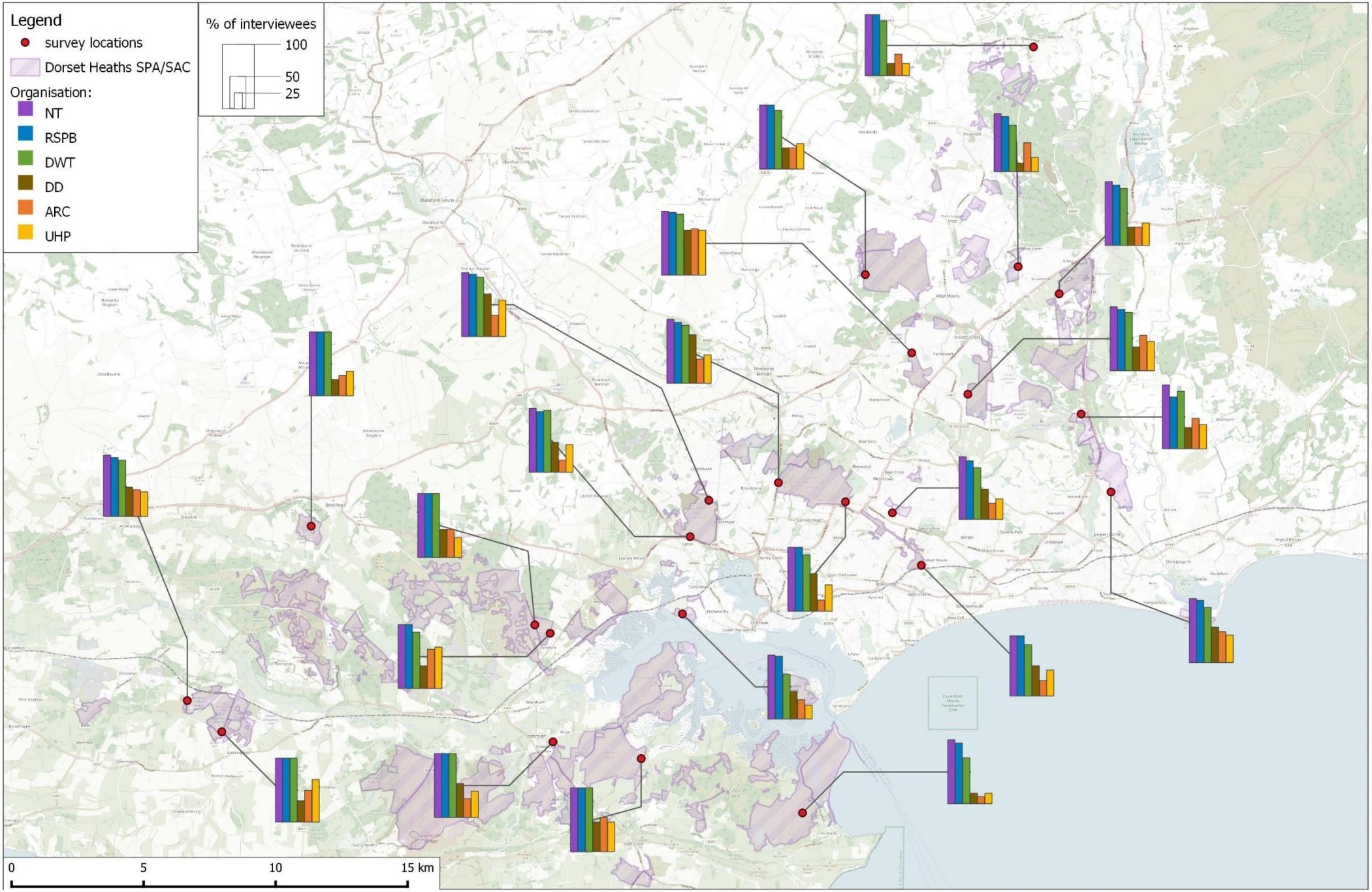



**Figure 20: Percentages of all interviewees who suggested they were a member of, or had only heard or, the six organisations. Hatched bar indicates those who had only heard of the organisation, while the dotted bar indicates those who were members.**

**Map 12: Awareness of organisations (either as member or having heard of the organisation) as a percentage of interviewees.**



4.69 Dorset Dogs has a particular role in mitigation for recreation impacts on the Dorset Heaths and it is also specific to a particular activity. Data relating to Dorset Dogs are therefore shown in more detail in Table 23, which shows the awareness and membership of Dorset Dogs, broken down by the different activity groups. Highest membership and awareness of Dorset Dogs, was amongst dog walkers, with 7% of interviewees members and 46% having heard of the organisation.

**Table 23: Summary of awareness of organisation for Dorset Dogs. Values show number of interviewees with percentages for each activity row shown in brackets. Note totals of these percentages may total more or less than 100 due to rounding.**

| Activity | Member of the organisation | Heard of the organisation | No, never heard of | Don't know/ unsure | Total |
|---|---|---|---|---|---|
| Dog walking | 49 (7) | 323 (46) | 312 (45) | 15 (2) | 699 |
| Walking | 1 (1) | 26 (19) | 109 (79) | 2 (1) | 138 |
| Cycling/Mountain Biking | 1 (4) | 6 (21) | 21 (75) | (0) | 28 |
| Jogging/ power walking / running | (0) | 3 (14) | 18 (82) | 1 (5) | 22 |
| Bird/Wildlife watching | (0) | 5 (24) | 16 (76) | (0) | 21 |
| Outing with family | (0) | 1 (8) | 11 (92) | (0) | 12 |
| Other | (0) | 5 (83) | 1 (17) | (0) | 6 |
| Conservation | (0) | 3 (60) | 2 (40) | (0) | 5 |
| Shortcut/Commute | 1 (25) | (0) | 3 (75) | (0) | 4 |
| Enjoying scenery / fresh air | (0) | 1 (33) | 2 (67) | (0) | 3 |
| Foraging | (0) | (0) | 3 (100) | (0) | 3 |
| **Total** | **52 (6)** | **373 (40)** | **498 (53)** | **18 (2)** | **941** |

## *Overall awareness*

4.70 The overall awareness to conservation issues, relevant organisations and appropriate behaviours for interviewees was considered by drawing on results from multiple questions. Within those interviewees who had heard of Dorset Dogs, awareness of sensitive habitats or species was 85% and as such slightly higher than for those who had not heard of Dorset Dogs (73%). Figure 21 shows the percentage who were aware/ unaware of sensitive habitats or species and had heard / not heard of Dorset Dogs at each survey point. Sites with the taller grey bars (such as Studland, Lions Hill and Cranbourne Common) are therefore ones where future awareness raising

effort could be targeted. Cranborne Common is also notable in that it had a relatively high proportion of interviewees who were unaware of vulnerable habitats/species. By contrast, some of the highest awareness of Dorset Dogs was at Ferndown, Upton and Canford. Site Ham Common, is noteworthy in that there seemed to be a relatively high level of awareness of Dorset Dogs yet a low level of awareness of habitats/species that are vulnerable to recreation. However this site is unusual in that it has a high number of holiday makers, and there may be two types of site users here; with regular locals who have heard of Dorset Dogs and are aware of sensitive habitats or species, and holiday makers who are unaware of either Dorset Dogs or any sensitivities.

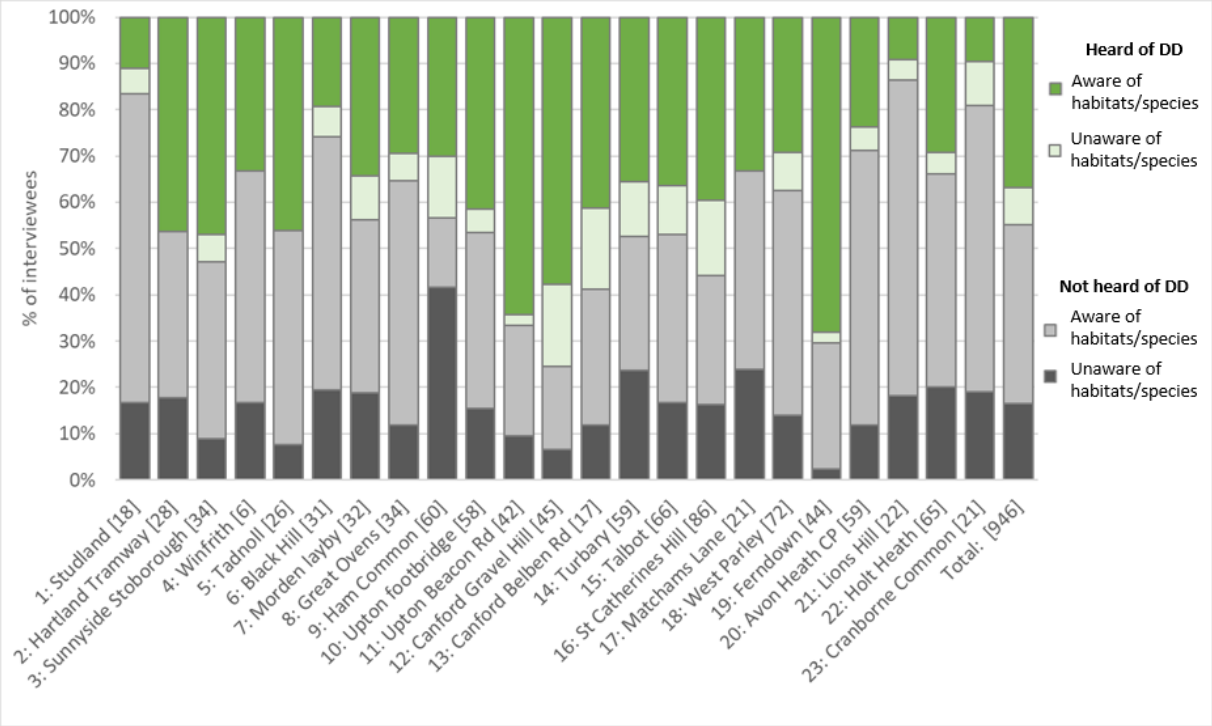



**Figure 21: Percentage of interviewees who had heard/not heard of Dorset Dogs and were aware/ unaware of sensitive habitats or species. Greens indicate those who had heard of Dorset Dogs and lighter shades indicate those who were aware of sensitive habitats and species. All interviewees. Values in brackets indicate the sample size for each survey point.**

# 5. Comparison to other surveys

5.1 Previous visitor surveys on the Dorset Heaths were last conducted in the summer/autumn of 2004 and the spring/summer of 2013.

5.2 The 2004 surveys covered the whole of the Dorset Heaths SPA, in a similar manner to the current survey, and provided part of the original evidence for the Dorset heaths mitigation (Clarke et al., 2006). References to the location of these 2004 surveys was used to inform the selection of survey locations in the current survey, but the exact same locations were not always used.

5.3 Direct comparison is difficult for a number of reasons. Firstly, much has changed over time (e.g. infrastructure, paths and access) and also the approach in these initial surveys was very simplistic, with a basic tally count and relatively few questions. Survey techniques and approach have moved on (for example the use of tablets allows the survey to be more complex and record more information). Furthermore, the 2004 surveys were conducted between mid-August to mid-October, with an even split weekday/weekend (16 hrs in total), but with no standard approach to the school holiday period (i.e. some locations were surveyed during the holidays and others not). Because of these factors, a direct repeat of the survey locations was not considered essential, and as such there was some room for locations selected to differ slightly.

5.4 The 2013 surveys were restricted to the Purbeck area and conducted as part of the Wild Purbeck Nature Improvement Area (Cruickshanks & Floyd, 2014). These surveys were restricted to Wareham Forest, the Arne peninsula and Studland, but were very intensive (21 survey points) meaning that we have highly detailed and relatively recent information in these areas.

5.5 As far as possible, we draw some comparisons with the previous surveys, however in all cases the surveys are simply a snapshot at a given time and the scope to make direct comparison is limited.

### *2004 Dorset Heaths survey*

5.6 The 2004 survey used 20 survey points, while the current survey used 23 survey points - a comparison is detailed in Table 24. Table 24 shows there were 3 new survey points (Ham Common, Upton Beacon Road and Cranborne Common) and 2 survey points (Avon Heath Country Park and

Matchams Lane) which had been moved a significant distance and so were not comparable (grey rows).There were also four locations (Studland, Black Hill, Talbot, Ferndown) which were broadly similar but the exact locations were slightly different, and so comparisons need to be caveated (orange rows). All other locations should be largely comparable (green rows).

