



HAYLING BOAT CLUB

HAYLING SEAFRONT MASTERPLAN

Results of Visitor Survey held
Summer 2008

Draft Copy



HAYLING SEAFRONT MASTERPLAN VISITOR SURVEY RESULTS

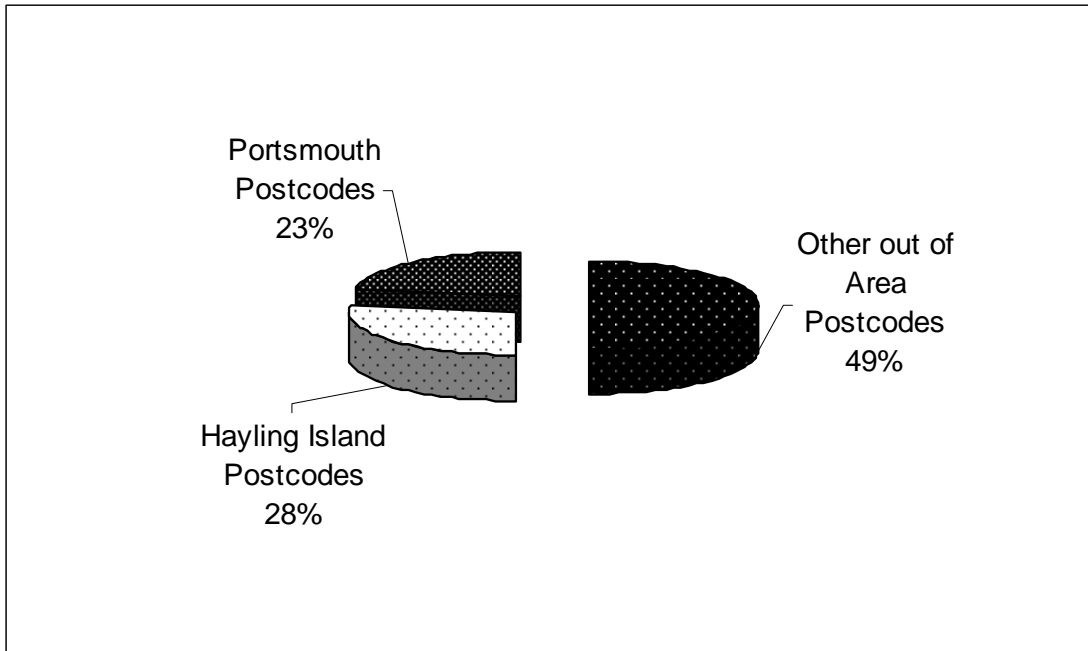


Hayling Island Visitor Survey Results Summer 2008

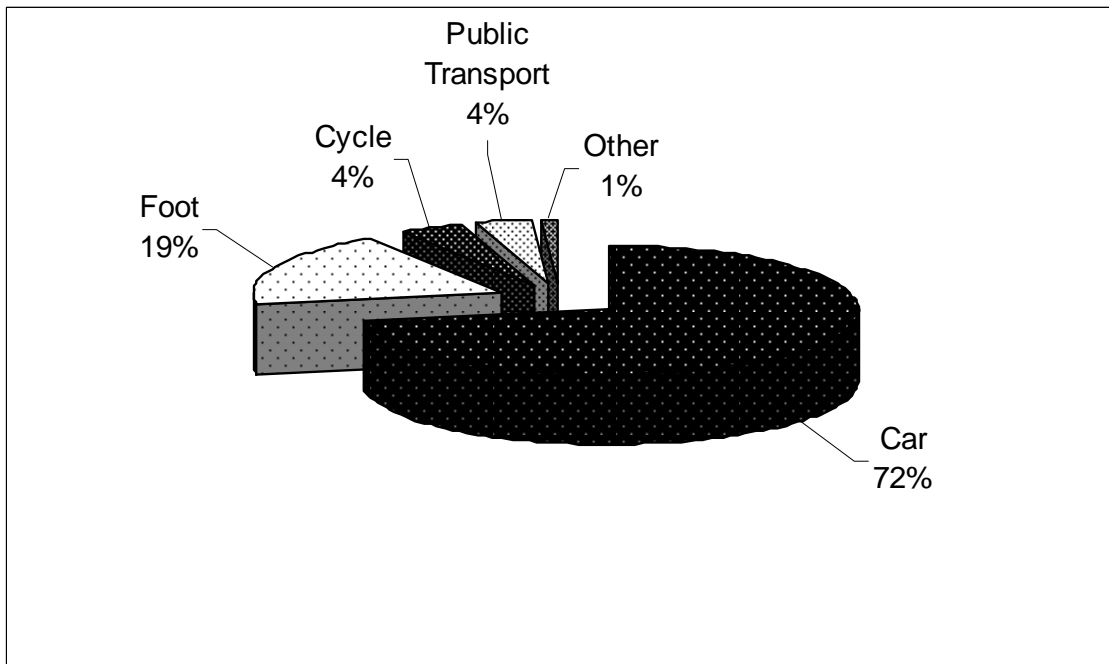
Introduction

A number of individuals were approached as they used Hayling Island Seafront in the summer of 2008 (24 and 31 July and 8, 15 and 28 August). The interviewers moved along the seafront asking and completing various questions on the survey form between 9.30am and 4.30pm. The form is appended to the back of this document. In total 508 forms were completed. The results are listed in the order the questions were found on the questionnaire. Information is also included as to the weather conditions at the time of the survey.

