FOOTPRINT ECOLOGY

Berry Head Visitor Survey 2023

Chris Panter, Emma Bishop & Sophie Lake

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

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Summary

This report has been commissioned by Torbay Council and presents the results of a visitor survey at Berry Head conducted in July and August 2023.

Surveys involved face-face interviews with a random sample of people at two different locations around the site and, at the same locations, tally counts of the number of people seen entering/leaving the site.

Tally counts

- Due to an emergency incident on site in the last session, the surveys were aborted such that 62 hours of survey were conducted in 2023 (compared to the full 64 in 2016).
- The number of people entering per hour in the survey was 24.8 (27.4 in 2016), suggesting a 9% decrease.
- Considering the total footfall, there is a suggested 16% increase from the people per hour figure recorded in 2016 (50.0) and in this survey (58.1).
- However, the slight movement of the survey location in this survey means a direct comparison is difficult.
- Other metrics, such as average group size (2.24 in 2023 and 2.28 in 2016), were broadly similar too. The total number of dogs was 733 (715 in 2016), and there were 658 minors (629 in 2016).

Interviews

- A total of 266 interviews were conducted in 2023 (279 in 2016). The majority of interviewees (65%) were on a day trip or short visit having travelled directly from home (60% in 2016). Roughly a third (34%) stated they were on holiday in the area (36% in 2016).
- The most common activity was walking (44% of interviewees), followed by dog walking (30%). In 2016 dog walking was most commonly recorded main activity (41%), followed by walking (31%). The percentage of dogs seen off lead at the time of the interview was 56% (72% off lead in 2016).
- Around three-quarters of interviewees (74%) were visiting between 30mins and 2 hrs (72% in 2016). Most interviewees (36%) were on a first visit to the site, slightly more than in 2016 (31%), but in both years this was the largest visit frequency class.
- Interviewee's routes were mapped as part of the interview and show where people went during their visit) Differences between 2023 and 2016 were in part due to the change in the relative proportion of walkers to dog walkers, however areas mostly commonly used by walkers (i.e. Quarry Floor, South Fort) and by dog walkers (i.e. West, Heath and East Cliffs) were consistent.
- Postcodes of interviewees showed 49% were residents of Brixham (45% in 2016), and 65% residents of Torbay local authority (65% in 2016). Half of all interviewees lived with 5.1 km (median distance) of the survey point where they were interviewed (6.9 km in 2016). Considering only those visiting directly from home (i.e. excluding those on holiday), the

median distance was 2.4 km (also 2.4 km in 2016) and three-quarters lived within 8.0 km (5.1 km in 2016).

The visitor survey coincided with vegetation monitoring at Berry Head. The vegetation monitoring results are set out in a separate report (Lake et al., 2024), which dovetails with this report and also sets out recommendations for visitor management and mitigation measures informed by results of the two surveys.

Contents

Acknowledgements

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Survey work was undertaken by Graham Blight and Mel Roach and entered by Emily Rush.

1. Introduction

Overview

1.1 This report has been commissioned by Torbay Council and presents the results of a visitor survey at Berry Head, conducted in July and August 2023. Berry Head is internationally important for nature conservation, in part for its specialised flora including some very rare species. Increasing recreation use of the site has the potential to compromise the nature conservation interest and this report is part of the evidence to inform the Council's approach to managing visitor use.

1.2 Long-term monitoring is essential to understand the changes in visitor use and access to better understand the impacts of change (including increased local housing and more local residents). This visitor survey is a repeat of a survey completed 7 years previously, in 2016, and follows an almost identical methodology.

Berry Head

1.3 Berry Head, situated to the east of Brixham, in Devon, is a headland that forms the southern boundary of Tor Bay. The Devonian limestone headland and broken cliff support important lichen assemblages and diverse plant communities including a number of rare species. The sea cliffs also support the largest Guillemot colony found on the south coast of England. To the south of Berry Head is St Mary's Bay which joins Sharkham Point to comprise a component of the South Hams Special Area of Conservation (SAC) and Berry Head to Sharkham Point Site of Special Scientific Interest (SSSI). Berry Head is designated as both a National Nature Reserve and Local Nature Reserve. It is also in the top tier of nature conservation sites, falling within the National Sites Network. It is a 'Habitats' site, qualifying as a Special Area of Conservation (SAC), The South Hams SAC for a range of Annex I habitats and Greater Horseshoe Bat, an Annex II species.

1.4 Berry Head is predominantly accessed from the main pay-and-display car park (85 parking spaces, plus an open grassland area for informal overflow parking). The site is also easily accessible on foot from Brixham, via a number of footpaths to the west and Berry Head also lies on the South West Coast path.

1.4.1. There is a diverse visitor interest including nature, heritage and scenery. Significant historical interest relates to the sizeable Napoleonic fort, plus both the highest and shortest lighthouses in the country. Visitors also come to see the seabird colonies, using a Guillemot viewing hide and cliff camera (closed temporarily). Other activities are diverse and include a widely advertised fishing point and a range of climbing routes (with at least 50 routes and unique deep water soloing opportunities). The site is also served by the Guardhouse café.

Impacts and importance of access

1.5 A challenging issue for UK nature conservation is how to respond to increasing demand for access without compromising the integrity of protected wildlife sites. Areas that are important for nature conservation are often important for a range of other services, including the provision of space for recreation for an increasing population. Such recreation space can be used for a wide variety of activities, ranging from daily dog walks to competitive adventure sports.

1.6 Visits to the natural environment have shown a significant increase in England as a result of the increase in population and a trend to visit the countryside more (O'Neill, 2019). The Covid-19 pandemic has further had a marked effect on how people use local green areas and many locations across the UK have seen a marked increase in recreation use during the pandemic (Burnett et al., 2021).

1.7 There is a strong body of evidence showing how increasing levels of access can have negative impacts on wildlife. Issues are varied and include disturbance, increased fire risk, contamination and damage (for general reviews see: Liley et al., 2010; Lowen et al., 2008; Ross et al., 2014; Underhill-Day, 2005). The issues are not, however, straightforward. It is now increasingly recognised that access to the countryside is crucial to the long term success of nature conservation projects, for example through enforcing pro-environmental behaviours and a greater respect for the world around us (Richardson et al., 2016). Access also brings wider benefits to society that include benefits to mental/physical health (Keniger et al., 2013; Lee and Maheswaran, 2011; Pretty et al., 2005) and economic benefits (ICF GHK, 2013; ICRT, 2011; Keniger et al., 2013; The Land Trust, 2018). Nature conservation bodies are trying to encourage people to spend more time outside and government policy is also promoting countryside access in general (e.g. through enhancing coastal access). Specific issues at Berry Head

are outlined in the a review of recreation impacts as part of HRA work for the Torbay Local Plan (Lake and Liley, 2014).

Legislative context

1.8 The designation, protection and restoration of European wildlife sites is embedded in the Conservation of Habitats and Species Regulations 2017, as amended, which are commonly referred to as the 'Habitats Regulations'. Importantly, the most recent amendments (the Conservation of Habitats and Species (amendment) (EU Exit) Regulations 2019[1]) take account of the UKs departure from the EU.

1.9 The Regulations provide strict protection for Habitats sites[2] , and this protection extends to local plans. Regulation 105 *et seq* addresses the assessment of local plans and there is also Government Guidance on the interpretation and application of the Regulations which includes local plans[3]. Local planning authorities, as public bodies, are given specific duties as 'competent authorities'. A competent authority should only approve a project or give effect to a plan where it can be ascertained that there will not be an adverse effect on the integrity of the Habitats Site(s) (or exceptionally, if there is overriding public interest and no alternatives).

Need for this report

1.10 This legislation means that Torbay Council, in reviewing and updating their Local Plan, must ensure adverse effects on integrity can be ruled out for the relevant European sites. Given the links between increased recreation use and local housing, marked increases in local housing have the potential to increase recreation pressure at Berry Head, with potential implications for the qualifying features of the European site.

1.11 This report has therefore been commissioned to inform Habitats Regulations Assessment (HRA) work for the Local Plan and to inform future mitigation delivery. It repeats surveys undertaken previously (Panter and Lake, 2016)

[1] The amending regulations generally seek to retain the requirements of the 2017 Regulations but with adjustments for the UK's exit from the European Union. See Regulation 4, which also confirms that the interpretation of these Regulations as they had effect, or any guidance as it applied, before exit day, shall continue to do so.
[2] See National Planning Policy Framework (NPPF) for definition and context
[3] Habitats regulations assessments: protecting a European site. Defra and Natural England. 24 February 2021. https://www.gov.uk/guidance/habitats-regulations-assessments-protecting-a-european-site (accessed 4 March 2021).

and coincides with ongoing vegetation monitoring (see separate vegetation report, Lake *et al.* 2024*).* Lake *et al.* also draws on the results of this report to make recommendations for the management of the site and mitigation requirements.

2. Methods

Survey locations

2.1 Surveys took place at two survey points, with broadly the same locations as those used in the 2016 visitor surveys. The survey points are shown in Map 1 and summarised in Table 1. The survey point at the quarry intersection had previously been 30 m further north at the viewpoint. However, the importance of the access to the quarry was highlighted, as it was only partially covered last time and therefore the survey location was moved slightly, and tally changed accordingly to count people entering/leaving from the quarry.

Table 1: Summary of the survey point locations

ID	Name	Type	Notes	Grid Reference
1	Main car park	Car Park	Main car park adjacent to the South West Coast Path.	SX9411056257
2	Quarry intersection	Path Junction	Path intersection where 4 paths meet; one to the quarry, one to the woods and other two for the South West Coast Path.	SX9404956631

Survey logistics

2.2 Surveyors undertook counts and visitor interviews within set two-hour periods, standardised across survey points. Face-to-face interviews were conducted with a random selection of visitors, with the surveyor selecting the next person they saw after completing the previous interview, with only one person interviewed per group or party.

2.3 Alongside the interview data, surveyors maintained a tally of all people passing, recording the number of groups (of any size), individuals, minors, dogs and cyclists. These counts allow a comparison across survey points in terms of visitor volume/footfall, and indicate the proportion of visitors that were interviewed at each location.

Questionnaire design

2.4 The questionnaire (Appendix 1) was designed using Snap XMP software and was conducted using tablet computers running the Snap Offline Interviewer app. The route that the interviewee had taken on site (or was planning to

take) was drawn by the surveyor onto a paper map, using a unique reference number to match it to the corresponding questionnaire data and these routes were subsequently digitised into GIS.

Map 1: Survey point locations. Inset map shows full extent of the South Hams SAC.

Survey timings

2.5 Each survey point was surveyed for 32 hours, with 16 hours on a weekend day and 16 hours on a weekday. Surveying was split equally between July and August to provide surveying in summer term time and summer school holiday. Each survey day was split into 2-hour periods to provide breaks for the surveyors and comparable survey windows across all locations. These surveying windows match Footprint Ecology's standard summer surveying periods. Survey times comprised**:** 07:00 - 09:00, 10:30 - 12:30, 14:00 - 16:00, and 17:00 - 19:00hrs.

2.6 Surveys took place between the 7th and 10th July and then between the 11th and 14th August (see Table 2 for specific dates).

2.7 We deliberately avoided the bank holiday weekend as having some locations (but not others) surveyed in what may be a particularly atypical weekend would make comparison difficult. Survey effort was otherwise spread within the survey windows, ensuring surveys were not weighted too much on a single date, and were spread survey effort over multiple dates, reducing the risk of bad weather on a few dates influencing the results.

Weather

2.8 Every effort was made to avoid severe weather conditions, however summer 2023 was characterised by very unsettled weather. June was warm and sunny, however July was the start of very changeable conditions, often cool, dull, windy with a lot of rainfall. Dry, warm periods were short lived and often broke into thunderstorms[4]. August was again changeable with a continuation of several storm fronts and with very brief periods of dry weather[5].

2.9 Table 2 summarises the dates each location was surveyed (visitor interviews and counts), and weather conditions. During the surveys 10 of the 2-hour survey sessions (out of a total of 32 sessions) had some rain.

[4] https://www.metoffice.gov.uk/binaries/content/assets/metofficegovuk/pdf/weather/learn-about/uk-past-events/summaries/mwr_2023_07_for_print_v1.pdf
[5] https://www.metoffice.gov.uk/binaries/content/assets/metofficegovuk/pdf/weather/learn-about/uk-past-events/summaries/mwr_2023_08_for_print_v1.pdf

Table 2: Summary of weather on survey days, with amount of rainfall during each surveying sessions. Green shading indicates July surveys and orange indicates August surveys.

Location name	Date	Avg session temp °C	Rainfall: 0700-0900	Rainfall: 1030-1230	Rainfall: 1400-1600	Rainfall: 1700-1900
1: Main Car Park	7th Jul	18.	0	0	0	0
2: Quarry Intersection	8th Jul	17	< 1/2	< 1/2	< 1/2	0
1: Main Car Park	9th Jul	18	< 1/2	0	0	0
2: Quarry Intersection	10th Jul	18	0	0	< 1/2	< 1/2
1: Main Car Park	11th Aug	18	0	0	0	-
2: Quarry Intersection	12th Aug	17	< 1/4	0	0	0
1: Main Car Park	13th Aug	17	< 1/4	0	0	0
2: Quarry Intersection	14th Aug	18	< 1/2	< 1/4	0	0

Incidents

2.10 On 11th August a major incident started at just after 4 pm, first noted by the surveyor during their break. Reports indicate a man on the cliff was armed with weapons and a large number of emergency vehicles were on scene and closed the area[6]. The surveyor remained in the main car park, until it became clear that people were being turned away from certain parts of the site. This affected only the last survey session, which was terminated.

2.11 The missing survey session will affect the results when presented as totals (i.e. tally totals). Given the overall level of survey effort, we believe the missing session is unlikely to have a marked effect on the overall results.

[6] https://www.devonlive.com/news/devon-news/live-berry-head-brixham-incident-8672818

3. Results: Tally counts

3.1 In total, 1,604 groups were noted entering, leaving or passing through at the survey points. These groups contained a total of 3,600 people (of which 658 were minors) and 733 dogs.

3.2 From these totals the mean group size was 2.2 people (of which 0.4 were minors) and 0.5 dogs. As such, minors accounted for 18% of people observed and there was 1 dog for every 2 people. In addition, the tally counts recorded visitors on bikes, and 101 people were observed on bikes, accounting for 3% of people on cycles.

3.3 The main car park was the busiest location from the tally data, with 66% of the groups, 67% of the people, 74% of the dogs, 74% of the minors and 75% of the bicycles logged entering all sites recorded entering at this location.

Survey point variation

3.4 Numbers per hour, adjusted for the missing survey session, are the most appropriate data to use to compare between survey seasons, days and sessions See Figure 1 and Table 3).

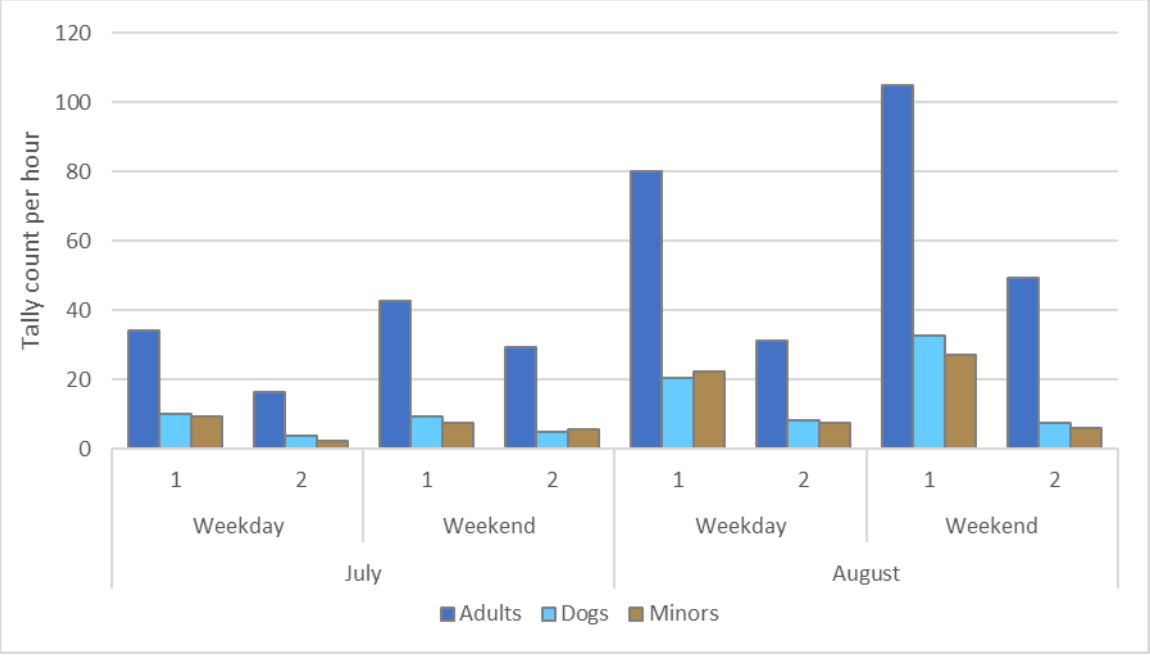


Figure 1: Groups, people and dogs entering per hour, by survey day and weekends/weekdays at each survey point.

