

Marazion Marsh SPA

Visitor Survey Results

Final Version

2016

Summary

Survey effort

- Survey effort was consistent between weekdays and weekend days across the survey seasons
- Survey effort was duplicated in Autumn as two locations were surveyed, effort was concentrated at a single location during Winter, Spring and Summer
- In total, 175 visitor interviews were completed
- 219 people and 144 dog were recorded entering the site over the 120 survey hours

Overview

- Visit patterns of 280 people accompanied by 109 dogs were captured from 175 interviews
- 33% of groups were interviewed during the Autumn, 32% in Spring, 20% in the Summer and 15% over the Winter
- On average 52% of groups were accompanied by dogs
- In Winter and Summer, 69% of interviewed groups were accompanied by dogs
- In Winter and Autumn, on average there were 1.9 visitors per interviewed group.

Visit Purpose

- 74% of interviewed groups were local residents, and 27% were visitors to the County
- In Winter, 96% (all but one) of interviewed groups were local residents, 77% in Spring, 72% in Autumn and 54% in Summer
- In Summer, 46% of interviewed groups were visitors to the County

Visitor Activity

- 48% of activity responses from interviewed groups cited dog walking
- 27% of activity responses from interviewed groups cited birdwatching/wildlife watching with a higher proportion of groups undertaking these activities during Autumn and Spring
- A higher proportion of activity responses cited dog walking in Winter and Summer
- Overall dog walking was the most frequently cited activity during Autumn, Winter and Summer

Visit frequency

- 26% of interviewed groups stated they visited 'most days' making over 180 annual visits to the site
- 22% of groups made a visit less than 'once a month' equating to between 2 – 12 annual visits
- 20% of groups cited they visit 'a few times a week' equating to between 60 and 180 annual visits
- The proportion of visitors in different visit frequency categories varied with season, with 20% of groups in the Summer stating it was their first visit

Visit Purpose – Local residents and visitors to the County

- 129 interviewed groups (74%) were local residents, and 46 groups (26%) were visitors to the county
- 72% of all visitors and 82% of all dogs recorded were associated with local resident interviewed groups
- 58% of local resident groups were accompanied by at least one dog
- There was a negligible difference in average groups size and average number of dogs per local and non-local resident groups

Visit Frequency – Local residents and visitors to the County

- Visit frequency was markedly different between local and non-local resident visitors
- 35% of local resident groups visit Marazion 'most days' and an addition 27% stated they visit 'a few times a week'
- Overall, 71% of local residents make their visit at least several times a month (more than 20 annual visits)
- 86% of non-local resident groups make up to 12 annual visits to Marazion, with 46% of groups stating it was their 'first visit'

Seasonality of visit

- 64% of local resident group responses indicated a tendency to visit the site throughout the year
- 11% of local resident group responses indicated a tendency to visit more in the Spring, 9% in Autumn, 7% in Winter and 5% in Summer
- 25% of non-local resident groups were making their first visit, 19% of non-local resident groups responses indicate a tendency for year round visits, 17% a tendency for Summer visits and 10% for Autumn visits

Visit Duration

- 81% of all visits to Marazion were less than an hour
- 95% of all visits were less than two hours
- 83% of visits by local residents were less than an hour in comparison to 76% from non-local residents
- A higher proportion of non-local resident in comparison to local resident groups spent more than 2 hours at Marazion

Visitor Activities by Season

- 48% of all activity responses cited dog walking
- 40% of all activity responses were local residents who stated 'dog walking'
- A higher proportion of local resident dog walking responses were provided in Autumn and Winter, which is surprising as at this time of year there are no dog restrictions on local beaches
- 27% of all activity responses cited bird / wildlife watching reflecting the acknowledged conservation interest of Marazion in both local and non-local resident groups
- A higher proportion of visitor groups were bird / wildlife watching during Autumn and Spring

Transport

- 49% of all groups arrived by foot
- 47% of all groups arrived by foot
- 50% of local residents arrived by foot with 45% arriving by car
- 53% of non-local residents arrived by car with 44% arriving by foot
- Average groups size of local residents arriving by car and by foot was 1.6

Why visitors chose to visit Marazion

- The most frequently cited feature which drew both local and non-local visitors to Marazion was 'Close to home' with 24% of the overall response total, and 29% of the local resident response total
- 23% of groups cited 'other' reasons as to why they visited Marazion, and a further 23% made their visit because of the 'particular wildlife interest'
- 14% of the response total referenced attractive scenery and views
- 6% of local resident responses made their visit to Marazion for 'the ability to let the dog off the lead'

Response to Speculative Change

- 61% of local resident responses regarding speculative change indicated the changes would not influence the time they spent on site
- Some responses indicated certain groups would spend more time on site with the provision of dog waste bins and if 'dogs were required to be on leads'
- Conversely, some visitor responses indicated groups would spend less time on site if 'dogs were required to be on leads' and 'parking charges were introduced or raised'

Features that would attract visitors to other sites

- 24% of responses from local resident groups indicated there were 'no features / nothing' that would make another site attractive as an alternative visit destination
- 10% of responses indicated a 'more dog-friendly' site would be attractive
- 10% of responses also indicated a 'cheaper or free parking' would be attractive
- 23% of responses cited 'other' features most of which had a clear nature/wildlife theme

Other popular visit destinations of local residents

- 160 alternative visit destinations were cited by local resident groups
- The most frequent stated alternative visit destination was Marazion beach, and some groups commented they only make a visit when the seasonal dog ban is not in place
- Other popular visit destinations include the 'beach', 'coast path', 'Hayle', 'Land's End' and 'Tehidy'

Frequent Visitors by Transport Mode

- 92 local resident groups make at least 20 annual visits to Marazion
- 69% of local resident groups who make over 180 visits arrive by foot, indicating they live in close proximity to the site
- 92% of local resident groups who make at least 20 annual visits arrive by car

- Overall, 55% of the most frequent local resident visitor groups arrived by foot, 41% by car, 2% by bus and 1% by bike

Frequent visitors by Transport Mode and Activity

- 63 (69%) local resident groups who visit most frequently were dog walking
- 18 (20%) local resident groups who visit most frequently were bird / wildlife watching
- 39% of the most frequent visitors were dog walking and arrived by foot
- 30% of the most frequent visitors were dog walking and arrived by car
- 89% of the most frequent visitors were either dog walking or bird / wildlife watching
-

Visitor Origin of Local Residents by Parish and Ward

Parish

- 38% local resident groups originated from Parish of Marazion
- 23% of local resident groups originated from the Parish of Penzance
- 9% local resident groups originated from the Parish of Ludgvan

Ward

- 43% of local resident groups originated from within the Marazion and Perranuthnoe
- 11% of local resident groups originated from within Ludgvan
- 8% of local resident groups originated from within Penzance East
- 5% of local resident groups originate from Gulval and Heamoor
- 5% of local resident groups originate from within Newlyn and Mousehole

Visitor Origin of Local Residents by Distance and Transport

- 75% of all interviewed local resident groups lived within 5.97km (those who arrived by foot, car, bus and bike)
- 94% of all interviewed local resident groups who arrived by foot lived within 5.97km
- 55% of all interviewed local resident groups who arrived by car lived within 5.97km
- 75% of all interviewed local resident groups who arrived by foot lived within 2.39km
- 75% of all interviewed local resident groups who arrived by car lived within 11.2km

Visitor Origin by Distance and Visit Frequency and those arriving by Car with Dogs

- 75% of local resident groups who make >180 annual visits live within 2.87km
- 75% of local resident groups who make between 60-180 visits live within 4.15km
- 75% of local resident groups who make between 20-60 visits live within 11.83km
- 75% of all local resident groups who arrived by car, were accompanied by at least one dog and made at least 20 annual visits lived within 5.97km

Zone of Influence and Recommendations

- The ZOI of the site lies somewhere between 11km and 12km of the site
- The catchment area of the majority visitors to Marazion and the most frequent visitors to the site lies within 6km of the site
- 75% of local resident groups who make >180 annual visits live within 2.87km
- 75% of local resident groups who make between 60-180 visits live within 4.15km
- 75% of local resident groups who make between 20-60 visits live within 11.83km
- 75% of all local resident groups who arrived by car, were accompanied by at least one dog and made at least 20 annual visits lived within 5.97km
- 75% of local resident groups who arrived by car, were bird/wildlife watching and made at least 20 annual visits lived within 6.06km
- The 6km buffer best defines the origin of the most regular and frequent visitors to the site

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1 Introduction

- 1.1 This document reports the analyses and findings from the visitor survey work undertaken at Marazion Marshes SPA between Autumn 2015 and Summer 2016. Current visitor patterns are examined, the Zone of Influence identified and within this the catchment from where the majority of local resident visitors is defined, provided an evidence base for a Zone of Payment.

2 Methods

Data processing manipulation and limitations

Survey effort

- 2.1 The visitor surveys were scheduled to take place at each survey location over a full weekday and weekend day across four seasons (Autumn, Winter, Spring and Summer). During the first survey sessions over Autumn, two locations were monitored. Following review, it was decided to focus survey effort on the main entrance to the site. Thus survey effort was effectively duplicated over the Autumn (Table 1).

Duplicate interviews

- 2.2 Ahead of analyses, duplication of questionnaires by the re-interview of visitors to the site was identified. As the survey work at the site completed 173 questionnaires, each survey was checked for duplication by the details recorded by the surveyors. These were filtered first by postcode, group size and respondent gender, the questionnaire responses were compared. Only clear duplicates, six in total were removed from the data prior to analyses.

General

- 2.3 Visitor survey data were supplied in multiple files after input by each surveyor. There was some inconsistency between the digitised formats and notations. Where easily these were amended during consolidation of the files.
- 2.4 The data were briefly screen ahead of analyses and cleaned. Changes were made to the duplicate of the raw data file on which analyses were undertaken. The following checks and where anomalies were found, were amended.
- Groups who indicated they were dog walking but zero dogs were recorded with dogs – total of dogs recorded with group amended to 1
 - Groups who were recorded as having dogs with them but the dog walking activity category had not been populated, the 'dog walking' activity category was checked
 - Activity noted as 'other' amended to bird and wildlife watching as respondents had cited 'photography of rare birds' and 'rare plant interest' (2 questionnaires)
 - Group size recorded as zero when gender of visitors in the group was noted, for example 1 x F, 2 x M, 1 x F 1 x M. Group size corrected accordingly
 - Where zero was entered for number of dogs in groups and the activity cited did not include dog walking, the zeros were replaced with blanks

- Where the time of day visit preference had not been populated but the respondent had stated a preferred time of day to visit, the relevant category was populated
- Respondent had indicated they resided within Cornwall, yet the postcode supplied was out of County and their visit frequency category was low, visit purpose was amended to reflect they were a non-local resident
- Respondent had indicated they lived outside of Cornwall, yet provided an in County postcode with a high visit frequency and additional comments to suggest they were indeed a resident, visit purpose amended to local resident
- Respondent had commented they arrived at site by foot, but the bus transport category was checked, amended to arrive by foot

Methods for data analyses

Time of day

- 2.5 The survey asked interviewees whether they tended to visit the site at a certain time of day and multiple category responses were allowed. Screening of the data highlighted many additional respondent comments indicated their preferred visit time of day varied. An additional category was created for varied and populated according to the additional comments, so to include these data in analyses.

'Other' comments on choice of Marazion as visit destination

- 2.6 Visitor groups were asked specifically why they visited Marazion rather than another local site and responses or comments which were respondent led were noted as free text. Some respondent stated 'other' and provided no additional details. Interviewee responses where additional text was recorded and those where it was not provided were summarised within the same 'other' category'
- 2.7 Additional 'other' detailed responses from local resident visitor groups were summarised independently and grouped where possible, for example if groups stated 'dry conditions on site', 'dry underfoot', 'dry' these were pooled under the 'Dry' category. The original data were copied and edited to reflect this grouping for analyses and were not updated in the original data file to keep detail provided by respondents. In total 42 respondent led comments were provided from local resident groups.

Other visit destinations of local resident groups

- 2.8 Visitor groups were asked to provide the names of other visit destinations they visited for similar purposes to the visit when they were interviewed. Groups could provide up to three visit destinations. These data were free text options completed by the surveyors and 627 responses were captured from 353 interviewed local resident groups.
- 2.9 The free text responses from the local interviewed groups were pooled, sorted and where possible standardised. Destinations which stated 'beach' after a location were categorised separately, for example Marazion as a visit destination was categorised separately to Beach at Marazion'. In total, 160 other visit destinations were provided by interviewed local resident groups.

Speculative response to change

- 2.10 Visit groups were asked how speculative change would influence the amount of time they spent on site. Surveyors were able to indicate a group's response by marking one of four different categories; 'more', 'less', 'same' and 'don't know'. There was also additional free text space for comments.
- 2.11 Much of the digital input were inconsistent, and categories fields contained values such as '1', '?', 'N/A', 'L', 'Maybe', 'Depends', '-'. Where the interviewee's response was obvious, the data were amended and analysed, where the response was difficult to decipher, the response was omitted from the analyses.
- 2.12 The free text comments from the response to change were not summarised and are not included in this report. The original data file contains these comments.