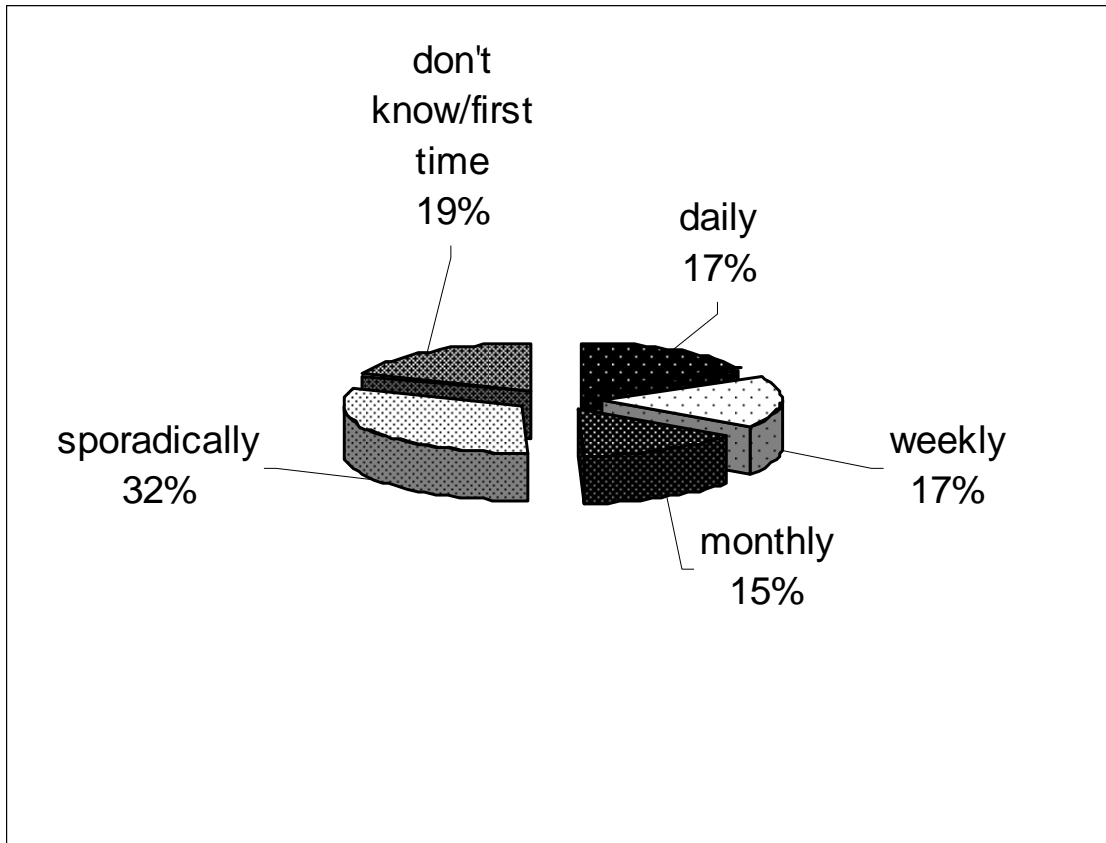
Q1: Pie Chart Representing Home Location of all Visitors Surveyed



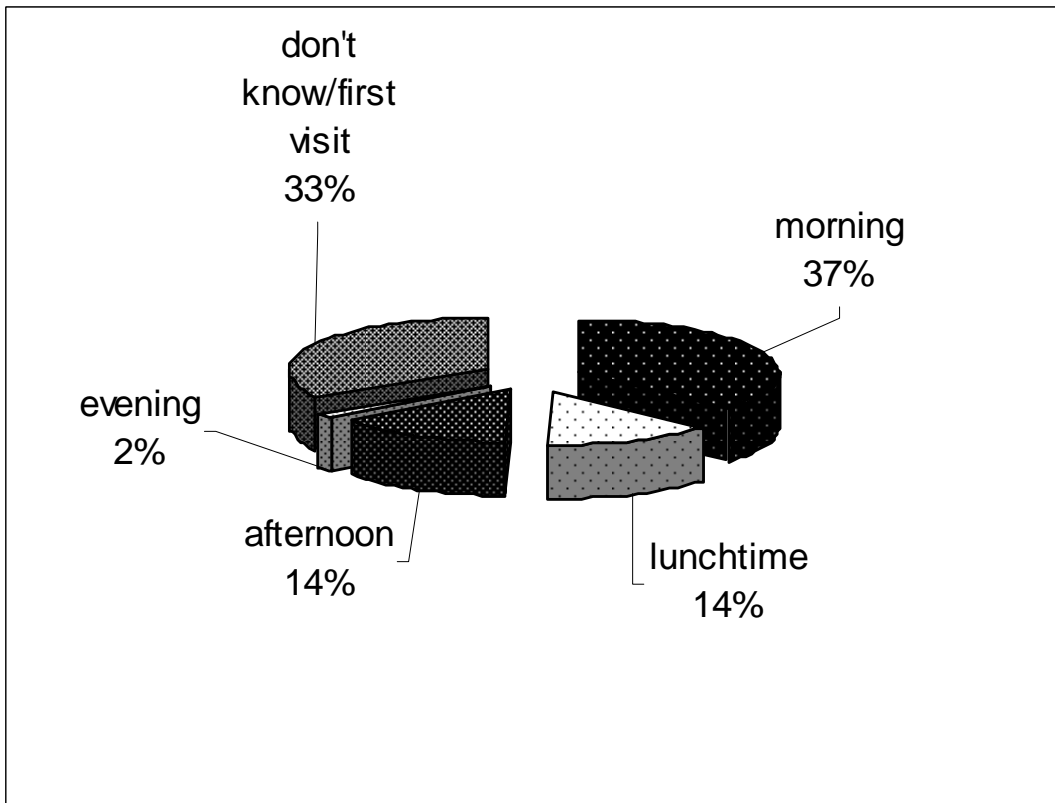
Q2: How Did People Get to the Seafront?



