



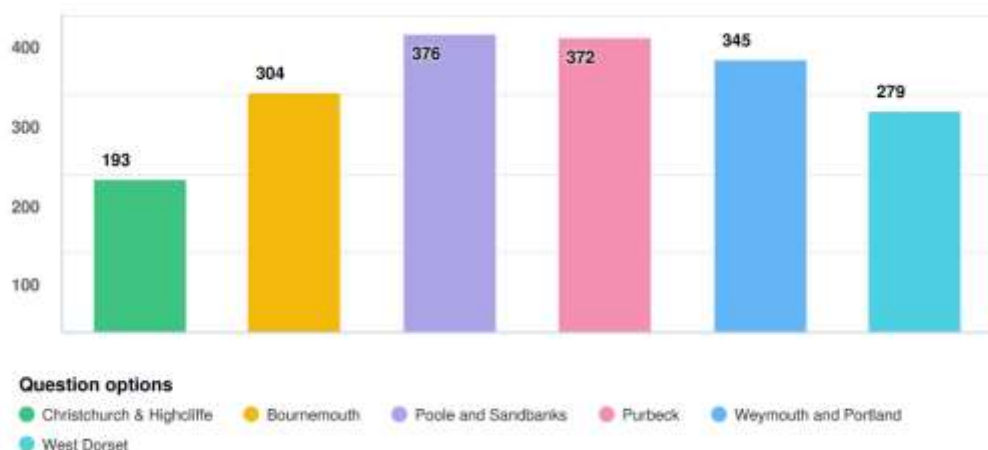
## Dorset Beaches Survey 2020

Litter Free Coast and Sea is a community driven organisation that works to reduce litter and marine pollution at source. Over the next 5 years, our beach profiles project aims to engage with local communities to deliver tailored action plans to reduce litter and marine pollution. As part of the initial phase of the project, we have conducted a public survey to gauge perceptions of local beaches and bathing water quality that will help to inform and prioritise tailored action plans.

Litter Free Coast and Sea conducted this survey from the 17<sup>th</sup> of July to the 26<sup>th</sup> of August and received a total of 717 responses. We were able to use a combination of closed and open format questions to deliver both quantitative and qualitative insights.

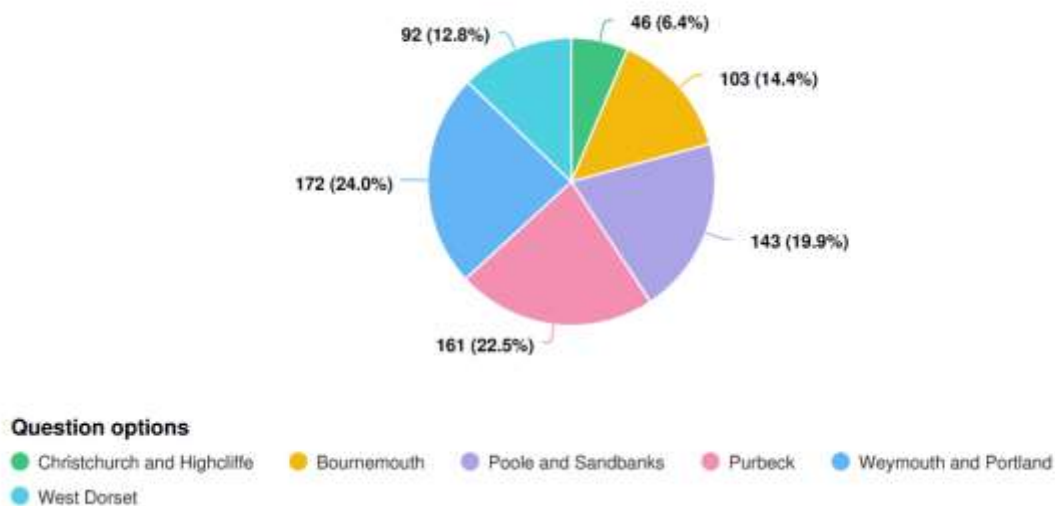
The following report is a summary of the responses to the quantitative format questions for all locations. Further analysis filtered by locations will be conducted and reviewed with local communities and stakeholders.

**Which of the following areas of the Dorset coast have you visited in the past year? (select all that apply)**



Whilst our primary aim was to seek out local level insights, we were also keen to understand whether people visit beaches outside of their immediate locality. Based on this question, respondents visit beaches at between two and three different areas on average.

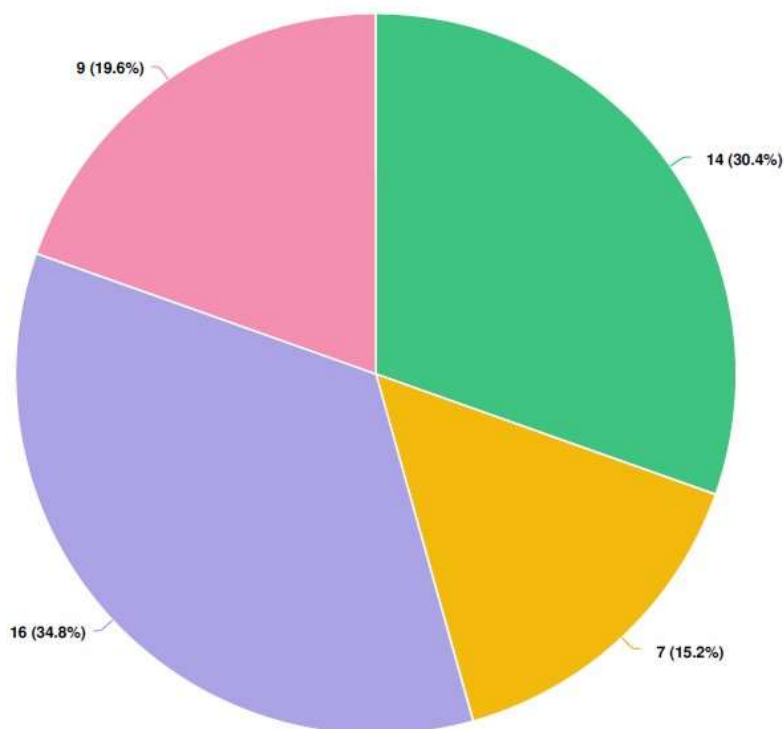
### When visiting a Dorset beach, which area do you visit most often?