3.5 There were significant differences, in the people per hour figures between the two survey points (Kruskal Wallis[7] using values per session, H= 4.99, df= 31, p=0.026). Overall, the number of people per hour was 2.3x higher at survey point 1: Main car park, compared to 2: Quarry Intersection. The number of dogs per hour and minors per hour was higher still at survey point 1: Main car park, with around 3 times as many dogs and minors compared to survey point 2: Quarry Intersection. Group size was overall slightly larger (2.3), with more minors per group (0.5) and more dogs per group (0.5) at the Main car park compared to the Quarry Intersection (2.2, 0.3, 0.4 respectively). The area around the main car park is therefore the busiest location and main focus for families and dog walkers.

Weekday variation

3.6 Weekends tended to be busier than weekdays, with more people entering the site at the weekend. The differences between weekdays and weekends were more pronounced at survey point 1 than survey point 2, however the differences between weekends and weekdays were not significant, for either survey point on its own or both combined.

Seasonal variation

3.7 Group size was fairly consistent between survey periods, as were the numbers of minors per group and dogs per group. However, Figure 1 clearly shows significant differences between July and August in the number of people per hour (Kruskal Wallis on values per session, H= 3.91, df= 31, p=0.048). The number of people per hour was typically just over double in August (80.9) compared to in July (36.9). The numbers of minors per hour was 2.5 times greater in August and the number of dogs per hour was 2.4 times greater. However, group sizes were roughly similar between seasons.

[7] Kruskal Wallis test (or one way ANOVA test) can be used to determine if there is a statistical difference between two or more groups. In this case, the test is applied to compare the number of people per hour across each survey session (with an independent variable of seasonal variation). The test returns the test statistic (H, or value of chi-squared), the degrees of freedom (df) and statistical significance (p value, which if less than 0.05 suggests a statistical significance).

Table 3: Summary of tally data. Those 'entering' are starting their visit at the survey point (e.g. parking at given car park); those leaving are exiting the site at the given location (e.g. returning to cars) while "footfall", is the sum of entering, leaving and those 'passing' - those that pass the surveyor (only recorded at survey point 2, as those not heading down/returning from to the quarry). The highest 3 values in each column are highlighted in bold, red text. Values in brackets shown the unit expressed as per hour.

Survey Point	Entering: Groups	Entering: people	Entering: Dogs	Entering: Minors	Entering: Bikes	Leaving: Groups	Leaving: People	Leaving: Dogs	Leaving: Minors	Leaving:Bikes	Footfall: Groups	Footfall: People	Footfall: Dogs	Footfall: Minors	Footfall: Bikes
July	197 (6.2)	488 (15.3)	85 (2.7)	110 (3.4)	20 (0.6)	191 (6)	396 (12.4)	72 (2.3)	53 (1.7)	8 (0.3)	529 (16.5)	1174 (36.7)	223 (7)	197 (6.2)	34 (1.1)
1: Main Car Park	**169 (10.6)**	**425 (26.6)**	**84 (5.3)**	**99 (6.2)**	**18 (1.1)**	**159 (9.9)**	**322 (20.1)**	**71 (4.4)**	**36 (2.3)**	**8 (0.5)**	328 (20.5)	747 (46.7)	**155 (9.7)**	**135 (8.4)**	**26 (1.6)**
2: Quarry Intersection	28 (1.8)	63 (3.9)	1 (0.1)	11 (0.7)	2 (0.1)	32 (2)	74 (4.6)	1 (0.1)	17 (1.1)	0 (0)	201 (12.6)	427 (26.7)	68 (4.3)	62 (3.9)	8 (0.5)
August	**439 (14.6)**	**1049 (35)**	**221 (7.4)**	**214 (7.1)**	**37 (1.2)**	**398 (13.3)**	**843 (28.1)**	**169 (5.6)**	**164 (5.5)**	**24 (0.8)**	**1075 (35.8)**	**2426 (80.9)**	**510 (17)**	**461 (15.4)**	**67 (2.2)**
1: Main Car Park	**388 (27.7)**	**950 (67.9)**	**217 (15.5)**	**199 (14.2)**	**31 (2.2)**	**340 (24.3)**	**722 (51.6)**	**168 (12)**	**152 (10.9)**	**19 (1.4)**	**728 (52)**	**1672 (119.4)**	**385 (27.5)**	**351 (25.1)**	**50 (3.6)**
2: Quarry Intersection	51 (3.2)	99 (6.2)	4 (0.3)	15 (0.9)	6 (0.4)	58 (3.6)	121 (7.6)	1 (0.1)	12 (0.8)	5 (0.3)	**347 (21.7)**	**754 (47.1)**	125 (7.8)	110 (6.9)	17 (1.1)
Total	**636 (10.3)**	**1537 (24.8)**	**306 (4.9)**	**324 (5.2)**	**57 (0.9)**	**589 (9.5)**	**1239 (20)**	**241 (3.9)**	**217 (3.5)**	**32 (0.5)**	**1604 (25.9)**	**3600 (58.1)**	**733 (11.8)**	**658 (10.6)**	**101 (1.6)**

4. Results: Visitor interviews

Overview of interview data

4.1 A total of 458 groups (consisting of 1 or more persons) were approached for interview during the surveys. Of these, 24 (5%) had language issues and were not interviewed, 109 (24%) refused to take part, and 46 (10%) were approached and had already been interviewed. The remaining 279 groups (61% of those approached) were interviewed.

4.2 Refusals occurred at both locations and the number of refusals correlated with the number of interviews conducted, suggesting that refusals tended to be directly in proportion to the number of people approached at each location and were therefore not at particular locations.

Table 4: Number of groups approach at each survey location. Number and percentage of all approached given for the 4 different responses on approaching a group.

Survey location	Refusals	Language issues	Already Interviewed	Interviewed	Total groups approached
1: Main Car Park	77 (28%)	18 (6%)	21 (8%)	168 (58%)	279 (100%)
2: Quarry Intersection	32 (18%)	6 (3%)	25 (14%)	116 (65%)	179 (100%)
Total	**109 (24%)**	**24 (5%)**	**46 (10%)**	**279 (61%)**	**458 (100%)**

4.3 Just over half the interviewees (146, 52%) were conducted on a weekend and just over half were conducted in July (152, 54%). The interview lasted on average 9.5 minutes.

4.4 Group size[8] in the interviewed groups ranged from 1 to 10 (the latter being a group visiting their relatives ashes). The interviewed groups totalled 583

[8] By group size we mean the number of people in the group, including the interviewee. While only one interview was conducted per group or party, the number of people in the group as a whole was logged.

people, giving an average group size (for the interviewed groups) of 2.1 people.

4.5 Within the interviewed groups, 107 interviewees had 1 or more dogs with them (38% of interviewees). A total of 137 dogs were recorded, roughly 0.5 dogs per interviewee (across all interviewees) and 0.2 dogs per person in the interviewed groups. At least 77 (56%) of the dogs were noted by the surveyor as off the lead at the time of interview.

Visit type (Q1)

4.6 The majority (180 interviewees, 65%) were on a day trip or short visit and had travelled directly from home that day. 94 interviewees (34%) stated they were on holiday in the area and staying away from home while a further 5 interviewees (2%) were staying with friends or family in the area.

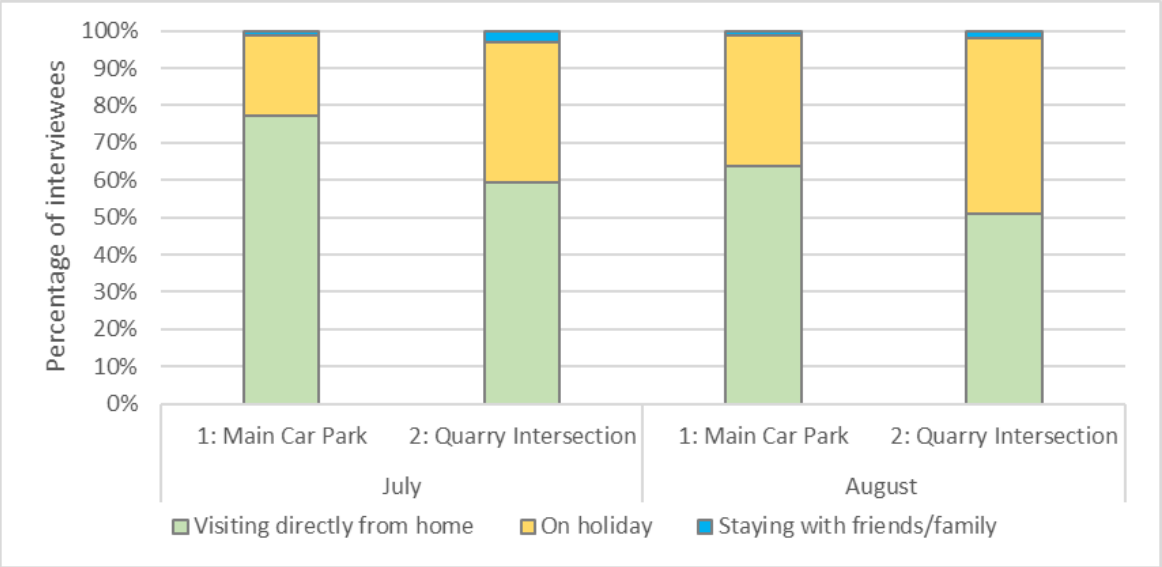


Figure 2: The percentage of interviewees on different visit types separated by season and survey point.

4.7 Figure 2 shows the percentage of those visiting directly from home, on holiday and staying with friends and family varied by survey point and season. Those visiting directly from home were more often at survey point 1: Main car park (71%, 115 interviewees), and in July rather than August (69%, 105 interviewees).

4.8 Overall, those visiting on weekdays were more likely to be visiting directly from home (89 interviewees, 67%), compared to weekends (91 interviewees, 62%). In July, over three-quarters of interviewees on weekdays were visiting directly from home (56 interviewees, 77%), compared to weekdays in August

when just under half were on holiday or staying with friends and family (27 interviewees, 45%).

Activity (Q2)

4.9 Walking was the most frequently given main activity (124 interviewees, 44% of interviewees) with dog walking the next most commonly cited activity (84 interviewees, 30%). Together these two activities accounted for 74% of interviewees' main activities. 13 interviewees (5%) cited their main activity to be visiting the café and this included visitors who recorded their activity as having breakfast or lunch. Four interviewees gave 'other' activities that did not fit with the pre-determined categories, and these were varied, for example including boat spotting and reading.

4.10 Overall, there was relatively little difference in main activity between season, but much clearer differences between survey locations (Figure 3). At 1: Main car park, a higher number of interviewees were dog walking (57 interviewees, 35%) and visiting the café (12 interviewees, 7%). In comparison, at survey location 2: Quarry Intersection over half of interviewees were walking (61, 52%) and the largest proportion fishing at this point (8 interviewees, 7%).

4.11 Those who gave their main activity as visiting the café (13 in total) were almost all encountered on weekdays, with just one interviewee on a weekday. In addition, all but one interviewee who was running was encountered on weekdays (7 in total). Those who were fishing (10 in total), except for one, were all encountered on weekends.

4.12 The percentage of interviewees conducting each activity by visit type is shown in Table 5. Those visiting from home were mostly walkers (71 interviewees, 39%) and dog walkers (65 interviewees, 36%), whereas for those on holiday the majority were walkers (52 interviewees, 55%), followed by a wide range of other activities.

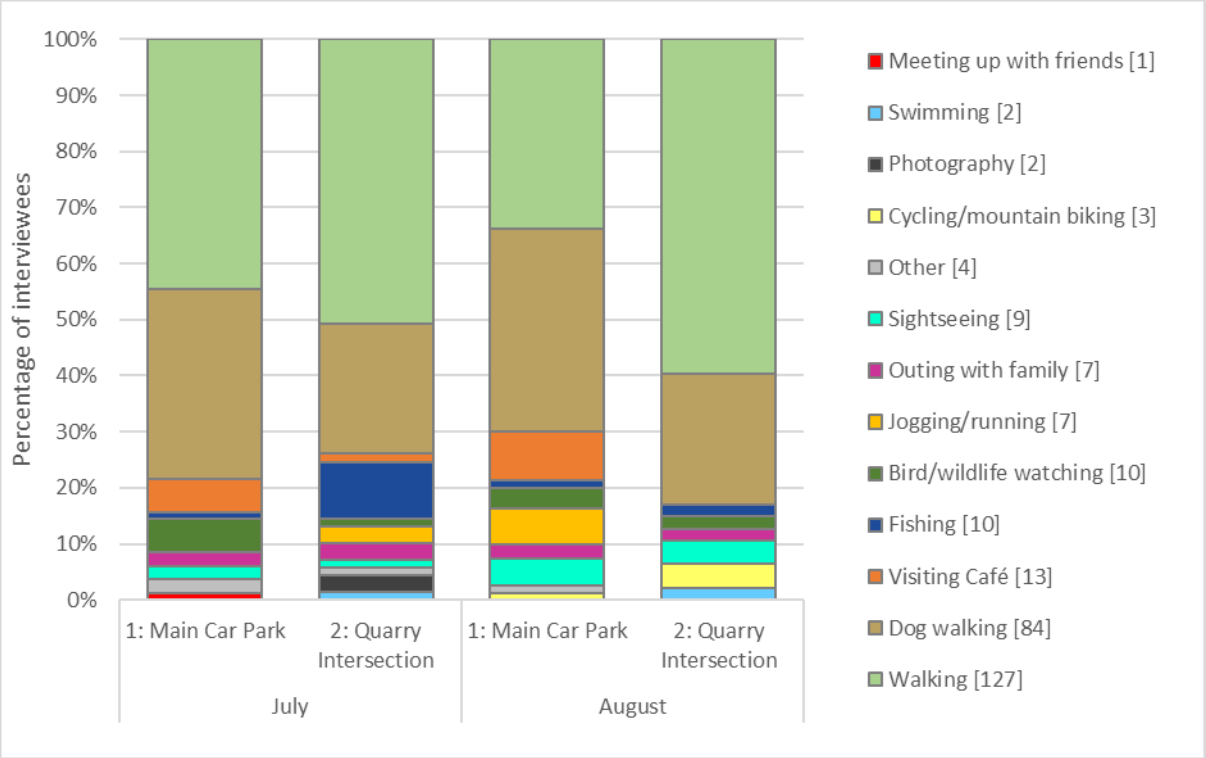
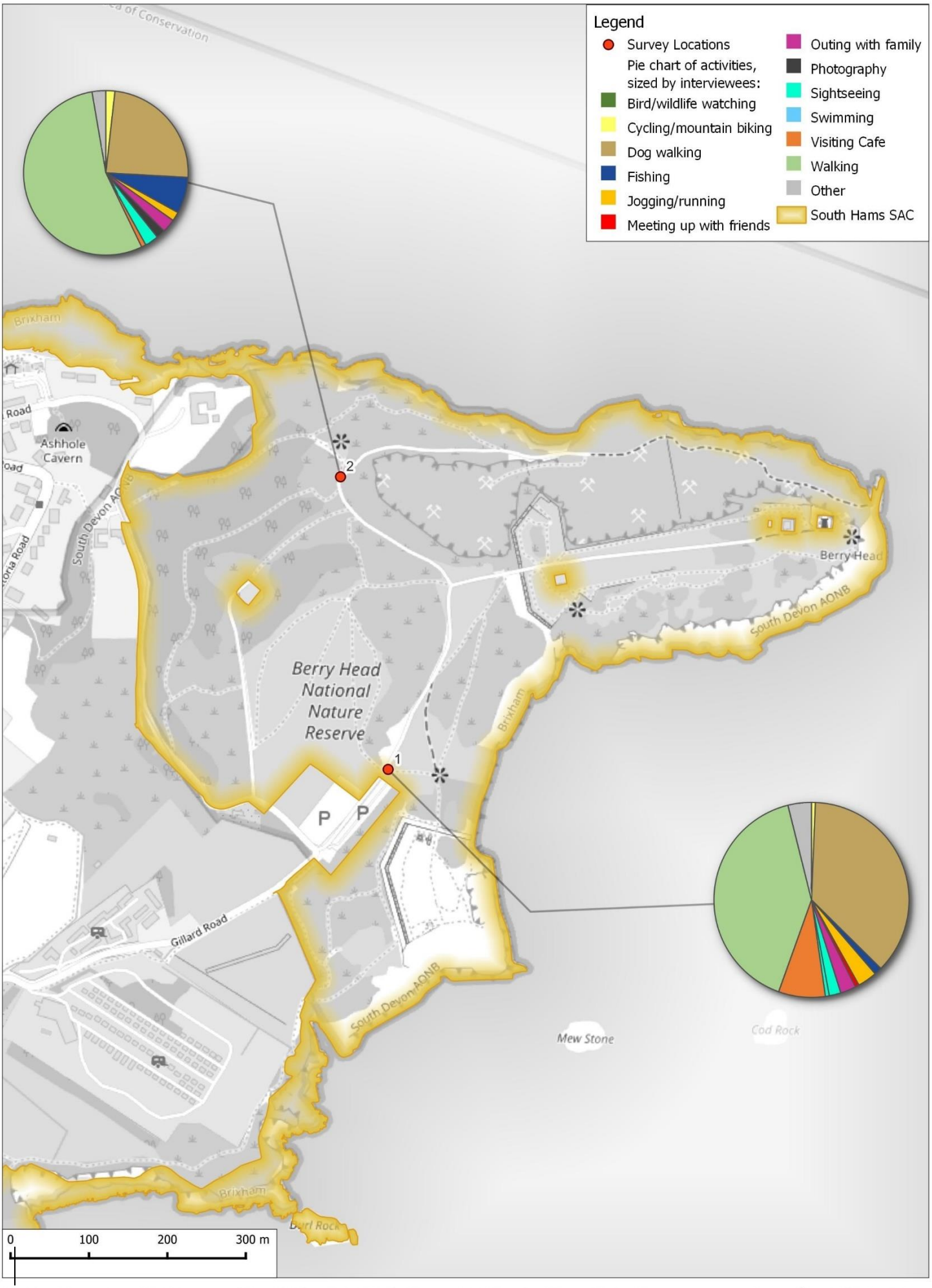


Figure 3: Proportion of interviewees by main activity, from responses to Q2.