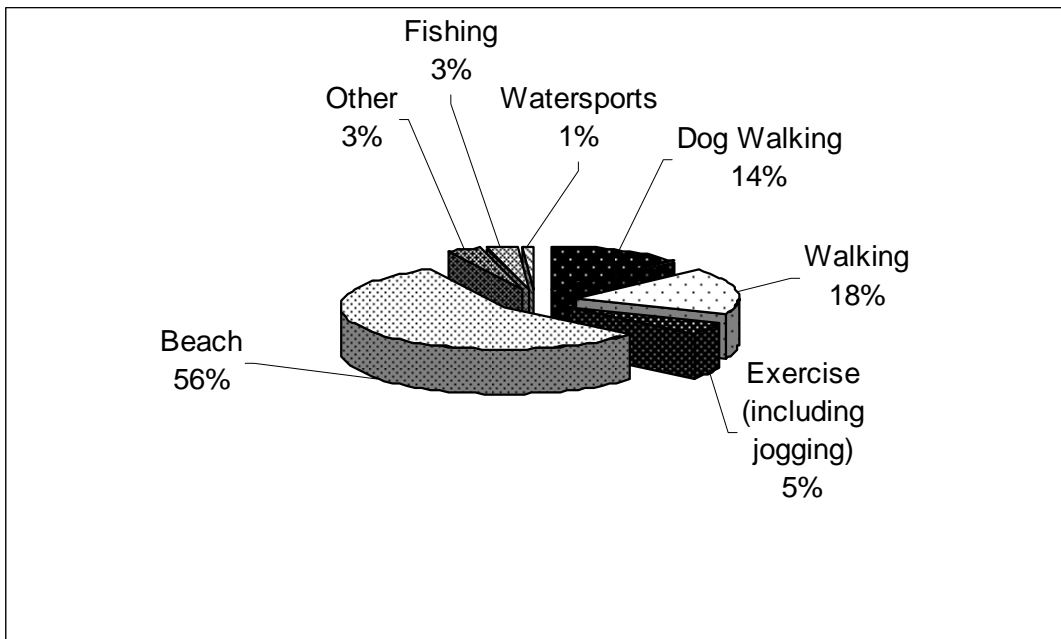
Q3: Frequency of People's Visits:



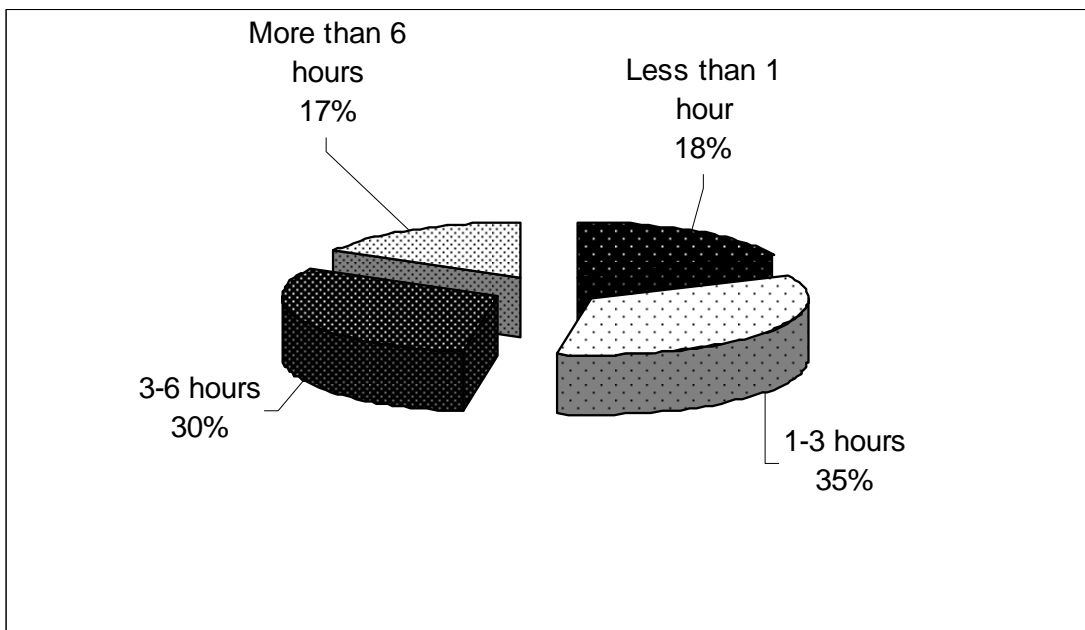
Q4: Time of Day People Visit:



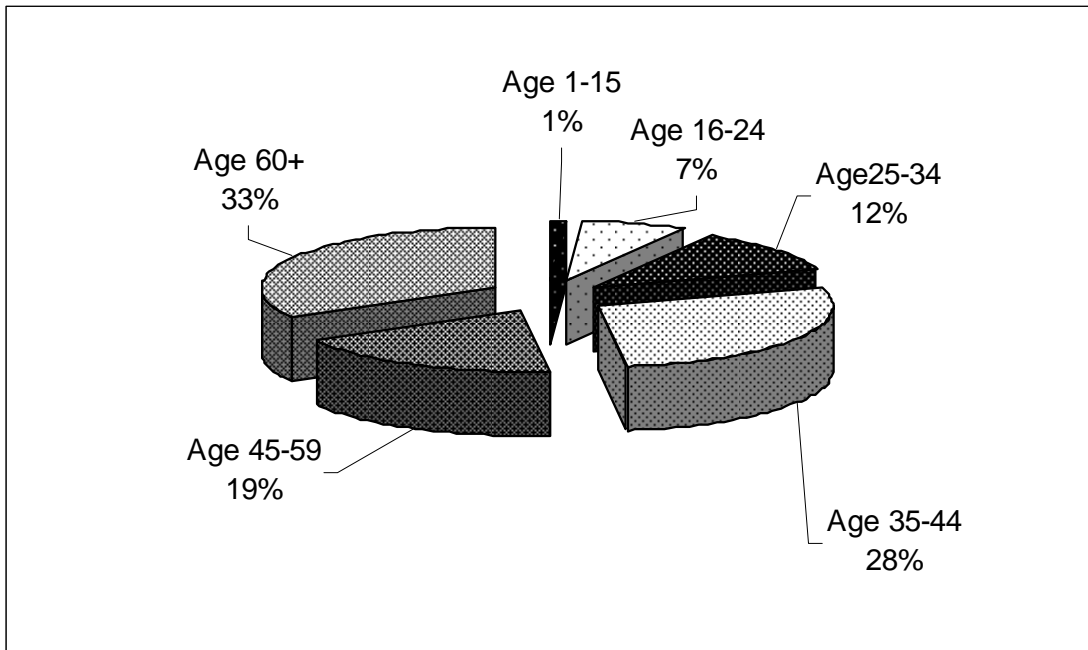
Q5: Why People Were Visiting the Seafront When They Were Surveyed?