Visitor origin

- 2.13 Postcode data from visitor groups were gathered during the face to face visitor surveys. Where visitor groups were not resident in Cornwall, the postcode of their accommodation was requested.
- 2.14 Postcodes were geocoded against a file supplied by Cornwall Council which contained all postcodes preceded by TR, EX and PL and derived from OS CodePoint Opendata. QGIS v 2.14.0 was used to geocode the information and undertake spatial analyses. Only postcodes or places within Cornwall were geocoded (either that of local residents or the location of local accommodation for non-local residents). The accommodation location of non-local residents was identified as valuable data and the survey was amended to capture these data during the Summer survey sessions.
- 2.15 Visitor origin data for 11 non-local resident groups and 128 local residents groups were provided and spatially digitised. The origin information which did not directly geocode from provided postcode were manually checked for digitation errors, such as confusion between alpha and numeric characters (0 and O) and also spacing between the main stem and following characters, then checked against www.ukpostcode.co.uk, to ensure postcode validity. The origin of 8 groups who provided the place name of their home/accommodation was manually geocoded against the point location provided on the OS OpenNames data file. The visitor origins of those interviewed who only provided the first stem of their postcode (TR20, TR16) were geocoded to the centroid of the postcode stem polygon, generated from merging polygons that contained the stem from the polygon postcode file supplied by Cornwall Council derived from OS CodePoint Opendata. In total, visitor origin information from 139 interviews were geocoded, 128 from local resident groups and 11 from non-local resident groups.
- 2.16 The straight line distance between a visitor groups origin and interview location were calculated using Distance Matrix from the qGIS fTool plugin. Visitor origin was categorised by Polling District using OS OpenData BoundaryLine files 'Polling Districts GB' using the Vector analysis tool in qGIS v2.14.0.

Survey effort

- Survey effort was consistent between weekdays and weekend days across the survey seasons
- Survey effort was duplicated in Autumn as two locations were surveyed, effort was concentrated at a single location during Winter, Spring and Summer
- In total, 175 visitor interviews were completed
- 219 people and 144 dog were recorded entering the site over the 120 survey hours

Survey sessions

- 2.17 Surveys sessions were undertaken throughout the year at Marazion Marsh on the unclassified road C0196. In Autumn, two locations were surveyed, which on review appeared unnecessary and future survey work was concentrated at the entrance point to the site. The entrance location was surveyed with equal effort across the seasons with survey effort covering a full weekday and weekend across the Autumn, Winter, Spring and Summer (Table 1). Table 1 also includes data gathered from the additional survey location monitored during the Autumn surveys.
- 2.18 In total, 175 visitor groups were interviewed and 23 interview invitations were refused giving an interview success rate of 88% from approached groups (Table 1). In total, 69 groups confirmed they had already been interviewed which adds confidence the survey work captured the visit patterns of the most regular visitors to the site (Table 1).
- 2.19 Over the entire survey period of 120 hours, 219 individuals were recorded entering the site in 164 groups and were accompanied by 144 dogs (Table 1)

Table 1: Summary of tally totals and survey effort across the seasons from the visitor survey work at Marazion Marsh.

Season	Time	Entering			Leaving			Survey specifics		
Winter	Survey session	Individuals	Groups	Dogs	Individuals	Groups	Dogs	Interviews	Refusals	Already interviewed
WE	08:00 - 12:00	6	8	4	6	7	2	7	0	2
WE	08:00 - 12:00	12	4	5	9	8	5	6	0	3
WD	08:00 - 12:00	9	6	8	2	2	0	5	1	2
WD	08:00 - 12:00	8	0	2	0	0	0	5	0	2
WE	12:00 - 16:00	5	20	5	7	13	4	8	0	2
WE	12:00 - 16:00	7	6	4	6	3	2	7	3	7
WD	12:00 - 16:00	13	6	5	11	7	4	8	0	3
WD	12:00 - 16:00	13	8	6	11	7	4	5	0	4
WE	16:00 - 18:00	1	2	2	3	3	1	1	1	4
WE	16:00 - 18:00	1	4	1	3	6	1	2	2	7
WD	16:00 - 18:00	2	1	0	2	1	0	1	2	0
WD	16:00 - 18:00	7	5	2	11	0	2	3	0	0
Totals	Per season	84	70	44	71	57	25	58	9	36
Survey Hours	40									
Winter	Survey session	Individuals	Groups	Dogs	Individuals	Groups	Dogs	Interviews	Refusals	Already interviewed
WE	08:00 - 11:00	5		5	5		5	5	1	
WD	08:00 - 11:00	13	2	8	11	0	7	7	1	0
WE	11:00 - 14:00	4		3	2	2	3	2	0	0
WD	11:00 - 14:00	8	1	1	4	1	0	5	0	1
WE	14:00 - 17:00	2	7	4	2	20	1	4	1	1
WD	14:00 - 17:00	3		1	3		1	3		
Totals	Per season	35	10	22	27	23	17	26	3	2
Survey Hours	18									
Spring	Survey session	Individuals	Groups	Dogs	Individuals	Groups	Dogs	Interviews	Refusals	Already interviewed
WE	08:00 - 12:00	19		6	16		6	11	1	
WD	08:00 - 12:00	11	0	6	10		4	12	0	0
WE	12:00 - 16:00	6	23	7	9	8	6	12	0	10
WD	12:00 - 16:00	19	1	7	10	0	7	9	1	4
WE	16:00 - 19:00	6	9	2	3	4	3	6	2	1
WD	16:00 - 19:00	6	10	5	5	2	3	6	3	3
Totals	Per season	67	43	33	53	14	29	56	7	18
Survey Hours	22									
Summer	Survey session	Individuals	Groups	Dogs	Individuals	Groups	Dogs	Interviews	Refusals	Already interviewed
WE	08:00 - 12:00	6	2	11	6	2	12	4	1	4
WD	08:00 - 12:00	6	4	14	6	3	13	10	0	0
WE	12:00 - 16:00	8		3	7		2	5	1	1
WD	12:00 - 16:00	5	9	6	5	9	6	10	1	2
WE	16:00 - 19:00	3	26	9	3	19	9	3	0	5
WD	16:00 - 19:00	5	0	2	7		2	3	1	1
Totals	Per season	33	41	45	34	33	44	35	4	13
Survey Hours	22									
Totals	Per site	219	164	144	185	127	115	175	23	69

General visitor patterns

Overview

- Visit patterns of 280 people accompanied by 109 dogs were captured from 175 interviews
- 33% of groups were interviewed during the Autumn, 32% in Spring, 20% in the Summer and 15% over the Winter
- On average 52% of groups were accompanied by dogs
- In Winter and Summer, 69% of interviewed groups were accompanied by dogs
- In Winter and Autumn, on average there were 1.9 visitors per interviewed groups.

2.20 In total, 175 groups were interviewed which accounts for the visiting patterns of 280 people. Of these 175 visitor groups, surveyors noted that 91 (52%) of these groups were accompanied by at least one dog (Table 2). A third of interviewed groups were accompanied by at least one dog during the Spring surveys, a much lower proportion than recorded during the other seasons (Table 2).

2.21 The highest number of visitor groups were interviewed over the Autumn (58 groups, 33%) (Table 2) with 32% of groups interviewed in Spring, 20% in Summer and 15% in Winter. Group size was highest (1.9) in Autumn and Winter with a mean size of 1.9 people per group, and the highest number of dogs were recorded in the Autumn survey work (Table 2).

Table 2: Seasonal summary of visitor survey results. Values in () are percentages of the row totals.

Survey overview per season	Autumn	Winter	Spring	Summer	Total
Interviewed groups	58 (33)	26 (15)	56 (32)	35 (20)	175 (100)
Visitors within groups	84 (30)	50 (18)	90 (32)	56 (20)	280 (100)
Groups with dogs	31 (34)	18 (20)	18 (20)	24 (26)	91 (100)
Percentage of groups with dogs per season	53	69	32	69	52
Total number of dogs	35 (32)	19 (17)	23 (21)	32 (29)	109 (100)
Average number of dogs per groups	0.7	0.7	0.4	0.9	0.6
Average group size	1.9	1.9	1.6	1.6	1.6

Visit purpose

- 74% of interviewed groups were local residents and 27% were visitors to the County
- In Winter, 96% (all but 1 respondent) of interviewed groups were local residents, 77% in Spring, 72% in Autumn and 54% in Summer
- In Summer, 46% of interviewed groups were visitors to the County

2.22 Visitor groups were asked the purpose of their visit to establish whether they were local residents or resided outside of Cornwall.

2.23 There is clear seasonal variation in visit patterns at Marazion, between local and non-local residents (Table 3). In Winter, all but one interviewee were local residents; this interviewee was working in the area and decided to visit Marazion over a break. Over Summer 54% of interviewed groups were local residents and 46% visitors to the County. Overall 74% of interviewed groups were local residents and 26% were non-local residents.

Table 3: Response of visitor groups when asked about the purpose of their visit. The values represent the count of responses per category and as (%) of the seasonal totals and as [%] of interview total (175).

What is the purpose of your visit today	Autumn	Winter	Spring	Summer	Total
Living in Cornwall on a day trip or short visit	42 (72) [24]	25 (96) [14]	43 (77) [25]	19 (54) [11]	129 [74]
Living outside of Cornwall on holiday in	16 (28) [9]	0 (0) [0]	13 (23) [7]	16 (46) [9]	45 [26]

the area					
Other (Lives out of County but working in area)	0 (0) [0]	1 (4) [1]	0 (0) [0]	0 (0) [0]	1 [1]
Living in Cornwall Visiting as part of an organised activity on the site	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 [0]
Living outside Cornwall visiting as part of an organised activity on the site	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 [0]
Total	58 (100) [33]	26 (100) [15]	56 (100) [32]	35 (100) [20]	175 [100]

Visitor activity

- 48% of activity responses from interviewed groups cited dog walking
- 27% of activity responses from interviewed groups cited birdwatching/wildlife watching with a higher proportion of groups undertaking these activities during Autumn and Spring
- A higher proportion of activity responses cited dog walking in Winter and Summer
- Overall dog walking was the most frequently cited activity during Autumn, Winter and Summer
- Other activities undertaken at Marazion included walking, cycling, jogging, family outing, interest in botanical diversity, photography and the social side of bird and wildlife watching

- 2.24 Visitor groups were asked to confirm the main activities they were undertaking during their visit to the site. Respondents could cite multiple activities, for example, a group may be walking and wildlife watching. In total 184 activity responses were provided from the 175 interviewed groups (Table 4).
- 2.25 Overall 48% of interviewed groups stated 'dog walking' as an activity with a higher proportion of groups undertaking this activity during the Winter and Summer (Table 4). Just over a quarter of groups (27%) stated they were bird or wildlife watching during their interviewed visit with a higher proportion of groups stating this activity during the Autumn and Spring survey sessions (Table 4).
- 2.26 In Spring, an equal proportion of groups (32%) were cited 'dog walking' and 'bird watching' while 27% of responses cited 'walking' (Table 4).
- 2.27 Walking, cycling, Nordic walking/jogging/power walking and outing with family were all other activities undertaken by groups at Marazion during the survey sessions. 'Other' activities cited by visitor groups included 3 groups who cited 'photography', a group who were undertaking a dragonfly survey, 2 groups interested in the botanical diversity, one group looking at 'jumping fish' and 3 groups who cited 'other' where no further details were recorded (Table 4). Interestingly, some groups who stated bird and wildlife watching commented on the social side of this hobby to catch up with their friends who shared the same interest.

Table 4: Response of visitor groups when asked to confirm their main activity during their visit from both survey locations and classified by survey season. Only activities cited by respondents are listed. The values represent the count of responses per category and as (%) of the seasonal totals and [%] of response total.

Activity	Autumn	Winter	Spring	Summer	Total
Dog walking	30 (49) [16]	18 (62) [10]	18 (32) [10]	23 (61) [13]	89 [48]
Birdwatching/ wildlife watching	22 (36) [12]	6 (21) [3]	18 (32) [10]	3 (8) [2]	49 [27]
Walking	8 (13) [4]	3 (10) [2]	15 (27) [8]	6 (16) [3]	32 [17]
Other	1 (2) [1]	2 (7) [1]	1 (2) [1]	4 (11) [2]	8 [4]
Cycling	0 (0) [0]	0 (0) [0]	2 (4) [1]	2 (5) [1]	4 [2]
Jogging/power walking/Nordic walking	0 (0) [0]	0 (0) [0]	1 (2) [1]	0 (0) [0]	1 [1]
Outing with children/family	0 (0) [0]	0 (0) [0]	1 (2) [1]	0 (0) [0]	1 [1]
Total	61 (100) [33]	29 (100) [16]	56 (100) [30]	38 (100) [21]	184 [100]

Visit frequency

- 26% of interviewed groups stated they visited ‘most days’ making over 180 annual visits to the site
- 22% of groups made a visit less than ‘once a month’ equating to between 2 – 12 annual visits
- 20% of groups cited they visit ‘a few times a week’ equating to between 60 and 180 annual visits
- The proportion of visitors in different visit frequency categories varied with season, with 20% of groups in the Summer stating it was their first visit

- 2.28 Visitor groups were asked how often they had visited Marazion for recreation over the past year and from 175 interviewed groups 174 responses were gathered (Table 5).
- 2.29 In total, 26% of interviewed groups confirmed they visited the site ‘most days’ and have made over 180 visits over the past year (Table 5). In addition, 22% of groups visit less than ‘one visit a month’ totalling between 2-12 annual visits and 20% make a visit ‘a few times a week’ equating to between 60-180 annual visits (Table 5).
- 2.30 There is seasonal variation in the proportion of groups interviewed that visit within each category, with 37% of groups interviewed in the Summer stating they visit most days and 20% citing it was their ‘first visit’ to the site (Table 5).