Table 5: Summary of the 8 activities and the proportion of interviewees conducting these activities, by visit type.

Visit type	Walking	Dog walking	Visiting Café	Bird/wildlife watching	Fishing	Outing with family	Jogging/running	Sightseeing
Visiting directly from home	71 (39%)	65 (36%)	10 (6%)	4 (2%)	9 (5%)	3 (2%)	4 (2%)	2 (1%)
Staying with friends and family locally	1 (20%)	1 (20%)	(0%)	(0%)	(0%)	1 (20%)	1 (20%)	(0%)
On holiday	52 (55%)	18 (19%)	3 (3%)	6 (6%)	1 (1%)	3 (3%)	2 (2%)	3 (3%)
Total	**124 (44%)**	**84 (30%)**	**13 (5%)**	**10 (4%)**	**10 (4%)**	**7 (3%)**	**7 (3%)**	**5 (2%)**

Map 2: Interviewee main activities at each survey location.



Temporal visit patterns (Q3 – Q6)

Visit frequency (Q3)

4.13 Visit frequencies are summarised in Figure 3. Roughly a third of interviewees were on their first visit to the site or hadn't visited in the past year (99 interviewees, 36%). Another third of interviewees visited at least once a week (97 interviewees, 35%), 12% of which visited the site daily (33 interviewees).

4.14 Dog walkers and those jogging had tended to visit the most frequently (26 interviewees, visited daily, 31%), whilst those interviewees on an outing with family and sightseeing visit more infrequently (80% and 57% on a first visit to the site respectively).

4.15 Visit frequency differed between survey locations. At survey location 1: Main car park, interviewees tended to visit more frequently, with a higher number of interviewees visiting daily (23 interviewees, 14%). Whilst at 2: Quarry Intersection, visits were more infrequent with a higher number of interviewees visiting 2 to 3 times per month (7 interviewees, 6%).

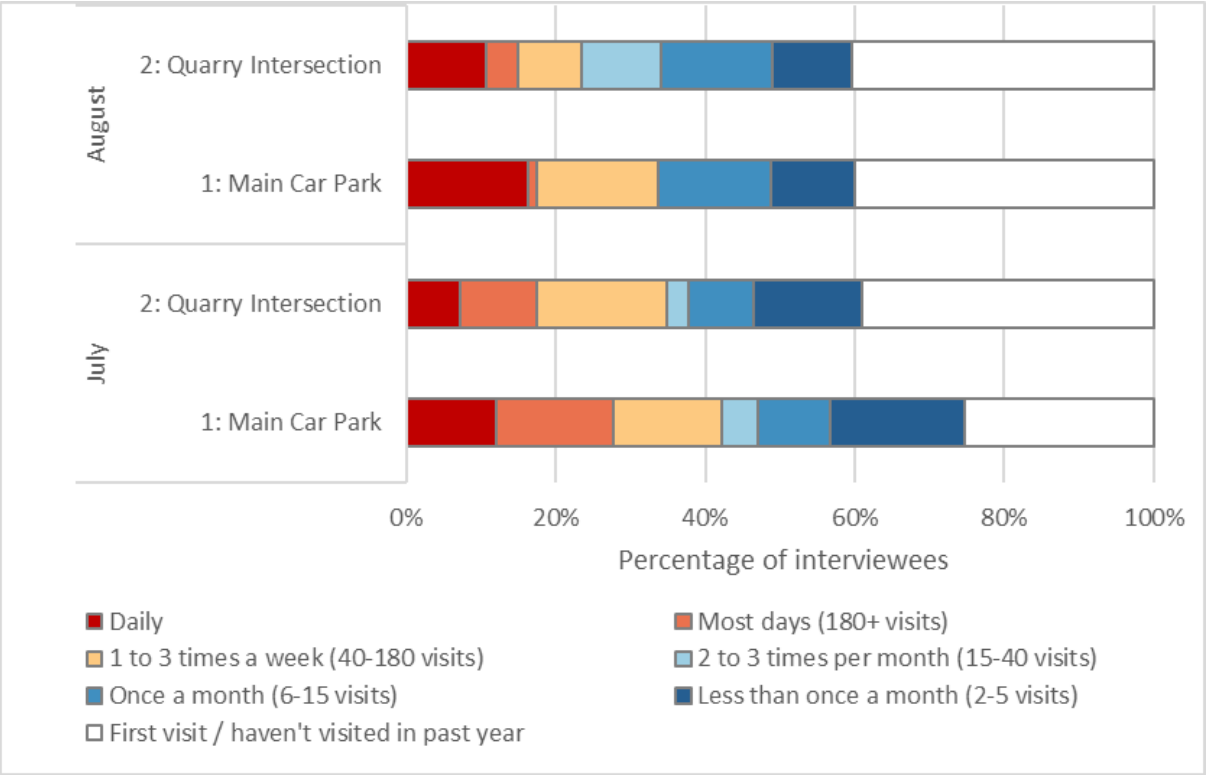


Figure 4: Visit frequency for all interviewees (top) and by activity (lower). All other activities refers to all main activities that had 3 or less interviewees and activities categorised as 'other'. Data from Q3.

4.16 Based on the categorical responses relating to visit frequency, interviewees had visited the interview location around 77 times on average over the past year[9].

Visit duration (Q4)

4.17 Most interviewees (115, 41%) were visiting for between 1-2 hours, with a further 92 interviewees (33%) visiting for between 30 minutes and 1 hour. In total, 233 interviewees (84%) were visiting for less than 2 hours. Those jogging/running tended to be visiting for shorter periods, (6 interviewees, 86%) on site for less than 30 minutes, whilst all the interviewees who were fishing (10) were visiting for over 2 hours.

4.18 Based on the categorical responses relating to visit duration the typical visit duration is around 88 minutes[10].

4.19 In July visits were generally shorter, with 71 interviewees (47%) visiting for less than 1 hour, compared to 47 interviewees (37%) of interviewees in August. Visits tended to be longer at the weekend, with a higher proportion of interviewees visiting for longer than 3 hours (15 interviewees, 10%) compared to weekdays (6 interviewees, 4%) and a higher proportion (16 interviewees, 12%) on weekdays spending less than 30 minutes at the weekend (10 interviewees 7%).

4.20 There was little variation in visit duration between the survey points. At survey point 2: Quarry Intersection, a fifth (23 interviewees, 20%) were visiting for over 2 hours.

Time of day (Q5)

4.21 Of the 180 interviewees that were not on their first visit, the majority of interviewees (81interviewees, 45%) did not have a particular time of day that they tended to visit Berry Head, and stated that their visits varied/they didn't know. For those interviewees that did tend to visit at a particular time of day,

[9] Calculated by assigning an estimate of time to each category: "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. Typical visit frequency is then the average based on the total number of interviewees that gave one of the above categories.

[10] Calculated by assigning an estimate of time to each category: less than 30 minutes = 20mins; 30 minutes - 1hr=45 mins; 1-2 hrs=90 mins; 2-3 hrs=150mins and more than 3 hours=240mins. Typical visit duration is then the average based on the total number of interviewees that gave one of the above categories.

the early morning (before 9am) was the most common response (47 interviewees, 26%).

Time of year (Q6)

4.22 The majority of interviewees (129 interviewees, 46%) stated they tended to visit equally all year (Table 5), and this was particularly the case for dog walkers (55, 65% visiting equally all year). For those interviewees that did tend to visit at a particular time of year, the summer was the most common response (36 interviewees, 13%). Although a very small sample size, it was particularly noticeable for those visiting the café, of whom 3 interviewees (23%) stated they visited more in the summer.

Table 6: Number (%) of interviewees and time of year they tend to visit (from Q6). All other activities include those with 10 or less interviewees. Note that multiple responses were possible (i.e. interviewees could visit more in both the spring and the summer); percentages are calculated based on the total number of interviewees rather than number of responses.

Activity	Spring (Mar-May)	Summer (Jun-Aug)	Autumn (Sept-Nov)	Winter (Dec-Feb)	Equally all year	Don't know/ first visit	Total interviewees
Walking	6 (5%)	14 (11%)	2 (2%)	6 (5%)	48 (39%)	55 (44%)	124 (100%)
Dog walking	5 (6%)	11 (13%)	1 (1%)	4 (5%)	55 (65%)	12 (14%)	84 (100%)
Visiting Café	2 (15%)	3 (23%)	2 (15%)	1 (8%)	4 (31%)	5 (38%)	13 (100%)
All other activities	2 (3%)	8 (14%)	2 (3%)	0 (0%)	22 (38%)	28 (48%)	58 (100%)
Total	**17 (5%)**	**44 (13%)**	**9 (3%)**	**11 (3%)**	**151 (45%)**	**128 (38%)**	**337 (100%)**

Mode of transport (Q7)

4.23 The majority of interviewees (168 interviewees, 60%) had travelled to the interview location by car or van (see Figure 5). Other modes of transport were on foot (98 interviewees, 35%), by bus (7, 3%), by bicycle (4, 1%) and 1 interviewee had travelled on their boat, whilst another travelled on their

electric scooter. There was almost no variation between season, but some clear variation between survey locations (Figure 6), with roughly three quarters of interviewees arriving by car/van at 1: Main car park (121 interviewees, 74%). Whilst at survey location 2: Quarry Intersection, over half of the visitors arrived on foot (62, 53%).

4.24 There were few differences in the modes of transport used by those undertaking different activities. For the two most common main activities, walking and dog walking, there were 64 interviewees (52%) and 58 interviewees (58%) arriving by car respectively. For those interviewees visiting the cafe (13 interviewees), a higher percentage (11 interviewees, 85%) had arrived by car.

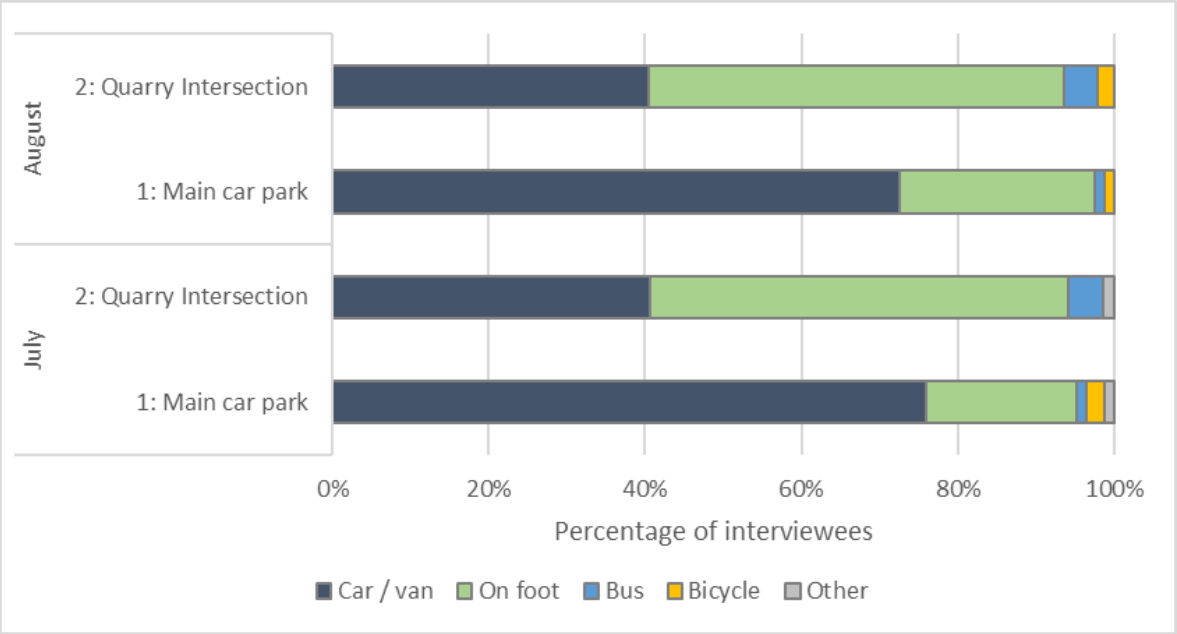


Figure 5: Number of interviewees by mode of transport and survey location.

Reasons for choice of location (Q8-9)

4.25 Interviewees gave a wide range of reasons for choosing to visit the location where they were interviewed, rather than another location (Figure 6); However, scenery/variety of views was the most common reason by some margin (cited by 116 interviewees, 42%). Other common responses related to the refreshments (e.g. café) (36 interviewees, 13%) and the location being close to home (36, 13%).

4.26 There was some variation between the type of activity with close to home being selected more often by dog walkers than any other activity type (12 interviewees, 55%), and close to home being most important for walkers (39 interviewees, 50%).

4.27 A wide range of responses were included in 'other' and included the terrain being suitable for wheelchairs and buggies, the proximity to the National Trust site and Berry Head being designated as a UNESCO Site. 16 interviewees mentioned that their choice of location was influenced by a website, guidebook, Google, signposts or through word of mouth. These responses have been grouped into the category 'Local recommendation'.

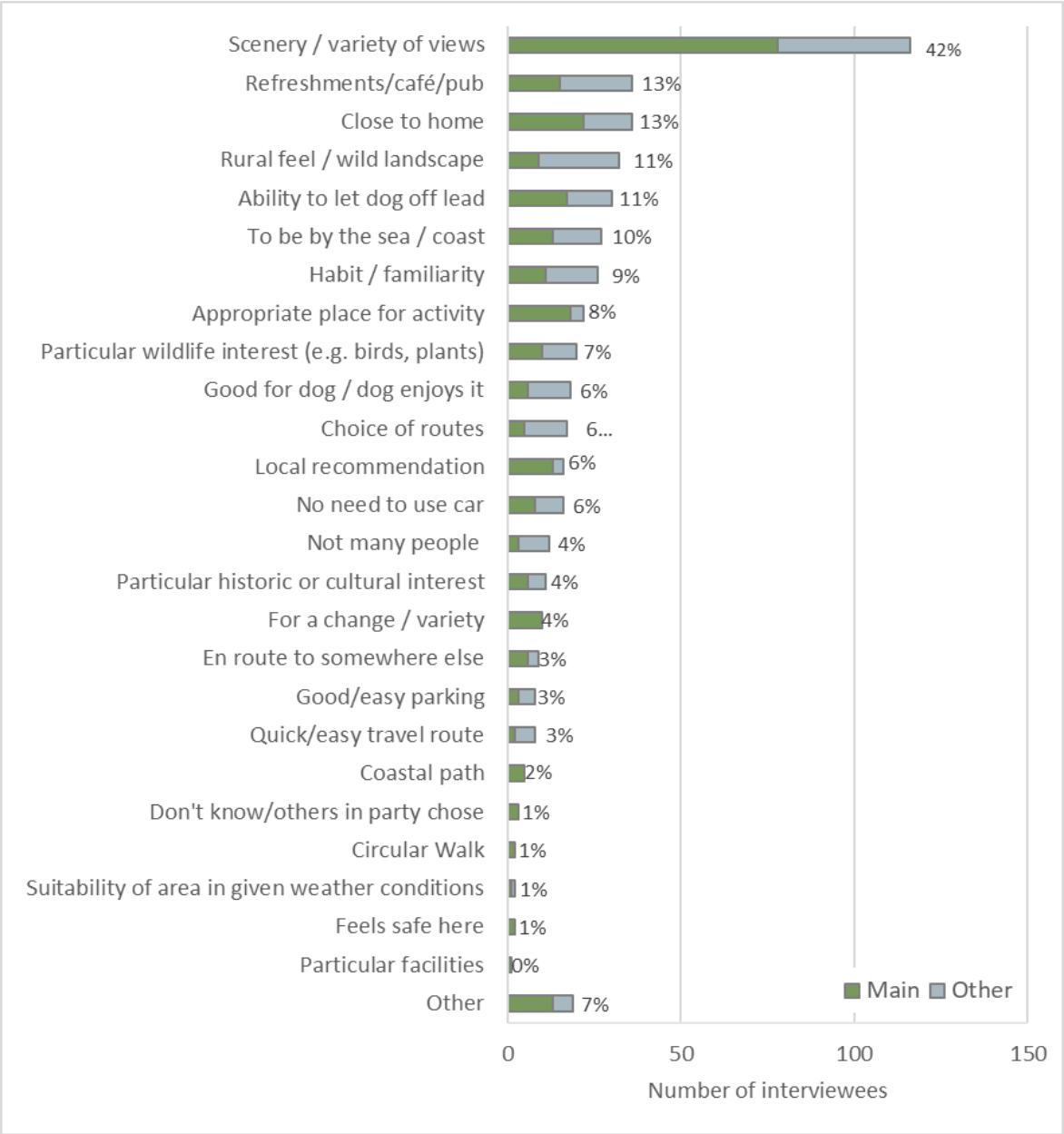


Figure 6: Reasons for visiting the specific location where interviewed that day rather than somewhere else (Q8-9). Interviewees were asked for one main reason and could give multiple other reasons. Responses categorised by surveyor and additional categories added following a review of free text responses. Value labels give the percentage of all interviewees who cited the reason (main or other).