5.7 Table 24 takes a number of key metrics, such as the percentage of interviewees for some questions, route length and visitors per hour and highlights the difference between these, with the extreme high and low differences highlighted in blue and red. The final row (the average across the subset of comparable locations) will be the most robust, although still with limitations. This suggests a slight increase in the number of visitors, of whom a greater proportion were arriving by car, taking longer routes and fewer as a proportion were dog walking. However, it should be stressed most differences are slight.

### *2013 Wild Purbeck surveys*

5.8 The 2013 surveys were conducted at 21 survey locations in Purbeck and this sampling density was much higher and so only 4 locations of our 23 in the current survey could be compared. There were also difficulties in pairing a location for the Studland location in the current study. The closest was the Greenlands survey point from the 2013 survey but is still some distance away and may have different visitor patterns.

5.9 Table 25 presents the comparison of key metrics from the 2013 survey and the current survey and shows the simple difference between values. Across all four locations, the comparison suggests in 2019 a greater proportion dog walking, smaller proportion arriving by car, increased proportion of short and daily visits and a smaller radius in which interviewees were coming from.

**Table 24: Summary of metrics from 2019 surveys and the difference between these values and those in 2004. Grey rows indicate locations not surveyed last time, while orange rows indicate those survey points which were not at exactly same, so not directly comparable. Directional arrows are used to show values which have increased (up arrow) or decreased (down arrows). Red to blue colours are used to indicate the lowest to highest values in each column.**

| | % visitors at weekend | | % dog walkers | | % by car/van | | Mean route length (m) | | Visitors per hour | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 2019 | Diff | 2019 | Diff | 2019 | Diff | 2019 | Diff | 2019 | Diff |
| 1: Studland | 74 | ↑32.5 | 17 | ↓69.3 | 28 | ↑22.8 | 6000 | ↑3893.0 | 5.17 | ↑3.7 |
| 2: Hartland Tramway | 56 | ↓0.8 | 43 | ↑6.9 | 100 | ↑7.0 | 3092 | ↑276.0 | 7.04 | ↑3.7 |
| 3: Sunnyside Stoborough | 50 | ↓0.5 | 79 | ↓10.6 | 21 | ↓49.4 | 2712 | ↑776.0 | 6.46 | ↑1.8 |
| 4: Winfrith | 32 | ↓22.4 | 17 | ↓68.3 | 100 | ↑30.0 | 2366 | ↑238.0 | 0.88 | ↓0.9 |
| 5: Tadnoll | 47 | ↓9.3 | 81 | ↑17.8 | 92 | ↑71.3 | 2163 | ↑110.0 | 3.25 | ↑1.1 |
| 6: Black Hill | 69 | ↓4.0 | 65 | ↓10.5 | 52 | ↑51.6 | 4362 | ↑624.0 | 3.46 | ↑2.8 |
| 7: Morden layby | 64 | ↑16.4 | 63 | ↑3.5 | 78 | ↓0.9 | 5677 | ↑2068.0 | 5.46 | ↑2.5 |
| 8: Great Ovens | 63 | ↑4.8 | 76 | ↓3.5 | 24 | ↑23.5 | 2938 | ↑546.0 | 4.58 | ↑2.6 |
| 9: Ham Common | 65 | n/a | 63 | n/a | 27 | n/a | 1734.5 | n/a | 15.04 | n/a |
| 10: Upton footbridge | 59 | ↑14.4 | 62 | ↑26.1 | 16 | ↑7.5 | 3023 | ↑2262.0 | 15.04 | ↑11.5 |
| 11: Upton Beacon Rd | 61 | n/a | 76 | n/a | 40 | n/a | 2836 | n/a | 9.08 | n/a |
| 12: Canford Gravel Hill | 57 | ↓16.4 | 87 | ↑61.7 | 96 | ↑45.6 | 3058 | ↓957.0 | 8.38 | ↑6.1 |
| 13: Canford Belben Rd | 42 | ↓5.8 | 71 | ↓11.4 | 12 | ↑11.8 | 3387 | ↑936.0 | 5.63 | ↑4.2 |
| 14: Turbary | 55 | ↑13.2 | 71 | ↓16.8 | 19 | ↓10.4 | 1686 | ↑608.0 | 12.46 | ↑11.0 |
| 15: Talbot | 58 | ↓11.0 | 91 | ↓1.1 | 39 | ↓52.6 | 1986.3 | ↑239.3 | 11.00 | ↑7.9 |
| 16: St Catherine's Hill | 70 | ↑8.0 | 97 | ↑10.5 | 65 | ↓31.9 | 2842 | ↑1554.0 | 17.33 | ↑13.2 |
| 17: Matchams Lane | 54 | n/a | 95 | n/a | 38 | n/a | 1886 | n/a | 2.67 | n/a |
| 18: West Parley | 51 | ↓7.9 | 74 | ↓8.4 | 47 | ↓1.3 | 2643 | ↑330.0 | 13.88 | ↑10.4 |
| 19: Ferndown | 65 | ↑4.2 | 86 | ↓8.6 | 57 | ↑54.0 | 2289 | ↓886.0 | 7.58 | ↑3.6 |
| 20: Avon Heath CP | 57 | n/a | 58 | n/a | 97 | n/a | 2142 | n/a | 23.71 | n/a |
| 21: Lions Hill | 65 | ↓3.5 | 73 | ↓16.3 | 5 | ↓5.8 | 1974 | ↑1107.0 | 3.17 | ↑1.6 |
| 22: Holt Heath | 39 | ↓45.5 | 85 | ↓0.4 | 100 | ↑30.4 | 2968 | ↓243.0 | 15.00 | ↑9.6 |
| 23: Cranborne Common | 80 | n/a | 62 | n/a | 19 | n/a | 3961 | n/a | 2.79 | n/a |
| **Average across comparable locations** | **57** | **↓1.9** | **69** | **↓5.5** | **53** | **↑6.8** | **3065** | **↑749** | **8.09** | **↑5.3** |

**Table 25: Summary of metrics from 2019 surveys and the difference between these values and those in 2013. Directional arrows are used to show values which have increased (up arrow) or decreased (down arrows) between 2013 and 2019. Red to blue colours are used to indicate the lowest to highest values in each column.**

| Description | Mean group size | % dog walking | % car | % less than 1 hr | % daily | %close to home | Q3 visit all visitors |
|---|---|---|---|---|---|---|---|
| **2013** | | | | | | | |
| Greenlands | 1.6 | 9 | 36 | 9 | 0 | 0 | 113.7 |
| Hartland Tramway (Slepe Road) | 2.1 | 23 | 85 | 31 | 0 | 0 | 115.6 |
| Stoborough New Road | 1.4 | 79 | 7 | 69 | 55 | 63 | 0.76 |
| Great Ovens | 1.4 | 94 | 85 | 48 | 33 | 50 | 9.12 |
| **Average across all four** | **1.6** | **51.3** | **53.3** | **39.3** | **22.0** | **28.3** | **59.8** |
| **2019** | | | | | | | |
| 1. Studland | 2.4 | 16.7 | 27.8 | 12.0 | 0.0 | 28.0 | 136.6 |
| 2. Hartland Tramway | 2.0 | 42.9 | 100.0 | 39.0 | 7.1 | 11.0 | 14.2 |
| 3. Sunnyside Stoborough | 1.3 | 79.4 | 20.6 | 68.0 | 47.0 | 79.0 | 1.7 |
| 8. Great Ovens | 1.4 | 76.5 | 23.5 | 56.0 | 56.0 | 71.0 | 2.1 |
| **Average across all four** | **1.8** | **53.9** | **43.0** | **43.8** | **27.5** | **47.3** | **38.7** |
| **Difference** | | | | | | | |
| Studland / Greenlands | ↑0.8 | ↑7.7 | ↓8.2 | ↑3.0 | ↑0.0 | ↑28.0 | ↑22.9 |
| Hartland Tramway/ (Slepe Road) | ↓0.1 | ↑19.9 | ↑15.0 | ↑8.0 | ↑7.1 | ↑11.0 | ↓101.4 |
| Sunnyside Stoborough/ New Road | ↓0.1 | ↑0.4 | ↑13.6 | ↓1.0 | ↓8.0 | ↑16.0 | ↑0.9 |
| Great Ovens | 0.0 | ↓17.5 | ↓61.5 | ↑8.0 | ↑23.0 | ↑21.0 | ↓7.0 |
| **Difference across all four** | **↑0.2** | **↑2.6** | **↓10.3** | **↑4.5** | **↑5.5** | **↑19.0** | **↓21.1** |

# 6. Discussion

6.1 The results of the survey present a wide range of information on the levels of access, visitor patterns, behaviours and attitudes. Key metrics are highlighted in Table 26.

**Table 26: Some key summary metrics from the 2019 visitor survey.**

| Visitor metric | |
|---|---|
| Season and Year | Summer 2019 |
| Number of survey points | 23 |
| Total hours fieldwork | 552 |
| Mean group size (from tally) | 1.5 |
| Mean number dogs per group (from tally) | 1.0 |
| Mean people per hour passing (from tally) | 8.7 |
| Mean people per hour entering (from tally) | 3.6 |
| Mean dogs per hour entering (from tally) | 2.3 |
| Number of interviews | 946 |
| % interviewees on short day visit from home | 91.5 |
| % interviewees activity: dog walking | 74.1 |
| % interviewees activity: walking | 14.9 |
| % interviewees arriving by car | 52.1 |
| % interviewees visiting daily or more than once a day | 30.3 |
| Average number of visits per year for an interviewee | 206 |
| Median distance to home postcode (short visit from home only) | 1.2 km |
| 75th percentile for postcode data (short visit from home only) | 3.4 km |
| Median route length (km) | 1.5 km |

6.2 In general, the results highlight the role played by the Dorset Heaths in providing space for recreation. The heaths are highly fragmented and may sit within or on the edge of the conurbation. Individual heaths vary in character, size and context and they are managed by a range of different organisations. The survey provides a snapshot of access use across a selection of heaths.

6.3 Previous work identified 531 entry points that provided access onto heathland patches in Dorset and over 5200 car-park spaces (Liley et al., 2007). Although dated, these figures indicate the range of access provision on the Dorset Heaths and the survey information captures just a small proportion of the overall use. We have looked across a wide geographic area

and carefully selected survey points that represent different types of access, different kinds of location and a broad geographic spread.

6.4 Tally counts across survey points show marked differences in the volumes of access on different days and visitor types. Some locations are characterised by more dogs than people, while key 'honeypot' sites are drawing many families. Furthermore, numbers of dogs recorded in tallies were the count unit that did not vary greatly with the type of day, highlighting the consistent level of access by those dog walking.

6.5 Results of the interviews highlight dog walkers as consistently the main user group. The results also highlight some key differences between survey points, in particular marked differences between the urban and the rural heaths. On the more urban sites people tend to live closer to the heath, spend less time during their visit, a higher proportion of use involves short-cuts/commuting and a higher proportion also visit because it the site is close to home. The rural heaths, particularly in the west, were the main locations with any tourist component to the visitors.

6.6 The interviews suggested relatively good awareness of conservation/ mitigation organisations, sensitive habitats and species. Dorset Dogs currently has around 4,500 Facebook followers, 564 Instagram followers, 2,320 members at time of writing and the interview results highlight the reach Dorset Dogs has established. The sites with the strong UHP presence (such as Canford Heath, Upton Heath, Ferndown) all seem to have visitors with a high level of awareness of habitats and species vulnerable to recreation and a high proportion of interviewees who have heard of Dorset Dogs.

### *Limitations*

6.7 There are a number of limitations in the data collected that have to be acknowledged. Firstly, there were a relatively high number of refusals at some locations and therefore the representativeness of interview data may be less reliable. This is highlighted in groups such as joggers and cyclists which are hard to stop to be interviewed. In the tally data 9.8% of people were on bikes, but only 3% of interviewees suggested their main activity was cycling during the interviews, suggesting that the surveys may, to some extent, have under-sampled this activity type. This is an inherent part of all on-site surveys, which is outweighed by other strengths when compared to alternative surveying techniques to acquire this information.

6.8 The linear distances between the interviewees home postcode and the survey points calculated in GIS will have some limitations as they do not account for barriers to transport, such as open water. However, there were only a limited number of polylines crossing Poole Harbour and the Sandbanks Ferry chain ferry will provide some easy routes. Furthermore, all the linear distances have this same problem in other areas, such as when crossing large areas without routes e.g. lines cutting across Wareham Forest. Furthermore, the linear distances often interpret the feel of proximity which is often a factor for visitors.