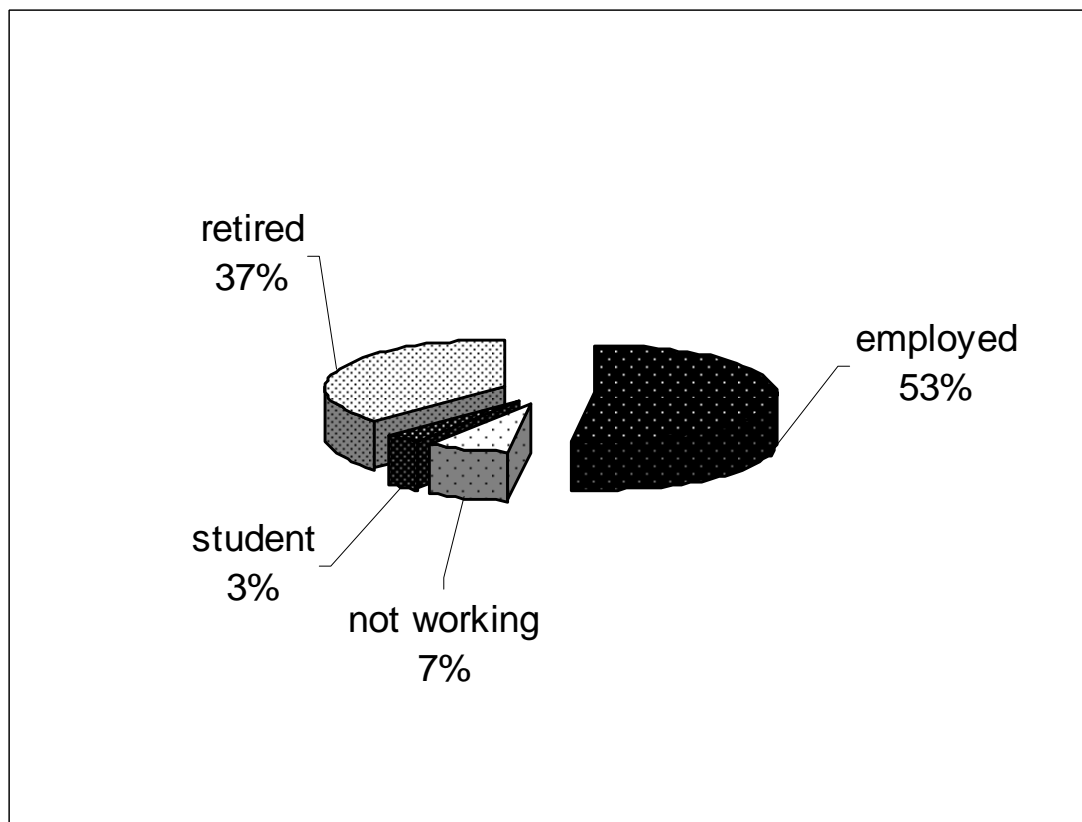
Q6: How Long Were People Intending to Visit?



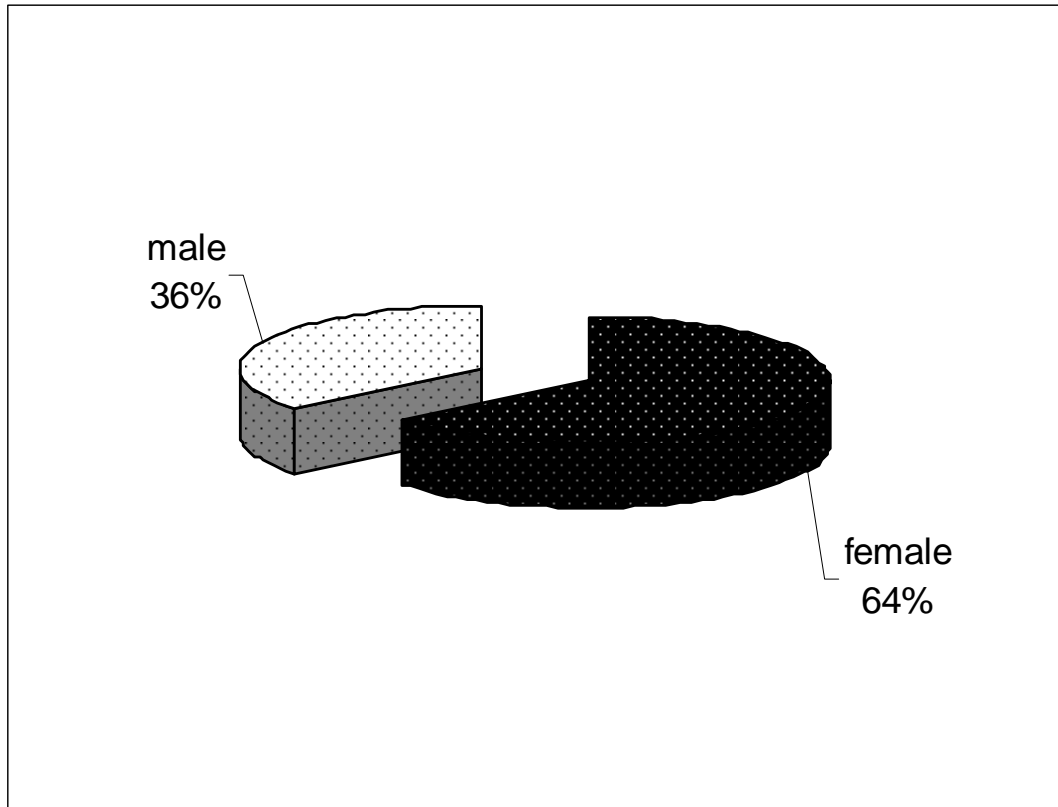
Q7: Pie Chart Representing Ages of Respondents:



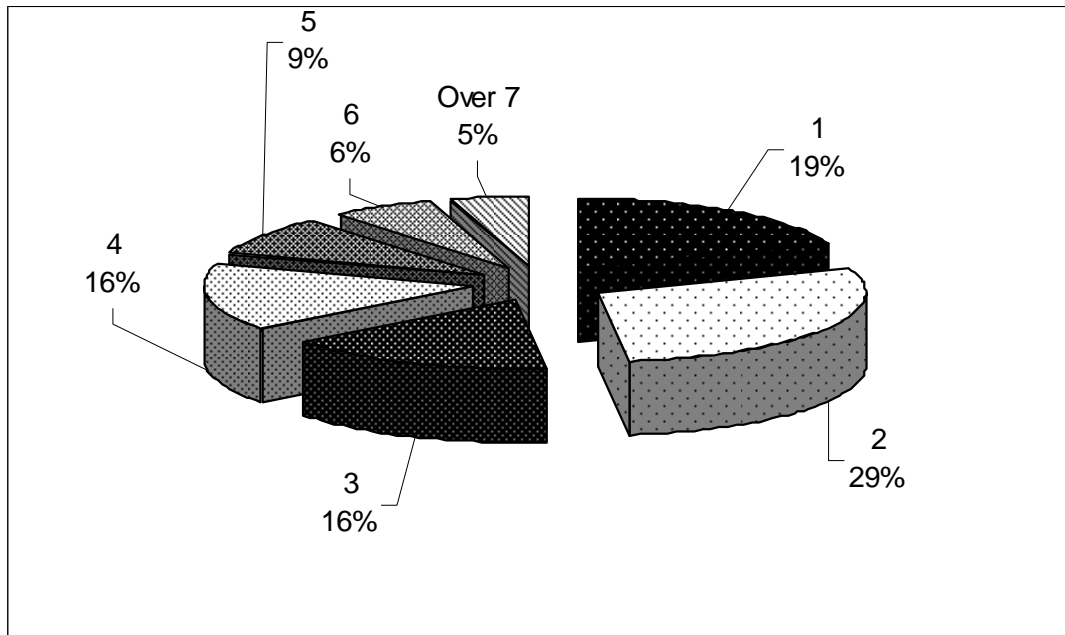
Q8: Employment Status of Respondents:



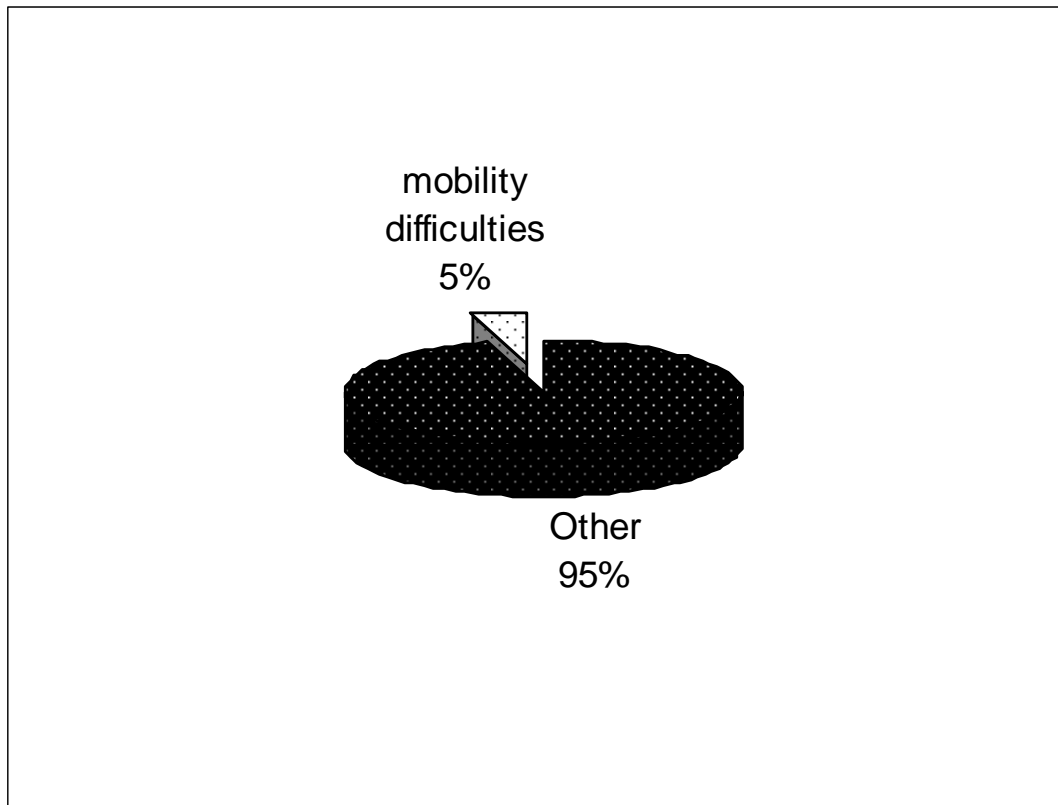
Gender of Respondents:



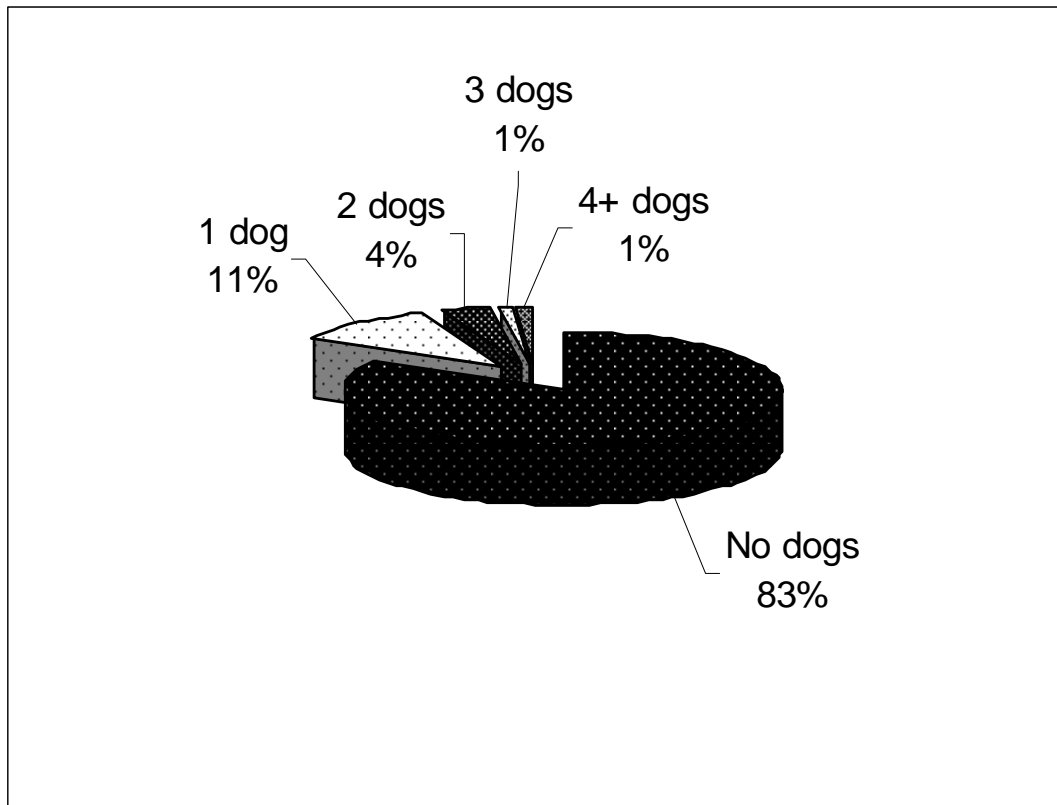
Group Size:



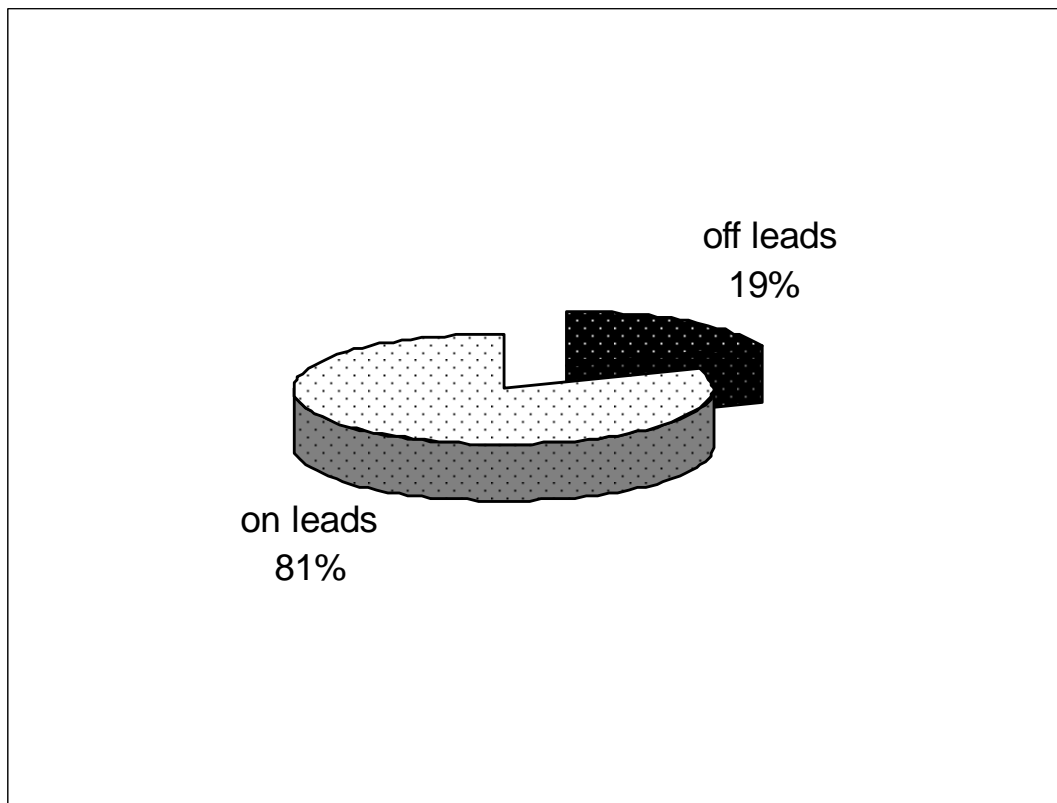
Number of People with Mobility Difficulties:



Number of People with Accompanying Dogs:

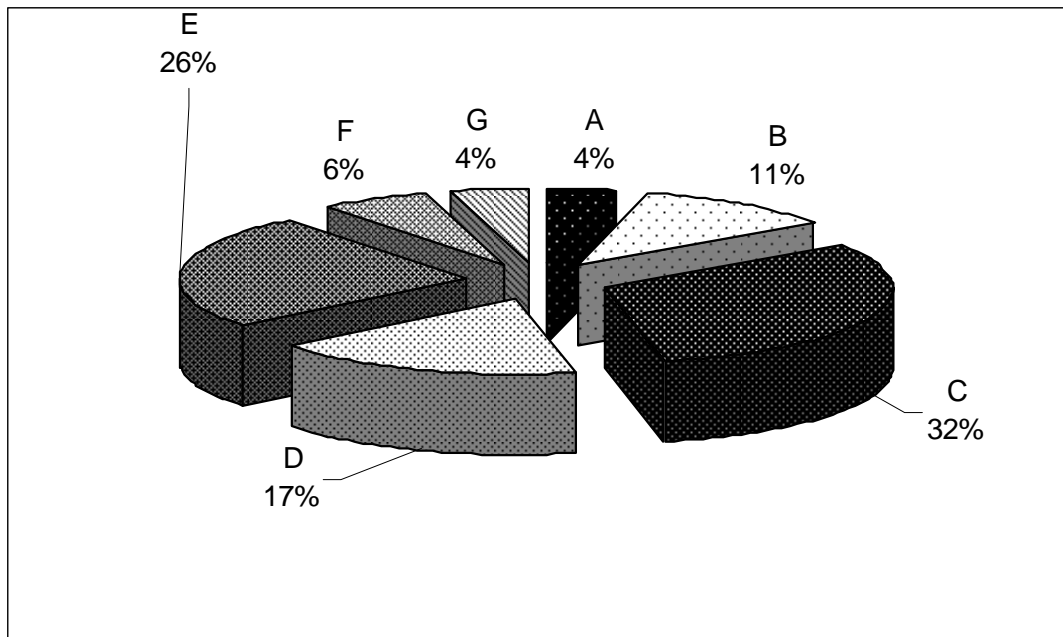


Proportion of Dogs off Leads:

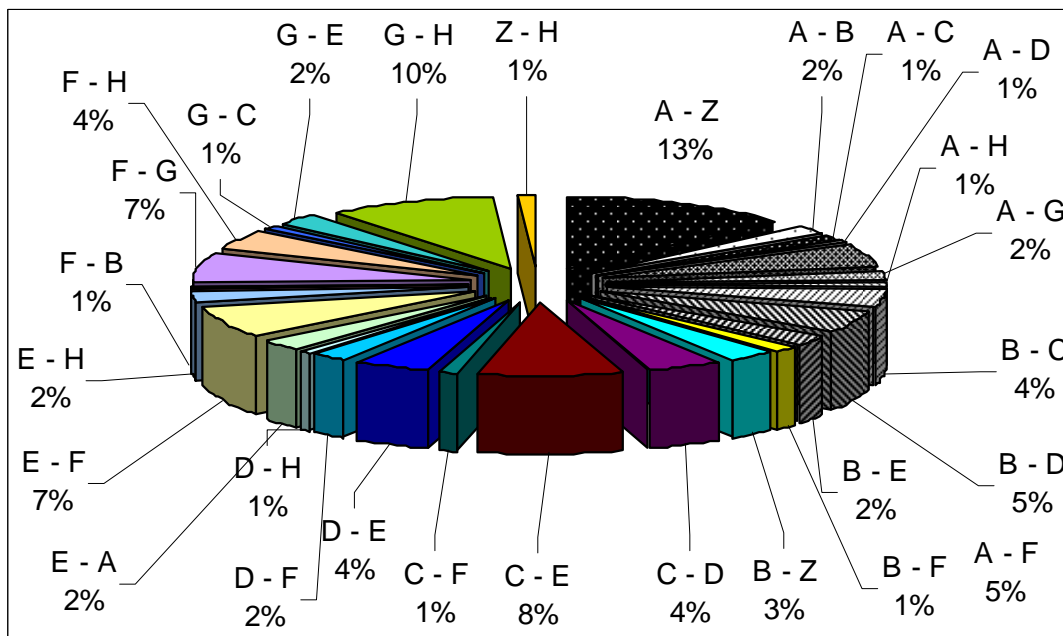


Visitor Route

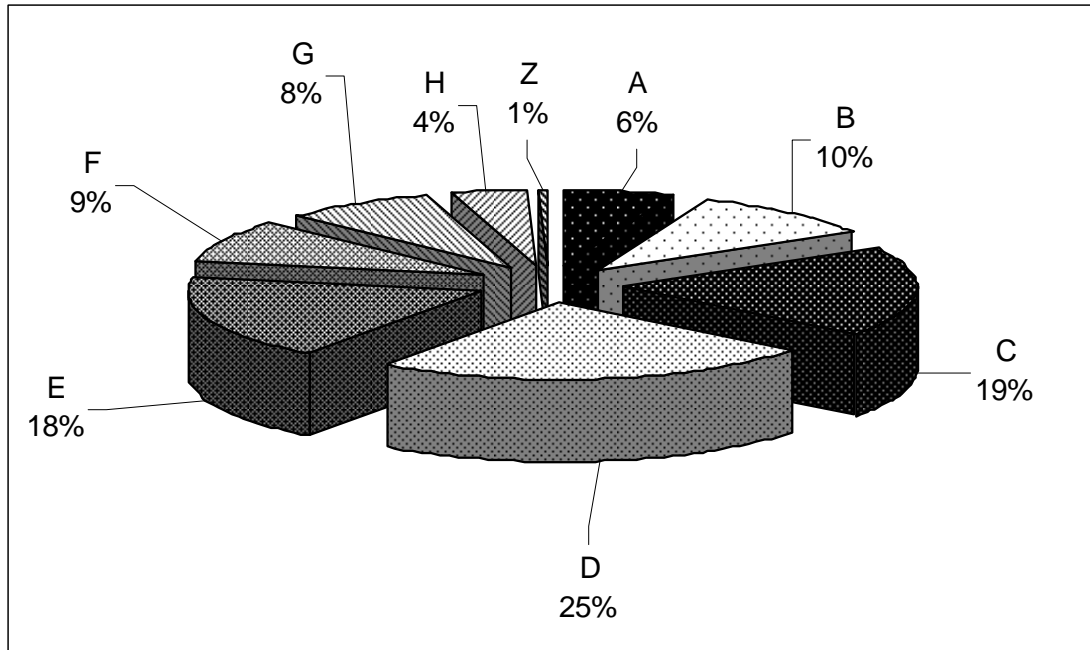
(a) Chart Representing Location of People who stayed in One Place:



(b) Chart Representing Route of People who moved Along Seafront:



(c) Chart Representing Analysis of Charts (a) and (b):



Weather Conditions at Time of Survey:

Weather Information provided by Beachlands Office, Havant Borough Council, 7 Sea Front, Hayling Island.

Observations at 1000hrs (0900 GMT). All temperatures in ° C. Rainfall from 0900 GMT to 0900GMT the following day.

Date	Weather
Thursday 24 July	6/8 cloud clearing by 1130, wind E Force 5, max temperature 25.9, rainfall nil, 10.2 hours sun
Thurs 31 July	8/8 cloud, wind E force 3, max temperature 22.1, rainfall 1.7mm (drizzle from 1230 then slight intermittent rain from 1500), no sun all day
Friday 8 August	5/8 cloud, wind WSW force 2, max temperature 20.6, rainfall nil, 2.7hours sun
Friday 15 August	1/8 cloud, wind WSW force 1, max temperature 19.8, rainfall trace (= 0.05mm), 10.4 hours sun
Thurs 28 August	8/8 cloud, wind W force 2, max temperature 19.4, rainfall nil, no sun all day

Because of wind speed and direction, few if any, wind or kite surfers around on the survey days.

In August 2008, Beachlands recorded the lowest ever total sunshine for August since the records began in 1954.

Visitor Surveys Completed per Day:

Date	Number of Surveys Completed
Thursday 24 July	161
Thursday 31 July	97
Friday 8 August	80
Friday 15 August	109
Thursday 28 August	61
Total	508

Initial Conclusions that can be drawn from Hayling Island Visitor Survey:

- Visitors were roughly split equally between local residents (from Hayling Island and other Portsmouth Post Codes) and visitors from wider environs.
- The majority of visitors arrived at the seafront by car. Only 4% used public transport.
- Most visitors came to Hayling sporadically.
- Most of our visitors came to the Seafront during the morning.
- Most people came for the beach.
- Most of our visitors spent between 1 and 3 hours at the Seafront with almost as many spending between 3 and 6 hours.
- Of the people interviewed, when asked the most representative age of their party, 33% responded with the answer 60+, whilst we also had a strong visitor group of 28% representing the age 35-44 age group.
- The majority of our respondents were employed.
- The majority of our respondents were female.
- The Island seemed a popular destination for couples or groups of 2 people.
- 5% of our respondents considered that they had mobility difficulties.
- 17% of our respondents were walking their dogs, of this figure 19% of the dogs were off their leads at the time of the survey.
- Most of our 'static' respondents were to be found at Beachlands and Eastoke, whereas if all respondents included, focus of activity was Central Section/Beachlands East.
- For purposes of survey, Point Z can be identified as Ferry Point.

HAYLING ISLAND VISITOR SURVEY

Questionnaire no:

Please could you spare me some time to take part in a short survey about your visit today? The survey is being conducted for Havant Borough Council.

Q1 What is your home post code? _____

Q2 How did you get to the seafront? *single answer only.*

1. car , 2. on foot , 3. cycle , 4. public transport ,
Other (write in) _____

Q3 On average, over the past year, how often have you visited this area? *Tick closest answer. Single answer only*

1. daily , 2. weekly , 3. monthly , 4. sporadically ,
5. don't know/ first time

Q4 Do you tend to visit this site at certain time of the day? *Tick closest, single answer only*

1. morning , 2. lunchtime , 3. afternoon , 4. evening ,
5. don't know/first visit

Q5 What was the main purpose of your visit today? *multiple answers ok*

1. dog walking , 2. walking , 3. exercise (inc. jogging) , 4. beach ,
5. other (write in) _____

Q6 How long have you spent/will you spend here today? *Tick closest answer. Single answer only*

1. less than 1 hour , 2. 1-3 hours , 3. 3-6 hours , 4. more than 6 hours ,

Visitor Route

Looking at the area shown on this map, can you show me where you parked (if travelling by car) and where you started your walk or visit today. And the finishing point. And your route please?

Use **P** to indicate parking, **E** to indicate start point and **X** to mark exit and mark route with a line. Use a solid line for actual route and dotted line for expected/remaining route.

Finally, so that we can check whether we have a representative sample please answer the following questions. This information will not be used for anything else.

Q7 Which of these best describes your age group? *Single tick only*

1-15 , 16-24 , 25-34 , 35-44 , 45-59 , 60+

Q8 Which of these best describes your employment status? *Single tick only*

1. employed , 2. not working , 3. student , 4. retired

Thank you very much for your time

Surveyor to complete after interview finished:

Gender of respondent M/F	
Group size (total people)	
Number of people in group with mobility difficulties	
Number of dogs	
Dogs off leads Y/N	
Interview conducted partway through route/walk (tick if yes)	
Date	
Time	
Interview location (A-G)	

