



# South Tyneside 2024 Visitor Survey Analysis

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## Summary

This report has been commissioned by South Tyneside Council and presents the results of a visitor survey on the South Tyneside coast conducted between December 2023 and April 2024. It broadly repeats a previous survey undertaken in 2019/20.

Surveys involved face-to-face interviews with a random sample of people along 3 sections of the coast, with ten 3-hour shifts spent at each location. In addition, hourly counts were made during each shift of the number of people and dogs that could be seen from specific locations.

## Key results and figures from the survey

### *Tally counts*

- Overall, 3,050 people and 1,347 dogs were counted, an average of 27 people and 12 dogs per count.
- Tyne to Frenchman's Bay was the busiest survey location, with an average of 55 people and 23 dogs per count.
- Frenchman's Bay to Lizard Point was the quietest survey location, with an average of 6 people and 2 dogs per count.
- Peak times were typically around 12pm and 3pm, with fewer people at the start and end of each day.
- On average, there was 1 dog for every 2.3 people counted.

### *Interviews*

- 711 interviews were conducted, with over 200 at each of the three locations.
- The most common main activities were dog walking (47% of interviewees) and walking (40% of interviewees).
- Just over half of the interviewees (54%) said that they would use a suitable area of green space if it was close to their home.
- Two thirds of dog walkers had just 1 dog with them, although 7% had 3 or more dogs with them.
- The majority of dog walkers (85%) had their dog(s) off lead at some point during their walk.
- Most interviewees used a combination of the clifftop, footpath and beach during their visit.
- Reasons for choosing to visit the survey location included because it is convenient/close to home (25%), because they enjoy the beach/sea (18%) and for the natural environment (17%).
- Almost a quarter of interviewees (23%) do not visit anywhere else for their activity.
- Between October and April, 75% of interviewees visit at least once a week, including 38% who visit at least once a day.

- Between May and September, 81% of interviewees visit at least once a week, including 39% who visit at least once a day.
- Full home postcodes were obtained from 88% of the interviewees. Over half of these (52%) were from South Tyneside.
- The median straight-line distance between the interviewee's home postcode and the interview location was 3.9km and the 75<sup>th</sup> percentile distance was 10.5km.
- Over half of the interviewees (56%) had driven to the survey location and 39% had arrived on foot.
- Around half of the interviewees (51%) said that their visits to the coast had increased since the Covid-19 pandemic.

### ***Comparison with winter 2019/20 survey***

- Footfall (using the tally count data) had markedly increased between the two surveys, especially at Tyne to Frenchman's Bay.
- Across all South Tyneside locations, the average counts had increased from 13 people and 5 dogs in 2019/20 to 27 people and 12 dogs in 2023/24.
- The main activity of interviewees was similar in both surveys, with the majority of interviewees either dog walking or walking.
- The proportion of interviewees driving to the survey location had decreased from 70% in 2019/20 to 56% in 2023/24.
- The postcode data indicate that the interviewees in the recent survey originated from a slightly wider area than in the previous survey.

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## Acknowledgements

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# 1. Introduction

## Overview

- 1.1 This report has been commissioned from Footprint Ecology by South Tyneside Council and presents the results of a visitor survey along the South Tyneside coast conducted (by Bluegrass Research) between December 2023 and April 2024.

## The South Tyneside coast

- 1.2 The South Tyneside coast runs from South Shields and the mouth of the Tyne south to the boundary with Sunderland, just south of Whitburn. The coast encompasses rocky headlands, cliffs, sandy bays and draws visitors for the scenery, history, beaches and wildlife. Key destinations include Sandhaven Beach, Littlehaven Beach, Marsden Bay and the Leas. Lying close to the major conurbations the roughly 12km of coast is easily accessible to a large population.

## Recreation use and the need for mitigation

- 1.3 The coast is internationally important for nature conservation and as such is afforded strict protection through both legislation and policy. The Durham Coast Special Area of Conservation (SAC) protects the only example of vegetated sea cliffs on magnesian limestone exposures in the UK, and covers all of the South Tyneside coastline south from Trow Point and extending to parts of the coast down to Crimson Dene. The Northumbria Coast is classified as a Special Protection Area (SPA) and listed as a Ramsar site for its wading bird species. The rocky shoreline and sandy beaches provide both breeding and overwintering habitat for species of European importance.
- 1.4 A challenging issue for UK nature conservation is how to respond to increasing demand for access without compromising the integrity of protected wildlife sites. There is a strong body of evidence showing how increasing levels of access can have negative impacts on wildlife. Issues are varied and include disturbance, increased fire risk, contamination and damage (for general reviews see: Liley et al., 2010; Lowen et al., 2008; Ross et al., 2014; Underhill-Day, 2005).

- 1.5 The issues are not, however, straightforward. It is now increasingly recognised that access to the countryside is crucial to the long term success of nature conservation projects, for example through enforcing pro-environmental behaviours and a greater respect for the world around us (Richardson et al., 2016). Access also brings wider benefits to society that include benefits to mental/physical health (Keniger et al., 2013; Lee and Maheswaran, 2011; Pretty et al., 2005) and economic benefits (ICF GHK, 2013; ICRT, 2011; Keniger et al., 2013; The Land Trust, 2018). Nature conservation bodies are trying to encourage people to spend more time outside and government policy is also promoting countryside access in general (e.g. through enhancing coastal access).
- 1.6 In order to fulfil its statutory duties and comply with relevant nature conservation legislation, South Tyneside Council (along with neighbouring Local Planning Authorities) has established a range of measures to mitigate and protect the coast from the impacts of increasing recreation use, particularly that associated with Plan-led housing growth. The current mitigation strategy was established in 2018 (Hoskin et al., 2018) and uses developer contributions to fund a package of mitigation measures that includes a dedicated Coastal Ecology Officer for the South Tyneside Coast to engage with visitors and promote responsible recreation use.

## Previous visitor surveys

- 1.7 The current mitigation strategy was informed by a range of visitor surveys that provide the context and background evidence. These included:
- Surveys between November 2014 and April 2015, to support the HRA work (Bluegrass, 2015);
  - Further surveys between January – March 2016, involving 633 interviews (Bluegrass, 2016);
  - Surveys in 2019-20 involving 1,557 interviews over the winter and spring periods (Panter and Caals, 2022).
- 1.8 Key information from these surveys included the home postcodes of visitors to the coast. These postcode data highlight the links between where people live and where they go for recreation and the postcode data were used to define a zone of influence for the strategy. The zone of influence used in the current mitigation strategy was based on the 2014-2016 surveys which identified a 6km zone, used to define the tariff area. The 2019/20 surveys were undertaken to inform the emerging local plan and this highlighted the need to change to 7.2km.

## The need for this survey

- 1.9 This survey has been commissioned by South Tyneside Council to inform an update/review of the mitigation strategy and the Habitats Regulations Assessment (HRA) of the South Tyneside Local Plan (due for submission in 2024). Given that the last surveys took place in early 2020 it is quite possible that there have been changes in recreation use. Notably the Covid-19 pandemic affected how people use local greenspaces and many locations across the UK saw a marked increase in recreation use during the pandemic (Burnett et al., 2021). Changes in climate and also the cost-of-living crises may also further influence how people use nearby greenspace.
- 1.10 Natural England has highlighted to the Council the need for updated visitor surveys, and it is important that mitigation and HRA work draw on the best available evidence and are up to date. As such, this survey has been targeted to provide direct comparison with the previous survey work, highlight key changes and summarise recent visitor use of the key nature conservation sites.

## 2. Methods

### Survey locations

2.1 Surveys took place along three stretches of the coast:

- Tyne to Frenchman's Bay;
- Frenchman's Bay to Lizard Point;
- Lizard Point to South Bents.

2.2 Each of the above survey locations included three interview locations (see Map 1) and the surveyors were given precise instructions on which areas to cover during different parts of each shift (see Appendix 1).

### *Survey timings*

2.3 Each section of coast was surveyed for 30 hours, in 10 x 3-hour shifts. The timings of the shifts were: 08:00-11:00, 11:00-14:00 and 14:00-17:00.

2.4 Each section of coast had 4 shifts carried out on weekdays (1x early shift, 2x middle shift, 1x late shift) and 6 shifts carried out at weekends (2 of each shift).

2.5 Surveys took place between 15<sup>th</sup> December 2023 and 27<sup>th</sup> April 2024, and included dates in the Christmas holidays, February half-term and the Easter holidays. See Appendix 2 for dates and shift times.

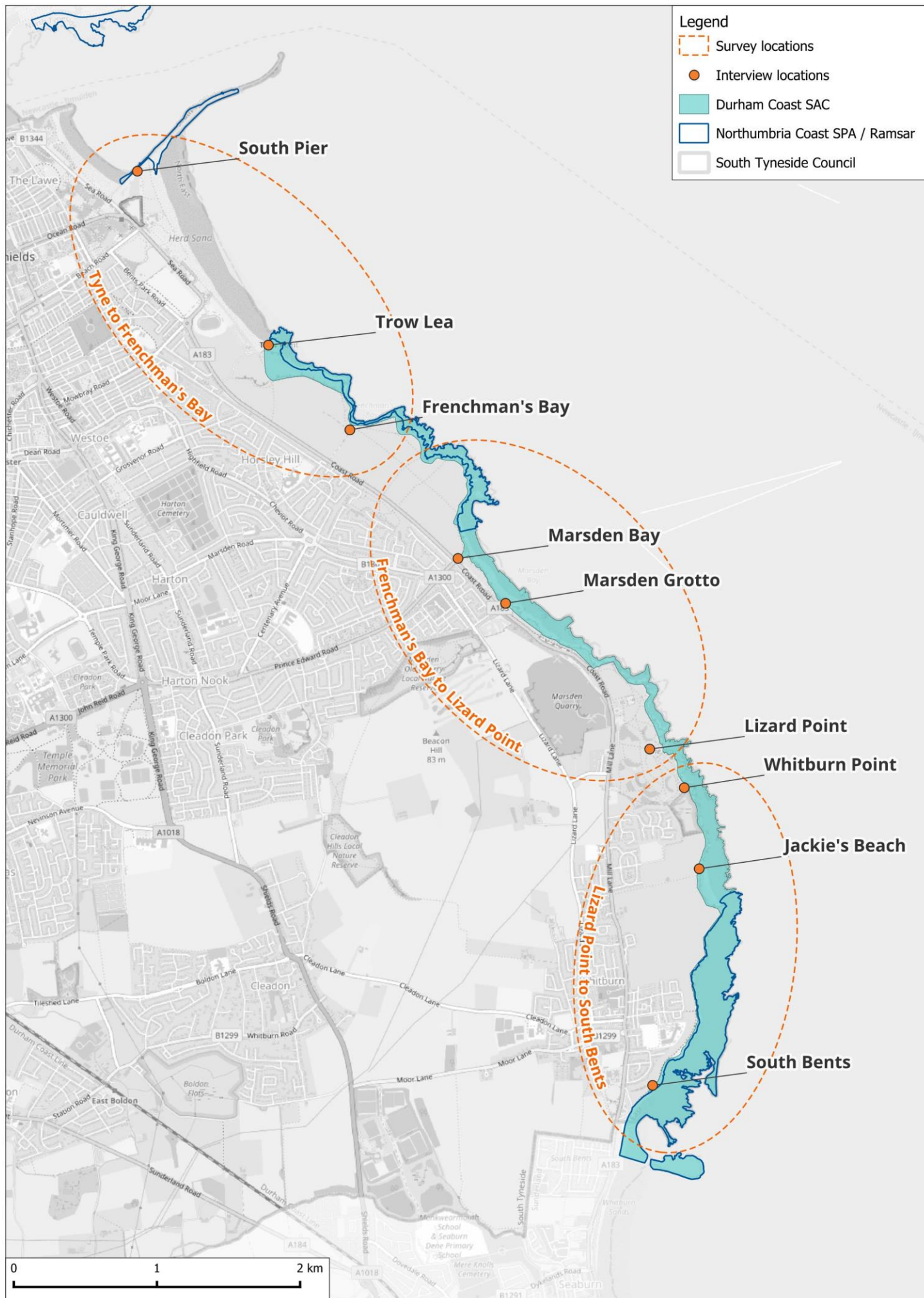
### *Interviews*

2.6 Surveyors conducted face-to-face interviews using the script in Appendix 3 and responses were recorded electronically. Showcards were used for some of the questions.

### *Tally counts*

2.7 Surveyors also recorded tally counts of the number of people and dogs that they could see within a 360-degree turn from specific vantage points. These counts were conducted on the hour, including at the start and end of each shift i.e. 4 tally counts per 3-hour shift.

**Map 1: Visitor survey locations.**



### 3. Results: Tally counts

- 3.1 The tally count data are summarised in Table 1. In total, 3,050 people and 1,347 dogs were counted during the hourly counts, giving an average of 27 people and 12 dogs per count.
- 3.2 Of the three survey locations, Tyne to Frenchman’s Bay was the busiest, both in terms of the number of people (average of 55 per count) and dogs (average of 23 per count). The area from Frenchman’s Bay to Lizard Point was the quietest, with an average of only 6 people and 2 dogs recorded per count.
- 3.3 The ratio of dogs to people was similar at all locations, with approximately 0.4 dogs per person (i.e. 1 dog per 2.3 people).
- 3.4 Figure 1 and Figure 2 illustrate the number of people and dogs, respectively, at each location throughout the day. At all survey locations, there were peaks at 12pm and 3pm.
- 3.5 The total number of people and dogs counted per month is shown in Figure 3 and Figure 4, showing that February and March were the busiest months within the survey period (December to April).

