FOOTPRINT ECOLOGY

Jersey Visitor Survey Report

Chris Panter

FOOTPRINT ECOLOGY, FOREST OFFICE, BERE ROAD,
WAREHAM, DORSET BH20 7PA
WWW.FOOTPRINT-ECOLOGY.CO.UK
01929 552444

Footprint Contract Reference: 626
Date: 31st October 2022
Version: Final
Recommended Citation: Panter, C. (2022). Jersey Visitor Survey Report. Unpublished report by Footprint Ecology for Government of Jersey.

Summary

This report presents the complete results of visitor surveys at a range of countryside locations around Jersey, commissioned by the Government of Jersey Natural Environment to help inform new signage and how to manage changing visitor numbers and behaviours on parts of the island. The visitor survey fieldwork was undertaken by a local market research company (4insight) under a separate commission with the Government of Jersey. This document follows from an interim report in 2021 and has been undertaken in parallel with work by The Way Design (also commissioned by the Government of Jersey) to provide updated signage design.

The visitor surveys were undertaken at 14 specific survey points, at 5 sites across the island (all within Jersey National Park). The surveys consisted of tally counts of people passing the survey point and face-to-face interviews with a subset of people. The methods were proposed by Footprint Ecology and adapted, in discussion with the Government of Jersey Natural Environment and 4insight. The survey design was intended to provide identical survey effort (765 hours in total) at all locations (allowing direct comparison) and covered weekends and weekdays in both the summer (outside school holidays) and the winter, plus a single weekday during the summer school holidays.

.

Key findings from the visitor survey included:

- Tally counts recorded a total of 8,044 people, with an average group size of 1.8 people per group, accompanied by an average of 0.6 dogs per group. Around 11% of people were minors and 8% on bicycles. Just 0.5% of all people seen were commercial dog walkers and the same percentage were horse riders.
- A total of 322 interviews were undertaken in the summer term time (weekday and weekend survey) and 231 in the summer school holidays (a weekday only survey) and 246 in Winter (weekday and weekend).
- 18% of interviewees were on holiday and this was fairly consistent between sites, although there were notably fewer holidaymakers at St Catherine's Wood and more at Gorselands.
- The main activity, conducted by just under half of interviewees, was dog walking (49%). This was followed by walking (without a dog, 31%), jogging / power walking / running (4%), family outings (4%) and cycling/mountain biking (3%). Dog walking was much more common at Noirmont (59%), but least frequent at Mourier Valley (37%), where it was replaced by walking (40%) as a main activity, and where the interviews also included more runners (6%) and cyclists (7%).
- Most interviewees were reasonably regular visitors, with around 1 in 4 interviewees visiting 1 to 3 times a week (i.e. 40-180 visits per year). Overall, 16% were on a first visit, but this was skewed towards those on holiday (of whom 78% were on a first visit). We estimate that residents of Jersey make on average 112 visits per year to the interview locations.

- The typical route length of interviewees was 2.2km (median), but this varied with activity type, ranging from 2.1km for dog walking to 2.6km for cyclists.
- The most common factors influencing interviewees' choice of route were weather, habit and previous experience, followed by marked trails and viewpoints.
- Just over a third of interviewees said they had interacted with other visitors (whether entering into conversation or a conflict between different user groups) and of these 12% had positive interactions and only 1 interviewee noted a negative interaction.
- On average, the ease of finding out about where to go was scored by interviewees as 2.8 out of 5. Cyclists and mountain bikers rated the ease of finding information the highest, while the lowest ratings were from those meeting up socially and bird/wildlife watchers.
- Across all interviewees, 20% of interviewees said that they were aware of the Countryside Access Map. The lowest level of awareness was at Noirmont and the highest at Mourier Valley (where there were the most runners & cyclists). Runners and cyclists were more likely to be aware of the Countryside Access Map as were those who visited moderately frequently, compared to daily visitors or those on a first visit (but this difference was not statistically significant in either case).
- Just under half of interviewees were not aware of any plants and animals that might be vulnerable to impacts from recreation and visitor use, and just over a third of those who said they were aware could not give any more detail.
- Views and feedback regarding how routes were communicated and displayed to different users highlighted the importance of maps on entrances, information about the route (distance/time) and the use of icons or coloured posts for different users (cyclists/mountain bikers placed greater importance on these last ideas).
- Views more generally on signage content highlighted a number of aspects, including requests for detail on the specific wildlife interest and a map of where to go. However, responses varied by location and activity type. For example, more information on dangers and hazards and details of the terrain, along with a "you are here" context map at Gorselands was considered important. While cyclists and mountain bikers placed greater importance on alternative sites and the permitted activities at these sites, signage which had detailed the terrain, “you are here” maps, and details of the rules and restrictions were considered important.

Contents

Summary ii
Contents iv
Acknowledgements v
1. Introduction 6
2. Methods 8
Survey points 8
Survey logistics 8
Survey effort 9
Survey timings 10
Tally counts 10
Face-to-face interviews 11
Route maps 11
3. Tally results 13
Survey period 17
4. Interview results 20
Residents and holiday makers (Q17) 20
Activity (Q1) 22
Differences between survey periods 27
Differences between residents and tourists 27
Group composition 28
Visit frequency (Q3) 28
Visit duration (Q4) 31
Transport (Q5) 33
Site choice (Q6) 33
Routes (Q8) 35
Interactions with other site users (Q9) 44
Accessibility (Q18) 45
Information provision (Q12) 45
Awareness of the Countryside Access Map (Q13) 46
Awareness of sensitive species (Q14) 49
Views on signage (Q10 & 11) 53
Visitor origins (Q19/Q20) 63
5. Discussion 66
Limitations 66
Discussion points and implications 67
Future monitoring 71
References 73

Acknowledgements

This report has been commissioned by the Land Resource Management of Government of Jersey and we are grateful to Julia Clively, Tim Liddiard and Adam Dallas-Chapman for overseeing the work and providing the relevant background information. Data were collected by 4insight and their surveyor team, we are grateful to them and the interviewees who gave their time to take part.
Tally counts and route data were digitised by Aemelia Roe and Emma Bishop, Footprint Ecology.

1. Introduction

1.1 Good access to the countryside is important for many people and brings significant environmental, social and economic benefits to individuals and society as a whole. Jersey has a range of public open spaces and an extensive network of paths across both public and private land. These allow local residents and tourists alike to experience the countryside and provide a range of opportunities for outdoor recreation. Jersey has an extensive network of paths (across public and private land) and approximately 70km are managed by Government of Jersey Natural Environment, and these are used by over 100,000 tourists every year (*Countryside Access Strategy for Jersey 2016*, 2016)[1].

1.2 The Government of Jersey is committed to continuing to improve access and improve engagement. The 2016 Countryside Access Strategy for Jersey identified that paths originally designed for pedestrian use in the 1980s were now providing for a much wider range of recreational activities and identified a series of actions around ensuring that access to Jersey's coast and countryside should be safe, sustainable and cost effective, with minimal impact on biodiversity.

1.3 Collating data on visitor activities, behaviours and opinions, and quantifying levels of access at sites is a fundamental step to developing and enhancing how access is managed and promoted at sites. Some data have already been collected through online surveys undertaken by Government of Jersey. This study has been commissioned to provide further understanding through directly interviewing visitors in the countryside, during their visit. This research was commissioned by Government of Jersey to provide information on visitor patterns and behaviours and specifically to gather views on signage. The survey was also anticipated to provide a useful baseline for monitoring visitor access, including levels of use (i.e., footfall), so supplementing other established monitoring approaches.

[1] Countryside Access Strategy for Jersey https://www.gov.je/SiteCollectionDocuments/Government%20and%20administration/R%20Countryside%20Access%20Strategy%20for%20Jersey%202016%20FINAL%20DM%2026072016.pdf

1.4 The initial discussions between Government of Jersey and Footprint Ecology were started in 2020, pre the covid-19 pandemic. However, due to the changing nature of the pandemic and changing travel restrictions, we were unable to visit Jersey and send over our team of visitor surveyors. As such the visitor survey fieldwork was undertaken by a Jersey based market research company, 4insights, and conducted in the Summer of 2021 and Winter of 2022. Being unable to visit and conduct the fieldwork ourselves was not ideal, and we would have preferred to use our in-house surveying team. However, the ongoing effects of the pandemic over several years meant it was necessary to involve a local, Jersey-based, surveying team to ensure access management aims for Government of Jersey were still able to progress.

1.5 The results from this work will be used to protect sensitive areas and allow appropriate recreational access and better engagement with visitors. One of the key mechanisms by which this will be achieved is with new signage. The Government of Jersey has recognised the need for new signage, encompassing way marking, visitor information and interpretation, easily accessible and consistently branded. The Way Design, a specialist design company, have been commissioned in parallel to the visitor survey work to produce the new and updated signage. The visitor survey results help inform the design of the signage, and an interim report of the on-site visitor survey collected from just the Summer 2021 was produced to allow signage to be produced over the Winter of 2022.

1.6 This report, further to the interim report, provides the full results from all Summer and Winter surveys conducted to date. This includes results from routes, postcodes and other questions not included in the interim report.

2. Methods

2.1 Survey methods consisted of tally counts and interviews with a sample of visitors and were conducted in Summer (School Holidays and Term Time) 2021 and Winter 2022.

2.2 The visitor fieldwork was undertaken by 4insight, a market research company, who are based in Jersey. The survey design and full detailed method statement (as provided to 4insight) is set out in a separate document ensuring a record for future comparison and comparable design of any future surveys (see Jersey Visitor Survey Appendix 1 – Detailed Survey Methodology).

Survey points

2.3 Surveys took place at 5 different 'sites'; Les Landes SSI (Site of Special Interest), Le Mourier Valley, Gorselands SSI (La Lande du Ouest), Noirmont SSI (all 4 sites are within the National Park[2])and St Catherine's Wood. Potential survey points were selected using GIS data, a range of maps, Strava data, Footprint's previous experience and expertise, and input from the Government of Jersey Natural Environment. The final selection of 14 survey points was chosen to ensure a good geographic spread, direct links/access to the sites of concern; likely capture of a range of different types of access and visitors; and also taking into account the practicalities of survey work (i.e. intercepting people, ease of counting etc.).

2.4 Survey points are shown in Map 1; all are located within Jersey National Park, except for St Catherine's Wood. Careful consideration was given to the selection of sites, survey points and exactly how survey points should be dealt with in terms of recording visitor numbers. See Jersey Visitor Survey Appendix 1 – Detailed Survey Methodology for more information on the selection and for detailed survey point maps.

2.5

Survey logistics

[2] https://jerseynationalpark.com/

2.6 Survey data were collected by 4insight, directly commissioned by Government of Jersey. 4insight used two surveyors simultaneously at each survey point; one to conduct a tally of visitors (i.e. number of people passing) and one to conduct interviews. Surveys in Summer took place constantly throughout the day, in a series of shifts to allow for comfort breaks. Winter surveys were more spread out to allow breaks for the surveyors.

Survey effort

2.7 The survey design was intended to provide a standardised approach, with a set number of hours at each survey point and equal survey effort on a weekday and weekend to allow for good coverage (as there are key differences in levels of access between the week and the weekend) and allow direct comparison.

2.8 The summer surveys were to be undertaken between 7am to 7pm, on a weekday and weekend day in summer term time (i.e. June and early July). Following this first bout of surveys a relatively low number of interviews had been conducted, due to very poor weather conditions, and a second round of surveys over the summer was therefore commissioned. These further surveys were conducted during the school holidays (i.e. August), on weekdays only – see Table 1. This shows the breakdown of expected survey hours amounting to a total of 504 hours of on-site visitor surveys for the summer.

2.9 The winter survey was conducted for shorter periods across the day between 9am to 4:30pm, but covering the same 14 locations. Over the Winter a total of 252 hrs were conducted, bringing the overall total hours of survey work to 714.

Table 1: Summary of survey effort. Different colours are used to reflect the different survey periods and days; these colours are subsequently used consistently throughout this report.

Period	Day	Survey points covered	Total survey hours
Summer term time	Weekday	14	168
	Weekend	14	168
Summer school holidays	Weekday	14	168
Winter	Weekday	14	126
	Weekend	14	126
Total		**14**	**756**

Survey timings

2.10 Timings differed between Summer and Winter to cover the differences in daylight. Summer fieldwork (both term time and school holidays) involved a constant 12 hours of survey work, between 07:00-19:00 (spread over separate days). The survey day was split into 6 separate 2-hour recording sessions:

- 07:00-09:00, 09:00-11:00, 11:00-13:00, 13:00-15:00,15:00-17:00, 17:00-19:00.

2.11 For the Winter fieldwork 9 hours of survey work between 09:00-16:30 were conducted. The survey day was split into 6 separate 1.5-hour recording sessions:

- 07:30-09:00, 09:00-10:30, 10:30-12:00, 12:00-13:30, 13:30-15:00, 15:00-16:30.

2.12 The survey design was flexible to allow survey effort to be completed in a single day or spread across several dates (as long as complying with the broad framework such that each survey point had equal survey effort across weekdays and weekends and across the time of day). As far as possible it was suggested that surveys should be rescheduled to avoid particularly adverse weather conditions. Spreading surveys over several days ensures that the impact of bad weather is minimised and allows for more flexible surveyor availability.

Tally counts

2.13 The tally counts are important in gauging footfall, and they enable a comparison of visitor numbers between survey points and at different times of day, and are also useful in showing the proportion of the people passing that were interviewed at each survey point.

2.14 The tally was designed to be maintained for the full survey day, whilst interviews are being conducted, with the intention of logging all people passing, including those interviewed. The tally counts recorded the numbers of groups, people, cycles (including different types of bikes), horse riders and dogs.

2.15 The tally form was designed to provide a check on the number of interviews, in particular it includes the number of refusals (i.e. where someone/a group was approached but declined to be interviewed). The form also enables the surveyor to record those who were approached for an interview, but who had already been interviewed.

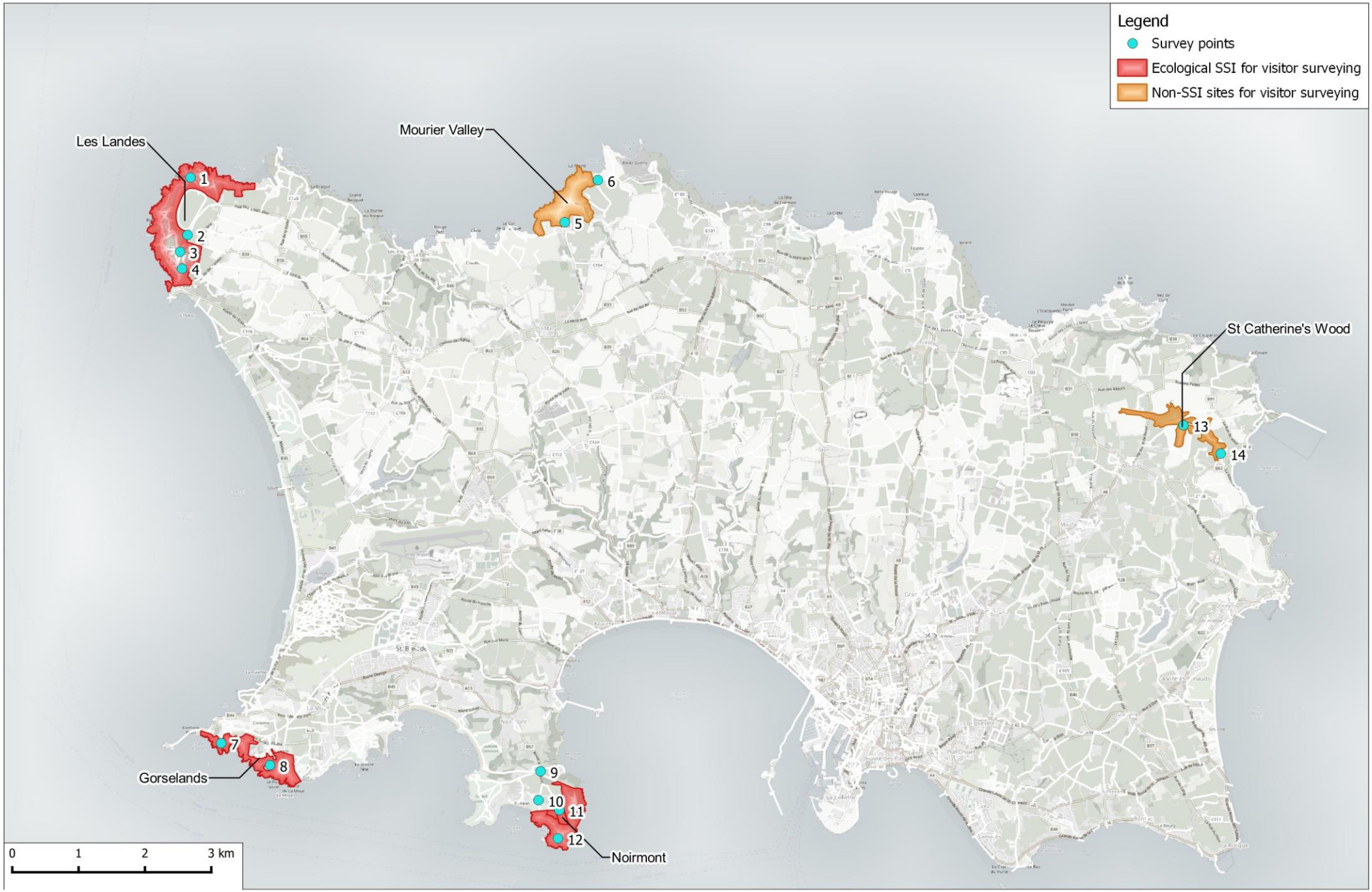
Face-to-face interviews

2.16 Surveyors were instructed to conduct face to face interviews with a random selection of visitors. A random selection was achieved by selecting the next person seen after completing the previous interview (and not preferentially selecting people). This random selection is important as it ensures the data can be scaled-up (e.g. based on the tally counts). The interviews were conducted on tablets hosting SNAP survey software. The survey form includes a GPS facility that logs the interview location.

Route maps

2.17 The routes interviewees had taken on site (or were planning to take if just setting off) were recorded by drawing the route on a paper map. Paper maps were subsequently provided to Footprint Ecology and digitising into GIS.

Map 1: Visitor survey points



3. Tally results

3.1 Tally counts were intended to quantify current levels of access, in terms of people entering per hour, allowing comparison of visitor numbers at different locations. Due to the data limitations, we present a simple analysis of overall totals.

3.2 Table 2 gives the totals for each survey point as recorded from the tally counts. Overall, a total of 8,044 people were observed from 4,444 groups, but with clear differences between survey locations in the number of people observed. The busiest locations were 12: Noirmont Parking, 1: Groznez Car Park and 11: Parking along Le Chemin de Noirmont. In comparison the quietest locations were 2: Le Chemin des Landes; 8: Two Houses and 9: Route de Noirmont. However, it is important to note that that the amount of survey effort differed between locations. In order to partly overcome the issue we have adjusted the figures to give rates per hour or relative percentages (Table 3)

Table 2: Tally totals of the number of groups, total people, dogs and minors) and certain activities. Red text indicates highest 3 values in each column and blue the lowest 3.

Survey point number	Survey hours	Number of groups	Number of people	Number of dogs	Number of minors	Number of bikes	Number of E-bikes (subset of bikes)	Number of commercial dog walkers	Number of horse riders	Number of mobility assistance vehicles
Les Landes										
1: Grosnez Car Park	54.5	**574**	**987**	281	70	**72**	8	2	**0**	**1**
2: Small car park south of racecourse	48	**185**	369	114	18	18	8	2	4	**0**
3: Model Aircraft Field	48	196	**297**	217	**10**	**13**	**0**	7	**0**	**0**
4: Batterie Moltke car park	48	271	428	165	34	30	2	**0**	**0**	**0**
Mourier Valley										
5: Le Chemin des Hougues	54.5	198	326	**57**	33	27	2	**0**	**10**	**0**
6: Sorel to Devil's Hole	52.5	195	**324**	**54**	**17**	53	5	**0**	1	**8**
Gorselands										
7: Radio Tower	54	260	435	**65**	23	39	5	1	**0**	**0**
8: Two Houses	54	**149**	**227**	68	**9**	**13**	3	**0**	**0**	**0**
Noirmont										
9: Route de Noirmont	54	**179**	397	140	49	**81**	**12**	**0**	**26**	**0**
10: Portelet bus stop car park	54	348	665	143	83	53	**10**	**0**	4	**0**
11: Parking along Le Chemin de Noirmont	54	**528**	**818**	**542**	**101**	**3**	**0**	**8**	**0**	**0**
12: Noirmont Parking	59.5	**706**	**1475**	177	**94**	**111**	**10**	1	**5**	**2**
St Catherine's Wood										
13: Centre	52.5	264	479	**329**	41	**5**	**0**	**9**	1	**0**
14: Reservoir	54	391	817	**496**	**334**	18	**0**	**23**	**0**	**0**
Total	**741.5**	**4444**	**8044**	**2848**	**916**	**536**	**65**	**53**	**51**	**11**

3.3 Key findings suggested from the data in Table 3 are:

- The largest group sizes, of over 2.1 people per group, were at two of the Noirmont survey points (9: Route de Noirmont and 12: Noirmont Parking) and survey point 14: Reservoir parking (St Catherine's Wood).
- The highest numbers of dogs per group were at St Catherine's Wood; 1.2 dogs per group at 13: Centre and 1.3 dogs per group at 14: Reservoir parking.
- Minors accounted for around 40% of all people observed at survey point 14: Reservoir parking (St Catherine's Wood), with the next highest values of around 12% observed at Noirmont (survey points 9, 10 and 11).
- The most cyclists were logged at 6: Sorel to Devil's Hole, 7: Naval Tower and 9: Route de Noirmont – the latter with around 24% of the people observed on bicycles.
- Two locations had around 2 – 3% of people commercial dog walking, these were at 3: Model Aircraft Field and 14: Reservoir parking.
- Horse riding was noted at 3 locations; 9: Route de Noirmont with around 7% of people present on horseback, 5: Le Chemin des Hougues (3%) and 2: Le Chemin des Landes (1%).
- The most people encountered using mobility assistance vehicles were at 6: Sorel to Devil's Hole.