Routes taken on site (Q10-13)

4.28 Interviewees were asked to provide their exact route on site and asked if this route was typical. Most interviewees (141 interviewees, 51%) stated that the route they had followed (or intended to follow, if just setting off) that day was similar to their usual route. 18 interviewees (7%) stated that the route was much shorter than normal, while for just 1 interviewee (<1%) the route was much longer than normal. The remaining interviewees were unsure, had no typical visit or were visiting for the first time.

4.29 A total of 275 routes were mapped as part of the interview. These routes are shown in Map 3. Map 4 summarises the route density using a 10m grid to highlight the cells through which the highest proportion of interviewees were recorded. The main path from the car park, through the fort to the lighthouse and the other main path from the town which also meets the other main path were used by at least 50% of all interviewees. Low densities were recorded through the rest of the site, i.e. 15-30% on the East cliffs and South fort and less than 15% along the quarry floor. Low densities were recorded throughout the Western wooded/heathy area of the site.

4.30 Across all interviewees, the median route length was 2.0 km and ranged from 200 m to 23.5 km (the latter was walking the South West coast path). Many of the routes extended beyond Berry Head, and when clipped to the SAC boundary (i.e. indicating the length actually walked/ridden within the SAC) the median was 1.7km.

4.31 Route length data are summarised by main activity type in Figure 7 and by survey location in Figure 8. The longest route was taken by the one person walking the South West coast path. There was a slight statistically significant difference between activities (Kruskal Wallis; $H = 25.06$, $df = 16$, $p = 0.069$), with photographers as a group tended to have the longest routes (median 3.0km not clipped to the SAC boundary and 2.8km when clipped). For walkers the median route length was 2.1km (not clipped) and 1.9km (clipped). There were slight differences in the route lengths between survey locations, but these differences were strongly statistically significant ($H = 10.89$, $df = 1$, $p < 0.001$). Visitors tended to do slightly longer routes at survey location 2 (median 2.1km unclipped, 1.9km clipped), compared to survey location 1 (1.9km unclipped, 2.6km clipped). There were also differences in the route lengths between season, however these were not statistically significant (Kruskal Wallis, $H = 0.20$, $df = 2$, $p = 0.905$)

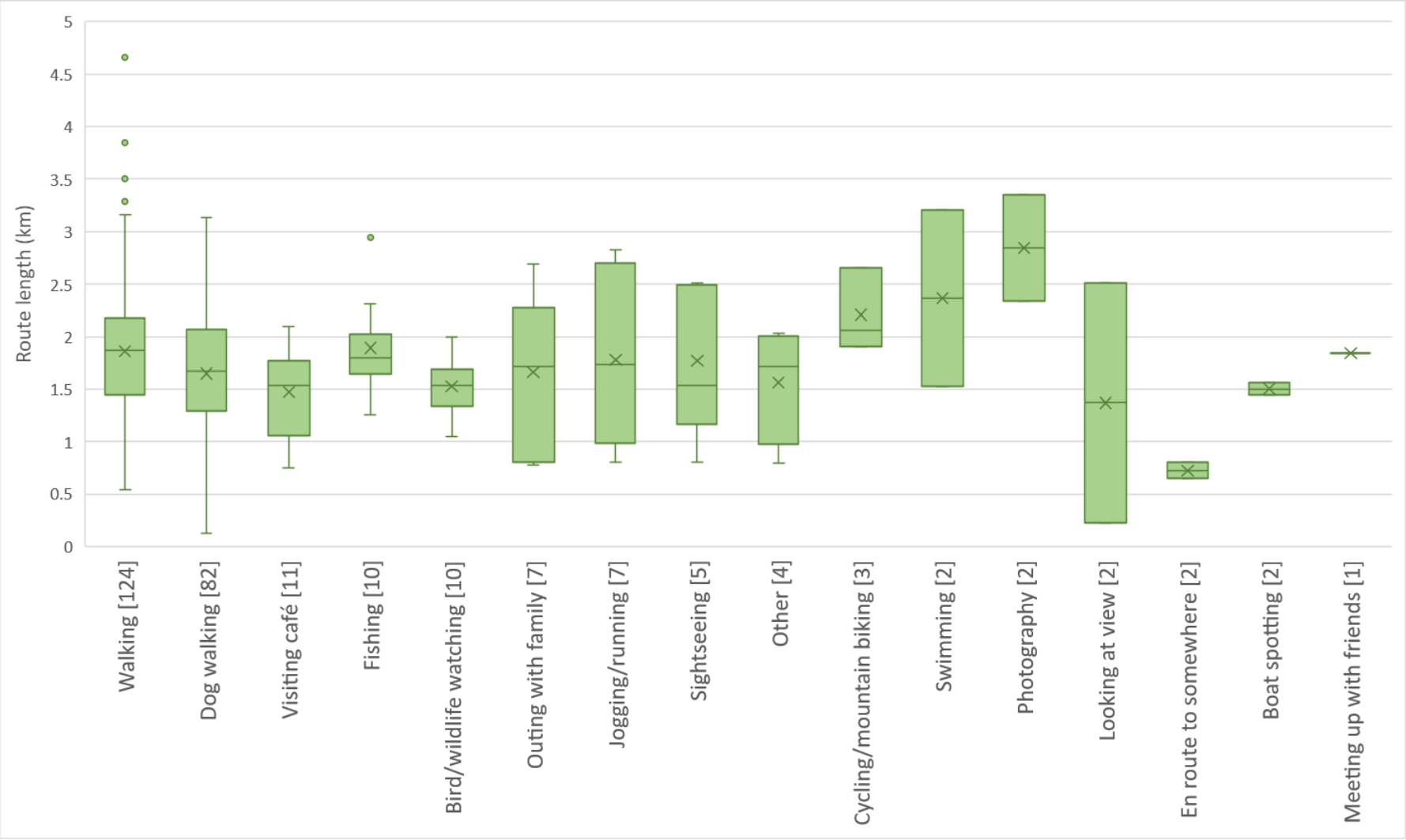


Figure 7: Route lengths (clipped to SAC boundary) by activity. Horizontal lines show the median, crosses indicate the mean, the boxes show the interquartile range and the whiskers the maximum and minimum values.

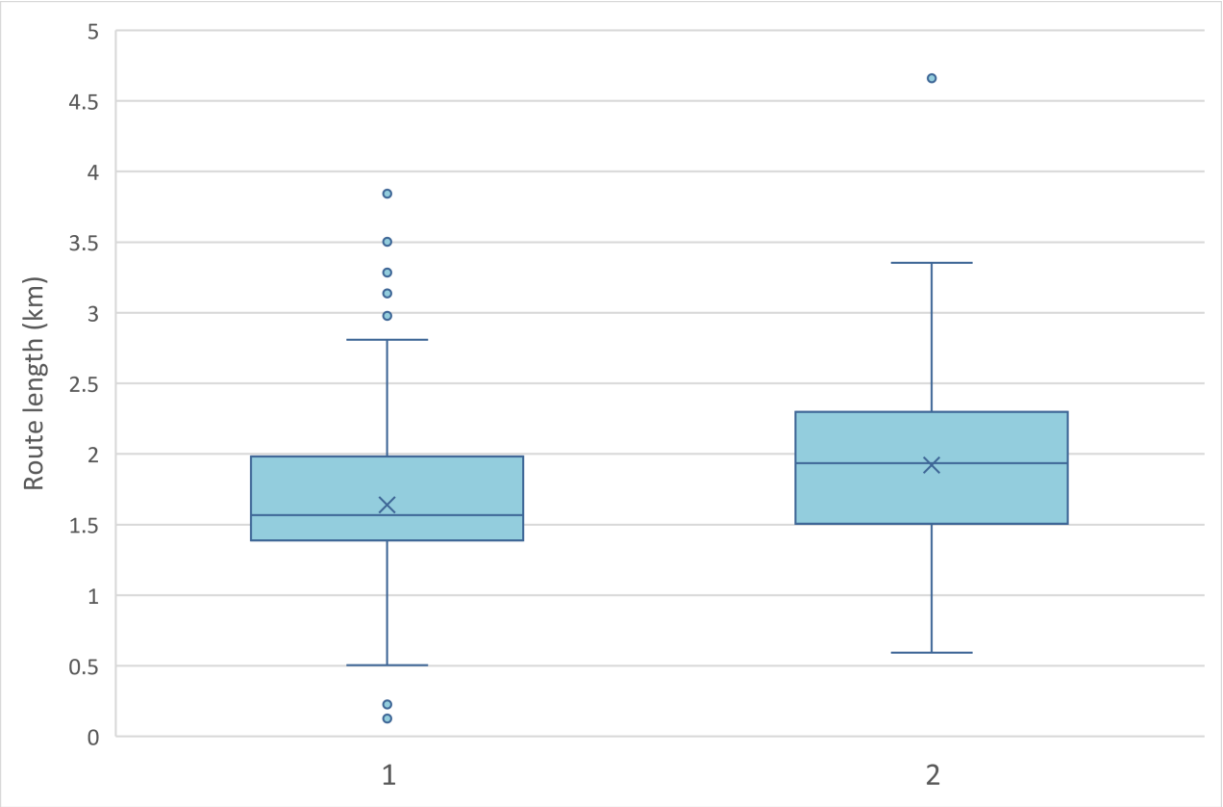


Figure 8: Route lengths (clipped to SAC boundary) by survey location. Horizontal lines show the median, crosses indicate the mean, the boxes show the interquartile range and the whiskers the maximum and minimum values.

4.32 Map 5 uses the route data to summarise areas which are used by interviewees, categorised by activity. Most of those using the headland were the walkers, the most common activities in the western wooded/heathy areas were dog walkers. The east cliffs and southern rampart were only used by dog walkers. Walkers and those fishing were those most commonly using the quarry floor.

4.33 Factors influencing the choice of route on the day of the interview are summarised in Figure 9. The most common factor was habit/usual route (cited by 51 interviewees, 18%), followed by viewpoint/features (cited by 46 interviewees, 16%). The 'other' category included a diverse range of factors, including avoiding ticks by keeping to the road, there being free parking spaces and simply due to their mood.

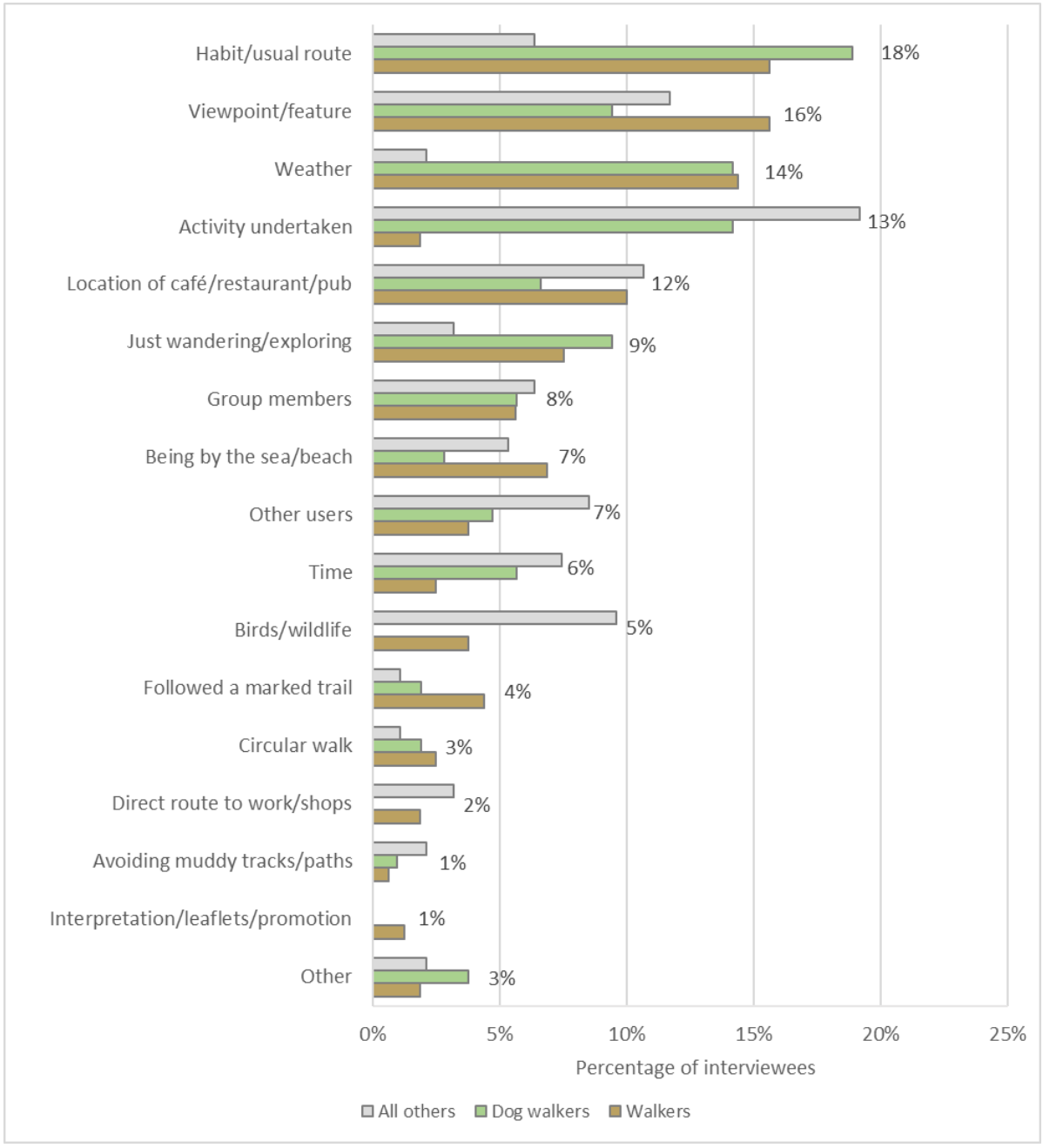
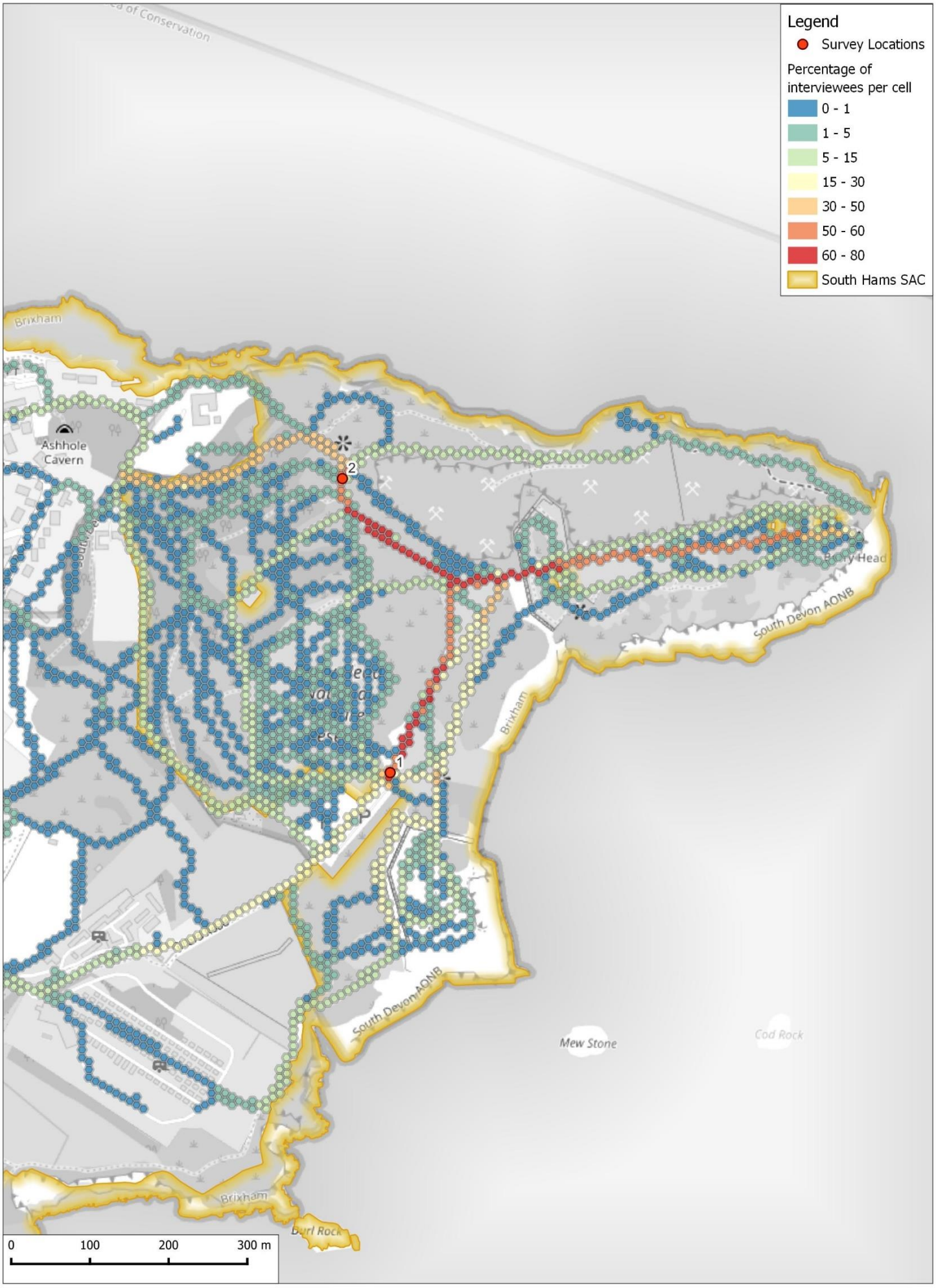


