

Godrevy Head to St Agnes SAC

Visitor Survey Results

Final Version

2016

Summary

<u>Survey effort</u>
<ul style="list-style-type: none">• Survey effort was inconsistent across survey locations and by season due to resource constraints and development of the survey methodology• 560 visitor interviews were completed, with 87% of interview invitations accepted• 622 individuals and their 337 dogs were recorded entering the site
<u>Overview</u>
<ul style="list-style-type: none">• 560 visitor interviews were completed, 307 from local resident groups and 253 from non-local resident groups• Average group size was largest in the Summer with 2.6 visitors per group and smallest in Winter at 1.8• On average 35% of interviewed groups were accompanied by dogs and this proportion varied between 54% in Winter and 25% in Summer• Interviews reflect the visit patterns of 1244 visitors
<u>Visit Purpose</u>
<ul style="list-style-type: none">• 55% of interviewed groups were local residents and 45% were non-local residents (visitors to the County)• There was clear seasonal variation in the visit patterns of local and non-local residents• 80% of interviewed groups over the Winter were local residents• 57% of interviewed groups in the Summer were non-local residents
<u>Visitor Activity</u>
<ul style="list-style-type: none">• Walking was the most frequently cited activity with 47% of the activity response total• 28% of activity responses cited dog walking• In Winter, dog walking was the most frequency cited activity with 47% of activity responses• The proportion of visitors undertaking walking and dog walking varied with survey season• A variety of visitor activities are undertaken at Chapel Porth
<u>Visit frequency</u>
<ul style="list-style-type: none">• 4% of interviewed groups stated they visited 'most days' and make >180 annual visits• 32% of groups stated they made a visit 'less than once a month' and make between 2 – 12 annual visits• The proportion of visitors in different visit frequency categories varied with season reflecting the difference in patterns between local residents and visitors to the County.
<u>Visit Purpose – Local residents and visitors to the County</u>
<ul style="list-style-type: none">• 308 interviewed groups (55%) were local residents• Average group size of County visitors was higher than that of local residents (2.5 vs. 2.0)• 51% of people on the interviews were County Visitors in comparison to 49% who were within local resident groups• 71% of all dogs recorded on the survey sessions were associated with local resident groups• In total 45% of all interviewed local resident groups were accompanied by at least one dog in comparison to 23% of all non-local resident groups
<u>Visit Frequency – Local residents and visitors to the County</u>
<ul style="list-style-type: none">• Visit frequency was marked different between local and non-local resident visitors• 40% of local residents make between 2 and 20 annual visits• 52% of local residents make more than 20 annual visits• 50% of non-local resident visitors stated it was their first visit to the site
<u>Seasonality of visit</u>
<ul style="list-style-type: none">• 53% of local resident group responses indicated they tended 'same all year' with 13% of responses indicating a preference for Summer visitation, 11% over Winter and 8% over Autumn• 29% of non-local resident group responses indicated a preference for Summer visitation with an additional 25% of responses stating it was a 'first visit' to the site
<u>Visit Duration</u>
<ul style="list-style-type: none">• 69% of all groups stated their visit duration as less than two hours• 39% of local resident groups indicated their visit was less than an hour

- 26% of local resident groups indicated their visit was in excess of 2 hours
- A higher proportion of County visitors spent longer at Chapel Porth in comparison to the visit duration of local residents

Visitor Activities

- A higher proportion of non-local residents responses cited walking in comparison to non-local residents (55% vs 39%)
- A higher proportion of local residents cited dog walking in comparison to non-local residents (38% vs 17%)
- A wide variety of activities were undertaken by visitors with Wheal Coates mine proving popular with non-local residents
- Overall 20% of all activity responses cited 'dog walking' (20% from local resident groups and 8% from non-local resident groups)
- A wide variety of terrestrial and water focussed activities are undertaken by visitor groups

Why visitors chose specifically to visit Chapel Porth

- The most frequently cited feature which drew both local and non-local visitors to Chapel Porth was 'attractive scenery and views' with 29% of the response totals
- 23% of local resident responses indicated they made their visit as Chapel Porth was 'close to home'
- Multiple other factors were cited as to why groups specifically chose to visit Chapel Porth which included 'Coastal Path', 'Beach', 'Mine', 'Close to accommodation' and 'National Trust'

Response to Speculative Change

- 64% of local resident responses regarding possible changes indicated it would not influence the time they spent on site
- 25% of local resident responses indicate a proportion of groups would spend more time on site
- 60% of local resident group responses indicate they would spend less time on the site if it were busier
- Fewer responses to change were provided by non-local resident groups with 68% indicating any changes would not influence the time they spent on site
- Introduction of car parking charges was met with some confusion as many groups were members of the National Trust

Features that would attract visitors to other sites

- 22% of all responses indicated 'nothing or no features' would attract groups to alternative site
- 20% of responses cited 'other' features, 11% 'attractive scenery', 9% 'refreshments' and 8% 'more dog friendly'
- A higher proportion of local resident in comparison to non-local resident responses indicated 'more dog friendly', 'cheaper/free parking', 'better/easier parking facilities', 'closer to home' and 'better path surfacing' are features that would be attractive in another site
- 'Other' comments included 'dogs allowed on the beach year round', 'wildlife' and 'coastal'

Other popular visit destinations

- 525 other visit destinations were cited by local resident and 376 by non-local resident groups
- Local residents frequently cited Perranporth, Porthtowan, Godrevy, St. Agnes and Coast Path as other visit destinations
- Non-local resident groups frequently cited Perranporth, Porthtowan, Godrevy, St. Ives, St. Agnes, The Lizard and the Coast Path as other visit destinations

Transport

- Overall, 72% of interviewed groups arrived by car/motorcycle, 27% by foot, and 1% by bus
- A higher proportion of non-local residents arrived by foot in comparison to local residents (31% vs. 24%)
- 75% of local residents arrive by car, 24% by foot and 1% by bus
- Average group size of local residents arriving by car 1.7 in comparison to 2.3 for non-local resident groups
- Average group size of local residents arriving by foot was 2.1 in comparison to 2.5 for non-local resident groups

Visit Patterns of Local Residents

- A higher proportion of less frequent visitors were interviewed in Winter and Spring in comparison to Autumn and Summer
- Of all activity responses from local residents 14% referred to 'dog walking' in Winter
- Activity responses considered by season show 49% of responses referred to 'dog walking' in Winter and 44% cited 'dog walking' in Spring, the most popular times to 'dog walk' at Chapel Porth
- 75% of local resident groups who stated they made >180 annual visits were dog walking

- When categorised by visit frequency, 26% of local resident groups make between 2-12 annual visits and 14% make between 12-20 annual visits

Visitor Origin by Parish

- 41% (122) of local resident groups originated from the Civil Parish of St. Agnes, 6% (17) from Truro, 5% (14) from Kenwyn, 13 (4%) from Perranzabuloe, 11 (4%) from Redruth, 8 (3%) from Falmouth, 9 (3%) from Newquay and 7 (2%) from Penryn
- 58% (32) non-local resident groups were staying in the Civil Parish of St. Agnes and 4% (2) in Perranzabuloe

Visitor Origin by Distance and Transport Mode

Local residents

- 75% of groups lived within 14.65km of their interview location (rounded to 15km)
- 75% of groups who arrived by car lived within 15.37km of their interview location
- 75% of groups who arrived by foot lived within 11.64km of their interview location

Visitors to the County

- 75% of groups were staying in accommodation within 16.21km of their interview location
- 75% of groups who arrived by car were staying in accommodation within 20.20km of their interview location
- 75% of groups who arrived by foot were staying in accommodation within 2.22km of their interview location

Visitor Origin of Local Residents by Visit Frequency and Distance

- 75% of groups who make >180 annual visits live within 3.11km
- 75% of groups who make at least 20 annual visits live within 11.04km
- 40% of groups make between 2 -20 annual visits and 75% live of these groups live within 22.65km (rounded to 23km)
- Groups who make less frequent visits to Chapel Porth, tend to have a longer visit duration

General Visitor Patterns to Chapel Porth

- Visit pattern of local residents is complex, there are two types of visitors, those who live near the site and visit frequently and those who live further away and make a small number of annual visits and have a longer visit duration
- 40% of all interviewed local resident groups made between 2 and 20 annual visits

Catchment of Chapel Porth and Impacts of Recreation

- Two catchment zones were identified: 15km which encapsulates the visitor origin of 75% of all local resident visitor groups, and 23km which encapsulates the visitor origin of 75% of local resident groups who visit less frequently
- In light of these large catchment areas, it would seem logical there will be an increase in recreational use of Chapel Porth in light of new local and regional development
- Without ecological information and bespoke monitoring, it is not possible to establish the impact of current or future recreational pressure on the conservation interest features of the SAC
- It would be wise to establish a monitoring scheme to include surveys of both visitor pressure, visitor behaviour and ecological features, so should any adverse impacts on the conservation interest of the site be detected, necessary mitigation measures can be implemented
- It would seem sensible to use the visitor catchment areas identified in these analyses as Zone's of Payment to fund the monitoring scheme

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1 Introduction

- 1.1 This document reports the analyses and findings from the visitor survey work undertaken at Godrevy Head to St Agnes SAC between Autumn 2015 and Summer 2016. Current visitor patterns are examined and the catchment of local resident visitors to the site identified.

2 Methods

Methodological considerations

- 2.1 It is a substantial task to source, train and deploy multiple surveyors to gather and input consistent data. The visitor survey work went well and gathered an extensive and comprehensive set of information on visit patterns, however, there are some limitations to the data collected and collated.
- 2.2 Table 1 illustrates that while the site was surveyed through the year, there were some inconsistencies with both survey effort and the recording of tally data and on occasions, duplication of survey effort at a single location. The survey methodology was refined after the Autumn survey sessions to also include Wheal Coates as a survey location. Due to resource constraints during some sessions, a single surveyor covered both survey locations. As a result data are considered at a site level, as it was not possible to pinpoint the exact survey location of some of the interviews.
- 2.3 Unfortunately, visitor groups who had already responded to an interview request, were re-interviewed in some sessions. It was not possible to identify which questionnaires were duplicates and information from all surveys were included in the analyses.

Data processing, manipulation and limitations

General

- 2.4 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 identified, these were amended during consolidation of the files.
- 2.5 The data were briefly screened 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
 - 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 group size and gender of respondents was not recorded value was populated with 2, the modal and mean value of groups size of visitors to Penhale from questionnaire which contained this data

- 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 replied with multiple transport modes, this was amended to reflect the transport mode most likely used to arrive on site during their stated visit for distance analyses

Data collection

- 2.6 It is a substantial task to source, train and deploy multiple surveyors to gather and input consistent data. The visitor survey work went well and gathered an extensive and comprehensive set of information on visit patterns, however, there are some limitations to the data collected and collated.
- 2.7 Table 1 illustrates that while each site was surveyed over the course of a season, there were some inconsistencies with both survey effort and the recording of tally data and on occasions, duplication of survey effort at a single location. Some of the tally data appear unreliable, as the number of groups recorded often exceeded the number of visitors and thus these data need caution with interpretation, but serve as a useful indication. Conclusions drawn from the tally count data in this table should be carefully considered and must reference any limitations, specifically variation in survey effort, or inconsistencies in the records of count data.

Visit frequency

- 2.8 The visit frequency of 13 groups was not recorded in the categories stated on the questionnaire, however comments were made in the free text box and where possible these were coded to the questionnaire categories. For example, where a visitor commented they made three annual visits, the category 'less than once a month (2-12 annual visits)' was populated.

Speculative response to change

- 2.9 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.
- 2.10 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.

- 2.11 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.

Other visit destinations of local resident groups

- 2.12 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.
- 2.13 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 Perranporth as a visit destination was categorised separately to Perranporth Beach.

Postcodes of interviewed visitors

- 2.14 Postcode data were gathered from visitor groups. The Winter and Spring surveys revealed a high number of non-resident visiting groups using the site and identified a need to expand the survey to capture the accommodation location within Cornwall. During the Summer surveys, non-local resident groups were also asked for the postcode or location of their local accommodation.
- 2.15 Postcodes were geocoded against a file supplied by Cornwall Council which contained all postcodes preceded by TR, EX and PL stem and derived from OS CodePoint Opendata. The postcodes were digitised and all analyses were conducted using QGIS v 2.14.0. Only postcodes or places within Cornwall were geocoded (either that of local residents or the location of local accommodation for non-local residents) as the supplied file only contained county wide reference data.
- 2.16 In total, the postcode or location of holiday accommodation within Cornwall was collected from 356 visiting groups. Of these 301 locations originated from local resident groups and 55 from non-local residents.
- 2.17 The postcodes which could not be directly digitised were investigated at length against Royal Mail postcode lists and www.ukpostcode.co.uk. Of the postcodes which would not directly geocode, each were manually corrected where it was clear there had been digitisation error, for example TR27 SBW was amended to TR27 5BW, TR4 81Q amended to TR4 8LQ. All place name information (Truro, Perranporth, Four Lanes etc) were spatially digitised by hand using the geocoded place name point reference from the OS Open Names layer.
- 2.18 Remaining full postcodes which could not be identified were coded to the first part of their postcode stem (TR10, TR16 etc) using the centroid location of 'dissolved' postcode polygons for that particular postcode stem from the postcode polygon file supplied by Cornwall Council.

Spatial analyses using visitor postcodes

- 2.19 The straight line distance between a visitor groups origin and interview location were calculated using Distance Matrix from the qGIS fTool plugin. Where a surveyor had interviewed visitors across both the Chapel Porth car park (survey location 4) and Wheal Coates car park (location 5) over a single survey session, the distance was calculated to the mid-point of these two location (location 6).
- 2.20 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 inconsistent across survey locations and by season due to resource constraints and development of methodology
- 560 visitor interviews were completed, with 87% of interview invitations accepted
- 622 individuals and their 337 dogs were recorded entering the site

Survey sessions

- 2.21 Surveys sessions were undertaken throughout the year at Chapel Porth. During Autumn (the first survey season) survey effort was concentrated in and around the Chapel Porth car park and visitors to Wheal Coates were surveyed during one session only (Table 1). The methodology was expanded to include future surveys at Wheal Coates in the remaining survey seasons.
- 2.22 Equal survey effort across Chapel Porth car park and Wheal Coates car park was intended, for the Winter, Spring and Summer surveys but due to resource constraints, full survey coverage was not achievable but every effort was made to distribute surveyor effort as evenly as possible.
- 2.23 Across the year, 622 individuals were recorded entering the site (when data are pooled from both survey locations) accompanied by 337 dogs during the survey sessions (Table 1). In total, 560 visitor interviews were completed and 83 groups declined an interview invitation, a interview success rate of 87% (Table 1). Across the year, 139 groups who had already provided an interview response were encountered, confirmation that the surveys captured visit patterns pf the most frequent and regular visitors to the site (Table 1)

Table 1: Summary of visitor survey effort, sessions schedule and tally counts for Chapel Porth site. CP refers to surveys undertaken at the Chapel Porth car park (survey location code 4) and WC refers to surveys undertaken at the Wheal Coates car park. The codes n/s refer to sessions where the location was not surveyed and blanks boxes refer to missing data on recording forms.

Season	Survey Session	Entering								Leaving				Survey specifics							
		Individuals		Groups		Dogs		Individuals		Groups		Dogs		Questionnaires completed		Refusals		Already Interviewed			
		CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC		
Weekday	08:00 - 12:00	8	n/s	26	n/s	12	n/s	1	n/s	10	n/s	3	n/s	17	n/s	0		2	n/s		
Weekday	08:00 - 12:00	2	n/s	5	n/s	0	n/s	0	n/s	0	n/s		n/s	18	n/s	0		39	n/s		
Weekend	08:00 - 12:00	19	n/s	31	n/s	6	n/s	2	n/s	0	n/s	8	n/s	15	n/s	4		2	n/s		
Weekend	08:00 - 12:00	12	n/s	22	n/s	17	n/s	0	n/s	0	n/s	15	n/s	13	n/s	0		0	n/s		
Weekday	12:00 - 18:00	30	n/s	7	n/s	13	n/s	21	n/s	11	n/s	1	n/s	13	n/s	0		11	n/s		
Weekday	12:00 - 14:00	9	n/s	1	n/s	4	n/s		n/s		n/s		n/s	3	n/s	0		0	n/s		
Weekend	13:00 - 17:50	1	n/s	50	n/s	9	n/s	0	n/s	0	n/s	0	n/s	18	n/s	1		2	n/s		
Weekend	12:00 - 14:00	11	n/s	20	n/s	2	n/s		n/s		n/s		n/s	6	n/s	2			n/s		
Weekend	12:00 - 18:00		7		78		17		0		0		0		17		2		0		
Totals	Per survey location	92	7	162	78	63	17	24	0	21	0	27	0	103	17	7	2	56	0		
	By site	99		240		80		24		21		27		120		9		56			
Winter	Survey Session	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC		
Weekday	08:00 - 11:00	8	2	7	7	9	4	8	8	7	6	9	10	8	6	0	1	0	2		
Weekend	08:00 - 11:00	n/s	13	n/s	0	n/s	8	n/s	2	n/s	0	n/s	1	n/s	7	n/s	3	n/s	0		
Weekend	08:00 - 11:00	n/s	18	n/s	0	n/s	12	n/s	10	n/s	0	n/s	5	n/s	7	n/s	2	n/s	2		
Weekend	08:00 - 11:00	6		0		6		14		0		5		7		2		2			
Weekday	11:00 - 14:00	18			n/s	4	n/s	17	n/s		n/s	3	n/s	11	n/s	0	n/s	0	n/s		
Weekend	11:00 - 14:00	1	12	11	13	2	11	11	11	12	9	10	8	12	11	2	0	2	0		
Weekday	14:00 - 17:00	12		16		5		4		4		3		10		0		3			
Weekday	14:00 - 17:00	17		8		8								5		1		0			
Weekend	14:00 - 17:00	13		0		8		6		0		6		11		1		2			
Weekend	14:00 - 17:00	n/s	9	n/s	10	n/s	3	n/s	27	n/s		n/s	7	n/s	16	n/s	2	n/s	3		
Totals	Per survey location	27	54	18	30	15	38	36	58	19	15	22	31	31	47	2	8	2	7		
	By site	129		72		80		118		38		67		111		14		16			
Spring		CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC		
Weekday	08:00 - 12:00	21		2		7		11		2		5		12		4		2			
Weekday	08:00 - 12:00	19		0		10		11		0		5		15		3		0			
Weekend	08:00 - 12:00	42	n/s	28	n/s	14	n/s		n/s		n/s		n/s	15	n/s	4	n/s	2	n/s		
Weekend	08:00 - 12:00		n/s		n/s		n/s		n/s		n/s		n/s	10	n/s		n/s		n/s		
Weekday	12:00 - 16:00	25	n/s	4	n/s	4	n/s	10	n/s	8	n/s	2	n/s	14	n/s		n/s		n/s		
Weekend	12:00 - 16:00	6	n/s	23	n/s	7	n/s	9	n/s	8	n/s	6	n/s	23	n/s	0	n/s	10	n/s		
Weekday	12:00 - 16:00	12				4		7				4		14							
Weekday	16:00 - 19:00	6	n/s	96	n/s	25	n/s	1	n/s	65	n/s	9	n/s	9	n/s	4	n/s	14	n/s		
Weekend	16:00 - 19:00	30	n/s		n/s	4	n/s	29	n/s		n/s	3	n/s	13	n/s		n/s		n/s		
Totals	Per survey location	109		151		54		49		81		20		84		8		26	109		
	By site	161		153		75		78		83		34		125		15		28			
Summer		CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC	CP	WC		
Weekday	08:00 - 12:00	50		20		7		4				1		7		2		2			
Weekday	08:00 - 12:00	22		17		3		4				4		9		0		0			
Weekend	08:00 - 12:00	8	3	43	5	2		8	6	22	1	2		34	11	1	0	1	2		
Weekday	12:00 - 16:00	0	3	17	58	3	3	1						21	21	2	3	10	3		
Weekend	12:00 - 16:00	2	87	22	7	12	30	2	43	13		7	3	19	18	12	10	2	11		

Weekday	16:00 - 19:00	1		7		7		0		6		6		12		4		0	
Weekday	16:00 - 19:00	20		10		10		10		5		8		14		3		0	
Weekend	16:00 - 19:00	29	8	3	24	5	20	38	5		24	7	16	16	22	3	5	2	6
Totals	Per survey location	39	101	85	94	22	53	49	54	35	25	16	19	90	72	18	18	15	22
Totals	By site	233		233		102		121		71		54		204		45		39	
Overall annual total	Survey totals	622		698		337		341		213		182		560		83		139	

General visitor patterns

Overview

- 560 visitor interviews were completed, 307 from local resident groups and 253 from non-local resident groups
- Average group size was largest in the Summer with 2.6 visitors per group and smallest in Winter at 1.8
- On average 35% of interviewed groups were accompanied by dogs and varied between 54% in Winter and 25% in Summer
- Interviews reflect the visit patterns of 1244 visitors

- 2.24 In total, 560 visitor groups at Chapel Porth were interviewed which accounts for the visiting patterns of 1244 people. Of these 560 visitor groups, surveyors noted that 35% (195) were accompanied by at least one dog (Table 2). In Winter, a higher proportion (54%) of visitor groups were accompanied by dogs than the other seasons, with only 25% of groups interviewed in the Summer accompanied by at least one dog (Table 2).
- 2.25 A higher number of interviews (204) were completed over the Summer, nearly twice that of the 111 interviews completed in the Winter surveys (Table 2). Across the survey seasons the average group size of those interviewed varied ranging from 1.8 in Winter to 2.6 Summer sessions (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
Number of interviewed groups	120 [21]	111 [20]	125 [22]	204 [36]	560 [100]
Total number visitors in interviewed groups*	237 [19]	203 [16]	268 [22]	536 [43]	1244 [100]
Number of visitor groups with dogs	42 [22]	60 [31]	43 [22]	50 [26]	195 [100]
Number of visitor groups with dogs as percentage of groups interviewed per season	35	54	34	25	35
Total number of dogs with interviewed groups*	55 [22]	78 [31]	53 [21]	69 [27]	255 [100]
Mean group size per interviewed group	2	1.8	2.1	2.6	2.2

Visit purpose

- 55% of interviewed groups were local residents and 45% were non-local residents (visitors to the County)
- There was clear seasonal variation in the visit patterns of local and non-local residents
- 80% of interviewed groups over the Winter were local residents
- 57% of interviewed groups in the Summer were non-local residents

- 2.26 Visitor groups were asked the purpose of their visit to establish whether they were local residents or resided outside of Cornwall. Data from both survey locations were pooled and categorised by season (Table 3).
- 2.27 Overall, 55% of all interviewed groups were local residents and 45% were visitors to the County (Table 3). There is clear seasonal variation in visit patterns at Chapel Porth, between local and non-local residents (Table 3) with a higher proportion of local residents (80%) encountered during the Winter, and a higher proportion of County visitors in Summer (57%) (Table 3).

Table 3: Response of visitor groups when asked about the purpose of their visit, data originate from both survey locations and are classified by survey season. The values represent the count of responses per category and as (%) of the seasonal totals and as [%] of interview total (560). Rounding errors are present within the column data but when summed total 100%.

What is the purpose of your visit today?	Autumn	Winter	Spring	Summer	All

Living in Cornwall on a day trip or short visit	66 (55) [12]	89 (80) [16]	63 (50) [11]	85 (42) [15]	303 [54]
Living outside of Cornwall on holiday in the area	54 (45) [10]	22 (20) [4]	59 (47) [11]	117 (57) [21]	252 [45]
Living in Cornwall Visiting as part of an organised activity on the site	(0) [0]	(0) [0]	2 (2) [0]	2 (1) [0]	4 [1]
Living outside Cornwall visiting as part of an organised activity on the site	(0) [0]	(0) [0]	1 (1) [0]	(0) [0]	1 [0]
Total expressed per season	120 (100) [21]	111 (100) [20]	125 (100) [22]	204 (100) [36]	560 (100) [100]

Visitor activities

- Walking was the most frequently cited activity with 47% of the activity response total
- 28% of activity responses cited dog walking
- In Winter, dog walking was the most frequency cited activity with 47% of activity responses
- The proportion of visitors undertaking walking and dog walking varied with survey season
- A variety of visitor activities are undertaken at Chapel Porth

- 2.28 Visitor groups were asked to confirm the 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 691 activity responses were provided from the 560 interviewed groups (Table 4).
- 2.29 Just under half (47%) of activity responses cited 'walking' with a further 28% citing 'dog walking' (Table 4). In Winter, 47% of activity responses cited 'dog walking' in comparison to 20% during the Summer (Table 4). Surfing was the only water based activity undertaken across the all the seasons and accounted for 6% of activity response total, while one respondent cited they were kite surfing in Autumn (Table 4).
- 2.30 There are distinct seasonal patterns in visitor activity at Chapel Porth, not in just volume and visit purpose of interviewed groups (partly reflective of survey effort, Table 2), but in the proportion of visitor groups undertaking different activities across the seasons.

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. The values represent the count of responses per category and as (%) of the seasonal totals and [%] of response total.

Activities during interviewed visits	Autumn	Winter	Spring	Summer	Total
Walking	71 (44) [10]	48 (37) [7]	71 (49) [10]	132 (52) [19]	322 [47]
Dog walking	42 (26) [6]	60 (47) [9]	43 (30) [6]	50 (20) [7]	195 [28]
Other	23 (14) [3]	7 (5) [1]	17 (12) [2]	41 (16) [6]	88 [13]
Surfing	19 (12) [3]	6 (5) [1]	1 (1) [0]	17 (7) [2]	43 [6]
Outing with children/family	3 (2) [0]	4 (3) [1]	4 (3) [1]	14 (5) [2]	25 [4]
Birdwatching/ wildlife watching	3 (2) [0]	2 (2) [0]	2 (1) [0]	1 (0) [0]	8 [1]
Jogging/power walking/Nordic walking	0 (0) [0]	2 (2) [0]	5 (3) [1]	0 (0) [0]	7 [1]
Horse riding	0 (0) [0]	0 (0) [0]	2 (1) [0]	0 (0) [0]	2 [0]
Kite surfing	1 (1) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	1 [0]
Cycling	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 [0]
Kite Flying	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 [0]
Bait digging/cockling/crab tiling	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 [0]
Canoeing/kayaking	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 [0]
Fishing	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 [0]
Motor Yacht	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 [0]
Sailing Yacht	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 [0]
Small sailing craft (Dingy/ etc)	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 [0]
Stand up paddle board	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 [0]
Windsurfing	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 [0]
Jet ski	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 [0]
Total	162 (100) [23]	129 (100) [19]	145 (100) [21]	255 (100) [37]	691 [100]

Visit frequency

- 4% of interviewed groups stated they visited ‘most days’
- 32% of groups stated they made a visit ‘less than once a month’
- The proportion of visitors in different visit frequency categories varied with season reflecting the difference in patterns between local residents and visitors to the County.

2.31 Visitor groups were asked how often they had visited Chapel Porth for recreational purposes over the past year and from 560 interviewed groups 555 responses were gathered (Table 5).

2.32 In total, 4% of interviewed groups confirmed they visited the site ‘most days’ and have made over 180 visits over the past year (Table 5). In Winter, a higher proportion of respondent (12%) cited this visit frequency category (Table 5).

2.33 The majority (32%) of interviewed groups stated they made between 2 and 12 annual visits to the site and visited ‘less than once a month’ and an additional 27% of interviewed groups stated it was their ‘first visit’ to Chapel Porth.

2.34 In total, surprisingly, only 15% of interviewed groups stated they made a visit to Chapel Porth ‘several times a month or more’ (Table 5) with a quarter of interviewed groups in the Winter citing this visit frequency category (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
Less than once a month (2-12 visits)	35 (29) [6]	28 (25) [5]	34 (27) [6]	83 (41) [15]	180 [32]
First time	35 (29) [6]	14 (13) [3]	38 (31) [7]	63 (31) [11]	150 [27]
Several times a month (20-60 visits)	21 (18) [4]	28 (25) [5]	15 (12) [3]	20 (10) [4]	84 [15]
A few times a week (60-180 visits)	18 (15) [3]	16 (14) [3]	14 (11) [3]	12 (6) [2]	60 [11]

About once a month (12-20 visits)	9 (8) [2]	11 (10) [2]	16 (13) [3]	15 (7) [3]	51 [9]
Most days (>180 visits)	1 (1) [0]	13 (12) [2]	3 (2) [1]	7 (3) [1]	24 [4]
Don't know	0 (0) [0]	1 (1) [0]	4 (3) [1]	1 (0) [0]	6 [1]
Total	119 (100) [21]	111 (100) [20]	124 (100) [22]	201 (100) [36]	555 [100]

Visitor patterns of local and non-local residents

Visit purpose

- 308 interviewed groups (55%) were local residents
- Group size of County visitors was higher than that of local residents (2.5 vs. 2.0)
- 51% of people on the interviews were County Visitors in comparison to 49% who were within local resident groups
- 71% of all dogs recorded on the survey sessions were associated with local resident groups
- In total 45% of all interviewed local resident groups were accompanied by at least one dog in comparison to 23% of all non-local resident groups

- 2.35 To fully understand 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, day light hours and weather. As Cornwall is known to attract a high number of non-resident tourists, from which 45% of responses originate (Table 6), the visit patterns of local and non-local residents are explored to quantify any differences in the visit behaviour between the two groups.
- 2.36 In total, 55% (308) of the 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 45% of the interviewed groups. There were some clear seasonal fluctuations 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 and Summer. (Table 2). A higher proportion of local residents make their visit to the site during the Winter and Autumn, but the site is still well used by local residents in the Spring and Summer months, where 50% and 42% of interviewed groups were local residents (Table 2).
- 2.37 In total, 51% of the visitors recorded in the interviews were County visitors and 49% were local residents, even though a higher number of local residents were interviewed across the year. This difference is attributed to the higher group size of 2.5 for County visitors in comparison to the average group size of 2.0 for local residents (Table 6).
- 2.38 In terms of groups accompanied by dog, 71% (180) of the dogs recorded from the interviews were associated with local resident groups, with 45% (138) of all interviewed local residents accompanied by at least one dog (Table 6). In comparison, only 23% (57) of non-local resident groups were accompanied by at least one dog and these groups accounted for 29% (75) of all dogs recorded during the survey sessions (Table 6).

Table 6: Annual summary of visitor survey results categorised by local and non-local residents. Values in [] are percentages of the row totals and values in () are percentage of total number of interviewed local resident and non-local visitor groups.

Overview of survey results per local resident and non-local visitor	Local resident	Non-local visitor	Totals
Number of interviewed groups	308 (55)	252 (45)	560 (100)

Total number of visitors in interviewed group	613 (49)	631 (51)	1244 (100)
Number of groups with dogs	138 (71)	57 (29)	195 (100)
% of groups with dogs	45	23	35
Total number of dogs with interviewed group	180 (71)	75 (29)	255 (100)
Mean group size per interviewed group	2.0	2.5	2.2

Visit frequency

- Visit frequency was marked different between local and non-local resident visitors
- 52% of local residents make more than 20 annual visits
- 50% of non-local resident visitors stated it was their first visit to the site

- 2.39 In total 555 visit frequency interview responses were given from the 560 interviews (Table 7). The interpretation of these results is complex, where not only are there different visit behaviours from groups who are local residents and those who live outside the County, but also different visit behaviours within the local resident groups.
- 2.40 In total, only 8% (24) of interviewed local resident groups made over 180 annual visits to their interview location with 26% stating they made their visit less than once a month, with an additional 25% of resident groups stating they visited at least several times a month and a further 19% stating they visited a few times a week (Table 7). Overall 52% of local resident groups make at least 20 annual visits to Chapel Porth (Table 7) with a further 26% making between 2 and 12 annual visits.
- 2.41 Non-local resident groups, as expected had a very different visit frequency pattern to local residents in that 50% indicated it was their first visit to the site and 41% stated that over the past year they had made between 2 and 12 visits to Chapel Porth (Table 7).
- 2.42 It is clear that Chapel Porth is a popular tourist destination and is also regularly used by local residents, for most, as an less frequent visit destination rather than daily.

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 555 responses within [].

Visit Frequency	Local resident	County visitor	Total
Less than once a month (2-12 visits)	79 (26) [14]	101 (41) [18]	180 [32]
First time	26 (8) [5]	124 (50) [22]	150 [27]
Several times a month (20-60 visits)	77 (25) [14]	7 (3) [1]	84 [15]
A few times a week (60-180 visits)	59 (19) [11]	1 (0) [0]	60 [11]
About once a month (12-20 visits)	42 (14) [8]	9 (4) [2]	51 [9]
Most days (>180 visits)	24 (8) [4]	0 (0) [0]	24 [4]
Don't know	1 (0) [0]	5 (2) [1]	6 [1]
Total	308 (100) [55]	247 (100) [45]	555 [100]

Seasonality of visits

- 53% of local resident group responses indicated they tended 'same all year' with 13% of responses indicating a preference for Summer visitation, 11% over Winter and 8% over Autumn
- 29% of non-local resident group responses indicated a preference for Summer visitation with an additional 25% of responses stating it was a 'first visit' to the site

- 2.43 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 440 completed interviews, 639 question responses were provided (Table 8).

- 2.44 There is a clear distinction between the seasonal visit patterns of local and non-local resident groups. The majority (53%) of local resident group responses stated they tended to visit the site the same all year, in comparison to 14% of non-local visitor groups (Table 8). In total 13% of local resident group responses indicated they visited more over the Summer, 10% more in the Spring, 11% in the Winter and 8% over the Autumn (Table 8).
- 2.45 The majority (29%) of interviewed non-local resident groups tended to visit the site more over the Summer with an additional 25% stating it was their 'first visit' 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 639 responses within [].

Visit at a particular time of year for given main activity	Local Resident	Visitor to the County	Total
Same all year	197 (53) [31]	37 (14) [6]	234 [37]
Summer	48 (13) [8]	79 (29) [12]	127 [20]
First visit	13 (4) [2]	67 (25) [10]	80 [13]
Spring	38 (10) [6]	34 (13) [5]	72 [11]
Autumn	29 (8) [5]	36 (13) [6]	65 [10]
Winter	39 (11) [6]	7 (3) [1]	46 [7]
Don't know	7 (2) [1]	8 (3) [1]	15 [2]
Total	371 (100) [58]	268 (100) [42]	639 [100]

Visit duration

- 69% of all groups stated their visit duration as less than two hours
- 39% of local resident groups indicated their visit was less than an hour
- 26% of local resident groups indicated their visit was in excess of 2 hours
- A higher proportion of County visitors spent longer at Chapel Porth in comparison to the visit duration of local residents

- 2.46 Visitor groups were asked about the duration or expected duration their visit and from 560 interviewed groups, 556 responses were given. The majority (69%) of visits by all interviewed groups were less than two hours and with 36% of all visits lasting less than an hour.
- 2.47 Of the interviewed local resident groups 39% indicated their visit duration was less than 1 hour, with 35 % of groups confirming their visit lasted between 1 and 2 hours (Table 9). In total, 26% of local resident groups spent more than two hours during their visit (Table 9).
- 2.48 Non-local resident groups appeared to spend more time at Chapel Porth with 38% of groups indicating their visit was in excess of 2 hours. Just under a third of groups (32%) indicated their visit was less than an hour, and an additional 30% stated their visit was between one and two hours (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 556 within [].

Duration	Local Resident	Visitor to the County	Total
Less than 1 hour	120 (39) [22]	80 (32) [14]	200 [36]
1-2 hours	108 (35) [19]	76 (30) [14]	184 [33]
2-3 hours	44 (14) [8]	44 (18) [8]	88 [16]
More than 3 hours	34 (11) [6]	50 (20) [9]	84 [15]

Totals	306 (100) [55]	250 (100) [45]	556 [100]
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Visitor activities

- A higher proportion of non-local residents responses cited walking in comparison to local residents (55% vs 39%)
- A higher proportion of local residents cited dog walking in comparison to non-local residents (38% vs 17%)
- A wide variety of activities were undertaken by visitors with Wheal Coates mine proving popular with non-local residents
- Overall 20% of all activity responses cited 'dog walking' (20% from local resident groups and 8% from non-local resident groups)
- A wide variety of terrestrial and water focussed activities are undertaken by visitor groups

- 2.49 The seasonality of visitor activities was quantified in Table 4 with walking the most frequently cited year around activity accounting for 47% of responses, and the most frequently cited activity by visitor groups over Autumn, Spring and Summer. In Winter, dog walking was the most frequently cited activity with 47% of the seasonal responses. Across the year, dog walking accounted for 28% of all activity responses (Table 4 and Table 10).
- 2.50 To explore differences in the activities undertaken by local and non-local resident groups, activity responses were considered independent of season for the two groups and cover only the activities undertaken during their interviewed visit. Multiple activity responses were allowed and in total 691 activity responses were given for the 560 completed interviews (Table 10).
- 2.51 A higher proportion of non-local residents responses cited walking during their interviewed visit in comparison to local residents (55% compared to 39%), and proportionally just over twice times as many local resident groups were dog walking in comparison to non-local resident groups (38% compared to 17%) (Table 10). Overall, 28% of activity responses from the interviewed groups cited dog walking comprise of 20% of local resident responses and 8% of responses from non-local residents (Table 10).
- 2.52 In total, 88 'other' activities (13% of the response total) were cited by interviewed groups which are listed in Table 11. The most frequently cited 'other activity' with a count total of 17 was the 'Café' and addition 15 responses cited the 'Beach', 7 responses the 'Mine' and 5 'Photography' as other activities undertaken during their interviewed visit (Table 11).

Table 10: Activity responses given for activities undertaken during the interviewed visit by all visitor groups. Only activities stated by respondents are reported. The values represent the count of responses and are summarised as percentages per season within () and as a percentage of all 691 responses within [].

Main activity	Local residents	Non-local residents	Total
Walking	142 (39) [21]	180 (55) [26]	322 [47]
Dog walking	138 (38) [20]	57 (17) [8]	195 [28]
Other	40 (11) [6]	48 (15) [7]	88 [13]
Surfing	28 (8) [4]	15 (5) [2]	43 [6]
Outing with children/family	10 (3) [1]	15 (5) [2]	25 [4]
Birdwatching/ wildlife watching	2 (1) [0]	6 (2) [1]	8 [1]
Jogging/power walking/Nordic walking	4 (1) [1]	3 (1) [0]	7 [1]
Horse riding	1 (0) [0]	1 (0) [0]	2 [0]
Kite surfing	0 (0) [0]	1 (0) [0]	1 [0]
Total	365 (100) [53]	326 (100) [47]	691 [100]

Table 11: 'Other' activity responses stated by all interviewed groups concerning the activities they were undertaking during their interviewed visit. Responses are count totals only.

Other activity'	Local resident	County visitor	Total
Café	7	10	17
Beach	1	14	15
Mine	2	5	7
Photography	3	2	5
Buntabout	3		3
Swimming		3	3
Beach and Café	1	1	2
Coastal Path		2	2
Drive	1	1	2
Photography of mines	1	1	2
Picnic		2	2
92nd birthday	1		1
Body boarding	1		1
Break from work	1		1
Café and view	1		1
Came for a look		1	1
Chapel	1		1
Competing in an event	1		1
Eating/First Date	1		1
Event - music festival in St Agnes		1	1
First Date	1		1
Ice cream		1	1
Look at the surf	1		1
Mine Photography	1		1
Peace & quiet	1		1
Photo for school project		1	1
Picnic	1		1
Rock pooling		1	1
Scenery tin mine	1		1
See scenery, fresh air	1		1
Sit on beach	1		1
Swim and Walk	1		1
Swimming	1		1
Swimming and beach		1	1
Swimming, café, buntabout	1		1
Visiting fishing villages		1	1
Walking baby while husband surfs	1		1
Walking to beach		1	1
Watch Sea, is peaceful	1		1
Watch sunset	1		1
Total	40	48	88

2.53 In addition to the activities each visitor group was undertaking during their interviewed visit, groups were asked whether they visited Chapel Porth to undertake any other activities, multiple activity responses were allowed. Table 12 presents the 355 activity responses and (Table 13) details all 'other' activities provided by interviewed groups.

2.54 Visitor groups at Chapel Porth undertake a diverse range of activities at the site (Table 10, Table 11, Table 12 and Table 13). Seven water focused activities; surfing, canoeing/kayaking, windsurfing, sailing, fishing, sailing and bait digging/cockling/crab tiling were activities undertaken at Chapel Porth by groups during different visits (Table 12). Overall 37% of activities undertaken in different visits to the site were classified as 'other' and these are listed in Table 13.

2.55 Other activities undertaken at Chapel Porth in different visits which were frequently stated by both local and non-local visitor groups include a visit to the beach, swimming, swimming, visit to the café, body boarding and photography (Table 13).

Table 12: Activity responses provided by interviews groups about other activities they undertake on different visits to Chapel Porth. Only activities stated by respondents are reported. The values represent the count of responses and are summarised as percentages per season within () and as a percentage of all responses within [].

Activities undertaken at Chapel Porth in other visits	Local Resident	Visitor to the County	Total
Other	81 (35) [23]	49 (40) [14]	130 [37]
Walking	55 (24) [15]	29 (24) [8]	84 [24]
Surfing	40 (17) [11]	21 (17) [6]	61 [17]
Dog walking	14 (6) [4]	4 (3) [1]	18 [5]
Birdwatching/ wildlife watching	9 (4) [3]	6 (5) [2]	15 [4]
Cycling	9 (4) [3]	3 (2) [1]	12 [3]
Outing with children/family	6 (3) [2]	3 (2) [1]	9 [3]
Jogging/power walking/Nordic walking	7 (3) [2]	0 (0) [0]	7 [2]
Fishing	5 (2) [1]	1 (1) [0]	6 [2]
Horse riding	2 (1) [1]	1 (1) [0]	3 [1]
Kite Flying	2 (1) [1]	1 (1) [0]	3 [1]
Canoeing/kayaking	2 (1) [1]	0 (0) [0]	2 [1]
Windsurfing	1 (0) [0]	1 (1) [0]	2 [1]
Bait digging/cockling/crab tiling.	1 (0) [0]	0 (0) [0]	1 [0]
Kite surfing	0 (0) [0]	1 (1) [0]	1 [0]
Sailing Yacht	0 (0) [0]	1 (1) [0]	1 [0]
Total	234 (100) [66]	121 (100) [34]	355 [100]

Table 13: Activities which interviewed groups classified as 'other' when asked about activities they undertake at Chapel Porth in different visits. Values represent response totals.

'Other' specified activities undertaken in different visits to Chapel Porth	Local Resident	Visitor to the County	Total
Beach	17	10	27
Swimming	8	8	16
Café	9	4	13
Body boarding	5	4	9
Photography	3	2	5
Picnic	3	2	5
Beach activities	3		3
BBQ	2		2
General beach use	2		2
Hedgehog ice cream swimming	1	1	2
Painting	2		2
Site seeing		2	2
Beach / Photography	1		1
Beach and café	1		1
Beach Geocaching		1	1
Beach with family	1		1
beach, bodyboarding	1		1
Beach, sea.	1		1
Beach/ tea	1		1
beach/swimming/bird watching		1	1
Beach; BBQ's	1		1
Been twice in one day to site		1	1
Boat		1	1
Body boarding / Photography		1	1
Body boarding/sun bathing		1	1
Café, meet friends	1		1
Café, swimming	1		1
Climbing rocks!	1		1
First visit		1	1
Flying model aircraft	1		1
Hand gliding	1		1
Heritage		1	1
Industrial Heritage		1	1
Kayaking		1	1
meditation	1		1
meet friends	1		1
No		1	1
Paddling	1		1
Personal		1	1
Photos for @tweet bus-work	1		1
Relaxation	1		1
Rock pooling	1		1
Running	1		1
Sand castles		1	1
SEE THE SURF		1	1
Site seeing - Heritage features	1		1
Surfing		1	1
Surfing/swimming		1	1
Swimming	1		1
Swimming & Belly boarding	1		1
Swimming & eating	1		1
Swimming and Beach	1		1
Swimming and Café	1		1
Swimming. Bolster festival	1		1
Total	81	49	130

Why visitors specifically choose to visit Chapel Porth

- The most frequently cited feature which drew both local and non-local visitors to Chapel Porth was ‘attractive scenery and views’ with 29% of the response totals
- 23% of local resident responses indicated they made their visit as Chapel Porth was ‘close to home’
- Multiple other factors were cited as to why groups specifically chose to visit Chapel Porth which included ‘Coastal Path’, ‘Beach’, ‘Mine’, ‘Close to accommodation’ and ‘National Trust’

- 2.56 Visitor groups were asked to describe what specifically makes them visit Chapel Porth, rather than another local site. Multiple responses were allowed and from 560 interviews 1017 responses were given (Table 14), the majority of responses provided were from local resident groups.
- 2.57 The most frequently (29%) stated comment about why visitor groups made their trip to Chapel Porth was ‘the attractive scenery and views’. ‘Other’ was the second most popular factor with a response total of 25% (Table 14).
- 2.58 In total 23% of local resident responses cited they made their visit to Chapel Porth as it was ‘close to home’ accounting for 14% of all interview responses (Table 14) and a further 7% of local resident responses cited the ‘ability to let the dog of the lead’ (Table 14).
- 2.59 Interestingly, only 6% of responses stated they made their visit because of the ‘good/easy parking and an additional 6% of responses stated they made their trip specifically because of the café (Table 14).
- 2.60 The ‘other’ 251 comments in Table 14 are presented in Appendix Table 31. Of all the ‘other’ comments 20 responses made their visit to Chapel Porth specifically as it was on the ‘Coastal Path’, 12 cited the ‘Mine’, 10 referred to it being a ‘National Trust Site’, 9 commented on the ‘Beach’ and 9 groups mentioned it was a recommendation (Table 31).

Table 14: 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 1017 responses within []. ‘Other’ features are summarised in Table 31

What makes you come here specifically, rather than another local site	Local Resident	Visitor to the County	Total
Attractive scenery/views	174 (28) [17]	121 (31) [12]	295 [29]
Other (detailed in Table 31)	106 (17) [10]	145 (37) [14]	251 [25]
Close to home	141 (23) [14]	32 (8) [3]	173 [17]
Good/easy parking	45 (7) [4]	15 (4) [1]	60 [6]
Refreshments	33 (5) [3]	25 (6) [2]	58 [6]
Right place for activity (e.g. Kite surfing/fishing/good for kids)	38 (6) [4]	19 (5) [2]	57 [6]
Ability to let dog off lead	42 (7) [4]	13 (3) [1]	55 [5]
Particular wildlife interest	15 (2) [1]	8 (2) [1]	23 [2]
Feel safe here	17 (3) [2]	5 (1) [0]	22 [2]
Suitability given weather conditions	8 (1) [1]	6 (2) [1]	14 [1]
Others in party chose	4 (1) [0]	1 (0) [0]	5 [0]
Don't know	1 (0) [0]	3 (1) [0]	4 [0]
Particular launching facilities	0 (0) [0]	0 (0) [0]	0 [0]
Total	624 (100) [61]	393 (100) [39]	1017 [100]

Response to speculative change

- 64% of local resident responses regarding possible changes indicated it would not influence the time they spent on site
- 60% of local resident group responses indicate they would spend less time on the site if it were busier

- Fewer responses to change were provided by non-local resident groups with 68% indicating any changes would not influence the time they spent on site
- Introduction of car parking charges was met with some confusion as many groups were members of the National Trust

- 2.61 Visitor groups were asked whether in light of speculative on site change, ‘would they spend more or less time at Chapel Porth’. As 45% of interviewed visitor groups were visitors to the County (Table 6), the responses of both local residents and visitors to the county have been considered independently to investigate whether both sets of visitors to the site would respond differently to possible change. In total, 1724 responses were provided by interviewed local resident groups (Table 15) and 1170 responses from non-local visitor groups (Table 16).
- 2.62 The majority (64%) of local resident responses regarding possible change on site indicated there would be no change in the amount of time spent at Chapel Porth. Possible changes that could see more time spent on site by a proportion of interviewed local resident groups include the provision of more dog waste bins, with 3 % of total responses. In total 60% of responses from local resident groups indicated that if the site was busier with more people they would visit less. Also, should changes be introduced where dogs are required to be on a lead and an increase in parking charge would encourage some local resident groups to spend less time on site (Table 15).
- 2.63 Fewer responses to speculative change were provided by non-local visitor groups. Again, 68% of all responses indicated that if changes were made, these groups would spend the same amount of time on site (Table 16). Better path surfacing and the provision of dog bins were changes that would increase the amount of time spent on site with some visiting groups and if the site became busier with more people 54% of the question responses suggest these groups would spend less time on site (Table 16).
- 2.64 There was a little confusion with visitor responses over the car parking charge question, as a large proportion of interviewed visitor groups were also National Trust members, and the introduction of a charge would not influence the time spent on site, as parking is free for members.

Table 15: Response of local resident groups when asked how speculative on site changes would influence the amount of time they spend at Chapel Porth. Values represent response count, those in () %'s of row and column totals and those in [] % of overall response total of 1724.

Local residents	Don't know	Less	More	Same	Total
Site is busier with more people	6 (2) [0]	172 (60) [10]	0 (0) [0]	110 (38) [6]	288 [17]
Better path surfacing/routing	6 (2) [0]	19 (7) [1]	22 (8) [1]	217 (82) [13]	264 [15]
Parking charges or increased charges (64 NT members)	11 (4) [1]	82 (31) [5]	2 (1) [0]	168 (64) [10]	263 [15]
Dogs required to be on leads	21 (9) [1]	85 (37) [5]	18 (8) [1]	108 (47) [6]	232 [13]
Provision of dog waste bins	23 (11) [1]	2 (1) [0]	54 (25) [3]	139 (64) [8]	218 [13]
Presence of warden/beach manager	27 (12) [2]	5 (2) [0]	15 (7) [1]	176 (79) [10]	223 [13]
Part of shore closed in areas sensitive for wildlife	20 (8) [1]	25 (11) [1]	9 (4) [1]	182 (77) [11]	236 [14]
Total	114 [7]	390 [23]	120 [7]	1100 [64]	1724 [100]

Table 16: Response of non-local resident groups when asked how speculative on site changes would influence the amount of time they spend at Chapel Porth. Values represent response count, those in () %'s of row and column totals and those in [] % of overall response total of 595.

County visitor	Don't know	Less	More	Same	Total
Site is busier with more people	12 (6) [1]	102 (54) [9]	0 (0) [0]	75 (40) [6]	189 [16]

Better path surfacing/routing	11 (6) [1]	9 (5) [1]	19 (11) [2]	140 (78) [12]	179 [15]
Parking charges or increased charges (29 NT members)	20 (11) [2]	38 (21) [3]	2 (1) [0]	117 (66) [10]	177 [15]
Dogs required to be on leads	19 (12) [2]	22 (14) [2]	9 (6) [1]	107 (68) [9]	157 [13]
Provision of dog waste bins	21 (13) [2]	4 (3) [0]	28 (18) [2]	103 (66) [9]	156 [13]
Presence of warden/beach manager	14 (9) [1]	4 (3) [0]	9 (6) [1]	128 (83) [11]	155 [13]
Part of shore closed in areas sensitive for wildlife	15 (10) [1]	9 (6) [1]	9 (6) [1]	124 (79) [11]	157 [13]
Total	112 [10]	188 [16]	76 [6]	794 [68]	1170 [100]

Features that would attract visitors to other sites

- 22% of all responses indicated ‘nothing or no features’ would attract groups to alternative site
- 20% of responses cited ‘other’ features, 11% ‘attractive scenery’, 9% ‘refreshments’ and 8% ‘more dog friendly’
- Higher proportion of local resident in comparison to non-local resident responses indicated ‘more dog friendly’, ‘cheaper/free parking’, ‘better/easier parking facilities’, ‘closer to home’ and ‘better path surfacing’ are features that would be attractive in another site
- ‘Other’ comments included ‘dogs allowed on the beach year round’, ‘wildlife’ and ‘coastal’

2.65 Visitor groups were asked what features would attract them to another site instead of Chapel Porth, the responses are presented in (Table 17). From 560 interviews, 741 responses were provided, of which 61% originated from local and 22% from non-local resident groups. The feature which prompted the most response from groups was ‘No features/nothing’ with a total of 166 and 22% of responses.

2.66 Again ‘other’ responses were frequently cited by visitor groups as were ‘attractive scenery’ and ‘refreshments’. Comparing the responses from both local and non-local resident groups, a higher proportion of local residents indicated that a more dog friendly site would be attractive as would a location with cheaper/ free parking, better/easier parking facilities, better path surfacing and closer to home (Table 17).

2.67 A variety of ‘other’ comments were collected and the most frequently cited responses are detailed in Table 18 and the full list in Table 31. Some of these other comments were duplicated from the survey question and also ‘non’ and n/a were recorded, and respondents also provided comments on the management and condition of Chapel Porth, all documented comments are reported. In total, 7 ‘other’ responses stated another site would be attractive if dogs were allowed on the beach all year round, wildlife and coastal were also mentioned (Table 18)

Table 17: The response of 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 each row total and those in [] as a % of each column total. Other frequently cited details are in Table 18 and full list detailed in Table 32.

Features	Local Resident	County Visitor	Total
No features/nothing	104 (23) [14]	62 (22) [8]	166 [22]
Other	78 (17) [11]	70 (24) [9]	148 [20]
Attractive scenery	48 (11) [6]	32 (11) [4]	80 [11]
Refreshments (e.g.cafe)	37 (8) [5]	31 (11) [4]	68 [9]
More dog friendly	42 (9) [6]	19 (7) [3]	61 [8]
Toilets	34 (8) [5]	27 (9) [4]	61 [8]
Cheaper/free parking	33 (7) [4]	11 (4) [1]	44 [6]
Better information/maps/boards	14 (3) [2]	12 (4) [2]	26 [4]
Closer to home	21 (5) [3]	4 (1) [1]	25 [3]
Better/easier parking facilities	15 (3) [2]	9 (3) [1]	24 [3]
Better path surfacing/routing	14 (3) [2]	5 (2) [1]	19 [3]

Better launching/access to water	9 (2) [1]	5 (2) [1]	14 [2]
Measures to control others	4 (1) [1]	1 (0) [0]	5 [1]
Total	453 (100) [61]	288 (100) [39]	741 [100]

Table 18: A summary of the most frequently cited 'Other' responses noted by surveyors from visitor groups when asked 'what features would be necessary to make another site attractive for you to use instead of here?' Full list is detailed in Table 32

Feature	Local Residents	County visitor	Total
N/A	1	11	12
Dogs Allowed On Beach All Year Round	5	2	7
Move Carpark To Top Of Hill And Regrass Site. Its An Eyesore!	2	1	3
Wildlife	1	2	3
Coastal	2		2
Keep It The Same	2		2
None	2		2

Other visit destinations

- 525 other visit destinations were cited by local resident and 376 by non-local resident groups
- Local residents frequently cited Perranporth, Porthtowan, Godrevy, St. Agnes and Coast Path as other visit destinations
- Non-local resident groups frequently cited Perranporth, Porthtowan, Godrevy, St. Ives, St. Agnes, The Lizard and the Coast Path as other visit destinations

- 2.68 Interviewees were asked to provide up three other places that they visit for the same purposes as their visit to Chapel Porth. In total, 525 visit destinations were provided by local resident groups (Table 19) and 376 by non-local resident groups (Table 20).
- 2.69 Local residents make trips to a large variety of other locations with the most frequently cited destinations of Perranporth, Porthtowan, Godrevy, St. Agnes and along the South West Coast Path (Figure 1). The most frequently cited visit destinations by non-local resident groups were Perranporth, Coast Path, Godrevy, Porthtowan, St Ives, St. Agnes and the Lizard (Table 20).

Table 19: Local resident visit destinations

Destination	Number responses	Destination	Number responses	Destination	Number responses
Perranporth	49	Mylor	2	Malpas	1
Porthtowan	45	Padstow	2	Mawnan	1
Godrevy	33	Park Shady	2	Mevagissey	1
St Agnes	26	Pentire	2	Mining Sites	1
Coast Path	20	Polly Joke	2	Mousehole	1
Gwithian	20	Porthowan	2	Mullion	1
Trelissick	18	Rosemullion Head	2	North Coast Beaches	1
Falmouth	13	St Agnes	2	North Cornwall	1
All over	10	St Agnes Heat	2	NT routes	1
Lizard	10	St Austell Bay	2	Pendower	1
Portreath	10	Tintagel	2	Penrose	1
Beacon	9	Wheal Coates	2	Penzance	1
Holywell	8	Anywhere north of Newquay	1	Perran	1
Newquay	8	Aound St Agnes	1	Perran Sands	1
Tehidy	8	Beacon	1	Polperro	1
Coastal	7	Bissoe	1	Polruan	1
Crantock	7	Bodmin	1	Polzeath	1
Trevaunance	7	Boscastle	1	Port Isaac	1
National Trust Sites	6	Bude	1	Porth Joke	1
North Coast	6	Cadgwith	1	Porth Kidney	1
Sennen	6	Carbis Bay	1	Porthcothan	1
St Agnes Head	6	Carlyon Bay for sunrise	1	Porthcurno	1
Beaches	5	Carn Bray	1	Porthholland	1
Penhale	5	Chapel Porth	1	Porthleven	1
Perranporth Beach	5	Chapel Porth beach	1	Porthtown - Portreath	1
Roseland	5	Cliffs	1	Portreath & Perranporth	1
Tehidy	5	Cotlete	1	Quiet Places	1
Bedruthan	4	Countryside	1	Redruth	1
Lanhydrock	4	Cubert	1	Rumps	1
South Coast	4	Drift	1	South Coast - Trebah, Glendurgan...	1
St Agnes Beacon	4	Everywhere for surfing	1	South Hams	1
St Ives	4	Fistral	1	St Agnes	1
Trevellas	4	Flat Rock, Perranporth	1	St Anthony's Head	1
Helford	3	Flushing - Mylor	1	St Clements	1
Idless	3	Fowey	1	St Just	1
Kynanace	3	Fowey	1	St Mawes	1
Local area	3	Glendurgan	1	Swanpool	1
North Cliffs	3	Godolphin	1	Tamar	1
NT Sites	3	Gunwalloe	1	The Beacon	1
Porthleven	3	Gwithian / Godrevy	1	Towan Beach	1
Praa Sands	3	Hayle Beach	1	Trebah	1
Carn beach	2	Heligan	1	Truro	1
Cornwall	2	Holywell- Perranporth, Looe - Polperro	1	Victoria Gardens	1
Crantock Beach	2	Illogan	1	Watergate	1
Gyllingvase	2	Lelant	1	West Penwith	1
Mawnan Smith	2	Loe beach	1	Wildife Trust Sites	1
Mongoose Valley	2	Ludgvan	1	Woods	1
		Maenporth	1	Zennor	1
Total	417		60		48
Overall total			525		

Table 20: Visit destination of tourists

Destination	Response total	Destination	Response total
Perranporth	28	Crantock	1
Coast Path	25	Crantock Beach	1
Godrevy	24	Devon	1
Porthtowan	22	Dorset	1
St Ives	19	Fowey	1
St Agnes	13	Gardens	1
Lizard	11	Geevor Mine	1
Newquay	11	Great Flat Lode	1
Gwithian	9	Hartland point	1
Portreath	8	Hayle	1
Crantock	7	Hayle and around	1
Padstow	7	Helford	1
Trevaunance	7	Holywell	1
All over	6	Holywell/Crantock	1
Falmouth	6	Holywell/St Agnes	1
Land's End	6	Illogan	1
Sennen	6	Inland walks	1
Truro	6	Lamorna	1
Kynanace	5	Lands End/Cape Cornwall	1
Beaches	4	Lanhydrock	1
Bedruthan	4	Lantic bay	1
NT Sites	4	Lizard/Penwith	1
St Michaels Mount	4	Long rock	1
Cornwall	3	Lots of places	1
Penzance	3	Maenporth	1
Perranporth Beach	3	Main attractions of Cornwall	1
Botallack	2	Mawgan	1
Bude	2	Mining Sites	1
Chapel Porth	2	Mounds Bay	1
Charlestown	2	Mylor	1
Eden	2	Newlyn	1
Fistral	2	Newquay	1
Fowey	2	Newquay beaches	1
Godolphin	2	North Cliffs	1
Looe	2	North Coast Beaches	1
Marazion	2	Pendeen	1
Mevagissey	2	Porthcurnick	1
Mousehole	2	Porthleven	1
National Trust Sites	2	Porthscatho	1
Pentire	2	Porthtowan to Portreath	1
Poldhu	2	Porthtowna	1
Polzeath	2	Portscatho	1
Port Isaac	2	Praa Sands	1
Porthcurno	2	Rock	1
Porthleven	2	Roseland	1
The Beacon	2	South West	1
Trebah	2	St Agnes	1
Trelissick	2	St Agnes	1
Wadebridge	2	St Agnes Head	1
Watergate	2	St Judes	1
Beacon	1	St Just/St Ives	1
Blue Hill	1	Tehidy	1
Bodmin	1	Tintagel	1
Camel estuary	1	Towan	1
Cape Cornwall	1	Tramways	1
Cardinham	1	Trearnon bay	1
Carhays	1	Treen/ porthcurnow	1
Chapel Porth	1	Tregaron	1
Chapel Porth beach	1	Tregwainton	1
Church Cove	1	Trevellan	1
Coastal	1	Trevoise Head	1
Coverack cove	1	Trispen	1
Coves	1	West Penwith	1
		Whitsand	1
Total	312		64
Overall total		376	

Figure 1: Word Cloud summarising the responses of local resident groups when asked about their other visit destination for destinations >1 response. The size of the text is proportional to the number of visit responses. The abbreviation P'Porth represents Perranporth and P'town denotes Porthtownan



Transport

- Over all 72% of interviewed groups arrived by car/motorcycle, 27% by foot, and 1% by bus
- A higher proportion of non-local residents arrived by foot in comparison to local residents (31% vs. 24%)
- 75% of local residents arrive by car, 24% by foot and 1% by bus
- Average group size of local residents arriving by car 1.7 in comparison to 2.3 for non-local resident groups
- Average group size of local residents arriving by foot was 2.1 in comparison to 2.5 for non-local resident groups

- 2.70 Visitor groups were asked which transport mode they used to arrive at the site, only a single response was allowed and from 560 interviews, 555 responses were given (Table 21).
- 2.71 In total, 72% of all interviewed visitor groups arrived by car or motorcycle (Table 21) with a higher proportion of local resident groups (75%) using a car as their favoured transport mode in comparison to 68% of non-local residents (Table 21). The average group size of local residents arriving by car was 1.7 compared to 2.3 by non-local resident groups (Table 22).
- 2.72 Overall the remaining 27% of visitor groups arrived by foot to Chapel Porth, illustrating the proximity of either local residents or holiday accommodation to the site, with a higher proportion of non-local resident groups arriving by foot in comparison to local resident groups (31% vs. 24%) (Table 21). Average group size of local residents arriving by foot was 2.1 in comparison to 2.5 for County visitors (Table 22).
- 2.73 Two local resident groups arrived by bicycle, one by bus and three groups who were non-local residents arrived at the site by bus (Table 21). No visitor groups stated they arrived at the site by train, horse or by water.

Table 21: Mode of transport used to arrive at Chapel Porth. The values represent the count of responses and are summarised as percentages per column within () and as a percentage of all 555 responses within [].

Transport to site	Local Resident	Visitor to the County	Total
Car/motorcycle	235 (75) [42]	165 (68) [30]	400 [72]
On foot	75 (24) [14]	74 (31) [13]	149 [27]
Bus	1 (0) [0]	3 (1) [1]	4 [1]
Bicycle	2 (1) [0]	0 (0) [0]	2 [0]
By water (e.g. boat, canoe etc)	0 (0) [0]	0 (0) [0]	0 [0]
Train	0 (0) [0]	0 (0) [0]	0 [0]
Horse	0 (0) [0]	0 (0) [0]	0 [0]
Total	313 (100) [56]	242 (100) [44]	555 [100]

Table 22: The average group size of interviewed groups arriving by car and by foot

Transport mode	Local Resident	Visitor to the County	All groups
Average group size arriving by car	1.7	2.3	2.3
Average group size arriving by foot	2.1	2.5	2.0

Visitor patterns of local residents

- A higher proportion of less frequent visitors were interviewed in Winter and Spring in comparison to Autumn and Summer
- Of all activity responses from local residents 14% referred to 'dog walking' in Winter
- Activity responses considered by season show 49% of responses referred to 'dog walking' in Winter and 44% cited 'dog walking' in Spring
- 75% of local resident groups who stated they made >180 annual visits were dog walking
- When categorised by visit frequency, 26% of local resident groups make between 2-12 annual visits and 25% make between 20 and 60 annual visits

- 2.74 Visitor behaviour and patterns to and at Chapel Porth are not straight forward. The seasonal surveys captured visitor information from 560 groups of which 56% were local residents and 44% were non-local resident groups (Table 3).
- 2.75 Of the non-local resident groups, 49% stated this was their first visit to Chapel Porth and an additional 41% stated they made between 2 and 12 annual visits (Table 7). Therefore, focus into understanding the visit patterns of non-local residents and their visit motivations (marketing, popular culture (Poldark) and the rise of 'staycations'), would be beneficial to inform access management, which is beyond the scope of this work.
- 2.76 The visit patterns of local residents initially are quite confusing. The evidence has shown that walking (39%) and dog walking (38%) are the activities most frequently undertaken at Chapel Porth (Table 10). Just over half (53%) of local visitors, visit the site all year round (Table 8) and the average group size for local visitors is 2.0 (Table 6), with an average group size 2.1 for those who arrive by foot (24%), and 2.1 for those by car (75%) (Table 6, Table 21 and Table 22). Only a small proportion of interviewed local resident groups (9%) visit 'most days' with 19% making a visit 'a few times a week' and 25% making 'several visits a month' (Table 7). The majority of local resident groups (26%) made a visit 'less than once a month' and it appears there are two distinct groups of local visitors who use the site, those who make very frequent visits and those who choose to visit Chapel Porth a few times a year.
- 2.77 This visitor behaviour of these two groups is further considered in terms of activity, mode of transport used to access the site and distance between Chapel Porth and the visitors groups home postcode location.
- 2.78 Overall, the largest proportion (26% and 79 groups) of local visitors when asked about visit frequency responded 'less than month' and 25% (77 groups) stated 'several times a month' (Table 7 and Table 23). In the Autumn and Summer, the majority of visitor groups stated they visited 'several times a month', and over Winter and Spring the majority of visitor groups stated they visited 'less than once a month' suggesting that less frequent visitors will make a trip to Chapel Porth at this time of year (Table 23).
- 2.79 Activities responses were also considered by season (Table 24) and the pattern of note is that a relatively constant proportion of activity responses for dog walking were cited in both the Autumn, Spring and Summer surveys (7%, 8% and 8% respectively), yet in Winter, dog walking accounts for 14% of all activity responses, meaning dog walking is a more popular activity at Chapel Porth during the Winter than at other times of the year (Table 24), which fits in well with the seasonal dog ban that runs from Easter to 31st September. Also of note, is the proportion of activity responses per season in relation to dog walking, in Winter 49% of activity responses and 44% in Spring cited dog walking, which again tallies in with the seasonality of the dog ban on the local beach (Table 24).
- 2.80 Three quarters (75%) of groups who cited 'dog walking' as an activity visited Chapel Porth 'most days' and make over 180 annual visits (Table 25). When activity is categorised by visit frequency, 13% of responses are those who were 'walking and visit less than once a month', 12% who were 'dog walking and visit several times a month' and 11% who were 'dog walking and visit a few times a week' (Table 25).

Table 23: Visit frequency of local residents consider by the season in which they were interviewed where values in () are expressed as seasonal % and those in [] as % of the total 308,

Season of interview	Autumn	Winter	Spring	Summer	Total
Most days (>180 visits)	1 (2) [2]	3 (5) [5]	7 (8) [8]	13 (14) [14]	24 [8]
A few times a week (60-180 visits)	17 (26) [26]	14 (22) [22]	12 (14) [14]	16 (18) [18]	59 [19]
Several times a month (20-60 visits)	19 (29) [29]	13 (20) [20]	17 (20) [20]	28 (31) [31]	77 [25]
About once a month (12-20 visits)	8 (12) [12]	13 (20) [20]	10 (11) [11]	11 (12) [12]	42 [14]
Less than once a month (2-12 visits)	16 (24) [24]	18 (28) [28]	29 (33) [33]	16 (18) [18]	79 [26]
Don't know	0 (0) [0]	0 (0) [0]	1 (1) [1]	0 (0) [0]	1 [0]
First time	5 (8) [8]	4 (6) [6]	11 (13) [13]	6 (7) [7]	26 [8]
Total	66 [100]	65 [100]	87 [100]	90 [100]	308 [100]

Table 24: Activities undertaken by local residents per season. Respondents were able to provide multiple activity responses. Values in () are those expressed as % of column totals and those in [] expressed as % of activity response total of 365

Activity by season of interview	Autumn	Winter	Spring	Summer	Total
Walking	29 (33) [8]	34 (33) [9]	27 (38) [7]	52 (50) [14]	142 [39]
Dog walking	27 (31) [7]	50 (49) [14]	31 (44) [8]	30 (29) [8]	138 [38]
Other	12 (14) [3]	7 (7) [2]	7 (10) [2]	14 (13) [4]	40 [11]
Surfing	15 (17) [4]	6 (6) [2]	0 (0) [0]	7 (7) [2]	28 [8]
Outing with children/family	3 (3) [1]	3 (3) [1]	3 (4) [1]	1 (1) [0]	10 [3]
Jogging/power walking/Nordic walking	0 (0) [0]	2 (2) [1]	2 (3) [1]	0 (0) [0]	4 [1]
Birdwatching/ wildlife watching	1 (1) [0]	1 (1) [0]	0 (0) [0]	0 (0) [0]	2 [1]
Horse riding	0 (0) [0]	0 (0) [0]	1 (1) [0]	0 (0) [0]	1 [0]
Total	87 (100) [24]	103 (100) [28]	71 (100) [19]	104 (100) [28]	365 [100]

Table 25: Activities undertaken by local residents per visit frequency category. Respondents were able to provide multiple activity responses. Values in () are those expressed as % of column totals and those in [] expressed as % of activity response total of 364

Activity	Most days	Few times a week	Several times a month	About once a month	Less than once a month	Don't know	First time	Total
Walking	4 (14) [1]	18 (24) [5]	28 (32) [8]	24 (47) [7]	49 (56) [13]	1 (100) [0]	18 (53) [5]	142 [39]
Dog walking	21 (75) [6]	35 (47) [10]	42 (48) [12]	15 (29) [4]	17 (19) [5]	0 (0) [0]	8 (24) [2]	138 [38]
Other	0 (0) [0]	8 (11) [2]	7 (8) [2]	6 (12) [2]	13 (15) [4]	0 (0) [0]	5 (15) [1]	39 [11]
Surfing	2 (7) [1]	11 (15) [3]	7 (8) [2]	2 (4) [1]	5 (6) [1]	0 (0) [0]	1 (3) [0]	28 [8]
Outing with children	1 (4) [0]	0 (0) [0]	2 (2) [1]	4 (8) [1]	2 (2) [1]	0 (0) [0]	1 (3) [0]	10 [3]
Jogging	0 (0) [0]	3 (4) [1]	0 (0) [0]	0 (0) [0]	1 (1) [0]	0 (0) [0]	0 (0) [0]	4 [1]
Wildlife watching	0 (0) [0]	0 (0) [0]	1 (1) [0]	0 (0) [0]	1 (1) [0]	0 (0) [0]	0 (0) [0]	2 [1]
Horse riding	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	0 (0) [0]	1 (3) [0]	1 [0]
Total	28 (100) [8]	75 (100) [21]	87 (100) [24]	51 (100) [14]	88 (100) [24]	1 (100) [0]	34 (100) [9]	364 [100]

Visitor origin

Visitor origin by Parish

- 41% (122) of local resident groups originated from the Civil Parish of St. Agnes, 6% (17) from Truro, 5% (14) from Kenwyn, 13 (4%) from Perranzabuloe, 11 (4%) from Redruth, 8 (3%) from Falmouth, 9 (3%) from Newquay and 7 (2%) from Penryn
- 58% (32) non-local resident groups were staying in the Civil Parish of St. Agnes and 4% (2) in Perranzabuloe

2.81 This research is concerned with the visitor origin of those local to and staying within Cornwall. The focus is on understanding the home postcode locations of local residents, and the location of accommodation used by visiting non-local resident groups. Interview data were filtered to extract visitor origin information which was within, or within close proximity to Cornwall and

geocoded. Overall, visitor origin information from 301 local resident groups (data capture of 98% from 307 completed interviews, Table 3) and 55 non-local resident groups (data capture of 22% from 253 interviews, Table 3) were digitised.

2.82 Table 26 details the origin of local resident groups by Civil Parish and Map 1 presents their locations. In total 122 (41%) of groups originated from the Parish of St Agnes, 17 (6%) from Truro, 14 (5%) from Kenwyn, 13 (4%) from Perranzabuloe, 11 (4%) from Redruth, 8 (3%) from Falmouth, 9 (3%) from Newquay and 7 (2%) from Penryn (Table 26).

2.83 The visitor origin of 55 non-local resident groups were gathered and of these over 58% (32) originated from the Civil Parish of St Agnes (Table 27) with 2 visitor groups (4%) originating from Perranzabuloe (Table 27 and Map 1).

Table 26: The origin of local resident groups who were interviewed at Chapel Porth categorised by Civil Parish polling districts. Values are number of postcodes per polling district and expressed in (%) as percentage of 301 total

Parish	Visitor origin count	Parish	Visitor origin count
St. Agnes	122 (41)	St. Newlyn East	2 (1)
Truro	17 (6)	Tintagel	2 (1)
Kenwyn	14 (5)	Bodmin	1 (0)
Perranzabuloe	13 (4)	Bude-Stratton	1 (0)
Redruth	11 (4)	Calstock	1 (0)
Falmouth	8 (3)	Carlyon	1 (0)
Newquay	8 (3)	Carn Brea	1 (0)
Penryn	7 (2)	Colan	1 (0)
Chacewater	6 (2)	Cubert	1 (0)
Feock	6 (2)	Dobwalls and Trewidland	1 (0)
Camborne	4 (1)	Egloshayle	1 (0)
Gwennap	4 (1)	Forrabury and Minster	1 (0)
Illogan	4 (1)	Grampound with Creed	1 (0)
Kea	4 (1)	Gwinear-Gwithian	1 (0)
Portreath	4 (1)	Hayle	1 (0)
Stithians	4 (1)	Helston	1 (0)
Penzance	3 (1)	Linkinhorne	1 (0)
Perranarworthal	3 (1)	Liskeard	1 (0)
St. Erme	3 (1)	Mabe	1 (0)
Treverbyn	3 (1)	Mevagissey	1 (0)
Budock	2 (1)	Perranuthnoe	1 (0)
Carharrack	2 (1)	Probus	1 (0)
Constantine	2 (1)	St. Allen	1 (0)
Lanner	2 (1)	St. Austell Bay	1 (0)
Ludgvan	2 (1)	St. Austell	1 (0)
Mawnan	2 (1)	St. Dennis	1 (0)
St. Clement	2 (1)	St. Gluvias	1 (0)
St. Columb Major	2 (1)	St. Stephen-in-Brannel	1 (0)
St. Day	2 (1)	Tregoney	1 (0)
St. Ives	2 (1)	Tywardreath and Par	1 (0)
		Wendron	1 (0)
Column Total	268 (89)		33 (11)
Total	301 (100)		

Table 27: The origin of non- local resident groups who were interviewed at Chapel Porth categorised by Civil Parish polling districts. Values are number of postcodes per polling district and expressed in (%) as percentage of 55 total

Parish	Non-local resident origin count
St. Agnes	32 (58)
Perranzabuloe	2 (4)
Carn Brea	1 (2)
Chacewater	1 (2)

Colan	1 (2)
Crantock	1 (2)
Falmouth	1 (2)
Feock	1 (2)
Fowey	1 (2)
Germoe	1 (2)
Gweek	1 (2)
Gwinear-Gwithian	1 (2)
Mawnan	1 (2)
Mevagissey	1 (2)
Morvah	1 (2)
Newquay	1 (2)
Redruth	1 (2)
St. Clement	1 (2)
St. Erth	1 (2)
St. Eval	1 (2)
St. Ives	1 (2)
Truro	1 (2)
Wadebridge	1 (2)
Total	55 (100)

Visitor origin by distance and transport mode

Local residents
<ul style="list-style-type: none"> 75% of groups lived within 14.65km of their interview location 75% of groups who arrived by car lived within 15.37km of their interview location 75% of l groups who arrived by foot lived within 11.64km of their interview location
Visitors to the County
<ul style="list-style-type: none"> 75% of groups were staying in accommodation within 16.21km of their interview location 75% of groups who arrived by car were staying in accommodation within 20.20km of their interview location 75% of groups who arrived by foot were staying in accommodation within 2.22km of their interview location

- 2.84 The distance between the interview location of local and non-local resident groups origin was analysed independently and considered by transport mode (Table 28, Table 29, Figure 3, Figure 4, Map 2 and Map 3).
- 2.85 Local resident groups, on average lived 10.99km from their interview location at Chapel Porth within 75% residing within 14.65km (Table 28, Figure 3 and Figure 4). Of those who arrive by car 75% lived within 15.37km and 75% of groups who arrive by foot, lived within 11.64km, with 50% living within 2.54km (Map 2). Only one local resident visitor group who arrive by bus provided origin information, and resided 22.43km from their interview location (Table 28).
- 2.86 The accommodation of 75% of interviewed non-local resident groups was within 16.21km of their interview location (Table 29, Figure 3, Figure 4 and Map 1). Of the non-local resident groups who arrived by car 75% were staying within 20.20km of their interview location and of those who arrived by foot 75% were staying in accommodation within 2.22km of their interview location (Table 29, Figure 3, Figure 4 and Map 3).

Table 28: The linear distance (km) between survey location and interviewed local residents home postcode (or hamlet), categorised by transport mode used to access site. SE of mean is the standard error of the mean value

Transport	Count	Minimum	Quartile 1 (25%)	Mean	SE Mean	Median (50%)	Quartile 3 (75%)	Maximum
All	301	0.41	2.47	10.99	0.69	7.59	14.65	77.69
Car	228	0.84	2.84	11.79	0.75	9.38	15.37	77.69
Foot	70	0.41	1.53	8.04	1.62	2.54	11.64	75.47
Bus	1	22.43	*	22.43	*	22.43	*	22.43
Not stated	2	8.57	*	17.11	8.54	17.11	*	25.65

Table 29: The linear distance (km) between survey location and location of local accommodation for interviewed non- local resident groups, 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 (50%)	Quartile 3 (75%)	Maximum
All	55	0.75	1.88	9.38	1.45	2.60	16.21	42.86
Car	40	1.10	2.36	12.01	1.80	7.51	20.20	42.86
Foot	14	0.75	1.06	2.49	0.88	1.88	2.22	13.70
Not stated	1	0.75	*	0.75	*	0.75	*	0.75

Figure 3: Box plot of straight line distance between visitor origin and survey location, categorised by transport used to arrive at Chapel Porth. The boxes represent the interquartile range (Q1 and Q3) and the mid line the median value given in Table 28 and Table 29. The graph is truncated at 45km.

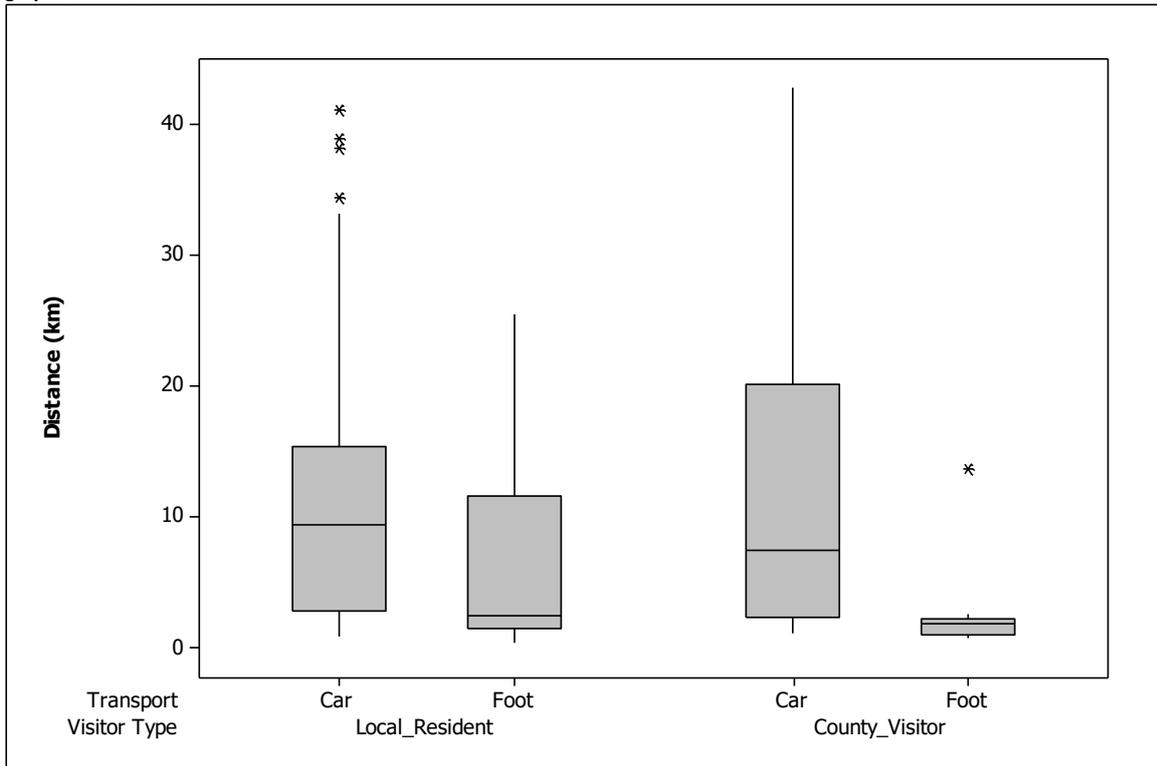
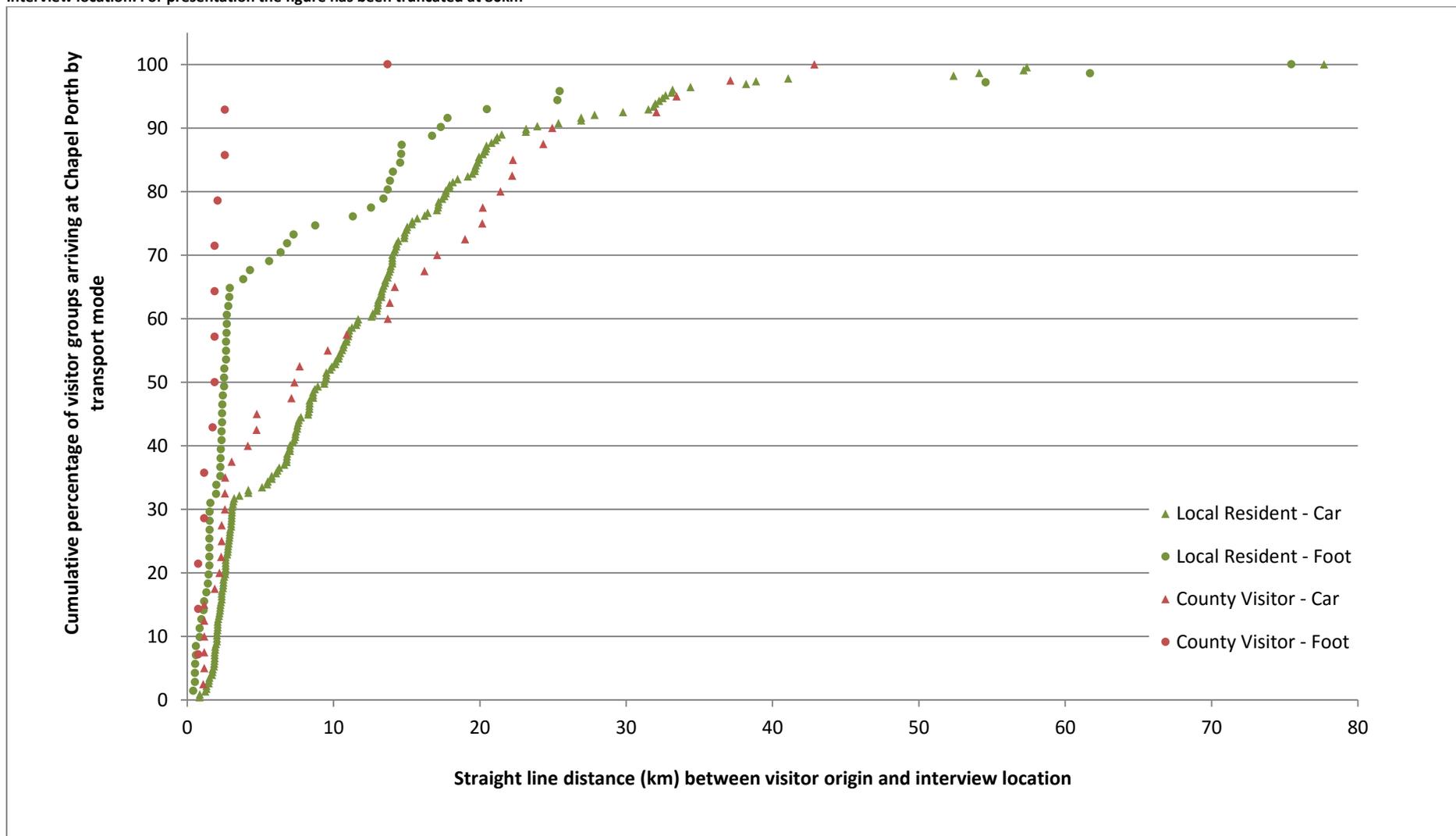


Figure 4: Cumulative percentage of interviewed visitor groups who arrived at their interview location by different transport modes against the liner distance between their home / accommodation postcode and interview location. For presentation the figure has been truncated at 80km



Visitor origin of local residents by distance and visit frequency

- 75% of groups who make >180 annual visits live within 3.11km
- 75% of groups who make at least 20 annual visits live within 11.04km
- 40% of groups make between 2 -20 annual visits and 75% live of these groups live within 22.65km
- Groups who make less frequent visits to Chapel Porth, tend to have a longer visit duration

- 2.87 In total, 40% of interviewed local residents stated they visit Chapel Porth either ‘About once a month’ or ‘less than once a month’ (Table 23) with an additional 25% stating they make ‘several visits a month’. Table 30, Figure 5, Map 4 and Map 5 consider visitor origin in relation to visit frequency for all interviewed groups that provided valid visitor origin information.
- 2.88 There is a clear pattern between visit frequency and distance to the origin of a visitor group, where the origin of visitor groups in the lower visit frequency categories is further from the site (Table 30, Figure 5, Map 4 and Map 5)
- 2.89 Of the 24 (8%) local resident groups who visit most days, 75% live within 3.11km and of the 59 (19%) groups who stated they visit ‘a few times a week’, 75% live within 7.44km (Table 30, Figure 3, Map 4 and Map 5).
- 2.90 Of the 25% of local resident groups who stated they visit ‘several times a month’, 75% live within 11.04km (Table 30) and of the 26% who stated they visit ‘less than once a month’ 75% live within 22.65km (Table 30 and Figure 3). Visit duration was considered with respect to visit frequency and illustrates that groups in the lower visit frequency categories tend to spend more time at Chapel Porth (Figure 6), with a higher percentage of visitors spend over 2 hours at the site than in the higher visit frequency categories.
- 2.91 The data suggest that Chapel Porth is a visit destination for those who live near the site on a frequent basis, with 75% of groups who visit most days living within 3.11km. A large proportion of interviewed local resident groups make less frequent visits to the site, live further away and spending longer at the site (Table 30, Figure 5 and Figure 6).

Table 30: The linear distance (km) between survey location and interviewed local residents origin, categorised by visit frequency. SE of mean is the standard error of the mean value.

Visit Frequency	Count	Minimum	Quartile 1 (25%)	Mean	SE Mean	Median (50%)	Quartile 3 (75%)	Maximum
Most days (>180 annual visits)	24	0.53	1.22	3.81	0.99	1.98	3.11	17.13
A few times a week (60 - 180 annual visits)	59	0.56	2.20	4.59	0.52	2.63	7.44	14.86
Several times a month (20-60 annual visits)	76	0.60	2.28	7.05	0.66	5.64	11.04	23.92
About once a month (12-20 annual visits)	42	1.32	2.99	13.93	2.49	10.68	17.09	77.69
Less than once a month (2-12 annual visits)	72	0.41	8.92	17.68	1.45	14.75	22.65	57.16
Don't know	1	14.21	*	14.21	*	14.21	*	14.21
First visit	26	1.53	7.38	20.60	3.18	19.07	25.99	61.70
Not specified	1	2.77	*	2.77	*	2.77	*	2.77

Figure 5: Box plot of straight line distance between visitor origin of an interviewed local resident group and their survey location, categorised visit frequency. The boxes represent the interquartile range (Q1 and Q3) and the mid line the median value given in Table 30. The width of the box plot donates sample size.

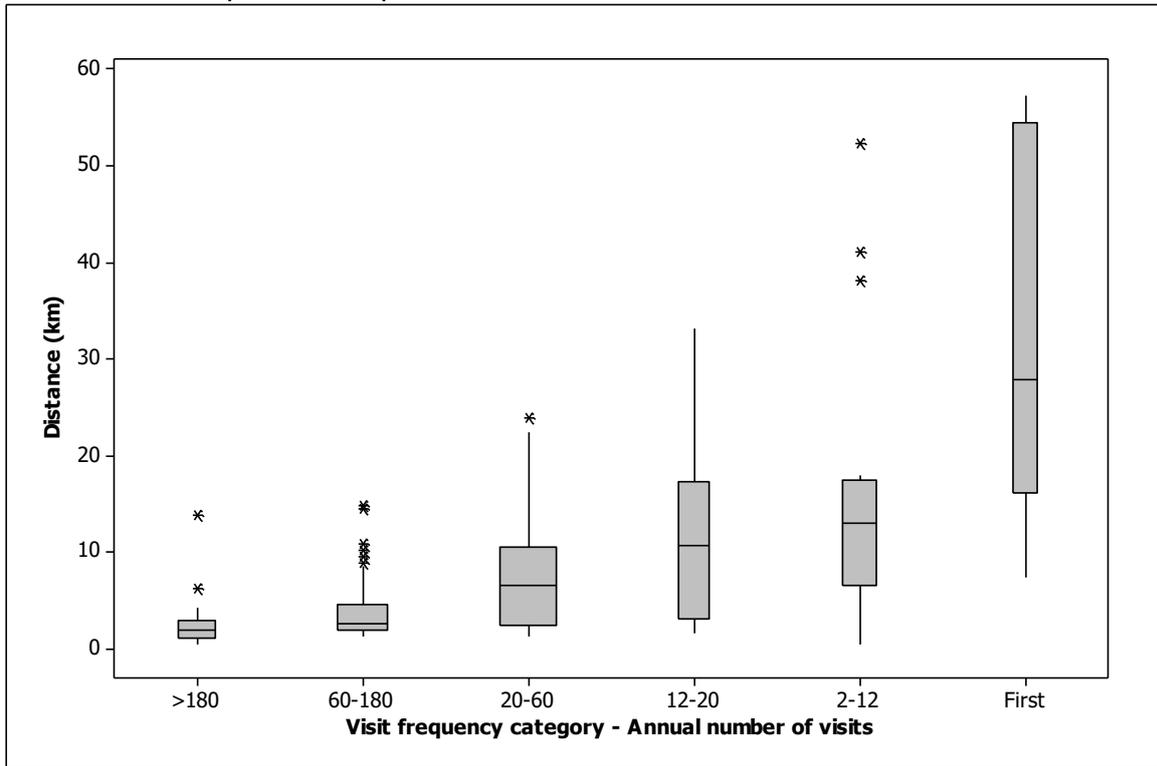
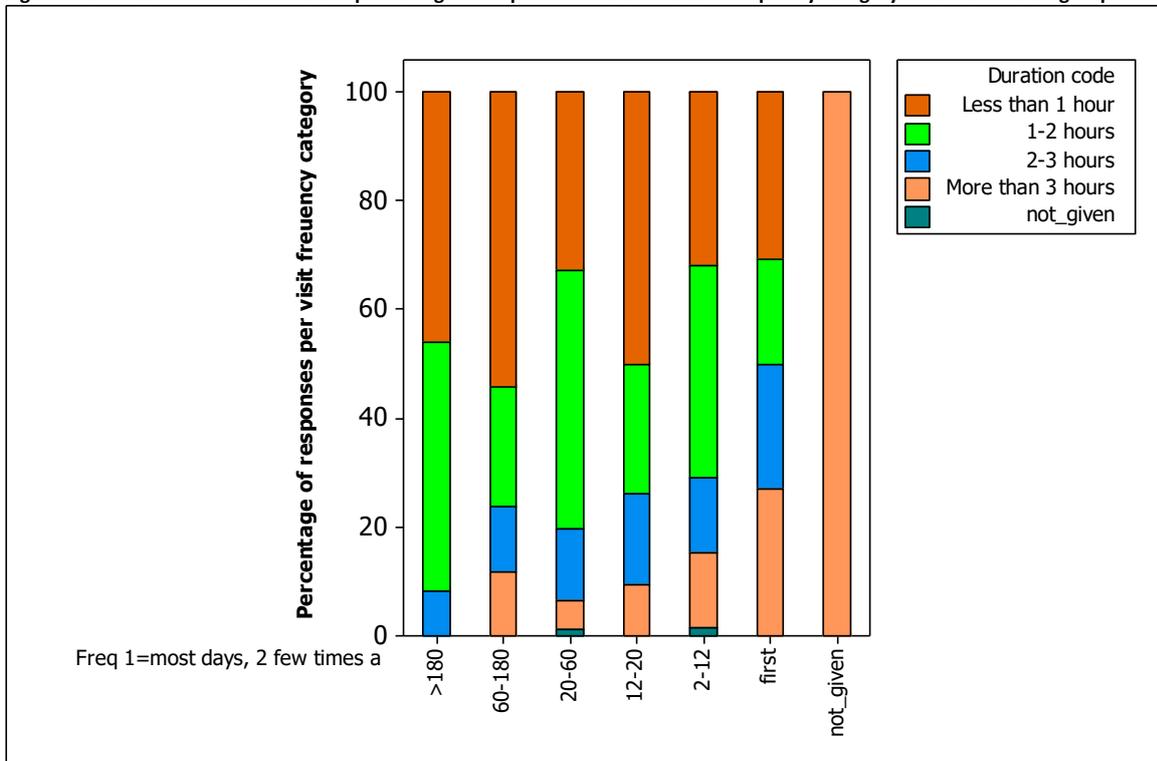
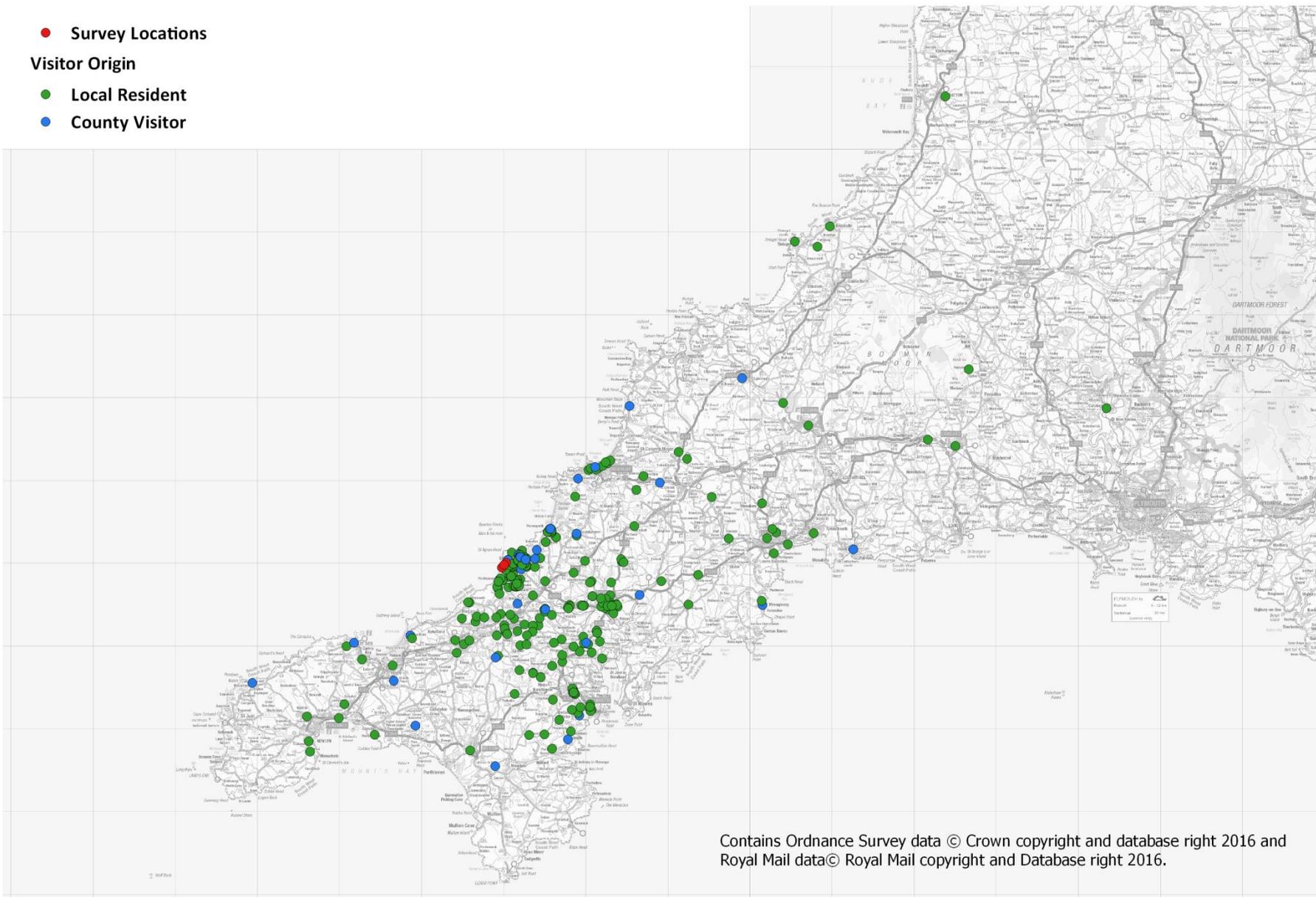


Figure 6: Visit duration considered as a percentage of responses within each visit frequency category for local resident groups.

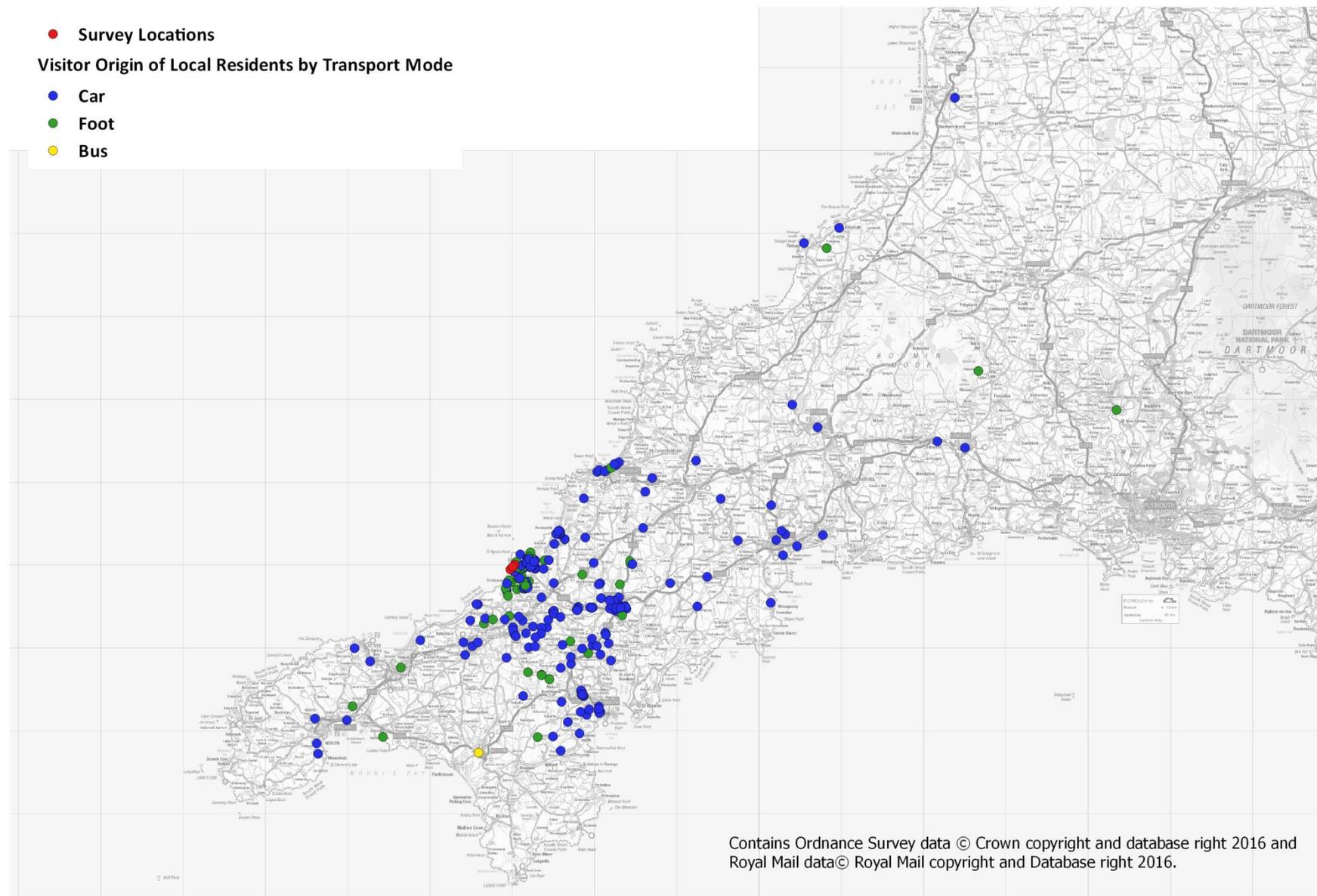


Map 1: Visitor origin of interviewed local and non-local residents to Chapel Porth

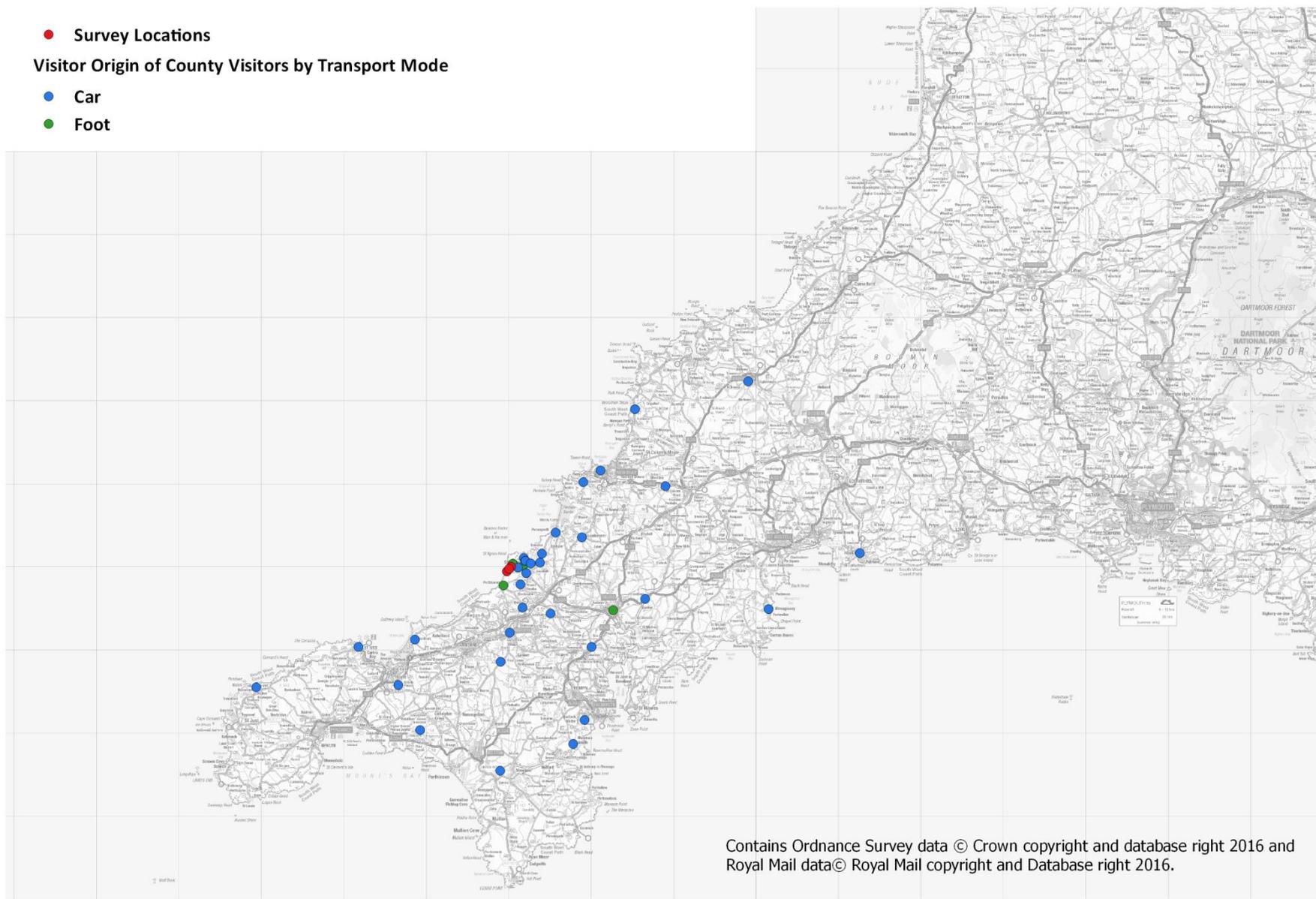
- Survey Locations
- Visitor Origin
 - Local Resident
 - County Visitor



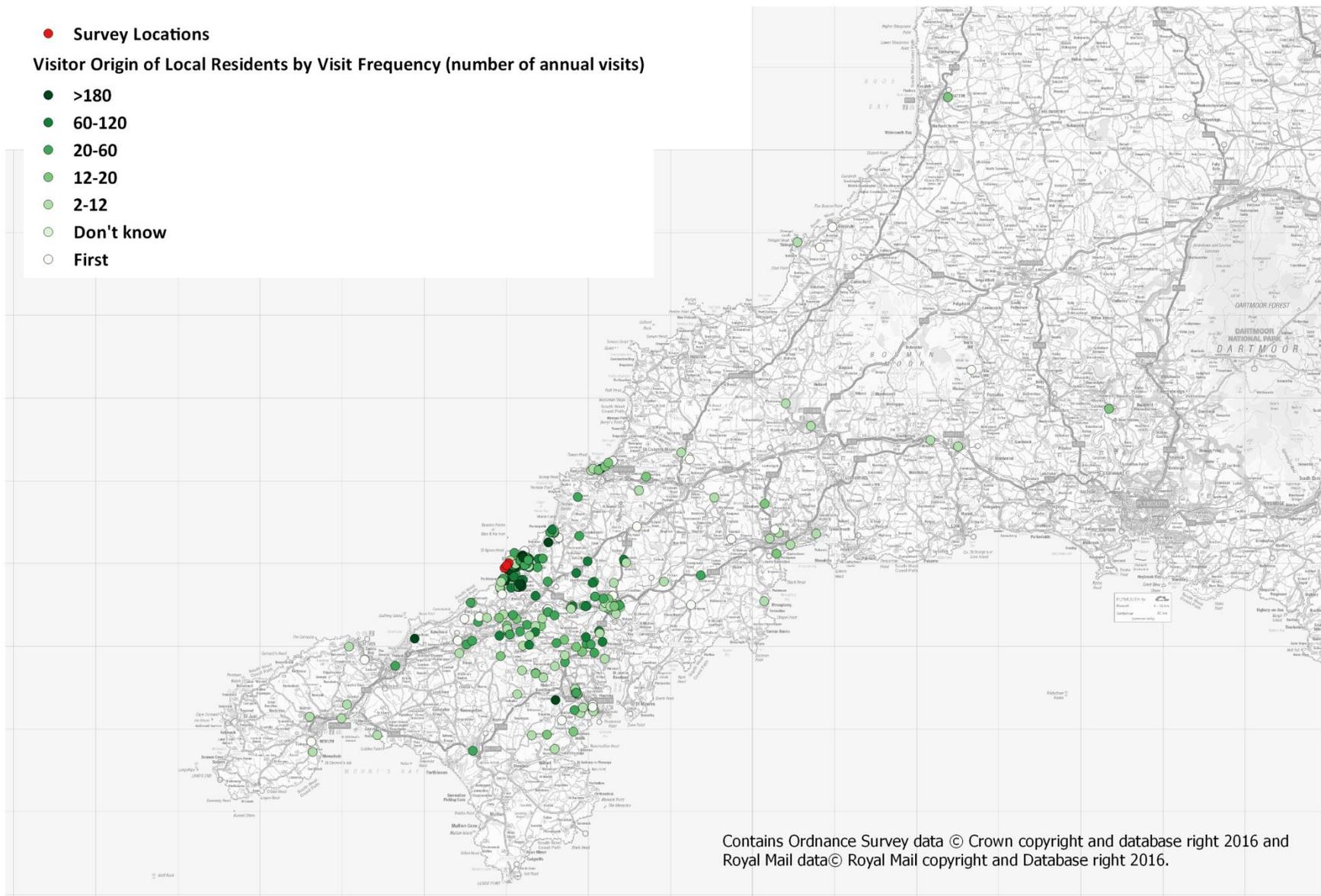
Map 2: Visitor origin of interviewed local resident groups categorised by transport mode



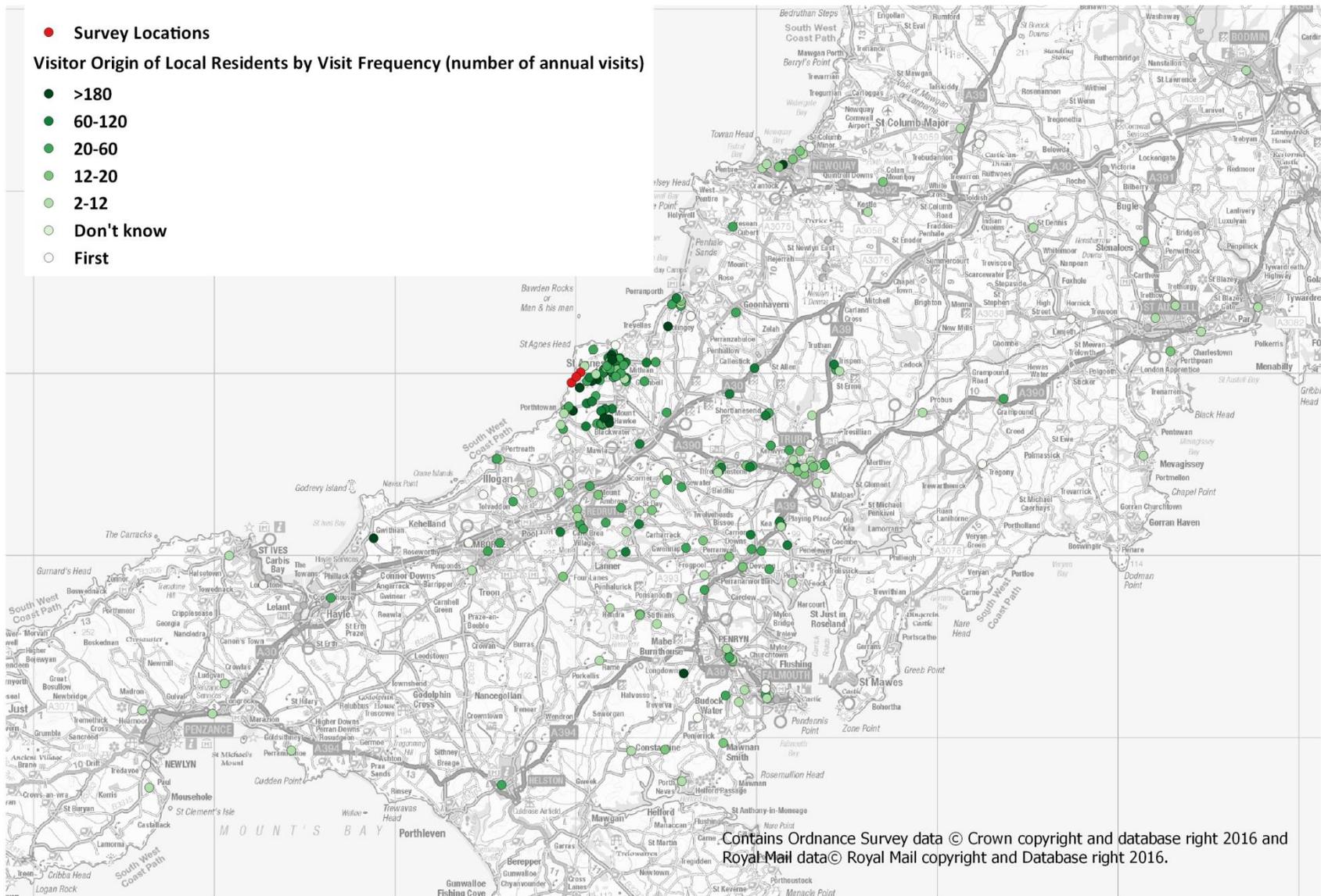
Map 3: Visitor origin of interviewed non-local resident groups categorised by transport mode



Map 4: Visitor origin of interviewed local resident groups categorised by visit frequency



Map 5: Visitor origin of interviewed local resident groups categorised by visit frequency (zoomed in)



Visitor catchment at Chapel Porth

General visit patterns

- Visit pattern of local residents is complex, there are two types of visitors, those who live near the site and visit frequently and those who live further away and make a small number of annual visits and have a longer visit duration
- 40% of all interviewed local resident groups made between 2 and 20 annual visits

- 2.92 Visit patterns to Chapel Porth are complex and the site is used by both local residents and non-local visitor groups. The site is a popular destination for non-local residents with a higher proportion of non-local resident groups encountered during Summer (Table 3) and local residents in Winter (Table 3).
- 2.93 A high proportion (50%) of interviewed non-local resident groups were visiting Chapel Porth for the first time (Table 7). The majority of non-local resident groups visiting Chapel Porth arrive by car, and 75% are staying in accommodation within 20.20km of the site (Table 29). Those who arrive by foot stay in close proximity, with the accommodation of 75% of 'foot visitors' situated within 2.22km (Table 29).
- 2.94 The visit patterns of local residents are more complicated to interpret. The site is well used and valued by local residents who live nearby (24% arrive by foot, Table 21) and also by those who reside much further away. The immediate population to Chapel Porth tend to make frequent shorter visits to the site (Table 30 and Figure 6). A large proportion (40%) of interviewed local residents (Table 23) make a modest number of visits to the site (between 2 and 20 annual visits) and spend longer on site (Figure 6), highlighting the attractiveness of the visit destination. These groups are willing to travel a considerable distance to make a trip to Chapel Porth, albeit less frequently, but their visits in general are longer.

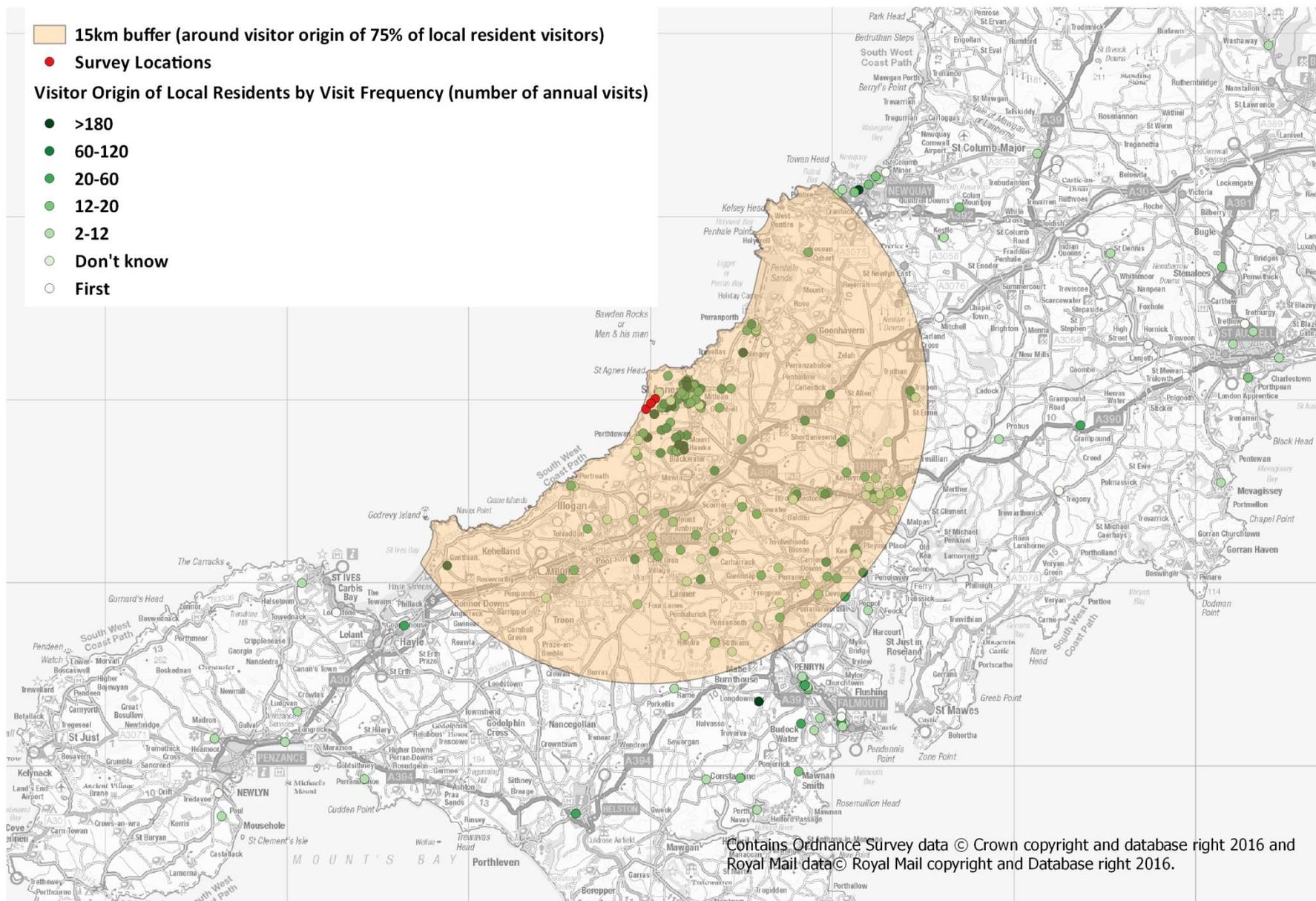
On site impacts of recreation and identification of catchment area

- Two catchment zones were identified: 15km which encapsulates the visitor origin of 75% of all local resident visitor groups, 23km which encapsulate the visitor origin of 75% of local resident groups who visit less frequently
- In light of these large catchment areas, it would seem logical there will be an increase in recreational use of Chapel Porth in light of new local and regional development
- Without ecological information and bespoke monitoring, it is not possible to establish the impact of current or future recreational pressure on the conservation interest features of the SAC
- It would be wise to establish a monitoring scheme to include surveys of both visitor pressure, visitor behaviour and ecological features so should any adverse impacts on the conservation interest of the site be detected, necessary mitigation measures can be implemented
- It would seem sensible to use the visitor catchment areas identified in these analyses as Zone's of Payment to fund the monitoring scheme

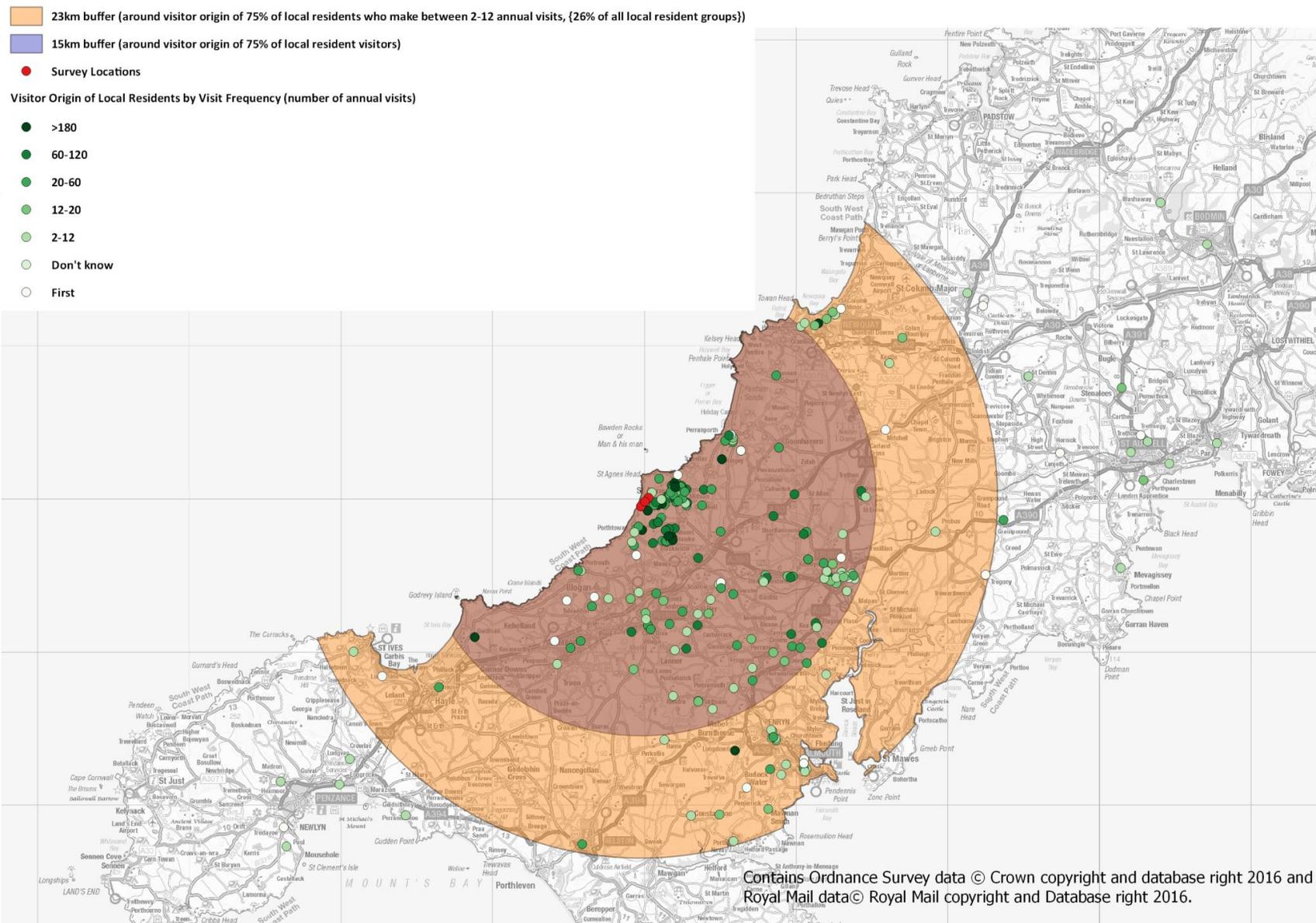
- 2.95 The visitor survey data has provided a solid evidence base from which to explore visit patterns and behaviour of both local and non-local visitors. This provides valuable information to inform access management measures. However, the data are limited in that in that they do not provide detail about exactly where visitors go on site to enable consideration into impacts of recreational pressure on the condition of the biological features at Godrevy Head to St Agnes SAC.

- 2.96 This report has identified two visitor catchments surround Chapel Porth, one that encapsulates the origin of 75% of all local resident visitors to the site at 15km (round value of 14.65km in Table 28) and the second, a 23km buffer within which 75% of the less frequent visitors to Chapel originate (these are the groups who spend more time on site) (rounded value of 22.65km from Table 30), (Map 6 and Map 7).
- 2.97 A surprising low proportion of local resident visitors to site arrive by foot (24%) in comparison to those who arrive by car (75%) and of those who arrive by foot 75% live within 11.64km and 75% of those who arrive by car live within 15.37km (Table 28).
- 2.98 In light of development near to Chapel Porth and within 23km of the site, it would be reasonable to assume there will an increase in recreational use of the site, from both residents living near to the site and those within 23km, as a large proportion of visitors are those who visit less frequently and reside some distance from the site. In the absence of a monitoring scheme and bespoke ecological survey work, it is difficult to establish the impact of recreational use on the SAC and therefore predict the likely impact of recreational pressure resulting from in combination development. However, a precautionary approach to undertake continued monitoring of the condition of the SAC with respect to the conservation interest would be wise, as would future visitor survey work to identify whether residents in new housing are visiting the site. Should any indication of adverse impacts arising from an increase in recreational pressure be identified, relevant access management and mitigation measures can then be put in place. It would seem sensible to use the catchment zones presented in Map 7 as payment zones from which to fund the monitoring scheme.

Map 6: Visitor origin of interviewed local resident groups categorised by visit frequency with a 15km buffer. The buffer represents the distance buffer within which 75% of interviewed local residents reside



Map 7: Visitor origin of interviewed local resident groups categorised by visit frequency with a 15km buffer. The buffer represents the distance buffer within which 75% of interviewed local residents reside and the 23km buffer is buffer distance within which 75% of interviewed local residents who make between 2 and 12 annual visits reside. The majority (26%) of all interviewed local resident groups make between 2 and 12 annual visits to Chapel Porth



3 Appendix Tables

Table 31: Other' reasons stated by interviewed groups as to why specifically they made a visit to Chapel Porth rather than another local site. See Table 14 for summary of questionnaire categories

Other reason why group specifically chose to visit Chapel Porth	Local Resident	County visitor	Total	Other reason why group specifically chose to visit Chapel Porth	Local Resident	County visitor	Total
Coast Path	4	16	20	Sentimental Value		1	1
Mine	6	6	12	Somehwere new		1	1
National Trust	5	5	10	Spontaneous visit		1	1
Beach	3	6	9	Staying in Porthtowan		1	1
Recommendation	3	6	9	Sun/surf		1	1
Close to accommodation		7	7	Sunshine		1	1
Close to Campsite		5	5	surfing, good waves, not developed		1	1
Favourite Place	1	3	4	Thought "man machine" was being shown here today		1	1
Ice cream	2	2	4	Toilets		1	1
Surf	2	2	4	unspoilt		1	1
Heritage	1	2	3	unspoilt not too busy		1	1
Quiet	3		3	used to come as a child		1	1
Best beach!		2	2	used to live here		1	1
Close to family		2	2	we saw the sign		1	1
Interesting		2	2	Weather , Industrial Heritage		1	1
Mine		2	2	Wifes decision!		1	1
Access to beach	1	1	2	With family		1	1
Holiday	1	1	2	Work, wife is working in truro		1	1
Recommendation	1	1	2	1st place he learnt to surf	1		1
Visiting friends	1	1	2	A favourite place	1		1
Atmosphere	2		2	Atmosphere. Love the site.	1		1
Coming here since children; family tradition	2		2	Away from crowds / natural features	1		1
It's lovely	2		2	Beach is quiet	1		1
like it here	2		2	Best café in the world	1		1
Tide - exploring the beach	2		2	Best surf in the area when the waves are small	1		1
Beach / cliffs		1	1	Blue Bar	1		1
Beach, NT		1	1	Buntabout	1		1
Been coming here for 20 years		1	1	Café	1		1
By accident went to St Agnes but recommended to come here		1	1	Clean paths for dogs	1		1
Café and toilets		1	1	Close to sausage festival in St Agnes	1		1
Came as a child		1	1	Close to work	1		1
Campsite - coolcamping.co.uk		1	1	creating pilgrimage route	1		1
Can walk along the beach to Porthtowan		1	1	Dog walking. Local	1		1
Church owns the campsite they are staying at. Family grew up down here		1	1	Education	1		1
Close to accommodation with access to beach		1	1	exercise	1		1
Close to friends home		1	1	exercise the dog	1		1
Close to friends house		1	1	Family - favourite place to visit	1		1
Close to holiday cottage that they own		1	1	Few other dogs	1		1
Coastline		1	1	for a change	1		1
different area		1	1	fresh air	1		1
Dogs on leads		1	1	friends nearby	1		1
Easy walk		1	1	good path. Good signage (waymarks) Can't beat it. Circular Walk.	1		1
first time		1	1	Good walking	1		1
Friend living in Plymouth recommended it		1	1	Had visited St Agnes for the day wanted to see Engine Houses	1		1
friendliness of staff		1	1	I happened to be in the area.	1		1
Good disabled access		1	1	It's a nice day!	1		1
Good length of walk from St Agnes with café at mid point		1	1	Just for a change; don't want to go to the same place all the time	1		1
good walk from Porthtowan		1	1	Just happened upon it - found in guide book	1		1
Good walking route, stop at at St Agnes		1	1	level paths	1		1
Good waves		1	1	Life guard on beach	1		1
Good weather		1	1	Local beach	1		1
Google search		1	1	Location	1		1
Grandchildren's favourite place		1	1	loop walk, quiet, coffee	1		1

Habit		1	1	loos and dog bins	1		1
Here for weekend - working back to Bedruthan Steps		1	1	Love the beach. Exposed cliff.	1		1
I like the industrial landscape / heritage		1	1	Map error - was trying to get to St Agnes	1		1
ice creams! NT site		1	1	Nice day to walk dog but dog not allowed on beach	1		1
Industrial Heritage /NT members		1	1	no reason	1		1
Its beautiful / Easy Access		1	1	not built up	1		1
It's one of the loveliest strteches of coast.		1	1	Noted on plan they had	1		1
Just passing through		1	1	Off road, good for the dog	1		1
Killing time (can't get into holiday home until later)		1	1	Old favourite walks	1		1
Last day		1	1	On route to shop	1		1
Lifestyle change		1	1	On way back [home] from Perranporth and making a scenic diversion	1		1
like to see different places around Cornwall		1	1	Photography	1		1
Lonely Planet guide		1	1	Presence of chapel	1		1
Love this site		1	1	pretty and not too busy	1		1
lovely beach		1	1	relaxing	1		1
Mine and beach		1	1	small friendly beach, not so commercial	1		1
Mine and Poldark		1	1	Small swell, sheltered bay	1		1
not been here before		1	1	smaller, more private beach	1		1
On the way home		1	1	Specific walk and refreshments	1		1
peaceful		1	1	Sunny day and tide time	1		1
places of youth		1	1	Surf - wave size	1		1
Pleasant walk, camping nearby		1	1	Swimming	1		1
Poldark		1	1	Toilets	1		1
Public Footpath		1	1	Views of handgliding	1		1
Regular walkers of coast path and NT members - avoid paying for parking		1	1	walking nearby	1		1
Saw the sign at the top of the road		1	1	Weather	1		1
Scarborough		1	1	wind better here	1		1
Total					251		

Table 32: Summary of all 'Other detail' provided by interviewed groups when asked what features would be necessary to make another site attractive for you to use instead of here (Table 17).

Feature	Local Residents	County visitor	Total	Feature	Local Residents	County visitor	Total
N/A	1	11	12	Keep Loos Open Throughout Year	1		1
Dogs Allowed On Beach All Year Round	3	2	5	Less - Wilder The Better	1		1
Move Carpark To Top Of Hill And Regrass Site. Its An Eyesore!	2	1	3	Less Busy. Nudist Beach. Locals Parking.	1		1
Wildlife	1	2	3	Less People		1	1
Access To The Beach All Year Round For Dogs	2		2	Less People	1		1
Coastal	2		2	Less Spoilt	1		1
Keep It The Same	2		2	Less Tourists	1		1
None	2		2	Lifeguard		1	1
Surf	2		2	Lifeguards	1		1
Views	1	1	2	Like Wildness/Naturalness Of Spot	1		1
£1 Is Fine		1	1	Likes Rough Paths	1		1
Accessibility For Wheelchair User		1	1	Likes To Use A Variety Of Sites.	1		1
"Accessible							
Flowers"	1		1	Love Coast. North Coast Best.	1		1
Adder Spotting!	1		1	Minimal Development	1		1
Any Area With Attractive Scenery	1		1	More Bins		1	1
Beaches/Lifeguards		1	1	More Car Parks To Open Up Other Parts Of The Coast Path	1		1
Best Left		1	1	More Wild		1	1
Better Access To Surf	1		1	National Trust, Lifeguards		1	1
Better Control Of Dog Mess	1		1	Need Easier Parking, Can Get Busy When Sea Conditions Are Good		1	1
Better Sign Posting Paths	1		1	Need To Be Able To Let Dog Off Lead	1		1
Better Waves	1		1	No Answer		1	1
Bigger Beach		1	1	No Dog Ban	1		1
But No More Than That - Like Here		1	1	No Others	1		1
By The Coast, Cycle Paths	1		1	None Imparticular - Backyard!	1		1
Clean Beach		1	1	Not Relevant Doesn'T Live Near, One Off Visit		1	1
Clear Routes	1		1	Not Too Busy		1	1
Close To Campsite		1	1	Nothing		1	1
Close To Where They Are Staying		1	1	Nothing Different		1	1
Coast Walk. Signage From Road - Coast Path. Better Waymarking.		1	1	Nothing This Site Is Local	1		1
Coast. Drinking Water	1		1	Nowhere He'D Rather Go: Money!	1		1
"Coastal Views And Not Too Many							
People "		1	1	Nt Sites		1	1
Comparable Scenery And Walking Opportunity		1	1	On Holiday		1	1
Different Scenery	1		1	Only If Want To Change	1		1
Direction Signs		1	1	Plenty Of Options Available In Area		1	1
Do Use Other Sites	1		1	Provide More Nt Parking		1	1
Dog Beach Ban Is Annoying		1	1	Quieter / More Space		1	1
Dog Friendly	1		1	Remoteness And Space	1		1
Dog Friendly Beach		1	1	Roads Are Difficult To Drive As Narrow		1	1
Dog Off Lead	1		1	Scenery And Nature And Ocean		1	1
Don'T Change		1	1	Scenery Is The Key Driver	1		1
Don'T Change It	1		1	Seclusion	1		1
Don'T Know		1	1	Sheltered Cove		1	1
Easy Access But Priority Is Walking Along The Cliffs		1	1	Showers Provided	1		1
Enough Choice Around	1		1	Signage		1	1
Facilities For Kids		1	1	Silly Questions	1		1
Favourite Walk	1		1	Skate Park		1	1
For A Change And If The Site Is Busy	1		1	Somewhere Quieter With Less People	1		1
Free Beer And Zip Wires!		1	1	Surf Conditions	1		1
Free Car Parking	1		1	There Are No Restrictions At The Site	1		1
Good Views/Café		1	1	This Is A One-Off		1	1

Feature	Local Residents	County visitor	Total	Feature	Local Residents	County visitor	Total
Good Wildlife	1		1	This Place Has The Above So We Like It		1	1
Heritage	1		1	Toilets Open All Year	1		1
I Use Other Sites Anyway	1		1	Too Busy In Summer -Avoid It	1		1
Ice Cream		1	1	Unlikely As This Is Walkable From His House	1		1
If Another Area Wasn'T As Busy. Wouldn'T Visit As Much In The Summer.	1		1	Unspoilt		1	1
If Cleaner - Less Dog Poo	1		1	Waves		1	1
If Parking Was A Problem		1	1	Waves/Coast		1	1
Independent Café And Not Run By Costa, Sandbanks And National Trust	1		1	We Like The Wildness Of This Site		1	1
Isolation		1	1	Weather	1		1
Just Here, Local, Born Here	1		1	Welcome Small Cafes Along The Way Are Good As It Saves Walkers Carrying Too Much		1	1
Keep It Natural		1	1	Would Carry On Coming As Its Local So Conveinent	1		1
				Would Go To Both If Local	1		1
Total	44	42	86		34	28	62
Overall Total	148						