In order to develop local insights, respondents were asked to specify the primary area that they visit beaches in Dorset, which then determined the options that we presented in the following question. We were pleased to achieve a good number of responses across the six areas. Although we would have liked to achieve a sample size of at least 100 for each area, the fact that we are also conducting further research with local community members has ensured the insights gained from this survey will be useful as we progress with the project.

The following charts show a breakdown of the primary beaches for each local area and we will be analysing the responses for each beach separately.

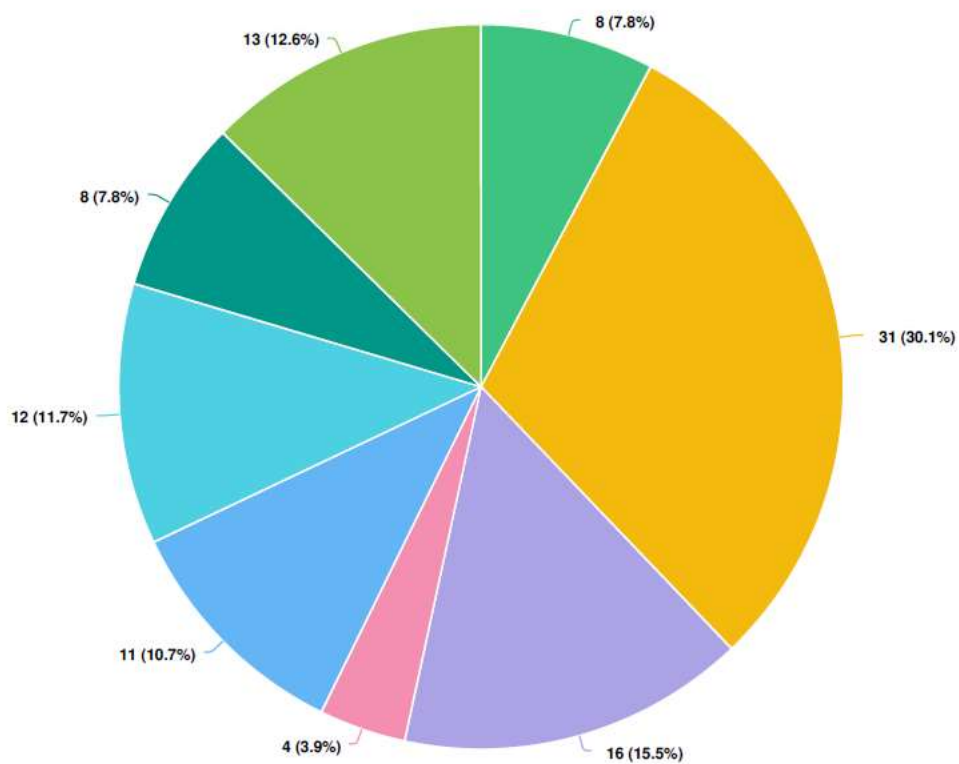
Which of these beaches do you visit most often in the Christchurch area?



**Question options**

● Highcliffe ● Friars Cliff ● Avon beach ● Mundeford Sandbanks East

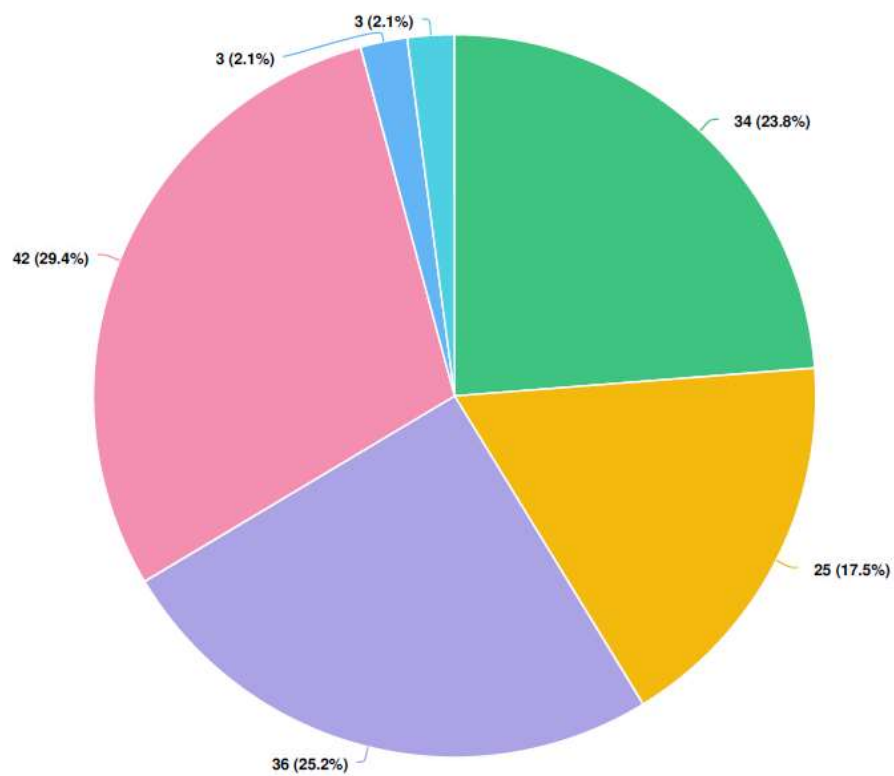
Which of these beaches do you visit most often in the Bournemouth area?