Table 3: The right half of the table gives these numbers expressed as averaged group sizes or percentages for easier comparison between locations. Red text indicates highest 3 values in each column and blue the lowest 3.

Survey location number	Survey hours	People per hr	People per group	Dogs per group	% of people who were minors	% of people who were cycling	% of people who were commerical dog walkers	% of people who were horse riding	% of people who were using mobility assistance vehicles
Les Landes									
1: Grosnez Car Park	54.5	**18.1**	1.7	0.5	7.1	8.1	0.20	**0.00**	**0.10**
2: Small car park south of racecourse	48	7.7	2.0	0.6	**4.9**	7.0	0.54	**1.08**	**0.00**
3: Model Aircraft Field	48	**6.2**	**1.5**	**1.1**	**3.4**	4.4	**2.36**	**0.00**	**0.00**
4: Batterie Moltke car park	48	8.9	1.6	0.6	7.9	7.5	**0.00**	**0.00**	**0.00**
Mourier Valley									
5: Le Chemin des Hougues	54.5	**6.0**	1.6	**0.3**	10.1	8.9	**0.00**	**3.07**	**0.00**
6: Sorel to Devil's Hole	52.5	**6.2**	1.7	**0.3**	5.2	**17.9**	**0.00**	0.31	**2.47**
Gorselands									
7: Radio Tower	54	8.1	1.7	**0.3**	5.3	**10.1**	0.23	**0.00**	**0.00**
8: Two Houses	54	**4.2**	**1.5**	0.5	**4.0**	7.0	**0.00**	**0.00**	**0.00**
Noirmont									
9: Route de Noirmont	54	7.4	**2.2**	0.8	**12.3**	**23.4**	**0.00**	**6.55**	**0.00**
10: Portelet bus stop car park	54	12.3	1.9	0.4	**12.5**	9.5	**0.00**	0.60	**0.00**
11: Parking along Le Chemin de Noirmont	54	**15.1**	**1.5**	1.0	**12.3**	**0.4**	0.98	**0.00**	**0.00**
12: Noirmont Parking	59.5	**24.8**	**2.1**	**0.3**	6.4	8.2	0.07	0.34	**0.14**
St Catherine's Wood									
13: Centre	52.5	9.1	1.8	**1.2**	8.6	**1.0**	**1.88**	0.21	**0.00**
14: Reservoir	54	**15.1**	**2.1**	**1.3**	**40.9**	**2.2**	**2.82**	**0.00**	**0.00**
Total	**741.5**	**6.0**	**1.8**	**0.6**	**11.4**	**7.5**	**0.66**	**0.63**	**0.14**

Survey period

3.4 Table 4 shows the number of sessions conducted for each of the five separate survey days (Summer Term Time weekday, Summer Term Time weekend, Summer School Holiday weekday, Winter weekday, Winter weekend). The table shows the number of people passing per hour by survey point for each of the 5 survey days, with the data adjusted to account for the number of sessions conducted. It should be noted that 57 of the 70 survey days had survey sessions that conformed with the original survey design and therefore allow direct comparison.

3.5 Table 4 indicates many of the sites were busier in Winter, however the summer surveys were conducted over a longer day and therefore access may have been more spread throughout the day. Also, many of the 'Winter' survey sessions were actually conducted at the end of April, and as such reflect use during the spring. The Summer School Holiday surveys were conducted on the weekday only, and so may reflect lower levels than are typical in this period compared to weekend days.

3.6 Figure 1 summarises values for 3 survey periods of Summer Term Time, Summer School Holidays and Winter. Figure 1 and Table 4 indicate that the busiest sites were Noirmont, St Catherine's Wood and Les Landes.

3.7 More detailed analysis on the group composition on certain days and summaries by site would have been possible, but with limited confidence in the results these are not presented.

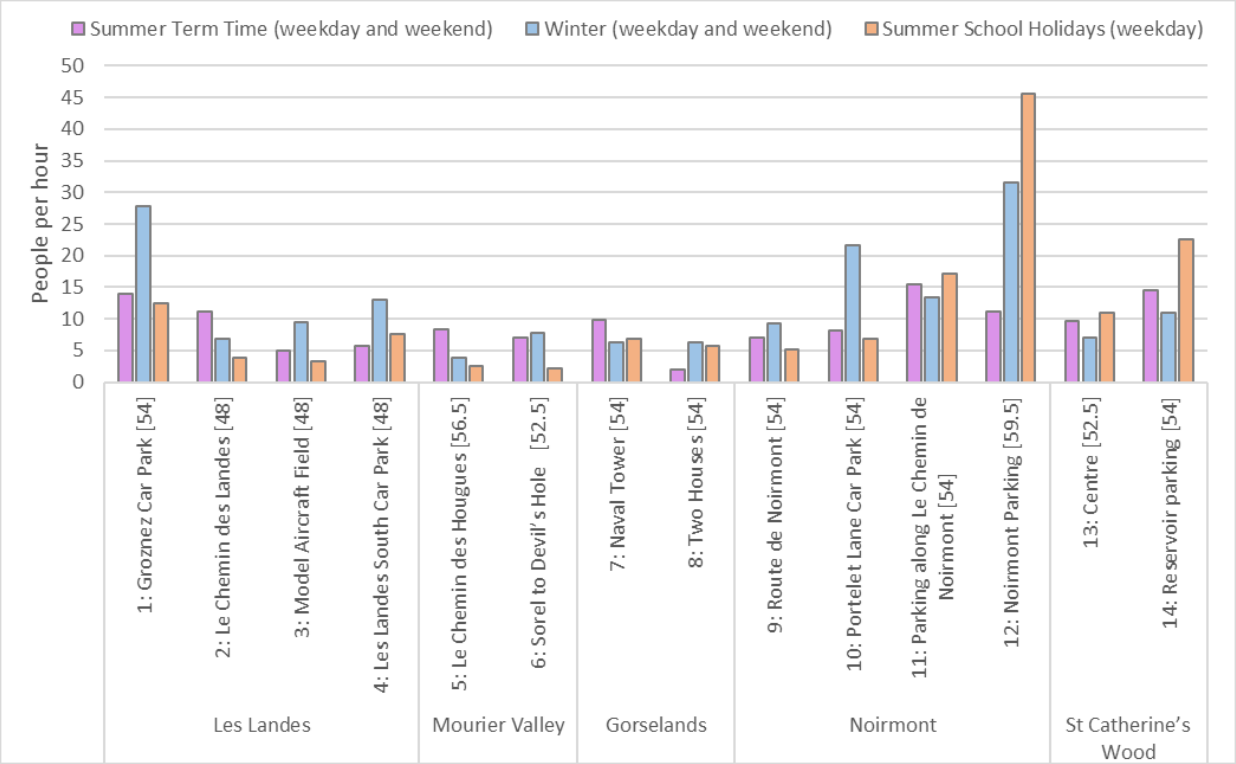


Figure 1: The number of people per hour by survey location and survey period. Values in parenthesis give the sample of hours completed.

Table 4: Number of sessions conducted (all should be 6 according to the original survey design), number of correct sessions (i.e. those conducted at the correct time period), and the number of people passing per session per hour (in an attempt to adjust for variable surveying effort).

	Summer TT						Summer SH			Winter					
	Weekday			Weekend			Weekday			Weekday			Weekend		
	No. sessions	No. correct sessions	People passing per hour	No. sessions	No. correct sessions	People passing per hour	No. sessions	No. correct sessions	People passing per hour	No. sessions	No. correct sessions	People passing per hour	No. sessions	No. correct sessions	People passing per hour
1: Groznez Car Park	6	6	**13**	6	6	**15**	7	5	11	5	5	**24**	6	6	**35.7**
2: Le Chemin des Landes	6	6	**14**	3	3	**4.5**	6	6	3.9	6	6	9.1	6	6	**4.4**
3: Model Aircraft Field	6	6	**3.8**	3	3	7.3	6	6	**3.3**	6	6	**13**	6	6	**5.7**
4: Les Landes South Car Park	6	6	5.7	3	3	5.8	6	6	7.7	6	6	8.8	6	6	17.1
5: Le Chemin des Hougues	6	6	**4.5**	8	4	11	5	5	**2.4**	7	2	**2.4**	4	4	**6.3**
6: Sorel to Devil's Hole	6	6	6	6	6	8.2	6	6	**2.1**	4	4	**2.8**	7	3	10.7
7: Naval Tower	6	6	12	6	6	8	6	6	6.9	6	6	6	6	6	6.7
8: Two Houses	6	6	**2.4**	6	6	**1.5**	6	6	5.7	6	6	**1.8**	6	6	10.7
9: Route de Noirmont	6	6	9.2	6	6	**4.8**	6	6	5.3	6	6	5.1	6	6	13.4
10: Portelet Lane Car Park	6	6	6.8	6	6	9.3	6	6	6.8	6	6	13	6	6	**30.3**
11: Parking along Le Chemin de Noirmont	6	6	**12**	6	6	**19**	6	6	**17**	6	6	6.7	6	6	20.2
12: Noirmont Parking	6	6	9.6	8	4	12	6	6	**46**	7	5	**22**	6	6	**42.7**
13: Centre	6	6	6.1	6	6	13	6	6	11	6	6	6.7	5	5	7.6
14: Reservoir parking	6	6	11	6	6	**18**	6	6	**23**	6	6	6.3	6	6	15.6

4. Interview results

4.1 This section presents the full results of the visitor surveys, updating the previous interim report, with additional analysis from postcodes and routes previously not included in the interim report.

4.2 A total of 799 interviewees were conducted:322 in Summer Term Time, 231 in the Summer School Holidays and 246 in the Winter. In theory, a total of 756 hours of survey work should have been conducted, however given the issues with tallies, it is possible that this level of survey effort was not achieved and may not have reflected the original survey design. If the full level of survey hours were achieved, then it would suggest around 1 survey an hour on average, which suggests a very low rate.

Residents and holiday makers (Q17)

4.3 Overall, 18% of interviewees (140) were on holiday on Jersey. This was consistent between the Summer Term Time (43 interviewees, 19%) and Summer School Holidays (60, 19%), while slightly lower in the Winter (39, 16%).

4.4 However, there was variation across survey points and the sites, as shown in Table 5 and Figure 2. The highest percentage of interviewees who were on holiday was at survey point 12: Noirmont Headland Parking and 8: Two Houses, with 32% (13) of interviewees on holiday at this location (although note there are some smaller sample sizes here). Gorselands was the site with the overall highest percentage of holidaymakers (29%, 27 interviewees, across both survey points combined), including in the Winter.

4.5 Conversely, residents of Jersey accounted for the highest overall percentages of residents at St Catherine's Wood (92%, 134 interviewees). The highest percentage at a single survey point was 11: Parking along Le Chemin de Noirmont (32%, 13). St Catherine's Wood and Noirmont can be seen to have fairly consistent levels of use by local residents, whereas the other 3 sites varied more greatly in the ratio of residents to holiday-makers between survey periods (Figure 2).

Table 5:Summary of the percentage of interviewees on holiday to Jersey or residents of the island separated by site and survey point. Top 3 values in each of the two columns are highlighted in red.

ID	All interviewees		
	n	On holiday	Resident
Les Landes	**204**	**43 (21%)**	**161 (79%)**
1: Grosnez Car Park	107	23 (21%)	84 (79%)
2: Small car park south of racecourse	20	3 (15%)	17 (85%)
3: Model Aircraft Field	23	**7 (30%)**	16 (70%)
4: Batterie Moltke car park	54	10 (19%)	44 (81%)
Mourier Valley	**109**	**21 (19%)**	**88 (81%)**
5: Le Chemin des Hougues	45	10 (22%)	35 (78%)
6: Sorel to Devil's Hole	64	11 (17%)	53 (83%)
Gorselands	**94**	**27 (29%)**	**67 (71%)**
7: Radio Tower	53	14 (26%)	39 (74%)
8: Two Houses	41	**13 (32%)**	28 (68%)
Noirmont	**247**	**40 (16%)**	**207 (84%)**
9: Route de Noirmont	58	9 (16%)	49 (84%)
10: Portelet bus stop car park	62	16 (26%)	46 (74%)
11: Parking along Le Chemin de Noirmont	86	2 (2%)	**84 (98%)**
12: Noirmont Headland Parking	41	**13 (32%)**	28 (68%)
St Catherine's Wood	**145**	**11 (8%)**	**134 (92%)**
13: Centre	84	6 (7%)	**78 (93%)**
14: Reservoir	61	5 (8%)	**56 (92%)**
Total	**799**	**142 (18%)**	**657 (82%)**

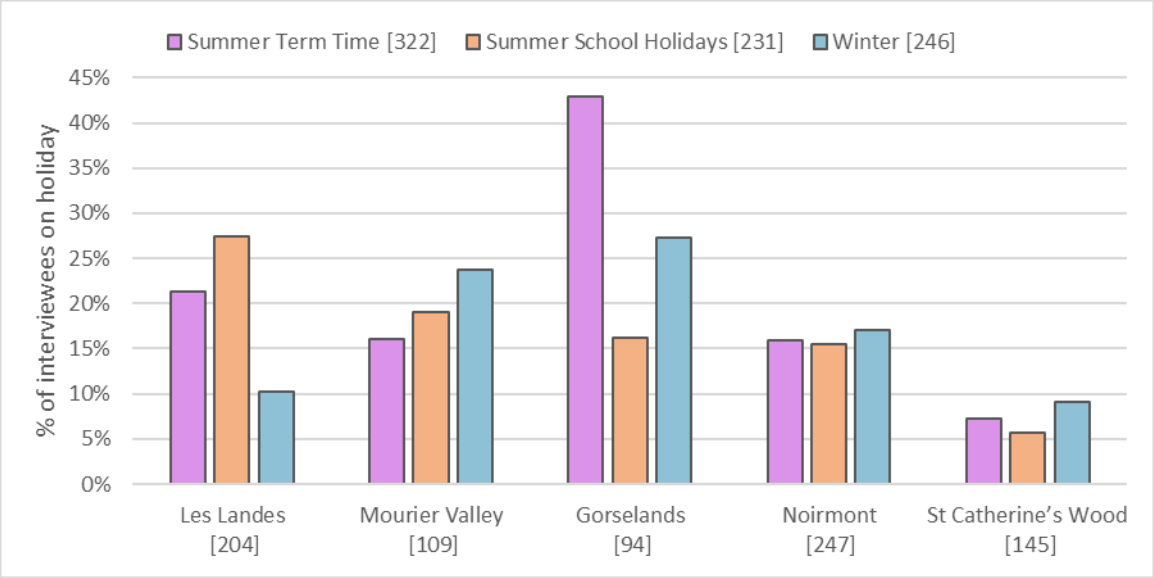


Figure 2: Percentage of interviewees who were visiting on holiday to Jersey at each site. Square brackets give the sample size.

Activity (Q1)

4.6 Across all survey points and time periods, just under a half of all interviewees (49%, 392 interviewees) were dog walkers, followed by walkers without dogs (31%, 248), those jogging / power walking / running (4%, 30), and those on an outing with family (4%, 30). All other activities combined accounted just over 1 in 10 interviewees (12%, 99), and these included cycling, meeting up with friends, photography, other sports/fitness (including a rock climber) and bird / wildlife watching.

4.7 Dog walking was the most commonly cited main activity at all but five survey points where walking was the main activity. At a site level, walking (rather than dog walking) was the main activity at just one site: Les Landes, where 40% of interviewees (44 interviewees) were walking compared to 37% dog walking (40 interviewees). The percentage of interviewees conducting each activity by site is shown in Map 2.

4.8 Notably high percentages of other activities included jogging/running at Noirmont (8 interviewees, 11%), outing with family at St Catherine's Wood (11, 8%) and Les Landes (9, 4%), cycling/mountain biking at Mourier Valley (8 interviewees, 7%) and photography at Les Landes (12, 6%).

4.9 Of the 20 interviewees who were cycling/mountain biking a supplementary question asked them to describe the types of cycling they considered themselves to do conducting. Categories were provided to assist recording,

but not shown to interviewees. Multiple choices were permitted to allow for responses such as “mountain biking on a e-bike” to be recorded accurately. Most described themselves as simply mountain biking (13, 65% of the 20 interviewees) – off-road cycling with study, heavier bikes with soft suspension. Other types of more specific cycling included two types of mountain biking; trail cycling (6 interviewees, 30%) – more adventurous, technical mountain biking, often looking for the most difficult terrain – and cross country cycling (5, 25%) – more traditional mountain biking, lighter and faster than trail bikes. Other cycling types included; road cycling (3, 15%) – long distance, very lightweight cycling - and e-biking (2, 10%) – covering a range of biking styles (including both road and mountain), but with an electric motor to assist. Other categories in which there were no respondents were: commuting, family cycling, fat bikes – wide tyre bikes for use on sand/snow, but also can be used as more general mountain bikes,

Map 2: Pie charts of interviewee activities summarised for each site. Pie charts are sized by the number of interviewees.

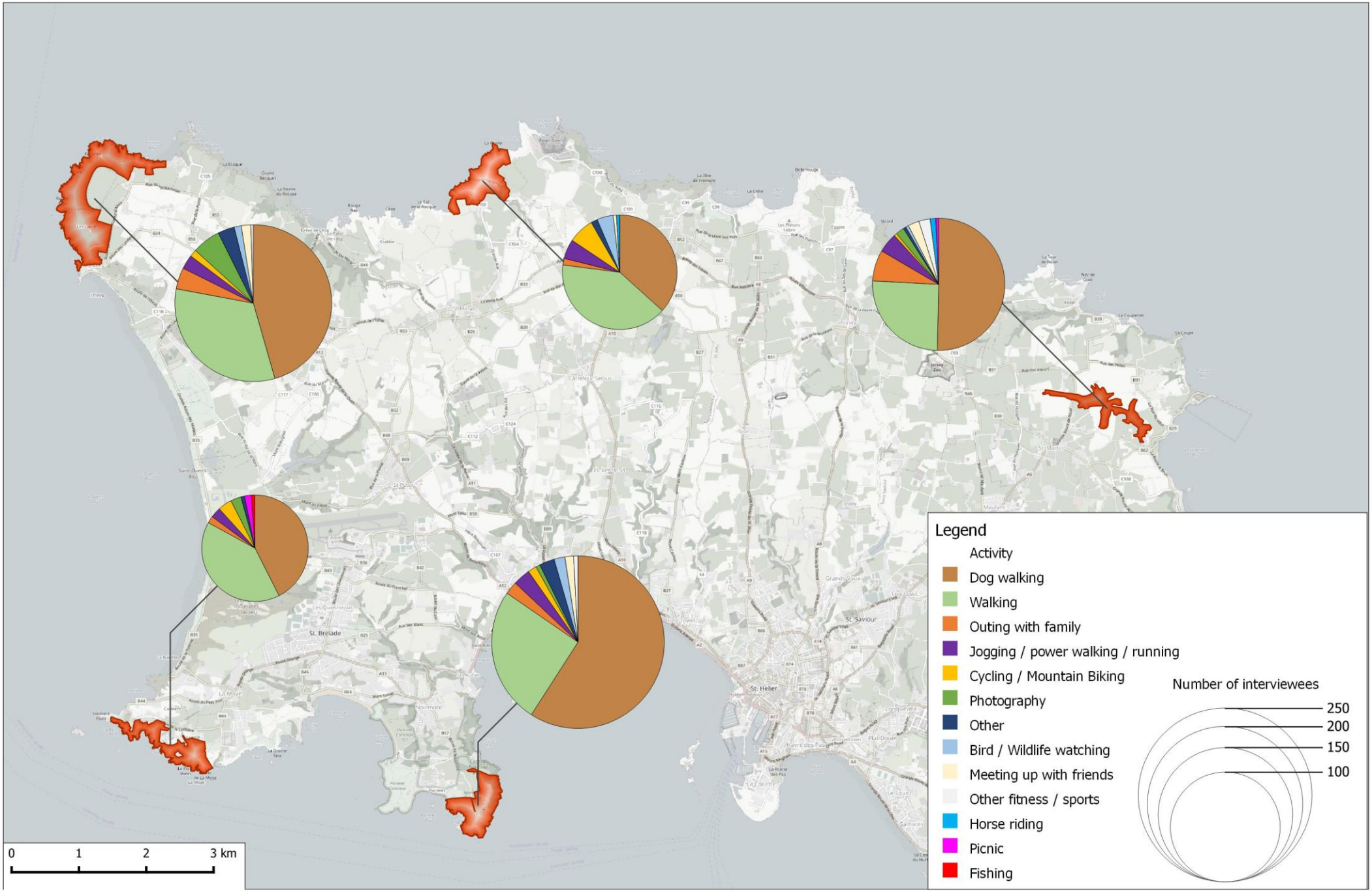


Table 6: Number of interviewees (%) and main activity by survey point

ID	Dog walking	Walking	Jogging / power walking / running	Outing with family	Cycling / Mountain Biking	Photography	Other, please detail	Bird / Wildlife watching	Meeting up with friends	Other fitness / sports	Horse riding	Picnic	Fishing	Total
Les Landes														
1: Grosnez Car Park	**43 (40%)**	33 (31%)	4 (4%)	7 (7%)	3 (3%)	7 (7%)	4 (4%)	2 (2%)	4 (4%)	-	-	-	-	107 (100%)
2: Small car park south of racecourse	**15 (75%)**	3 (15%)	-	1 (5%)	-	-	-	1 (5%)	-	-	-	-	-	20 (100%)
3: Model Aircraft Field	**13 (57%)**	7 (30%)	-	-	-	1 (4%)	1 (4%)	-	-	1 (4%)	-	-	-	23 (100%)
4: Batterie Moltke car park	22 (41%)	**23 (43%)**	2 (4%)	1 (2%)	-	4 (7%)	2 (4%)	-	-	-	-	-	-	54 (100%)
Mourier Valley														
5: Le Chemin des Hougues	17 (38%)	**20 (44%)**	1 (2%)	2 (4%)	3 (7%)	-	-	-	1 (2%)	-	1 (2%)	-	-	45 (100%)
6: Sorel to Devil's Hole	23 (36%)	**24 (38%)**	5 (8%)	-	5 (8%)	-	2 (3%)	5 (8%)	-	-	-	-	-	64 (100%)
Gorselands														
7: Radio Tower	**18 (44%)**	13 (32%)	1 (2%)	1 (2%)	2 (5%)	3 (7%)	1 (2%)	-	-	-	-	1 (2%)	1 (2%)	41 (100%)
8: Two Houses	22 (42%)	**25 (47%)**	2 (4%)	1 (2%)	2 (4%)	-	-	-	-	-	-	1 (2%)	-	53 (100%)