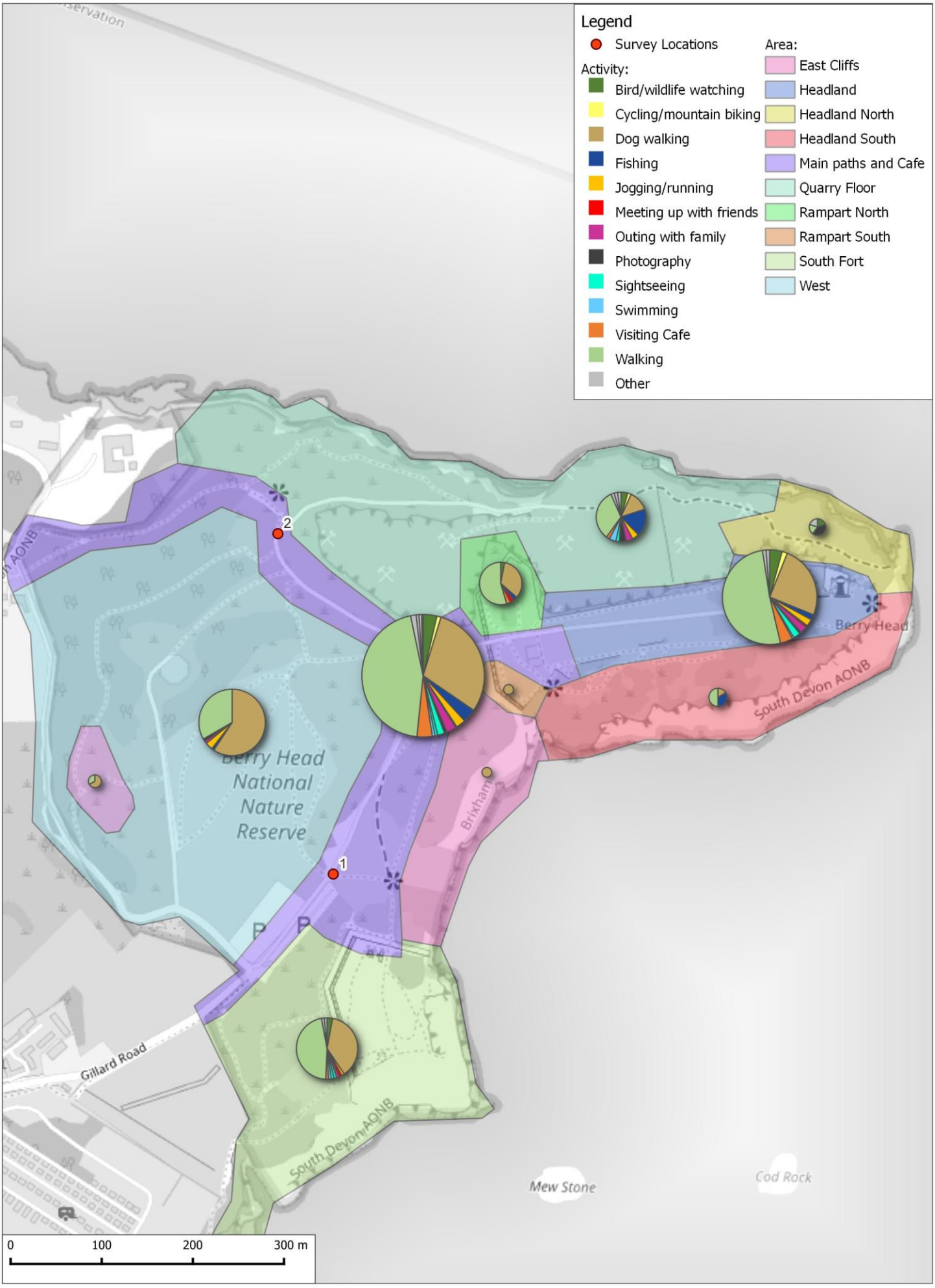
Figure 9: Factors influencing route choice (from Q13). Categories based on pre-determined list with additional categories added to include commonly cited 'other' responses recorded as free text and picked up after reviewing the data. Value labels give the overall percentage of interviewees who cited given factor. Interviewees could cite more than one factor and therefore percentages exceed 100.

Map 3: Interviewee routes on Berry Head, overlapping routes shown as darker lines.

Map 4: Interviewee routes shown as a 10m grid categorised by the percentage of interviewees.



Map 5: Areas of the site used based on interviewee routes.



Changes to path network (Q14)

4.35 Interviewees were asked if they would consider a different route. Of the 247 interviewees that provided an answer, 193, 78% said that they would consider a different route, the remaining 54 interviewees (21%) said they would not (54 interviewees).

4.36 In July, 86 interviewees (63%) indicated that they would consider a different route, however, in August the percentage was very different, with 97% (107) stating they would consider an alternative route.

4.37 Following on from this, interviewees were then asked to state what characteristics of paths would be important in their design to encourage them to use them, with responses shown in Figure 10. Roughly one fifth of interviewees said that they would like to see changes in the path network to incorporate sea views (60 interviewees, 22%), particularly important for those visiting in July (32 interviewees, 40%). A further 17 interviewees (6%) said they would like a path to a specific location. Interviewees suggested that paths should lead to the forts and link up to the South West coastal path.

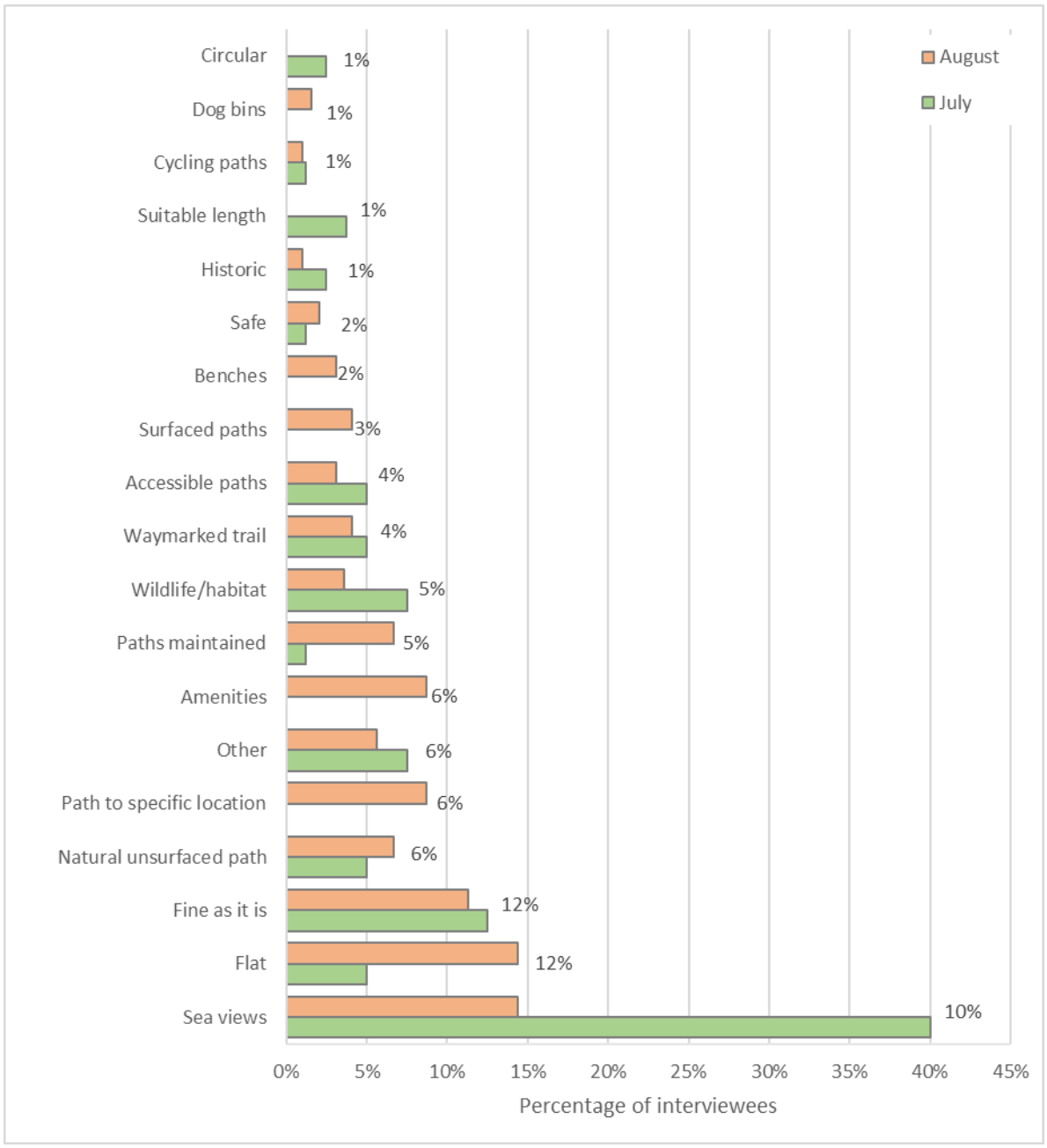


Figure 10: Changes to the path network that were suggested by interviewees, labels show the percentage of interviewees for each response. Data from Q14. Value labels give the overall percentage of interviewees who cited given factor (not split by season). Interviewees could cite more than one factor and therefore percentages exceed 100.

Alternative locations visited (Q19-20)

4.38 Interviewees were asked what proportion of visits for their current activity take place at Berry Head compared to other sites. Of the interviewees that provided an answer, one third said that less than 25% of their visits take place at Berry Head (91, 33%). Only 12 interviewees (4%) said that all of their visits take place at Berry Head, however this increased to 7% in July – see Figure 11.

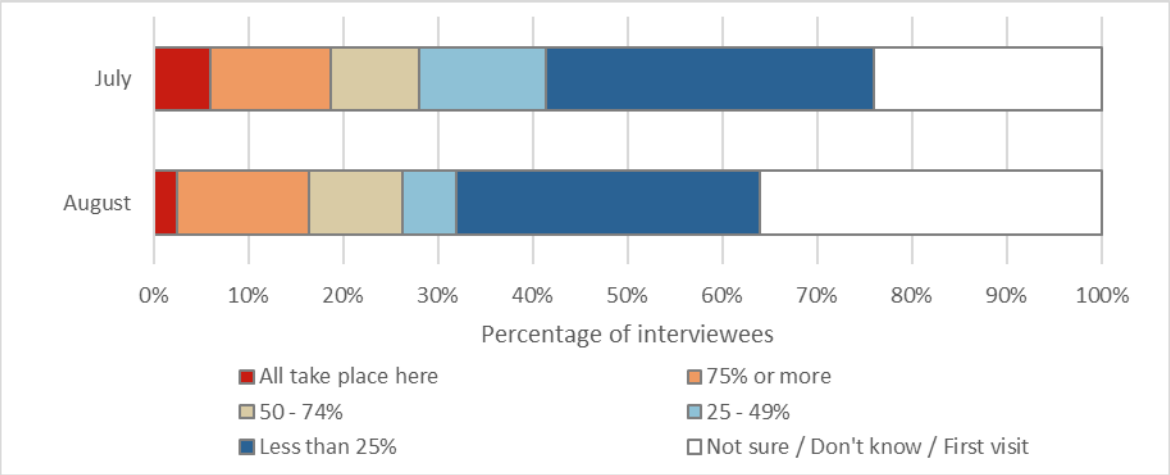


Figure 11: Proportion of visits which take place at Berry Head compared to other sites, shown as the percentage of interviewees, separated by season.

4.39 When asked to name one location they would have visited that day if they had not visited Berry Head, 53 interviewees (19%) stated that they would not have gone anywhere else and a further 11 interviewees (4%) were not sure or didn't know. 215 interviewees (77%) named an alternative location. Those that gave an alternative could also name up to 2 further sites (besides the one already named).

4.40 The complete list of alternatives – as given by the interviewees – was reviewed and standardised to give a specific site where possible. For example, some responses were clearly the same location but given different names – for example "Daymark" and "Daymark Kingswear NT" or "coastal path", "coast path in other direction" or "South West coast path". For some locations, such as "Beach" or "Local Woods" no specific site was assigned. The standardised locations – given by at least 4 interviewees – are summarised in Table 7.

4.41 Of the alternative sites named first, Sharkham Point was most commonly cited (21, 8%), followed by the Coast Path (14, 5%). Considering all named locations, Sharkham Point was still ranked highest, and the overall ranking

was broadly similar when comparing just the single locations named by each interviewee with the overall list (Table 7).

Table 7: Named alternative sites separated into the first named site and all other named sites. Locations named by at least four interviewees are shown (Q15-17).

First named site	Number of interviewees (%)	All other named sites	Number of interviewees (%)
Sharkham Point	21 (8%)	Sharkham Point	30 (11%)
Coast Path	14 (5%)	Broadsands	28 (10%)
Broadsands	11 (4%)	Coast Path	24 (9%)
Battery gardens	10 (4%)	Goodrington	21 (8%)
Breakwater	7 (3%)	Dartmoor	21 (8%)
Dartmoor	6 (2%)	Battery gardens	18 (6%)
Dartmouth	6 (2%)	Elberry Cove	15 (5%)
Elberry Cove	5 (2%)	Brixham Breakwater	12 (4%)
Churston Woods	5 (2%)	Cockington	11 (4%)
Cockington	4 (1%)	Dartmouth	9 (3%)
Goodrington	4 (1%)	Fishcombe	8 (3%)
Churston	4 (1%)	Beach	8 (3%)
Man Sands	4 (1%)	Paignton	7 (3%)

Figure 12: Word cloud for all named alternative sites.

4.42 For these alternative sites, interviewees were able to give one or more reasons why they chose the alternative. Of the 215 interviewees that provided an alternative location, the majority suggested they chose it due to it being close to home (60 interviewees, 28%). In July, 50 interviewees (41%) selected Berry Head because it was close to home, and 26 interviewees (21%) for a change/variety. In contrast, in August, the most common reason was for scenery / variety of views (24 interviewees, 26%), followed by to be by the sea/coast (20 interviewees, 21%).

Table 8: Reasons given by interviewees for their named alternative site choices separated into July and August figures.

Reason for alternative site choice	July: Number of interviewees (%):	August: Number of interviewees (%):	Total: Number of interviewees (%):
Close to home	50 (41%)	10 (11%)	60 (28%)
To be by the sea / coast	9 (7%)	20 (21%)	29 (13%)
For a change / variety	26 (21%)	2 (2%)	28 (13%)
Scenery / variety of views	2 (2%)	24 (26%)	26 (12%)
Good for dog / dog enjoys it	7 (6%)	9 (10%)	16 (7%)
Appropriate place for activity	9 (7%)	6 (6%)	15 (7%)
Ability to let dog off lead	4 (3%)	8 (9%)	12 (6%)
Other reason	5 (4%)	6 (6%)	11 (5%)
Not many people	5 (4%)	4 (4%)	9 (4%)
No need to use car	1 (1%)	7 (7%)	8 (4%)
Choice of routes	3 (2%)	5 (5%)	8 (4%)
Rural feel / wild landscape	1 (1%)	6 (6%)	7 (3%)

Management for access (Q15)

4.43 Nearly two thirds of interviewees said that they wanted no changes/leave as is with regards to how the area is managed for access (73 interviewees, 62%). Of those interviewees that did want to see changes, 26 interviewees wanted more bins/less litter (9%). From a review of the responses categorised as other (24 interviewees, 9%) interviewees called for maps at entrances, reductions in parking charges and the cattle grids to be removed.

Further Comments (Q21)

4.44 Interviewees commented positively saying that Berry Head is a 'great place' and that 'they do a good job'. However, there were also some comments on the management such as 'benches need maintenance' and 'would like to see more of a ranger presence', also 'more rubbish bins'.

Visitor origins (home postcodes) (Q22-24)

4.45 A total of 211 interviewees (76%) gave full valid postcodes that could be plotted in GIS. Of these interviewees, the majority (135 interviewees, 65%) gave home postcodes in Torbay (Table 9). In total, interviewee postcodes spanned 46 local authorities, however three authorities (Torbay, South Hams District and Teignbridge District) together accounted for 74% of the people interviewed.

Table 9: Number (and %) of interviewee home postcodes by local authority (only local authorities with more than 1 interviewee shown).

Name	Number (%) of interviewee postcodes	Name	Number (%) of interviewee postcodes
Torbay	135 (65%)	Wiltshire	2 (1%)
South Hams District	12 (6%)	Basingstoke and Deane District	2 (1%)
Teignbridge District	7 (3%)	Windsor and Maidenhead	2 (1%)
Somerset West and Taunton District	3 (1%)	Elmbridge District	2 (1%)
Exeter District	2 (1%)	Solihull District	2 (1%)
Mid Devon District	2 (1%)	South Lakeland District	2 (1%)
North Somerset	2 (1%)		

4.46 Maps 5-6 show the postcode data – by visit type (Map 5) and by frequency of visit (Map 6). It can be seen that the postcodes span a wide swathe of England, as the site has a large draw, however the majority are in Brixham (103, 49%).