Table 5: Responses stated by visitor groups when asked how often they had visited the site over the past year. The values represent the count of responses and are summarised as percentages per season within () and as a percentage of all responses within [].

Visit frequency	Autumn	Winter	Spring	Summer	Total
Most days (>180 visits)	16 (28) [9]	5 (19) [3]	11 (20) [6]	13 (37) [7]	45 [26]
Less than once a month (2-12 visits)	8 (14) [5]	4 (15) [2]	16 (29) [9]	10 (29) [6]	38 [22]
A few times a week (60-180 visits)	13 (23) [7]	7 (27) [4]	12 (21) [7]	3 (9) [2]	35 [20]
First time	11 (19) [6]	3 (12) [2]	5 (9) [3]	7 (20) [4]	26 [15]
Several times a month (20-60 visits)	6 (11) [3]	3 (12) [2]	5 (9) [3]	1 (3) [1]	15 [9]
About once a month (12-20 visits)	2 (4) [1]	4 (15) [2]	6 (11) [3]	1 (3) [1]	13 [7]
Don't know	1 (2) [1]	(0) [0]	1 (2) [1]	(0) [0]	2 [1]
Total	57 (100) [33]	26 (100) [15]	56 (100) [32]	35 (100) [20]	174 [100]

Visitor patterns of local and non-local residents

Overview of local and non-local residents

- 129 interviewed groups (74%) were local residents, and 46 groups (26%) were visitors to the county
- 72% of all visitors and 82% of all dogs recorded were associated with local resident interviewed groups
- 58% of local resident groups were accompanied by at least one dog
- There was a negligible difference in average groups size and average number of dogs per local and non-local resident groups

- 2.31 To fully understand the recreational use of a site, it is important to consider the origin and nature of visitor groups as well as any patterns in visit seasonality. The draw of a site can vary widely by season due to many different factors such as availability of parking, summer dog restrictions, daylight hours and weather. Cornwall is known to attract a high number of non-resident tourists, and 26% of interviewed groups at Marazion were out of County visitors. The visit patterns of local and non-local residents are explored to quantify any differences in the visit behaviour between the two groups.
- 2.32 In total, 74% (129) of interviewed visitor groups lived within Cornwall and as such are termed ‘local resident visitors’ (Table 3 and Table 6). Non-local visitors, those who live outside of

Cornwall accounted for the responses of 26% of the interviewed groups. There was some seasonal variation in the proportion of local to non-resident visitors, with a higher proportion of non-local resident visitors making a visit to the site over Spring, Autumn and Summer. Over Winter, no visitors to the county who were on holiday in the area were interviewed (Table 2) suggesting the site is not a destination for holidaymaking groups in the Winter.

2.33 Nearly three quarters (72%,202) of all visitors recorded with the interviewed groups were local residents, and the remaining 28% (78) were non-local resident visitors (Table 6). Overall 52% of groups were accompanied by at least one dog. In total, 58% of local resident groups in comparison to 36% of non-local resident groups were accompanied by dogs, with 82% of all dogs recorded on the site associated with visiting local residents.

2.34 A negligible difference in groups size was recorded between local residents and visitors to the County (1.6 vs. 1.7) and only a slight difference in the average number of dogs recorded with each group (1.2 vs. 1.3) (Table 6).

Table 6: Annual summary of visitor survey results categorised by local and non-local residents. Values in () are percentages.

Overview of local resident and visitor to the county interviews	Local resident	Visitor to the County	Total
Number of interviewed groups	129 (74)	46 (26)	175 (100)
Total visitors with each group	202 (72)	78 (28)	280 (100)
Number of groups with dogs	75 (58)	16 (36)	91 (52)
Number of dogs in group	89 (82)	20 (18)	109 (100)
Average group size	1.6	1.7	
Average number of dogs in group	1.2	1.3	

Visit frequency

- Visit frequency was markedly different between local and non-local resident visitors
- 35% of local resident groups visit Marazion ‘most days’ and an addition 27% stated they visit ‘a few times a week’ which equates to 62% making at least 60 annual visits
- Overall, 71% of local residents make their visit at least several times a month (more than 20 annual visits)
- 86% of non-local resident groups make up to 12 annual visits to Marazion, with 46% of groups stating it was their ‘first visit’

2.35 In total, 174 visit frequency interview responses were given from 175 interviews (Table 7). Nearly half (46%) of all non-local residents groups stated it was their ‘first visit’ to Marazion in comparison to 4% of local resident groups (Table 7). A further 39% of non-local resident groups stated they make between 2-12 annual visits (visit about once a month). These two categories combined account for responses of 86% of non-local resident groups.

2.36 The visit frequency patterns of local residents are quite different in than 35% of groups stated they visit ‘most days’, 27% ‘a few times a week which equated to 62% of groups making at least 60 annual visits with a further 9% making visits ‘several times a month’. Summing these values, 71% of interviewed local resident groups make at least 20 annual visits to Marazion (Table 7).

Table 7: Responses stated by visitor groups when asked how often they have visited the site for recreation over the past year. The values represent the count of responses and are summarised as percentages per local and non-local resident groups () and as a percentage of all 174 responses within [].

Visit frequency	Local residents	Visitor to the County	Total
Most days (>180 visits)	45 (35) [26]	0 (0) [0]	45 [26]
Less than once a month (2-12 visits)	20 (16) [11]	18 (39) [10]	38 [22]
A few times a week (60-180 visits)	35 (27) [20]	0 (0) [0]	35 [20]

First time	5 (4) [3]	21 (46) [12]	26 [15]
About once a month (12-20 visits)	11 (9) [6]	4 (9) [2]	15 [9]
Several times a month (20-60 visits)	12 (9) [7]	1 (2) [1]	13 [7]
Don't know	0 (0) [0]	2 (4) [1]	2 [1]
Total	128 (100) [74]	46 (100) [26]	174 [100]

Seasonality of visits

- 64% of local resident group responses indicated a tendency to visit the site throughout the year
- 11% of local resident group responses indicated a tendency to visit more in the Spring, 9% in Autumn, 7% in Winter and 5% in Summer
- 25% of non-local resident groups were making their first visit, 19% of non-local resident groups responses indicate a tendency for year round visits, 17% a tendency for Summer visits and 10% for Autumn visits

- 2.37 Visitor groups were asked about the seasonality of their visit in relation to the activity they were undertaking during their interviewed visit. The question allowed visitors to provide multiple answers and from the 175 completed interviews, 197 responses were provided (Table 8).
- 2.38 There is a distinction between the seasonal visit patterns of local and non-local resident groups. The majority (64%) of local resident groups responses stated they tended to visit the 'same all year', and with 11% of the resident groups there was a preference toward visiting more over the Spring, 9% over Spring, 7% over Winter and 5% in Summer (Table 8).
- 2.39 Of the responses given by non-local resident groups, 25% were interviewed during their first visit, 19% of responses indicated these groups would visit 'same all year', 17% more over the Summer and 10% in the Autumn (Table 8).

Table 8: Responses stated by visitor groups when asked whether they tended to visit the site more at a particular time of year, for the activity they were undertaking during their interview. The values represent the count of responses and are summarised as percentages per season within () and as a percentage of all 197 responses within [].

Visit at a particular time of year for given main activity	Local Resident	Visitor to the County	Total
Same all year	96 (64) [49]	9 (19) [5]	105 [53]
Spring	17 (11) [9]	4 (8) [2]	21 [11]
Autumn	13 (9) [7]	5 (10) [3]	18 [9]
First visit	5 (3) [3]	12 (25) [6]	17 [9]
Summer	7 (5) [4]	8 (17) [4]	15 [8]
Winter	11 (7) [6]	3 (6) [2]	14 [7]
Don't know	0 (0) [0]	7 (15) [4]	7 [4]
Total	149 (100) [76]	48 (100) [24]	197 [100]

Visit duration

- 81% of all visits to Marazion were less than an hour
- 95% of all visits were less than two hours
- 83% of visits by local residents were less than an hour in comparison to 76% from non-local residents
- A higher proportion of non-local resident in comparison to local resident groups spent more than 2 hours at Marazion

- 2.40 Visitor groups were asked about the duration or expected duration their visit and from 175 interviewed groups, 174 responses were given. Visits to Marazion were typically short with

the majority (95%) of all visits taking less than two hours and 81% of all visits lasting less than an hour (Table 9).

- 2.41 In total, 83% of visits by local residents were less than an hour and account for 61% of all responses (Table 9) and 97% of all local resident groups responses stated their visit was less than 2 hours.
- 2.42 A higher proportion of non-local resident visitors spent longer at the site during their visit in comparison to those from local resident groups with 11% spending more than 2 hours at the site in comparison to 4% of local resident groups (Table 9).

Table 9: Responses given by interviewed visitor groups as to the (expected)/duration of their interviewed visit. The values represent the count of responses and are summarised as percentages per season within () and as a percentage of all responses 174 within [].

Duration	Local Resident	Visitor to the County	Total
Less than 1 hour	106 (83) [61]	35 (76) [20]	141 [81]
1-2 hours	18 (14) [10]	6 (13) [3]	24 [14]
2-3 hours	2 (2) [1]	3 (7) [2]	5 [3]
More than 3 hours	2 (2) [1]	2 (4) [1]	4 [2]
Total	128 (100) [74]	46 (100) [26]	174 [100]

Visitor activities by season

- 48% of all activity responses cited dog walking
- 40% of all activity responses were local residents who stated 'dog walking'
- A higher proportion of local resident dog walking responses were provided in Autumn and Winter, which is surprising as at this time of year there are no dog restrictions on local beaches
- 27% of all activity responses cited bird / wildlife watching reflecting the conservation interest of Marazion
- A higher proportion of visitor groups were bird / wildlife watching during Autumn and Spring

- 2.43 The activities undertaken by a group during the interviewed visit are considered by season and group type (Table 10). Overall dog walking accounted for 48% of activity responses given by interviewed groups, with local resident responses accounting for 40% of all responses and non-local residents, 9% (a rounding error accounts for the 1% variation, Table 10).
- 2.44 In Autumn, 14% of all activity responses were from local residents dog walking, 10% in Winter, 9% in Spring and 7% in Summer (Table 10), highlighting the popularity of this site with local dog owners. Unexpectedly, a higher proportion of local resident dog walking responses were gathered in Autumn and Winter months when there are no 'dogs on beaches' restrictions which are present in the milder months.
- 2.45 The conservation interest of Marazion is reflected in the activity responses, with 27% of responses stating 'bird / wildlife watching' as an activity (Table 10). Autumn and Spring saw the highest proportion of both local and non-local resident groups citing this activity.

Table 10: Activity responses given for activities undertaken during the interviewed visit considered by local and non-local resident groups. Only activities stated by respondents are reported. The values represent the count of responses and are summarised as percentages (%) per groups category season (local resident and non-local resident) and within [] and as a percentage of all 184 responses

Activity	Local					Visitor to county					All
	Autumn	Winter	Spring	Summer	Local Total	Autumn	Winter	Spring	Summer	County visitor Total	Total
Dog walking	25 (19) [14]	18 (13) [10]	17 (13) [9]	13 (10) [7]	73 (54) [40]	5 (10) [3]	0 (0) [0]	1 (2) [1]	10 (20) [5]	16 (32) [9]	89 [48]
Birdwatching/ wildlife watching	11 (8) [6]	5 (4) [3]	13 (10) [7]	2 (1) [1]	31 (23) [17]	11 (22) [6]	1 (2) [1]	5 (10) [3]	1 (2) [1]	18 (36) [10]	49 [27]
Walking	5 (4) [3]	3 (2) [2]	8 (6) [4]	3 (2) [2]	19 (14) [10]	3 (6) [2]	0 (0) [0]	7 (14) [4]	3 (6) [2]	13 (26) [7]	32 [17]
Other	1 (1) [1]	2 (1) [1]	1 (1) [1]	2 (1) [1]	6 (4) [3]	0 (0) [0]	0 (0) [0]	0 (0) [0]	2 (4) [1]	2 (4) [1]	8 [4]
Cycling	0 (0) [0]	0 (0) [0]	1 (1) [1]	2 (1) [1]	3 (2) [2]	0 (0) [0]	0 (0) [0]	1 (2) [1]	0 (0) [0]	1 (2) [1]	4 [2]
Jogging/power walking/Nordic walking	0 (0) [0]	0 (0) [0]	1 (1) [1]	0 (0) [0]	1 (1) [1]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	1 [1]
Outing with children/family	0 (0) [0]	0 (0) [0]	1 (1) [1]	0 (0) [0]	1 (1) [1]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	1 [1]
Total	42 (31) [23]	28 (21) [15]	42 (31) [23]	22 (16) [12]	134 (100) [73]	19 (38) [10]	1 (2) [1]	14 (28) [8]	16 (32) [9]	50 (100) [27]	184 [100]

Transport

- 49% of all groups arrived by foot
- 47% of all groups arrived by foot
- Half (50%) of local residents arrived by foot and 45% by car
- 53% of non-local residents arrived by car with 44% by foot
- Average groups size of local residents arriving by car and by foot was 1.6

- 2.46 Visitor groups were asked which transport mode they used to arrive at the site; only a single response was allowed, and from 175 interviews, 173 responses were given (Table 11).
- 2.47 In total, just under half (49%) of all interviewed groups arrived by car or motorcycle (Table 11), 47% by foot, 2% by bus and 2% by bicycle (Table 11).
- 2.48 Half (50%) of all interviewed local resident groups arrived at Marazion by foot, reflecting the use of the site by residents who live nearby. A further 45% of local residents arrived by car. The majority (53%) of non-local residents arrived at Marazion by car and a further 44% by foot (Table 11). No interviewed visitor groups arrived by train, horse or water.
- 2.49 The average group size of local residents arriving by car was 1.6 compared to 1.8 by non-local resident groups, and the average group size of both local and non-local residents arriving by foot was slightly higher at 1.6 (Table 11).