ID	Dog walking	Walking	Jogging / power walking / running	Outing with family	Cycling / Mountain Biking	Photography	Other, please detail	Bird / Wildlife watching	Meeting up with friends	Other fitness / sports	Horse riding	Picnic	Fishing	Total
Noirmont														
9: Route de Noirmont	**30 (52%)**	20 (34%)	4 (7%)	1 (2%)	1 (2%)	1 (2%)	-	1 (2%)	-	-	-	-	-	58 (100%)
10: Portelet bus stop car park	**34 (55%)**	18 (29%)	3 (5%)	2 (3%)	2 (3%)	-	1 (2%)	-	2 (3%)	-	-	-	-	62 (100%)
11: Parking along Le Chemin de Noirmont	**67 (78%)**	5 (6%)	1 (1%)	1 (1%)	-	-	4 (5%)	4 (5%)	2 (2%)	2 (2%)	-	-	-	86 (100%)
12: Noirmont Headland Parking	15 (37%)	**20 (49%)**	-	2 (5%)	1 (2%)	1 (2%)	2 (5%)	-	-	-	-	-	-	41 (100%)
St Catherine's Wood														
13: Centre	**45 (54%)**	22 (26%)	3 (4%)	5 (6%)	1 (1%)	2 (2%)	1 (1%)	-	2 (2%)	-	2 (2%)	1 (1%)	-	84 (100%)
14: Reservoir	**28 (46%)**	15 (25%)	4 (7%)	6 (10%)	-	1 (2%)	-	1 (2%)	2 (3%)	4 (7%)	-	-	-	61 (100%)
Total	**392 (49%)**	**248 (31%)**	**30 (4%)**	**30 (4%)**	**20 (3%)**	**20 (3%)**	**18 (2%)**	**14 (2%)**	**13 (2%)**	**7 (1%)**	**3 (0%)**	**3 (0%)**	**1 (0%)**	**799 (100%)**

Differences between survey periods

4.10 There was a difference in the relative proportion of activities across the survey periods (Figure 3). Dog walking ranged from just over every other interviewee (55%) in the Summer Term Time weekday to just over a third of interviewees (38%) on a Winter weekend. The relative proportion of walkers conversely was highest at the Winter weekend (35%), compared to the Summer Term Time weekday (27%). The relative proportion of other activities also showed a similar pattern with these being highest at the Winter weekend (26%), compared to the Summer Term Time weekday (18%).

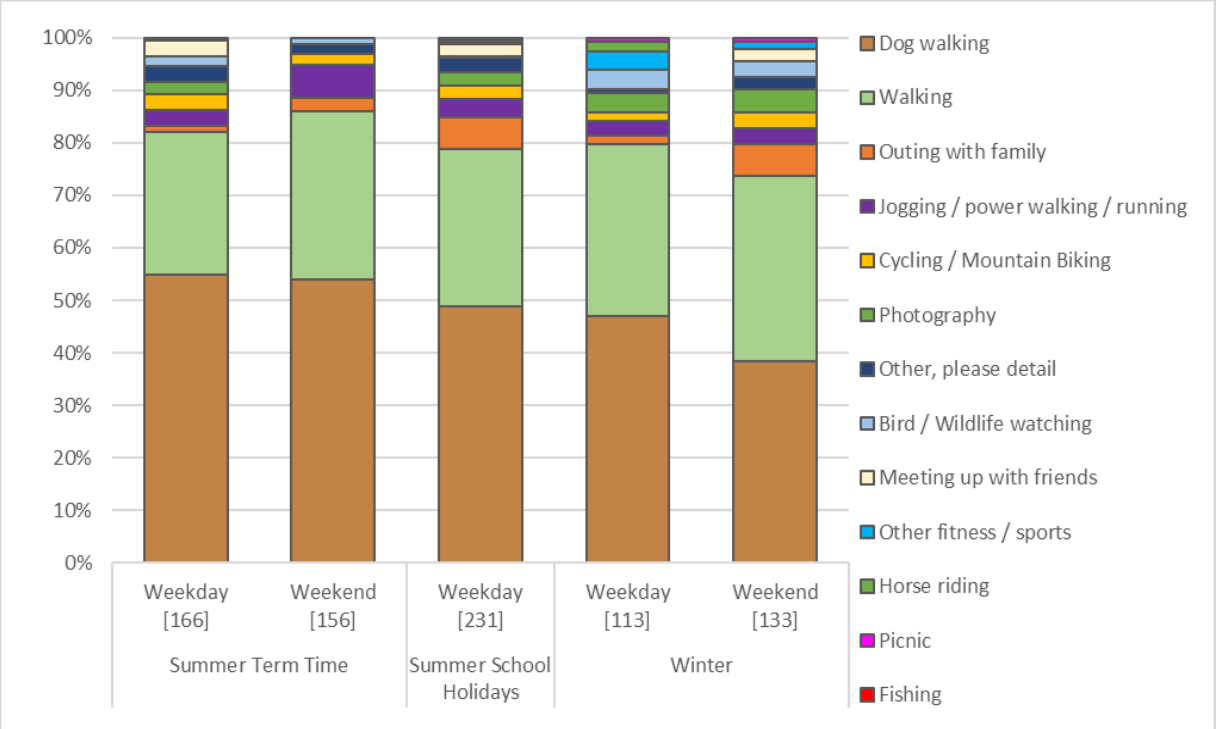


Figure 3: The relative proportion of interviewees conducting each activity shown for the 3 survey periods and separately for the weekday and weekend days in each survey period.

Differences between residents and tourists

4.11 There were marked differences in activities undertaken by holiday makers compared to Jersey residents. For residents of Jersey, dog walking was the most commonly cited main activity (372 interviewees, 57%), followed by walking (159, 24%). For those on holiday the most common activity was walking (89 interviewees, 63%) and dog walking was the second most common (20, 14%). An outing with the family and photography were more

common amongst tourists than residents, while running, cycling, wildlife watching, and other fitness/sports were more common amongst residents.

Group composition

4.12 Where group size was recorded[3], it was observed that just over half (54%) of dog walkers were recorded as lone individuals, and similarly for 67% of those jogging/running. A typical group size was 1.5 people per group for dog walking and 1.7 for those jogging/running. This contrasted to the largest overall group size which was for those on an outing with the family or a picnic, with a typical group size of 3. These activities had the highest proportion of minors in the group, with around 23% of people in the groups as minors, just under 1 in 4 members of the group.

4.13 The number of dogs with each interviewee was sometimes[4] logged as part of the data collected during the interview. A number of interviewees had dogs with them but did not report their main activity as dog walking. These other activities included 4 of the 11 interviewees on an outing with the family (36%) and 2 of the 20 interviewees jogging/running (10%).

Visit frequency (Q3)

4.14 Visit frequency was assigned using pre-determined categories (Q3). Figure 4 shows the percentage of interviewees in each frequency class.

4.15 Across all interviewees the most common frequency of visit was 1 to 3 times a week (around 40-180 visits per year) with just under 1 in 4 interviewees suggesting they visited this often (187 interviewees 23%). This was followed by 2 to 3 times per month (15-40 visits) (122 interviewees, 15%). Just over 1 in 10 (82 interviewees, 11%,) visited the location at least once a day (including those who visited more than once a day).

4.16 Overall, 17% of interviewees (132) were on a first visit to the location, and most of these were holiday makers. Among holiday makers 78% (109) were on a first visit while just 23 Jersey residents (4%) were on their first visit.

---

[3] Group size being the number of people in the group – i.e. the interviewee and however many people (if any) they are with. This information was missing for 30 interviews.
[4] Data missing for 216 interviewees

4.17 Across all interviewees, the average number[5] of visits made per year was estimated to be around 95. This increased to 112 visits per year for those who were residents of Jersey.

4.18 Visit frequency varied by survey site, with 18% of interviewees (44 interviewees), visiting daily (or more than once a day) at Noirmont, compared to 3% of interviewees (3) at Mourier Valley. The estimate of average number of visits ranged from 123 visits per year at Noirmont to 59 visits per year at Mourier Valley (Figure 4).

4.19 Across survey periods there was little difference in visit frequency. The percentage of daily (or more than daily) visiting interviewees remained similar across the 3 periods (ranging from 11%-12%), while the percentage of interviewees on a first visit similarly showed little range (16%-17%). The estimated average number of annual visits per interviewee ranged from 92 to 98 visits per year in Summer School Holidays and Summer Term Time respectively.

[5] Estimated from the categorical data by scaling up using an approximate number of annual visits: "More than once a day" = 700 visits per year; "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.

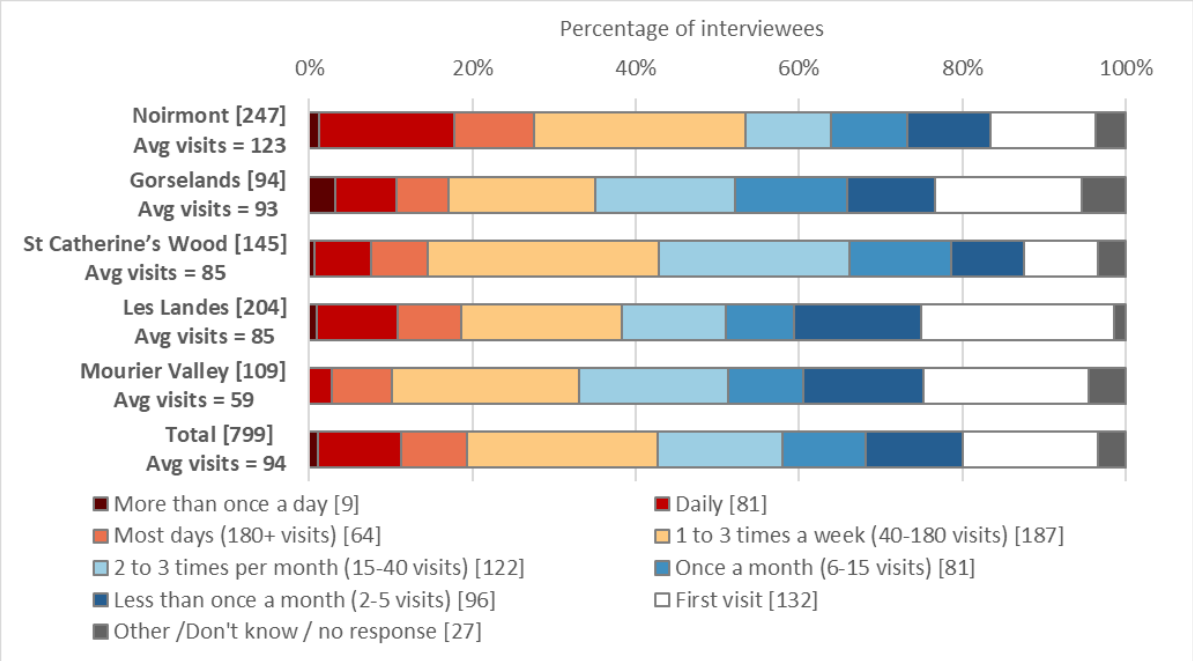


Figure 4: Visit frequency by site. Site names are sorted by averaged visits per year. Number of interviewees for each site and each response is shown in brackets.

4.20 Visit frequency by main activity is shown in Figure 5, based on activities with 10 or more interviewees. For the most common main activity of dog walking, interviewees were making an estimated average of 142 visits per year. This compared to 45 visits per year for the second most common activity of walking and just 10 visits per year typical for those who were meeting up with friends.

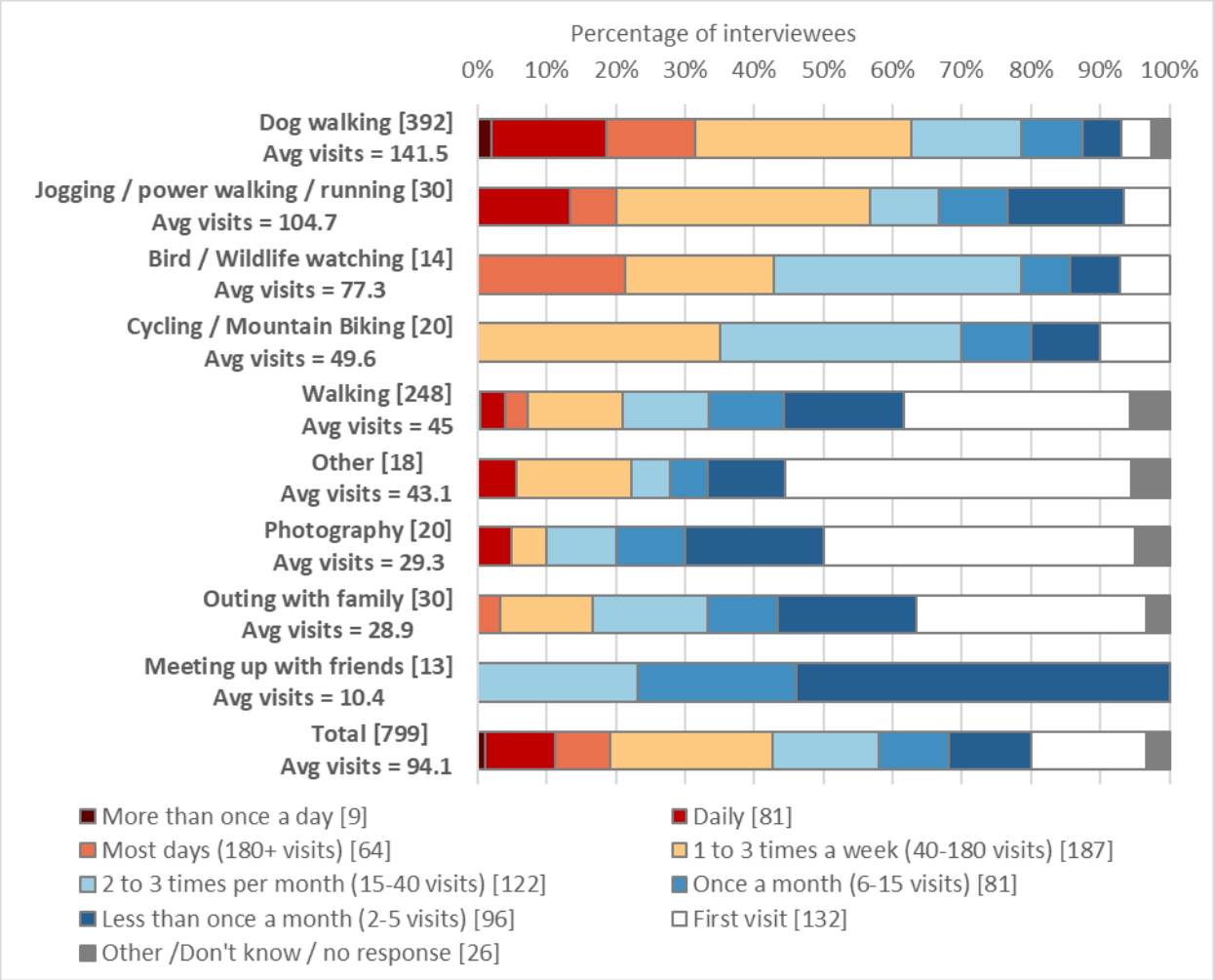


Figure 5: Visit frequency by activity. Only activities given by 10 or more interviewees are shown., and activities are sorted by averaged visits per year. The number of interviewees for each activity and each response is shown in brackets.

Visit duration (Q4)

4.21 Overall, most interviewees (348 interviewees, 44%) suggested their visit would last for 30 minutes to an hour. The next most common response was 1-2 hours (348 interviewees (240 interviewees, 30%) followed by less than 30 minutes (140 interviewees, 18%).

4.22 There were slight differences between survey sites in the average visit duration[6]., which ranged from 56 minutes at Mourier Valley to 73 minutes at Gorselands. There were clearer differences between main activities (Figure 6). For those jogging/running and dog walking, the visit duration was typically less than 60 minutes, whereas activities such as fishing, other fitness / sports and bird / wildlife watching were averaged at 1.5-2 hours.

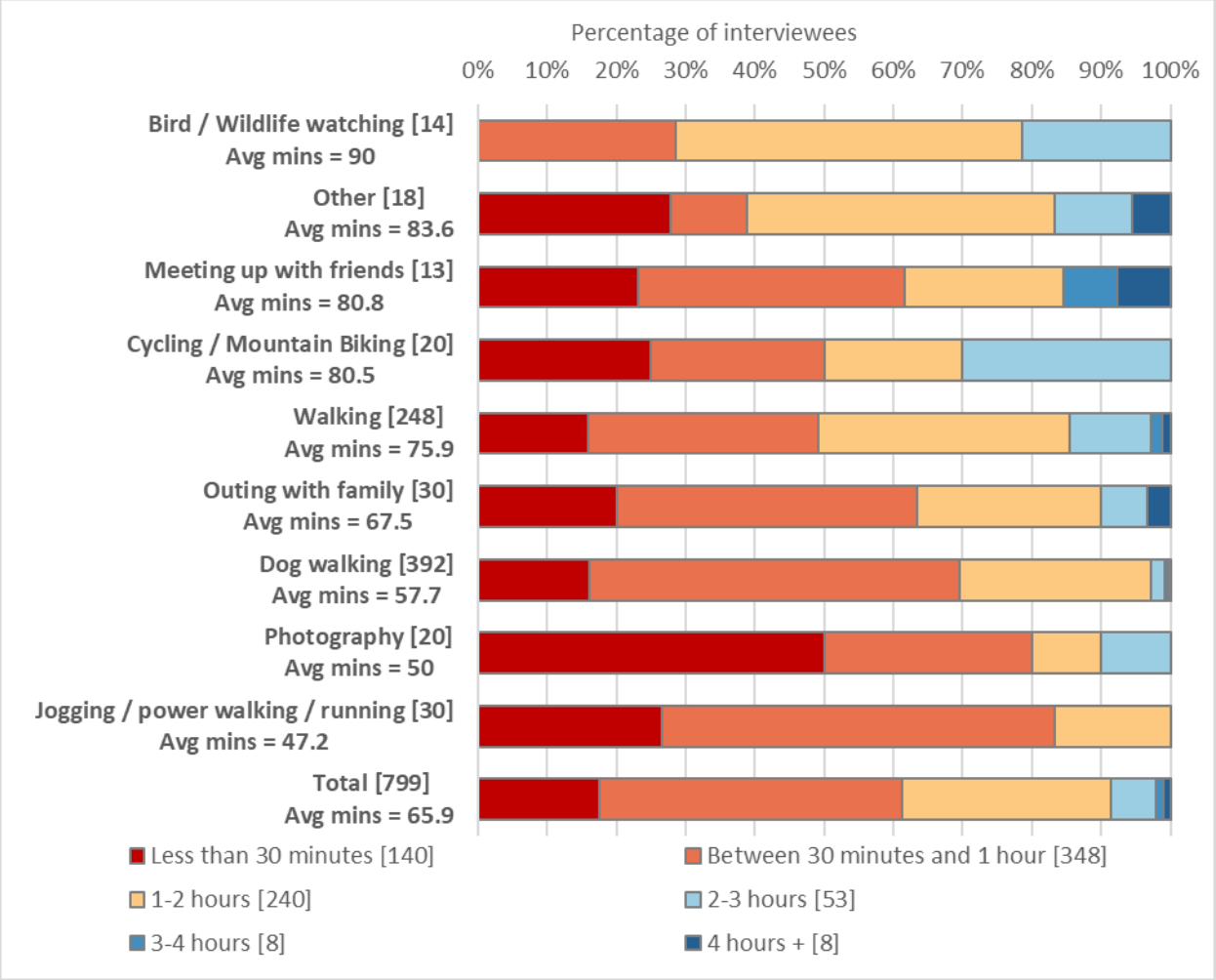


Figure 6: Visit duration by main activity type. Only activities given by 10 or more interviewees are shown, and activities are sorted by averaged minutes duration. Number of interviewees for each activity and each response is shown in brackets.

[6] "Less than 30 minutes" =25 mins, "Between 30 minutes and 1 hour" = 45 mins, "1-2 hours" = 90 mins, "2-3 hours" = 150 mins, "3-4 hours" = 210 mins, "4 hours +" = 270 mins.

Transport (Q5)

4.23 Most (555 interviewees, 69%) had arrived at the interview location by car, around a quarter of interviewees (206, 26%) had arrived on foot, 23 (3%) had arrived by bike and 23 (3%) by bus.

4.24 There were clear differences between sites, with 185 interviewees (91%) arriving by car at Les Landes, but only 46 (49%) arriving by car at Gorselands. At Gorselands the highest proportion of interviewees 39 interviewees, 41%) arrived by foot. The highest proportion of those arriving by bicycle was recorded at Mourier Valley (10 interviewees, 9%) where 8 interviewees' main activity was cycling.

Table 7: Number (%) of interviewees arriving by different modes of transport at each survey site.

Survey site	Car / van	On foot	Bicycle	Bus	Other	Total
Les Landes	185 (91%)	15 (7%)	4 (2%)	2 (1%)	1 (0%)	**204 (100%)**
Mourier Valley	66 (61%)	30 (28%)	10 (9%)	2 (2%)	(0%)	**109 (100%)**
Gorselands	46 (49%)	39 (41%)	6 (6%)	4 (4%)	(0%)	**94 (100%)**
Noirmont	160 (65%)	72 (29%)	4 (2%)	10 (4%)	3 (1%)	**247 (100%)**
St Catherine's Wood	98 (68%)	50 (34%)	2 (1%)	5 (3%)	1 (1%)	**145 (100%)**
Total	**555 (69%)**	**206 (26%)**	**26 (3%)**	**23 (3%)**	**5 (1%)**	**799 (100%)**

Site choice (Q6)

4.25 Interviewees were asked to state why they chose to visit the specific location where interviewed that day, rather than another local site. Pre-determined categories were used by the surveyor to record common responses (but the list of these categories was not shown to interviewees to avoid prompting).

4.26 Half of all interviewees (399 interviewees, 50%) gave scenery/variety of views as a factor. The other two most common factors were a rural feel / wild landscape (280 interviewees, 35%), and it being good for dog/ dog enjoys it (264 interviewees, 34%). Other factors given by a third to a quarter of interviewees were also related to the vistas and dogs: close to home (228 interviewees, 28%), openness / wide open spaces (210 interviewees 26%), ability to let dog off lead (208 interviewees, 26%,), and appropriate place for activity (207 interviewees, 26%).

4.27 There were few differences between survey periods, but more clearly between the survey sites (Figure 7), and between local residents compared to holiday makers (Figure 8).

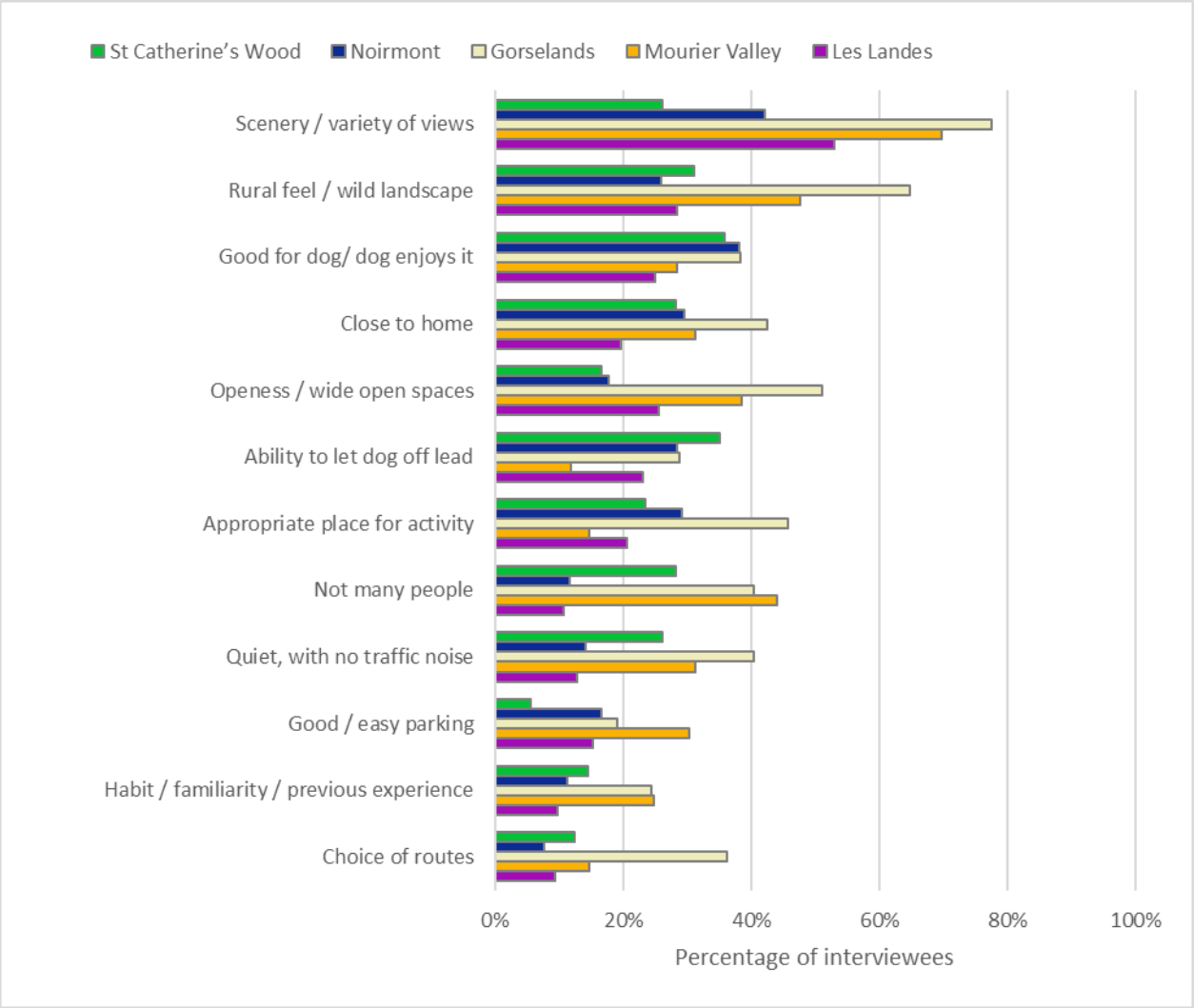


Figure 7: Reasons for site choice by survey site. Note multiple factors could be selected and factors are sorted by the average percentage across all sites.

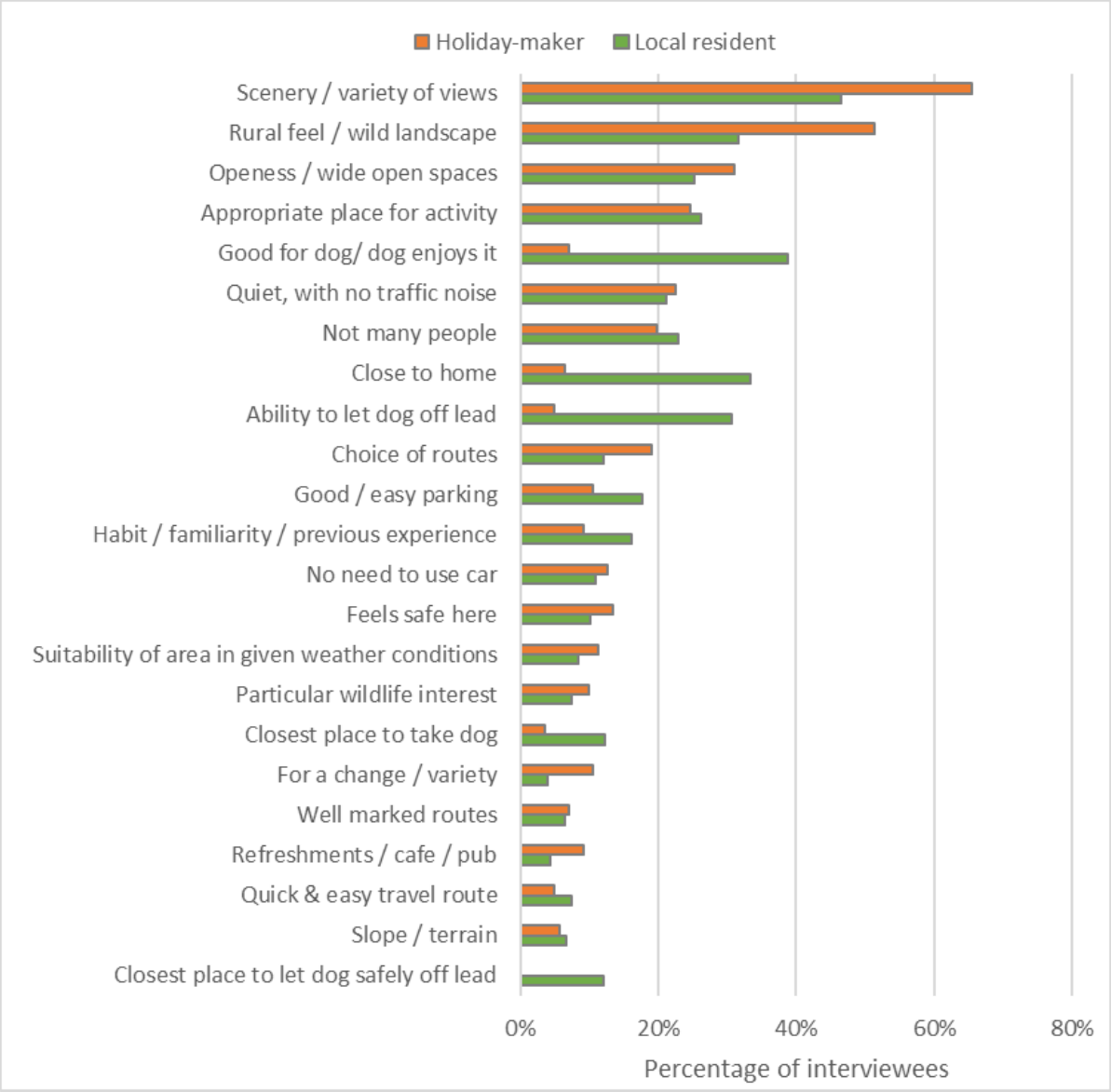


Figure 8: Reasons for site choice for holiday makers and Jersey residents. Note multiple factors could be selected and factors are sorted by the average percentage across both holiday makers and residents.

Routes (Q8)

4.28 The route each interviewee had taken on their visit was recorded on paper maps and digitised by Footprint Ecology. The digitised routes are shown in Map 3, the length of each route was calculated in GIS and is summarised in Table 8.

4.29 Overall route length ranged from 123m to 22.5km, with a typical average route length of around 2.2km to 2.3km (median to mean). Around three quarters of all routes were less than 3.0 km (Q3 value).

4.30 Route lengths varied markedly between survey sites, with a statistically significant difference between route lengths at different sites (Table 8). The longest routes were typically recorded at Les Landes, where the median route length was just under 2.4 km, compared to the smallest median value of just over 1.7 km at Gorselands. There was no significant difference in route length between survey periods.

4.31 There were some clear differences between the route lengths of different activities. Those on an outing with the family conducted very short route lengths, with a median route length of 1.9 km, compared to very long route lengths typically for those cycling / mountain biking, for which the median value was 2.6 km (Table 8).

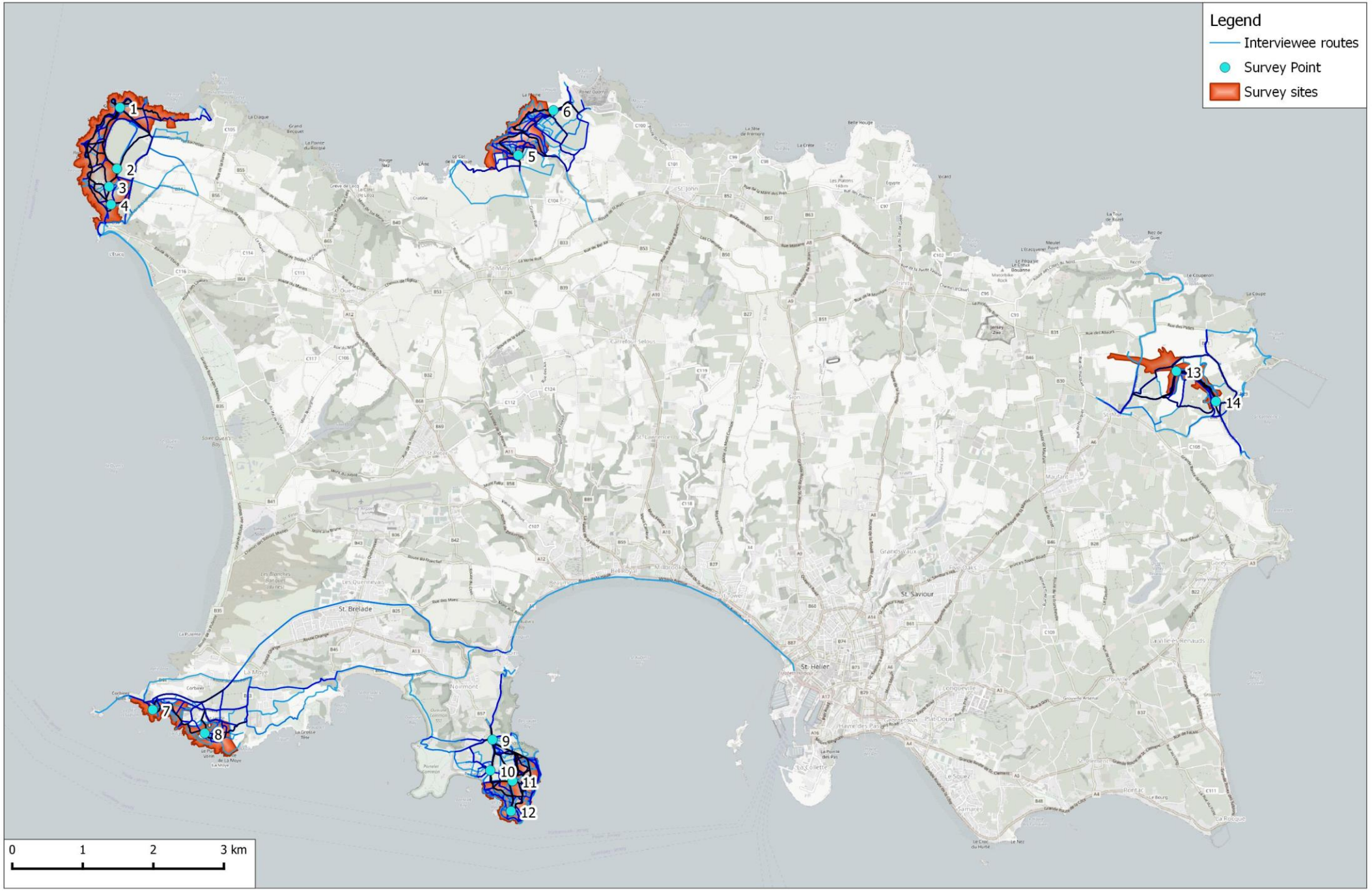
Table 8: Summary statistics for route length separated by survey period, survey points and activity. Results of a Kruskal Wallis test for statistical significance are shown in brackets for survey sites and period.

	Sample size (n)	Mean ± Standard Error	Median	Q3	Range (min-max)
Survey sites (H=20.52, df=4, p<0.001)					
Gorselands	93	2.36 (±0.29)	**1.74**	2.83	0.12 – 22.59
Les Landes	211	**2.47** (±0.09)	**2.36**	**3.55**	0.19 – 6.72
Mourier Valley	124	2.13 (±0.09)	2.03	2.86	0.37 – 6.79
Noirmont	242	**2.08** (±0.06)	2.02	2.88	0.16 – 5.59
St Catherine's Wood	145	2.41 (±0.09)	2.32	**2.78**	0.54 – 9.54
Survey period (H=0.04, df=3, p=0.981)					
Summer Term Time	314	2.24 (±0.07)	**2.13**	2.94	0.16 – 7.58
Summer School Holidays	229	**2.21** (±0.07)	**2.18**	**2.96**	0.17 – 5.23
Winter	234	**2.35** (±0.12)	2.14	**2.91**	0.12 – 22.59
Activities (top 5 most common)					
Dog walking	383	**2.16** (±0.05)	2.10	2.88	0.16 -7.58
Walking	240	2.50 (±0.08)	2.36	3.29	0.17 -8.25
Jogging / power	30	**2.83** (±0.38)	2.12	**3.64**	0.63 -10.41
Outing with family	29	2.53 (±0.73)	**1.92**	**2.54**	0.39 -22.59
Cycling / Mountain biking	20	2.58 (±0.21)	**2.63**	3.00	0.35 -4.50
Total	**815**	**2.28 ± 0.05**	**2.15**	**2.95**	**0.12 – 22.59**

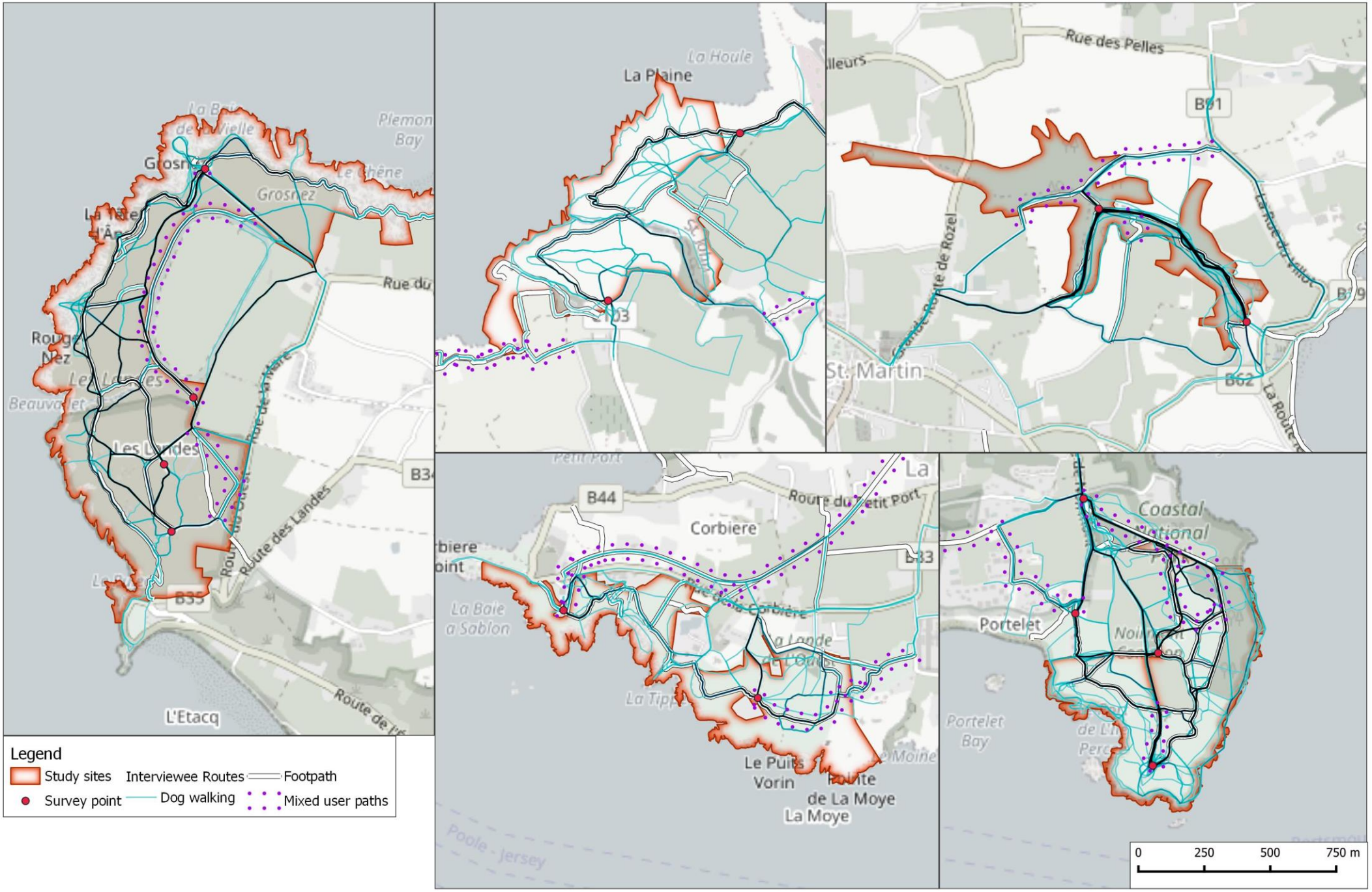
4.32 Routes for specific main activities are shown in Map 4 (dog walking), 5 (Walking and 6 (cycling). These reveal that routes by dog walkers seem to criss-cross the site at Noirmont compared to walkers who were concentrated on paths on the seaward edge.