4.47 For each interviewee postcode the linear distance was calculated in GIS, measuring from the home postcode to the survey point at which the interview took place. Data are summarised for different types of visitor in Table 10. The distances range from 500m to 659.2 km, with half of all interviewees giving home postcodes within 5.1 km of the survey location and 75% originated within 37.8 km. Taking just those on a short visit directly from home, half came from within 2.4 km and 75% within 8.0 km.

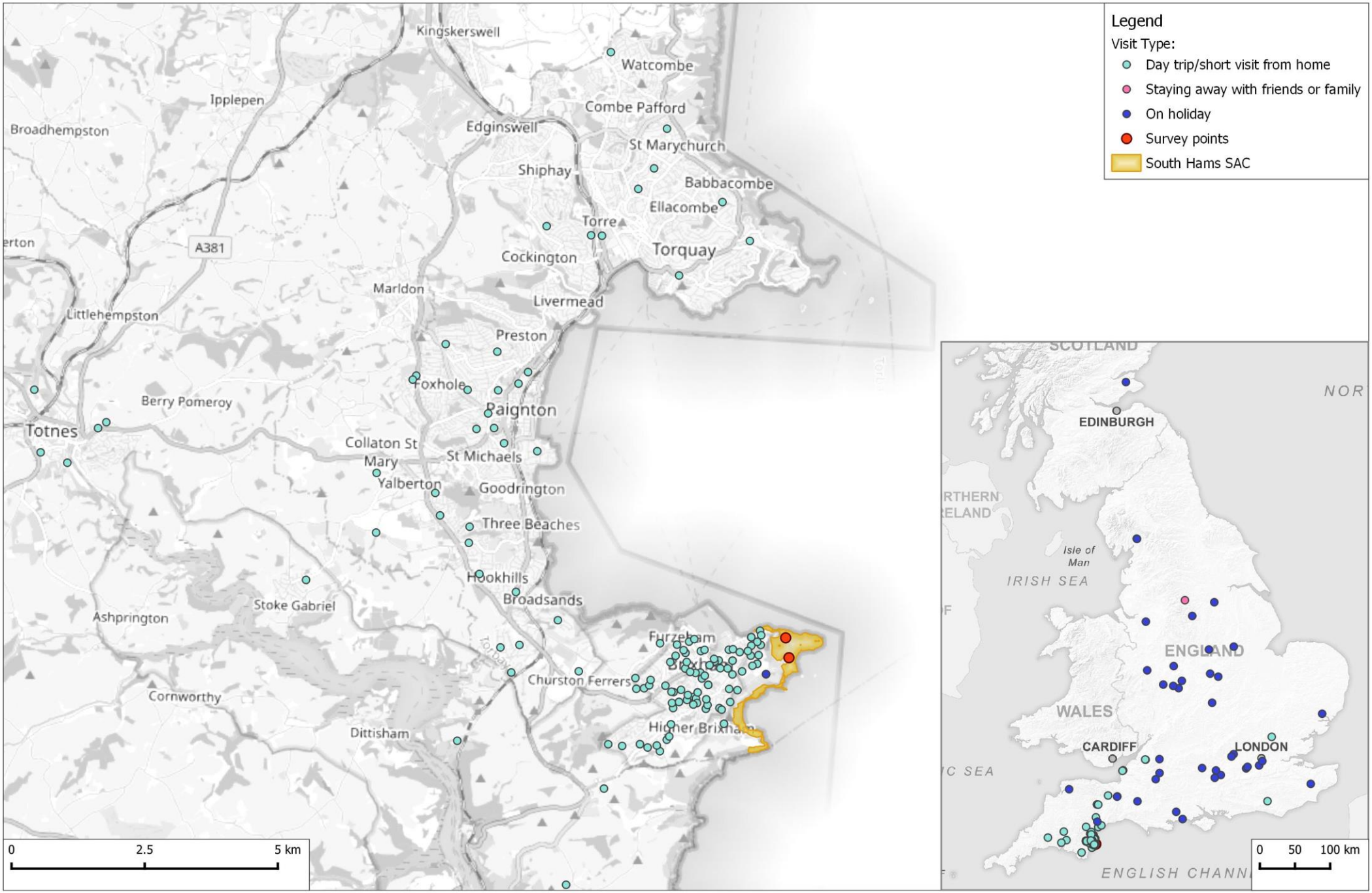
4.48 There were clear statistically significant differences between seasons (Kruskal Wallis, $H = 12.78$, $df = 1$, $p<0.001$) with those interviewed in July living

further afield, however those differences were no longer significant when considering only those visiting directly from home ($H = 0.01$, $df = 1$, $p = 0.921$), suggesting variation between those months is largely driven by holiday-makers.

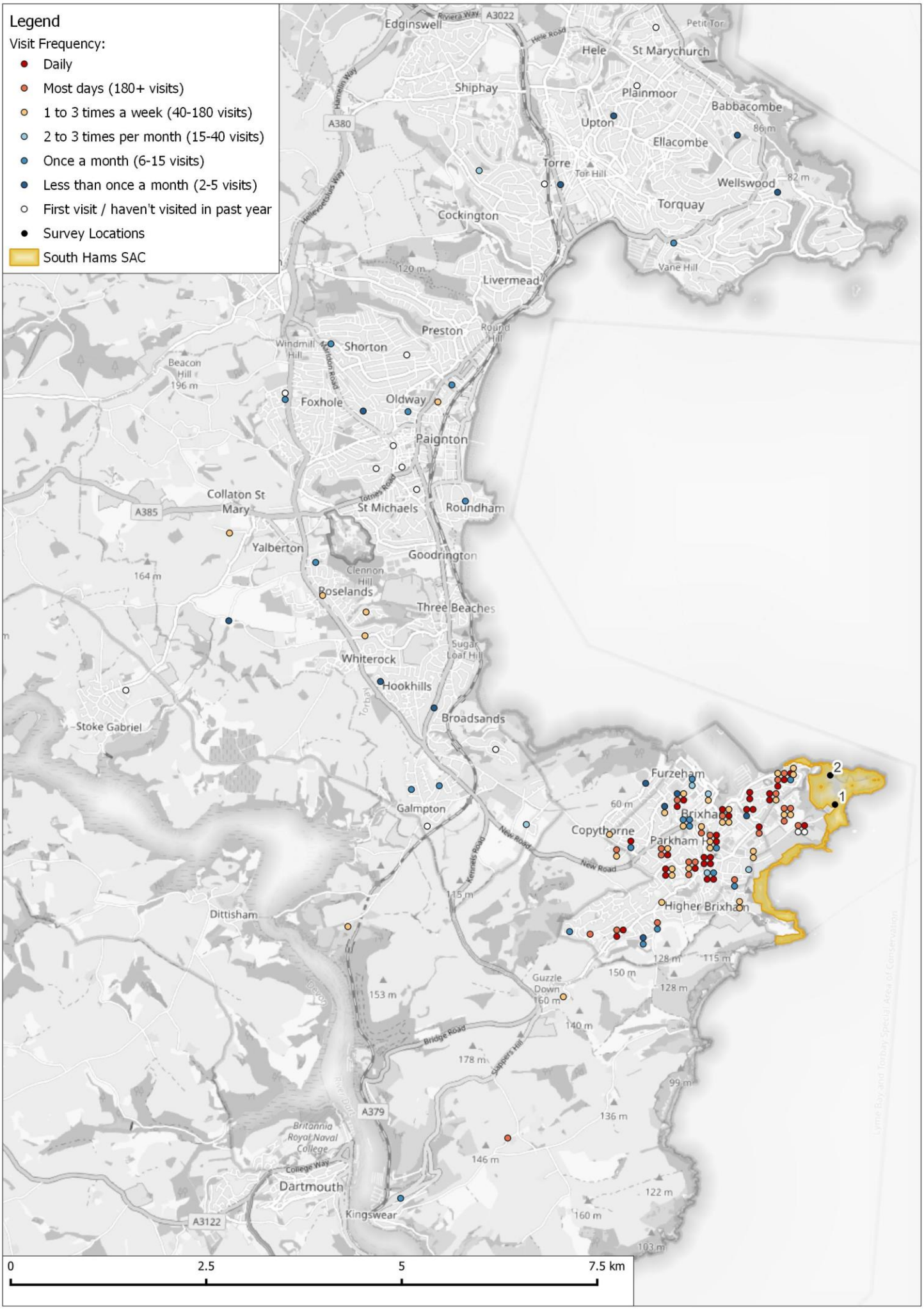
Table 10: Summary statistics for different groups of interviewees and the linear distance from the survey point to home postcode (km), N is the number of interviewees within each group who gave full, valid postcodes. Q3 represents the 75th percentile

Category	N	Mean distance (± SE)	Median distance	Q3
All interviewees	211	57.8 ± 7.6	5.1	37.8
Separated by visit type:				
Day trip/short visit from home	169	12.8 ± 2.7	2.4	8.0
On holiday	39	233.4 ± 20.2	246.4	295.1
Staying with friends/family	3	306.7 ± 99.5	369.4	438.8
Separated by main activity:				
Walking	94	78.3 ± 12.6	8.5	136.7
Dog Walking	72	24.5 ± 8.4	2.1	7.0
Visiting café	9	17.0 ± 8.7	4.4	32.2
Bird/wildlife watching	7	165.7 ± 91.2	71.1	292.3
Fishing	6	99.3 ± 43.1	65.2	177.8
Separated by visit frequency:				
Daily	30	1.6 ± 0.1	1.7	2.1
Most days	23	1.9 ± 0.3	1.8	2.4
1 to 3 times a week	36	4.5 ± 1.6	1.9	4.1
2 to 3 times per month	9	11.0 ± 5.1	3.9	15.3
Once a month	28	31.8 ± 13.2	5.6	8.5
Less than once a month	29	92.2 ± 20.8	23.6	166.7
First visit/haven't visited in past year	56	147.7 ± 20.7	80.2	252.0
Separated by survey location:				
1: Main car park	128	42.6 ± 8.9	3.7	13.5
2: Quarry intersection	83	81.2 ± 13.5	7.1	139.3
Separated by season:				
July	138	84.0 ± 11.1	7.2	139.3
August	73	8.2 ± 1.9	2.4	7.7
Separated by season (home only):				
July	99	16.2 ± 4.4	2.4	7.5
August	70	8.1 ± 1.9	2.5	7.6

Map 5: Interviewee postcodes categorised by the visit type. Inset map shows all interviewee postcodes.



Map 6: Interviewee postcodes categorised by the visit frequency.



5. Change since 2016

Visitor survey

5.1 The last visitor survey was conducted in 2016 and therefore the change since then is summarised. Key metrics from the 2016 survey are given in Table 11, with figures from the current survey presented alongside.

Table 11: Selected metrics from the survey. 'Home only' indicates the metric is extracted only for those on a short visit/day trip directly from home.

Metric	2016	2023
Number of survey points	2	2
Survey hours	64	62
Number of interviews	266	279
Overall people per hour (all footfall)	50.0	56.3
Overall people per hour (entering only)	27.4	24.8
Average groups size	2.24	2.28
Number of dogs per hour (all footfall)	11.2	11.5
% visiting directly from home	60%	65%
% walking stated main activity	31%	44%
% dog walking stated main activity	41%	30%
% visiting daily	17%	12%
% visiting at least weekly	44%	35%
% on first visit	31%	36%
% arriving by car (home only)	62%	60%
Median route length (not clipped to site boundary)	2.1 km	2.0 km
% stating close to home main reason for site choice	15%	17%
Median distance survey point to home postcode (km)	6.9 km	5.1 km
75th percentile survey point to home postcode (km)	232.57 km	37.8 km
Median distance survey point to home postcode (km) (home only)	2.4 km	2.4 km
75th percentile survey point to home postcode (km) (home only)	5.1 km	8.0 km
% visiting who live within 3.9 km (i.e. Brixham)	45%	48%
% visiting who live within 3.9 km (i.e. Brixham, home only)	72%	59%

5.2 The median distance has not changed since 2016, however the 75th percentile distance has increased from 5.1 km to 8.0 km, suggesting visitors

are potentially coming from further afield now. The use of the 75th percentile from postcode data (i.e. distance between home postcode and interview location) applied to the site boundary has become the standard basis to define a zone of influence from postcode data (see Liley, et al., 2021 for discussion). The use of the 75th percentile means the zone encompasses the area where the majority of people originate, yet does not include outliers and those coming from particularly far afield (which are often infrequent visitors).

5.3 The standard approach (Liley, et al., 2021) at sites with a relatively high level of tourist use, such as Berry Head, is also to remove those interviewees who were on holiday. These are more variable in their occurrence and the distances they travel, as shown by the large distance for the 75th percentile, based on all interviewees, in 2016 compared to 2023 (Table 11). Previously there were more long-distance visitors, scattered across the country but a clearer local set of users. This time the data seem to reflect those on holiday do not live so far away, while the day visitors are still relatively local (although travelling slightly longer distances i.e. from the across Devon).

5.4 The data for those visiting directly from home is the most useful data to compare between surveys as it is comparable between the surveys and more likely to reflect the area where the majority of people originate. There was little difference in the median and 75th distances between July and August (both in this survey and 2016) suggesting the patterns observed are consistent over time.

5.5 It should be noted that the tally count data may not directly comparable at both the locations. Survey point 1 was identical, but survey point 2 was moved 30m to the path intersection with the quarry (from the viewpoint further on the SW coast path) and so may have captured more people overall. The entering tally was not directly comparable as it 2016 it counted people entering into the site from Brixham on the South West coast path, whereas in this survey it related to the quarry.

5.6 Table 12 presents the total footfall of people of all people from the tally data combined, i.e. entering leaving and passing the surveyor) giving the people per hour figures for the different survey points, separated by season and year. From these it can be seen that the number of people observed on site has clearly increased from 2016 to 2023, particularly at the main car park (a direct comparison to 2016 survey location). Considering the total footfall

across both survey points and survey periods we suggest a 16% increase since 2016.

Table 12: Summary of the total footfall of all people per hour (i.e. summed entering, leaving and passing tally counts) from tally counts in 2016 and 2023.

	2016 footfall (all tallied people)	2023 footfall (all tallied people)	% Change
July	**16.7**	**18.9**	**14%**
1: Main Car Park	9.5	12.0	27%
2: Quarry Intersection	7.2	6.9	-4%
August	**33.4**	**39.1**	**17%**
1: Main Car Park	20.6	27.0	31%
2: Quarry Intersection	12.7	12.2	-4%
Total	**50.0**	**58.1**	**16%**

Car park data

5.7 Data on parking ticket sales provides a further insight into how visitor numbers have changed over time, and these were provided by the Torbay Coast and Countryside Trust. Daily averages in July and August between 2017 and 2023 are shown in Figure 13 and ranged from 231 to 349 vehicles, however there is no clear trend evident and no great change in numbers over time.

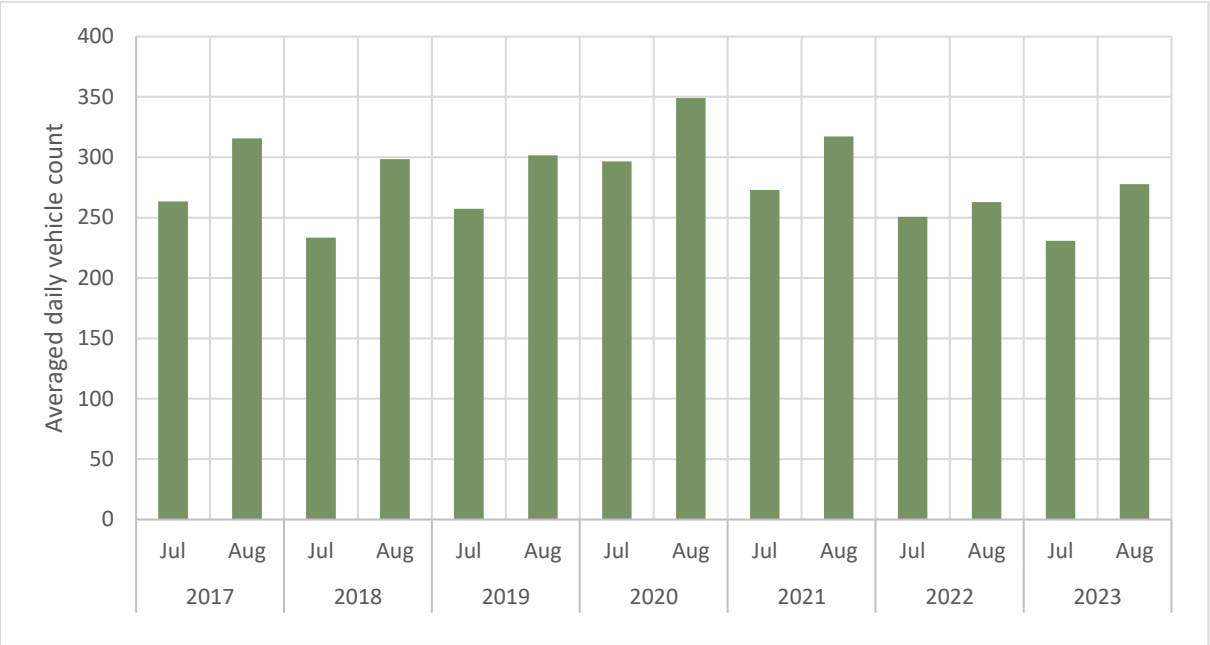


Figure 13: The average number of vehicles recorded per day from car parking ticket data at Berry Head.