**Question options**

- Hengistbury Head
- Southbourne
- Fisherman's Walk
- Manor Steps
- Boscombe Pier
- Bournemouth Pier
- Durley Chine
- Alum Chine

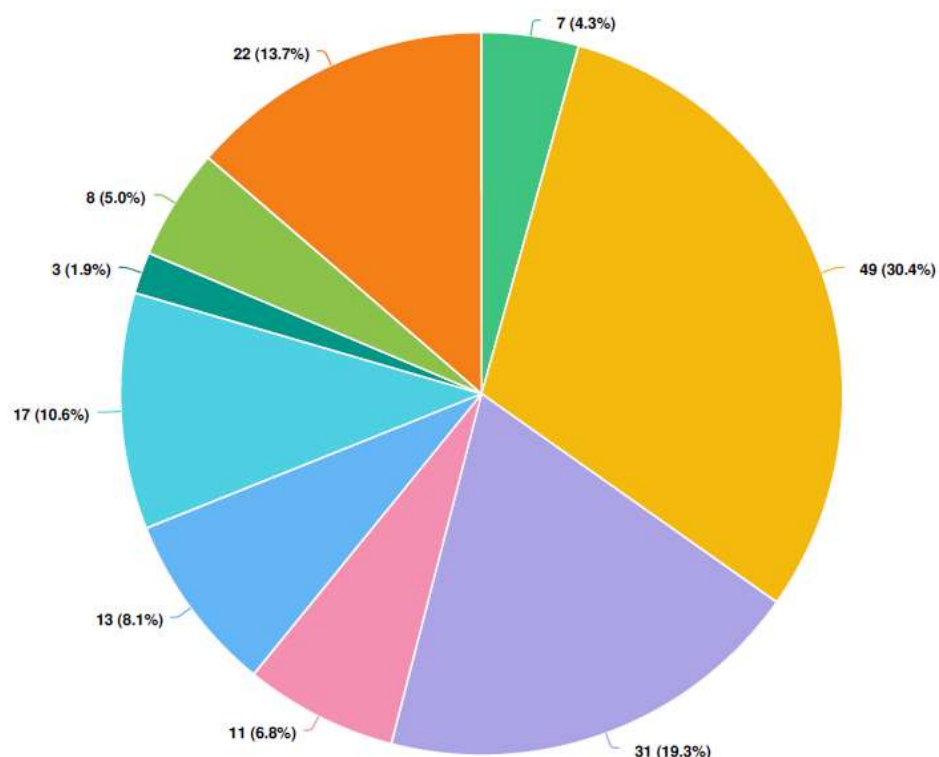
Which of these beaches do you visit most often in the Poole area?



**Question options**

- Branksome Chine
- Canford Cliffs Chine
- Shore Road Beach
- Sandbanks Peninsula
- Harbour Lake
- Rockely Sands

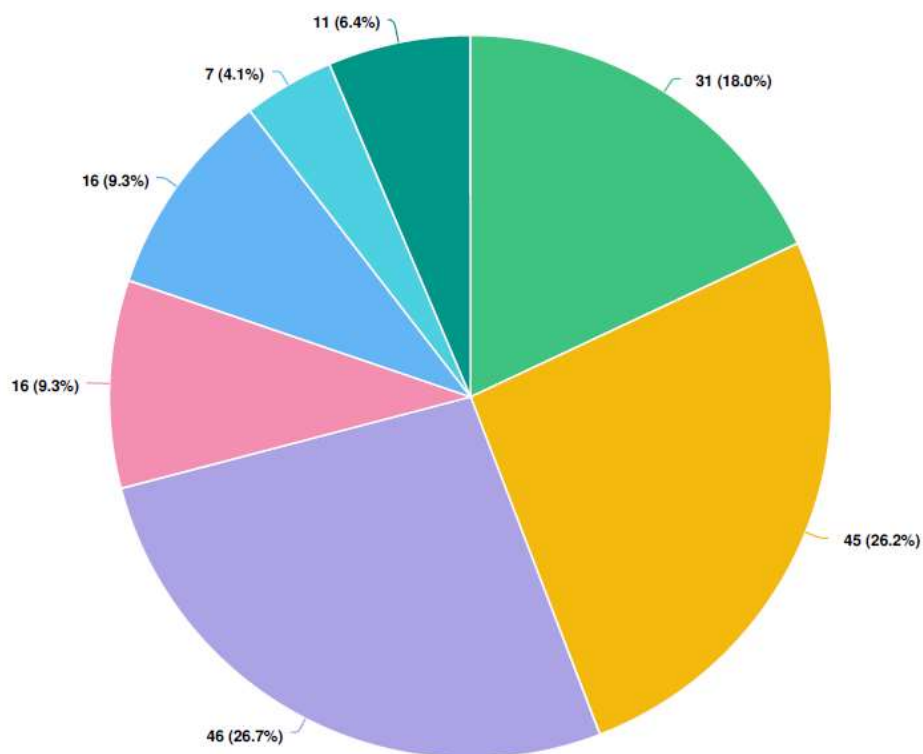
Which of these beaches do you visit most often in the Purbeck area?



**Question options**

Shell Bay Studland Swanage Kimmeridge Bay Swanage Lulworth Cove Man O'War Cove  
Durdle Door Ringstead Bay

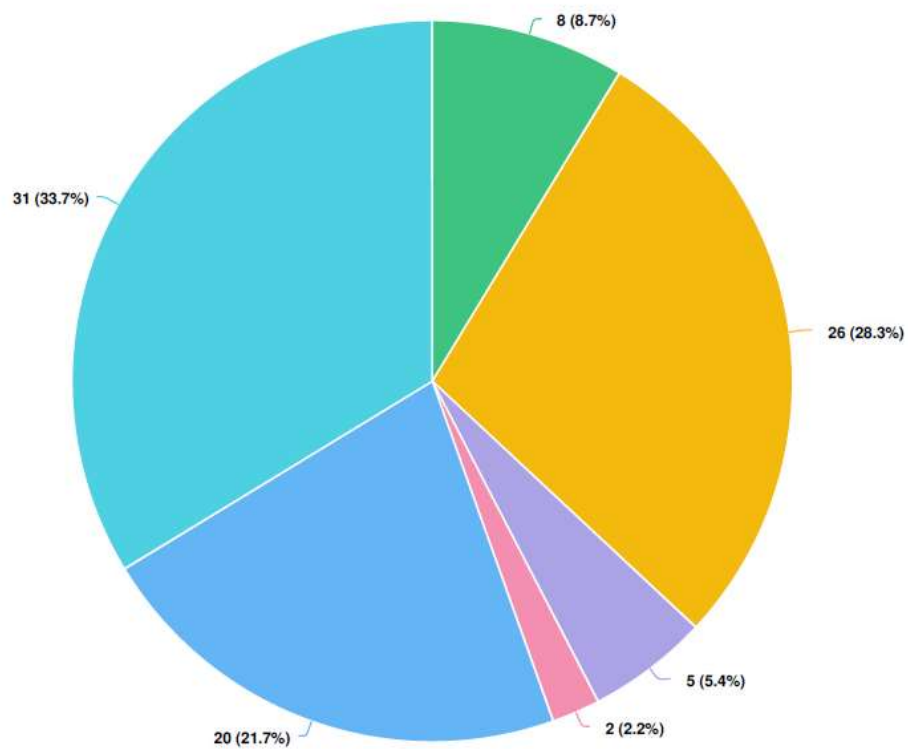
Which of these beaches do you visit most often in the Weymouth and Portland area?



**Question options**

- Bowleaze Cove
- Weymouth Lodmoor / Greenhill
- Weymouth central
- Portland Harbour Castle Cove
- Portland Harbour Sandsfoot Castle
- Portland Church Ope Cove
- Portland Chesil Cove\*

Which of these beaches do you visit most often in the West Dorset area?

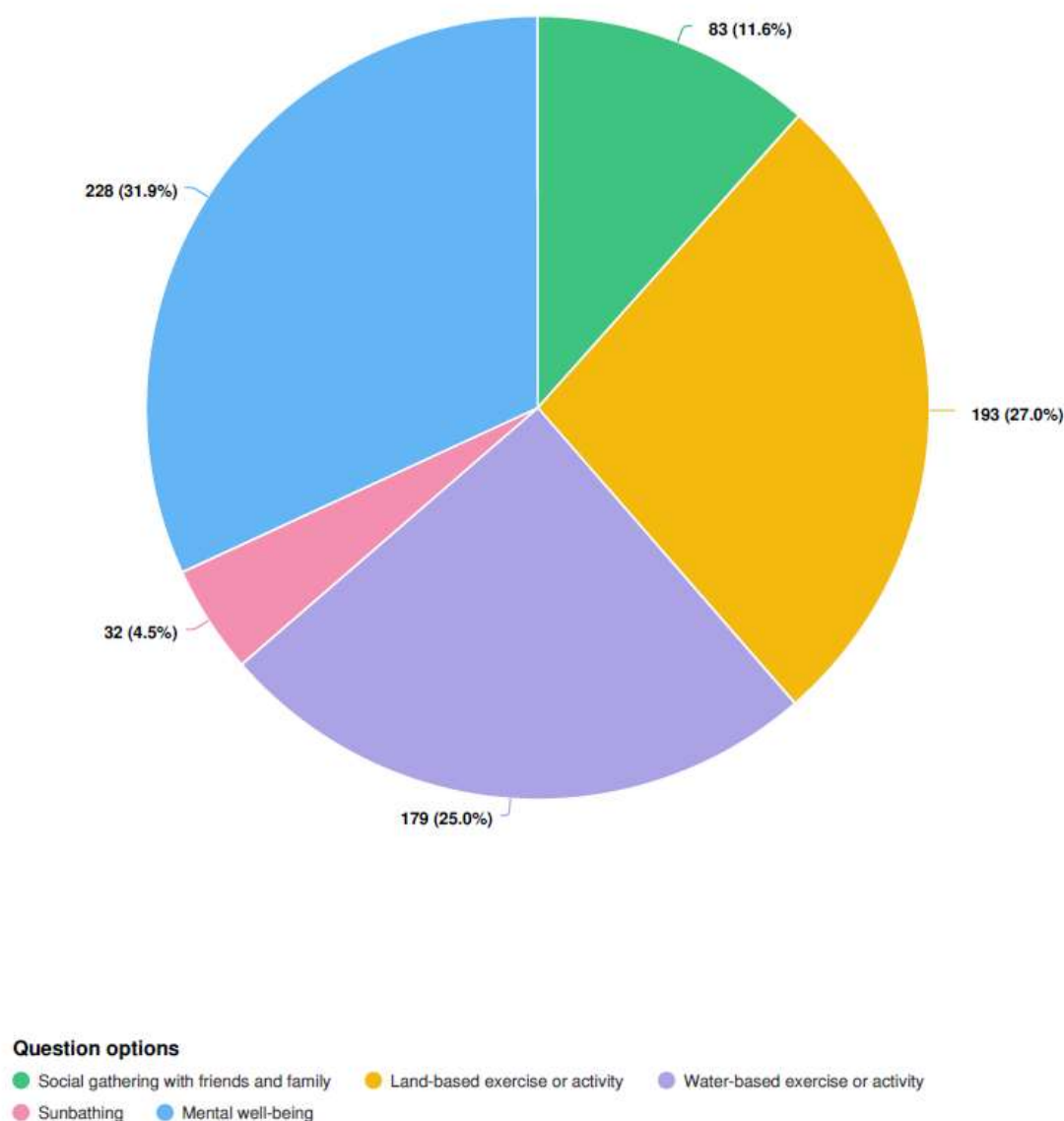


**Question options**

● Hive Beach ● West Bay ● Eype ● Seatown ● Charmouth ● Lyme Regis front beach



## What is the primary reason you visit this beach?

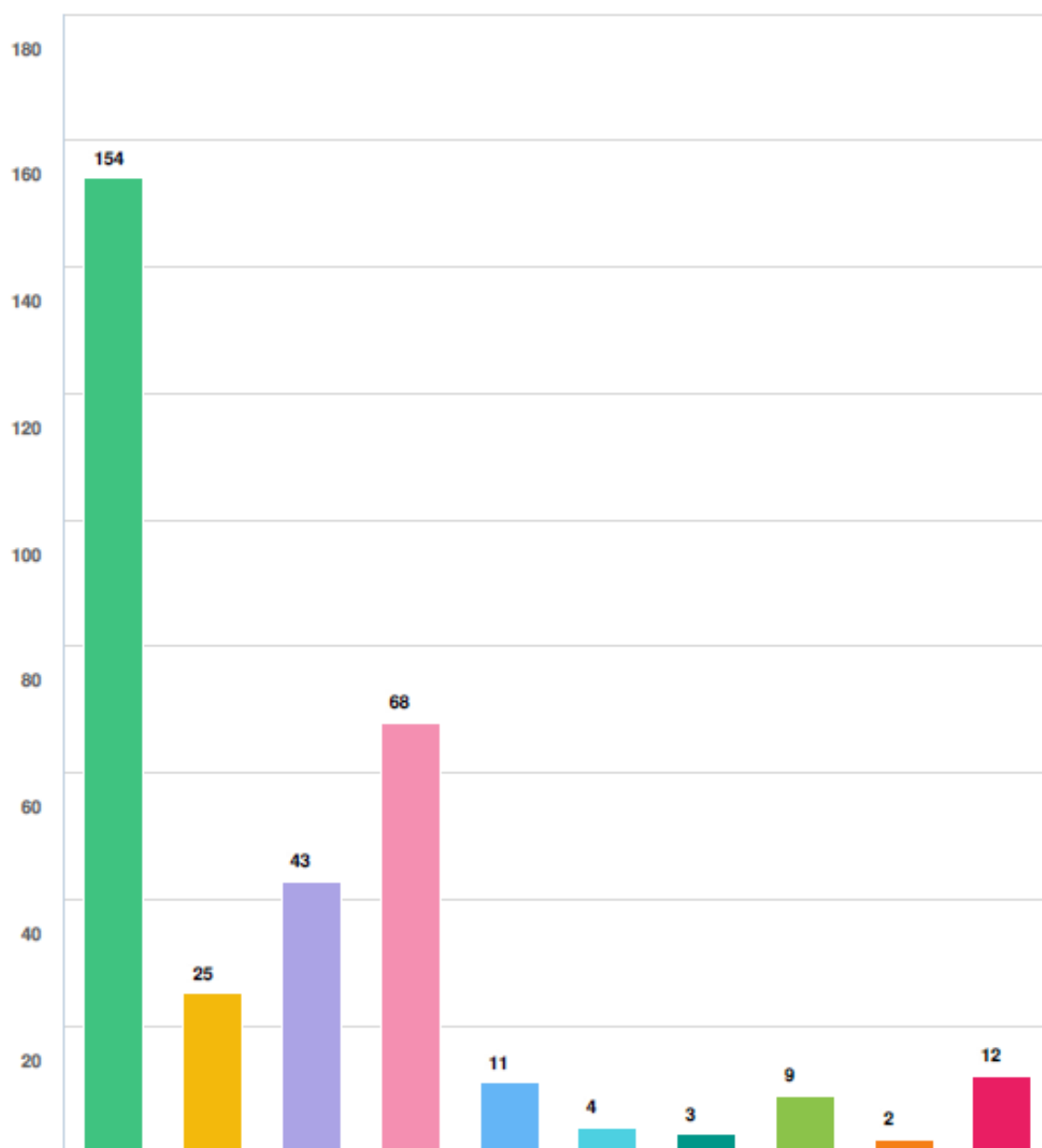


In order to develop profiles of local beaches, we wanted to find out the primary reason that people visit and consider the type of activities being undertaken at specific beaches. For example: do we need to speak to more local water sports groups at beach X, or work more closely with dog walkers at beach Y?

The chart above summarises the key reasons provided for all beaches, with mental well-being coming out top with 31.9% of the responses, with land-based activities (27%) and water-based activities following closely. It should be noted that we absolutely agree that mental and physical well being is closely intertwined, and that social gatherings are also an important part of mental well-being.

If respondents answered with either land-based or water-based activities, they were presented with an additional question that enables them to select specific activities accordingly.

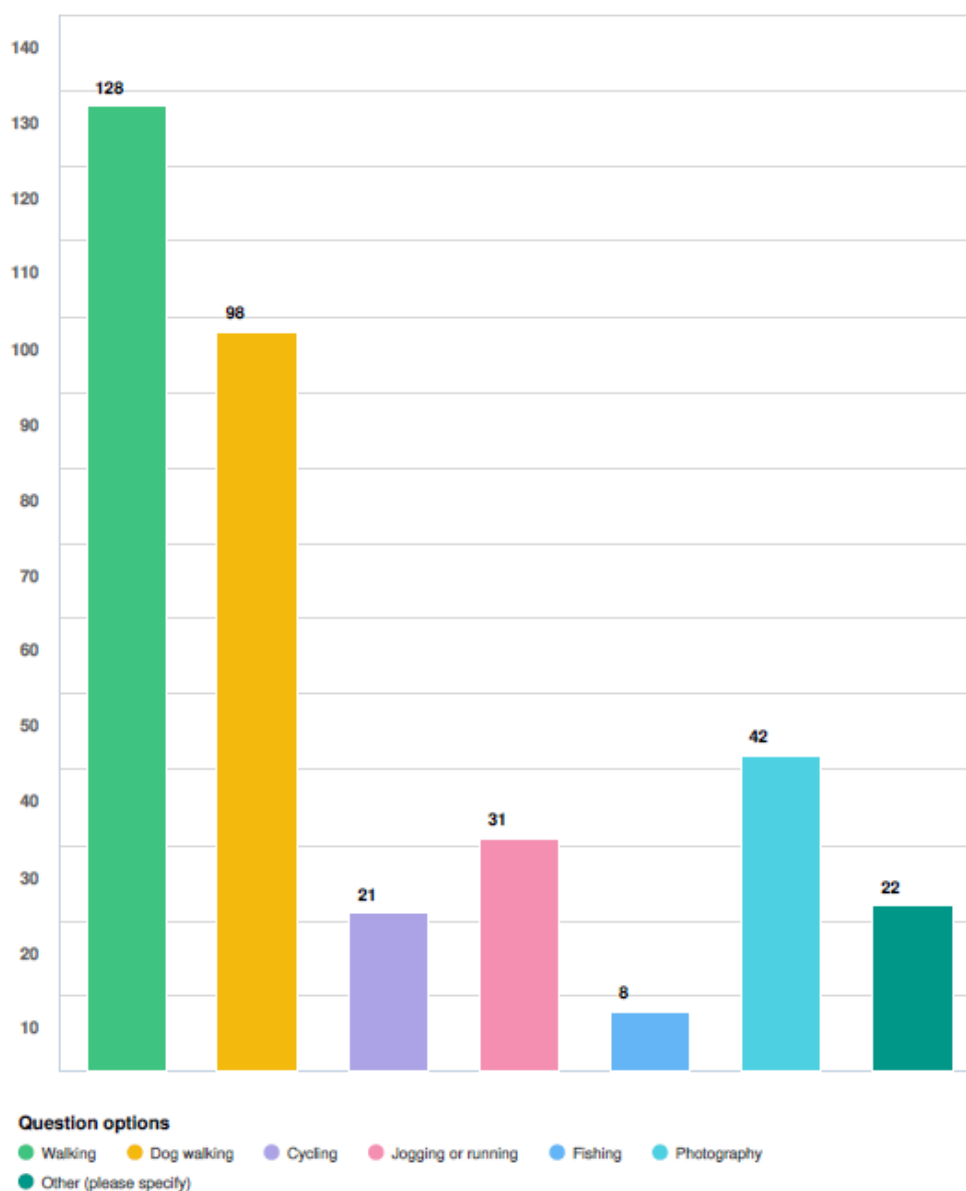
Please select the water-based activities you undertake at the beach:



**Question options**

- Swimming   Snorkelling , free diving, SCUBA diving   Kayaking   Stand up paddleboard   Surfing  
Windsurfing   Kiteboarding   Sailing   Jetski or small motorboat   Other (please specify)

Please select the land-based activities you undertake at the beach:



Using the scale below, please indicate your perception of this beach for:



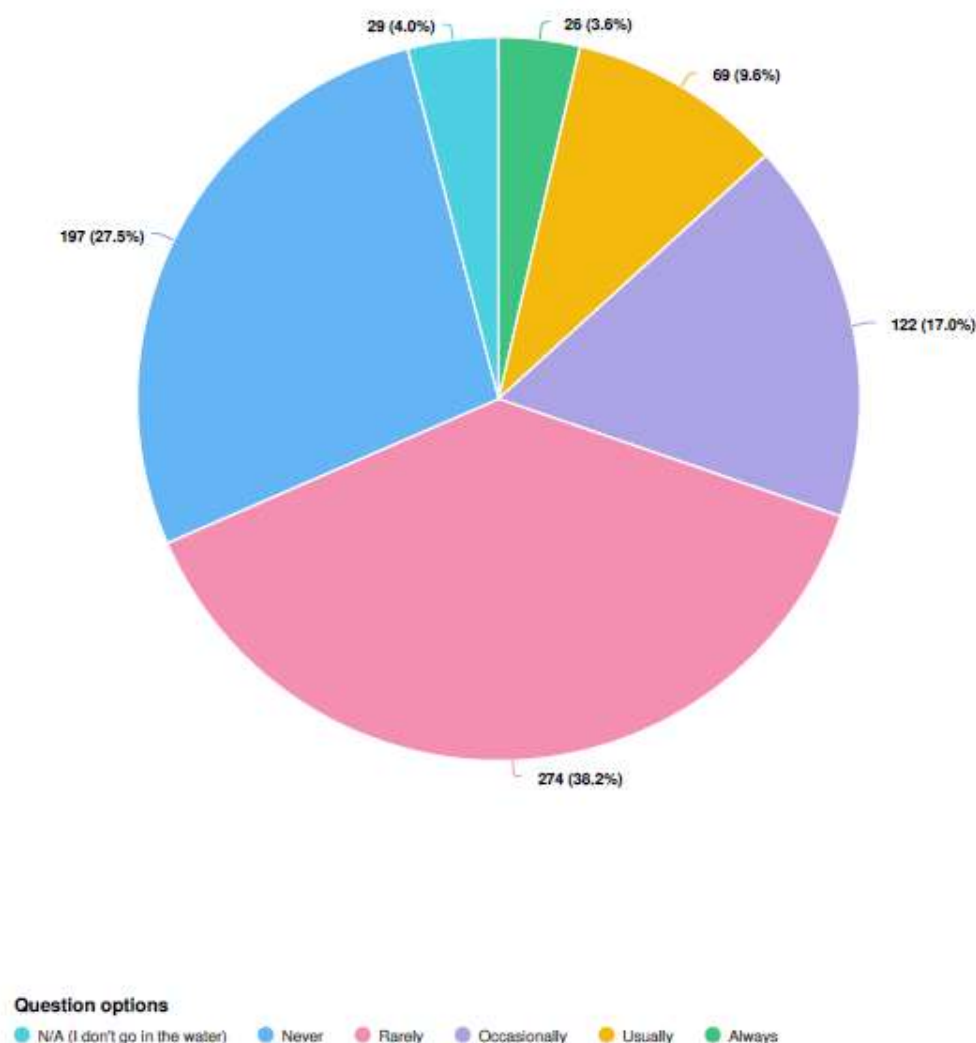
Although the most valuable insights from this question are specific to local beaches, it is worth noting that when regarded collectively, the perception of beaches and bathing water quality was largely positive amongst our survey respondents. Respondents were less positive about recycling facilities and toilets, which highlights both the strong desire from members of the public to be able to recycle waste materials and also the challenges that landowners and managers experience in providing these facilities.

Please indicate which type of litter you notice at this beach:



Once again, this question provides useful insights on both a local and Dorset-wide level. It may not be a surprise to see that cigarette butt litter is the most noticed piece of litter, closely followed by various forms of plastic waste from food and drink packaging.

## Do you check the bathing water quality before visiting a beach?

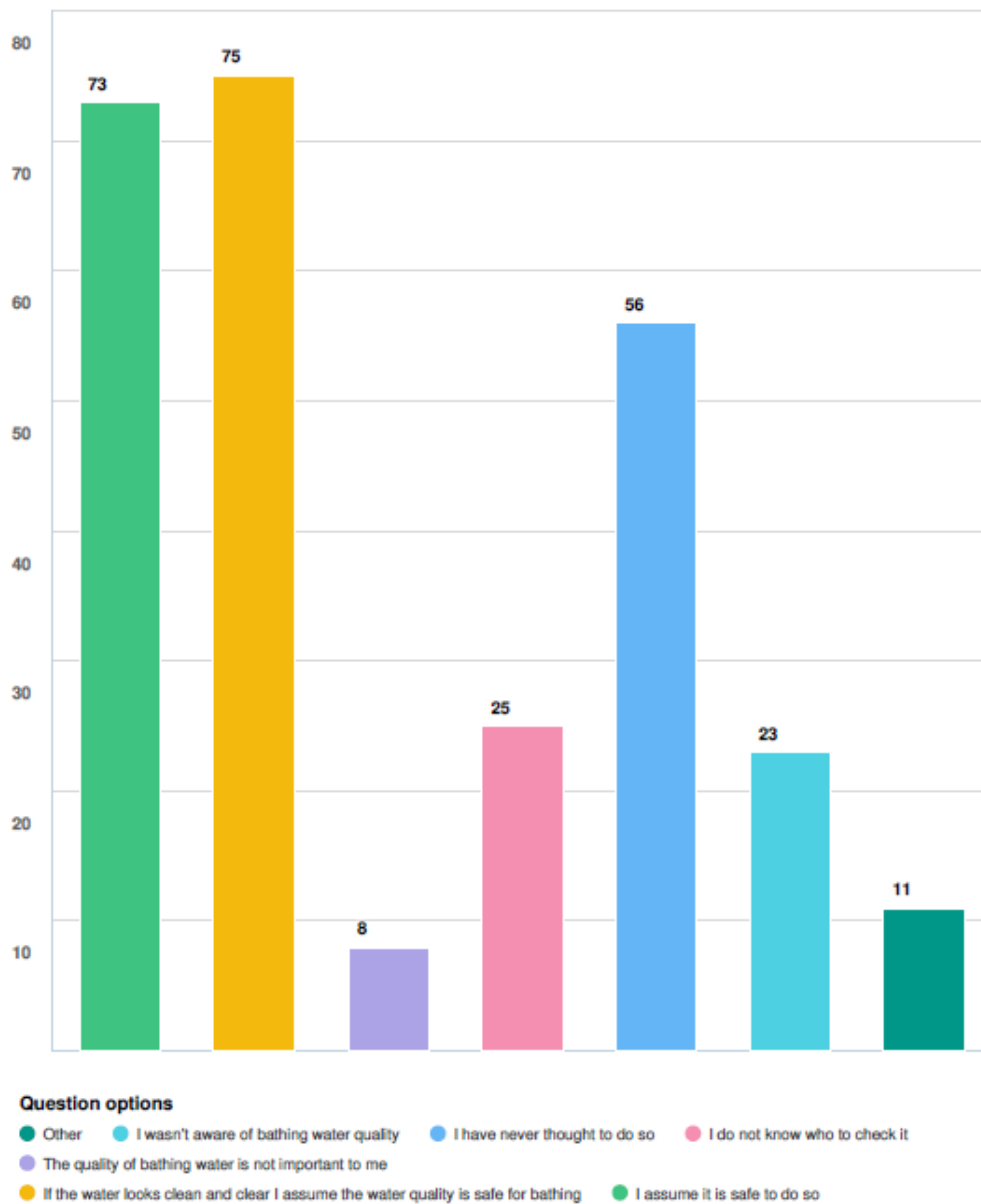


We were keen to find out whether survey respondents were aware of bathing quality ratings at beaches and the tools available to check current water quality.

This question was selected for benchmarking purposes, as it was also included in a 2013 survey to Dorset residents. The results are quite interesting: exactly the same percentage of users (3.6%) reported they always check bathing water quality and the combined percentages for those who answered “never” or “rarely” were almost identical: 65.3% in 2013 vs 65.7% in 2020). Less people overall stated they never check water quality in 2020 vs 2013: 27.5% vs 46.8%.

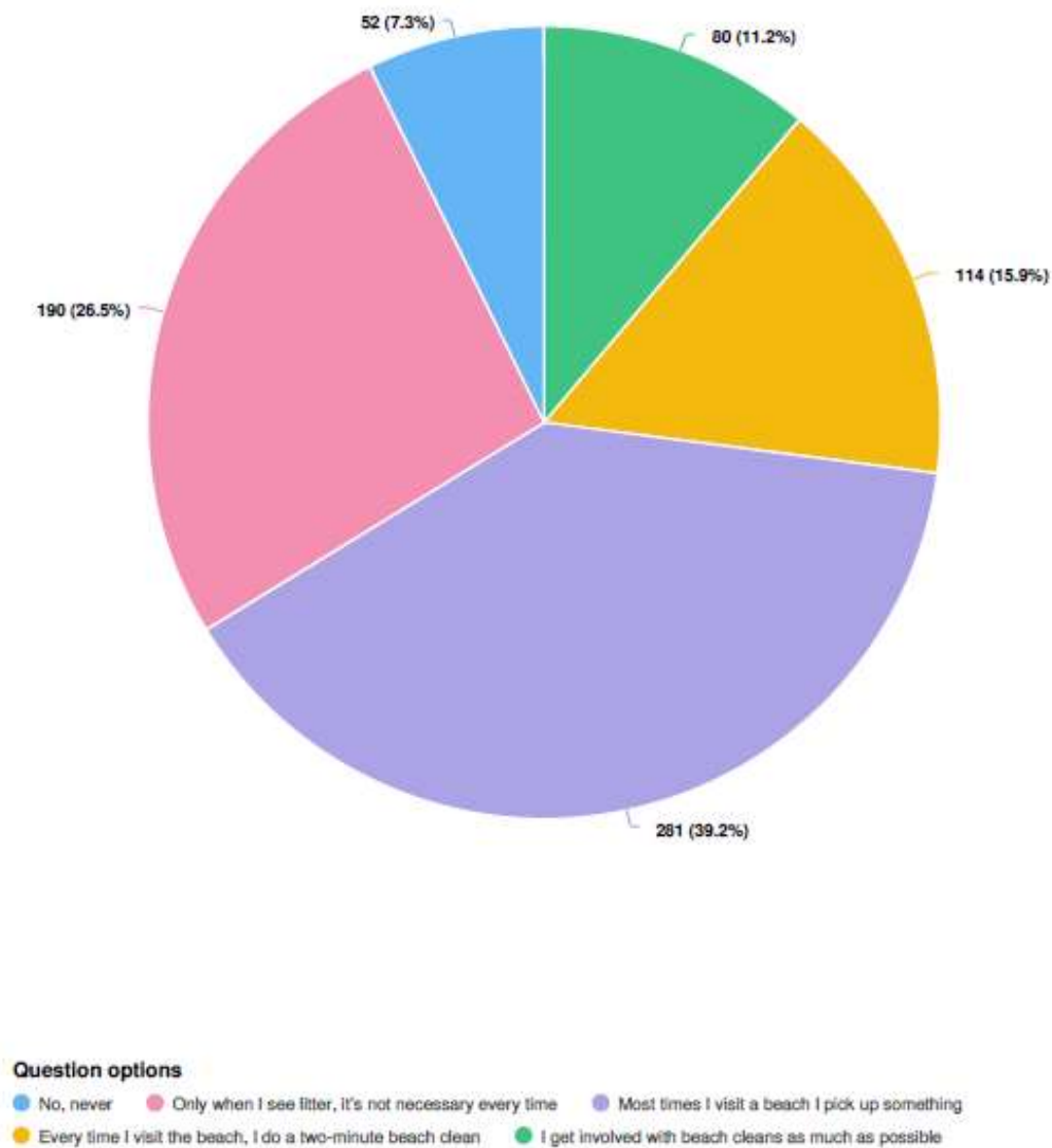
Broadly, there was a small shift towards checking water quality more often - 2% more people indicated they check usually, 3% more check occasionally and nearly 20% more people check rarely - indicating more awareness of bathing water quality.

If you indicated that you *never* check bathing water quality, please can you share why?



We asked this additional question to those respondents that said they never check bathing water quality, to gain some insights as to why. The vast majority either assume the water quality is safe enough to bath in, or that it looks clean and clear and therefore is safe enough to bathe in.

### Do you collect litter during a beach visit?



Most of our survey respondents stated that they are proactive in cleaning the beach regularly, with only 7% of people stating that they never collect litter. Great work everybody!