6.9 The surveyors recorded the number of dogs with each interviewee (and their group) and whether the dogs were seen to be on or off-lead. We use this information in a number of analyses. It should be noted this observation was at one moment in time and the behaviour of dog owners may have been different at different times during their walk and influenced by the presence of the surveyor. For example, dog owners may have dogs on lead at certain parts of their visit e.g. at the start or end, near a busy road/ car-park, or near certain features. Given that some interview locations were car-parks or near roads (entry points providing the best locations to intercept people), it is likely that the number of people with dogs off-leads is a minimum and many more are likely to have let their dog off-lead at some point during the walk. Furthermore, caution is advised when considered the split between on-lead vs. off-lead dogs as positive vs. negative visitor behaviours. Dogs could be off lead and be very well-behaved and under close control. While conversely some dogs on lead could be on a very long lead, behaving erratically and causing disturbance and fouling some distance off paths.

6.10 For the awareness of different organisations, the broadly similar percentages for Dorset Dogs, ARC and UHP could highlight issues within the question. With this type of question, there is a possibly interviewees can feel they being “quizzed”, and may have falsely stated they had heard of all the organisations. However, only 19% of interviewees stated they were a member of, or had heard of, all six of the organisations.

6.11 Overall, 7% of interviewees mentioned a SANG as one of the alternative sites they visit. This perhaps seems low, but it is important to note this doesn’t indicate that SANGs only draw 7% of users away from Heaths. It clearly shows that some of the heath visitors do use the SANGs/HIP sites, however it is impossible to determine what proportion of people have switched to visiting the SANGs/HIP sites instead of the heaths. Those people who visit

the SANGs all the time, or even some of the time, are not likely to be interviewed on the heaths and would not therefore be picked up in this survey.

6.12 Finally, comparison between the different visitor surveys has some limitations. There has been a very large gap of 15 years between the Dorset heath wide surveys and there have been large changes in this time, for example some locations have changed ownership or seen largescale changes in management. There have been large advances in survey methods, how questions are asked, the range of questions and how data are recorded. Trends in visitor numbers and use are better obtained from automated counter data and counts of parked vehicles (the latter allowing visitor use across all heaths to be logged simultaneously). Direct comparison of the visitor numbers in this report is considered least robust, given the counts are based on just two days in 2004 and three days in 2019. This is when the complementary long-term sensor data is more appropriate. While this limitation could also be said of interview data (e.g. % dog walkers, % daily visitors) this is the only real way these data can be obtained, but it is costly and therefore surveys are not as frequent. It is in drawing the different datasets together and working to the strengths of the different survey methods the more powerful conclusions can be drawn.

6.13 Nonetheless, more frequent repeats of surveys such as this would be a suggestion to provide a series of datasets which could build upon to examine visit patterns and behaviours and slot into other data which are collected much more regularly.

6.14 Clearly, the face-to-face visitor surveying provides a wealth of detailed information into visitor behaviour which can be used to continue to inform continued mitigation delivery.

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# Appendix 1: Additional data

**Table 27: Four highest values in each column are highlighted in red and four lowest are highlighted in blue.**

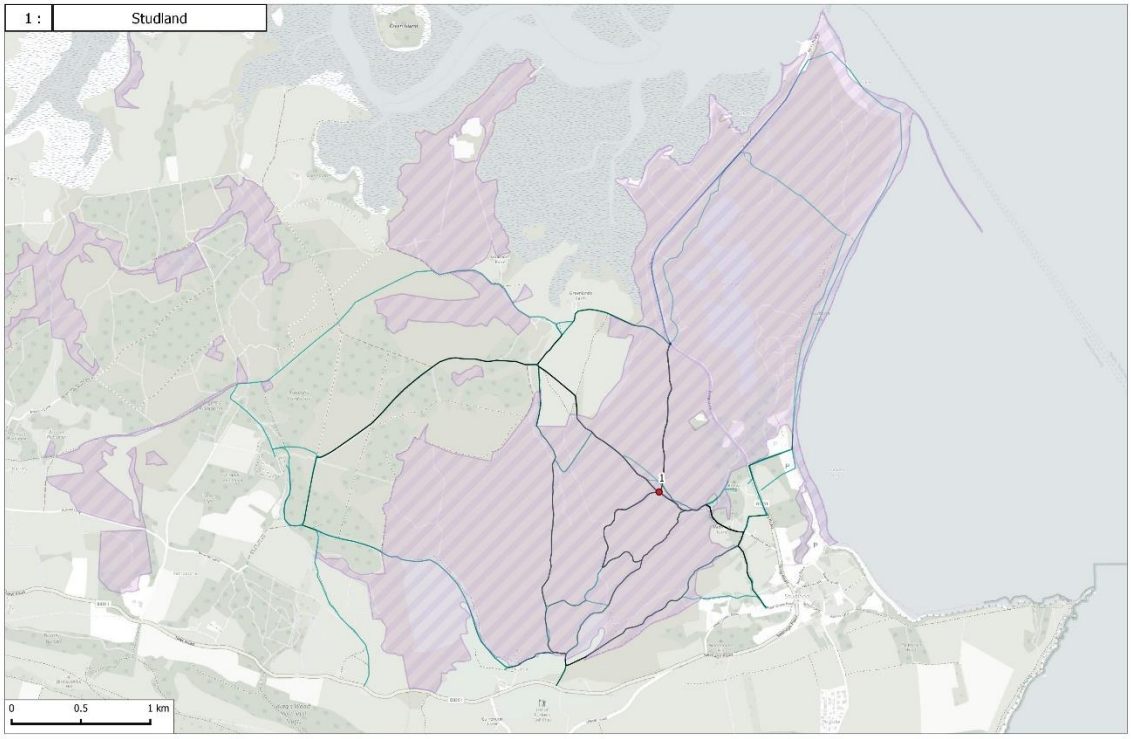
| | People passing | | | People entering | | |
|---|---|---|---|---|---|---|
| | School Holiday Weekday | Term Time Weekday | Term Time Weekend | School Holiday Weekday | Term Time Weekday | Term Time Weekend |
| 1.Studland | 30 | 24 | 70 | 19 | **4** | **9** |
| 2.Hartland Tramway | 64 | 46 | 59 | 29 | 30 | 33 |
| 3.Sunnyside Stoborough | 46 | 54 | 55 | 20 | 19 | 30 |
| 4.Winfrith | **2** | **13** | **6** | **2** | **6** | **4** |
| 5.Tadnoll | 33 | 24 | **21** | 31 | 10 | 14 |
| 6.Black Hill | 25 | **18** | 40 | **2** | **0** | **0** |
| 7.Morden layby | 58 | 26 | 47 | 20 | 13 | 20 |
| 8.Great Ovens | **24** | 32 | 54 | **9** | 17 | 18 |
| 9.Ham Common | **132** | 81 | **148** | 43 | 19 | 52 |
| 10.Upton footbridge | 110 | 102 | **149** | **51** | **57** | **58** |
| 11.Upton Beacon Rd | 65 | 59 | 94 | 21 | 20 | **60** |
| 12.Canford Gravel Hill | 65 | 59 | 77 | 30 | 28 | 39 |
| 13.Canford Belben Rd | 71 | 37 | 27 | 36 | 13 | 15 |
| 14.Turbary | 98 | 90 | 111 | 38 | 29 | 31 |
| 15.Talbot | 95 | 71 | 98 | 38 | 32 | 38 |
| 16.St Catherine's Hill | 63 | **106** | **247** | 24 | 25 | **54** |
| 17.Matchams Lane | **23** | 19 | **22** | 10 | **8** | **7** |
| 18.West Parley | **114** | **107** | 112 | **52** | **57** | 52 |
| 19.Ferndown | 50 | 46 | 86 | 19 | 30 | 48 |
| 20.Avon Heath CP | **233** | **146** | **190** | **100** | **45** | **106** |
| 21.Lions Hill | 45 | **11** | **20** | 20 | 10 | 15 |
| 22.Holt Heath | **137** | **135** | 88 | **67** | **79** | 45 |
| 23.Cranborne Common | **12** | **11** | 44 | **2** | **8** | 21 |

**Table 28: Summary of activities by survey point, showing number of interviewees (and percentage at survey point in brackets) across all three days.**

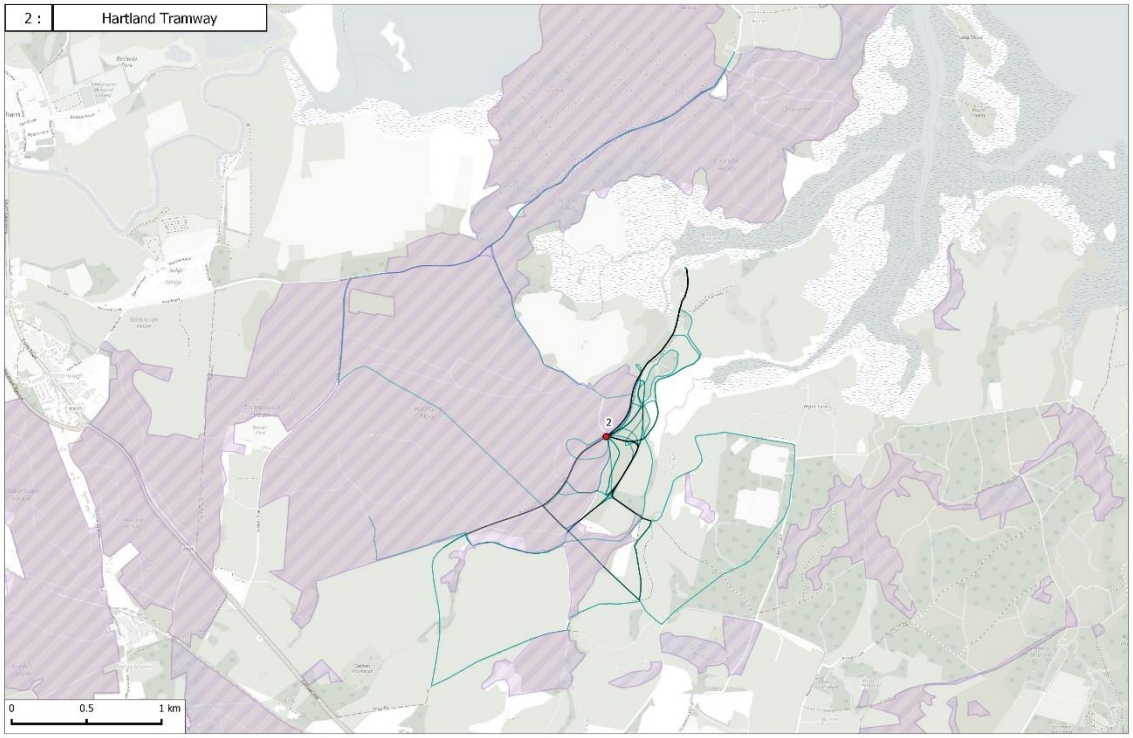
| | Dog walking | Walking | Cycling/Mountain Biking | Jogging/ power walking / running | Bird/Wildlife watching | Outing with family | Other | Conservation | Shortcut/Commute | Enjoying scenery / fresh air | Forgaging | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1.Studland | 3 (17%) | 8 (44%) | 4 (22%) | - | 1 (6%) | 1 (6%) | 1 (6%) | - | - | - | - | 18 (100%) |
| 2.Hartland Tramway | 12 (43%) | 4 (14%) | - | 2 (7%) | 8 (29%) | - | 1 (4%) | 1 (4%) | - | - | - | 28 (100%) |
| 3.Sunnyside Stoborough | 27 (79%) | 3 (9%) | - | 2 (6%) | 2 (6%) | - | - | - | - | - | - | 34 (100%) |
| 4.Winfrith | 1 (17%) | 3 (50%) | - | - | 2 (33%) | - | - | - | - | - | - | 6 (100%) |
| 5.Tadnoll | 21 (81%) | 1 (4%) | - | - | 3 (12%) | - | - | 1 (4%) | - | - | - | 26 (100%) |
| 6.Black Hill | 20 (65%) | 10 (32%) | 1 (3%) | - | - | - | - | - | - | - | - | 31 (100%) |
| 7.Morden layby | 20 (63%) | 7 (22%) | 3 (9%) | 2 (6%) | - | - | - | - | - | - | - | 32 (100%) |
| 8.Great Ovens | 26 (76%) | 6 (18%) | - | 1 (3%) | - | - | - | 1 (3%) | - | - | - | 34 (100%) |
| 9.Ham Common | 38 (63%) | 16 (27%) | - | - | 2 (3%) | 1 (2%) | 1 (2%) | - | - | 2 (3%) | - | 60 (100%) |
| 10.Upton footbridge | 36 (62%) | 11 (19%) | 7 (12%) | 2 (3%) | - | 1 (2%) | 1 (2%) | - | - | - | - | 58 (100%) |
| 11.Upton Beacon Rd | 32 (76%) | 4 (10%) | 3 (7%) | - | 1 (2%) | - | - | 1 (2%) | - | 1 (2%) | - | 42 (100%) |
| 12.Canford Gravel Hill | 39 (87%) | 4 (9%) | 1 (2%) | 1 (2%) | - | - | - | - | - | - | - | 45 (100%) |
| 13.Canford Belben Rd | 12 (71%) | 3 (18%) | 1 (6%) | - | - | - | - | - | - | - | 1 (6%) | 17 (100%) |
| 14.Turbary | 42 (71%) | 9 (15%) | 2 (3%) | 1 (2%) | - | 1 (2%) | - | - | 3 (5%) | - | 1 (2%) | 59 (100%) |
| 15.Talbot | 60 (91%) | 2 (3%) | 1 (2%) | 2 (3%) | - | 1 (2%) | - | - | - | - | - | 66 (100%) |
| 16.St Catherine's Hill | 83 (97%) | 2 (2%) | - | - | - | 1 (1%) | - | - | - | - | - | 86 (100%) |
| 17.Matchams Lane | 20 (95%) | 1 (5%) | - | - | - | - | - | - | - | - | - | 21 (100%) |
| 18.West Parley | 53 (74%) | 10 (14%) | 4 (6%) | 4 (6%) | - | - | - | - | 1 (1%) | - | - | 72 (100%) |
| 19.Ferndown | 38 (86%) | 6 (14%) | - | - | - | - | - | - | - | - | - | 44 (100%) |
| 20.Avon Heath CP | 34 (58%) | 14 (24%) | 1 (2%) | 2 (3%) | 1 (2%) | 6 (10%) | 1 (2%) | - | - | - | - | 59 (100%) |
| 21.Lions Hill | 16 (73%) | 5 (23%) | - | - | - | - | - | - | - | - | 1 (5%) | 22 (100%) |
| 22.Holt Heath | 55 (85%) | 6 (9%) | - | 2 (3%) | 1 (2%) | - | 1 (2%) | - | - | - | - | 65 (100%) |
| 23.Cranborne Common | 13 (62%) | 6 (29%) | - | 1 (5%) | - | - | - | 1 (5%) | - | - | - | 21 (100%) |
| **Total** | **701 (74%)** | **141 (15%)** | **28 (3%)** | **22 (2%)** | **21 (2%)** | **12 (1%)** | **6 (1%)** | **5 (1%)** | **4 (0%)** | **3 (0%)** | **3 (0%)** | **946 (100%)** |