Housing change

5.8 In order to calculate housing change over the period between the two surveys (2016-2023) we used postcode data held by Footprint Ecology. These data are updated annually and comprise a combined reference file that uses Royal Mail Postcode Address File and Ordnance Survey to give delivery points and therefore housing numbers for each postcode. Using these data in GIS, we extracted the number of residential properties within different success distance bands (each 1km) around Berry Head. The data are summarised in Table 13 and Map 7.

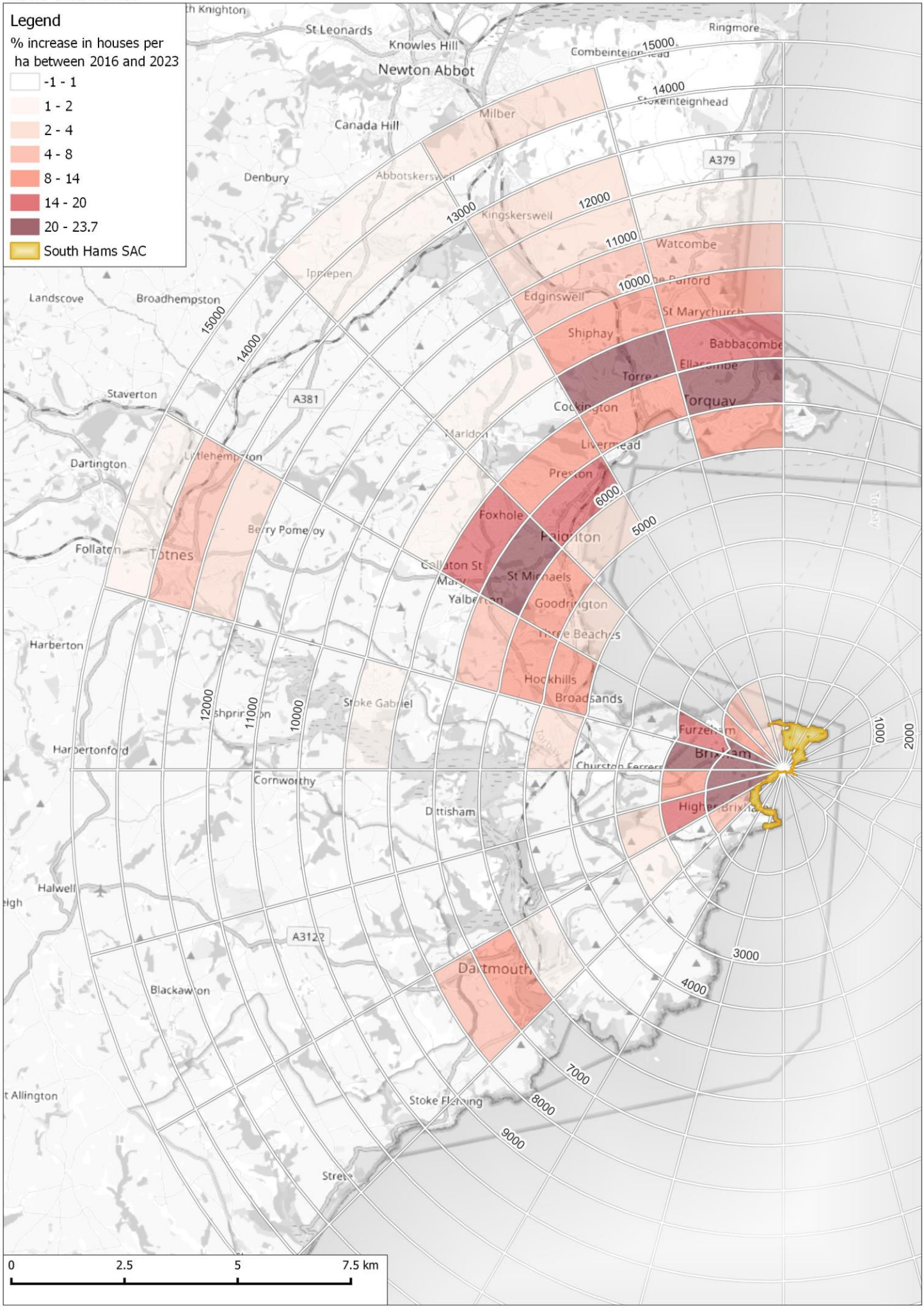
Table 13: The number of dwellings surrounding Berry Head, based on 1 km buffers of the SAC boundary.

Band/ Radius	2016 houses within the 1km band	2016 total housing wiithin radius	2023 houses within the 1km band	2023 total housing wiithin radius	Number (%) increase in 1km band	Number (%) increase in cumulative radius
1 km	4,053	4,053	4,322	4,322	269 (7%)	269 (7%)

Band/ Radius	2016 houses within the 1km band	2016 total housing wiithin radius	2023 houses within the 1km band	2023 total housing wiithin radius	Number (%) increase in 1km band	Number (%) increase in cumulative radius
2 km	4,389	8,442	4,394	8,716	5 (3%)	274 (3%)
3 km	642	9,084	653	9,369	11 (3%)	285 (3%)
4 km	404	9,488	412	9,781	8 (3%)	293 (3%)
5 km	2,559	12,047	2,567	12,348	8 (2%)	301 (2%)
6 km	4,573	16,620	4,856	17,204	283 (4%)	584 (4%)
7 km	13,707	30,327	14,348	31,552	641 (4%)	1,225 (4%)
8 km	15,826	46,153	16,134	47,686	308 (3%)	1,533 (3%)
9 km	12,106	58,259	12,567	60,253	461 (3%)	1,994 (3%)
10 km	6,912	65,171	7,101	67,354	189 (3%)	2,183 (3%)
11 km	4,906	70,077	5,177	72,531	271 (4%)	2,454 (4%)
12 km	2,303	72,380	2,375	74,906	72 (3%)	2,526 (3%)
13 km	3,120	75,500	3,441	78,347	321 (4%)	2,847 (4%)
14 km	3,715	79,215	3,986	82,333	271 (4%)	3,118 (4%)
15 km	4,027	83,242	4,190	86,523	163 (4%)	3,281 (4%)

5.9 The data indicate that there has been an increase of 300 houses within 5 km of Berry Head 2016-2023, an increase of 2%. Of these, 269 dwellings (89%) were within 1 km of the South Hams SAC; a 7% increase in the 1 km band. There were also substantial increases at the 6 and 7 km distance bands with an additional 283 and 641 houses, a 6% and 5% increase within those respective bands.

Map 7: Percentage increase in housing calculated from annual postcode data around Berry Head between 2016 and 2023.



6. Discussion

Key findings from the visitor survey

6.1 The visitor survey results show Berry Head is primarily visited by walkers (most of whom were on holiday, 42%), and dog walkers (most of whom were locals, 77% visiting directly from home). Overall, roughly a third of interviewees were holiday makers and most (75%) of non-holiday makers travelling from within an 8.0 km radius.

6.2 Visitors tend to visit fairly infrequently – with interviewees on average making 77 visits per year, and visits are typically long (58% visiting for 1 hour or more). Visitors typically arrive by car. When asked about alternative locations visited, 18% of interviewees stated they wouldn't have gone anywhere else besides Berry Head and for those that did, a wide range of other alternative sites were named.

6.3 In comparison to the 2016 visitor survey, it is likely that overall visitor footfall has increased by 16%, despite the weather being slightly wetter than in 2016 but nonetheless warm and atypical of the summer 2023. The proportion of visitors using the site directly from home has increased by 5% (i.e. live locally in Brixham) as well as having an increased attraction to visitors from further afield (75th percentile increased by almost 3km).

Limitations

6.4 The survey results provide a snapshot of visitor use at Berry Head during July and August 2023. Interviews were only conducted with a subset of visitors, and while every effort was made to ensure a random sample, some types of visitors such as those running or cycling are harder to intercept and persuade to stop and be interviewed. Such groups may therefore be slightly under-recorded in the interview data.

6.5 The surveys were conducted in both July (term time) and August (summer school holidays) and can be seen to reflect the range of use of the site. The weather conditions were variable, and it was hard to find a gap of fair weather, but this was typical for the summer and there was little indication that weather influenced the survey results. The emergency incident on site, which took place in the last session, affected only the very end of the day, during which the survey was cancelled. This may have meant slightly fewer

interviews that day but have relative percentages of interviewees (which are given throughout).

6.6 The surveys took place well after any restrictions on movement associated with the Covid pandemic had been lifted. Nonetheless, the pandemic may still have had some influence over access patterns. There was an increase in dog ownership and the use of local greenspaces during the pandemic (Morgan et al., 2020; Ugolini et al., 2020) which may mean access patterns for many have changed in the long term.

Future housing growth and visitor numbers

Scale of new housing

6.7 Applying the 75th percentile from the recent visitor data (visitors from home only) indicates a potential zone of influence around Berry Head, within which future development would be expected to result in increased recreation use of the South Hams SAC. We show this zone in Map 8; the zone is defined as an 8 km buffer applied to the entrance to the Berry Head car park. The zone is slightly adjusted to remove land on the other side of the Dart and part of Torquay (the headland after Torquay Seafront) (see Map 8). This follows best practice (Liley, et al., 2021) and is justified due to the difficulties of access based on travel time and cost for the ferry.

6.8 Torbay Council have provided data on potential future housing growth (2022-2040), based on a range of different scenarios that have been modelled to assist the preparation of the Torbay Local Plan update. These are:

- **Option 1, Local Plan Housing Site Options consultation (Regulation 18) October 2022.** This was the subject of public consultation in October-December 2022, but no decision has been made on the outcome of the consultation.
- **Option 2, March 2024 Growth Scenario 2.** This was an officer level assessment of additional housing sites that could be put forward for Member consideration in order to boost housing numbers. No decision has been made on these sites at the time of this study.
- **Option 3, Demographic Housing Need.** This refers to the local government's Local housing Need "Standard Methodology" figure, which is around 600 dwellings per year in 2023/2024.

6.9 These reflect a level of potential change within the 8km Zone of Influence between 2,520 and 5,564 new dwellings, dependent on the growth scenario used (summarised in Table 14). The number of new dwellings represent a 9% to 20% increase in current housing levels (Table 14). The most recent scenario is the March 2024 Growth Scenario 2, which results in approximately 2,617 new dwellings, representing a 12% increase in the number of dwellings.

Table 14: New housing growth scenarios for the plan period (2022-2040) in the 8km Berry Head Zone of Influence under different growth scenarios.

Growth Scenario	Approximate new homes from allocations in plan period	New homes from windfall in the plan period	Total in plan period	Future housing total	Total percentage increase in housing
March 2024 Growth Scenario 2	2,617	900	3,517	31,786	12%
October 2022 Regulation 18	1,620	900	2,520	30,789	9%
Demographic housing need (standard methodology)	4,376	1,188	5,564	33,833	20%

6.10 Spatial analysis was conducted to plot the distribution of this housing in relation to Berry Head. We mapped new housing growth based on the allocation boundaries provided by the Council (and assumed housing within each allocation would be distributed at random and anywhere within the allocation boundary). In order to reflect windfall, we applied a fixed % uplift to all existing postcodes. Each growth scenario was mapped in this fashion and the data summarised by 500m distance bands within the zone of influence.

6.11 In the March 2024 Growth Scenario 2, there were 2,618 houses provided in allocations with an additional 900 from windfall (50 year windfall over 18 years). The increase in housing around Berry Head is shown in Map 8 and for the 500 m bands in Figure 14. The underlying values used in Figure 14 or each 500 m band under this growth scenario and the two other growth

scenarios are presented in Table 15. Figure 14 shows the March 2024 Growth Scenario 2: there are some substantial increases in housing in certain bands, in particular the data suggest the scenario would result in double the number of houses (a 117% increase) in the 4.5 – 5 km distance band.

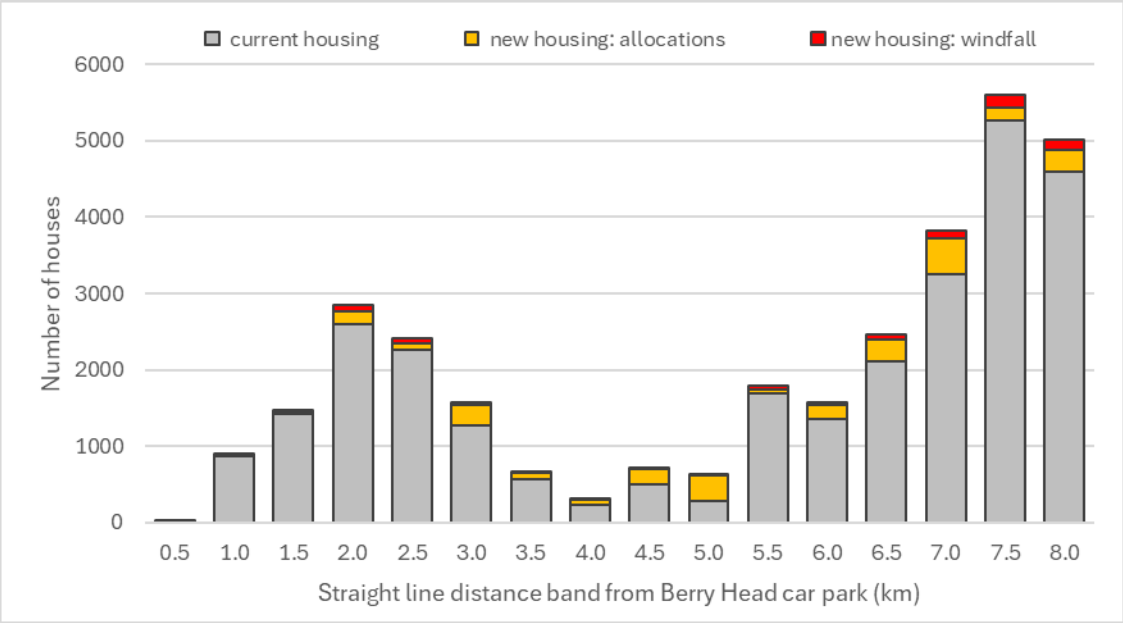


Figure 14: Current and potential future housing levels within increasing 500m distance buffers around at Berry Head within the 8 km Zone of Influence under the March 2024 Growth Scenario 2.

Map 8: The Berry Head 8 km Zone of Influence, seperated in 500m buffers, with allocations from one of the growth scenarios.

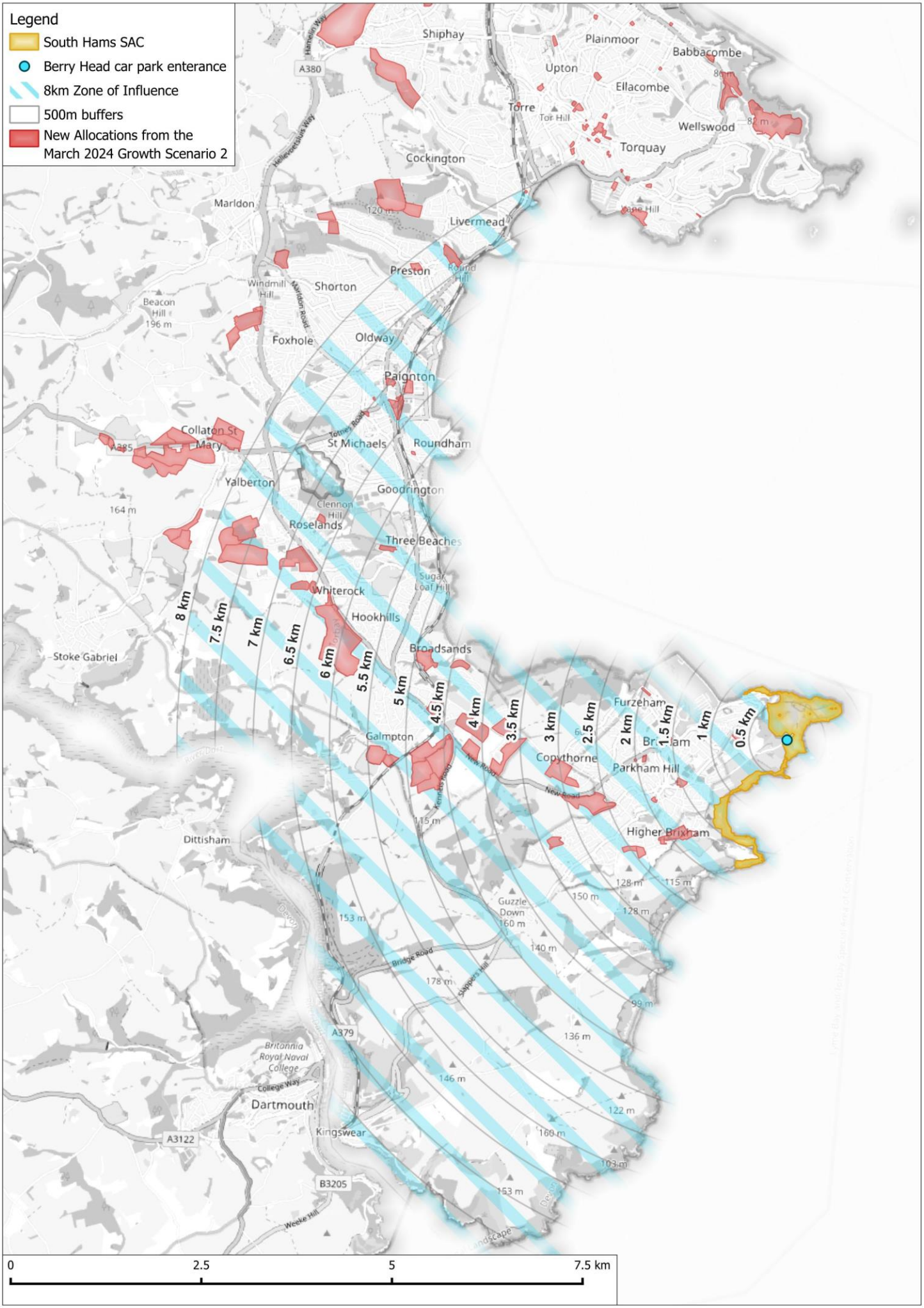


Table 15: Number of current dwellings and potential future dwellings for each 500m distance band within the Berry Head 8 km Zone of Influence. The future housing is expressed as a percentage increase on the current number of dwellings.