Table 11: 'Mode of transport used to arrive at Marazion. The values represent the count of responses and are summarised as percentages per season within () and as a percentage of all responses within [].

Transport	Local	Visitor to County	Total
On foot	64 (50) [37]	20 (44) [12]	84 [49]
Car/motorcycle	58 (45) [34]	24 (53) [14]	82 [47]
Bicycle	4 (3) [2]	0 (0) [0]	4 [2]
Bus	2 (2) [1]	1 (2) [1]	3 [2]
Total	128 (100) [74]	45 (100) [26]	173 [100]
Average group size by car	1.6	1.8	
Average group size by foot	1.6	1.6	

Why visitors choose to visit Marazion

- The most frequently cited feature which drew both local and non-local visitors to Marazion was 'Close to home' with 24% of the overall response total, and 29% of the local resident response total
- 23% of groups cited 'other' reasons as to why they visited Marazion, and a further 23% made their visit because of the 'particular wildlife interest'
- 14% of the response total referenced attractive scenery and views
- 6% of local resident responses made their visit to Marazion for 'the ability to let the dog off the lead'

- 2.50 Visitor groups were asked to describe what specifically makes them visit Marazion, rather than another local site. Multiple responses were allowed, and from 175 interviews 298 responses were given (Table 12).
- 2.51 The most frequently (24%) stated comment about why visitor groups made their trip to Marazion was 'close to home' with 29% of local resident responses. A further 23% of responses stated 'particular wildlife interest' and a further 23% cited 'other' reasons as to why they specifically made their visit (Table 12). The location of Marazion was acknowledged in visitor responses with 14% stating the 'attractive scenery and views' and 7% referencing it was the right place for their activity (Table 12).

- 2.52 Across both group categories the 'ability to let the dog of the lead' accounted for 4% of responses with a higher proportion of local residents citing this factor (Table 12).
- 2.53 The 'other' 42 comments in Table 12 cited by local residents are presented Table 13 and a large number of these comments closely reflect the nature conservation of the site and link in with the 'particular wildlife interest' responses noted in Table 12.
- 2.54 Some of informative comments from the 'other' category include the reference to the location of the site along St. Michaels Way and that visitors had heard about the site on line, through Facebook and word of mouth (Table 14).

Table 12: Responses provided by interviews groups when asked 'what makes you come here, specifically, rather than another local site?'. The values represent the count of responses and are summarised as percentages per season within () and as a percentage of all responses within []. 'Other' features are summarised in Table 13

What makes you come here specifically, rather than another local site	Local Resident	Visitor to the County	Total
Close to home	64 (29) [21]	7 (9) [2]	71 [24]
Other	42 (19) [14]	26 (33) [9]	68 [23]
Particular wildlife interest	47 (22) [16]	21 (26) [7]	68 [23]
Attractive scenery/views	29 (13) [10]	12 (15) [4]	41 [14]
Right place for activity (e.g. Kite surfing/fishing/good for kids)	14 (6) [5]	7 (9) [2]	21 [7]
Ability to let dog off lead	12 (6) [4]	1 (1) [0]	13 [4]
Good/easy parking	3 (1) [1]	2 (3) [1]	5 [2]
Feel safe here	4 (2) [1]	1 (1) [0]	5 [2]
Suitability given weather conditions	2 (1) [1]	1 (1) [0]	3 [1]
Don't know	1 (0) [0]	1 (1) [0]	2 [1]
Others in party chose	0 (0) [0]	1 (1) [0]	1 [0]
Particular launching facilities	0 (0) [0]	0 (0) [0]	0 [0]
Refreshments	0 (0) [0]	0 (0) [0]	0 [0]
Total	218 (100) [73]	80 (100) [27]	298 [100]

Table 13: 'Other' responses provided by interviewed local resident groups when asked 'what makes you come here, specifically, rather than another local site?'

Other comments provided by local residents	Response Total	Other comments provided by local residents	Response Total
Always have	3	Survey - responsibility	1
Peaceful	3	Variety, green	1
Bird song	1	Weather not great	1
Bittern and Ibis	1	Wildlife and Marazion facilities	1
Depends of bird sightings	1	Wildlife, scenery, quiet	1
Dog ban on the beach in the summer months; attractive setting for photography	1	Close to campsite & peaceful	1
Easy walk	1	Only reedbed for many miles; it's a migration point; peaceful	1
Great white egret is here	1	Unique scenery in Cornwall	1
It's the only reek area of marshland (it's rare) and it's well managed, variety of habitat and birds	1	Peaceful and seating provision	1
Migration time	1	Dragonfly spotting	1
On route	1	En-route to Marazion; good blackberry picking	1
On St Michael's Way	1	Quiet/flat	1
On St Michael's Way and can take the dogs	1	Can't get on the beach this time of year [with dog]	1
Passing by	1	Goes to places at random	1
Recognised trail / close to the group's base	1	Proximity to the beach	1
Route back from college	1	short grass	1
Saw other pictures on Facebook from other people	1	Peace and quiet.	1
Space, fresh air, countryside	1	Don't have to drive	1

Spotted as passing by	1	The pacific diver in winter - swims all the way round from Eleuthera. And I have friends here. Although fewer people come now the parking has been restricted.	1
Total			42

Response to speculative change

- 61% of local resident responses regarding speculative change indicated the changes would not influence the time they spent on site
- Some responses indicated certain groups would spend more time on site with the provision of dog waste bins and if 'dogs were required to be on leads'
- Conversely, some visitor responses indicated groups would spend less time on site if 'dogs were required to be on leads' and 'parking charges were introduced or raised'

- 2.55 Visitor groups were asked whether in light of speculative on site change, 'would they spend more or less time at Marazion'. In total 847 responses were provided from the 129 interviewed local resident groups (Table 14).
- 2.56 The majority (61%) of responses regarding possible change on site indicated there would be no change in the amount of time spent at Marazion. Possible changes that would see more time spent on site by local resident groups include the provision of dog waste bins, with 4% of the response totals and 'dogs required to be on leads' again with 2% of the response totals (Table 14).
- 2.57 Some visitor responses indicated they would spend less time on site if it was 'busier with more people' (6%), or parking charges were introduced or increased' (5%) and if 'dogs were required to be on leads' (5%) (Table 14).

Table 14: Response of interviewed groups when asked how speculative on site changes would influence the amount of time they spend at Marazion. Values represent response count, those in () %'s of row and column totals and those in [] % of overall response total of 847.

Response to speculative change	Don't Know	Less	More	Same	Total
Site is busier with more people	7 (5) [1]	54 (42) [6]	2 (2) [0]	65 (51) [8]	128 (100) [15]
Better path surfacing/routing	6 (5) [1]	11 (9) [1]	12 (9) [1]	99 (77) [12]	128 (100) [15]
Parking charges or increased charges	7 (6) [1]	46 (41) [5]	0 (0) [0]	59 (53) [7]	112 (100) [13]
Dogs required to be on leads	5 (4) [1]	44 (35) [5]	21 (17) [2]	56 (44) [7]	126 (100) [15]
Provision of dog waste bins	12 (10) [1]	4 (3) [0]	38 (31) [4]	69 (56) [8]	123 (100) [15]
Presence of warden/beach manager	19 (15) [2]	1 (1) [0]	12 (10) [1]	94 (75) [11]	126 (100) [15]
Part of shore closed in areas sensitive for wildlife	19 (18) [2]	12 (12) [1]	1 (1) [0]	72 (69) [9]	104 (100) [12]
Total	75 [9]	172 [20]	86 [10]	514 [61]	847 [100]

Features that would attract visitors to other sites

- 24% of responses from local resident groups indicated there were 'no features / nothing' that would make another site attractive as an alternative visit destination
- 10% of responses indicated a 'more dog-friendly' site would be attractive
- 10% of responses also indicated a 'cheaper or free parking' would be attractive
- 23% of responses cited 'other' features most of which had a clear nature/wildlife theme

- 2.58 Visitor groups were asked what features would attract them to another site instead of Marazion, the 194 responses from 129 local resident groups are presented in (Table 15). The most frequently cited feature was 'No features / nothing' with a response total of 46 accounting for 24% of all question responses.
- 2.59 In total, 23% of responses stated 'other' would make another site attractive to use instead of Marazion which are summarised in (Table 16), 10% of responses indicated a 'more dog friendly' site would be attractive and 9an additional 10% suggested a 'cheaper/free parking would also make another site attractive (Table 15).
- 2.60 There appears to have been some confusion in the responses stated by groups when providing 'other' comments in Table 16 and some visitors stated improvements to the site rather than 'features' that would make another site attractive. However, there was a clear theme of 'nature' and wildlife running through the other comments with eight responses citing a bird hide.

Table 15: The response of local resident visitor groups when asked 'what features would be necessary to make another site attractive for you to use instead of here?' Response totals are given, values in () are expressed as a % of the response total of 194. Other details are in Table 16.

Feature	Response Total
No features/nothing	46 (24)
Other	45 (23)
More dog-friendly	20 (10)
Cheaper/free parking	20 (10)
Attractive scenery	15 (8)
Closer to home	14 (7)
Better/easier parking facilities	12 (6)
Toilets	7 (4)
Refreshments (e.g.cafe)	7 (4)
Better path surfacing/routing	3 (2)
Better information/maps/boards	2 (1)
Measures to control others	2 (1)
Better launching/access to water	1 (1)
Total	194 (100)

Table 16: The 'other' responses of local resident visitor groups when asked 'what features would be necessary to make another site attractive for you to use instead of here?'

Other features	Response total
Bird Hide	7
Birds and wildlife	2
wild area and places to run free	1
24hr beach - think he meant open for dogs all year round	1
follows the wildlife	1
Generally happy with site as is but would like a hide	1
More birds.	1
nature	1
Nice easy walk, quiet	1
Nothing really as long as can walk dog	1
off-road, safe, peaceful	1
preferable to have a warden - one who knows their birds and how to behave	1
Protected/managed	1
solitude	1
The group does a number of walks in range of Helston	1
where can let dog off lead	1

where there's bird watching	1
wild and unspoilt, not overly managed	1
wild places	1
wildlife	1
Would like to see the hide replaced	1
Leave them as they are	1
Refreshment facilities often already there when needed	1
I only walk my dog on this site, as it's so handy	1
Hides for bird-watching, and control of dogs	1
No dogs; presence of dragonflies	1
Measures to control dog mess	1
Nope - happy with Marazion Marsh and nearby footpaths!	1
But no café on site please.	1
Just a change	1
fewer restrictions to wildlife areas	1
habitat	1
wildlife availability	1
More enclosed for dogs	1
can't replicate this	1
safe/beach access/off lead	1
more water for ducks	1
here is ideal for my needs.	1
Total	45

Other visit destinations

- 160 alternative visit destinations were cited by local resident groups
- The most frequent stated alternative visit destination was Marazion beach, and some groups commented they only make a visit when the seasonal dog ban is not in place
- Other popular visit destinations include the 'beach', 'coast path', 'Hayle', 'Land's End' and 'Tehidy'

2.61 Local resident groups provided 160 alternative visit destinations. Destinations which were cited by two or more interviewed groups are presented in Table 17, and Table 18 lists all visit destinations.

2.62 The most frequently cited alternative visit destination by local resident groups was Marazion Beach stated by 15 different groups (Table 17), and some groups mentioned their use of the beach is restricted by the seasonal dog bans. Other popular visit destinations include 'beach', 'coast path', 'Hayle', 'Land's End' and 'Tehidy'.