# Appendix 2: Route maps by survey point

**Map A1: Interviewee route lines at survey point 1: Studland. Multiple overlapping route lines are indicated by darker lines.**



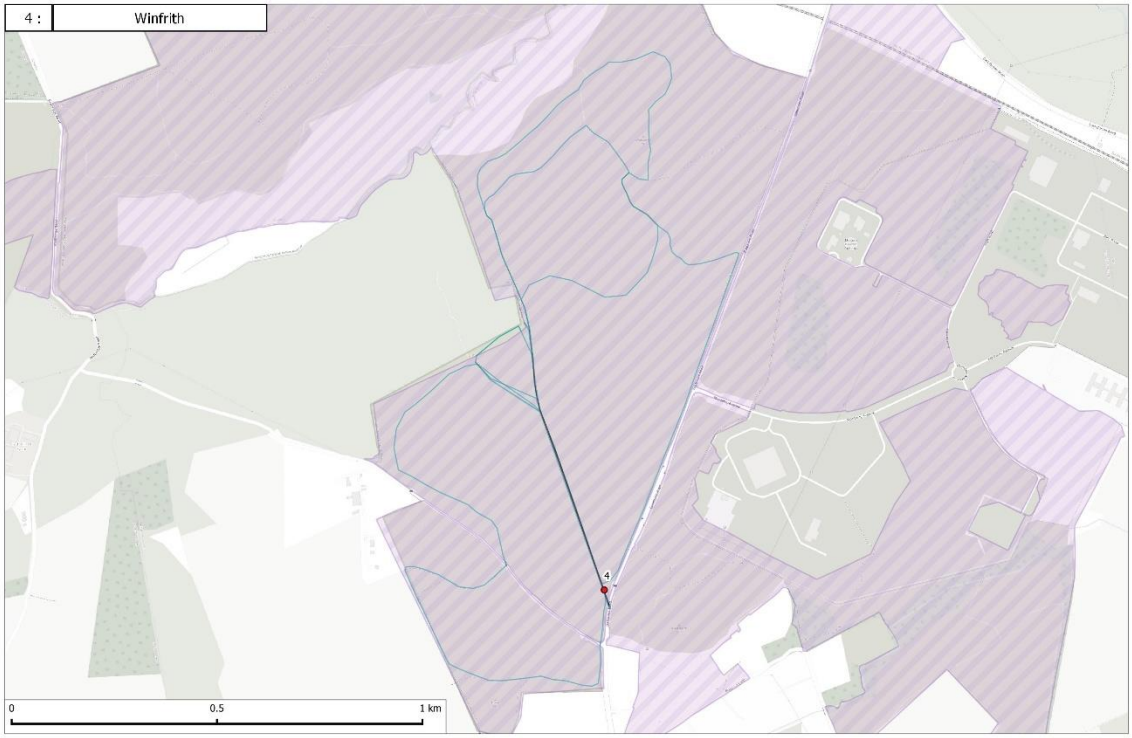
**Map A2: Interviewee route lines at survey point 2: Hartland Tramway. Multiple overlapping route lines are indicated by darker lines.**





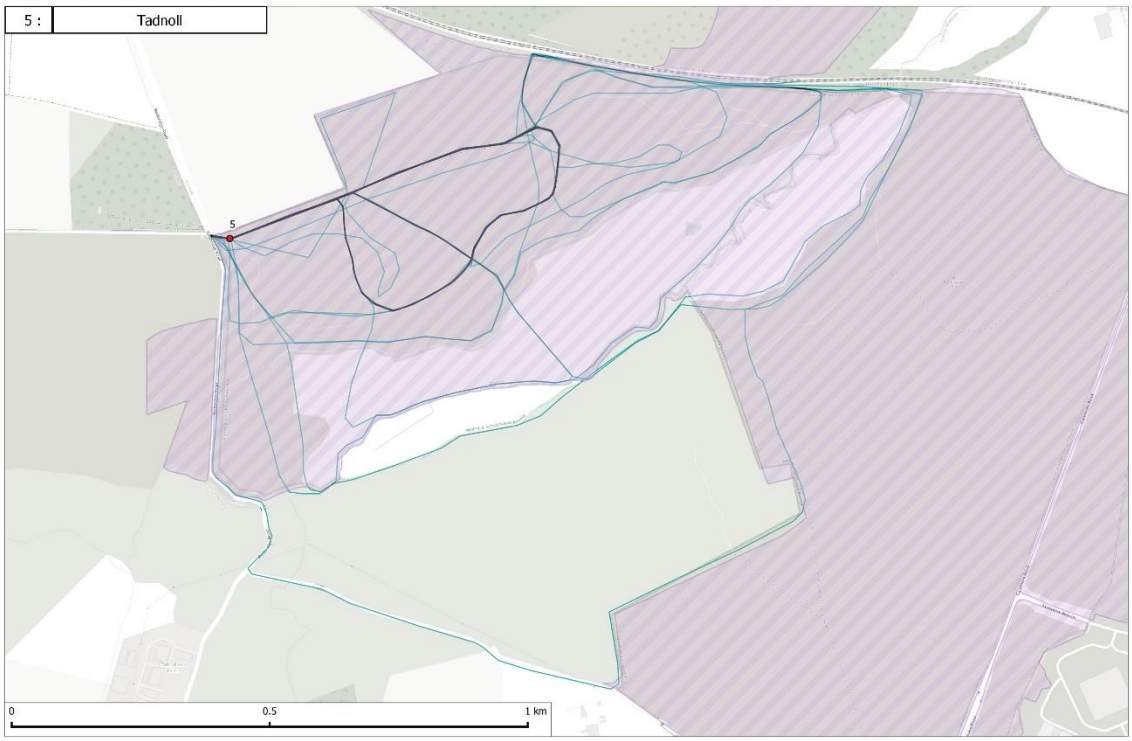

**Map A3: Interviewee route lines at survey point 3: Sunnyside Stoborough. Multiple overlapping route lines are indicated by darker lines.**

**Map A4: Interviewee route lines at survey point 4: Winfrith. Multiple overlapping route lines are indicated by darker lines.**





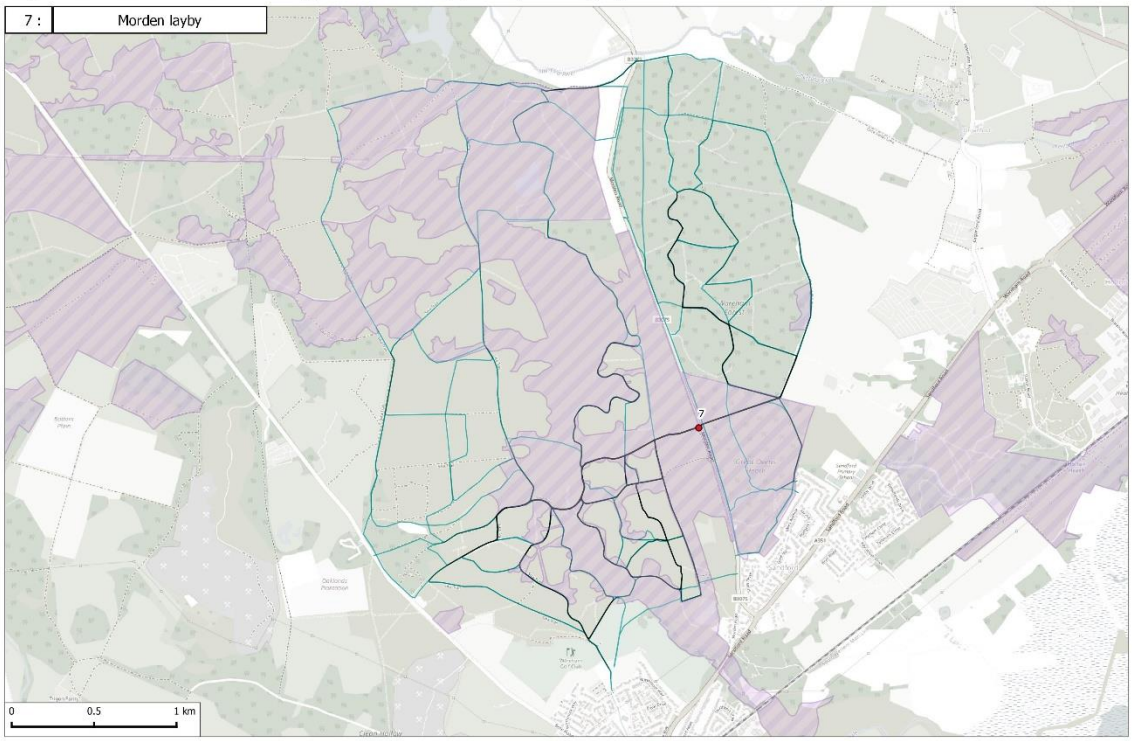

**Map A5: Interviewee route lines at survey point 5: Tadnoll. Multiple overlapping route lines are indicated by darker lines.**