4.33 Finally, route density using a hexagonal grid shows the percentage of interviewees who passed through each cell (Map 7). This gives comparable maps of footfall across the sites.

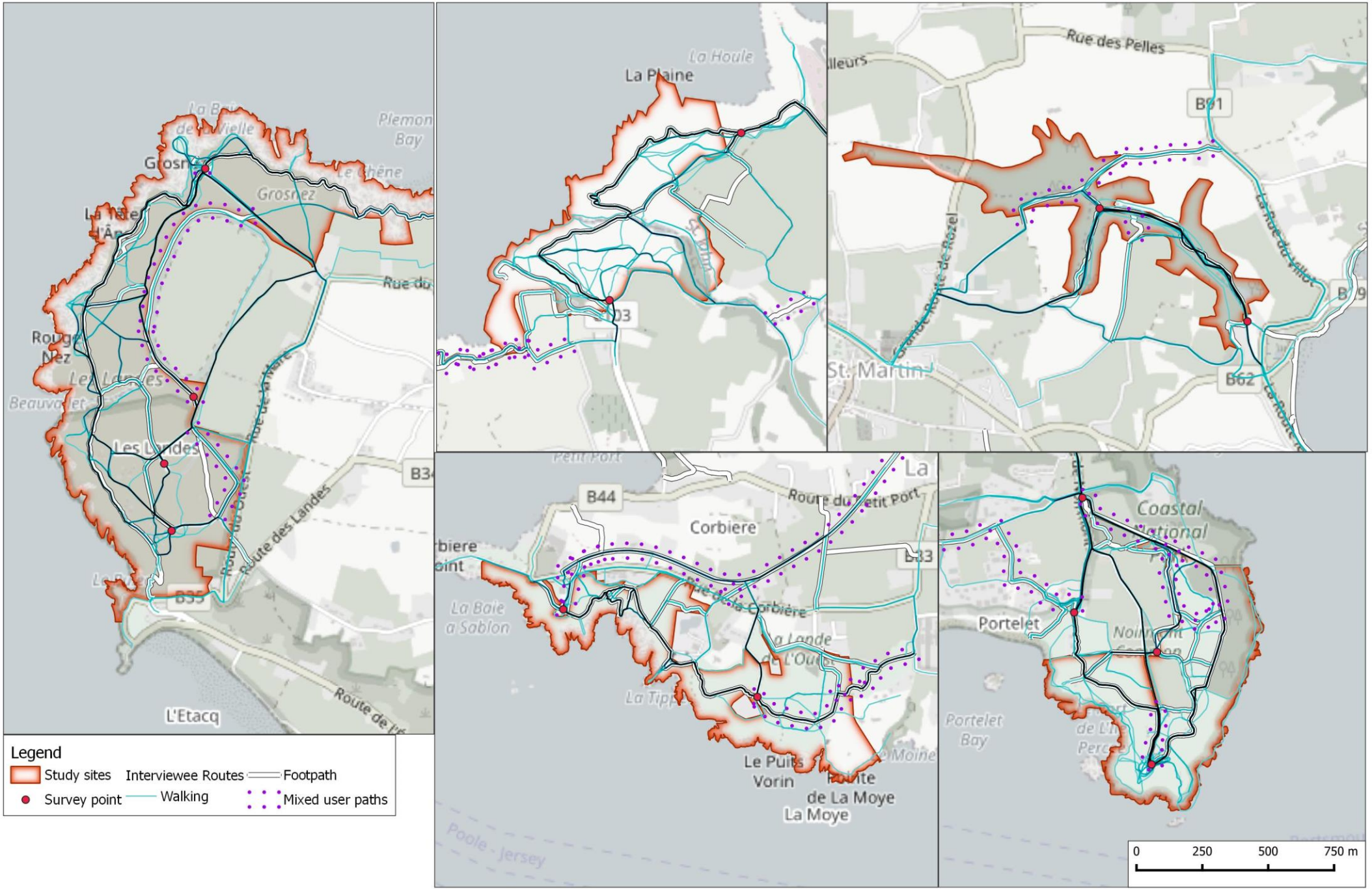
Map 3: Interviewee routes shown as blue lines, with darker lines representing higher route density.



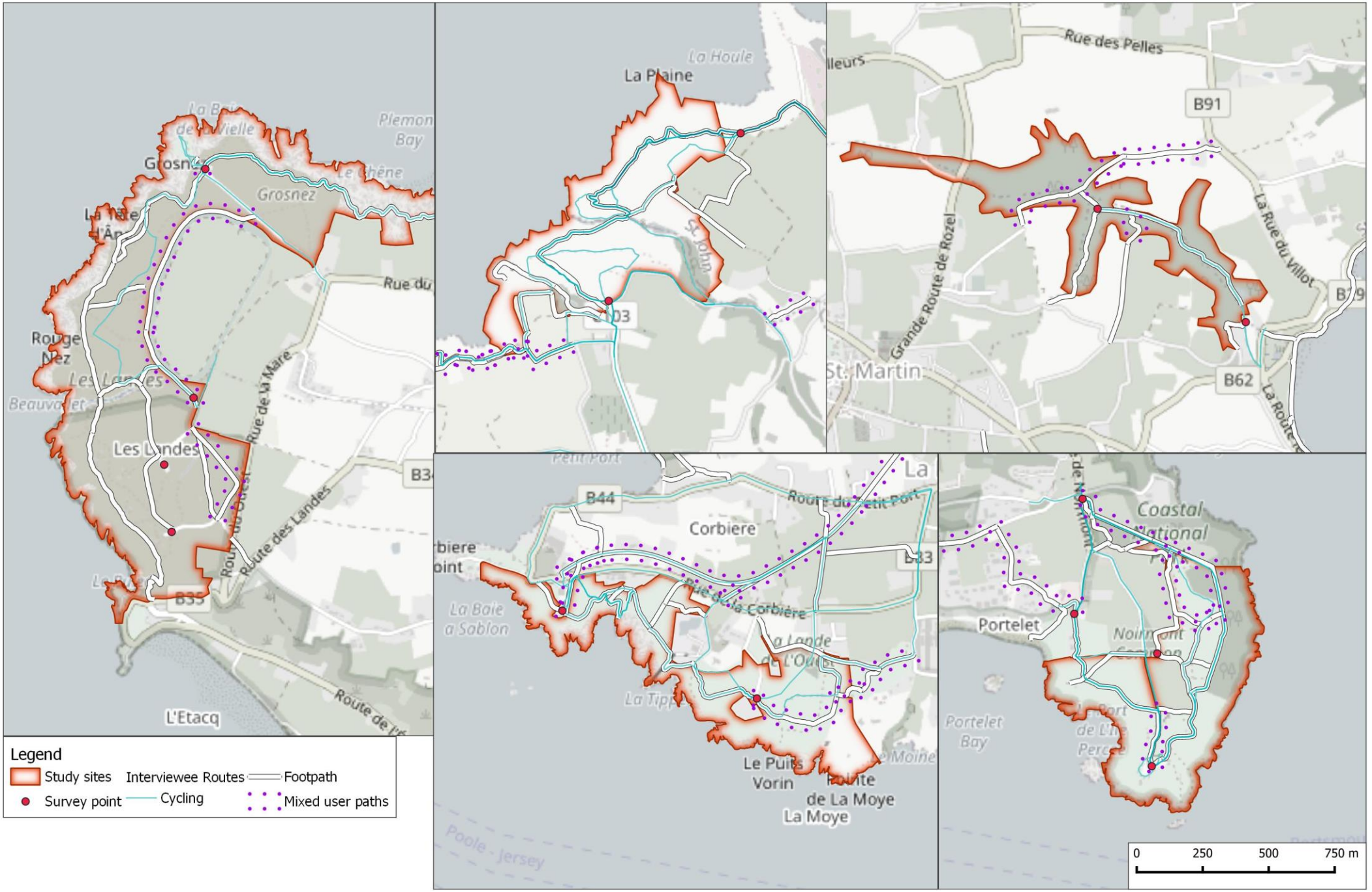
Map 4: Routes of interviewees whose main activity was dog walking, darker lines indicate heavily overlapping routes.



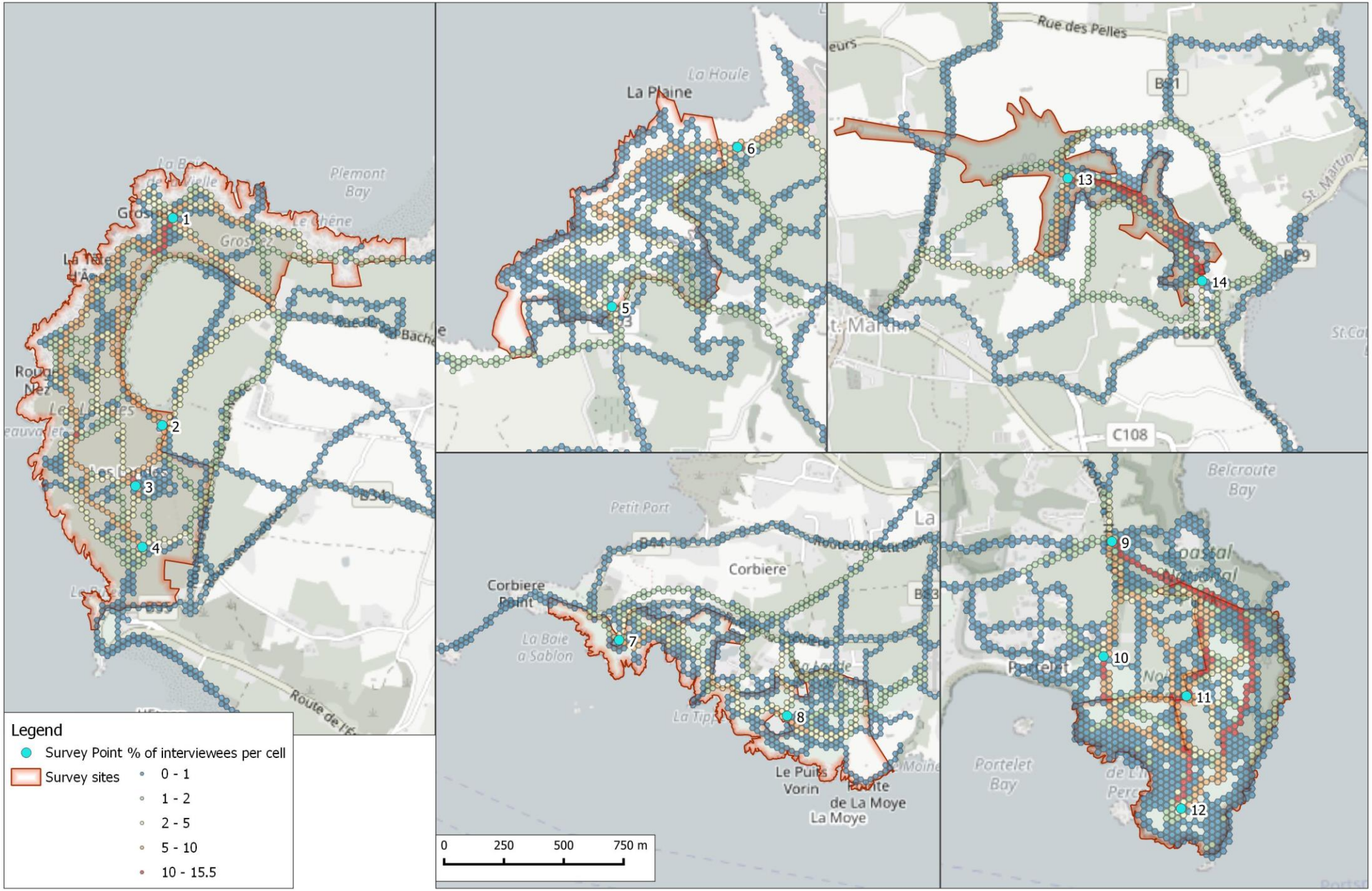
Map 5: Routes of interviewees whose main activity was walking, darker lines indicate heavily overlapping routes.



Map 6: Routes of interviewees whose main activity was cycling/mountain biking, darker lines indicate heavily overlapping routes.



Map 7: Interviewee routes summarised using a 25m hexagonal grid to show route the percentage of interviewees passing through each cell.



4.34 Factors that influenced the interviewee's choice of route on the day of the interview are summarised in Table 9. Interviewees could give multiple different factors. The two most commonly given factors related to the weather conditions (310 interviewees, 39%) and habit i.e. "I always come here" (302 interviewees, 38%). Other frequent responses included previous knowledge and experience of the area (200 interviewees, 25%), viewpoints/ features of interest (21%), following a marked trail/route (137 interviewees, 17%) and the activity undertaken (e.g. presence of dog or needing to stick to cycle trails, 126 interviewees, 16%). Only 5 interviewees (1%) stated in this question that they had got lost.

4.35 In the summer the main factors were habit (106 interviewees, 46%, in the Summer School Holidays and 122 interviewees, 38% in the Summer Term Time.) and weather (35% and 32% respectively). Conversely in the Winter the main factors were weather (125 interviewees, 51%), previous knowledge of the area (75 interviewees, 30%) and habit (74 interviewees 30%).

4.36 For individual activities, weather was a common factor across all, and previous knowledge of area / experience was among the top 4 factors for all activities with the exception of walkers. For dog walkers compared to other activities route choice was often determined by habit (i.e. "I always come this way (206 interviewees, 53%). Joggers were also most commonly influenced by habit (14 interviewees, 47%). Viewpoints and specific features of interest were the highest ranked factors for those walking (71 interviewees, 29%) or on an outing with the family (9 interviewees, 30%). For cyclists and mountain bikers, route choice for 12 interviewees (60%) was determined by previous knowledge of area / experience.

Table 9: The top 4 factors affecting interviewees' route choices by main activity (5 most common activities only). Values in brackets give the percentage of interviewees stating each factor (note multiple factors could be given).

	1st	2nd	3th	4th
Dog walking	Habit ("always come this way") (53%)	Weather (34%)	Previous knowledge of area / experience (24%)	Activity undertaken (e.g. presence of dog or needing to stick to cycle trails) (24%)
Walking	Weather (47%)	Viewpoint / feature (29%)	Habit ("always come this way") (27%)	Followed a marked trail/route (27%)
Outing with family	Group members (e.g. kids, less able) & Viewpoint / feature (30%)		Weather (27%)	Followed a marked trail/route & Previous knowledge of area / experience (27%)
Jogging / power walking / running	Habit ("always come this way") (47%)	Weather & Previous knowledge of area / experience (37%)		Followed a marked trail/route (37%)
Cycling / Mountain Biking	Previous knowledge of area / experience (60%)	Habit ("always come this way") & Weather & Activity undertaken (e.g. presence of dog or needing to stick to cycle trails) (35%)		

Interactions with other site users (Q9)

4.37 Most interviewees (337, 56%) said they had no interactions with other visitors. However, it should be noted that a proportion of interviewees had only just arrived/were part way through their visit and some interviewees also indicated that they had specifically chosen to go out in times/conditions when they knew they would interact with fewer people.

4.38 A total of 330 interviewees (41%) reported that they had experienced interactions with other users. Little information was logged within the interview responses to give further details and where information was recorded it was usually simply who the interaction was with (i.e. "other dog walkers", "other walkers"). Around 1 in 10 interviewees (39, 12%) gave a response that we categorised as 'positive' based on the free text information recorded (e.g. saying hello, chatting, dogs playing, children playing, asking for a photo). Only one interaction (an interviewee who was bird watching and specifically visiting for the chough project) was negative, stating that they had encountered rudeness from dog owners and cyclists. Another

interviewee stated "75% are very polite", but commented that mountain bikes cause problems and "think it is sad they churn up the paths" and create a "quagmire".

Accessibility (Q18)

4.39 A total of 38 interviewees (5%) stated they considered themselves to have a disability, or long-term health problem, which affected their access, and 15 (2%) preferred not to give an answer. Those who did have a disability or long-term health problem were asked how things could be improved for them, however the responses contained limited specific changes and instead mostly detailed the particular physical issue, such as arthritis, Parkinson's, joint issues and loss of hearing. The only solutions given were the need for signs to indicate the walking difficulty of different paths to help those with mobility issues. Only 1% of interviewees (1 interviewee) reported mobility issues at Mourier Valley, compared to 7% (17) at Noirmont.

Information provision (Q12)

4.40 Interviewees were asked to rate information on the suitability of paths for different activities, using categories of; very good, good, acceptable, poor, very poor or unsure /didn't know (Figure 9). Overall, just under a third (240 interviewees, 30%) felt the accessibility was acceptable, followed by just under a quarter (189 interviewees, 24%) who rated it poor and a similar number who rated it good (187 interviewees, 23%). However, more people rated it very poor (68 interviewees, 12%) as opposed to very good (20, 4%). The overall average rating was 2.8 (derived by assigning a value of 5 for good and 1 for very poor).

4.41 Among local residents, roughly a third (207 interviewees, 33%), rated the signage as acceptable. Fewer local residents suggested the signage was very good or very poor compared to holidaymakers. A third of holidaymakers suggested it was very good or good (46 interviewees, 33%), compared to under a third of local residents (177 interviewees, 27%). Relatively similar numbers suggested it was poor or very poor; (49 holidaymakers – 35% and 234 local residents (36%).

4.42 Figure 9 shows the results by site; the highest average rating was at Gorselands with 3.2, compared to just 2.4 at St Catherine's Wood. For individual activities (excluding activities undertaken by only one interviewee), the highest rating was given by those horse riding (3.6), picnicking (3.5) and

cycling/mountain biking (a rating of 3.4), while the lowest from those conducting other fitness / sports (2.0), on an outing with the family (2.5), and meeting up with friends (2.6).

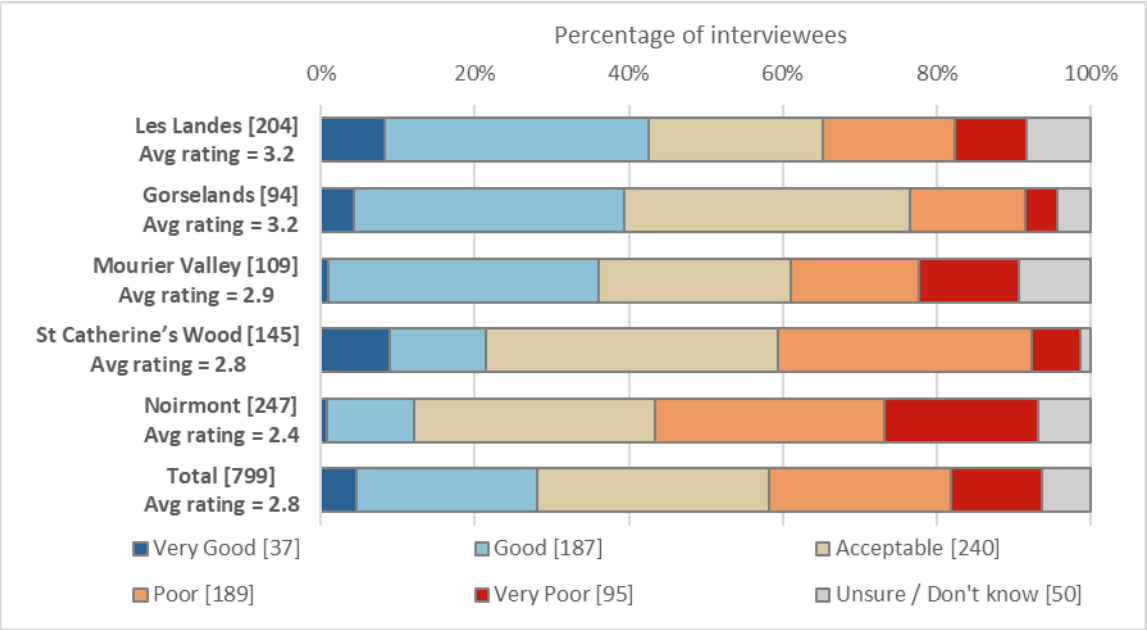


Figure 9: Summary of interviewee's rating of accessibility of information on paths for different activities by site. Sites sorted by average score.

Awareness of the Countryside Access Map (Q13)

4.43 The survey sought to understand interviewees' current levels of awareness of different information sources, based on information they had been exposed to so far. The question included a check as to whether interviewees were aware of the Government of Jersey's online interactive map of paths for different users, the Countryside Access Map[7] (Q13). Across all interviewees, 164 (20%) said that they were aware of the Countryside Access Map, while 610 (76%) where not aware, 19 (2%) were unsure/ didn't know and no answer was logged for 7 interviews (1%).

4.44 The proportion of interviewees who were aware of the Countryside Access Map was consistently 20% across all 3 survey periods. There was some variation across sites, ranging from 42 interviewees (17%) at Noirmont to 42

7 https://statesofjersey.maps.arcgis.com/apps/webappviewer/index.html?id=36081383d1fd47b28d5437b0516c6497

interviewees (27%) at St Catherine's Wood. In addition, those on holiday were less aware of the Countryside Access Map, with just 14 interviewees (10% of those on holiday) stating they were aware of the Map, compared to 23% of local residents (see Figure 10).

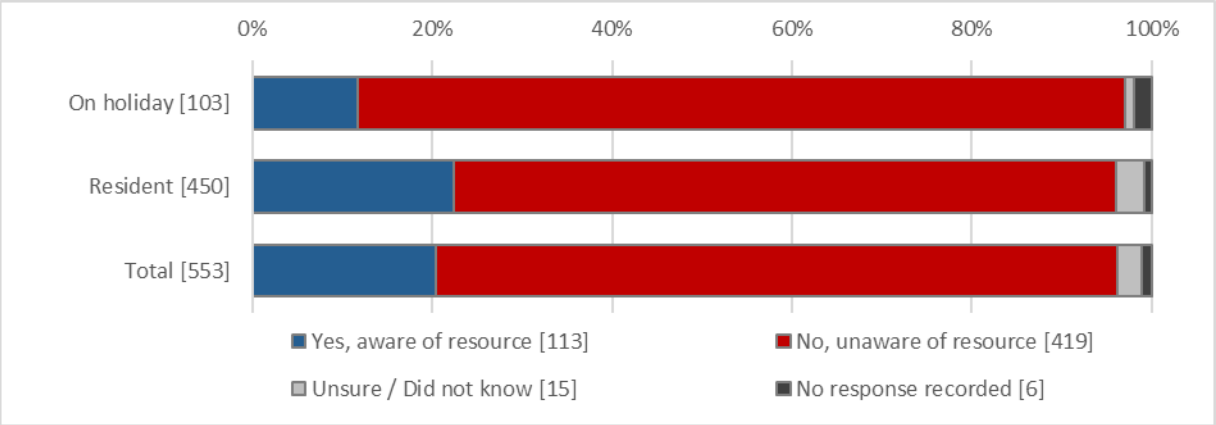


Figure 10: Awareness of the Countryside Access Map for those on holiday, residents of Jersey and all interviewees. Numbers in brackets are the sample size.

4.45 There was some indication of variation in the awareness of the Countryside Access Map across different activity types (Figure 11). Similar levels of awareness were reported by dog walkers (82 dog walkers aware, 21%) and walkers (45 walkers aware, 18%), the two main activity-types. The lowest level of awareness (among activities with at least 5 interviewees) was for those on an outing with the family (3 interviewees aware,10%), while the highest level of awareness was amongst cyclist/mountain bikers (8 interviewees aware, 40%), followed by runners/joggers (11 interviewees aware, 37%). However, it is important to note these sample sizes are small and a simple Chi-squared on the observed number of interviews from activity groups (excluding the 4 smallest categories) compared to assumed proportions based on the average suggested these differences were not statistically significant (df=8, X^2=11.4, p=0.183).

4.46 The other factor appearing to explain lots of the variation in awareness was interviewees' visit frequency. Those who visited regularly (more than once a day and most days) had a high level of awareness compared to those who visited less than once a month, and those on a first visit (Figure 12). Due to the large sample sizes for the groups, there was more confidence that these differences were statistically significant (df=7, X^2=20.3, p=0.005).

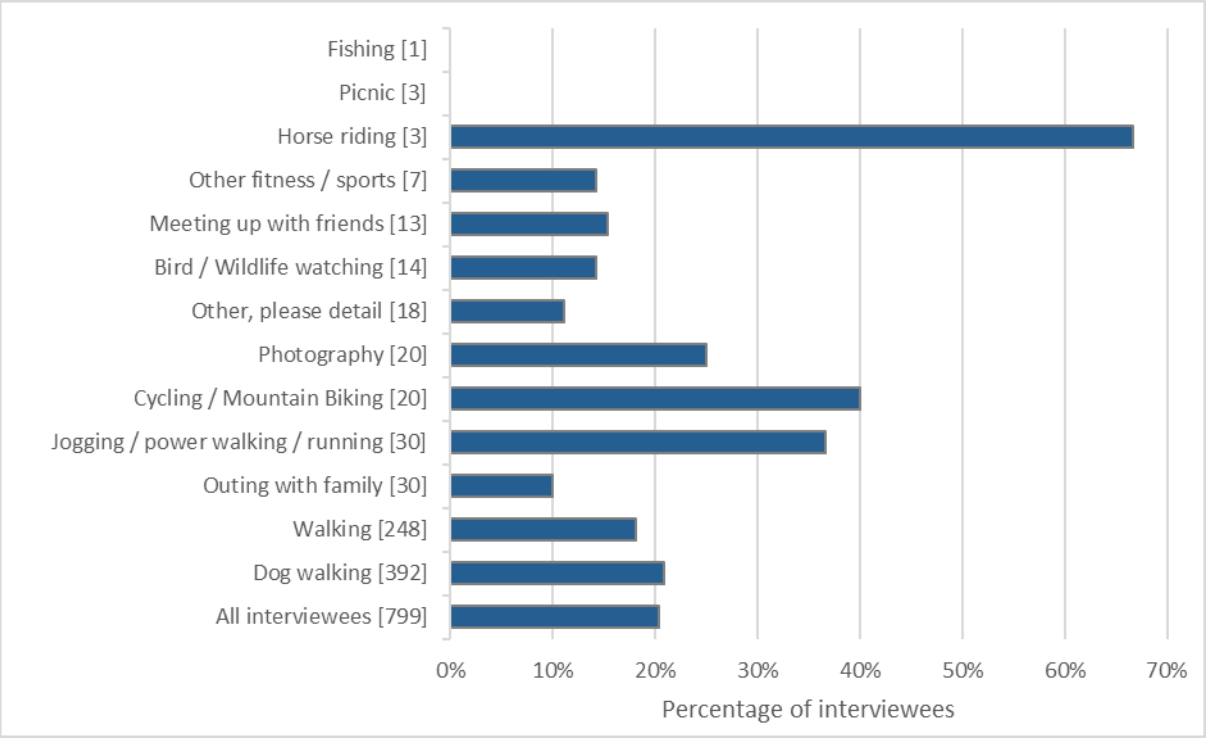


Figure 11: The percentage of interviewees aware of the Countryside Access Map by main activity. The number of interviewees at each response and for each activity is shown in brackets next to each.

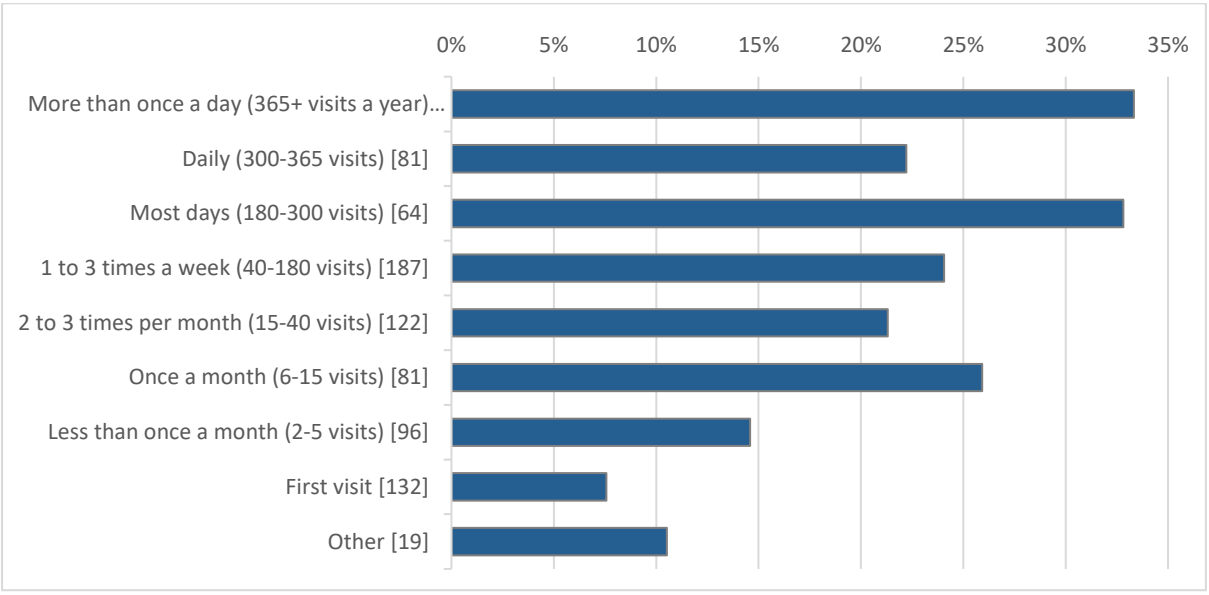


Figure 12 The percentage of interviewees aware of the Countryside Access Map, by visit frequency. Number of interviewees at each response and for each visit frequency is shown in brackets next to each. Two categories not shown; "Don't know" (5 interviewees) and the remaining interviewees with no recorded response (3).

4.47 In the Winter surveys, an additional question asked the interviewees how they had heard of the map. The most common response was via social

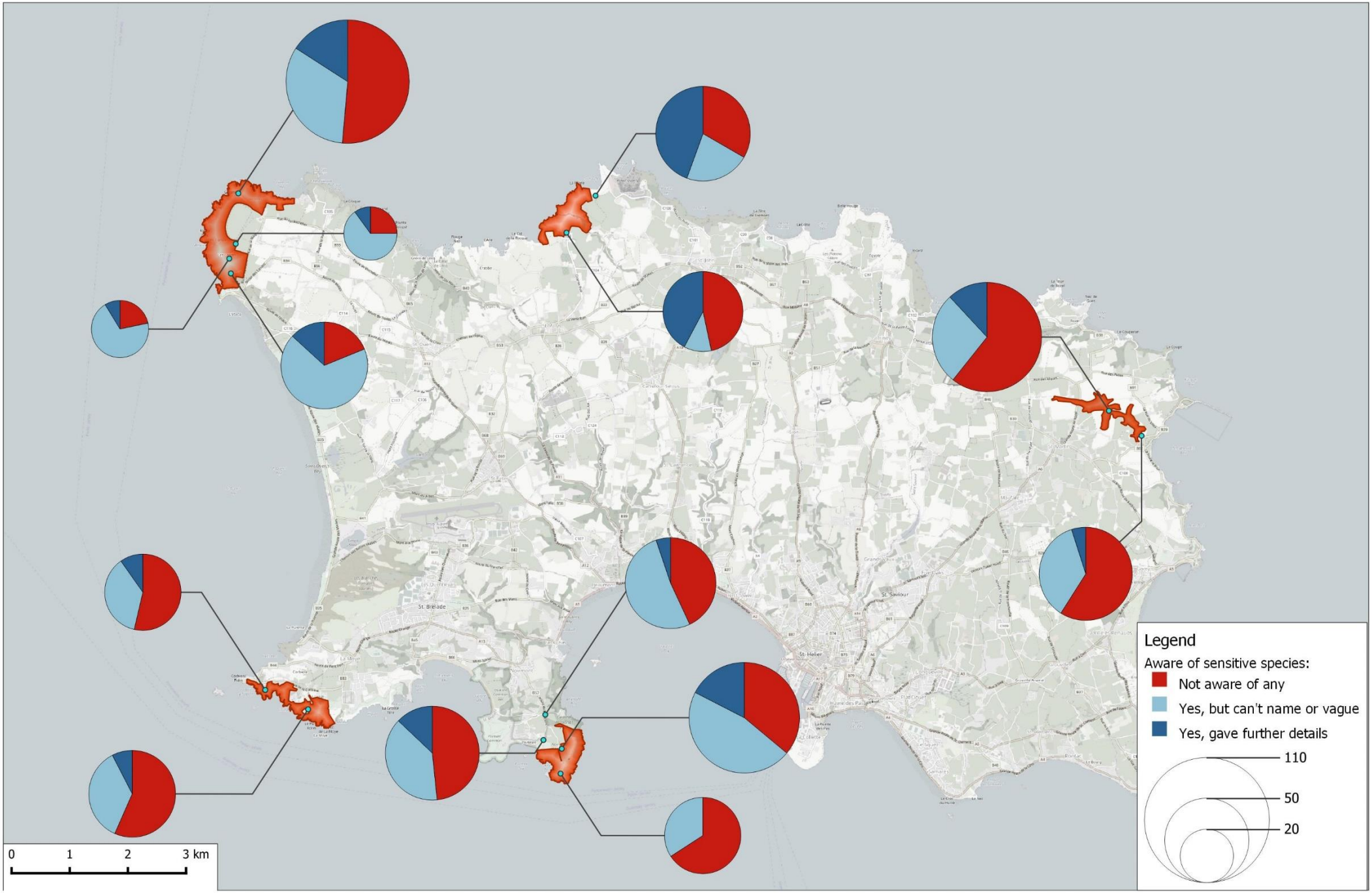
media (28 interviewees, 14%) – including one holiday-maker - followed by the Jersey Evening Post (22 interviewees, 11%). A further 2 interviewees (1%) stated via the radio, and 11 (5%) via other means; including word of mouth, on site information, work and the web.

Awareness of sensitive species (Q14)

4.48 Interviewees were asked to state if they were aware of any species that were sensitive to impacts by people. Across all interviewees, 369 (46%) said they were not aware of any. Of the remaining 54% who stated "yes" most of these, 306 interviewees (38%), could not give further details and only 122 (15%) could give further details. Figure 13 shows the overall awareness and a breakdown by sites, and a breakdown by survey points in Map 8. St Catherine's Wood had the highest proportion of interviewees who were not aware of any plants or animals sensitive to impacts of people (87 interviewees, 60%) and the smallest proportion with a lack of awareness was at Les Landes (75 interviewees, 37%,). Mourier Valley was the site with the highest proportion of interviewees able to give further details and name a species (47 interviewees, 43%).

4.49 There were differences in awareness of the impacts of recreation on biodiversity between locals and holidaymakers. The proportion of interviewees aware of any species that were sensitive to impacts by people was just over half for residents of Jersey (381 interviewees, 58%), compared to around a third of holidaymakers (45, 32%).

Map 8: Pie charts of interviewee awareness summarised for each survey point. Pie charts are sized by the number of interviewees.



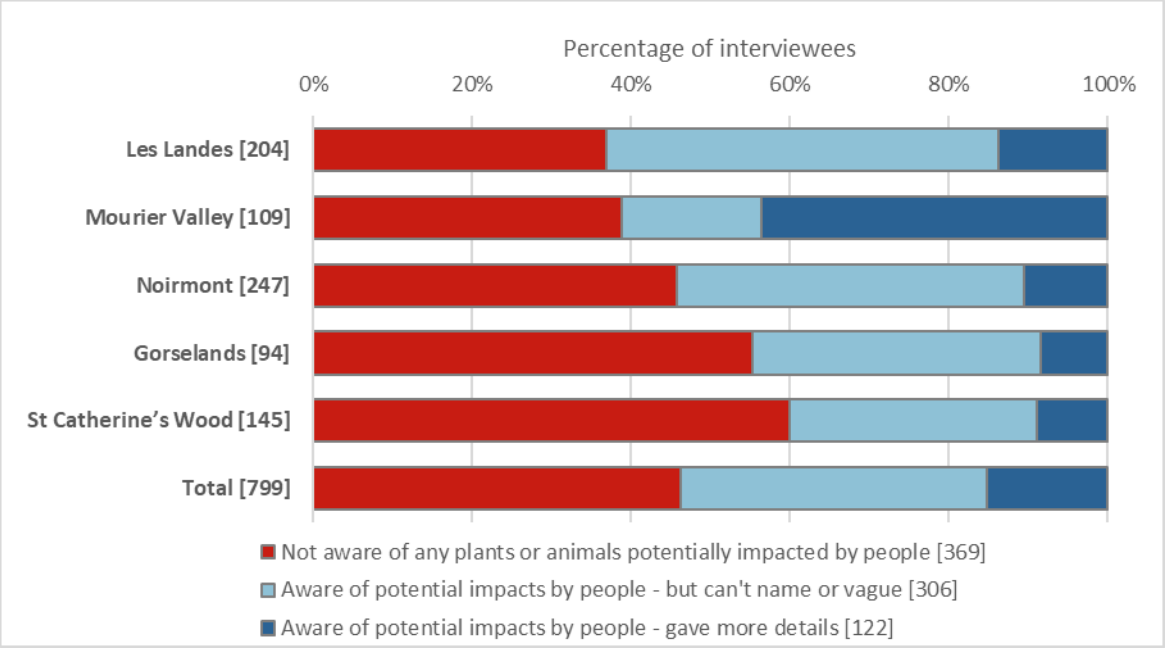


Figure 13: The percentage of interviewees aware of plant or animal species which were sensitive to impacts of people by site. The number of interviewees at each response and for each visit frequency is shown in brackets next to each. Sites sorted by awareness.

4.50 Interviewees who provided more detailed information identified individual species as well as issues related to general wildlife (e.g. rabbits) or species groups including birds (30 interviewees), amphibians (25), plants (16) and reptiles (13). A total of 38 interviewees also discussed the impacts to the grazing sheep. Interviewees often also discussed the implications of access and covered a wide range of issues, including contamination, invasives, disturbance, fires. However, a main focus was clearly on paths (22 interviewees mentioning this), bikes (18), dogs (16) and signage (11) and especially the issue of erosion (16) and disturbance (9). A word cloud based on all text recorded from interviewees is provided in Figure 15.

4.51 A summary of the more detailed information, in terms of the broad topics identified at each survey site is presented in Figure 14. This shows the extreme prevalence of comments relating to the conservation sheep grazing at the Mourier Valley, mentioned by around a third of interviewees at this site (35 interviewees, 32%) with comments including ones relating to issues with sheep worrying by dogs. To a lesser extent amphibians, most commonly toads, were mentioned at Les Landes (20 interviewees, 10%). Other comments generally occurred at low frequencies at all sites, for example comments in relation to birds or specific named species, mostly Chough.

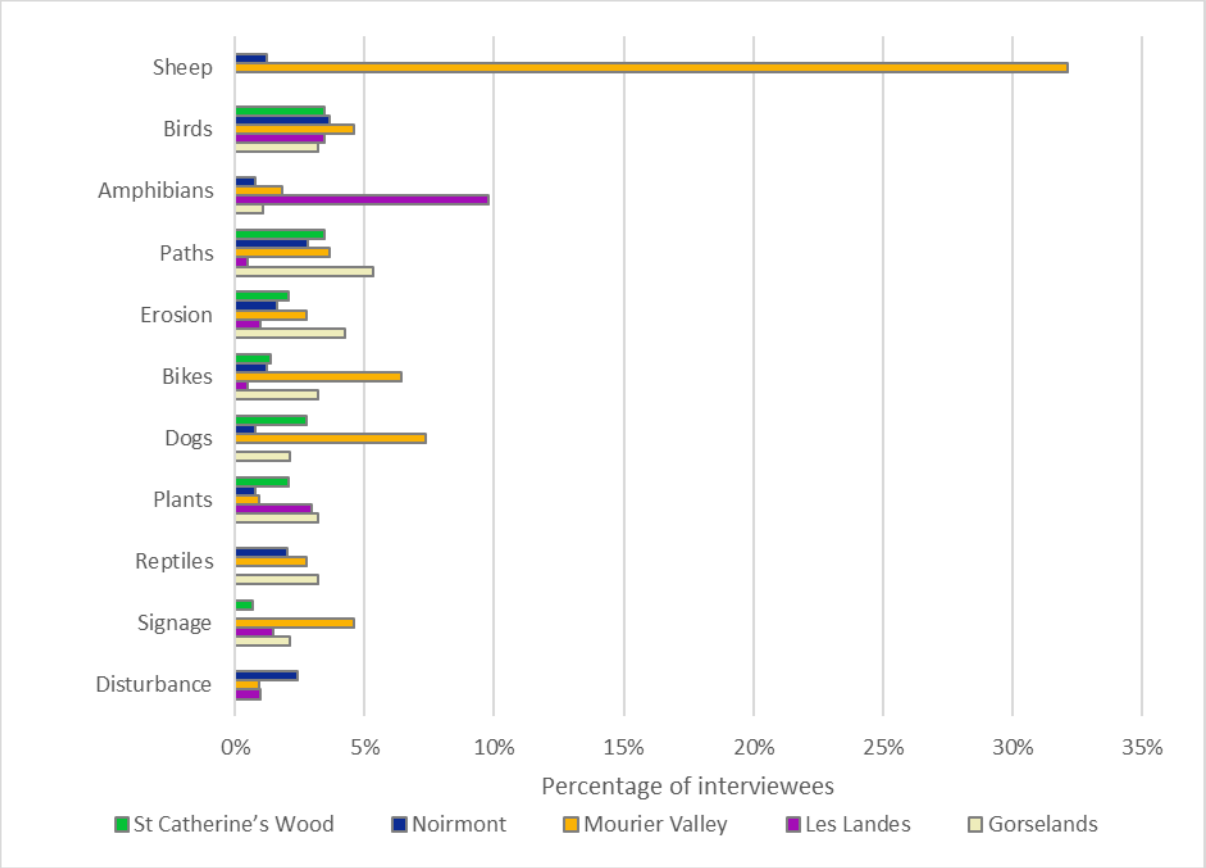


Figure 14: The percentage of interviewees at each site that were cited specific named species or conservation topics vulnerable to impacts from recreation.

Figure 15: Word cloud to show the frequency of statements from interviewees regarding important habitats or species that were sensitive (created using www.wordclouds.com). Different colours are for aesthetics and not related to any particular classification.

Views on signage (Q10 & 11)

4.52 Interviewees were asked how they thought paths for different users could be best communicated, with interviewees asked to rate 7 specific measures, which were read out to them (with the order randomised in the questionnaire). The ratings ranged from very important (5) to not important (1). For the purposes of this analysis those who responded "unsure/don't know" or for which no response was recorded have been excluded.

4.53 Figure 16 gives the average score for each measure. The highest average score was for a map at entrance points to indicate which activities can use the paths (rating of 3.2 out of 5). This was closely followed by four other measures: information on route distance/time, use of signs with icons and coloured posts to indicate the permitted activities. All these measures had an average score of 3 or more. By far the lowest score was given to the use of leaflets or paper maps (1.6).

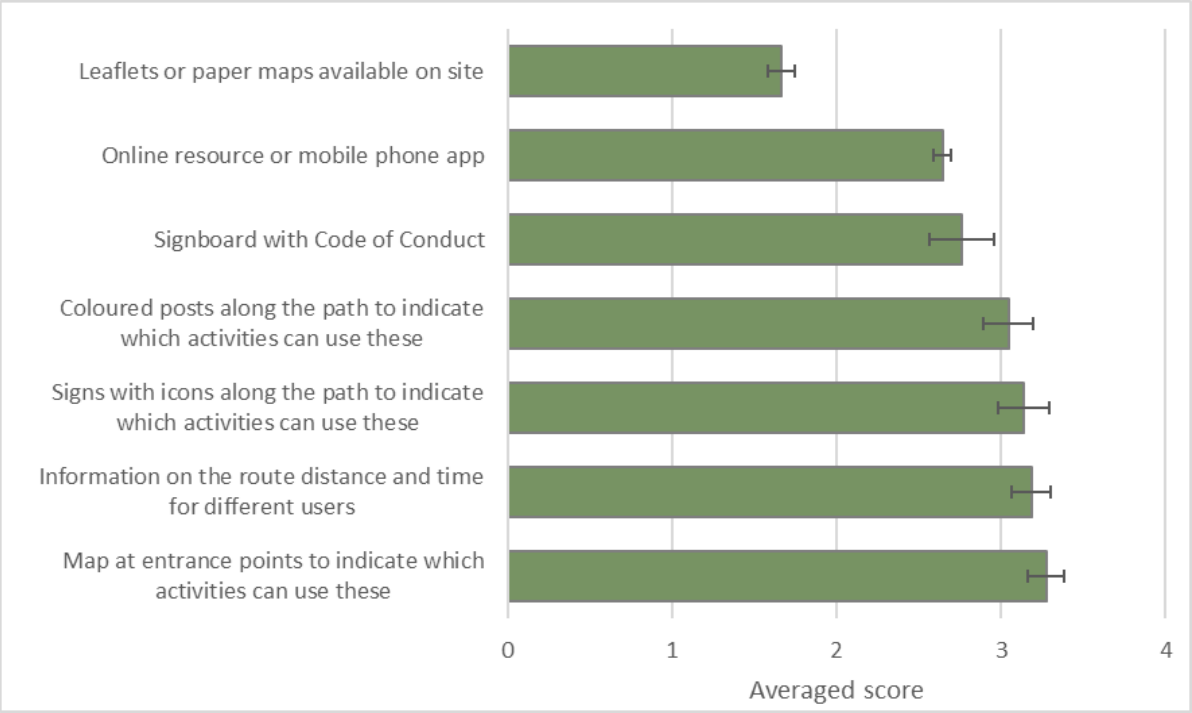


Figure 16: Average ratings for different approaches to communicate path use for different activities. Higher scores indicate approaches favoured by interviewees. Error bars show 1 standard error.

4.54 Figure 16 shows the standard errors which indicate how much variation there was around the scores given. The error bars of the top 4 scores all overlap, suggesting little clear difference between these. They also suggest the most variable score was for the use of a signboard with a code of conduct. Scores for this were highest at Noirmont (average 3.3), but lowest at St Catherine's Wood (2.2) and also low at Les Landes (Table 10).

Table 10: Average scores for interviewees views on how paths for different users could be best communicated by measure and site. Cells are coloured red to blue, from lowest (least important) to highest scores (most important).

Measure to best communicate different user paths	Les Landes	Mourier Valley	St Catherine's Wood	Noirmont	Gorselands	Total
Number of interviewees	**109**	**247**	**145**	**204**	**94**	**799**
Map at entrance points to indicate which activities can use these	2.9	3.2	3.3	3.3	3.6	3.2
Information on the route distance and time for different users	2.9	3.2	3.4	2.9	3.5	3.1
Signs with icons along the path to indicate which activities can use these	2.6	2.9	3.3	3.3	3.5	3.1
Coloured posts along the path to indicate which activities can use these	2.6	2.8	3.3	3.3	3.3	3.0
Signboard with Code of Conduct	2.5	2.7	2.2	3.3	3.0	2.8
Online resource or mobile phone app	2.5	2.7	2.8	2.6	2.7	2.6
Leaflets or paper maps available on site	1.7	1.9	1.8	1.4	1.5	1.6
Total	**2.5**	**2.8**	**2.8**	**2.9**	**3.0**	**2.8**

4.55 Table 11 summarises the scores for individual activities and highlights those scores for specific activities above or below the average. While sample sizes are low for some groups, the data indicate:):

- Joggers and runners gave the highest recorded average score of 3.8 of any activity to the importance of a map at entrance. They also rated highly information on the route distance and time for different users (3.7). However, they rated leaflets or paper maps available on site of lower importance (1.3) compared to others.
- Cyclists/mountain bikers gave greater importance to the usefulness of signs with icons along the path (3.8), followed closely by coloured posts along the path (3.7).
- Those on site for photography rated signboard with Code of Conduct lower (2.2) than many other activity groups.
- Those groups who were on a family outing rated leaflets and paper maps higher than other activity groups (2.35 - but still of least importance)

Table 11: Average scores for different measure (relating to communicating path use) by main activity. Cells are coloured to show the deviation from an average value across the activities to highlight scores for measures given by activities which are greater than the average (blue, i.e. interviewees conducting this activity rated the measure more important than other groups) or lower than the average (red, i.e. interviewees conducting this activity rated the measure less important than other groups). Activities with more than 10 interviewees only included.

	Average across activities	Average score with cells coloured by deviation of score for the activity group compared to the average across activities								
		Dog walking	Walking	Outing with family	Jogging / power walking /	Cycling / Mountain Biking	Photography	Other	Bird / Wildlife watching	Meeting up with friends
Number of interviewees		**392**	**248**	**30**	**30**	**20**	**20**	**18**	**14**	**13**
Map at entrance points to indicate which activities can use these	3.19	3.2	3.2	3.2	3.8	3.4	3.0	3.3	2.8	2.8
Signs with icons along the path to indicate which activities can use these	3.04	3.1	3.1	3.2	3.4	3.7	3.0	2.7	2.3	2.9
Signboard with Code of Conduct	2.80	2.9	2.7	3.0	2.8	3.0	2.2	3.1	3.2	2.5
Coloured posts along the path to indicate which activities can use these	2.95	3.0	3.1	3.3	3.2	3.6	2.4	2.9	2.5	2.5
Information on the route distance and time for different users	3.12	3.0	3.1	3.5	3.7	3.5	2.9	2.5	2.7	3.1
Leaflets or paper maps available on site	1.77	1.5	1.7	2.4	1.3	1.8	2.0	1.8	1.3	2.1
Online resource or mobile phone app	2.73	2.5	2.7	3.4	3.1	2.8	3.0	2.2	1.7	3.2

4.56 Interviewees were subsequently asked to rate 13 different signage elements (the order of which was randomised in the interview) using a score of very important (5) to not important (1). As above, we excluded those responses of "unsure/don't know" (or where no response was recorded) from the analysis.

4.57 The average scores are shown in Figure 17. Overall, the signage element given the most importance was the mention of specific wildlife interest (score of 3.7 out of 5 as an average across sites). Many other measures were

ranked positively, for example, 10 out of 13 elements had scores above 3, including the top highest ranked three of: a map of the site (3.4), heritage interest (3.3) and the location of the nearest public conveniences (3.3). Only one was below 2.5, use of weblinks/QR codes (2.4), and the second lowest was for a Codes of Conduct (2.8).

4.58 The error bars show the variation in scores across sites. Least variable were the heritage interest, dangers and hazards and Code of Conduct. Most variable were public conveniences and context map ("you are here map"), perhaps because of the differences between those who are extremely familiar with the area and those who have never or rarely been. Those elements with the most consistent responses across sites (smallest error bars) were the specific wildlife interest, map of the site and the rules and restrictions.

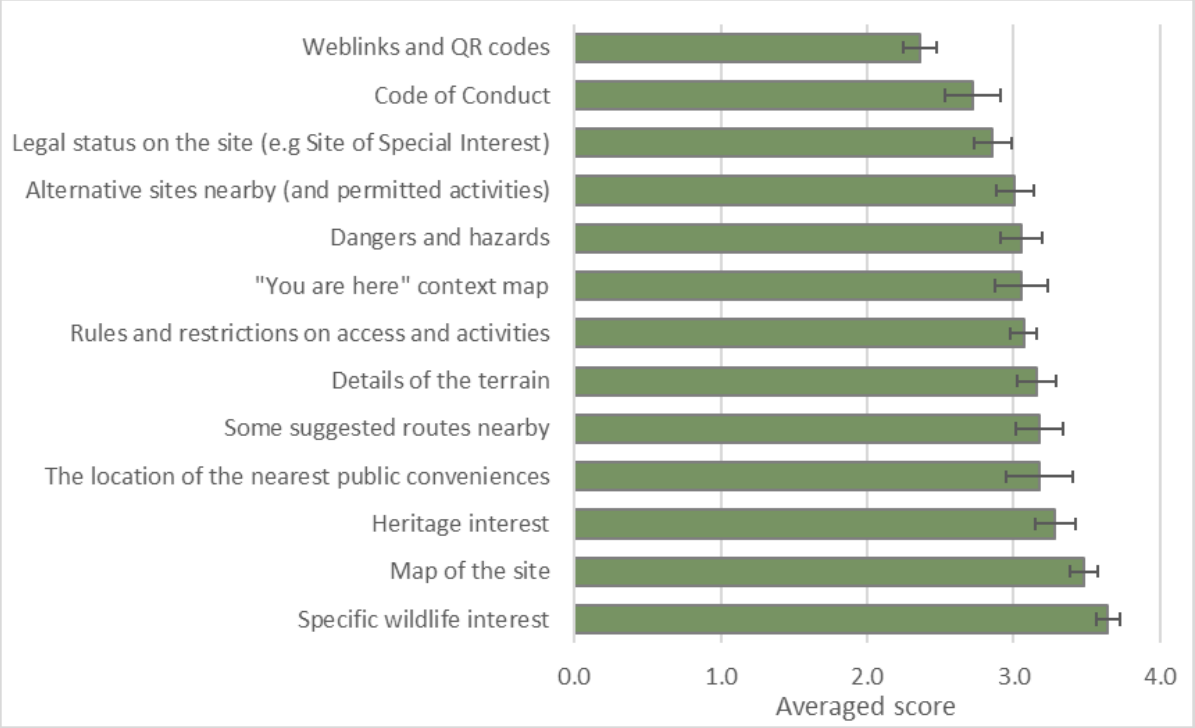


Figure 17: Average scores relating to interviewees' views on signage elements; higher scores indicate greater importance and error bars give 1 standard error. Averages are taken across sites, with error bars show the standard error indicating the variation between sites.

4.59 The variability between sites in the score given to each signage element is explored in Table 12.

4.60 Scores as a whole were lower at Les Landes, compared to other sites, particularly in regard to details of the terrain, the nearest conveniences and alternative sites. At St Catherine's the heritage was rated much lower than at

all the other sites, along with Codes of Conduct. At Gorselands, greater relative importance was placed on information on dangers and hazards and details of the terrain, along with a "You are here" context map. Interestingly at Noirmont the interviewees placed more relative importance on Code of Conduct, information on the heritage and wildlife and the legal status on the site.

Table 12: Scores for interviewees' views of signage elements, shown for each element and for each site. Cells are colours red to blue, from lowest (least important) to highest scores (most important). Data columns are sorted by highest average scores for the right to left and top to bottom.

Element of signage	Les Landes	St Catherine's Wood	Mourier Valley	Noirmont	Gorselands	Total
Number of interviewees	**204**	**145**	**109**	**247**	**94**	**799**
Specific wildlife interest	3.4	3.7	3.6	3.9	3.6	3.7
Map of the site	3.2	3.6	3.5	3.4	3.7	3.4
The location of the nearest public conveniences	2.8	3.2	3.4	3.5	3.6	3.3
Heritage interest	3.3	2.3	3.3	3.7	3.2	3.2
Details of the terrain	2.6	3.4	3.2	3.0	3.6	3.1
Some suggested routes nearby	2.8	3.6	3.2	3.1	3.1	3.1
Rules and restrictions on access and activities	2.7	3.1	3.1	3.3	3.1	3.1
Dangers and hazards	2.7	2.7	3.2	3.0	3.6	3.0
"You are here" context map	2.9	2.7	2.9	3.1	3.6	3.0
Alternative sites nearby and the activities which can be conducted there	2.5	3.3	3.1	3.0	3.1	3.0
Legal status on the site (e.g. Site of Special Interest)	2.7	2.6	2.7	3.3	2.9	2.9
Code of Conduct	2.5	2.2	2.6	3.3	3.0	2.8
Weblinks and QR codes	2.0	2.3	2.3	2.4	2.7	2.3
	2.8	**3.0**	**3.1**	**3.2**	**3.3**	

4.61 Table 13 presents average scores for each activity, with cells coloured to illustrate those activities where there is deviation from the mean across the groups. Key results for activity groups were:

- Cyclists and mountain bikers gave some of the most different answers to other groups. Riders placed greater importance on alternative sites and the permitted activities at these sites, signage which detailed the terrain, “you are here” maps, and details of the rules and restrictions.
- Joggers and runners rated the use of a map of the site, and some suggested routes nearby as preferential compared to other activity groups. They were one of the groups least interested in heritage (along with those on a family outing).
- Bird/wildlife watchers placed greater importance on the heritage interest but gave little importance to the suggestions for other routes nearby.
- Dog walkers and those walking (along with joggers/runners) placed less importance on detailing the legal status of the sites on the signage.

4.62 The top 5 ranked elements for each activity group are in Table 14. A similar breakdown by individual survey points is also given in Table 15 to highlight the top 5 ranked signage elements by survey point.

Table 13: Average score for signage elements by activity type. Cell colours show the deviation from the average value – either greater than the average (blue, i.e. interviewees conducting this activity rated the element more important than other groups) or lower than the average (red, i.e. interviewees conducting this activity rated the element less important than other groups

	Average across activities	Average score with cells coloured by deviation of score for the activity group compared to the average across activities							
		Dog walking	Walking	Outing with family	Jogging / running	Cycling / Mountain Biking	Photography	Other	Bird / Wildlife watching
Number of interviewees	**392**	**248**	**30**	**30**	**20**	**20**	**18**	**14**	**13**
Specific wildlife interest	3.7	3.7	3.9	3.4	3.6	4.1	3.7	3.7	3.7
Map of the site	3.4	3.5	3.6	3.9	3.4	3.4	2.8	3.2	3.0
Heritage interest	3.2	3.3	3.0	2.9	3.2	3.7	3.6	4.0	3.2
The location of the nearest public conveniences	3.2	3.4	3.4	3.0	3.1	3.4	2.8	2.8	2.7
Some suggested routes nearby	3.1	3.0	3.6	3.7	3.5	3.3	2.8	2.3	3.0
Details of the terrain	3.0	3.2	3.5	3.5	3.8	3.1	2.9	3.0	3.1
Rules and restrictions on access and activities	3.0	3.0	3.3	3.4	3.6	3.0	3.0	3.0	3.0
"You are here" context map	2.9	3.3	3.1	2.9	3.6	3.3	2.5	3.2	3.3
Dangers and hazards	2.9	3.0	3.3	3.4	3.5	2.8	2.9	2.7	2.7
Alternative sites nearby and the activities which can be conducted there	2.8	3.0	3.4	3.3	3.7	3.1	2.8	2.7	2.9
Legal status on the site (e.g. Site of Special Interest)	2.9	2.9	3.2	2.8	3.4	3.2	3.4	3.3	3.1
Code of Conduct	2.8	2.7	3.0	2.8	3.1	3.0	2.5	3.0	2.7
Weblinks and QR codes	2.2	2.4	2.6	2.2	2.9	3.1	2.2	2.2	2.9

Table 14: The top 5 ranked signage elements reported by all interviewees by activity group.

Actvity	n	1	2	3	4	5
Dog walking	392	Specific wildlife interest	Map of the site	Heritage interest	The location of the nearest public conveniences	Some suggested routes nearby
Walking	248	Specific wildlife interest	Map of the site	The location of the nearest public conveniences	Heritage interest	"You are here" context map
Outing with family	30	Specific wildlife interest	Map of the site	-	Details of the terrain	The location of the nearest public conveniences
Jogging / power walking / running	30	Map of the site	Some suggested routes nearby	Details of the terrain	Dangers and hazards	Specific wildlife interest
Cycling / Mountain Biking	20	Details of the terrain	Alternative sites nearby and the activities which can be conducted there	Specific wildlife interest	Rules and restrictions on access and activities	-
Photography	20	Specific wildlife interest	Heritage interest	Map of the site	-	Some suggested routes nearby
Other, please detail	18	Specific wildlife interest	Heritage interest	Legal status on the site (e.g. Site of Special Interest)	Rules and restrictions on access and activities	Dangers and hazards
Bird / Wildlife watching	14	Heritage interest	Specific wildlife interest	Legal status on the site (e.g. Site of Special Interest)	"You are here" context map	Map of the site
Meeting up with friends	13	Specific wildlife interest	"You are here" context map	Heritage interest	Details of the terrain	-

Table 15: The top 5 ranked signage elements reported by all interviewees at each survey point

Survey point	1	2	3	4	5
1: Grosnez Car Park	Map of the site	Specific wildlife interest	Heritage interest	Legal status on the site	Some suggested routes nearby
2: Small car park south of racecourse	Heritage interest	Specific wildlife interest	Location of nearest conveniences	Map of the site	"You are here" context map
3: Model Aircraft Field	Specific wildlife interest	Heritage interest	Map of the site	The location of the nearest conveniences	Code of Conduct
4: Batterie Moltke car park	Heritage interest	Specific wildlife interest	"You are here" context map	Map of the site	Dangers and hazards
5: Le Chemin des Hougues	Location of nearest conveniences	Map of the site	Details of the terrain	Specific wildlife interest	#N/A
6: Sorel to Devil's Hole	Specific wildlife interest	Map of the site	Heritage interest	Rules and restrictions on access/activities	Some suggested routes nearby
7: Radio Tower	Location of nearest conveniences	Dangers and hazards	Details of the terrain	"You are here" context map	Specific wildlife interest
8: Two Houses	Map of the site	Specific wildlife interest	"You are here" context map	#N/A	Details of the terrain
9: Route de Noirmont	Specific wildlife interest	Heritage interest	Code of Conduct	Rules and restrictions on access/activities	Location of nearest conveniences
10: Portelet bus stop car park	Specific wildlife interest	Location of nearest conveniences	Heritage interest	Map of the site	"You are here" context map
11: Parking along Le Chemin de Noirmont	Specific wildlife interest	Heritage interest	Legal status on the site	Code of Conduct	Rules and restrictions on access/activities
12: Noirmont Headland Parking	Heritage interest	Specific wildlife interest	Legal status on the site	Location of nearest conveniences	Dangers and hazards
13: Centre	Specific wildlife interest	Some suggested routes nearby	Map of the site	Details of the terrain	Alternative sites nearby (and activities permitted)
14: Reservoir	Specific wildlife interest	Map of the site	Some suggested routes nearby	Details of the terrain	Alternative sites nearby (and activities permitted)
Overall	**Specific wildlife interest**	**Map of the site**	**Heritage interest**	**Location of nearest conveniences**	**Some suggested routes nearby**

Visitor origins (Q19/Q20)

4.63 Interviewees were asked if they were a resident of Jersey, and if so, to give their full home postcode. Of the 799 interviewees, 142 were on holiday in the Jersey (including at a second home), while 657 interviewees were residents of Jersey. Of these, 546 (83%) provided a full home postcode, while 62 (9%) gave a partial postcode and 49 (7%) gave no home postcode.