Table 17: Visit destinations cited by two or more local resident groups

Destination	Times cited
Beach at Marazion	8
Beach - Marazion when open for dogs	7
Beach	4
Coast path	4
Hayle	4
Land's End	4
Tehidy	4
All over	3
Godrevy	3
Hayle Estuary	3
Botallack	2
Friendship Woods	2
Gwithian	2

Lizard	2
Long Rock Beach	2
Longrock	2
Perranuthnoe	2
Plain an Gwarry	2
Porthgwarra	2
Porthkidney	2
Praa Sands	2
Sennen	2

Table 18: All alternative visit destination cited by interviewed local resident groups

Destination	Count	Destination	Count
Beach at Marazion	8	Lamorna	1
Beach - Marazion when open for dogs	7	Lanes	1
Beach	4	local	1
Coast path	4	Local woods	1
Hayle	4	Loe Bar (also Drift, Newlyn, Porthgwarra, Levant, Lands End	1
Land's End	4	Ludgevean woods	1
Tehidy	4	Marazion	1
All over	3	Marazion itself	1
Godrevy	3	Menentol	1
Hayle Estuary	3	Mousehole	1
Botallack	2	My own agricultural land	1
Friendship Woods	2	Nearby footpaths	1
Gwithian	2	Newlyn	1
Lizard	2	Newlyn Beach/Green	1
Long Rock Beach	2	North Cliffs	1
Longrock	2	NT properties	1
Perranuthnoe	2	On beach at Praa Sands, Porthcurno, Perranuthnoe	1
Plain an Gwarry	2	On beach at Sennen	1
Porthgwarra	2	Own garden	1
Porthkidney	2	Pendeen	1
Praa Sands	2	Pendennis	1
Sennen	2	Penwith	1
All along the coast	1	Porth Gwara (far west)	1
All over Marazion	1	Porthgowan	1
all over west Cornwall	1	Porthleven	1
along roads in Marazion	1	Promenade at Marazion	1
along seafront at Mousehole	1	Prussia Cove	1
along seafront at Newlyn	1	Retallack	1
Anywhere	1	Ryans Field (RSPB site)	1
Anywhere within 1 mile	1	Somerset	1
Around owners farmland	1	St Erth	1
Bakers Pitt	1	St Gwithian Sands	1
Beach, nearby wood.	1	St Hilary Woods	1
Boscathnoe reservoir	1	St Ives area	1
Bosigrin	1	St Ives island, Godrevy	1
Cape Cornwall	1	St Just	1
Carn Chize / St Ives	1	St Just (Mên-an-Tol)	1
Chiverton	1	St Michaels Mount	1
Chun Downs	1	St Michael's Way	1
cliff paths	1	Stithians	1
Cornwall Wildlife Trust sites	1	Swanpool	1
Crowlas	1	The beach	1
Cuddon Point	1	The Coastal Path	1
down Marazion hills	1	Top of Marazion	1
Drift Reservoir	1	Towans	1
fields behind marazion	1	Tregonan Hill	1
Godolphin	1	Trelissick	1
Godolphin/Gwithian	1	Trenow Cove	1
Gulval	1	Trevarthian	1
Gwithian	1	Trevaylor Woods	1
Gwithian / Godrevey	1	Trewey common	1
Gwithian Towans	1	walk up to Ludgvan	1
Helford River	1	West of Truro	1
Helston	1	West Porthgwarra	1
Idless	1	Windmill Farm	1
into Penzance	1	woods behind marazion	1
Kenny Jack Valley	1	Zennor	1
Total			160

Frequent local resident visitors by transport mode

- 92 local resident groups make at least 20 annual visits to Marazion
- 69% of local resident groups who make over 180 visits arrive by foot, indicating they live in close proximity to the site
- 92% of local resident groups who make at least 20 annual visits arrive by car
- Overall, 55% of the most frequent local resident visitor groups arrived by foot, 41% by car, 2% by bus and 1% by bike

- 2.63 To further explore the visit behaviours of local residents who visit Marazion most frequently, we consider groups who stated they make at least 20 annual visits (visit at least several times a month) and examine the transport used to arrive at the site and the activities undertaken.
- 2.64 Previous analyses identified that 50% of local resident groups arrive by foot, 45% by car, 3% by bike and 2% by bus (Table 11), from the 129 responses provided. In addition, from all activity responses provided by local resident groups 54% cited dog walking, 23% bird watching and 14% walking (Table 10).
- 2.65 Table 19 categorises the 92 local resident groups who make at least 20 annual visits to Marazion by the mode of transport used to arrive at the site. In total, 69% of local resident groups who make over 180 annual visits arrive by foot, indicating these groups live in close proximity to the site (Table 19). In comparison 27% of local residents who arrive by car and make >180 visits arrive by car.
- 2.66 In contrast, a higher proportion of the groups who stated they make at least 20 annual visit arrived by car in comparison to those in this visit frequency category who arrived by foot (92% vs. 8%), (Table 19).
- 2.67 Overall, 55% of the most frequent local resident visitors to Marazion arrived by foot, with 41% arriving by car, 2% by bus and 1% by bike (Table 19).

Table 19: Responses of 92 local resident groups who stated they make at least 20 annual visits to Marazion categories by transport mode to site. Values in () are expressed as a % of column totals and those in [] are % of 92, the total responses.

Transport Mode	Several times a month (20-60 visits)	A few times a week (60-180 visits)	Most days (>180 visits)	Total for three visit categories
Foot	1 (8) [1]	19 (54) [21]	31 (69) [34]	51 [55]
Car	11 (92) [12]	15 (43) [16]	12 (27) [13]	38 [41]
Bus	0 (0) [0]	0 (0) [0]	2 (4) [2]	2 [2]
Bike	0 (0) [0]	1 (3) [1]	0 (0) [0]	1 [1]
Total	12 (100) [13]	35 (100) [38]	45 (100) [49]	92 [100]

Frequent local resident visitors by transport mode and activity

- 63 (69%) local resident groups who visit most frequently were dog walking
- 18 (20%) local resident groups who visit most frequently were bird / wildlife watching
- 39% of the most frequent visitors were dog walking and arrived by foot
- 30% of the most frequent visitors were dog walking and arrived by car
- 89% of the most frequent visitors were either dog walking or bird / wildlife watching

- 2.68 Activities undertaken by local resident groups who stated they visit the site frequent are examined and the percentages in [] are expressed as a total of all groups within each visit frequency category. Dog walking (Table 20) and bird/wildlife watching (Table 21) were

individually considered by transport mode, and visit frequency to explore any patterns in visitor behaviour.

- 2.69 Table 20 presents data from local resident groups in higher visit frequency categories that were dog walking (62). The data were categorised by transport mode. Of those groups who stated they were dog walking and made at least 180 annual visits, 69% arrived by foot and 31% by car, these values reflect the visit patterns of 26% and 12% respectively of all the visitor groups (92) who made over 20 annual visits to Marazion (Table 19). Together 39% of all frequent visitors were dog walking and arrived by foot (total of 13% and 26% arrived by foot from Table 20) and 30% were dog walking and arrived by car (total 12% and 11% and 7% who arrived by car from Table 20). Overall 69% of all visitors in the higher visit frequency categories cited they were dog walking (sum of 7% and 24% and 38% in the total row).
- 2.70 Local resident visitor groups who cited bird / wildlife watching and made at least 20 annual visits (18 groups) to Marazion are summarised by transport mode in Table 21. In total, summing the overall percentage values in [] 20% of the most frequent visitors to Marazion stated bird/ wildlife watching and of these 50% of the groups who make >180 annual visits arrive by foot, 17% by car and 33% by bus (Table 21).
- 2.71 Overall, summing the total percentage values within [] for Table 20 and Table 21, 89% of the local resident visitor groups who most frequently visit Marazion were either bird and wildlife watching (20%) or dog walking (69%).

Table 20: Responses of 62 local resident groups who stated they make at least 20 annual visits to Marazion and were accompanied by at least one dog, categorised by transport mode to site. Values in () are expressed as a % of column totals and those in [] are % of 92, the total responses in (Table 19).

Transport Mode	Several times a month (20-60 visits)	A few times a week (60-180 visits)	Most days (>180 visits)
Foot	0 (0) [0]	12 (55) [13]	24 (69) [26]
Car	6 (100) [7]	10 (45) [11]	11 (31) [12]
Bus	0 (0) [0]	0 (0) [0]	0 (0) [0]
Bike	0 (0) [0]	0 (0) [0]	0 (0) [0]
Total	6 (100) [7]	22 (100) [24]	35 (100) [38]

Table 21: Responses of 18 local resident groups who stated they make at least 20 annual visits to Marazion and cited bird / wildlife watching as an activity, categorised by transport mode to site. Values in () are expressed as a % of column totals and those in [] are % of 92, the total responses in (Table 19).

Transport Mode	Several times a month (20-60 visits)	A few times a week (60-180 visits)	Most days (>180 visits)
Foot	1 (33) [1]	4 (44) [4]	3 (50) [3]
Car	2 (67) [2]	4 (44) [4]	1 (17) [1]
Bus	0 (0) [0]	0 (0) [0]	2 (33) [2]
Bike	0 (0) [0]	1 (11) [1]	0 (0) [0]
Total	3 (100) [3]	9 (100) [10]	6 (100) [7]

Visitor origin

Visitor origin of Local Residents by Parish and Ward

Parish
<ul style="list-style-type: none"> • 38% local resident groups originated from Parish of Marazion • 23% of local resident groups originated from the Parish of Penzance • 9% local resident groups originated from the Parish of Ludgvan
Ward
<ul style="list-style-type: none"> • 43% of local resident groups originated from within the Marazion and Perranuthnoe • 11% of local resident groups originated from within Ludgvan • 8% of local resident groups originated from within Penzance East • 5% of local resident groups originate from Gulval and Heamoor • 5% of local resident groups originate from within Newlyn and Mousehole

- 2.72 This research is concerned with the visitor origin of those local to and staying within Cornwall. The focus is on understanding the home postcodes / location of local residents and the location of accommodation used by visiting non-local resident groups. The postcode data were filtered to extract visitor origin information which was within or within close proximity to Cornwall and geocoded. Overall, visitor origin information from 128 local resident groups was digitised.
- 2.73 Table 22 and Table 23 detail the origin of local resident groups by Civil Parish and by Ward and Map 1 presents their locations. In total 49 (38%) of groups originated from the Parish of Marazion, 29 (23%) from Penzance, (11) 9% from Ludgvan, 6 (5%) from Madron and 5 (4%) from Perranuthnoe (Table 22).
- 2.74 When visitor origin is considered at Ward divisions, 55 (43%) of groups resided in Marazion and Perranuthnoe, 14 (11%) in Ludgvan, 10 (8%) in Penzance East, 6 (5%) in Gulval and Heamoor and 7 (5%) in Newlyn and Mousehole (Table 23).

Table 22: The origin of interviewed local resident groups who were interviewed at Marazion categorised by Civil Parish. A breakdown of postcodes by ward is provided in Table 23. Values represent visitor origin per CP and as percentage of total of 128 in ()

Parish	Number of interviewed local resident groups who reside in Parish	Parish	Number of interviewed local resident groups who reside in Parish
Marazion	49 (38)	Duloe	1 (1)
Penzance	29 (23)	Falmouth	1 (1)
Ludgvan	11 (9)	Hayle	1 (1)
Madron	6 (5)	Illogan	1 (1)
Perranuthnoe	5 (4)	Landewednack	1 (1)
St. Ives	4 (3)	Perranzabuloe	1 (1)
Truro	3 (2)	St. Buryan	1 (1)
Breage	2 (2)	St. Erth	1 (1)
Feock	2 (2)	St. Gennys	1 (1)
Helston	2 (2)	St. Hilary	1 (1)
Camelford	1 (1)	St. Just	1 (1)
Constantine	1 (1)	Tavistock	1 (1)
Crowan	1 (1)		
Total		128 (100)	

Table 23: The origin of interviewed local resident groups who were interviewed at Marazion categorised by Ward. A breakdown of postcodes by Parish is provided in Table 22. Values represent visitor origin per Ward and as percentage of total of 128 in ()

Ward	Number of interviewed local resident groups who reside in Ward	Ward	Number of interviewed local resident groups who reside in Ward
Marazion and Perranuthnoe	55 (43)	Falmouth Trescobeas	1 (1)
Ludgvan	14 (11)	Gwinear-Gwithian and St. Erth	1 (1)
Penzance East	10 (8)	Hayle North	1 (1)
Gulval and Heamoor	6 (5)	Helston South	1 (1)
Newlyn and Mousehole	7 (5)	Mullion and Grade-Ruan	1 (1)
St. Buryan	4 (3)	Perranporth	1 (1)
Breage, Germoe and Sithney	2 (2)	Pool and Tehidy	1 (1)
Feock and Playing Place	2 (2)	Porthleven and Helston West	1 (1)
Lelant and Carbis Bay	2 (2)	Poundstock	1 (1)
Penzance Central	3 (2)	St. Ives East	1 (1)
Penzance Promenade	3 (2)	St. Ives West	1 (1)
Truro Trehaverne	2 (2)	St. Just in Penwith	1 (1)
Camelford	1 (1)	Tavistock North Ward	1 (1)
Constantine, Mawnan and Budock	1 (1)	Trelawny	1 (1)
Crowan and Wendron	1 (1)	Truro Rannick	1 (1)
Total		128 (100)	

Visitor origin by distance and transport mode

- 75% of all interviewed local resident groups lived within 5.97km (those who arrived by foot, car, bus and bike)
- 94% of all interviewed local resident groups who arrived by foot lived within 5.97km
- 55% of all interviewed local resident groups who arrived by car lived within 5.97km
- 75% of all interviewed local resident groups who arrived by foot lived within 2.39km
- 75% of all interviewed local resident groups who arrived by car lived within 11.2km
- 75% of all interview non-local resident groups were staying within 12.77km

- 2.75 When quantifying how far visitors live from a visit destination it is important to consider the mode of transport. Table 24 summarises the linear distance between visitor origin and the survey location at which 128 local resident visitor groups were interviewed. From 128 groups, two did not confirm the mode of transport used to arrive at site.
- 2.76 Of all 128 interviewed local resident groups 75% lived within 5.97km of the survey location (Table 24, Figure 1 and Figure 3). The 62 groups who arrived by foot lived considerably closer than the 58 groups who arrived by car with 75% of 'foot' visitors living within 2.39km and 75% of 'car visitors' living within 11.22km (Table 24, Figure 2 and Figure 3).
- 2.77 The evidence has identified that 50% of local resident groups arrive at Marazion by foot. and 45% by car (Table 11) meaning there is no tendency to access Marazion using a single mode of transport and the distance analyses suggest that if 75% of all local resident groups live within 5.97km this distance band would be appropriate to identify the area from which the majority of visitor groups to Marazion originate, reflecting the popularity of the site as a visit destination by those who arrive on foot and live in close proximity to the site and those who arrive by car and reside a little further away (Map 3 and Map 4).