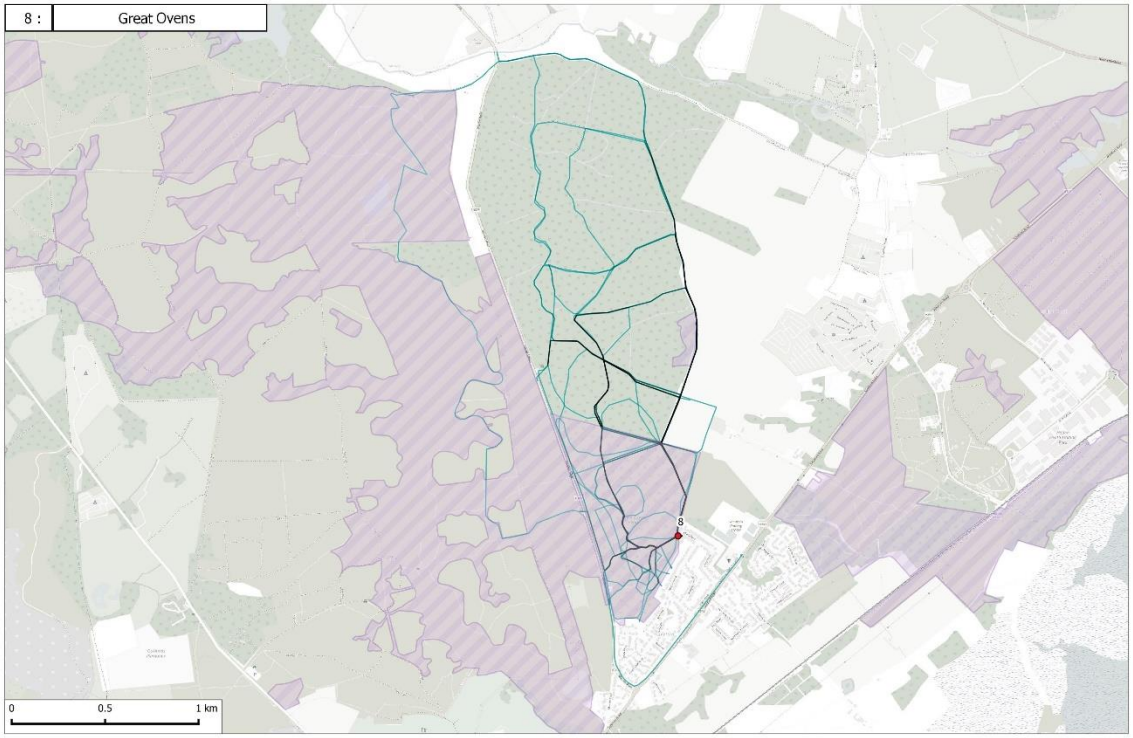
**Map A6: Interviewee route lines at survey point 6: Black Hill. Multiple overlapping route lines are indicated by darker lines.**




**Map A7: Interviewee route lines at survey point 7: Morden layby. Multiple overlapping route lines are indicated by darker lines.**



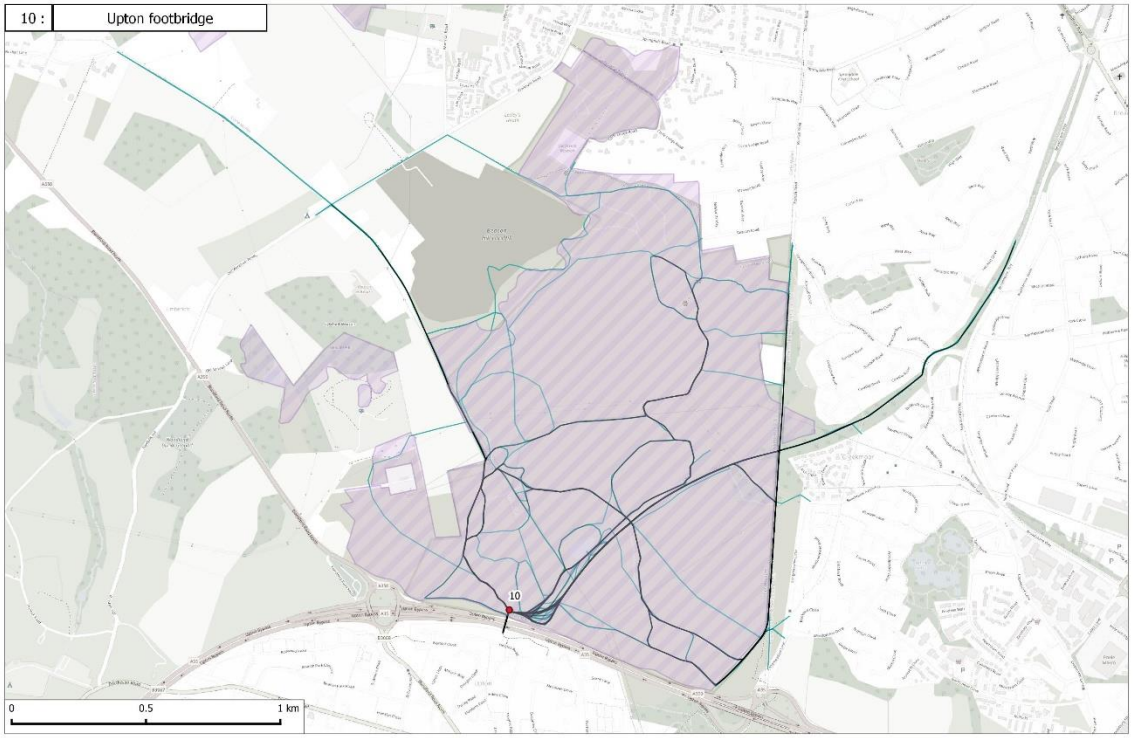
**Map A8: Interviewee route lines at survey point 8: Great Ovens. Multiple overlapping route lines are indicated by darker lines.**





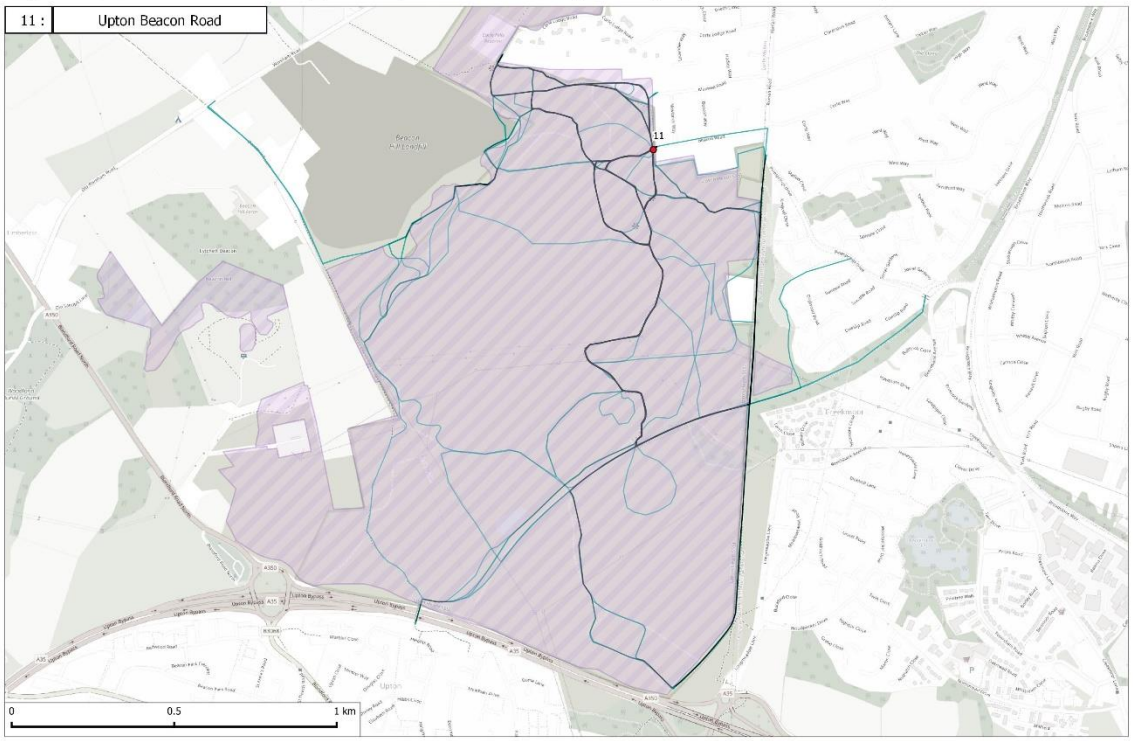

**Map A9: Interviewee route lines at survey point 9: Ham Common. Multiple overlapping route lines are indicated by darker lines.**

**Map A10: Interviewee route lines at survey point 10: Upton footbridge. Multiple overlapping route lines are indicated by darker lines.**

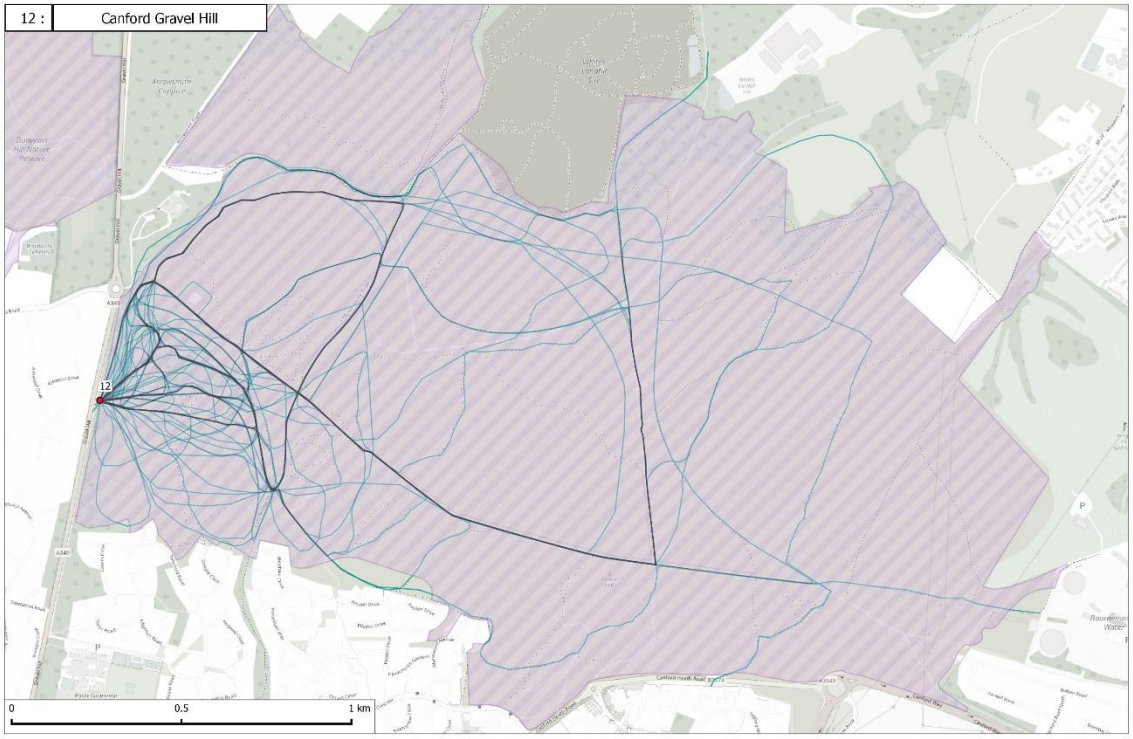





**Map A11: Interviewee route lines at survey point 11: Upton Beacon Road. Multiple overlapping route lines are indicated by darker lines.**