4.64 Interviewees who were unwilling to give their home postcode were asked to provide a Parish. Using a combination of home postcodes and Parishes we were able to assign a Parish of origin for all but 4 interviewees.

4.65 However, there were multiple occasions where the interviewees postcode was different to the stated Parish. If an interviewee's postcode was in an adjacent Parish, it was assumed the postcode was more likely to be correct and it was a slight boundary difference. However, if the postcode was further than an adjacent Parish, the stated Parish was used, on assumption it was more likely that there was an error with the postcode than the parish.

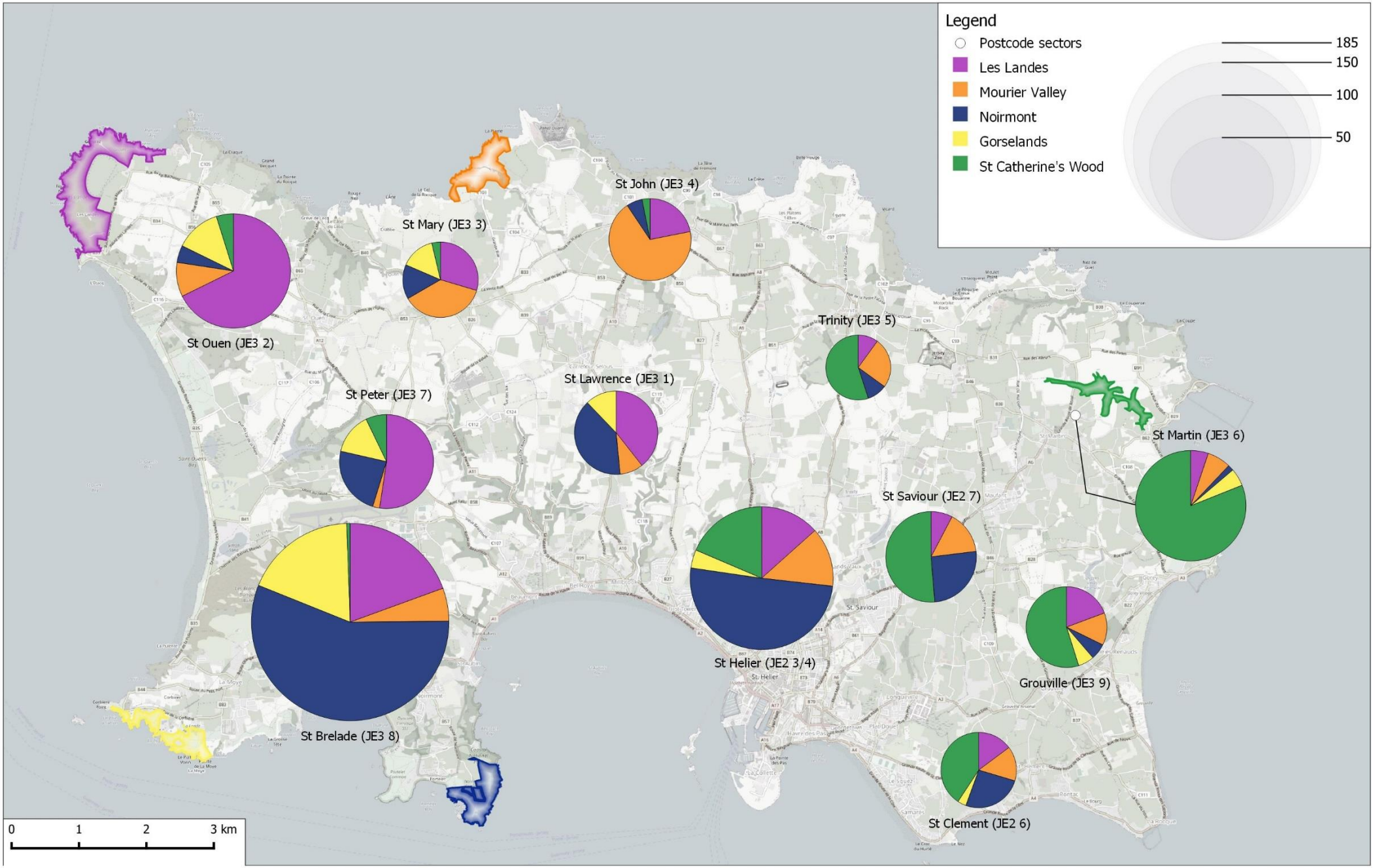
4.66 Overall, the most common Parish was St Brelade (JE 3 8), with 185 interviewees (28%). This was followed by St Helier (JE2 3/4) (97, 15%), the most populated Parish. The reason the most populated Parish was ranked second is likely due to the location of the sites. Two survey sites, Noirmont and Gorselands, are located St Brelade and half of all interviewees at these sites were from St Brelade (104, 50% and 34, 51% respectively).

4.67 Table 16 and Map 9 show the percentage of interviewees by Parish. The standard error across the percentage of interviewees by Parish was examined in an attempt to describe the draw of sites across Parishes. Highest standard error was recorded for Noirmont and Gorselands, this highlighted that visitors to these sites were concentrated in particular Parishes and therefore that these sites have a relatively small 'catchment'. For Gorselands, no interviewees were recorded at 3 of the Parishes. This contrasted to the lowest standard error for Mourier Valley, which has a more even spread of visitors across the Parishes and therefore a wide draw across the whole island. A quarter of interviewees (22, 25%) at Mourier Valley came from the local Parish of St John (JE 3 4), but still 4 interviewees, 5% came from each of the Parishes of St Clement (JE2 6) and Grouville (JE3 9).

Table 16: Number (%) of interviewees by postcode sectors (i.e. Parish). For each survey site, Parishes with more than 10% of interviewees are highlighted in red.

Postcode sector (i.e Parish)	Survey site					Total
	Les Landes	Mourier Valley	Noirmont	Gorselands	St Catherines Wood	
JE2 3/4 - St Helier	13 (8)	**13 (15)**	**49 (24)**	4 (6)	**18 (13)**	**97 (15)**
JE2 6 - St Clement	4 (2)	4 (5)	7 (3)	1 (1)	11 (8)	27 (4)
JE2 7 - St Saviour	3 (2)	6 (7)	10 (5)	0 (0)	**20 (15)**	39 (6)
JE3 1 - St Lawrence	13 (8)	3 (3)	13 (6)	4 (6)	0 (0)	33 (5)
JE3 2 - St Ouen	**42 (26)**	6 (7)	3 (1)	**8 (12)**	3 (2)	62 (9)
JE3 3 - St Mary	8 (5)	**10 (11)**	4 (2)	4 (6)	1 (1)	27 (4)
JE3 4 - St John	7 (4)	**22 (25)**	2 (1)	0 (0)	1 (1)	32 (5)
JE3 5 - Trinity	2 (1)	5 (6)	2 (1)	0 (0)	11 (8)	20 (3)
JE3 6 - St Martin	3 (2)	4 (5)	1 (0)	3 (4)	**47 (35)**	58 (9)
JE3 7 - St Peter	**22 (14)**	1 (1)	10 (5)	6 (9)	3 (2)	42 (6)
JE3 8 - St Brelade	**36 (22)**	**10 (11)**	**104 (50)**	**34 (51)**	1 (1)	**185 (28)**
JE3 9 - Grouville	6 (4)	4 (5)	2 (1)	2 (3)	**17 (13)**	31 (5)
No postcode given	2 (1)	0 (0)	0 (0)	1 (1)	1 (1)	4 (1)
Total	**161 (100)**	**88 (100)**	**207 (100)**	**67 (100)**	**134 (100)**	**657 (100)**

Map 9: Visitor origins at each of the five study sites, stratified by postcode sector. The pie charts are scaled according to sample size and are placed over the approximate midpoint of each postcode sector (unless otherwise indicated).



5. Discussion

5.1 This report provides the full results from visitor surveys conducted in Summer 2021 and Winter 2022 at nature conservation sites in Jersey. The information from Summer 2021 was previously summarised in an interim report produced in October 2021 which this report supersedes. Two appendices accompany this report 1: Detailed Survey Methodology and 2: Review and Recommendations for Survey Methods.

Limitations

5.2 The surveys provide a sample of interviews with people accessing countryside sites in Jersey. The interview data provides a reasonable baseline and evidence to help inform future access management interventions.

5.3 The surveys took place during Summer 2021 and Winter 2022 and the covid pandemic may further have influenced the results. The Summer surveys were at a period when the pandemic had resulted in restrictions on travel across the world and will have influenced people's behaviour and willingness to be interviewed. There is evidence of marked increase in the use of local greenspace as a result of the pandemic (Burnett et al., 2021; Natural England & Kantar Public, 2021; Ugolini et al., 2020) and many people also acquired a dog during the pandemic (Morgan et al., 2020). As such the results here are a snapshot and it is not clear how recreational use of countryside sites may further change in the future. The results need to be considered in this context and in particular the proportions of holidaymakers may have been influenced by the pandemic.

5.4 The original survey design is summarised in Appendix 1. However, the surveys were not conducted by ourselves due to the pandemic. As a solution, a local market research company assisted in surveying, but were less familiar with our approach and therefore there were issues in survey methodologies, particularly with respect to the tally counts. This means that there are some limitations with how the data can be used, hampering some of the intended analysis, and some of the findings should bear the limitations in mind.

5.5 We set out recommendations in a separate appendix (2: Review and Recommendations for Survey Methods) which highlights the issues and suggests any necessary changes for the future. Addressing these issues to

ensure future survey work runs smoothly and works to provide a consistent, repeatable dataset for long term monitoring will be key.

5.6 Within the results, an observation around route lengths was noted. The cyclists' routes were generally shorter than might have been expected with no cycling routes more than 4.5 km. There were relatively few interviews with cyclists, and it is a limitation of the on-site surveys that this user group can be harder to stop and interview. Also it is possible that the visitor maps were not sufficient scale to encompass long distance routes; it is suggested that future surveys include island wide scale maps and that surveyors are clear to record beyond the 'site' boundaries.

5.7 These interviews were conducted with people actually visiting the countryside and therefore clearly relate to those who visit outdoor sites. The data are therefore not necessarily reflective of the population as a whole.

5.8 It should also be noted that the results on signage content etc reflect the views of the users and this is an important consideration in terms of how to apply the results. There is the risk of a discrepancy between what individuals wish to see communicated and what actually needs to be communicated. For example, codes of conduct were assigned a low score by users, and this perhaps reflects a potential concern that restrictions could be imposed.

Discussion points and implications

5.9 The survey results provide a snapshot of the levels of access, visit patterns and visitor behaviour and have already informed the design and placement of new signage.

5.10 While there are the above limitations, there will always be some limitations to data collected in this way. Ensuring these are accounted for, we still believe the results are a very useful insight into visitor behaviour and form an important benchmark, with key visitor metrics that can be examined in the long term.

5.11 Some particular findings are discussed below.

5.12 The tally counts highlight the locations for large groups, specific activities and where overall footfall is greatest – although we have some concerns around some of the data quality. Because the tallies are based on all people passing, rather than just those stopping for an interview. there can be some discrepancies between the data in the tallies and the interviews. At Mourier

Valley 13% of tallied people were cycling, yet cyclists accounted for only 6% of interviewees; and 3% of people were identified as commercial dog walkers at St Catherine's Wood, yet none were interviewed.

5.13 Around 1 in 5 people interviewed were on holiday, and this ranged from 1 in 3 to 1 in 10 at individual sites (notably fewer holidaymakers at St Catherine's Wood and more at Gorselands). This would imply that signage that targets holidaymakers is generally required at all locations. Messaging and information provision is likely to need to be very different for holiday makers.

5.14 The main activity, conducted by around half of interviewees, was dog walking, followed by walking and then other activities such as jogging / running, cycling/mountain biking and family outings. Dog walking was particularly focussed at certain sites, such as Noirmont, compared to others. Dog walking is an activity with particular impacts for wildlife (Banks & Bryant, 2007; Gómez-Serrano, 2020; Taylor et al., 2005), and signage targeting responsible behaviour among this group is likely to be necessary at sensitive locations, such as those with foraging Chough (which are particularly vulnerable to disturbance in the summer, see Kerbiriou et al., 2009), other bird interest, herptiles or rare plants. All groups are also likely to present similar risks, but we also highlight concerns that other activities such as walking and running can have impacts on bare ground invertebrates on paths (Ciach et al., 2017) and cycling and horse riding can have greater erosion impacts (Liley et al., 2002).

5.15 Most interviewees were reasonably regular visitors, with 1 in 4 interviewees visiting 1 to 3 times a week (i.e. 40-180 visits per year). Overall, 17% were on a first visit, but this was skewed towards those on holiday (of whom 78% were on a first visit). We estimate that residents of Jersey make, on average, 112 visits per year to the interview locations. This would suggest there is perhaps merit in a range of approaches and communication methods. Those on a first visit (holidaymakers in particular) are likely to benefit from more detailed information and help with orientation, routes etc. For those who visit regularly, there may be merit in finding ways to communicate key messages or specific information (presence of livestock, seasonal changes in wildlife sensitivity etc) in a way that is dynamic and catches attention.

5.16 The most common factors influencing interviewees' choice of route were habit and previous experience, following marked trails and viewpoints were also frequently cited. This would suggest that many visitors are choosing

where to go based on prior visits such as favourite walks and could suggest benefits for more dynamic and attention-catching signage.

5.17 Around 2 in 5 interviewees said they had interacted with other visitors (whether entering into conversation or a conflict between different user groups) and of these 12% had positive interactions and only 1 noted a negative interaction. The remaining interviewees all reported no interactions with other site users. As such, it would seem that there is little evidence from the interview data of conflicts between different user groups and perhaps less need to segregate or separate users.

5.18 On average, interviewees rated the ease of finding out about where to go with a score of 2.8 out of 5, and this would suggest there is scope for better information provision and help with wayfinding. Cyclists and mountain bikers rated the accessibility of information the highest, while the lowest ratings were from those meeting up socially and bird/wildlife watchers.

5.19 Across all interviewees, 20% said that they were aware of the Countryside Access Map. This would imply that the map could be better promoted. The lowest level of awareness of this resource was at Noirmont and the highest at Mourier Valley (where there were the most runners & cyclists). The awareness was highest amongst runners and cyclists (but this difference was not statistically significant). Awareness was also highest amongst those who visited moderately frequently, compared to daily visitors or those on a first visit. There may therefore be merit in targeting these groups with any promotion.

5.20 Just under half of interviewees were not aware of plants and animals sensitive to the impacts of people visiting the site, while just over a third of those who said they were aware, could not name examples. There is clearly some potential to further highlight impacts of recreation on the biodiversity interest. Such impacts are likely to be location specific and seasonal and there may be merit in therefore targeting appropriate messages.

5.21 Interviewees' views regarding how routes were communicated and displayed highlighted the importance of maps on entrances, information on route (distance/time) and the use of icons or coloured posts for different users (cyclists/mountain bikers placed greater importance on these last ideas).

5.22 Views, more generally, on signage content, highlighted a number of aspects, including requests for detail on the specific wildlife interest and a map of where to go. However, responses varied by location and activity type. For

example, greater information on dangers and hazards, and details of the terrain, along with a "you are here" context map at Gorselands was considered important. While cyclists and mountain bikers placed greater importance on alternative sites and the permitted activities at these sites, signage which had detailed the terrain, “you are here” maps, and details of the rules and restrictions were considered important.

5.23 Key metrics from the visitor data are summarised in Table 17 below, these help rank sites at a glance to compare between sites. This indicates key measures, such as the busyness of sites (Noirmont being busiest), types of visitors (St Catherines Wood having the greatest diversity of visitor activities, while Noirmont the lowest), and the diversity of visitors from across the island (highest for Mourier Valley).

Table 17: Summary table of a range of visitor metrics summarised by site. Bold red and blue values act as visual aid for highest and lowest values.

Visitor Metric	Les Landes	Mourier Valley	Gorselands	Noirmont	St Catherines Wood
Footfall (approx. people per hour)	11	**6**	**6**	**15**	12
% tallied minors	7%	8%	**5%**	10%	**41%**
% tallied cycling	7%	**12%**	7%	7%	**2%**
% interviewed dog walking	46%	**37%**	43%	**59%**	50%
% interviewed walking	32%	**40%**	**40%**	**26%**	**26%**
% interviewed arriving by car	**91%**	61%	**49%**	65%	68%
Index for diversity of visitor activities[8]	1.47	1.46	1.34	**1.25**	**1.51**
% interviewees on holiday	21%	18%	**29%**	16%	**8%**
Index for diversity of visitor postcode origins[9]	2.08	**2.24**	**1.57**	1.64	1.88
Estimated average number of visits per year a visitor makes	85	**59**	93	**123**	85
% interviewees visit daily or more than once a day	11%	**3%**	10%	**18%**	8%
Rating given to accessibility of information relating to paths	**3.2**	2.9	**3.2**	**2.4**	2.8
% interviewees not aware of any species potentially impacted by people	**37%**	39%	46%	55%	**60%**

Future monitoring

5.24 This survey was part of a series of recommendations from a prior visitor access monitoring strategy. Other suggestions from the monitoring strategy were automated counters and path monitoring, to record levels of access and levels of erosion/trampling damage. Considering the impacts on the path and indicators have the potential to be highly effective in measuring effects of access management. Recording of incidents, as recommended in the monitoring strategy, will help determine the scale of issues, conflicts between site users and other access issues.

[8] Shannon diversity index – higher value quals higher diversity of activities being conducted.
[9] Shannon diversity index – higher value quals higher diversity of activities being conducted.

5.25 Future surveys could be part of the long-term monitoring strategy and conducted every 5-10 years – the exact interval can be more or less depending on changes to access/ infrastructure/ ecology. The surveys could be conducted at a subset of the locations used here and consider the changes in visitor patterns and behaviours over time in the light of specific access interventions.

References

Banks, P. B., & Bryant, J. V. (2007). Four-legged friend of foe? Dog-walking displaces native birds from natural areas. *Biology Letters*, *3*(6), 611–613.

Burnett, H., Olsen, J. R., Nicholls, N., & Mitchell, R. (2021). Change in time spent visiting and experiences of green space following restrictions on movement during the COVID-19 pandemic: A nationally representative cross-sectional study of UK adults. *BMJ Open*, *11*(3), e044067. https://doi.org/10.1136/bmjopen-2020-044067

Ciach, M., Maślanka, B., Krzus, A., & Wojas, T. (2017). Watch your step: Insect mortality on hiking trails. *Insect Conservation and Diversity*, *10*(2), 12–140.

Countryside Access Strategy for Jersey 2016. (2016). Department for the Environment. https://www.gov.je/SiteCollectionDocuments/Government%20and%20administration/R%20Countryside%20Access%20Strategy%20for%20Jersey%202016%20FINAL%20DM%2026072016.pdf

Gómez-Serrano, M. Á. (2020). Four-legged foes: Dogs disturb nesting plovers more than people do on tourist beaches. *Ibis*, *n/a*(n/a). https://doi.org/10.1111/ibi.12879

Kerbiriou, C., Le Viol, I., Robert, A., Porcher, A., Gourmelon, F., & Julliard, R. (2009). Tourism in protected areas can threaten wild populations: From individual response to population viability of the chough Pyrrhocorax pyrrhocorax %J Journal of Applied Ecology. *Journal of Applied Ecology*, *46*(3), 657–665.

Liley, D., Langston, R., & Walker, J. (2002). *Sustainable recreation management on lowland heathland Sites of Special Scientific Interest*. RSPB . English Nature. file:///S:/reports%20%26%20pdfs/Papers%20linked%20to%20Endnote/Footprint

%20Reports/Sustainable%20recreation%20management%20on%20lowland%20heaths%20report.pdf

Morgan, L., Protopopova, A., Birkler, R. I. D., Itin-Shwartz, B., Sutton, G. A., Gamliel, A., Yakobson, B., & Raz, T. (2020). Human–dog relationships during the COVID-19 pandemic: Booming dog adoption during social isolation. *Humanities and Social Sciences Communications*, *7*(1), 1–11. https://doi.org/10.1057/s41599-020-00649-x

Natural England, & Kantar Public. (2021). *Impact of Covid-19 on engagement with green and natural spaces* (Natural England Report No. PANS003). The People and Nature Survey for England. http://publications.naturalengland.org.uk/publication/4513040482697216

Taylor, K., Anderson, P., Taylor, R. P., Longden, K., & Fisher, P. (2005). *Dogs, access and nature conservation*. English Nature.

Ugolini, F., Massetti, L., Calaza-Martínez, P., Cariñanos, P., Dobbs, C., Ostoić, S. K., Marin, A. M., Pearlmutter, D., Saaroni, H., Šaulienė, I., Simoneti, M., Verlič, A., Vuletić, D., & Sanesi, G. (2020). Effects of the COVID-19 pandemic on the use and perceptions of urban green space: An international exploratory study. *Urban Forestry & Urban Greening*, *56*, 126888. https://doi.org/10.1016/j.ufug.2020.126888