2.78 Further exploration of the distribution of visitors who arrive by at the site by different transport modes reveals that, 94% of all ‘foot visitors’ and 55% of all ‘car visitors’ live within 6km of the site (Figure 2, Figure 3, Map 3 and Map 4).

2.79 For completeness, the origin of non-local residents groups who provided location information of their accommodation in Cornwall were analysed and in total 75% of these 11 groups were staying within 12.77km of Marazion (Table 25) and these are presented in (Map 2).

Table 24: Linear distance (km) between survey location at Marazion and interviewed local residents home postcode, categorised by transport mode. SE of mean is the standard error of the mean value

Transport	Count	Minimum	Quartile 1 (25%)	Mean	SE Mean	Median	Quartile 3 (75%)	Maximum
All	128	0.31	0.70	7.93	1.46	3.36	5.97	106.67
Car	58	0.37	3.47	13.00	2.72	5.76	11.22	106.67
Foot	62	0.31	0.52	3.71	1.40	0.83	2.39	78.88
Bus	2	4.07	*	4.78	0.71	4.78	*	5.49
Bike	4	1.36	1.52	3.21	0.90	3.18	4.93	5.13
Not specified	2	0.68	*	4.10	3.43	4.10	*	7.53
Sum of all by transport mode	128							

Table 25: Linear distance (km) between survey location at Marazion and interviewed non-local residents holiday accommodation postcode, SE of mean is the standard error of the mean value

Variable	Count	Minimum	Quartile 1 (25%)	Mean	SE Mean	Median	Quartile 3 (75%)	Maximum
All	11	0.52	0.52	0.52	7.87	3.33	12.77	29.73

Figure 1: Cumulative percentage of all interviewed local resident visitor groups by straight line distance to interview location. Figure is truncated at 40km

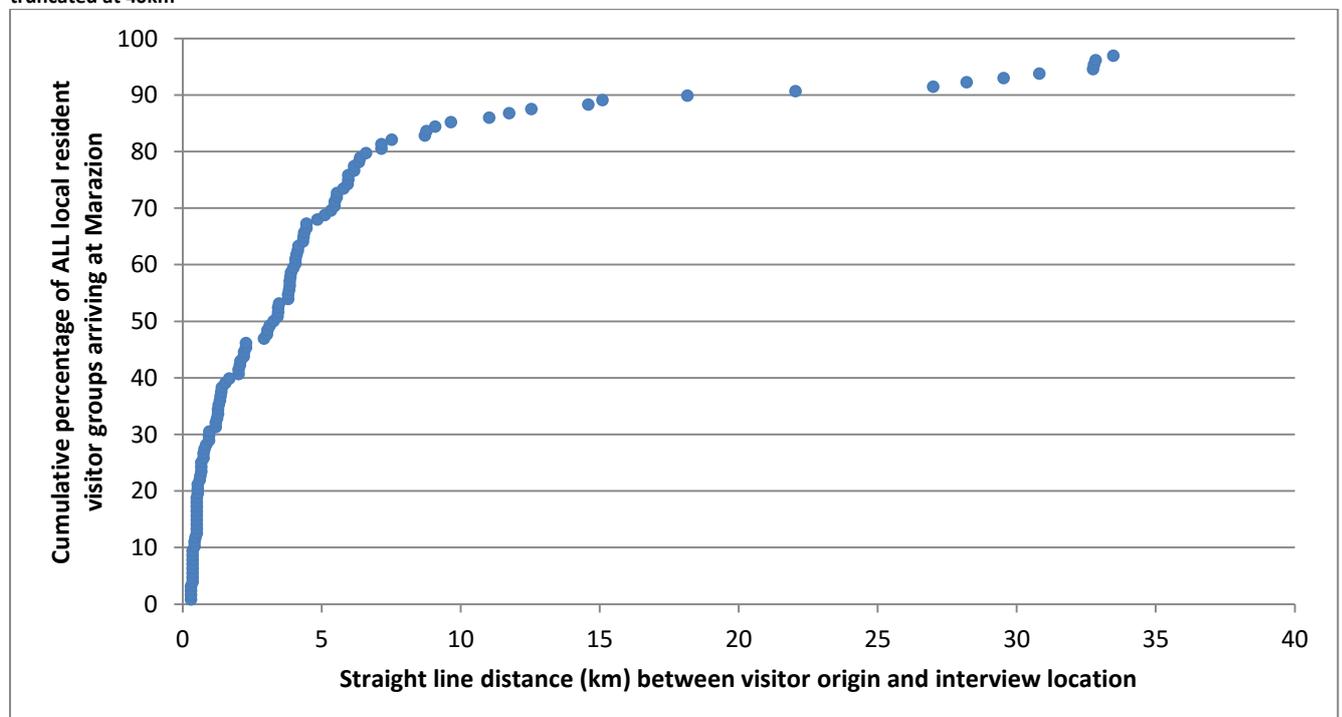


Figure 2: Cumulative percentage of interviewed local resident groups by straight line distance to interview location considered by different transport modes. Figure is truncated at 40km

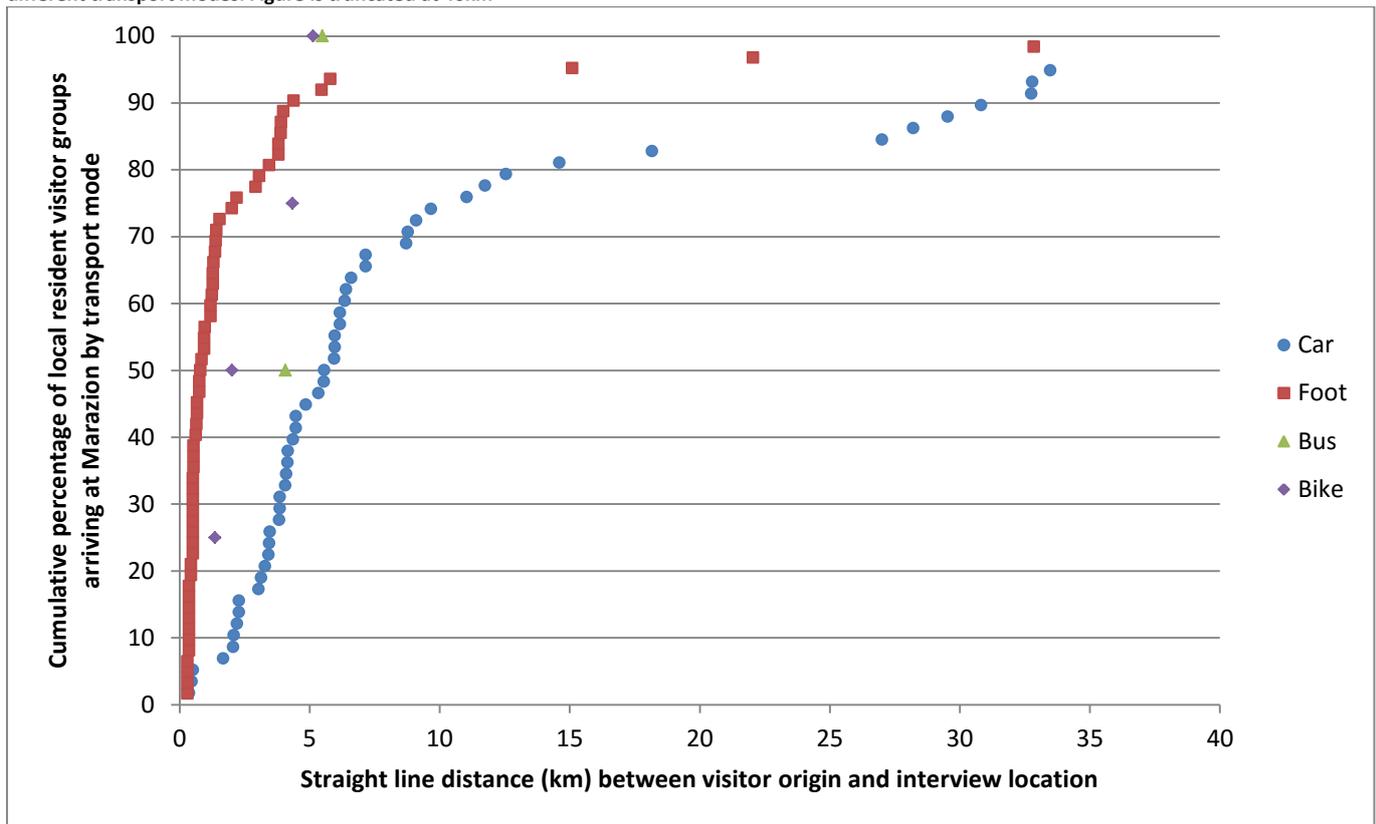
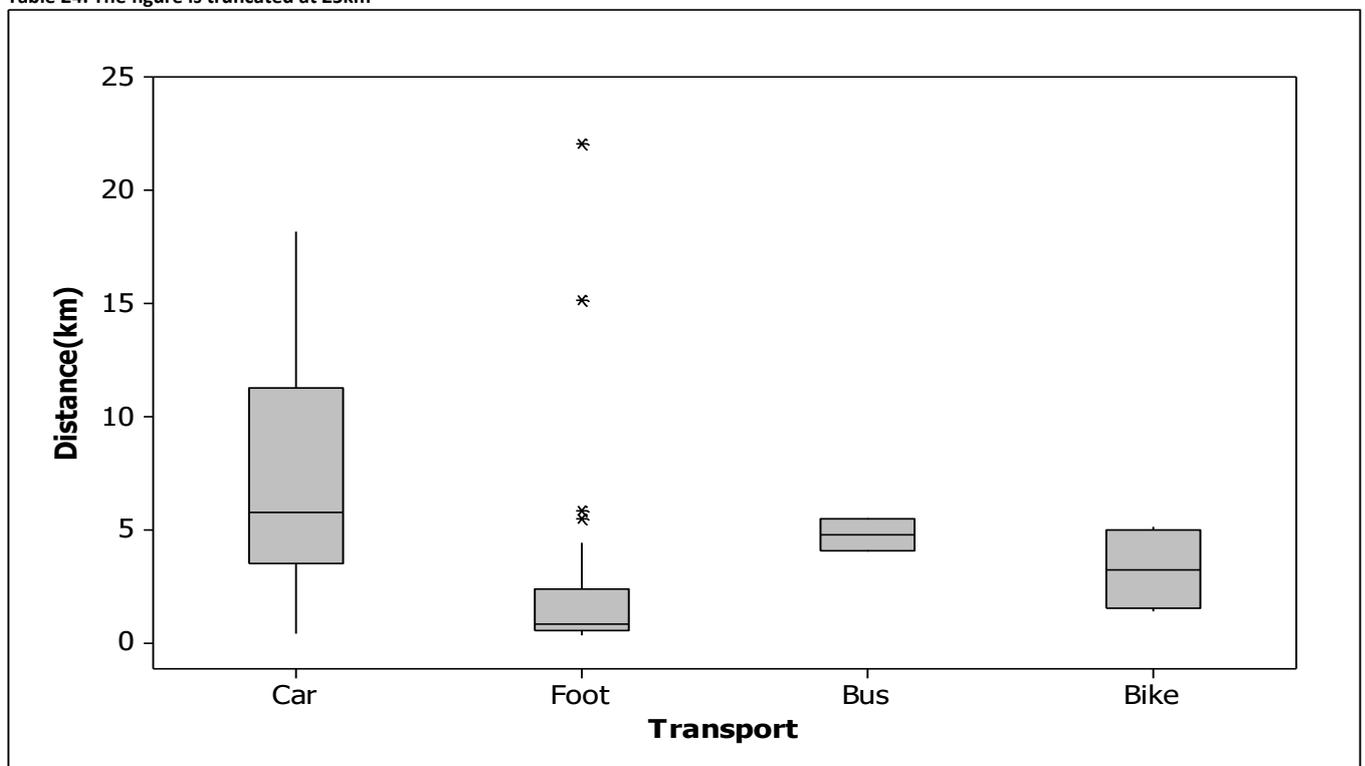


Figure 3: Box plot of straight line distance between the home postcode of an interviewed local resident group and survey location categorised by transport mode. The boxes represent the interquartile range (Q1 and Q3) and the midline the median value given in Table 24. The figure is truncated at 25km



Visitor Origin by distance and visit frequency and of groups arriving by car with dogs

- 75% of local resident groups who make >180 annual visits live within 2.87km
- 75% of local resident groups who make between 60-180 visits live within 4.15km
- 75% of local resident groups who make between 20-60 visits live within 11.83km
- 75% of all local resident groups who arrived by car, were accompanied by at least one dog and made at least 20 annual visit lived within 5.97km

- 2.80 The analyses indicate 75% of all local resident visitors to Marazion originate from within 5.97km of the site, yet the origin of 75% of local resident visitor groups does not account for the number of visits made by each group. Therefore, visit frequency of local resident groups is considered by distance to explore whether a 5.97km buffer distance captures the origin of the most frequent visitor groups (Table 26).
- 2.81 Of those visit groups who make > 180 annual visits to Marazion 75% live within 2.87km and of those groups who make between 60-180 annual visits 75% live within 4.15km. The buffer distance band of 5.97km clearly captures the visitor origin of local resident visitor groups in the higher visit categories (Table 26). However, of the groups which make between 20-60 annual visits 75% live within 11.83km, nearly twice the distance as those in higher visit frequency categories.
- 2.82 Table 20 identifies 31 visitor groups who arrive by car and are accompanied by at least one dog, of these group 6 stated they make between 20 and 60 annual visits. The distance between the origin of these visitor groups and survey location was explored to identify whether these visitor groups fall within 5.97km of the site. Table 27 shows that of the 75% of the 31 local resident groups who arrive by car, make at least 20 annual visits to Marazion and are accompanied by at least one dog live within 5.97km of the site.
- 2.83 Table 21 considered the visit patterns of 18 groups who cited bird/wildlife watching as an activity during their interviewed visit, arrived by car and make more than 20 annual visits to Marazion. Of these 18 groups 17 provided visitor origin information and the distance between the survey location and home postcode is detailed in Table 28. Of these 17 groups 75% live within 6.06km of Marazion (Table 28).

Table 26: Linear distance (km) between survey location at Marazion and interviewed local residents home postcode, categorised by visit frequency. SE of mean is the standard error of the mean value

Visit Frequency Category	Count	Mean	SE Mean	Minimum	Q1	Median	Q3	Maximum
Most days (>180 visits)	45	2.31	0.69	0.31	0.50	0.68	2.87	30.83
A few times a week (60-180 visits)	35	2.92	0.37	0.31	0.86	2.21	4.15	7.16
Several times a month (20-60 visits)	12	12.47	6.02	2.02	3.60	4.61	11.83	77.03
About once a month (2-12 visits)	11	12.92	7.89	0.44	3.14	3.99	11.04	91.04
Less than once a month (2-12 visits)	19	22.46	6.42	0.80	4.34	8.79	32.79	106.67
First time	5	17.93	4.58	5.13	9.87	15.10	27.40	32.75
Not specified	1	0.76	*	0.76	*	0.76	*	0.76

Table 27: Linear distance (km) between survey location at Marazion and interviewed local residents home postcode, for local resident groups accompanied by at least one dog, who arrived by car and make more than 20 annual visits (distance data for car visitors in Table 20) SE of mean is the standard error of the mean value

	Count	Minimum	Q1	Mean	SE Mean	Median	Q3	Maximum
Distance(km)	31	0.37	2.28	5.22	1.06	3.86	5.97	33.49

Table 28: Linear distance (km) between survey location at Marazion and interviewed local residents home postcode, for local resident groups who cited 'bird/wildlife watching' as a visit activity, who arrived by car and make more than 20 annual visits (distance data for car visitors in Table 20) SE of mean is the standard error of the mean value

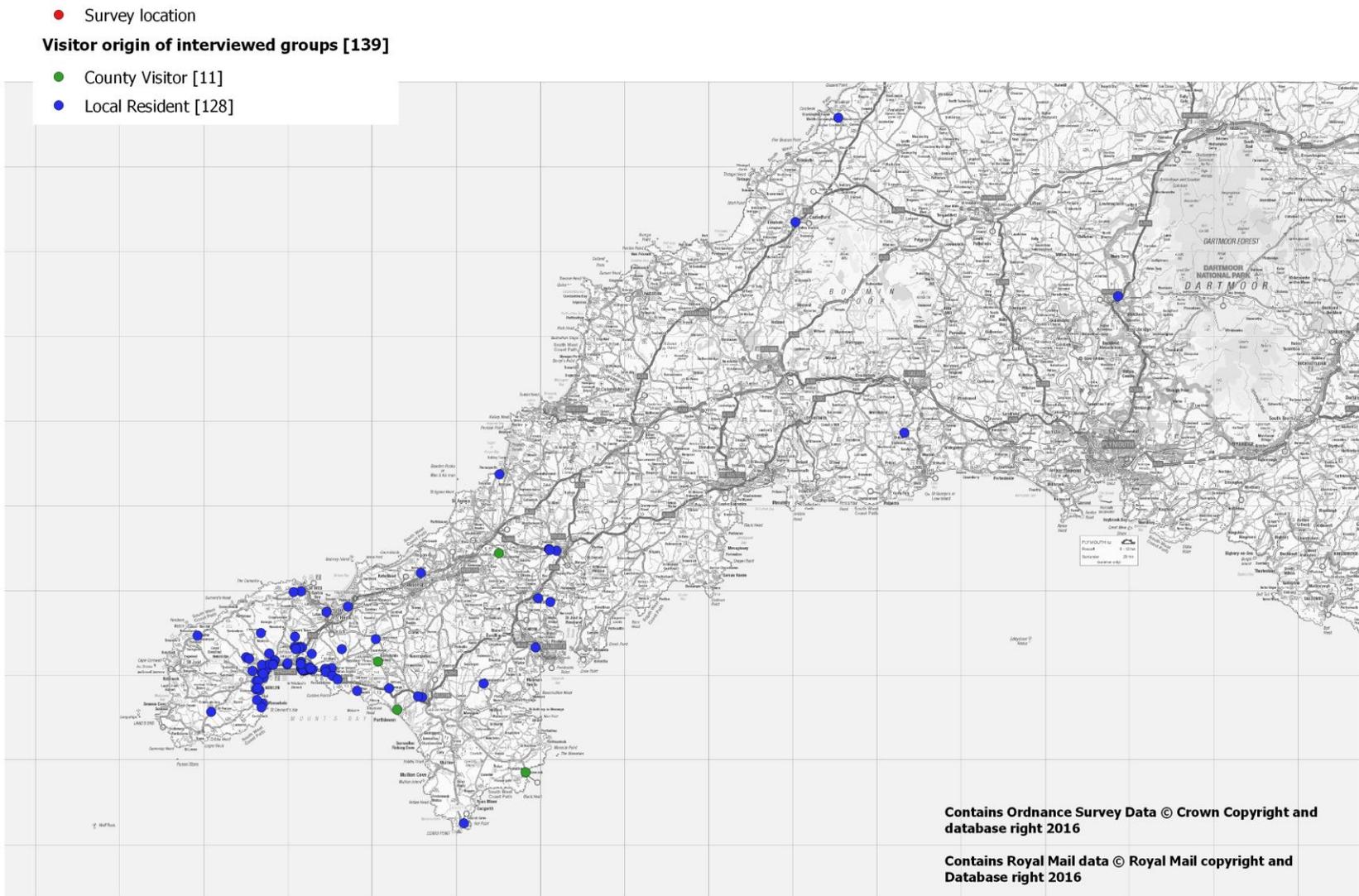
	Count	Minimum	Q1	Mean	SE Mean	Median	Q3	Maximum
Distance(km)	17	0.31	1.71	8.00	4.35	4.07	6.06	77.04

Zone of Influence and Recommendations

- The ZoI of the site lies somewhere between 11km and 12km of the site
- The catchment area of the majority visitors to Marazion and the most frequent visitors to the site lies within 6km of the site
- 75% of local resident groups who make >180 annual visits live within 2.87km
- 75% of local resident groups who make between 60-180 visits live within 4.15km
- 75% of local resident groups who make between 20-60 visits live within 11.83km
- 75% of all local resident groups who arrived by car, were accompanied by at least one dog and made at least 20 annual visits lived within 5.97km
- 75% of local resident groups who arrived by car, were bird/wildlife watching and made at least 20 annual visits lived within 6.06km
- The 6km buffer best defines the origin of regular and frequent visitors to the site

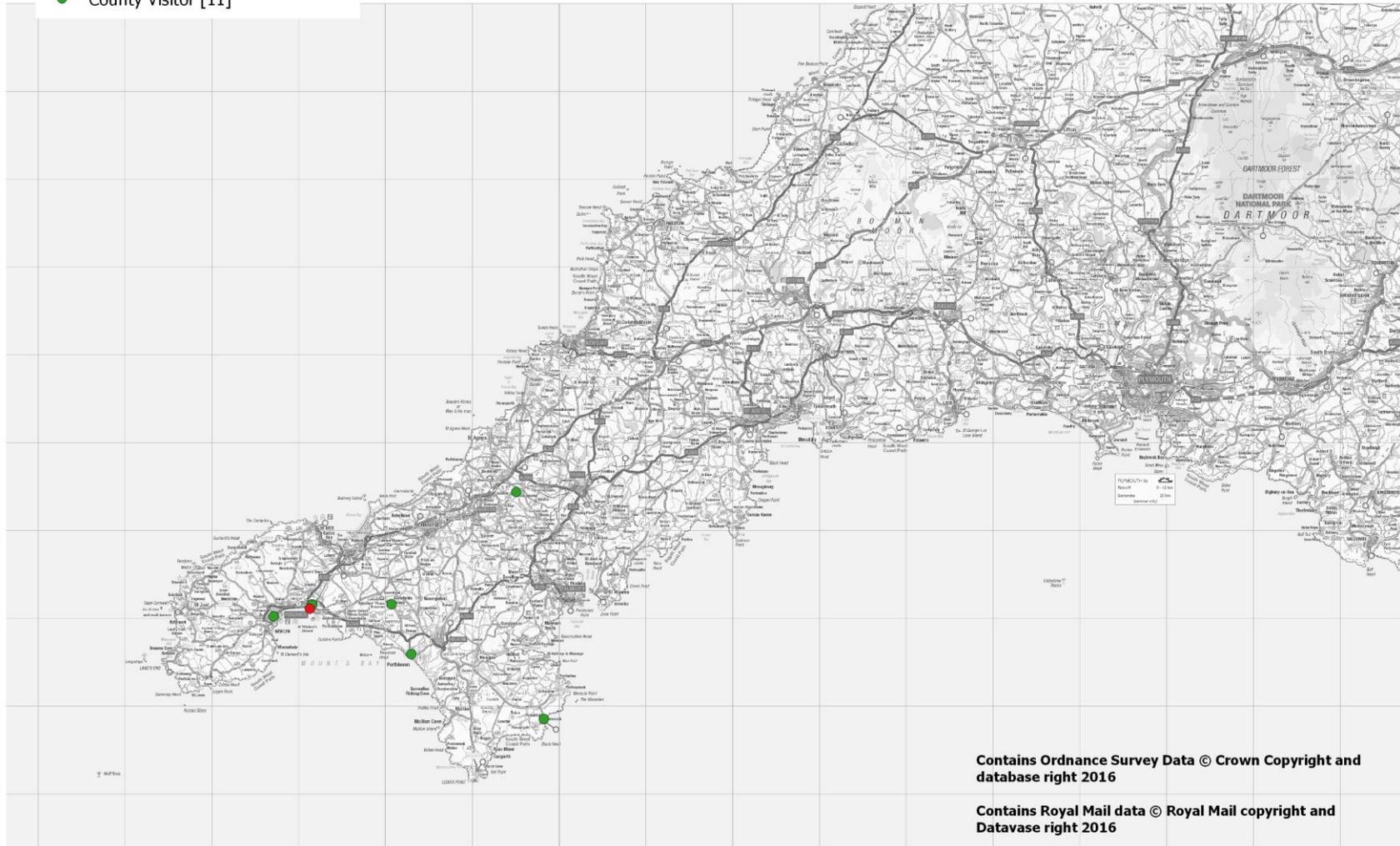
- 2.84 This report has explored the visitor patterns of both local and non-local visitors to Marazion. The majority of interviewed groups (74%) were local residents (Table 3) and the 26% of interviewed visiting groups were encountered during the Autumn, Spring and Winter (Table 3).
- 2.85 Of the local resident groups 54% of activity responses cited 'dog walking' and 23% referred to 'bird/wildlife watching' with a higher proportion of groups 'bird/wildlife watching' in the Autumn and Spring (Table 10). In terms of transport to the site, 50% of local resident groups arrived by foot and 45% by car.
- 2.86 As the transport mode used to access the site is almost equally divided between those who arrive by foot and those who arrive by car, the area surrounding the site and that from which most visitor groups originate should reflect this division. A 6km buffer around the site seems a good fit and one that encompasses the visitor origin of resident groups who make at least 60 annual visits to Marazion (Table 26). This 6km area also correlates to the distance from which 75% of resident groups who arrive by car, are accompanied by dogs and make at least 20 annual originate (Table 27) and the area (6.06km) from which 75% of groups who were 'bird/wildlife watching', arrived by car and also make over 20 annual visits originate (Table 28).
- 2.87 Map 5 and Map 6 illustrate this 6km buffer around the site and also illustrate the Convex Hull polygon, which creates the smallest polygon that encapsulates the origin of 75% of local resident groups and identifies the settlements from which most visitors originate.
- 2.88 The data indicate the Zone of Influence of the site lies somewhere in the region between 11.0km and 12.0km from which 75% of visitors by car (Table 24) and 75% of visitors who make at least 20 annual visits to Marazion (Table 26) originate. The catchment area of 6km best describes the origin of the majority of regular visitor to Marazion.

Map 1: Visitor origin of interviewed visitor groups who provided either their home or holiday accommodation locations



Map 2: Holiday accommodation of non-local residents

- Survey location
- Visitor origin of interviewed groups**
- County Visitor [11]

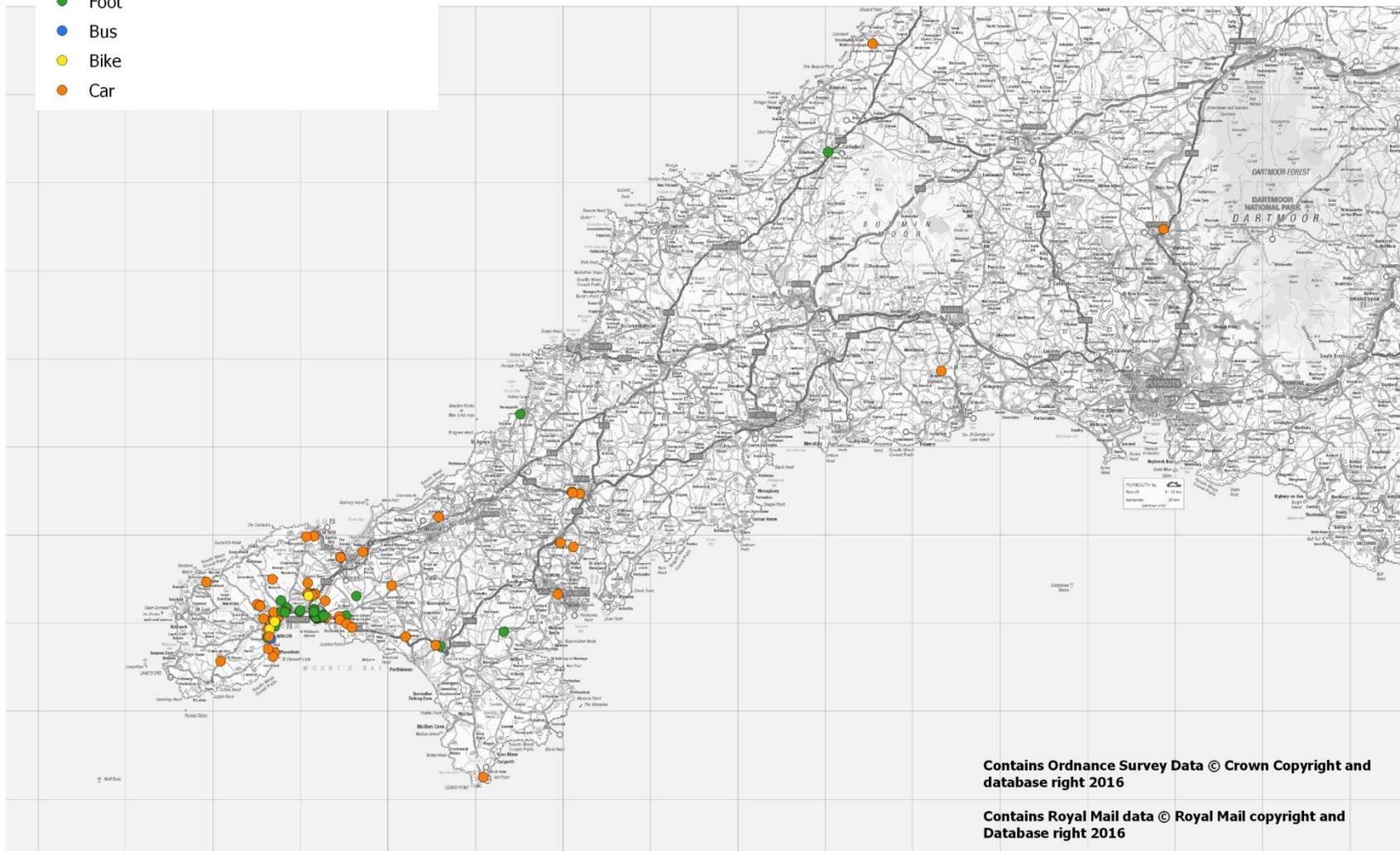


Map 3: Visitor origin of interviewed local resident groups categorised by transport mode

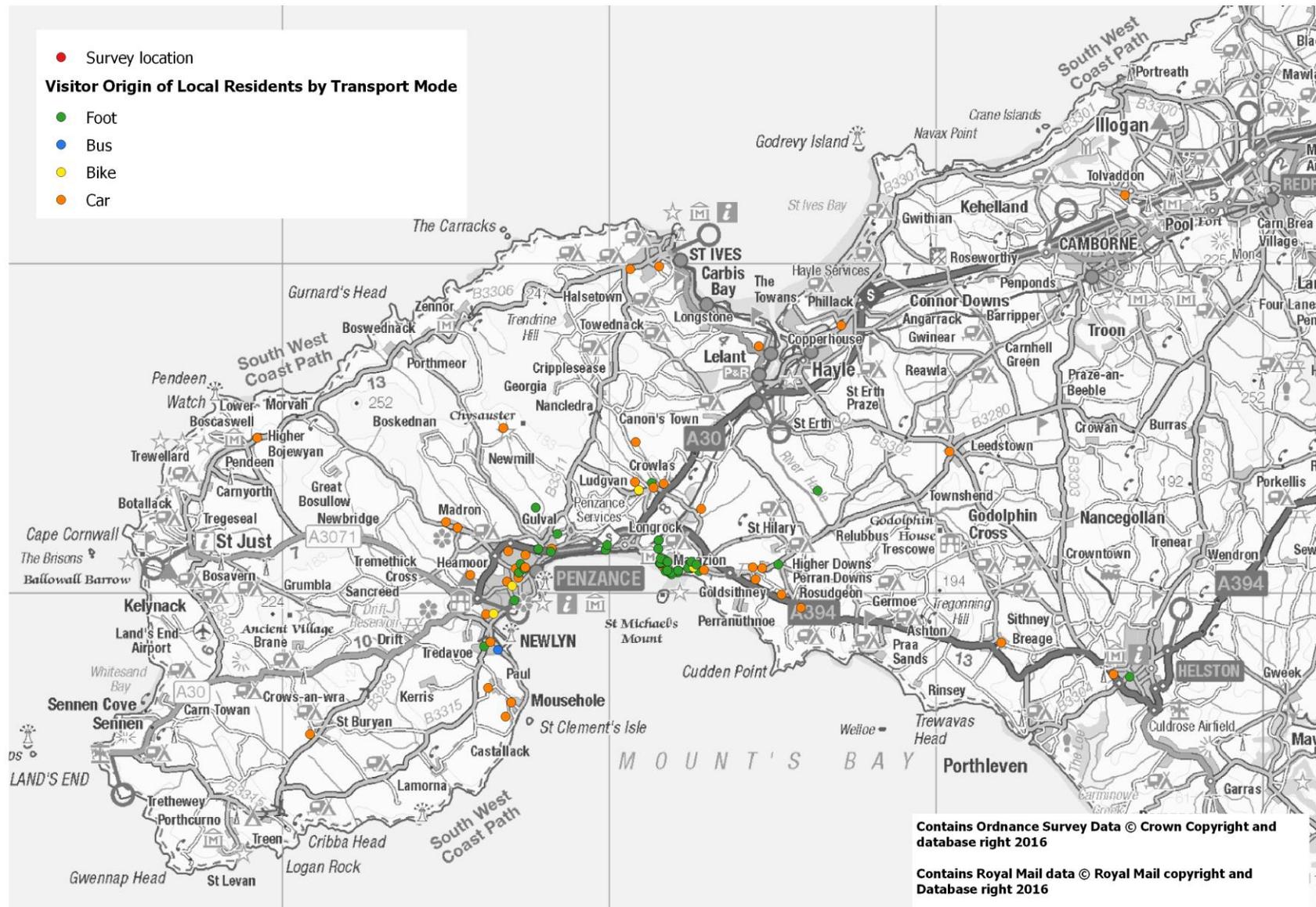
● Survey location

Visitor Origin of Local Resident by Transport

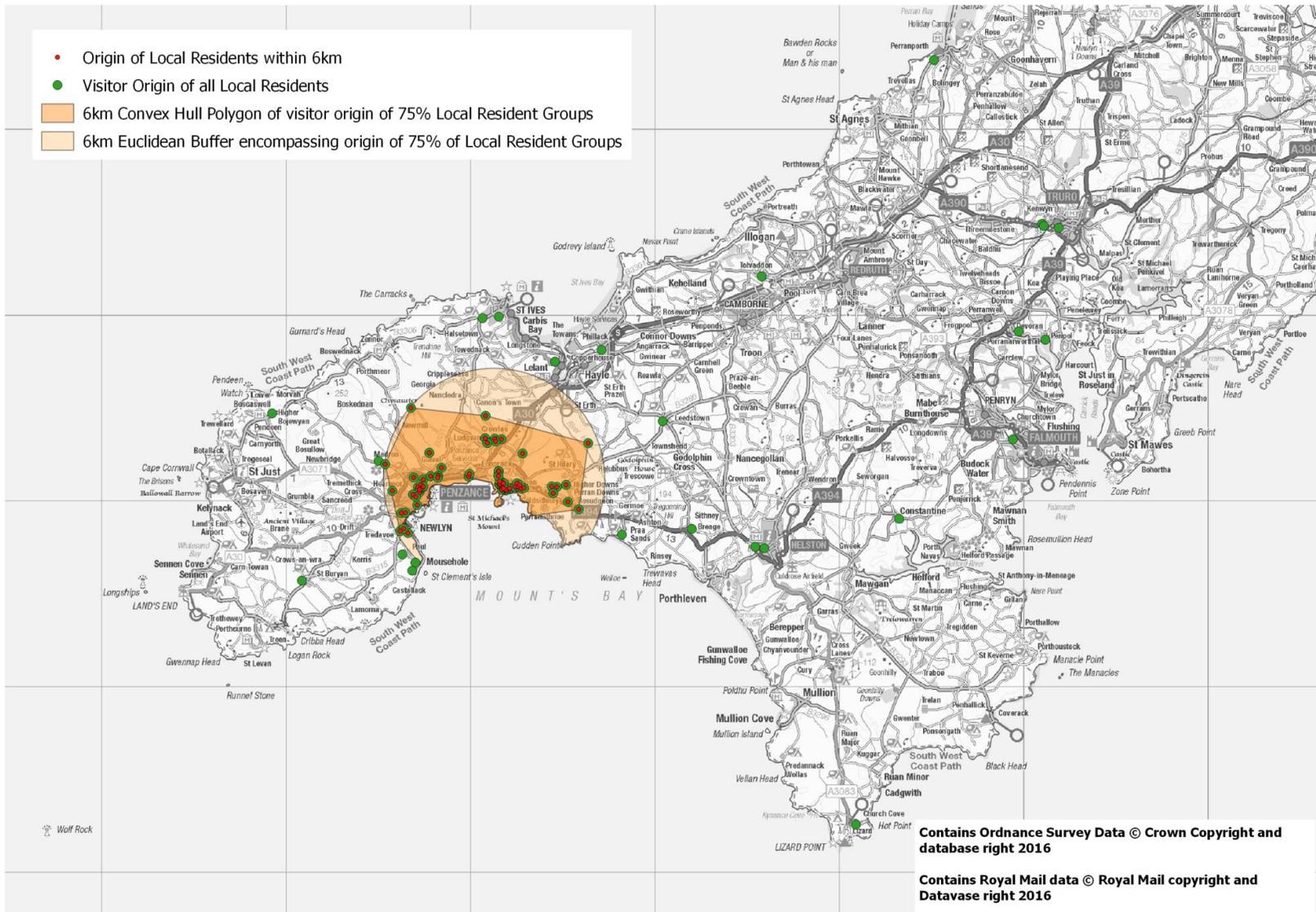
- Foot
- Bus
- Bike
- Car



Map 4: Visitor origin of local resident groups categorised by transport, zoomed in



Map 5: 6.0km Euclidean buffer and Convex Hull polygon around the visitor origin of 75% of local resident groups interviewed at Marazion



Map 6: 6.0km Euclidean buffer and Convex Hull polygon around the visitor origin of 75% of local resident groups interviewed at Marazion, zoomed in