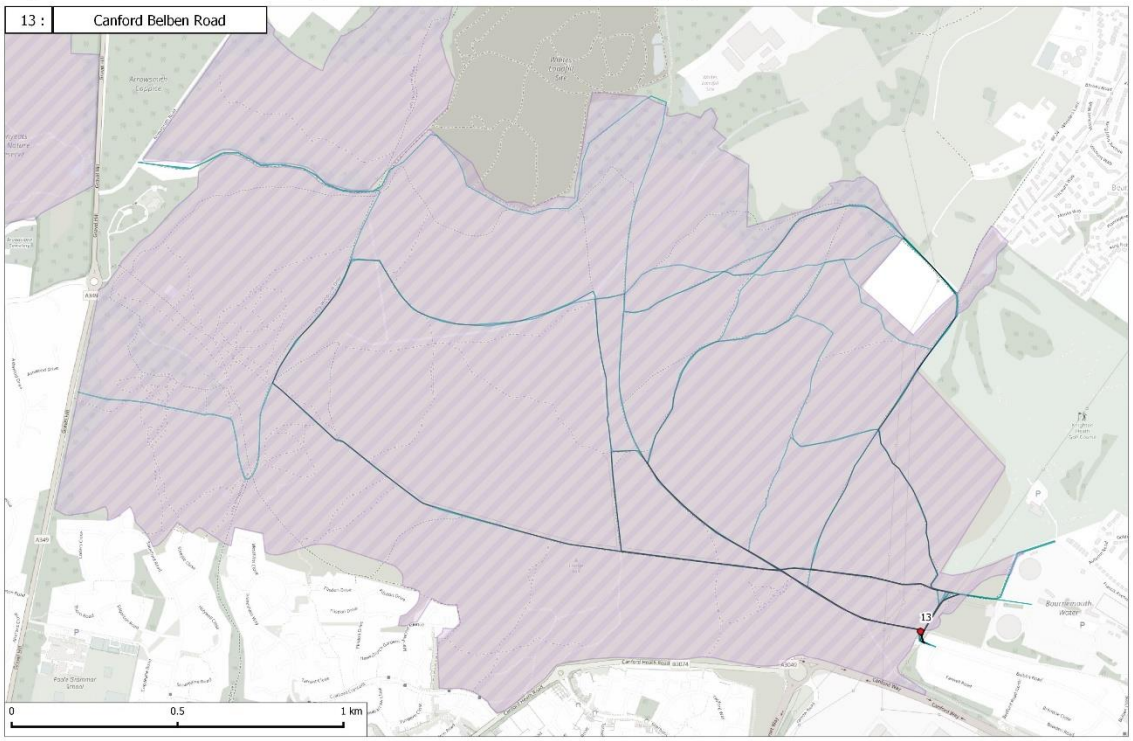


**Map A12: Interviewee route lines at survey point 12: Canford Gravel Hill. Multiple overlapping route lines are indicated by darker lines.**





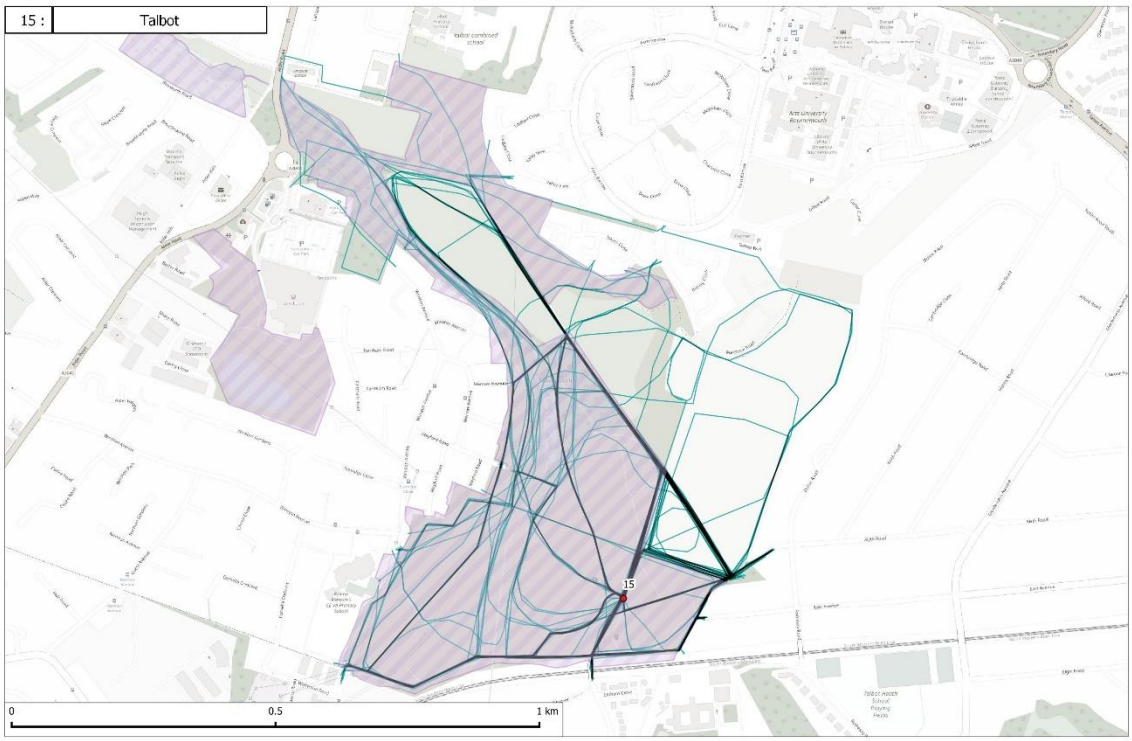

**Map A13: Interviewee route lines at survey point 13: Canford Belben Road. Multiple overlapping route lines are indicated by darker lines.**



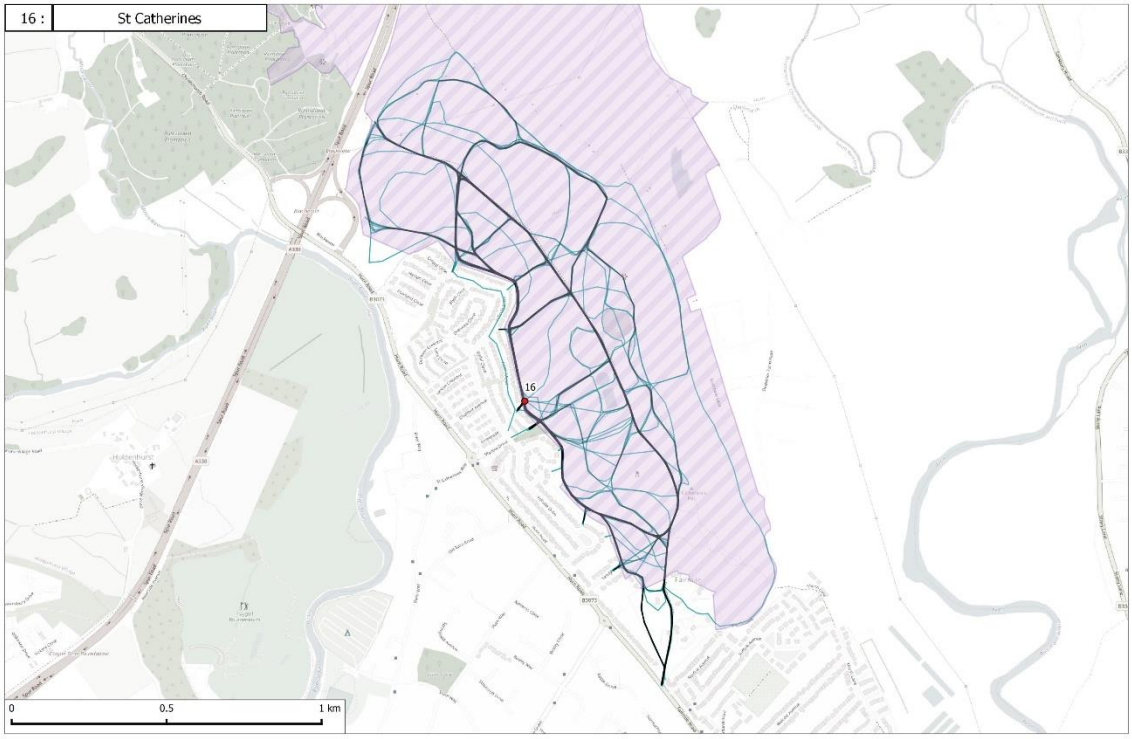
**Map A14: Interviewee route lines at survey point 14: Turbary. Multiple overlapping route lines are indicated by darker lines.**




**Map A15: Interviewee route lines at survey point 15: Talbot. Multiple overlapping route lines are indicated by darker lines.**

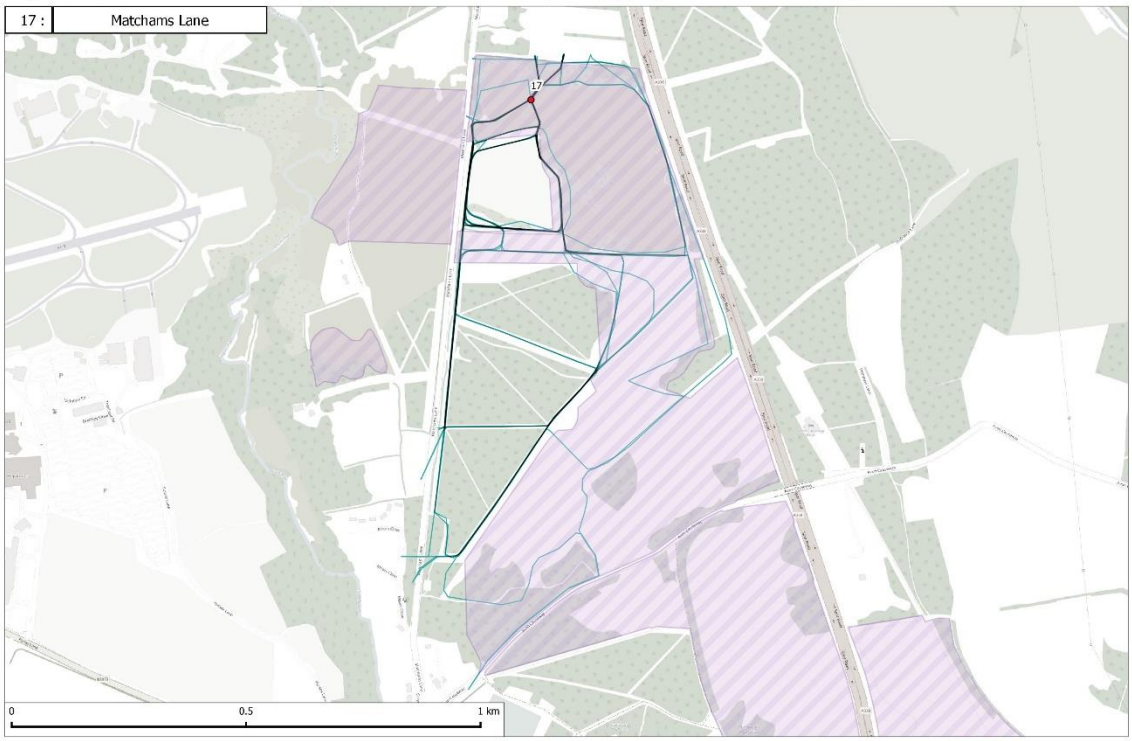


**Map A16: Interviewee route lines at survey point 16: St Catherines. Multiple overlapping route lines are indicated by darker lines.**

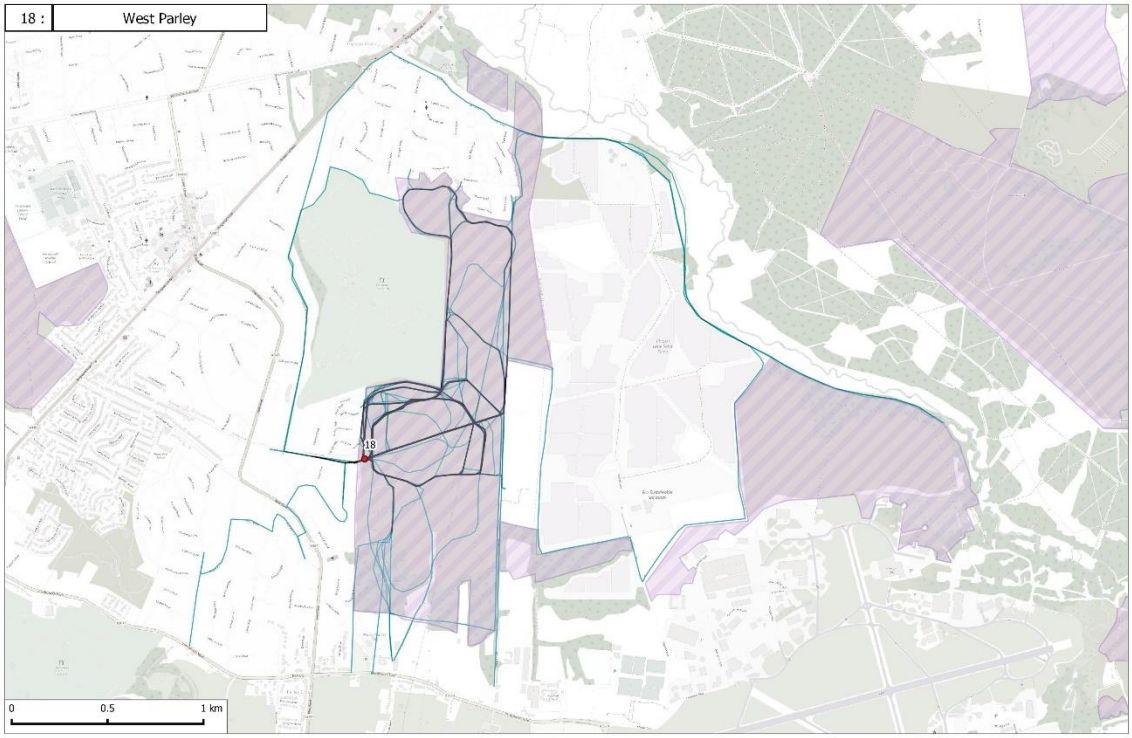





**Map A17: Interviewee route lines at survey point 17: Matchams Lane. Multiple overlapping route lines are indicated by darker lines.**