Distance band (km)	Current dwellings	Future total in a) March 2024 Growth Scenario 2	% increase in dwellings	Future total in b) October 2022 Regulation 18	% increase in dwellings	Future total in c) Demographic housing need (standard methodology)	% increase in dwellings
0.5	5	5.2	3%	5.2	3%	5.2	4%
1.0	861	908.4	6%	908.4	6%	933.2	8%
1.5	1,419	1,475.2	4%	1,473.2	4%	1,492.6	5%
2.0	2,600	2,847.8	10%	2,752.8	6%	2,887.3	11%
2.5	2,264	2,412.1	7%	2,353.1	4%	2,422.1	7%
3.0	1,275	1,579.6	24%	1,315.6	3%	1650.6	29%
3.5	565	665.0	18%	583.0	3%	688.7	22%
4.0	221	298.0	35%	228.0	3%	359.3	63%
4.5	502	718.0	43%	528.0	5%	863.1	72%
5.0	285	617.1	117%	344.1	21%	741.0	160%
5.5	1,686	1,789.7	6%	1,739.7	3%	1,936.9	15%
6.0	1,359	1,574.3	16%	1,607.3	18%	2,125.1	56%
6.5	2,113	2,456.3	16%	2,431.3	15%	2,532.8	20%
7.0	3,248	3,825.4	18%	3,809.4	17%	3,948.5	22%
7.5	5,269	5,593.7	6%	5,612.7	7%	5,745.4	9%
8.0	4,597	5,020.4	9%	5,097.4	11%	5,501.2	20%
Total within 8 km	**28,269**	**31,786.0**	**12%**	**30,789.0**	**9%**	**33,833.0**	**20%**

Potential change in visitor use under different scenarios

6.12 The potential change in visitor use as a result of the different growth scenarios were estimated using the recent visitor survey data.

6.13 Visit rates will decrease with increased distance away from the site (i.e. people who live close to sites are more likely to visit them). This can be plotted by calculating visit rate (interviewees per house) for different distance bands. Visit rates in close proximity (i.e. within 2 km) are extremely high due to the buffer area being a very small, with very little housing, but a comparatively high number of interviewees. At the further distances (i.e. 5 to 8 km), the number of interviewees was still relatively high, however the area of the buffer is extremely large, covers a large number of dwellings and therefore the visit rate drops to a very small value when expressed this way.

6.14 Using current housing data and the recent visitor survey data, for each 500m distance band we extracted the number of current (2023) houses and the number of interviewees (based on those visiting directly from home). From these two values, we could calculate a visit rate, the number of interviewees per household. Visit rate values were plotted in relation to distance (Figure 15), and we manually fitted a trend line, summarising how the visit rate declines with distance. The trend line was fitted by eye and with reference to the r^2 (goodness of fit) values, with the aim of maximising these for each curve. The trend line in Figure 15 had an r^2 value of 0.85 (the fitted trend line explains 85% of the variation in the data points).

6.15 Using the trend line we were able to make predictions of the effect of new housing. We have simply predicted the change in number of interviewees that might occur if the survey were repeated again in the future, under a particular housing scenario.

6.16 The different growth scenarios result in markedly different increases in total housing, but more subtle differences in access, due to the different distribution of housing growth in each scenario. Table 15 highlights that new housing will increase by between 9% and 20% under the different scenarios, and the increase in visitors is typically similar or slightly less, ranging from 8% to 14%. Under the Demographic housing need scenario there is a lot of new housing, but often further away from Berry Head, meaning the likely change in visitor use at Berry Head is not as great.

6.17 Our predictions assume that visit rates per household will not change over time – i.e. that the number of visits made per house will remain constant.

Several factors such as climate change, changes in household sizes, changes in pet ownership patterns etc. might well undermine this assumption. Our approach also assumes that there will be no change in visit rates with distance – for example no marked changes in travel infrastructure, roads or similar that may influence travel patterns.

Table 16: The number of new dwellings (from allocations and windfall), the associated increase in housing and the increase in visitors to Berry Head predicted as a result.

Growth Scenario	Number of new dwellings within the 8 km Zone of Influence	% increase in housing	Predicted % increase in visitors
March 2024 Growth Scenario 2	3,517	12%	11%
October 2022 Regulation 18	2,520	9%	8%
Demographic housing need (standard methodology)	5,564	20%	14%

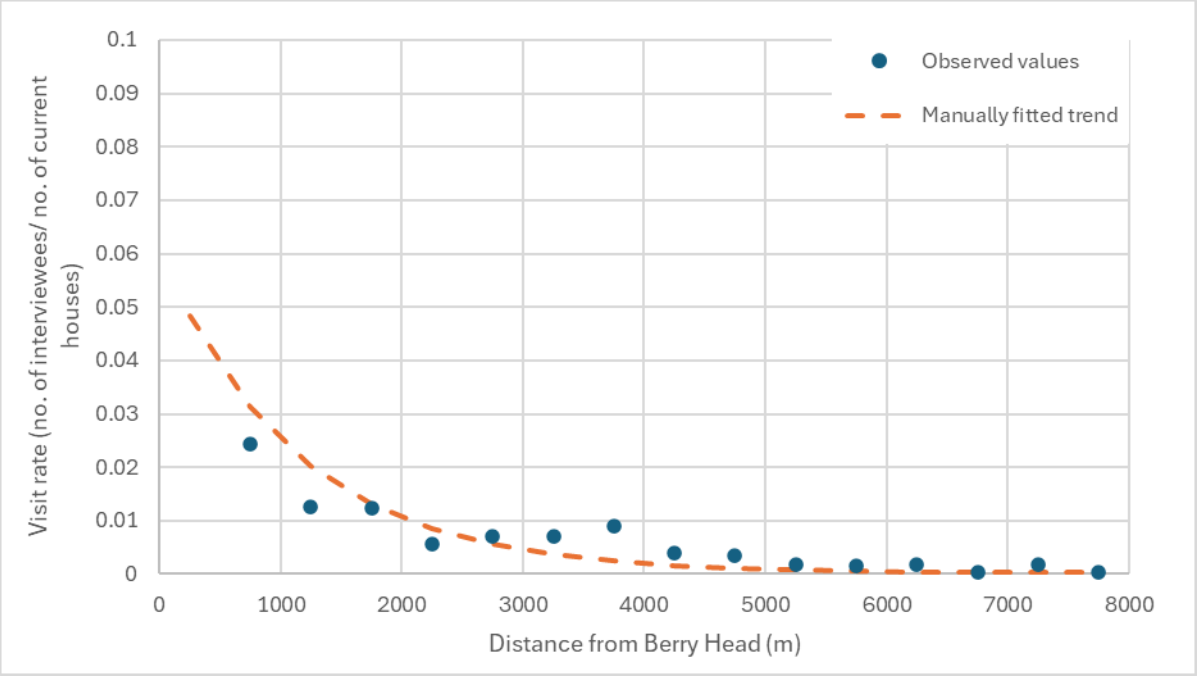


Figure 15: The visit rate (number of interviewees divided by number of houses within 500m bands from the car park as observed from the survey data and a manually fitted

trend line. Visit rate value for 0-500m band (0.4) is not shown on the graph, but was included in the curve fit.

Implications in terms of mitigation

6.18 One approach to mitigating increased recreation use of European sites is to provide alternative greenspace to deflect access. Such sites are referred to as Suitable Alternative Natural Greenspace (SANG). A standard of 8 ha of SANG per 1,000 new residents is a widely used guideline for SANG delivery based on the long-standing approach first used in the Thames Basin Heaths. Applying these standards to the different growth scenarios suggests a requirement for between 42 to 93 ha of new SANG (Table 17).

6.19 The vegetation monitoring report (Lake et al., 2024), sets out the recommendations for visitor management and rest of the mitigation measures informed by results of both surveys.

Table 17: Area of new SANG required for new residents under the three growth scenarios. A housing occupancy figure of 2.1 is suggested by local authority, as housing occupancy is expected to be lower in Torbay, due to older population.

Growth Scenario	Number of new dwellings within the Zone of Influence	Number of new residents (2.1 occupancy)	Area of SANG required (8ha per 1,000)
March 2024 Growth Scenario 2	3,517	7,386	59
October 2022 Regulation 18	2,520	5,292	42
Demographic housing need (standard methodology)	5,564	11,684	93

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Appendix 1: Questionnaire

Good morning/afternoon. I am conducting a visitor survey on behalf of the local authorities, to find out how people use this area for recreation. Can you spare me a few minutes please?

Q1 ...

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

Further details

Q2 **What is the main activity you are undertaking today?** *Tick closest answer. Do not prompt. Single response only. Use the 'further details' box if they mention additional activities.*

- ◯ Dog walking
- ◯ Walking
- ◯ Walking South West Coast Path
- ◯ Jogging/running
- ◯ Outing with family
- ◯ Cycling/mountain biking
- ◯ Bird/wildlife watching
- ◯ Fishing
- ◯ Swimming
- ◯ Coasteering
- ◯ Boating (please provide details)
- ◯ Watersports (please provide details)
- ◯ Climbing
- ◯ Photography
- ◯ Meeting up with friends
- ◯ Picnic
- ◯ Fitness/formal sports
- ◯ Visiting lighthouse/Napoleonic fort
- ◯ Other, please detail:

Further details / other activities

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

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

Further details:

Q4 **How long have you spent / will you spend here today?** *Single response only. Do not prompt.*

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

Further details:

Q5 **Do you tend to visit this location at a certain time of day?** *Tick closest answers. Multiple answers ok. Do not prompt.*

- ☐ Early morning (before 9am)
- ☐ Late morning (between 9am and 12pm)
- ☐ Early afternoon (between 12pm and 2pm)
- ☐ Late afternoon (between 2pm and 4pm)
- ☐ Evening (after 4pm)
- ☐ Varies / Don't know
- ☐ First visit

Q6 **Do you tend to visit this location more at a particular time of year for [***insert given activity***]?** *Multiple answers ok. Do not prompt.*

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

Q7 **How did you get here today?** *If necessary prompt with:* **What forms of transport did you use?** *Multiple response possible - e.g. train and bicycle.*

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

Further details:

Q8 **Why did you choose to visit this specific location today, rather than somewhere else?** *Tick all responses given. Do not prompt, tick closest answers.*

- [ ] Don't know / others in party chose
- [ ] Close to home
- [ ] No need to use car
- [ ] Quick / easy travel route
- [ ] Good / easy parking
- [ ] Particular facilities
- [ ] Refreshments / cafe / pub
- [ ] Choice of routes
- [ ] Away from roads/traffic
- [ ] Feels safe here
- [ ] Not many people
- [ ] Scenery / variety of views
- [ ] Rural feel / wild landscape
- [ ] To be by the sea / coast
- [ ] Particular wildlife interest (e.g. birds, plants)
- [ ] Particular historic or cultural interest
- [ ] Habit / familiarity
- [ ] Good for dog / dog enjoys it
- [ ] Ability to let dog off lead
- [ ] Appropriate place for activity
- [ ] Suitability of area in given weather conditions
- [ ] For a change / variety
- [ ] Other, please detail

Further details:

Q9 **Which of those reasons would you say had the most influence over your choice of location to visit today?** *Single choice, tick their main reason only. List is based on their answers to Q8.*

- ◯ Don't know / others in party chose
- ◯ Close to home
- ◯ No need to use car
- ◯ Quick / easy travel route
- ◯ Good / easy parking
- ◯ Particular facilities
- ◯ Refreshments / cafe / pub
- ◯ Choice of routes
- ◯ Away from roads/traffic
- ◯ Feels safe here
- ◯ Not many people
- ◯ Scenery / variety of views
- ◯ Rural feel / wild landscape
- ◯ To be by the sea / coast
- ◯ Particular wildlife interest (e.g. birds, plants)
- ◯ Particular historic or cultural interest
- ◯ Habit / familiarity
- ◯ Good for dog / dog enjoys it
- ◯ Ability to let dog off lead
- ◯ Appropriate place for activity
- ◯ Suitability of area in given weather conditions
- ◯ For a change / variety
- ◯ Other reason

Further details:

Q10 **Now I'd like to ask you about your route today. Looking at the area shown on this map, can you show me where you started your visit today, the finish point and your route please.** *Probe to ensure route is accurately documented. Use **P** to indicate where the visitor parked (if applicable), **E** to indicate where they started and **X** to indicate where they finished. Mark the route with a solid line for the route already taken and a dotted line for the expected or remaining route, with arrows to indicate the direction.*

Enter the map reference below, or tick 'no map' if no route map completed.

Q11 **Is / was your route today the normal length when you visit here for [***insert given activity***]?** *Tick closest answer, do not prompt. Single response only.*

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

Q12 **What, if anything, influenced your choice of route here today?** *Tick closest answers, do not prompt. Multiple responses ok.*

- ☐ Weather
- ☐ Daylight
- ☐ Time
- ☐ Habit / usual route
- ☐ Other users (avoiding crowds, other dogs etc.)
- ☐ Group members (e.g. kids, less able)
- ☐ Being by the sea / beach
- ☐ Tide
- ☐ Avoiding muddy tracks / paths
- ☐ Followed a marked trail
- ☐ Location of cafe/restaurant/pub
- ☐ Activity undertaken (e.g. presence of dog)
- ☐ Birds / wildlife
- ☐ Followed their dog
- ☐ Interpretation / leaflets / promotion / app
- ☐ Viewpoint / feature
- ☐ Direct route to work / shops etc.
- ☐ Just wandering / exploring
- ☐ Other, please detail

Further details:

Q13 Would you consider a different route?

- ◯ Yes
- ◯ No

Q14 If there were to be changes to the path network in the future, please could you name up to three characteristics that would encourage you to use the new paths? ***Do not list options, do not prompt***

- [ ] Sea views
- [ ] Safe
- [ ] Flat
- [ ] Suitable length
- [ ] Natural unsurfaced path
- [ ] Path to specific location, please detail
- [ ] Waymarked trail
- [ ] Other, please detail

Other:

If a location was specified, then please detail here:

Q15 **Are there any changes you would like to see here with regards to how this area is managed for access?** *Do not give options or prompt. Tick closest option(s).*

- [ ] No changes / leave as is
- [ ] More parking
- [ ] Better parking
- [ ] More paths
- [ ] Better / surfaced paths
- [ ] More bins / less litter
- [ ] More dog waste bins
- [ ] Controls on dogs and dog fouling
- [ ] Facilities for dogs (e.g. training areas, washing facilities)
- [ ] Seating / benches
- [ ] Toilets
- [ ] Cafe
- [ ] Changes to habitats / scenery
- [ ] More natural / wild
- [ ] Not sure / don't know
- [ ] Other, please detail below

Further details:

Q16 **What proportion of your visits for [given activity] take place here compared to other sites. Can you give a rough percentage?** *Do not prompt*

- ◯ All take place here
- ◯ 75% or more
- ◯ 50 - 74%
- ◯ 25 - 49%
- ◯ Less than 25%
- ◯ Not sure / Don't know / First visit

Q17 **Which one location would you have visited today for [given activity] if you could not have visited here?** *Do not prompt. Ask for spelling if necessary.*

- ◯ Nowhere / wouldn't have visited anywhere
- ◯ Not sure / don't know
- ◯ Site name:

Q17a

Q18 **Why do you visit that location, rather than Berry Head?** *Single choice, tick their main reason only. List is based on their answers to Q8.*

- [ ] Don't know / others in party chose
- [ ] Close to home
- [ ] No need to use car
- [ ] Quick / easy travel route
- [ ] Good / easy parking
- [ ] Particular facilities
- [ ] Refreshments / cafe / pub
- [ ] Choice of routes
- [ ] Away from roads/traffic
- [ ] Feels safe here
- [ ] Not many people
- [ ] Scenery / variety of views
- [ ] Rural feel / wild landscape
- [ ] To be by the sea / coast
- [ ] Particular wildlife interest (e.g. birds, plants)
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- [ ] Habit / familiarity
- [ ] Good for dog / dog enjoys it
- [ ] Ability to let dog off lead
- [ ] Appropriate place for activity
- [ ] Suitability of area in given weather conditions
- [ ] For a change / variety
- [ ] Other reason

Further details:

Please could you tell me the name of 2 other locations that you also visit for [*given activity*]? *Do not prompt. Ask for spellings if necessary.*

Q19a **Site name:**

Q19b **Site name:**

Q20 **Have you any suggestions as to how any of the sites you have mentioned could be improved to make them better for people to visit?**

Q21 **Do you have any further comments or general feedback about your visit and access to this area?**

Q22 **Finally, to identify how far people have travelled, what is your full home postcode?** *This is an important piece of information, please make every effort to record correctly. If necessary, reassure them that we don't want their full address, and it will only be used to work out where people are coming from.*

Q23 *If visitor is unable or refuses to give postcode:* **What is the name of the town or area where you live?**

Q24 *If visitor is on holiday ask:* **Which town / area are you staying in?**

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