

APPENDIX C SAMPLE QUESTIONNAIRES

Assessing the Spatial Extent and Associated Socioeconomic Value of Marine and Coastal Tourism and Recreation in Scotland

This event provides several opportunities for you to provide information for this project:

- **A questionnaire**
- **Maps and charts**
- **Interactive feedback sessions**

The attached **questionnaire** asks you about what you do and where you go. The survey is in three parts with questions about:

- Which activities you undertake, and where you do them
- Questions about your top activities and your last trip
- Questions about you

By completing the questionnaire you will make a real difference helping ensure that the importance of different recreational activities is properly recognised.

You will also have the opportunity to enter a prize draw.

Maps and charts of existing data are available around the room, and blank maps are provided for you to show where you go for coastal and marine leisure activities.

Finally, there will be an **interactive session** where you will have the opportunity to provide feedback on the questionnaire and to discuss wider issues associated with marine and coastal tourism and recreation such as trends in marine tourism and recreation, strengths and weaknesses of the area in terms of tourism and recreation, any conflicts or synergies between different recreation types or with other marine activities and awareness and attitudes towards marine and coastal designations.





Background to the Study

We are moving to a new chapter in the way that Scotland's coasts and seas are planned and managed. Marine Scotland is in the process of preparing a Marine Spatial Plan for the Pentland Firth and Orkney Waters area.

Aquatera, LUC and Heriot Watt University are carrying out a study on behalf of The Scottish Government to investigate the participation and uses of the marine environment for leisure activities in around the Pentland Firth and Orkney Waters area. This is a pilot project that feeds directly into a larger study for the whole of Scotland.

We want to find out about what recreation people do around the coast, and where they do it.¹ This will help ensure that future management of our seas and coastline takes full account of their importance for recreation.

The project is an opportunity for those passionate about using the marine environment to ensure that:

- The places they use and value are identified.
- The importance of tourism resources and recreation activities can be considered in a robust and spatially-specific manner, recognising localised patterns of activity and variations in significance.
- There is good evidence to weigh against other considerations in plan-making.

Accurate baseline information will benefit the marine sector as a whole and will contribute to more accurate and effective marine plans as well as local development plans.

For more information on the National Marine Plan, and the current data available for tourism and recreation, please see the following website:

<http://www.gov.scot/Topics/marine/seamanagement/nmpihome/Productive>



¹ Any personal information you give to us will be processed in accordance with the UK Data Protection Act 1998.

You and the coast

1. Please could you tell us whether you live close to the coast?

- I live within a mile of the coast
- I live between 1 and 5 miles from the coast
- I live more than 5 miles from the coast

Marine and Coastal recreation types

Please tick a box for each type of recreation you have undertaken over the past year. We will then ask you to mark on maps the places you have visited. You may mark more than one location, and can show this using symbols for individual locations, journeys/voyages/trips, or areas you have visited.

2. List of activities

- General recreation (beach games, beach combing, rock pooling, painting, kite flying, sunbathing, picnicking, yoga, paddling, walking less than 2 miles, sightseeing general, fossil hunting, beach team sports, Body boarding, coastal cycling, swimming, dog walking)
- Tourism activities such as scenic drives, bus tours or visits to attractions such as museums or aquariums
- Visiting historic sites
- Walking (more than two miles)
- Horseriding
- Snorkelling
- Bird watching
- Wildlife watching
- Climbing, bouldering and coastering
- Land yachting, Power kiting, Kite bugging
- SCUBA diving
- Surfing
- Windsurfing / Kite surfing
- Surf kayaking
- Canoeing and kayaking
- Rowing and sculling
- Paddle boarding
- Water skiing / wakeboarding
- Small craft
- Sailing racing
- Sailing cruising
- Motor cruising
- Power boating
- Personal watercraft (jet skis)
- Angling
- Chartered fishing trips
- Canal boating
- None of the above

Other (please specify)

Questions about your top 3 activities

In this part of the survey we want to find out about the top three activities you undertake around the Scottish coast

3. What sources of information do you use when deciding where to go?

	Activity 1 (specify)	Activity 2 (specify)	Activity 3 (specify)
Guidebooks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clubs and associations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My own knowledge of the Scottish coast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Word of mouth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>		

4. Which of the following things are important when you decide where to go?

	Activity 1 (specify)	Activity 2 (specify)	Activity 3 (specify)
Quality of opportunities for coastal or marine recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic qualities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic and cultural heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range of things to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of suitable accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
other facilities such as shops, cafes or pubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distance from home and ease of access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>		

5. Do you own your own equipment (e.g. boat)?

	Activity 1	Activity 2	Activity 3
Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No - I use club equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No - I use a equipment owned by a friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No - I hire equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not applicable	<input type="text"/>		

6. What means of transport do you normally use to get to the coast for this activity

	Activity 1 (specify)	Activity 2 (specify)	Activity 3 (specify)
Car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motorbike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

7. How frequently have you visited the coast to undertake this activity over the past year?

	Activity 1 (specify)	Activity 2 (specify)	Activity 3 (specify)
Most days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At least once a week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At least once a month	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At least once every couple of months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At least once every six months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At least once a year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Less often	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. At what times of year do you undertake these activities?

	Activity 1 (specify)	Activity 2 (specify)	Activity 3 (specify)
Winter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Autumn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. How many of the following types of visit did you make to the coast for these activities during the past 12 months?

	Activity 1 (specify)	Activity 2 (specify)	Activity 3 (specify)
Day trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Short break (up to 3 nights away)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Long break (more than 3 nights away)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. How long do you normally spend undertaking these activities per visit?

	Activity 1 (specify)	Activity 2 (specify)	Activity 3 (specify)
Hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Which things could be improved to make your trips easier or more enjoyable?