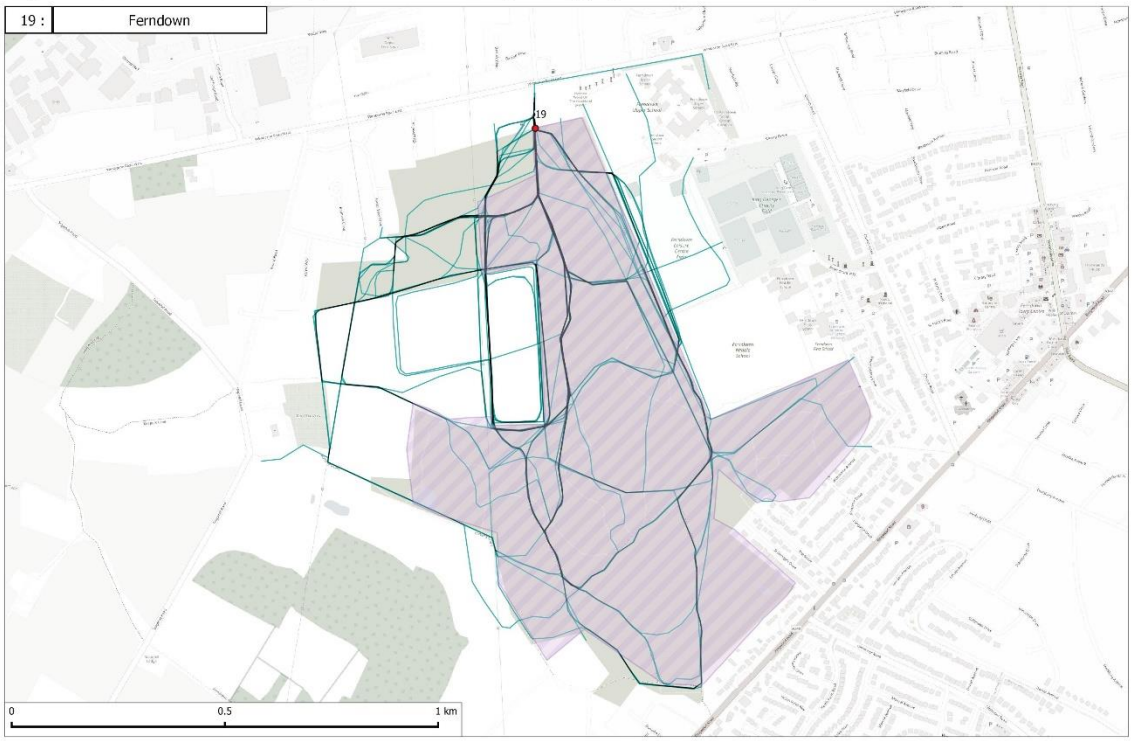


**Map A18: Interviewee route lines at survey point 18: West Parley. Multiple overlapping route lines are indicated by darker lines.**

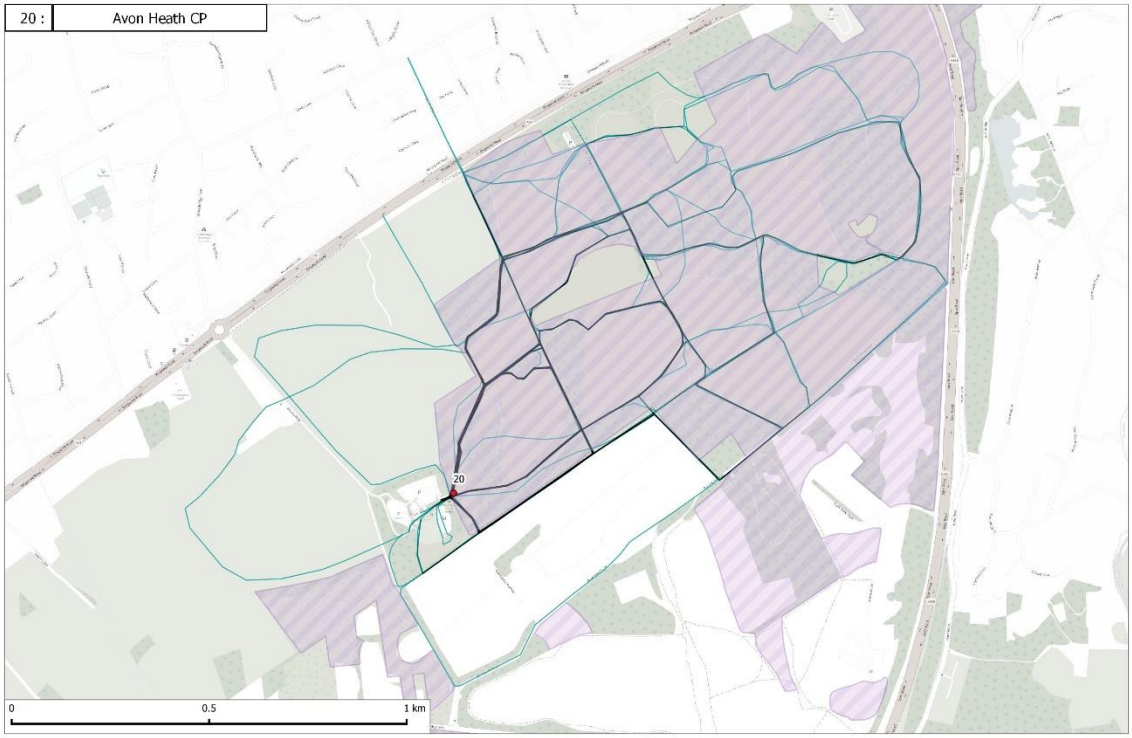





**Map A19: Interviewee route lines at survey point 19: Ferndown. Multiple overlapping route lines are indicated by darker lines.**

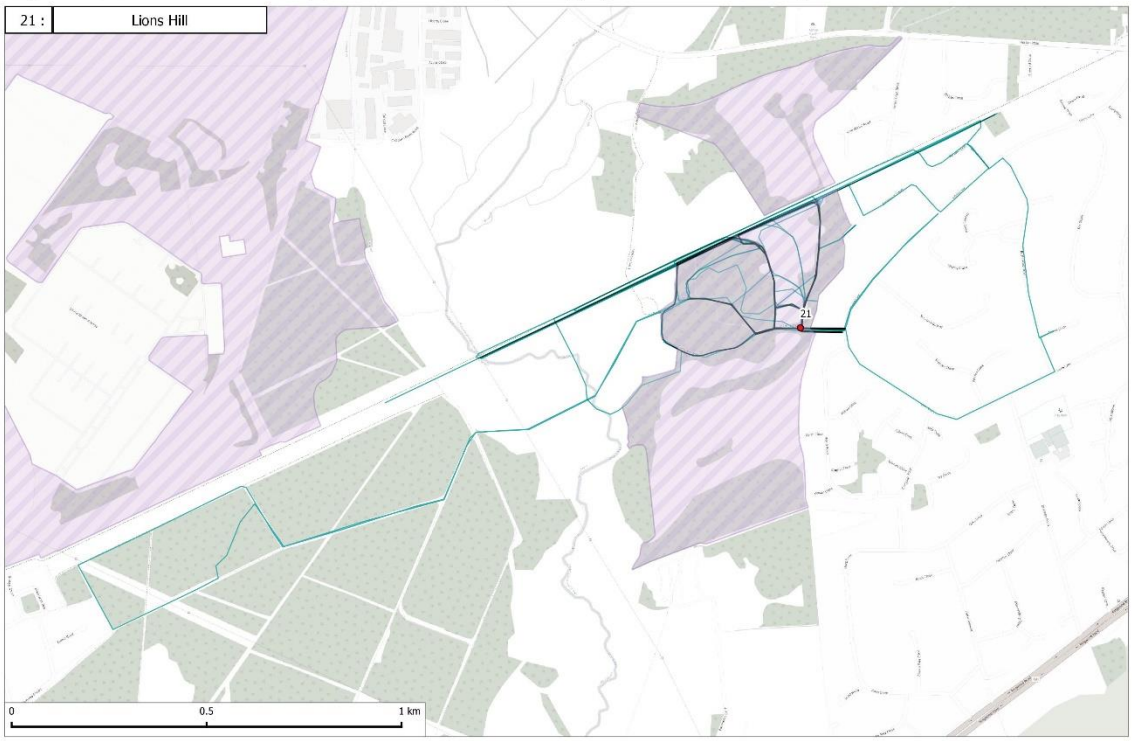


**Map A20: Interviewee route lines at survey point 20: Avon Heath CP. Multiple overlapping route lines are indicated by darker lines.**

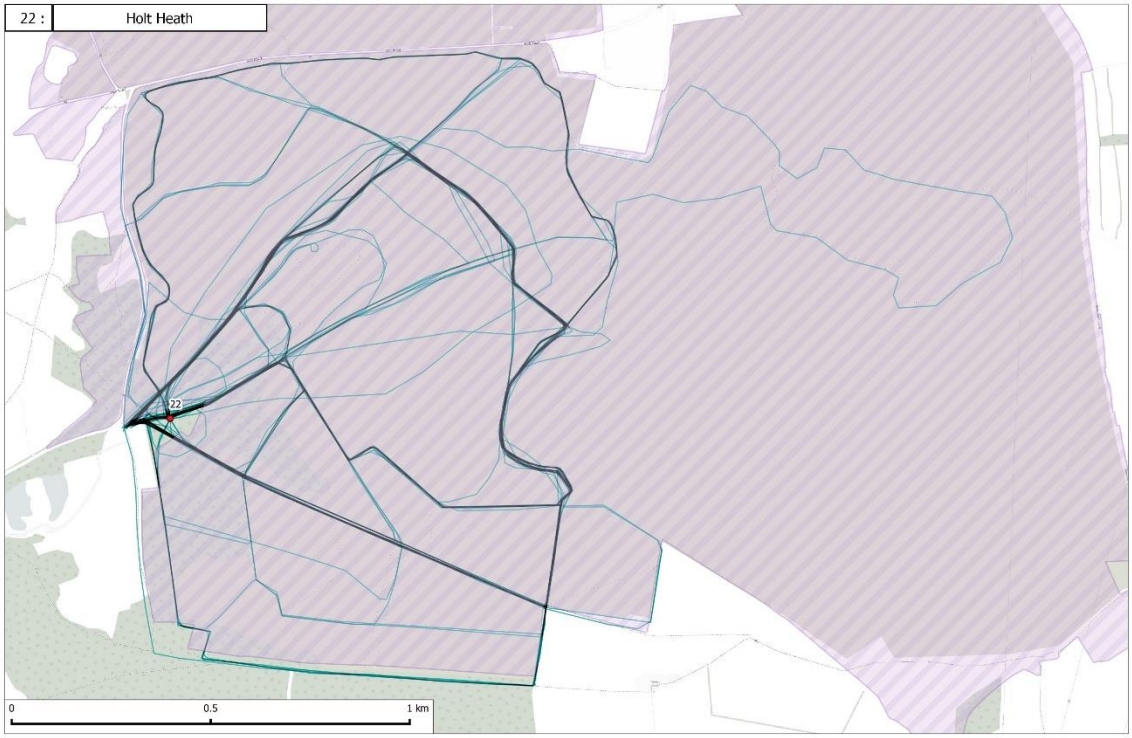





**Map A21: Interviewee route lines at survey point 21: Lions Hill. Multiple overlapping route lines are indicated by darker lines.**