**Table 1: Summary of the number of people and dogs counted at each survey location during the hourly counts.**

Survey location	Total people	Total dogs	Average people per count	Average dogs per count	Dogs per person
<b>1 - Tyne to Frenchman's Bay</b>	<b>2,017</b>	<b>858</b>	<b>55</b>	<b>23</b>	<b>0.4</b>
South Pier	1,245	545	66	29	0.4
Trow Lea	595	225	66	25	0.4
Frenchman's Bay	177	88	20	10	0.5
<b>2 - Frenchman's Bay to Lizard Point</b>	<b>234</b>	<b>95</b>	<b>6</b>	<b>2</b>	<b>0.4</b>
Marsden Bay	58	28	6	3	0.5
Marsden Grotto	84	29	8	3	0.3
Lizard Point	92	38	5	2	0.4
<b>3 - Lizard Point to South Bents</b>	<b>799</b>	<b>394</b>	<b>21</b>	<b>10</b>	<b>0.5</b>
Whitburn Point	40	15	4	2	0.4
Jackie's Beach	23	12	3	1	0.5
South Bents	736	367	37	18	0.5
<b>All</b>	<b>3,050</b>	<b>1,347</b>	<b>27</b>	<b>12</b>	<b>0.4</b>

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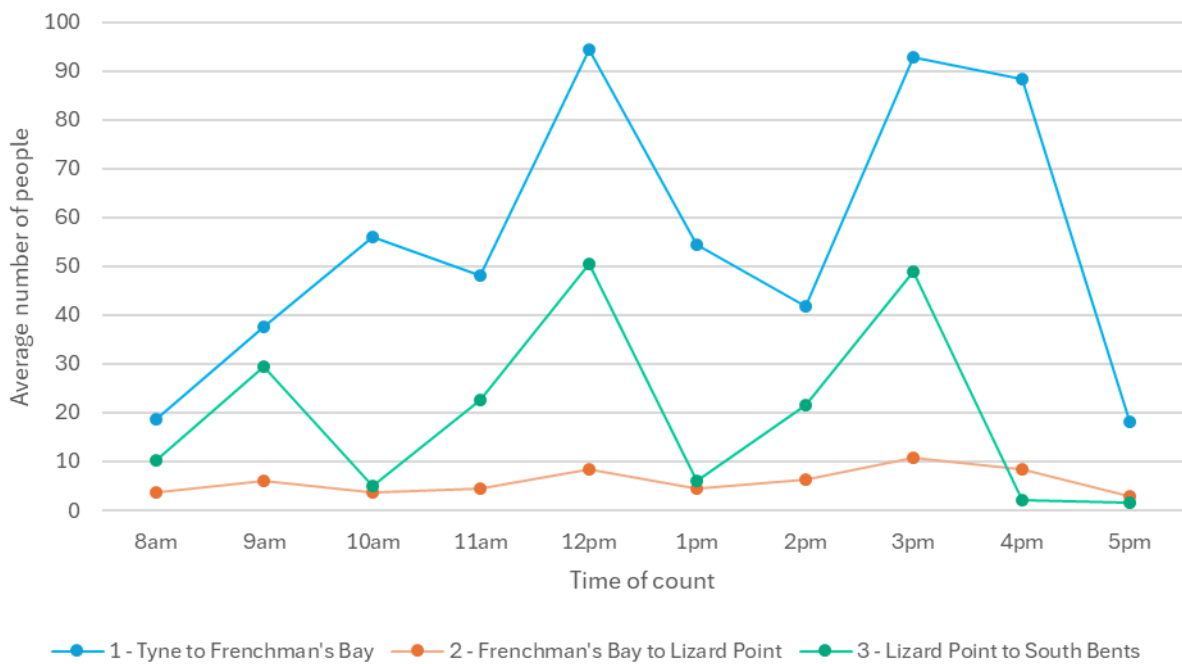


Figure 1: Average number of people seen at each survey location, by time of count.

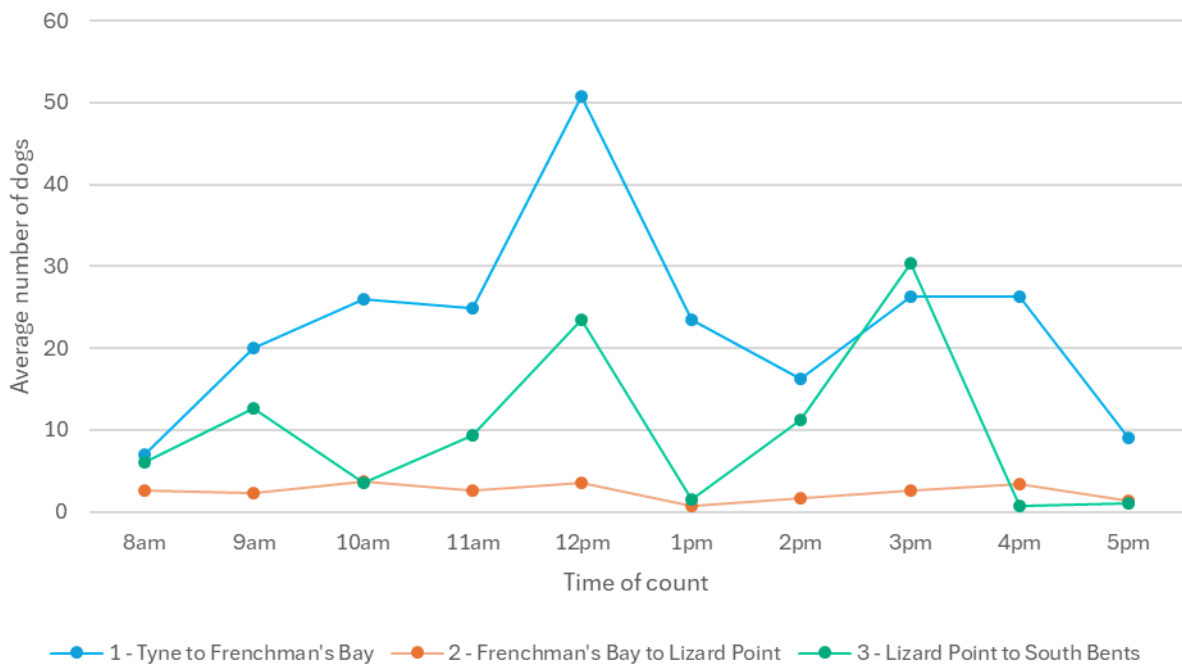


Figure 2: Average number of dogs seen at each survey location, by time of count.

# South Tyneside 2024 Visitor Survey Analysis

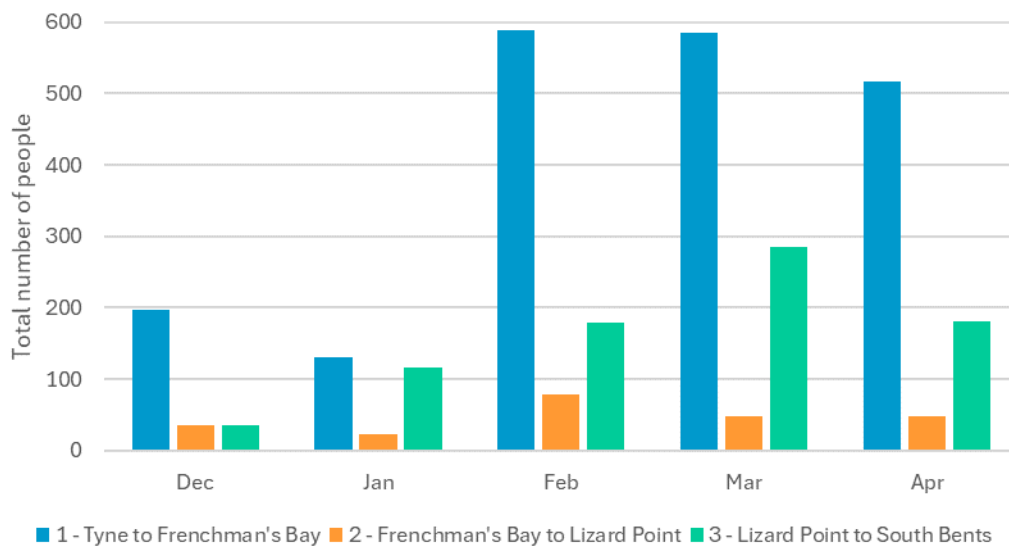


Figure 3: Total number of people seen at each survey location, by month.

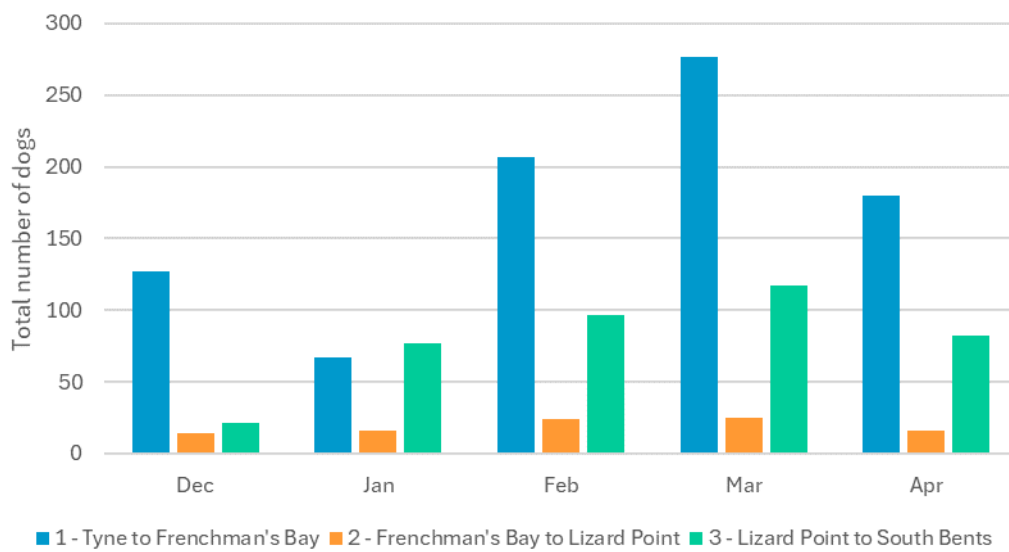


Figure 4: Total number of dogs seen at each survey location, by month.

## 4. Results: Visitor interviews

### Overview

4.1 A total of 711 interviews were conducted, with over 200 interviews at each survey location (Table 2).

Table 2: Number of interviews by survey location and month.

Survey location	Dec	Jan	Feb	Mar	Apr	Total
1 - Tyne to Frenchman's Bay	46	38	52	57	69	<b>262</b>
2 - Frenchman's Bay to Lizard Point	36	40	55	57	54	<b>242</b>
3 - Lizard Point to South Bents	24	42	45	50	46	<b>207</b>
<b>Total</b>	<b>106</b>	<b>120</b>	<b>152</b>	<b>164</b>	<b>169</b>	<b>711</b>

### Activity types (Q1)

4.2 The two most common activities interviewees tended to undertake at the location that they were visiting were walking and dog walking. Other, less commonly cited activities included beachcombing, jogging, cycling, bird watching and being on holiday or on a short break (Figure 5).

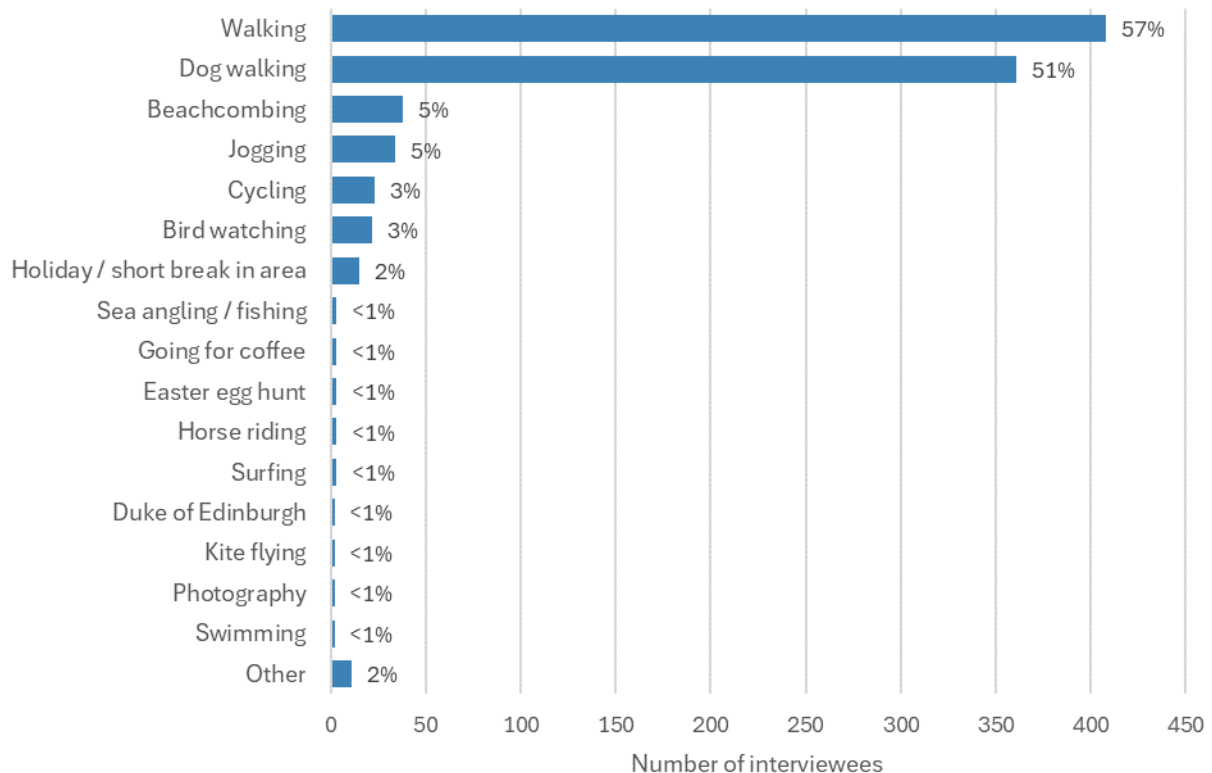


Figure 5: Activities carried out by interviewees at the survey location (Q1a). Multiple responses were possible.

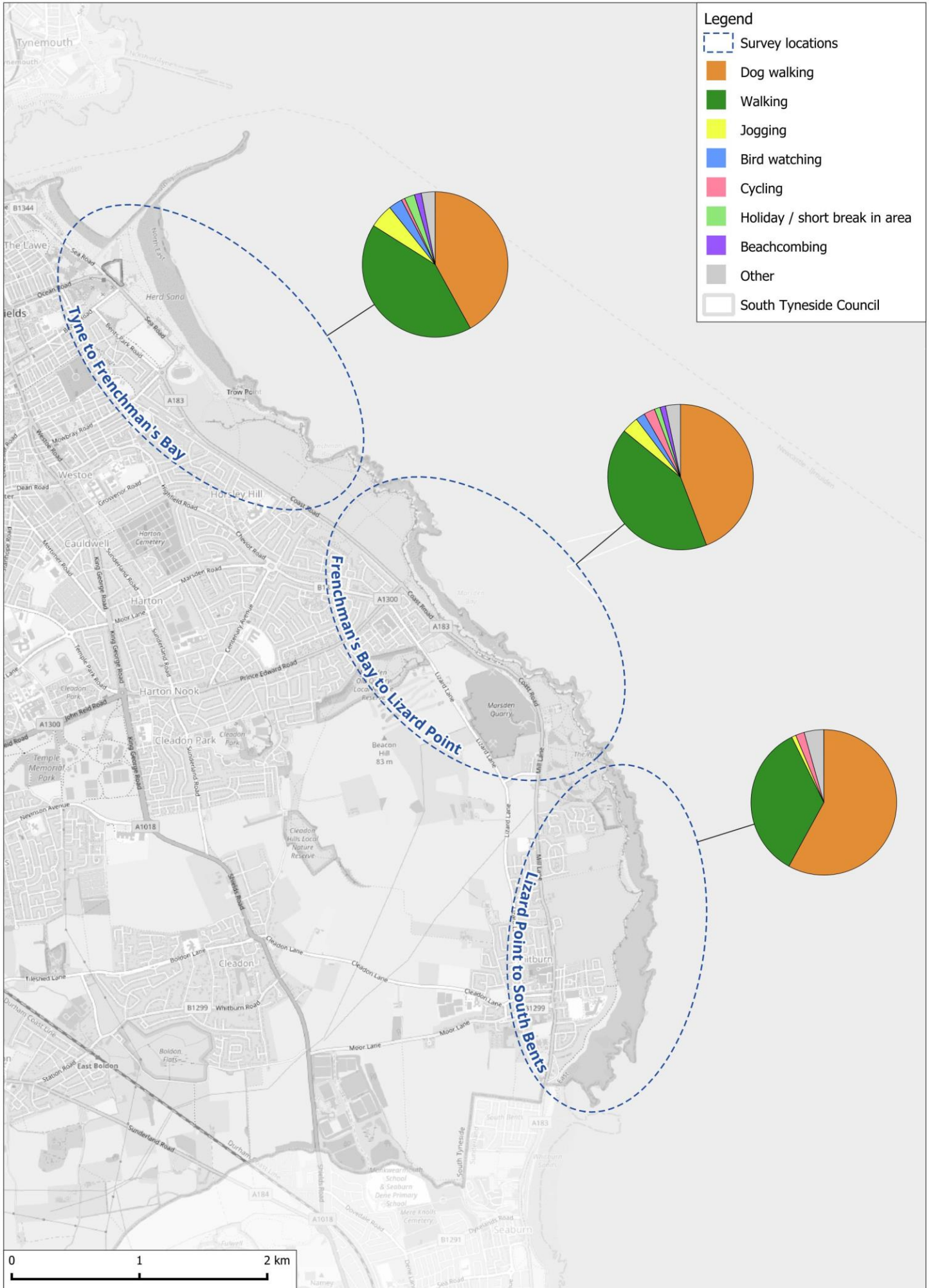
- 4.3 When asked to name the single main activity that they were specifically undertaking on the day of the interview (as opposed to the general list of activities identified in Q1a), dog walking was the most frequently given response (337 interviewees, 47% of interviewees) with walking the next most commonly cited activity (283 interviewees, 40%). A breakdown by survey location is shown in Table 3. Activities cited by fewer than 5 interviewees are grouped as 'Other'. These were varied, and included horse riding, taking part in an Easter egg hunt, photography, angling/fishing, swimming, surfing, rock climbing and drone flying.
- 4.4 Dog walking was the most common main activity at all survey locations, although the proportion of interviewees varied between 42% at Tyne to Frenchman's Bay and 58% at Lizard Point to South Bents (see Map 2).

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**Table 3: Main activity of interviewees by survey location (Q1b).**

Survey location	Dog walking	Walking	Jogging	Bird watching	Cycling	Holiday / short break	Beachcombing	Other	Total
1 - Tyne to Frenchman's Bay	110 (42%)	110 (42%)	14 (5%)	8 (3%)	2 (1%)	6 (2%)	4 (2%)	8 (3%)	<b>262 (100%)</b>
2 - Frenchman's Bay to Lizard Point	107 (44%)	101 (42%)	9 (4%)	5 (2%)	6 (2%)	3 (1%)	3 (1%)	8 (3%)	<b>242 (100%)</b>
3 - Lizard Point to South Bents	120 (58%)	72 (35%)	2 (1%)	0 (0%)	4 (2%)	0 (0%)	0 (0%)	9 (4%)	<b>207 (100%)</b>
<b>Total</b>	<b>337 (47%)</b>	<b>283 (40%)</b>	<b>25 (4%)</b>	<b>13 (2%)</b>	<b>12 (2%)</b>	<b>9 (1%)</b>	<b>7 (1%)</b>	<b>25 (4%)</b>	<b>711 (100%)</b>

Map 2: Main activity of interviewees, by survey location.



## Reasons for visiting the coast (Q2a)

- 4.5 When asked why they choose to carry out their activity at the coast, the most common response of interviewees was that they enjoy the beach and the sea (483 interviewees, 68%), followed by the views (398 interviewees, 56%) and because it is convenient or close to home (351 interviewees, 49%).
- 4.6 Enjoyment of the beach/sea was the top response of interviewees at Tyne to Frenchman’s Bay and at Frenchman’s Bay to Lizard Point. However, at Lizard Point to South Bents, the most common response was that it is convenient or close to home (Figure 6).
- 4.7 Responses recorded as ‘Other’ included those who were following a trail e.g. the England Coast Path or South Tyneside Heritage Trail, those whose activity was specific to the coast e.g. fishing, and those who were drawn to particular facilities or attractions e.g. a café/pub.

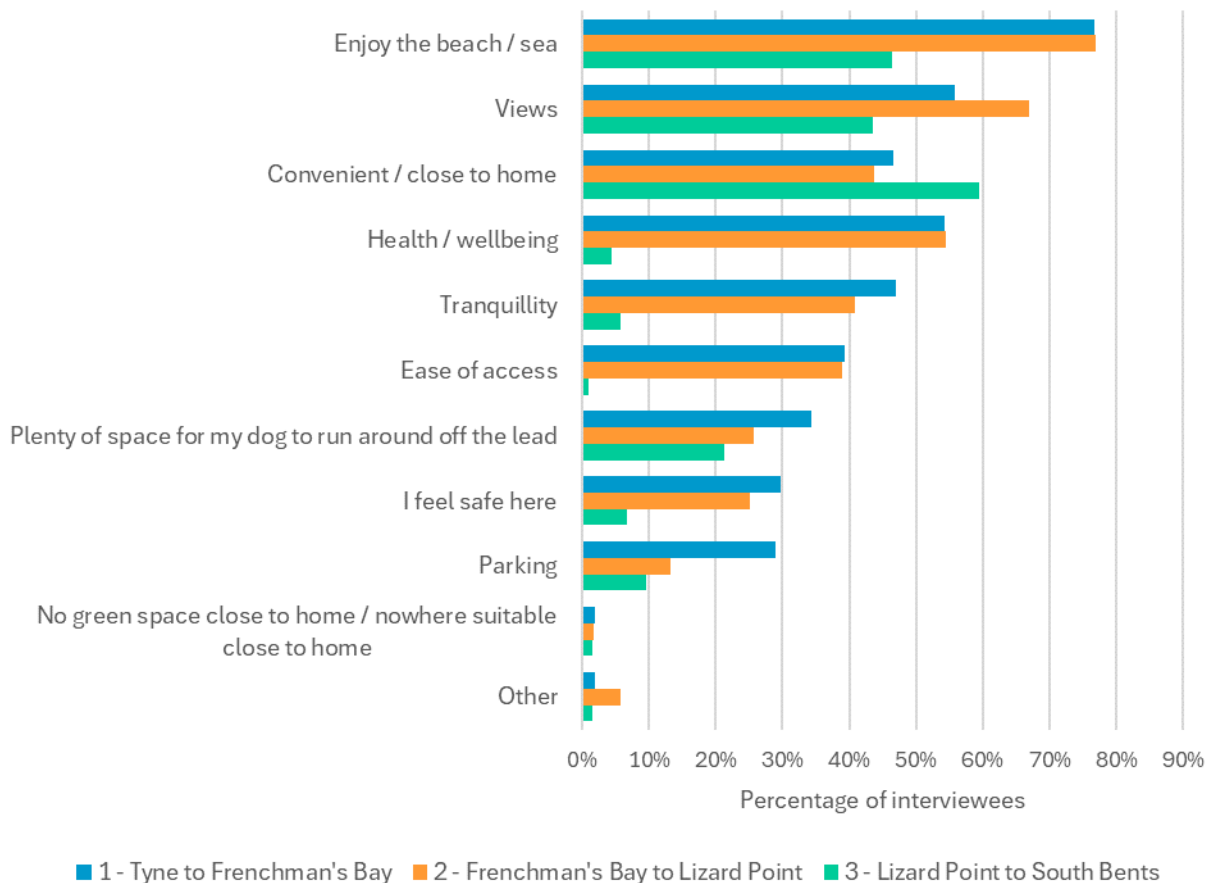


Figure 6: Responses to Q2a regarding their reasons for carrying out their activity at the coast. Multiple responses were possible and interviewees were shown a list of options to choose from.

## Alternative green space close to home (Q2b)

4.8 When asked whether they would use a suitable area of green space if it was available close to their home, 7% of interviewees responded that they would use it most of the time and 47% said that they would use it some of the time. However, the remaining 46% said that it would be unlikely that they would use it.

4.9 There were some differences between survey locations, with over half of the interviewees at Lizard Point to South Bents responding that they would be unlikely to use this green space as an alternative to the coast (Figure 7).

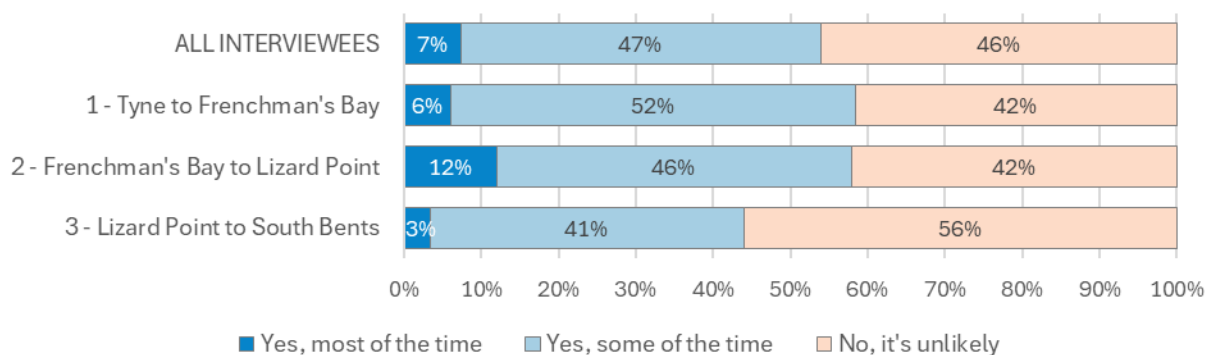


Figure 7: Responses to Q2b regarding whether they would use a suitable green space as an alternative to the coast, by survey location.

## Dog walking specific questions (Q3-5)

### Number of dogs (Q3)

4.10 Of the interviewees who use the survey location for dog walking, two thirds of them (241 interviewees, 67%) had one dog with them on the day of the interview. Tyne to Frenchman's Bay had the highest proportion of dog walkers with three or more dogs, at 12% (Table 4).

Table 4: Number of dogs with the interviewee on the day of the interview, by survey location (Q3). Only those who indicated that they use the survey location for dog walking in Q1a were asked this question and percentages are calculated using that subset of interviewees.

Survey location	0	1	2	3+	Total
1 - Tyne to Frenchman's Bay	3 (3%)	77 (65%)	25 (21%)	14 (12%)	<b>119 (100%)</b>
2 - Frenchman's Bay to Lizard Point	2 (2%)	80 (67%)	33 (28%)	5 (4%)	<b>120 (100%)</b>
3 - Lizard Point to South Bents	0 (0%)	84 (69%)	32 (26%)	6 (5%)	<b>122 (100%)</b>
<b>Total</b>	<b>5 (1%)</b>	<b>241 (67%)</b>	<b>90 (25%)</b>	<b>25 (7%)</b>	<b>361 (100%)</b>

### ***Dogs off lead (Q4)***

4.11 The majority of interviewees who use the survey location for dog walking indicated that they let their dog(s) off lead for at least part of their walk (307 interviewees, 85%). This percentage was highest at Tyne to Frenchman’s Bay (90%) compared to 84% at Frenchman’s Bay to Lizard Point and 81% at Lizard Point to South Bents.

### ***Visit frequency of dog walkers (Q5a)***

4.12 Over half of the dog walkers indicated that they visit the survey location at least once a day (191 interviewees, 53%) including 87 interviewees (24%) who visit more than once a day.

4.13 Visit frequencies were similar across all three locations, although Frenchman’s Bay to Lizard Point had slightly more dog walkers who were on their first visit, and a higher proportion of dog walkers who visit once a month or less (Table 5).

**Table 5: Visit frequency of interviewees who visit the survey location for dog walking (Q5a).**

Survey location	More than once a day	Once a day	Couple of times a week	Once a week	Monthly	Less than monthly	First visit	Total
1 - Tyne to Frenchman's Bay	29 (24%)	32 (27%)	34 (29%)	14 (12%)	4 (3%)	4 (3%)	2 (2%)	<b>119 (100%)</b>
2 - Frenchman's Bay to Lizard Point	29 (24%)	34 (28%)	20 (17%)	10 (8%)	15 (13%)	7 (6%)	5 (4%)	<b>120 (100%)</b>
3 - Lizard Point to South Bents	29 (24%)	38 (31%)	26 (21%)	16 (13%)	4 (3%)	8 (7%)	1 (1%)	<b>122 (100%)</b>
<b>Total</b>	<b>87 (24%)</b>	<b>104 (29%)</b>	<b>80 (22%)</b>	<b>40 (11%)</b>	<b>23 (6%)</b>	<b>19 (5%)</b>	<b>8 (2%)</b>	<b>361 (100%)</b>

### ***Visiting somewhere else rather than the coast (Q5b)***

4.14 Over half of the dog walkers (204 interviewees, 57%) said that nothing would attract them to go somewhere else rather than the coast and 26 interviewees (7%) were unsure. However, of those interviewees who might be attracted elsewhere, the most common responses were:

- enough space to let their dog off the lead (71 interviewees, 20%),
- somewhere close to home / quicker to get to (49 interviewees, 14%),
- easier parking (17 interviewees, 5%),

- feels safe for me (16 interviewees, 4%).

4.15 There were also 16 responses recorded as 'Other', which included a coffee shop, a change of scenery, free parking, better disabled access, somewhere less busy, countryside, forest, mountains and somewhere to go when the weather is bad.

### Parts of the coast used (Q6)

4.16 Interviewees indicated that they use the following parts of the coast:

- clifftop (597 interviewees, 84%),
- sandy parts of the beach (496 interviewees, 70%),
- pier/promenade/designated footpaths (444 interviewees, 62%),
- rocky parts of the beach (292 interviewees, 41%).

4.17 The parts of the coast used by interviewees varied by survey location, although the clifftop and sandy beaches were well used at all three locations (Figure 8).

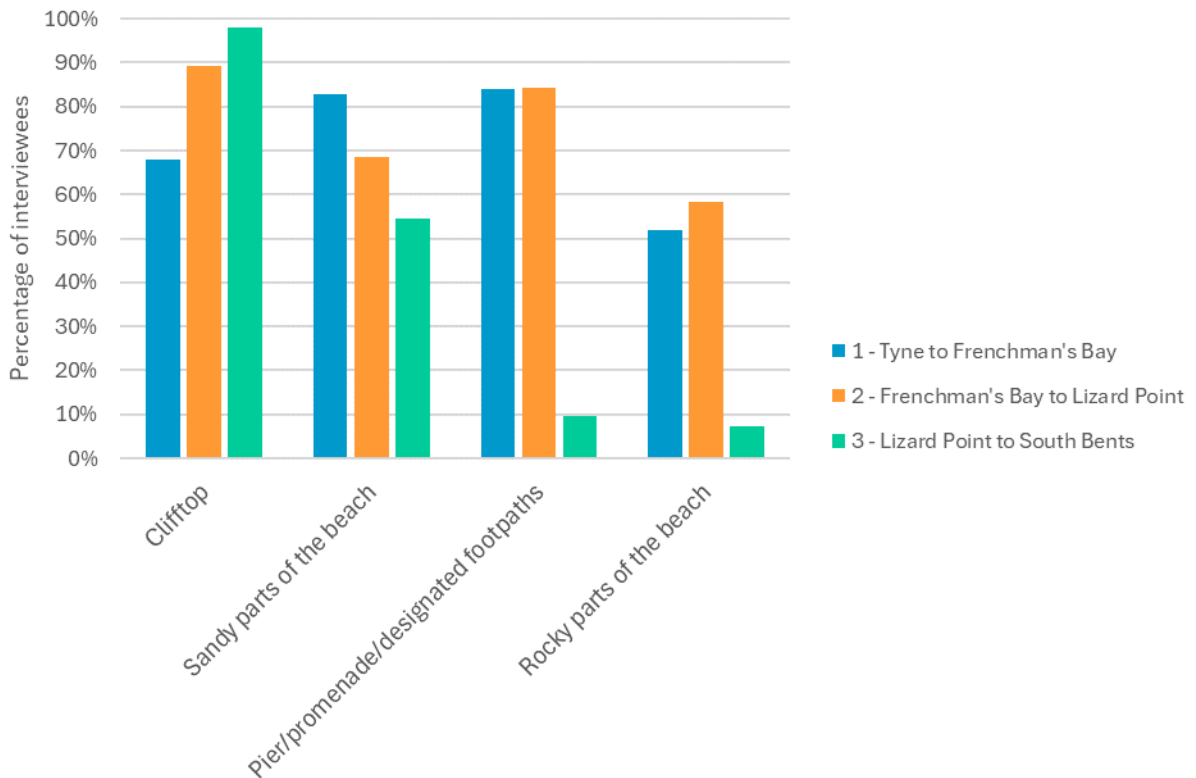


Figure 8: Parts of the coast used by interviewees (Q6). Multiple responses were possible for this question.

## Visits to other places (Q7)

- 4.18 Almost a quarter of the interviewees (166 interviewees, 23%) do not visit anywhere else for similar purposes as their visit on the day of the interview i.e. they only visit the survey location for that purpose.
- 4.19 The proportion of interviewees who don't go anywhere else was highest at Lizard Point to South Bents (34% don't go elsewhere).
- 4.20 Among the main activity types, those whose main activity was cycling had the highest proportion of interviewees who don't visit other places for their activity (42%).

## Reasons for choice of location (Q8)

- 4.21 Overall, the most common reason for choosing to visit the survey location was because it is convenient or close to home (177 interviewees, 25%), followed by enjoyment of the beach/sea (129 interviewees, 18%) and the natural environment (124 interviewees, 17%).
- 4.22 However, there were differences between survey locations (Figure 9). At Tyne to Frenchman's Bay, convenience was the most common response (54%) whereas at Frenchman's Bay to Lizard Point it was the natural environment (34%) and at Lizard Point to South Bents it was having plenty of space for their dog to run around (22%).

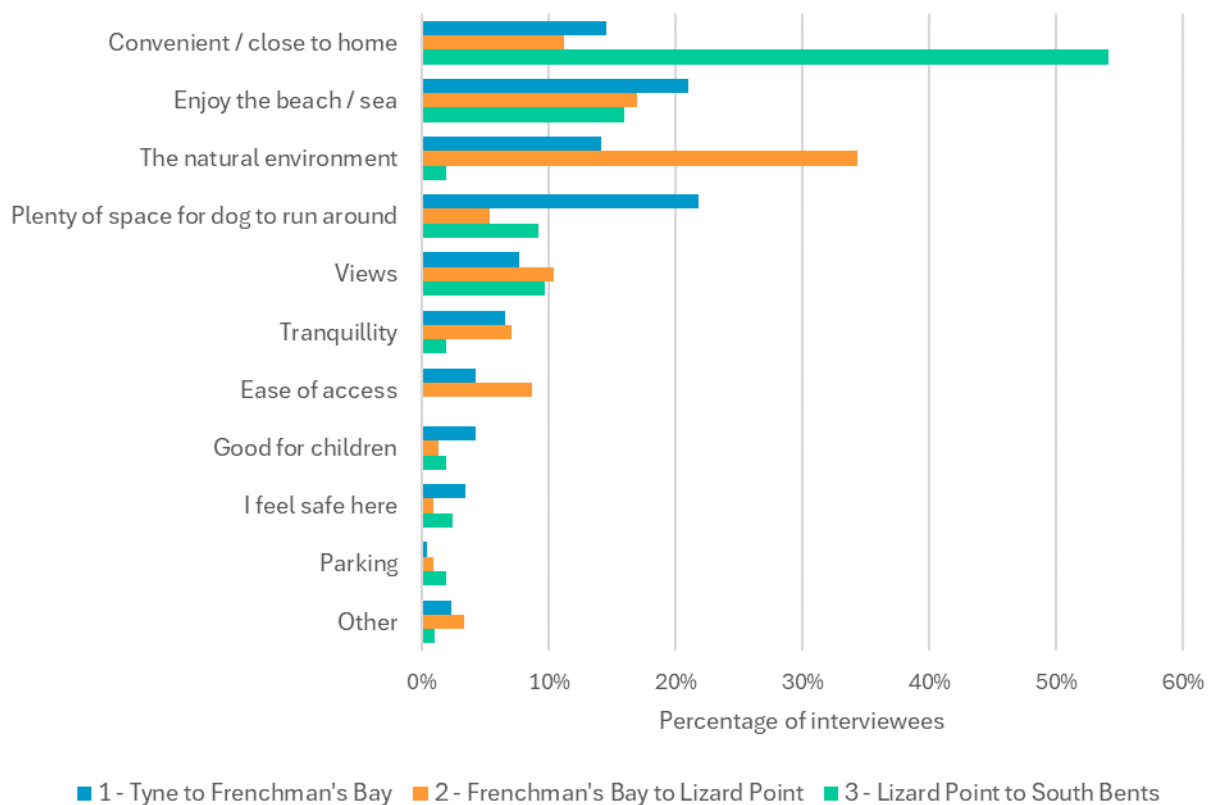


Figure 9: Main reason for interviewees choosing to visit the survey location (Q8) by survey location. This was a single choice question.

## Visit frequency (Q9)

- 4.23 In the colder months (October to April), 75% of interviewees said that they visited the survey location at least once a week, including 38% who visited at least once a day.
- 4.24 In the warmer months (May to September), the proportion of interviewees visiting at least once a week increased to 81%, although those visiting daily was similar, at 39%.
- 4.25 Interviewees whose main activity was dog walking tended to be more regular visitors than those with other activity types, with 56% of them visiting at least once a day, all year round (Figure 10).

# South Tyneside 2024 Visitor Survey Analysis

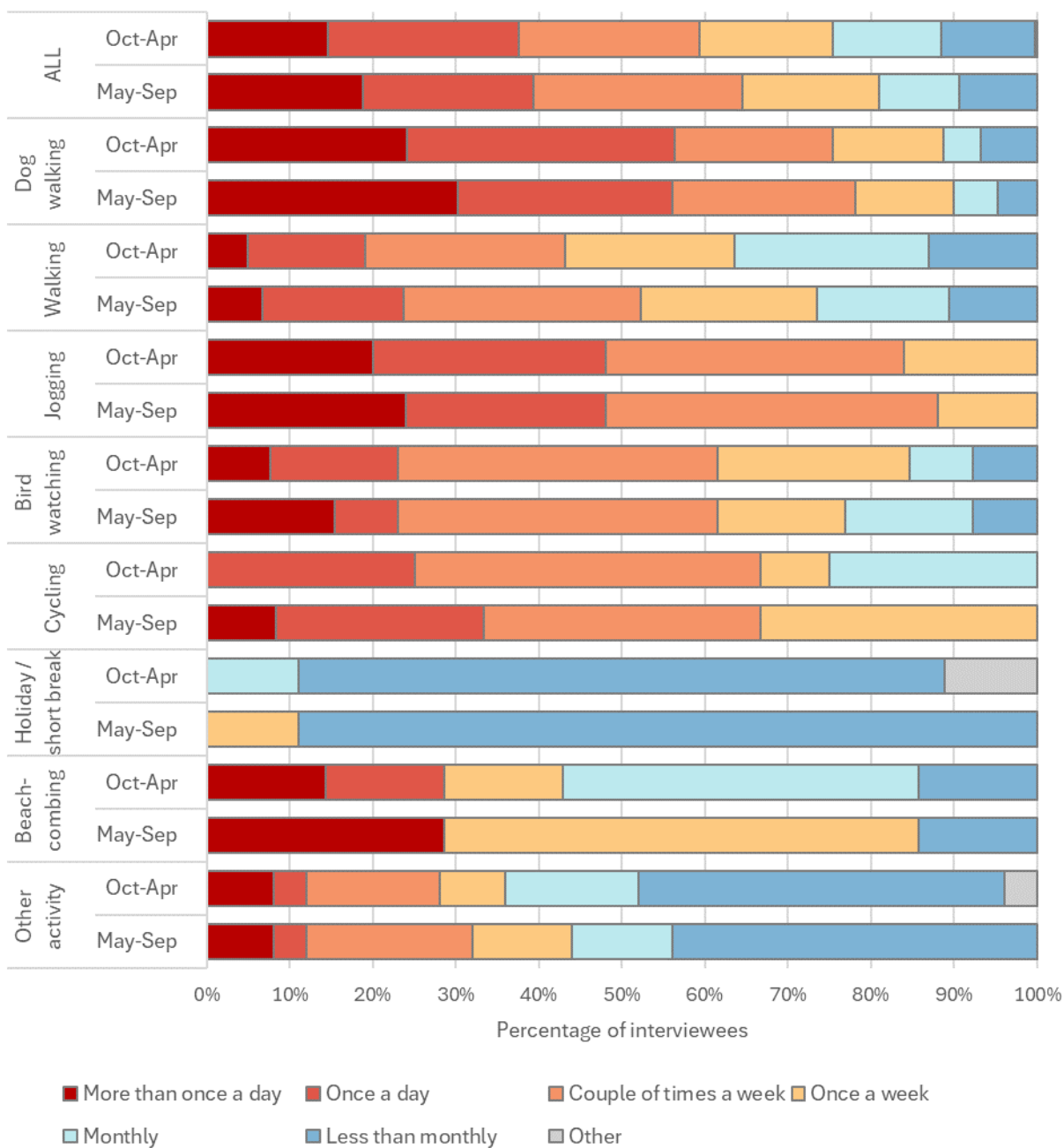


Figure 10: Visit frequency of interviewees, by time of year and main activity (Q9).

## Time of day (Q10)

4.26 The most popular time of day to visit between October and April was in the morning between 9am and 12pm (262 interviewees, 37%) followed by early afternoon, 12pm-3pm (228 interviewees, 32%). This pattern was similar across all three survey locations (Table 6).

Table 6: Times of day that interviewees visit the survey location between October and April, by survey location (Q10).

Survey location	Early morning 6am-9am	Morning 9am-12pm	Early afternoon 12pm-3pm	Late afternoon 3pm-5pm	Evening 5pm-8pm	Night 11pm-6am	Total
1 - Tyne to Frenchman's Bay	52 (20%)	93 (35%)	75 (29%)	32 (12%)	10 (4%)	0 (0%)	<b>262 (100%)</b>
2 - Frenchman's Bay to Lizard Point	46 (19%)	90 (37%)	79 (33%)	18 (7%)	8 (3%)	1 (<1%)	<b>242 (100%)</b>
3 - Lizard Point to South Bents	27 (13%)	79 (38%)	74 (36%)	23 (11%)	4 (2%)	0 (0%)	<b>207 (100%)</b>
<b>Total</b>	<b>125 (18%)</b>	<b>262 (37%)</b>	<b>228 (32%)</b>	<b>73 (10%)</b>	<b>22 (3%)</b>	<b>1 (&lt;1%)</b>	<b>711 (100%)</b>

4.27 However, there were differences between interviewees with different activity types (Figure 11). For example, amongst joggers, early morning (6-9am) was the most popular time to visit.

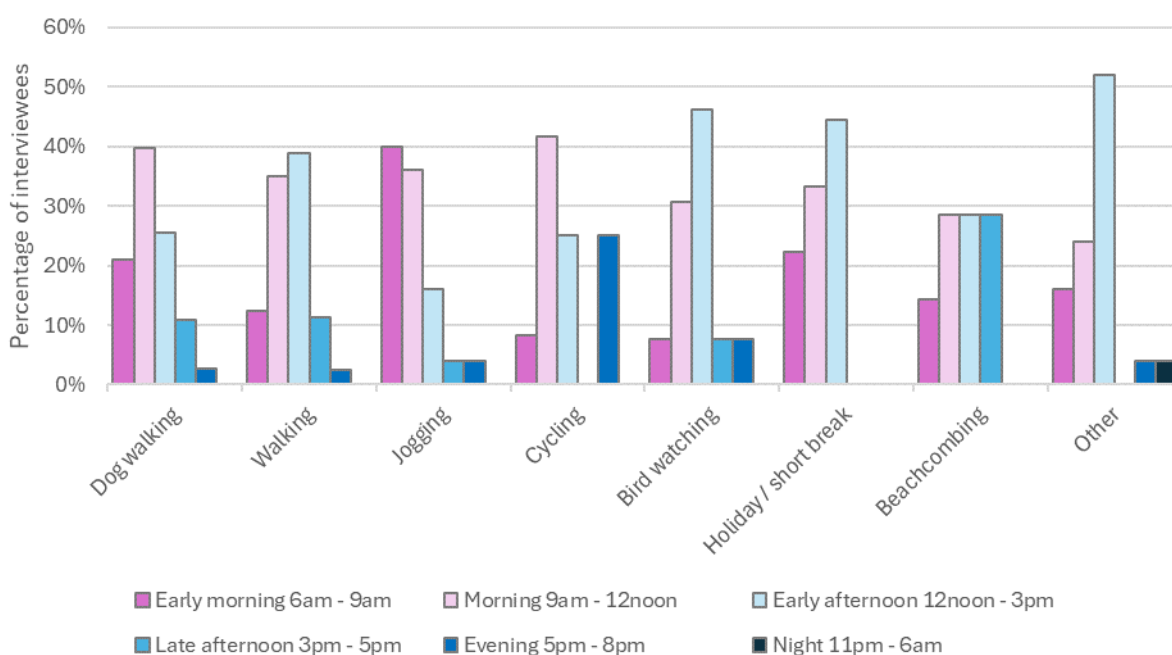


Figure 11: Time of day that interviewees visit the survey location between October and April (Q10), by their main activity. This was a single choice question.

## Group size (Q11)

- 4.28 In total, the 711 interviews represented 1,129 adults and 231 children (under 16s). The average group size (including the interviewee) was 1.6 adults and 0.3 children. Over half of the interviewees (375 interviewees, 53%) were on their own.
- 4.29 Amongst the main activity types, jogging and bird watching had the highest proportion of interviewees who were on their own (84% and 77% respectively).

## Visitor postcodes (Q12)

- 4.30 A total of 628 interviewees (88%) gave full, valid postcodes that could be plotted in GIS. Over half of the interviewees (368, 52%) gave home postcodes in South Tyneside (Table 7). The neighbouring authorities of Sunderland and Gateshead accounted for 18% and 6% of the interviewees, respectively. In total, the interviewee postcodes spanned 33 different local authority areas, but most of these with only 1 or 2 interviewees.

**Table 7: Number of interviewee postcodes by local authority. Only local authorities with 3 or more interviewees are shown.**

Local authority name	Number of interviewees	Percentage of interviewees
South Tyneside	368	52%
Sunderland	127	18%
Gateshead	42	6%
County Durham	33	5%
Newcastle upon Tyne	12	2%
North Tyneside	9	1%
Northumberland	4	1%
Leeds	3	<1%
City of Stoke-on-Trent	3	<1%
Stockton-on-Tees	3	<1%

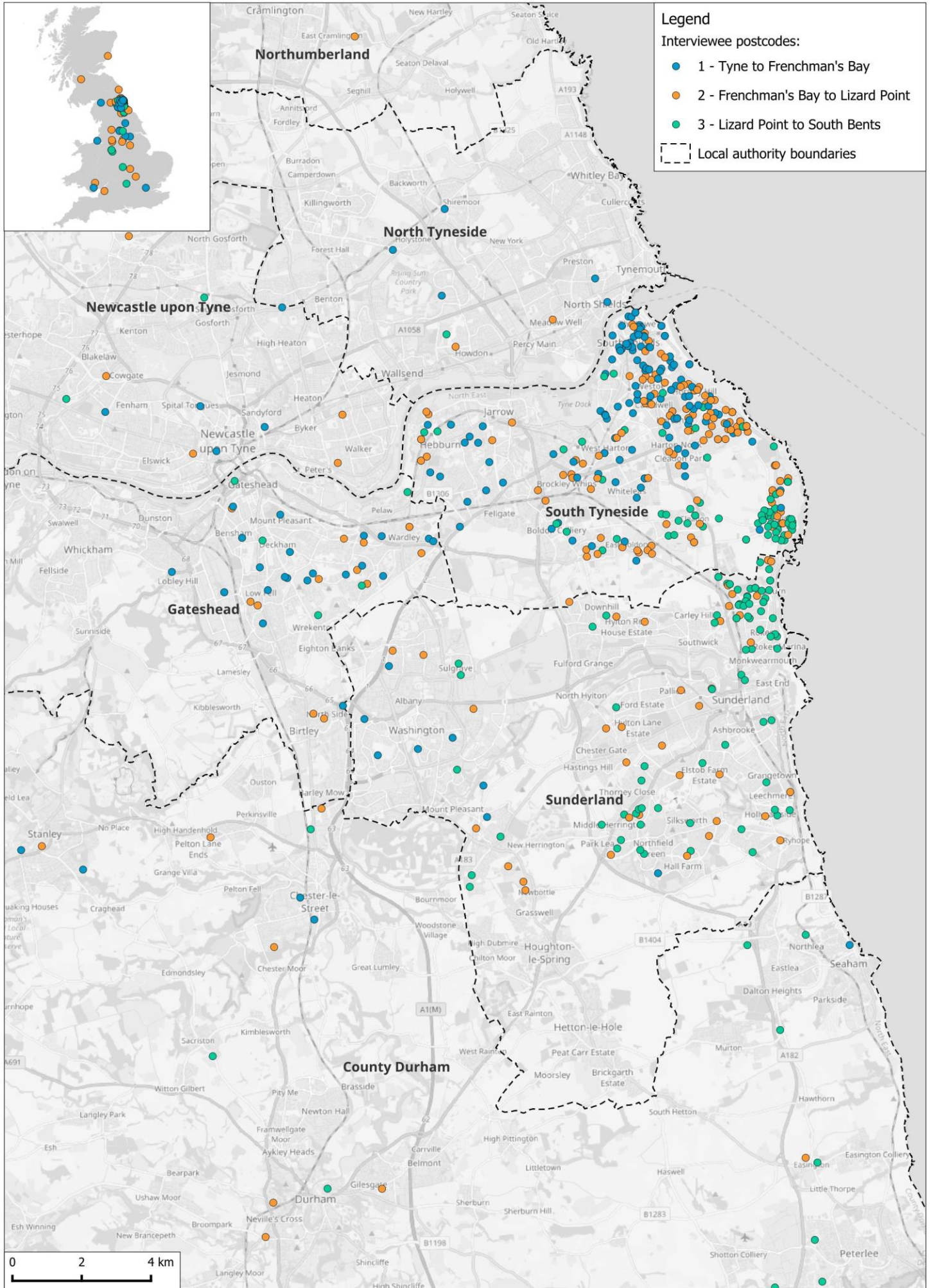
- 4.31 Map 3 shows the interviewee postcodes, coloured by survey location. It can be seen that most of the postcodes are either from South Tyneside or areas to the south and west, with relatively few from North Tyneside or Newcastle upon Tyne.

- 4.32 For each interviewee, the linear distance was calculated between their home postcode and the interview location (e.g. South Pier, Trow Lea). Data are summarised for different types of visitors in Table 8. Half of all interviewees gave home postcodes within 3.9km of the survey location and 75% originated from within 10.5km.
- 4.33 Interviewees at Frenchman’s Bay to Lizard Point lived slightly further away from where they were interviewed (median of 4.6km) compared to interviewees at Tyne to Frenchman’s Bay (median of 3.5km) and Lizard Point to South Bents (median of 3.7km).
- 4.34 Those interviewees who were jogging tended to live closer to where they were interviewed compared to those with other activity types (median of 2.5km). Those who were on holiday or on a short break lived furthest away (median of 88.1km).

**Table 8: Summary statistics for the straight-line distance (km) between the interviewee’s home postcode and the location where they were interviewed. N is the number of interviewees for which we have a full, valid postcode.**

Category	N	Mean ( $\pm$ SE)	Range	Median	Q3
<b>All interviewees</b>	<b>628</b>	<b>16.0 <math>\pm</math> 2.0</b>	<b>0.1 - 401.2</b>	<b>3.9</b>	<b>10.5</b>
Location 1 – Tyne to Frenchman’s Bay	207	14.1 $\pm$ 3.2	0.1 - 401.2	3.5	10.7
Location 2 – Frenchman’s Bay to Lizard Point	238	19.7 $\pm$ 3.6	0.1 - 399.7	4.6	11.8
Location 3 – Lizard Point to South Bents	183	13.6 $\pm$ 3.2	0.1 - 357.0	3.7	9.2
Main activity: Dog walking	299	10.2 $\pm$ 2.2	0.1 - 401.2	3.1	6.7
Main activity: Walking	258	20.3 $\pm$ 3.3	0.1 - 399.7	5.1	12.9
Main activity: Jogging	21	4.6 $\pm$ 1.2	0.7 - 26.4	2.5	5.4
Main activity: Bird watching	6	4.8 $\pm$ 1.4	2.3 - 10.3	3.1	8.3
Main activity: Cycling	12	6.8 $\pm$ 3.0	0.2 - 38.8	3.9	6.3
Main activity: Holiday / short break	8	140.2 $\pm$ 56.5	4.5 - 393.5	88.1	317.0
Main activity: Beachcombing	5	17.6 $\pm$ 6.8	1.1 - 34.2	15.0	33.2

**Map 3: Interviewee postcodes, by survey location.**



## Mode of transport (Q13)

4.35 Most interviewees indicated that they usually get to the survey location either by driving (401 interviewees, 56%) or on foot (280 interviewees, 39%). Relatively small numbers of interviewees had arrived by public transport, by bicycle, by mobility scooter or on horseback. There was some variation between survey locations with Lizard Point to South Bents having a higher percentage of interviewees arriving on foot, almost equal to the number who had driven (Table 9).

**Table 9: Mode of transport usually used by interviewees to reach the survey location, by survey location (Q13).**

Survey location	Drive	On foot	Public transport	Cycle	Other	Total
1 - Tyne to Frenchman's Bay	160 (61%)	90 (34%)	9 (3%)	2 (1%)	1 (<1%)	<b>262 (100%)</b>
2 - Frenchman's Bay to Lizard Point	139 (57%)	90 (37%)	6 (2%)	6 (2%)	1 (<1%)	<b>242 (100%)</b>
3 - Lizard Point to South Bents	102 (49%)	100 (48%)	1 (<1%)	3 (1%)	1 (<1%)	<b>207 (100%)</b>
<b>Total</b>	<b>401 (56%)</b>	<b>280 (39%)</b>	<b>16 (2%)</b>	<b>11 (2%)</b>	<b>3 (&lt;1%)</b>	<b>711 (100%)</b>

4.36 Driving was the most common mode of transport for all activity types except for jogging (68% had come on foot) and cycling (83% had come by bicycle).

## Age group (Q14)

4.37 The most common age groups of interviewees were 30-49 and 50-64, with approximately a third of interviewees in each. Survey location 1 – Tyne to Frenchman’s Bay had a higher proportion of 18 to 29-year-olds (21%) than the other two locations.

4.38 Activity types with a higher proportion of interviewees in the younger age groups were jogging and those who were on holiday, and activity types with a higher proportion of interviewees in the older age groups were cycling and bird watching (Figure 12).

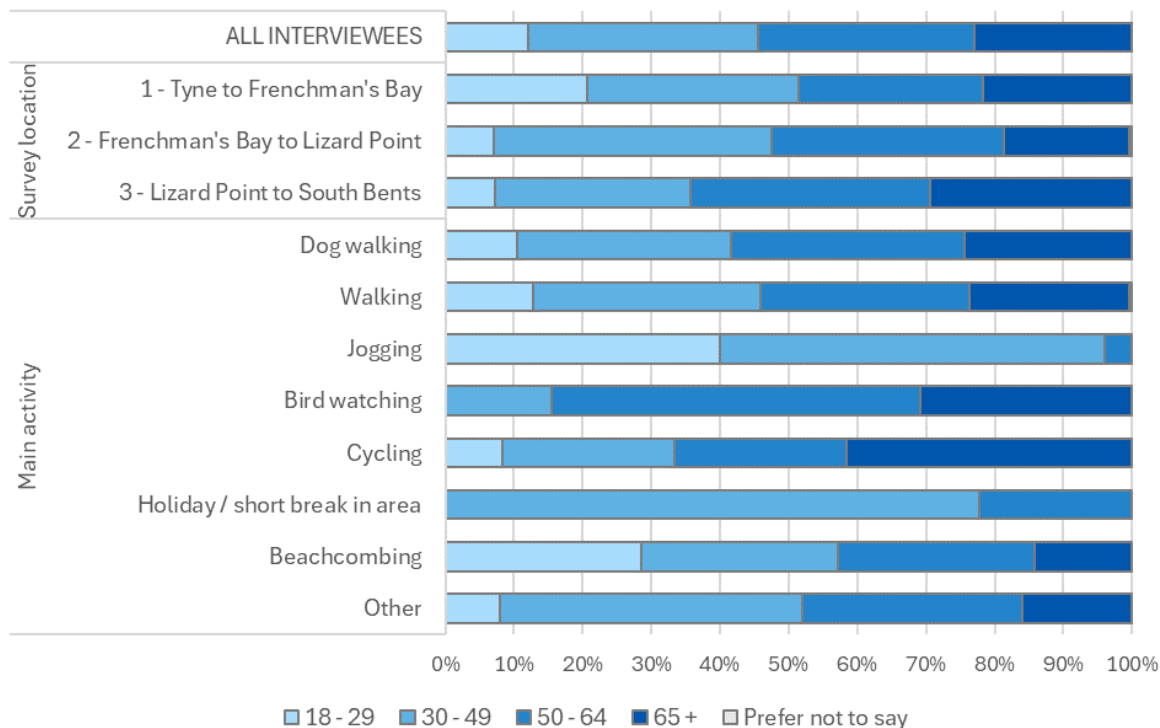


Figure 12: Age group of interviewees by survey location and main activity (Q14).

### Effect of Covid-19 on visits (Q16)

4.39 Overall, 51% of interviewees said that their recreational use of the coast had increased since the Covid-19 pandemic and 48% said that their use had not increased, with 1% unsure.

4.40 However, this varied greatly by survey location, with 70% of interviewees at Tyne to Frenchman’s Bay saying that their use had increased, compared to just 47% at Frenchman’s Bay to Lizard Point and 31% at Lizard Point to South Bents (Figure 13).

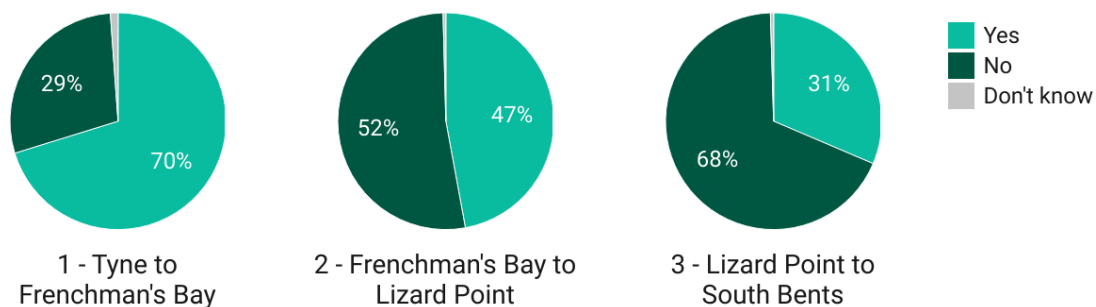


Figure 13: Responses to Q16, indicating whether their visits had increased since the Covid-19 pandemic.

## 5. Comparison with previous survey

5.1 This section provides a comparison with the previous survey (which took place in 2019/20, prior to the Covid-19 pandemic), to highlight key differences and change. A summary of key metrics from the two surveys is shown in Table 10.

5.2 In order to make a comparison between the two surveys, the winter 2019/20 data have been filtered to only include interviews from the South Tyneside survey locations. The questionnaires were similar in both surveys, although with some subtle differences, for example in the recent survey dog walkers were asked if they let their dog off the lead at any point on the walk, whereas in the previous survey the question asked whether their dog was off lead on the beach. Therefore, we have focussed on comparing some of the key questions that were the same in both. It is also worth noting that the survey period differed slightly between the two surveys and no adjustments have been made for this.

**Table 10: Comparison of key metrics from the two visitor surveys. Data from 2019/20 are filtered for the South Tyneside survey locations since the survey also included locations in Sunderland.**

Metric	2019/20	2023/24
Months	Oct – Mar	Dec – Apr
Number of 3-hour shifts	33	30
Average people per count – all locations	13	27
Average people per count – Tyne to Frenchman’s Bay	18	55
Average people per count – Frenchman’s Bay to Lizard Point	7	6
Average people per count – Lizard Point to South Bents	14	21
Average dogs per count – all locations	5	12
Average dogs per count – Tyne to Frenchman’s Bay	7	23
Average dogs per count – Frenchman’s Bay to Lizard Point	2	2
Average dogs per count – Lizard Point to South Bents	7	10
Number of interviews	568	711
Interviewees with main activity of dog walking	49%	47%
Interviewees with main activity of walking	36%	40%
Interviewees visiting daily Oct-Mar	31%	38%
Interviewees visiting daily Oct-Mar with main activity of dog walking	49%	56%
Interviewees visiting daily Apr-Sep	35%	39%
Interviewees visiting daily Apr-Sep with main activity of dog walking	52%	56%
Interviewees who would use an alternative green space close to home	31%	54%
Interviewees arriving by car/van	70%	56%
Interviewees arriving on foot	24%	39%

## Tally counts

5.3 The average number of people recorded per count had doubled, from 13 in the 2019/20 survey to 27 in the 2023/24 survey. The largest increase was at Tyne to Frenchman’s Bay, where the average number of people per count had increased from 18 to 55. This ties in with the responses to Q16 (see Figure 13).

5.4 The number of dogs recorded had also increased between the two surveys, from 5 dogs per count to 12, again with the largest increase at Tyne to Frenchman’s Bay.

## Interview data

5.5 The main activity of interviewees was similar in both surveys, with dog walking the most common activity in both (49% in 2019/20 and 47% in 2023/24), followed by walking. The third most common activity had changed from holiday/short break in 2019/20 to jogging in 2023/24 (Figure 14).

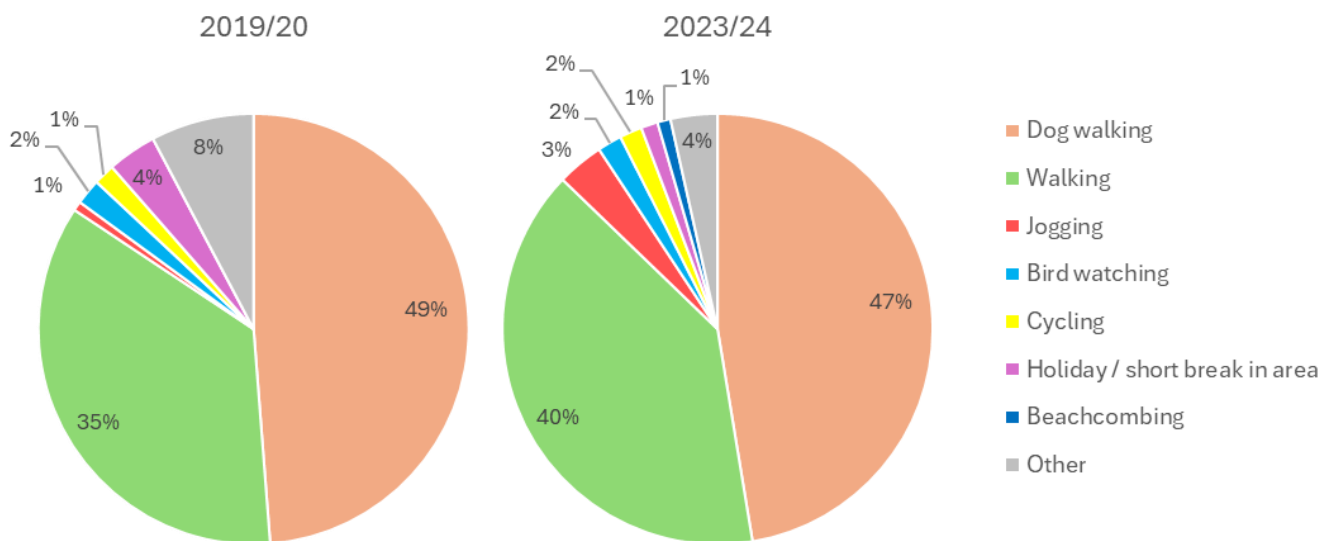


Figure 14: Comparison of interviewees’ main activity on the day of the interview (Q1b).

5.6 The proportion of interviewees who visit the survey location on a daily basis had increased slightly, from 31% to 38% in the colder months (October to March) and from 35% to 39% in the warmer months (April to September).

5.7 There was a slight shift in the reasons why interviewees chose to visit the survey location. While enjoyment of the beach/sea and convenience/proximity still made up a large proportion of responses, there was an increase in the percentage of interviewees who cited the natural environment or having plenty of space for their dog to run around (Figure 15).

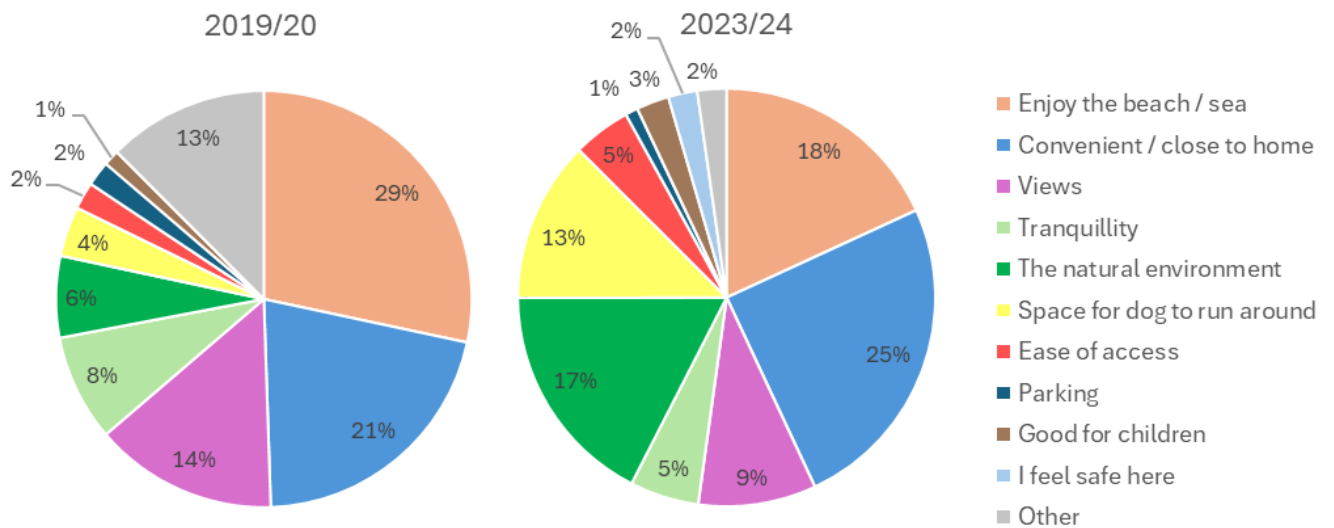


Figure 15: Comparison of interviewees' main reason for choosing to visit the survey location (Q8).

5.8 The proportion of interviewees who would consider using an alternative green space (most or some of the time) if it were closer to their home had increased from 31% to 54%. Amongst those whose main activity was dog walking, this percentage had increased from 38% to 56%.

5.9 There were changes in the mode of transport used by interviewees, with fewer interviewees driving to the survey location (from 70% to 56%) and an increase in those arriving on foot (from 24% to 39%). These differences were mostly due to interviewees at Frenchman's Bay to Lizard Point (driving was down from 73% to 57%) and at Lizard Point to South Bents (driving down from 74% to 49%).

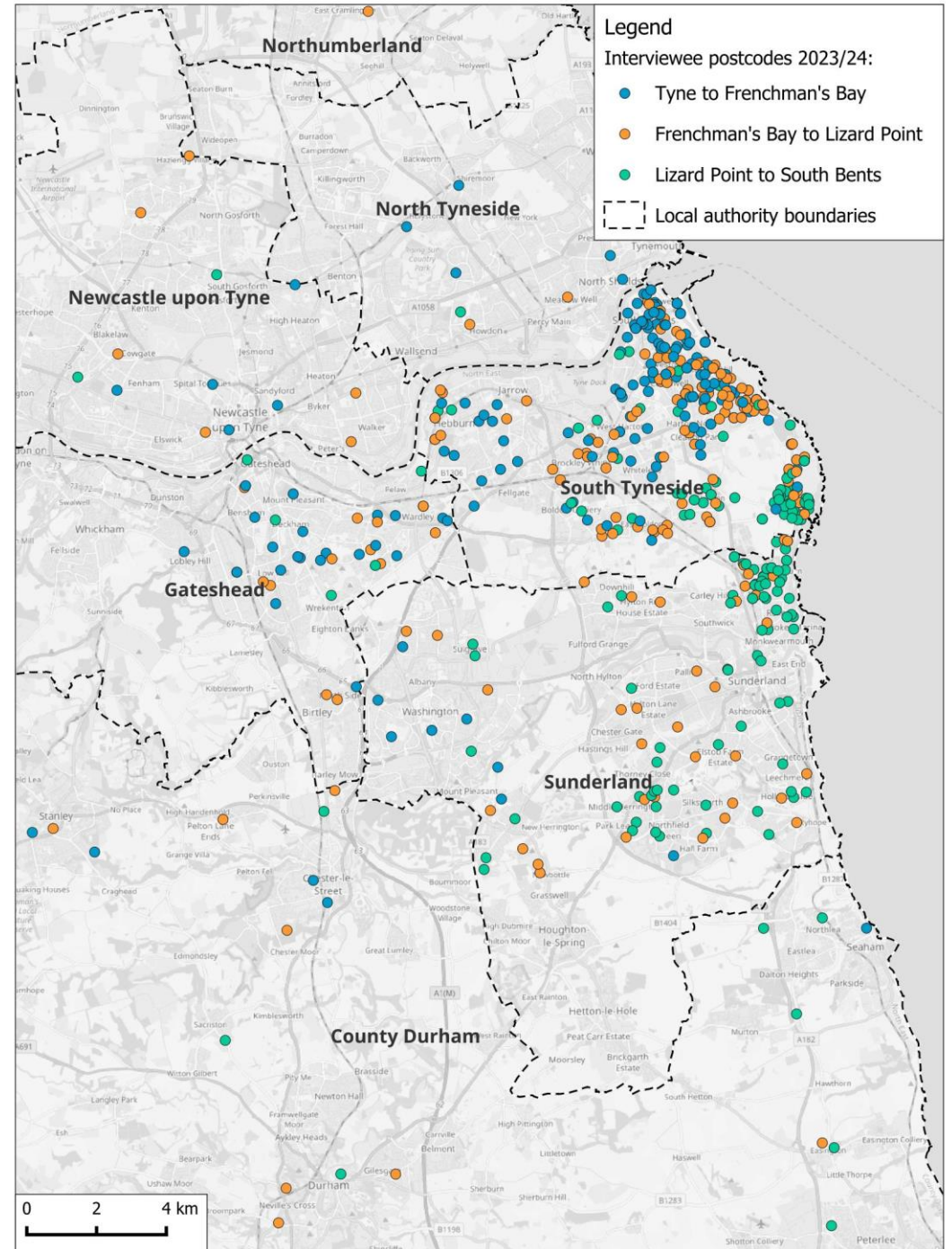
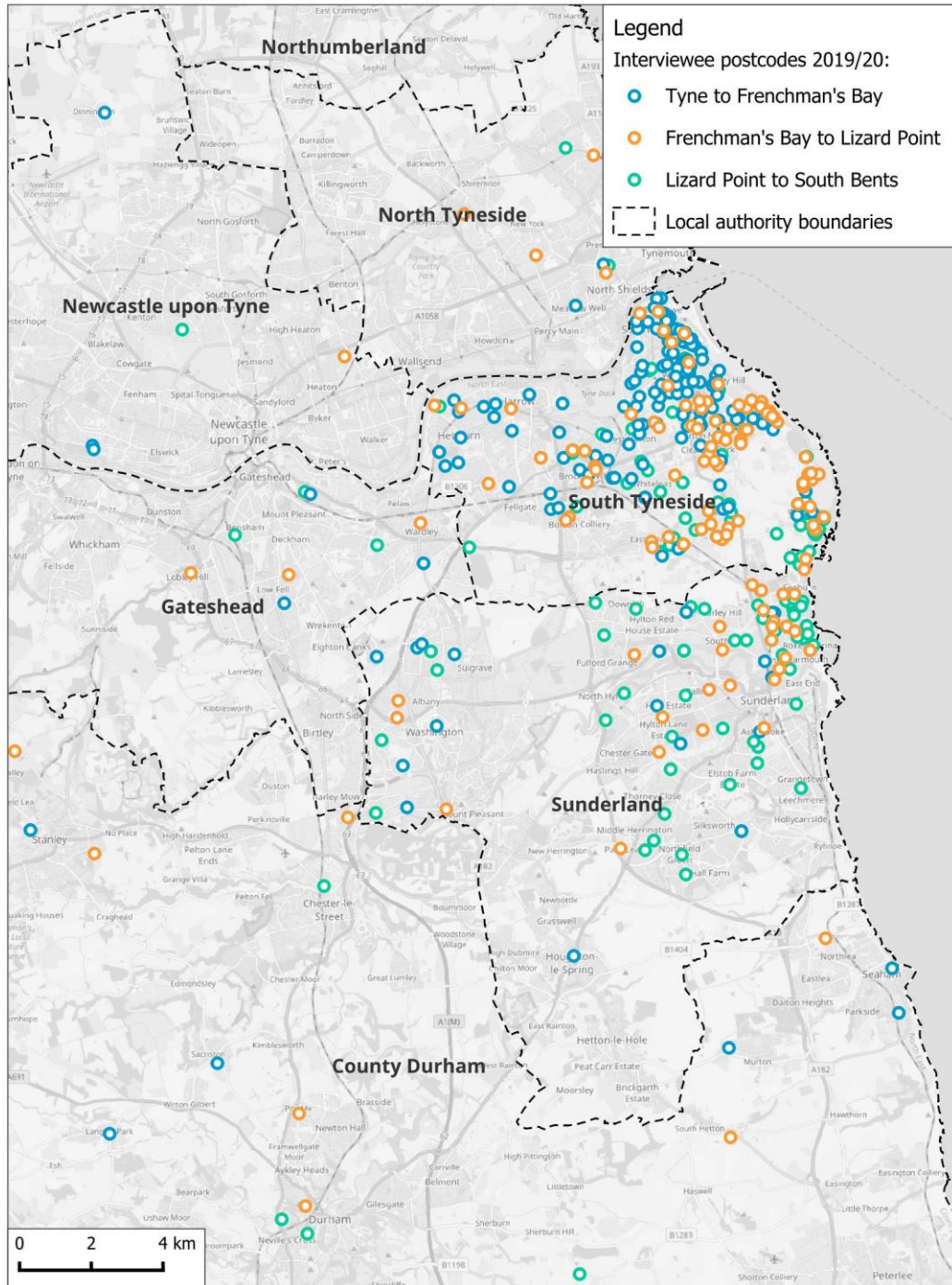
## Visitor postcodes

5.10 The distribution of interviewee postcodes from the 2019/20 and 2023/24 visitor surveys is shown side by side in Map 4. This shows a high concentration of postcodes along the coast from South Shields to Sunderland in both surveys, as well as in urban areas within the South

Tyneside and Sunderland districts. However, in the 2023/24 survey there is a slightly wider spread of postcodes from areas further afield such as Gateshead, Newcastle upon Tyne, Shiney Row and Chester-le-Street.

- 5.11 A comparison of distances between the coast and the visitor postcodes from both surveys is explored in more detail in the following chapter.

**Map 4: Comparison of interviewee postcodes in 2019/20 and 2023/24.**



## 6. Discussion

6.1 The survey results provide a snapshot of recreation use along the South Tyneside Coast from the winter 2023/24. The coast is clearly a popular destination for local people, is busy and provides for a range of recreation use. Dog walking (which has particular implications for the bird interest) was the most frequent activity at all locations, with 1 dog for every 2.3 people counted. Recreation use has increased since the last survey, with the tally count data suggesting around a 106% change in access between the two surveys.

### Implications for the mitigation

- 6.2 Given the numbers of dogs counted and the widespread occurrence and frequency of dog walking, dog walkers should continue to be focus for mitigation. 85% of dog walkers let their dog(s) off the lead for at least part of the walk and the ideal would be to see this percentage decrease over time in the sensitive areas. Dogs running loose on the beaches/around the areas used by the birds and also dog fouling should be particular targets for mitigation.
- 6.3 Just over half (54%) of interviewees stated that they would use a suitable area of greenspace if it was close to their home. This would suggest there is a role to potentially deflect visitors away from the coast if suitable locations can be found and promoted. The coast does have a particular draw (with 68% of interviewees stating visiting for the beach/sea and 56% for the views), so alternative provision will probably only work for a proportion of visitors. For dog walkers (a key target for any such provision), 56% said that nothing would attract them to go somewhere else, suggesting the approach may work for around 44%. There would seem some long-term merit in greenspace provision as a mitigation approach.
- 6.4 The postcode data highlights that only around half the people using the South Tyneside Coast originate from South Tyneside and in particular those from Sunderland account for a relatively high proportion of visitors (18%). Such data highlight the need for mitigation to address in-combination effects of growth and the importance of mitigation 'joining-up' along the linear stretch of coast.

- 6.5 The postcode data indicate people typically live around 3.9km (the median) from the locations where interviewed and the third quartile was 10.5km. The third quartile (75<sup>th</sup> percentile) reflects the distance within which most visitors originate and is typically used to define a zone of influence (Liley, et al., 2021). In the previous survey the median was 3.0km and the 75<sup>th</sup> percentile was 7.2km.
- 6.6 While this might suggest people are now travelling from further afield, there are some key differences between the surveys that make direct comparison difficult. In this survey, we have calculated the straight-line distance from the interview location to the home postcode, however in the previous survey the distances reflect the distance from home postcode to the nearest part of the coast (using Mean High Water Mark - MHWM). The change in method reflects more accurate recording of interview location. The previous survey also covered a wider section of coast, including Sunderland.
- 6.7 A comparison between the straight-line postcode distances from the 2019/20 surveys (excluding the Sunderland survey points in winter 2019/20) and the 2023/24 surveys is presented in Figure 16.
- 6.8 If the distances from the postcodes in this survey (2023/24) are measured to MHWM instead of the interview location, the median distance is 2.9km and the 75<sup>th</sup> percentile is 9.8km. From the previous survey (winter 2019/20), the equivalent data with Sunderland excluded (i.e. just South Tyneside), had a median of 3.6km and a 75<sup>th</sup> percentile of 8.1km (from 528 interviews).
- 6.9 Another consideration is those on holiday, who accounted for 12 out of the 628 interviewees that gave valid postcodes (holiday makers filtered based on responses about activities in Q1a). The 75<sup>th</sup> percentile from the recent survey data for those 616 interviewees not on holiday was 10.1km and median 3.8km.
- 6.10 These various postcode data therefore suggest that people may now come from slightly further afield to visit the coast than they did before Covid. There may be merit therefore in extending the zone of influence or keeping it under review. It should however be noted that the change in distance is perhaps not too great and the need for change should be carefully considered to ensure a zone that is pragmatic, easy to apply and not subject to small shifts every few years.

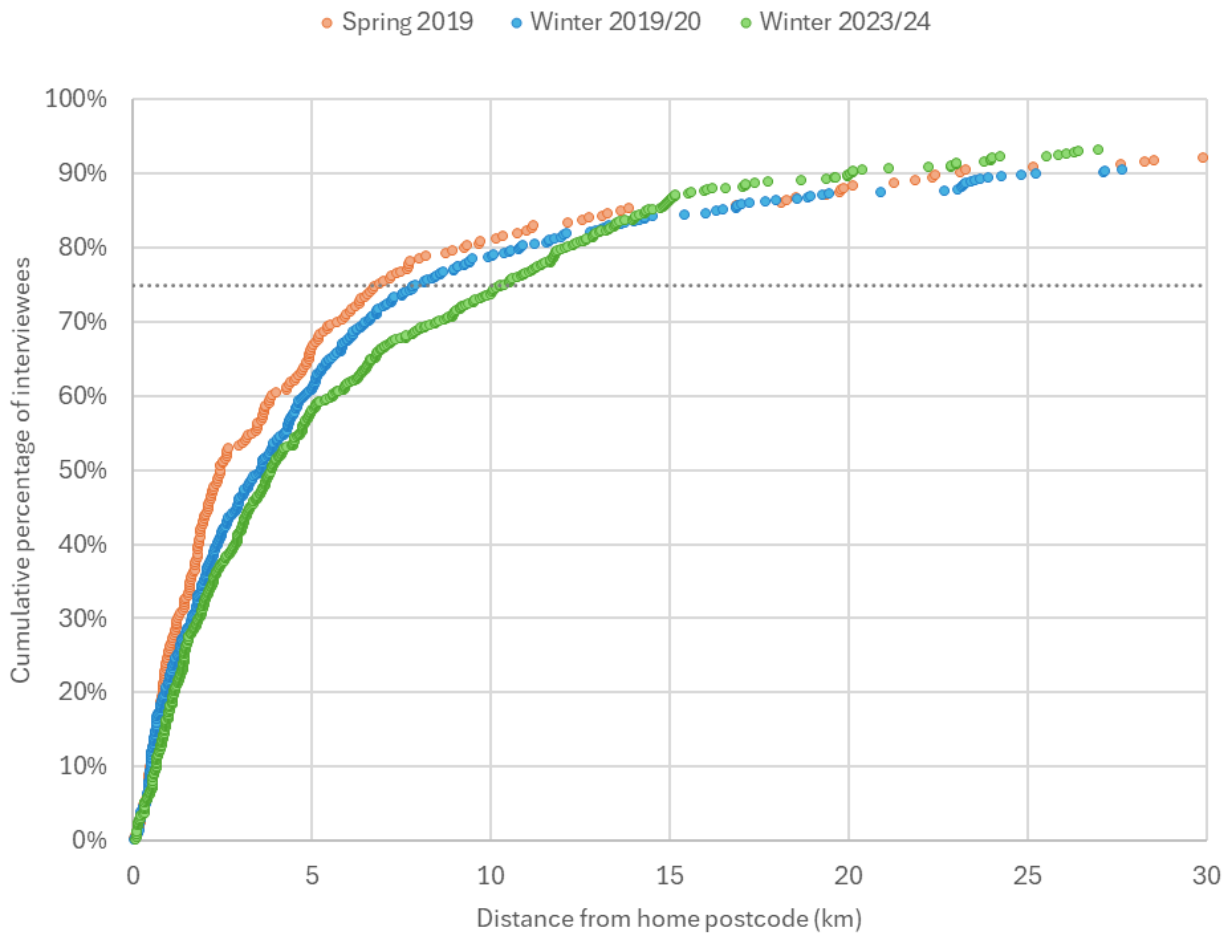


Figure 16: Distribution curves of the straight-line postcode distances from the 2019/20 surveys and the 2023/24 survey. The dotted horizontal line indicates the 75<sup>th</sup> percentile. The x-axis has been truncated to 30km in order to show detail on local visitors. The winter 2019/20 data have been filtered to exclude the Sunderland survey locations, so that the survey locations are the same for all three curves. Note that the methods of calculating the distances differed slightly (see paragraph 6.6).

## Recommendations for long-term visitor monitoring

6.11 The data collected allow comparison with previous survey findings, however there is merit in reviewing survey approaches and adapting the data collection with the aim of ensuring results can provide insights into how use is changing over time, while being simple to collect and making efficient use of resources. There are certain key metrics that will provide useful insights into mitigation delivery and recreation impacts. Suggestions include:

- Survey shifts are adjusted to be the same at weekdays and weekends, facilitating direct comparison and ensuring there is no oversampling of certain times of day compared to other times.
- Tally data being collected as a continuous count for a specific location (e.g. gateway) or pre-defined area over a fixed time period,

rather than a snapshot. This ensures data are comparable and can be easily used to derive actual visitor numbers.

- In the questionnaire, Q1a asks for all activities the interviewee carries out at this site. The results are difficult to analyse as the answers could relate to an unspecified period and all visits ever undertaken by the interviewee, meaning it is potentially difficult to reliably use the results to filter interviewees or be able to quantify the levels of participation in particular activities. Asking simply about the activities undertaken on the day of the interview is a more robust alternative.
- Holiday/short break is recorded in the survey as an activity type, but this is not necessarily capturing those who are staying overnight away from home, which is useful to know when defining a zone of influence. For example, someone who is staying with family may not list 'holiday/short break' as one of their activities, whereas someone may be 'on holiday' on a staycation and not staying away from home (as seen in Table 8, one of the interviewees with holiday/short break as their main activity lived only 4.5km away). It would be more effective to have separate questions for whether they are staying away from home and what the activity being undertaken is. Such a question would allow those on a day trip or short visit from home to be separated from those on holiday in the area, without confusion with activities.
- Data on interviewee routes would be good to obtain for each interview – ideally as a line showing where the person walked/planned to walk. These data allow heat maps to be generated and are useful in showing how people move around the coast, which ways people use to access the beaches, where they park etc.
- It may be useful to record the precise number of dogs that each dog walker has with them in Q3, rather than grouping together those with 3 or more dogs.

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## Appendix 1: Surveyor instructions

The following pages are a copy of the instructions and maps that were provided to the visitor surveyors.

## Tyne to Frenchman's Bay

Please spend half your shift at each map.



1. SOUTH PIER:

- a. Please travel to the postcode NE33 2LF which is the postcode for The Dunes and using either the Harbour Drive South carpark (toilets and refreshments can be found here) or the Pier Head carpark.
- b. Please complete your first tally count upon arrival, on the hour, at the yellow triangle (beside the South Shields volunteer life brigade building). Count all people and dogs visible within a full 360 degree turn. The second tally count should also be completed here, 1 hour after your shift started. Please ensure you stay away from the edge and close to the railing.
- c. Interviews can take place along the red dotted line.
- d. Please leave this location approximately halfway through your shift.

2. TROW LEA TO FRENCHMAN'S BAY:

- a. Please travel to the postcode NE33 2JH which is the postcode for the Trow Quarry car park (top left corner of map).
- b. Interviews can take place within the area shown by the red circle – to the right of the car park.
- c. Please conduct a tally count here at the blue triangle (up uneven steps where a military object is in sight), two hours into your shift, counting all visible people/dogs within a 360 turn, including those on Sandhaven beach.
- d. Please take care when walking towards this tally count/interview location. Follow the public footpath left from the bottom of the steps (please be mindful of the bumpy, wet terrain).
- e. Interviews can continue to be taken for the first section of the walk (see map) and can commence again once approaching the final sample point – when the cove can be seen on the left.
- f. Please complete your final tally count (360 view) at the end of your shift at the red triangle – where the path forks, near the dog waste bins.

## Frenchman's Bay to Lizard Point

Please spend half your shift at each map.



## South Tyneside 2024 Visitor Survey Analysis

### 1. MARSDEN BAY:

- a. Please travel to the postcode NE34 7BS (postcode for The Marsden Grotto) and park in the Marsden Lea carpark.
- b. Please exit the carpark to the left and complete your first tally count upon arrival, on the hour, at the blue triangle (near the 'kiosk on the leas' hut). Count all people and dogs visible (not in cars) within a full 360-degree turn.
- c. Interviews can take place within the area shown by the red circle - on the grass areas and towards the top of the steps.
- d. After approximately 45 minutes, please head back through the carpark and exit from the right, towards the Marsden Grotto Restaurant (opens 10am) and carpark. On the hour, 1 hour after your shift started, please complete your second tally count at the orange triangle. Please look over the carpark wall and include a count on the beach (dependent on tide).
- e. Interviews can take place within the red circle – in the car park and surrounding grass areas.
- f. Please note that there are no public toilets at this location.
- g. Please leave this location approximately halfway through your shift.

### 2. LIZARD POINT:

- a. Please travel to the postcode SR6 7NF which is the postcode for Mill Lane. The closest car park is the Souter Lighthouse carpark. (Toilets can be found near the Lighthouse).
- b. Interviews can be completed in the area shown by the red circle – within the car park and grassy area to the right of the Lighthouse.
- c. Please leave the car park to the right and head towards the yellow triangle (where 2 paths cross) to complete two tally counts (one of which 2 hours into your shift and one upon completion of your shift), and interviews can be carried out within the red circle and dotted line.

### Lizard Point to South Bents

Please spend half your shift at each map.



1. SOUTH BENTS:

- a. Please travel to the postcode SR6 7NT for Sea Lane/The Bents and use the car park – Whitburn Bents car park.
  - a. Refreshments are available at this car park from 10am at ‘Toney Minchella’.
- b. Please complete your first tally count upon arrival, on the hour, at the yellow triangle. Count all people and dogs visible within a full 360-degree turn. The second tally count should also be completed here, 1 hour after your shift started. Please include any people/dogs visible on the rocky shore and beach from the sample point on the path.
- c. Conduct interviews along the dotted line and the area outlined in red on the map – grass area next to the path.
- d. Please leave this location approximately halfway through your shift.
- e. Please note that there are no public toilets at this location.

2. WHITBURN POINT TO JACKIE’S BEACH:

- a. Please travel to the postcode SR6 7NF for Mill Lane and use Souter Lower car park (once turned off the main road towards this car park, take the right turn).
- b. Interview in the car park and towards the sea.
- c. Conduct your third tally count at the blue triangle 2 hours after your shift started – on the path.
- d. Continue to conduct interviews in this area (circled/dotted at Whitburn Point) – this is likely to be the busier point.
- e. Walk along the coastal path towards Jackie’s Beach (south) – approximately 15 minutes and begin interviewing again when Jackie’s Beach comes into view. Please interview within the circled area here and along the paths shown with a dotted line. (PLEASE NOTE: This path is narrow and next to the cliff edge so if dark, please ensure your buddy is with you before walking this route). Keep away from the edge and any barriers.
- f. Please conduct the final tally count upon completion of your shift at the orange triangle – just before there is a fork in the path. Please position yourself in a safe place to include a count across the beach below as part of your 360 view.
- g. PLEASE NOTE: You can use the toilets at the lighthouse if needed, there is a café for any refreshments here also (however this is only open on certain days).

## Appendix 2: Survey dates and times

This table details the dates and times that each location was surveyed.

Date	08:00-11:00	11:00-14:00	14:00-17:00
<b>Tyne to Frenchman's Bay</b>			
Fri 15/12/2023	✓		
Sun 31/12/2023		✓	
Tue 16/01/2024			✓
Sun 21/01/2024	✓		
Fri 02/02/2024		✓	
Sun 18/02/2024			✓
Sat 16/03/2024		✓	
Sat 30/03/2024	✓		
Tue 02/04/2024		✓	
Sat 27/04/2024			✓
<b>Frenchman's Bay to Lizard Point</b>			
Tue 19/12/2023	✓		
Sat 30/12/2023		✓	
Tue 23/01/2024			✓
Sat 27/01/2024	✓		
Sat 03/02/2024			✓
Wed 14/02/2024		✓	
Sat 09/03/2024	✓		
Sun 17/03/2024		✓	
Sat 06/04/2024			✓
Mon 15/04/2024		✓	
<b>Lizard Point to South Bents</b>			
Fri 15/12/2023	✓		
Sat 30/12/2023		✓	
Sat 13/01/2024	✓		
Mon 15/01/2024			✓
Tue 06/02/2024		✓	
Sat 17/02/2024			✓
Sat 02/03/2024	✓		
Sat 30/03/2024		✓	
Thu 04/04/2024		✓	
Sat 20/04/2024			✓

## Appendix 3: Questionnaire

South Tyneside Coastal Visitor Survey

### Thank you for taking part in this survey

This survey is to help South Tyneside Council better understand how people use the coast. By completing the survey you give permission for the data to be used for these purposes. The data will not be used for any marketing purposes.

#### ASK ALL – MULTIPLE - REQUIRED

**Q1a SHOWCARD\*** - Using the following list, please state all activities you carry out at this site

Bird watching  
Dog walking  
Horse riding  
Beachcombing  
Kite flying  
Sea angling  
Walking  
Cycling  
Jogging  
Holiday / short break in area  
Other

#### ASK ALL – SINGLE

**Q1b What is the main activity you are undertaking at the coast today?**

Bird watching  
Dog walking  
Horse riding  
Beachcombing  
Kite flying  
Sea angling  
Walking  
Cycling  
Jogging  
Holiday / short break in area  
Other

**ASK ALL – MULTIPLE**

**Q2a SHOWCARD - Focussing on your current activity, why do you choose to carry this out at the coast? Please specify all that apply.**

No green space close to home / nowhere suitable close to home.

Ease of access

Tranquillity

Convenient / close to home

Parking

Views

I feel safe here

Plenty of space for my dog to run around off the lead

Enjoy the beach / sea

Health/Wellbeing

Other

**ASK ALL – SINGLE**

**Q2b - If a suitable area of green space was available close to your home would you use this as an alternative the coast?**

Yes , most of the time

Yes, some of the time

No, it's unlikely

**ASK IF DOG WALKING IS SELECTED AT Q1A/B - SINGLE**

**Q3 - How many dogs do you have with you today?**

1

2

3+

N/A – no dogs with you today

**ASK PEOPLE WITH DOGS – SINGLE**

**Q4 - Do you let your dogs off the lead at any point on the walk?**

Yes

No

**ASK PEOPLE WITH DOGS – SINGLE**

**Q5a - How often would you say you walk your dog here?**

- More than once a day
- Once a day
- Couple of times a week
- Once a week
- Monthly
- Less than monthly
- This is the first time
- Other

**ASK PEOPLE WITH DOGS – MULTIPLE**

**Q5b - What might attract you to go somewhere else rather than the coast? Please specify all that apply.**

- Feel safe for me
- Somewhere closer to home / takes less time to get there
- Easier parking
- Enough space to let my dog off the lead
- Nothing would attract me to go somewhere else.
- Don't Know
- Other

**ASK ALL – MULTIPLE - REQUIRED**

**Q6\* - Which parts of this coast do you use? Please specify all that apply**

- Clifftop
- Sandy parts of the beach
- Rocky parts of the beach
- Pier/Promenade/Designated footpaths

**ASK ALL – SINGLE - REQUIRED**

**Q7a\* -Aside from this location, do you visit any other places for similar purposes as you visited here today?**

- Yes
- No
- Don't know

**ASK ALL – SINGLE - REQUIRED**

**Q8\* - SHOWCARD. What is the main thing about this particular site that makes you visit it?**

- Ease of access
- Tranquillity
- Convenient / close to home
- Parking
- Views
- The natural environment
- I feel safe here
- Plenty of space for my dog to run around off the lead
- Good for children
- Enjoy the beach / sea
- Other

**ASK ALL – SINGLE - REQUIRED**

**Q9a\* - How often do you typically visit this part of the coast during the cooler months (Oct-Apr)?**

- More than once a day
- Once a day
- Couple of times a week
- Once a week
- Monthly
- Less than monthly
- Other

**ASK ALL – SINGLE - REQUIRED**

**Q9b\* - How often do you typically visit this part of the coast during the warmer months (May-Sep)?**

- More than once a day
- Once a day
- Couple of times a week
- Once a week
- Monthly
- Less than monthly
- Other

**ASK ALL – SINGLE - REQUIRED**

**Q10\* During the cooler months (Oct – Apr), at what time of day do you usually visit/use this part of the coast?**

Early morning 6am – 9am

Morning 9am – 12noon

Early afternoon 12noon – 3pm

Late afternoon 3pm – 5pm

Evening 5pm – 8pm

Late evening 8pm – 11pm

Night 11pm – 6am

**ASK ALL – OPEN NUMERICAL - REQUIRED**

**Q11\* How many people are in your party / group today?**

Adults (16)+

Children (under 16)

**ASK ALL – SINGLE - REQUIRED**

**Q12a\* We are trying to understand where our coastal users come from and your postcode is the easiest way to capture this. Are you willing to provide your full postcode? Please note, it will not be used to contact you or identify you individually.**

Yes

No

**ASK THOSE WHO AGREED TO PROVIDE POSTCODE – OPEN LITERAL**

Postcode part 1

Postcode part 2

**ASK ALL – SINGLE - REQUIRED**

**Q13\* How do you usually get to this site?**

Walk

Cycle

Drive

Public Transport

Other

**ASK ALL – SINGLE**

**Q14 SHOWCARD. Age**

18 – 29

30 – 49

50 – 64

65+

Prefer not to say

**ASK ALL - SINGLE**

**Q 16 Would you say your recreational use of the Coast has increased since the Covid 19 Pandemic?**

Yes

No

Don't know

**FOR INTERVIEWERS TO FILL IN – BEGINNING OF SURVEY**

Interviewer section:

**Survey location\* Please choose the area where the interview was conducted**

Tyne to Frenchman's Bay (need to further clarify interview location – options below)

- South Pier
- Trow Lea
- Frenchman's Bay

Frenchman's Bay to Lizard Point (need to further clarify interview location -options below)

- Marsden Bay
- Marsden Grotto
- Lizard Point

Lizard Point to South Bents

- South Bents
- Whitburn Point
- Jackie's Beach

**Date : Time : Surveyor**