	Activity 1 (specify)	Activity 2 (specify)	Activity 3 (specify)
Transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage and on-site information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-line information and apps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="text"/>		

12. How much did you spend during your last trip to the coast for these activities?

	Activity 1 (specify)	Activity 2 (specify)	Activity 3 (specify)
Transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entrance fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hire of equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not applicable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. How much do you spend per year on each of these activities?

	Activity 1 (specify)	Activity 2 (specify)	Activity 3 (specify)
Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Storage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Memberships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not applicable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Are you spending more, the same, or less on these activities than in previous years?

	Activity 1 (specify)	Activity 2 (specify)	Activity 3 (specify)
More	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Same	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Less	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not applicable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Why has your spending changed?	<input type="text"/>		

About your last trip to the coast

15. Which activity(ies) did you undertake the last visit you made to the coast lasting 3 hours or longer?

- General recreation (beachgames, beach combing, rock pooling, painting, kite flying, sunbathing, picnicking, yoga, paddling, walking less than 2 miles, sightseeing general, fossil hunting, beach team sports, Body boarding, coastal cycling, swimming, dog walking)
- Tourism activities such as scenic drives, bus tours or visits to attractions such as museums or aquariums
- Visiting historic sites
- Walking (more than two miles)
- Horseriding
- Snorkelling
- Bird watching
- Wildlife watching
- Climbing, bouldering and coasteering
- Land yachting, Power kiting, Kite buggying
- SCUBA diving
- Surfing
- Windsurfing / Kite surfing
- Surf kayaking
- Canoeing and kayaking
- Rowing and sculling
- Paddle boarding
- Water skiing / wakeboarding
- Small craft
- Sailing racing
- Sailing cruising
- Motor cruising
- Power boating
- Personal watercraft (jet skis)
- Angling
- Chartered fishing trips
- Canal boating

16. How long was your visit?

- Day trip
- Short break (1-3 nights)
- Long break (4 nights or more)

Visitors to Scotland

If you are a visitor from outside Scotland we would like to ask you a couple of additional questions.

20. If you live outside Scotland, how many times have you visited the Scottish coast?

- Once
- Up to five times
- More than five times

21. If you live outside Scotland, how likely is it that you will visit again?

- Very likely
- Likely
- Possibly
- Unlikely
- Very unlikely

If unlikely, or very unlikely, please could you explain why?

About you

22. Are you aware of any codes of conduct relating to the recreation activities you undertake around the Scottish coast?

- Yes
- Partially
- No

Please list any you are aware of

23. Are you a member of a club which supports your chosen recreation activity?

- Yes
- No

Please list the activities for which you are club member

24. Are you a member of a national or regional organisation which supports and promotes standards for your chosen activity type?

- Yes
- No

If yes, please list

25. About you - please could you tell us your age?

- 16-24
- 25-34
- 35-44
- 45-65
- 65+

26. Are you

- Male
- Female

27. If you live in the UK, please could you provide your post code?

28. If you live overseas, please could you tell in which country you reside?

29. What is your household's total income from all sources over the last 12 months?

- Up to 10,000
- 10,001 and 20,000
- 20,001 and 30,000
- 30,001 and 40,000
- 40,001 and 50,000
- 50,001 and 60,000
- More than £60,000

30. How would you describe your ethnicity?

- Scottish
- Other British
- Gipsy or Irish Traveller
- Polish
- Any other White ethnic group, please describe
- Any Mixed or Multiple ethnic groups, please describe
- Indian, Indian Scottish or Indian British
- Pakistani, Pakistani Scottish or Pakistani British
- Bangladeshi, Bangladeshi Scottish or Bangladeshi British
- African, African Scottish or African British
- Any other African, please describe
- Caribbean, Caribbean Scottish or Caribbean British
- Black, Black Scottish or Black British
- Any other Caribbean or Black, please describe
- Arab, Arab Scottish or Arab British
- Any other ethnic group, please describe

Other (please specify)

Many thanks for taking part

Business name

Business postcode

Short description of services and activities

Please list which marine and coastal recreation activities form part of your offer to your clients:

What proportion of your activities involve recreation around the coast?

Please name the places around the coast where you have taken clients for this activity during the past 12 months (attach map)

Do you bring your clients back to the same places year after year? **(Y/N)**

Is visiting the coast the primary aim or part of a wider trip itinerary? **(Y/N)**

What factors influence your choice of where to take clients when you are planning an organised trip to the coast?

How often do you run trips to the coast?

Do you operate 12 months of the year? (yes/no) If no, which months do you operate?

How long do you normally spend on the water (hrs) or at the coast (hrs)?

What type of trip do you provide (day trip/overnight/ ? number of nights)

How many of the following types of visit to the coast (day trip/overnight/ ? number of nights) did you provide to clients during the last 12 months?

What is the typical party size of your client groups?

What was the approximate composition of the party on your last trip to the coast (number with approximate age, gender and nationality breakdown)?

Please list the other businesses which your clients typically use when on a trip with your organisation:

Accommodation (hotel, bed and breakfast, hostel or bunkhouse, on board a boat, caravan or camping)

Cafes pubs restaurants

Local shops

Other (please specify)

Do you provide transport to get your clients to the coast?

What means of transport do you normally use to transport clients to the coast?

How many staff does your business employ?

Full time/part time/ seasonal?

Is it easy to find staff with the appropriate skills to support your business? If not what are the main skills gaps? How have you managed to source appropriately skilled staff?

How does your business turnover compare for the previous two years? *Same? Increase? Decrease?*

What reasons do you think influenced this? E.g. Events?

Do you expect business growth in the next 5 years?

Don't know

Decrease

Stay the same

Increase

Significant increase

What reasons do you think will influence this expected change?