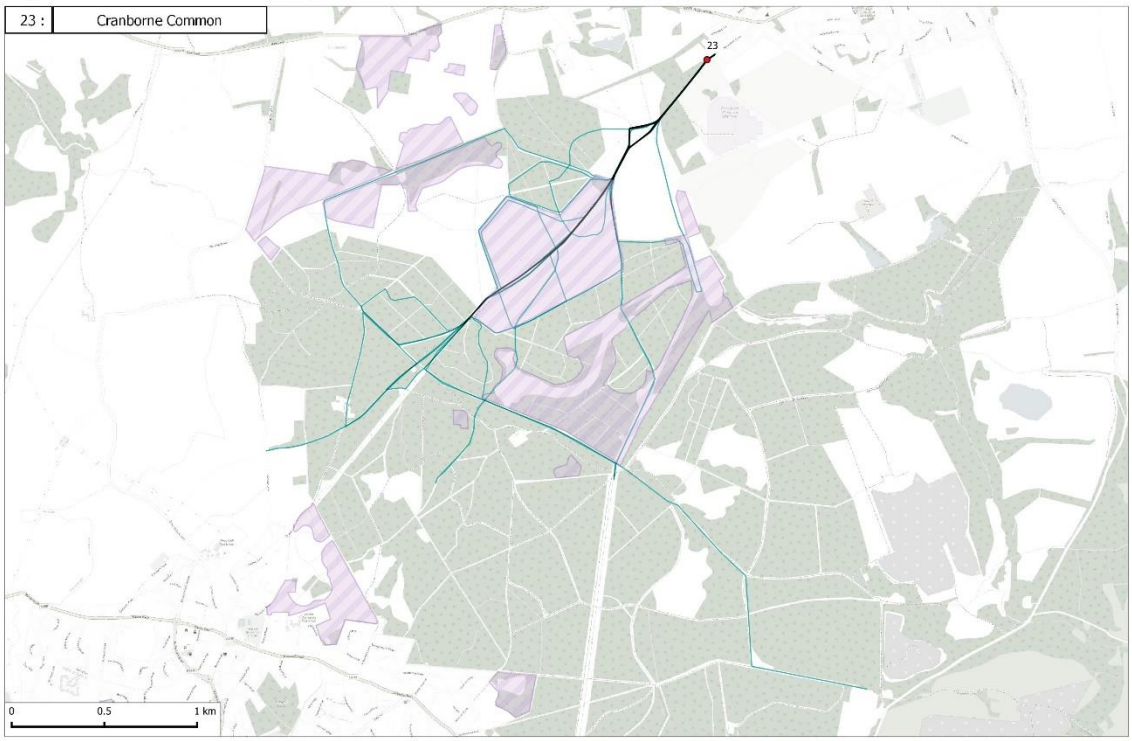


**Map A22: Interviewee route lines at survey point 22: Holt Heath. Multiple overlapping route lines are indicated by darker lines.**






**Map A23: Interviewee route lines at survey point 23: Cranborne Common. Multiple overlapping route lines are indicated by darker lines.**



# Appendix 3: Questionnaire


Good morning/afternoon. I am conducting a visitor survey on behalf of the Urban Heaths Partnership, who are interested in gathering visitor's views about the area and recreation. Can you spare me a few minutes please?

Q1 ...

- ◯ **Are you on a day trip/short visit and have travelled directly from your home today**... *if no*
- ◯ **Are you on a short trip/short visit & staying away from home with friends or family** ... *if no*
- ◯ **Are you staying away from home, e.g. second home, mobile home or on holiday**
- ◯ If none of the above, **How would you describe your visit today?**

Further details

Q2 **What is the main activity you are undertaking today?** *Tick closest answer. Do not prompt. Single response only. Avoid reasons e.g "keeping fit", but stick to activities.*

- ◯ Dog walking
- ◯ Walking
- ◯ Jogging/ power walking / running
- ◯ Outing with family
- ◯ Cycling/Mountain Biking
- ◯ Bird/Wildlife watching
- ◯ Enjoying scenery / fresh air
- ◯ Photography
- ◯ Meeting up with friends
- ◯ Picnic
- ◯ Horse riding
- ◯ Commerical dog walking
- ◯ Other, please detail:

Further details

Q3 **Over the past year, roughly how often have you visited this site?** *Tick closest answer, single response only. Only prompt if interviewee struggles.*

- ◯ More than once a day
- ◯ Daily
- ◯ Most days (180+ visits)
- ◯ 1 to 3 times a week (40-180 visits)
- ◯ 2 to 3 times per month (15-40 visits)
- ◯ Once a month (6-15 visits)
- ◯ Less than once a month (2-5 visits)
- ◯ Don't know
- ◯ First visit
- ◯ Other, please detail

Further details:

Q4 **How long have you spent / will you spend at this site today?** *Single response only.*

- ◯ Less than 30 minutes
- ◯ Between 30 minutes and 1 hour
- ◯ 1-2 hours
- ◯ 2-3 hours
- ◯ 3-4 hours
- ◯ 4 hours +

Further details

Q5 **Do you tend to visit this site at a certain time of day?** *Tick closest answers. Multiple answers ok.*

- ☐ Early morning (before 7 am)
- ☐ Late morning (between 7 am and 10 am)
- ☐ Midday (between 10 am and 2 pm)
- ☐ Early afternoon (between 2 pm and 4 pm)
- ☐ Late afternoon (between 4 and 6 pm)
- ☐ Evening (after 6 pm)
- ☐ Varies / Don't know
- ☐ First visit

Q6 **Do you tend to visit this site more at a particular time of year for [***insert given activity***]?** *Multiple answers ok.*

- [ ] Spring (Mar-May)
- [ ] Summer (Jun-Aug)
- [ ] Autumn (Sept-Nov)
- [ ] Winter (Dec-Feb)
- [ ] Equally all year
- [ ] Don't know
- [ ] First visit

Q7 **How long have you been visiting this site for?** *Single response only. Do not prompt.*

- ◯ Don't know
- ◯ First visit
- ◯ less than or approximately 6 months
- ◯ less than or approximately 1 year
- ◯ less than or approximately 3 years
- ◯ less than or approximately 5 years
- ◯ less than or approximately 10 years
- ◯ more than 10 years

Further details:

Q8 **How did you get here today?** *if necessary prompt with:* **What form of transport did you use?** *Single response only.*

- ◯ Car / van
- ◯ On foot
- ◯ Bicycle
- ◯ Other, please detail

Further details:

**Now I'd like to ask you about your route today. looking at the area shown on this map, can you show me where you started your visit today, the finish point and your route please. Probe to ensure route is accurately documented.** *Use **P** to indicate where the visitor parked, **E** to indicate the start point and **X** to indicate the exit. Mark the route with a line; a solid line for the actual route and a dotted line for the expected or remaining route.*

Q9 **Is / was your route today the normal length when you visit here for [***insert given activity***]?** *Tick closest answer, do not prompt. Single response only.*

- ◯ Yes, normal
- ◯ Much longer than normal
- ◯ Much shorter than normal
- ◯ Not sure / no typical visit
- ◯ First visit

Q10 **What, if anything, influenced your choice of route here today?** *Tick closest answers, do not prompt. Multiple responses ok.*

- ☐ Weather
- ☐ Daylight
- ☐ Time
- ☐ Other users (avoiding crowds etc)
- ☐ Group members (eg kids, less able)
- ☐ Muddy tracks / paths
- ☐ Followed a marked trail
- ☐ Previous knowledge of area / experience
- ☐ Activity undertaken (eg presence of dog)
- ☐ Interpretation / leaflets / promotion
- ☐ Viewpoint / Feature
- ☐ Other, please detail

Further details:

Q11 **Why did you choose to visit this specific location today, rather than another local site?** *Tick all responses given by visitor in the 'other' column. Do not prompt, tick closest answers. Then ask* **Which single reason would you say had the most influence over your choice of site to visit today?** *Tick only one main reason. Use text box for answers that cannot be categorised and for further information.*

| | Other | Main |
|---|---|---|
| Don't know / others in party chose | ◯ | ◯ |
| Close to home | ◯ | ◯ |
| No need to use car | ◯ | ◯ |
| Quick & easy travel route | ◯ | ◯ |
| Good / easy parking | ◯ | ◯ |
| Particular facilities | ◯ | ◯ |
| Refreshments / cafe / pub | ◯ | ◯ |
| Choice of routes | ◯ | ◯ |
| Feels safe here | ◯ | ◯ |

| | | |
|---|---|---|
| Quiet, with no traffic noise | ○ | ○ |
| Not many people | ○ | ○ |
| Scenery / variety of views | ○ | ○ |
| Rural feel / wild landscape | ○ | ○ |
| Particular wildlife interest (including trees) | ○ | ○ |
| Habit / familiarity | ○ | ○ |
| Good for dog / dog enjoys it | ○ | ○ |
| Ability to let dog off lead | ○ | ○ |
| Closest place to take dog | ○ | ○ |
| Closest place to let dog safely off lead | ○ | ○ |
| Appropriate place for activity | ○ | ○ |
| Suitability of area in given weather conditions | ○ | ○ |
| Presence of water | ○ | ○ |
| Openess / wide open spaces | ○ | ○ |
| Variety of habitats | ○ | ○ |
| For a change / variety | ○ | ○ |
| Other, please detail | ○ | ○ |

Further details:

**I would now like to ask about other local sites that you visit for** [*given activity*].

Q12 **What proportion of your weekly visits for [*given activity*] take place at this site compared to other sites. Can you give a rough percentage?** *Do not prompt*

- ○ All take place here
- ○ 75% or more
- ○ 50-74%
- ○ 25-49%
- ○ less than 25%
- ○ Not sure/don't know/first visit

Please could you tell us the name of up to 3 other locations you visit most often for **[*given activity*]**? Please list them in order, starting with the one you visit most.

Q13 **Name of Site 1** *(Most visited)*

Q14 Name of Site 2

Q15 Name of Site 3

**I'd now like to ask about how you plan your visit.**

Q16 Which information sources do you use to plan your visit. Did any of the following influence your choice to come here today;

| | Yes | No | Don't know/unsure |
|---|---|---|---|
| websites | ○ | ○ | ○ |
| social media | ○ | ○ | ○ |
| smartphone app | ○ | ○ | ○ |
| maps (online or paper) | ○ | ○ | ○ |
| leaflets | ○ | ○ | ○ |
| recommendation from friends or family | ○ | ○ | ○ |
| or any other information sources | ○ | ○ | ○ |

Q17 **Are you aware of any habitats or species that occur here and are vulnerable to impacts from recreation? If so, can you name them?** *Do not prompt. Tick any groups mentioned.*

- [ ] No/none/can't name
- [ ] heathland mentioned
- [ ] breeding birds in general mentioned
- [ ] birds of prey/raptors mentioned
- [ ] nightjar specifically mentioned
- [ ] woodlark specifically mentioned
- [ ] reptiles specifically mentioned
- [ ] deer specifically mentioned
- [ ] Other (give details)

Further details:

Q18 **Have you heard of, or are you a member of, any of the following organisations**; Show hand out of logos and names to make this easier

| | Heard of the organisation | Member of the organisation | No, never heard of | Don't know/unsure |
|---|---|---|---|---|
| National Trust | ○ | ○ | ○ | ○ |
| RSPB | ○ | ○ | ○ | ○ |
| Dorset Wildlife Trust | ○ | ○ | ○ | ○ |
| Dorset Dogs | ○ | ○ | ○ | ○ |
| Amphibian and Reptile Conservation | ○ | ○ | ○ | ○ |
| Urban Heaths Partnership | ○ | ○ | ○ | ○ |

Q19 **Are there any changes you would like to see here with regards to how this area is managed for recreation and people?** *Do not give options*

Q20 **Do you have any further comments or general feedback about your visit and access to this area?**

Q21 **Finally, what is your full home postcode?** *This is an important piece of information, please make every effort to record correctly.*

Q22 *If visitor is unable or refuses to give postcode:* **What is the name of the town or village where you live?**

Q23 *If visitor is on holiday ask:* **Which town / village are you staying in?** *[Routed from above Q]*

That is the end. Thank you very much indeed for your time.

Q24 **TO BE COMPLETED AFTER INTERVIEW FINISHED.**

| | |
|---|---|
| Surveyor initials | |
| Survey location code | |
| Map Reference Number | |
| Gender of respondent | |
| Total number in interviewed group | |
| Total females | |
| Total males | |
| Total minors (under 18) | |
| Total aged 18-40 | |
| Total aged 40-65 | |
| Total aged 65+ | |
| Total number of dogs | |
| Number of dogs seen off lead | |

Q25 **Surveyor comments**. *Note anything that may be relevant to the survey, including any changes to the survey entry that are necessary, eg typos/mistakes/changes to answers/additional information.*

Further details: