



STRATEGIC MARKETING

Dover District Council

REPORT
Dover Visitor Survey
Pegwell Bay and Sandwich Bay

April 2012

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1. Background and Methodology

Methodology

- 1.1 Dover District Council wished to undertake a survey of visitors to two areas in the Dover District, namely:
 - Pegwell Bay
 - Sandwich Bay
- 1.2 A total of 377 face-to-face interviews were carried out with respondents visiting Pegwell Bay and Sandwich Bay between 8.00am to 6.00pm to determine the number of people visiting both sites and the reasons behind those visits. The fieldwork took place between 20th March and 31st March 2012.
- 1.3 In order to ensure the research was conducted with a cross-section of respondents, one person in any one visiting party was interviewed and selected at random.
- 1.4 Interviewers were instructed to interview every visitor in order to measure how many people were visiting each site on any given day. Repeat visitors who had completed the survey earlier on in the fieldwork period were asked to state their name and postcode in order to determine and analyse how many people were regular repeat visitors. The interviewers have advised that the refusal rate amongst visitors was negligible and therefore the number of interviews completed at each site closely reflects the visitor figures.
- 1.5 Please note, that all percentage figures in this report have been rounded to no decimal places. This may produce some unavoidable rounding errors where percentages do not sum to 100%.

Sample Breakdown

- 1.6 Table 1 and 2 shows the number of interviews completed at each site and the time.

Table 1

Location	Number of Interviews	% of Interviews
Pegwell Bay	245	65%
Sandwich Bay	132	35%
Total	377	100%

Base: All respondents (377)

Table 2

Time	All	Pegwell Bay	Sandwich Bay
8am - 10am	17%	19%	14%
10am - 12pm	27%	26%	28%
12pm - 2pm	26%	30%	19%
2pm - 4pm	19%	18%	20%
4pm - 6pm	12%	8%	19%

Base: All respondents (377) in %

- 1.7 Table 3 show the number of interviews completed on each day and Table 4 shows the number of interviews completed on each date.

Table 3

Day	All	Pegwell Bay	Sandwich Bay
Tuesday	18%	16%	20%
Wednesday	17%	17%	17%
Thursday	18%	19%	14%
Friday	14%	15%	11%
Saturday	31%	33%	27%
Sunday	4%	0%	11%

Base: All respondents (377) in %

Table 4

Day	Date	All	Pegwell Bay	Sandwich Bay
Tuesday	20 th March	66	40	26
Thursday	22 nd March	65	47	18
Saturday	24 th March	61	46	15
Sunday	25 th March	14	-	14
Wednesday	28 th March	64	42	22
Friday	30 th March	52	36	16
Saturday	31 st March	55	34	21
Total		377	245	132

Base: All respondents (377) in numbers

Statement of Reliability

- 1.8 On our sample of 377 interviews we have a confidence interval of 5.05 at a 95% confidence level.
- 1.9 The **confidence interval** is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 5.05 and 50% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 44.95% (**50 – 5.05**) and 55.05% (**50 + 5.05**) would have picked that answer.
- 1.10 The **confidence level** tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.
- 1.11 When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population is between **44.95%** and **55.05%**.
(Source: Survey Systems website)
- 1.12 A confidence interval of approx 5 or below is statistically reliable.

2. Executive Summary

Profile of visitors

- 2.1 Just under two thirds of respondents were male
- 2.2 The majority of respondents were 35 years old or over
- 2.3 Most of the visitors fell into B, C1 and C2 socio-economic grading
- 2.4 Almost half of respondents can from Ramsgate, Deal and Sandwich
- 2.5 Majority of respondents were either visiting alone, the only adult or with one other adult
- 2.6 The majority of respondents were not visiting with children
- 2.7 59% of respondents had one or more dogs with them during their visit
- 2.8 88% of respondents travelled by car

Frequency of visits

- 2.9 The majority of respondents were repeat visitors

Impact of Partial Closure of Pfizer

- 2.10 87% of respondents said they did not notice any change(s) since the partial closure of Pfizer
- 2.11 9% of respondents (31 respondents) said they had noticed change(s). These changes included: 'quieter roads/ traffic better'; 'quieter/ fewer people' and 'fewer cyclists'
- 2.12 Two fifths of respondents (13 in total) said that visitor numbers had remained the same whilst 35% (11 respondents) said there were fewer visitors

Impact of East Kent Access Dual Carriageway

- 2.13 Over two thirds of respondents said they had not noticed any change since the new road was built
- 2.14 A fifth of respondents had noticed a change and comments included: 'quieter roads/ less traffic' and 'easier/ quicker to get there'
- 2.15 Three fifths of respondents said it was quieter
- 2.16 Almost half of respondents said visitor number had remained the same
- 2.17 Over two fifths of respondents said the anti-social behaviour had remained the same

Reasons for visiting the sites

- 2.18 Top three reasons for visiting the sites were 'dog-walking', 'exercise' and 'enjoying the coast'
- 2.19 81% of respondents visiting Sandwich Bay said it was their regular dog walking area compared with 67% at Pegwell Bay
- 2.20 The majority of dog-walkers let their dogs off the lead
- 2.21 Visitors spent longer at Sandwich Bay than Pegwell Bay

Walking

- 2.22 Most respondents walked less than two miles, or between 2 – 4½ miles
- 2.23 Majority of those walking in Pegwell Bay were staying within the country park
- 2.24 80% of those walking in Sandwich Bay were walking north towards the point
- 2.25 Over half of respondents stay to paths

Influencing factors when visiting

- 2.26 Season – almost two thirds of respondents said that this does not influence their decision to visit
- 2.27 Weather – over half of respondents said that weather can influence their decision to visit
- 2.28 Tide – the majority of respondents said that this does not affect their visit

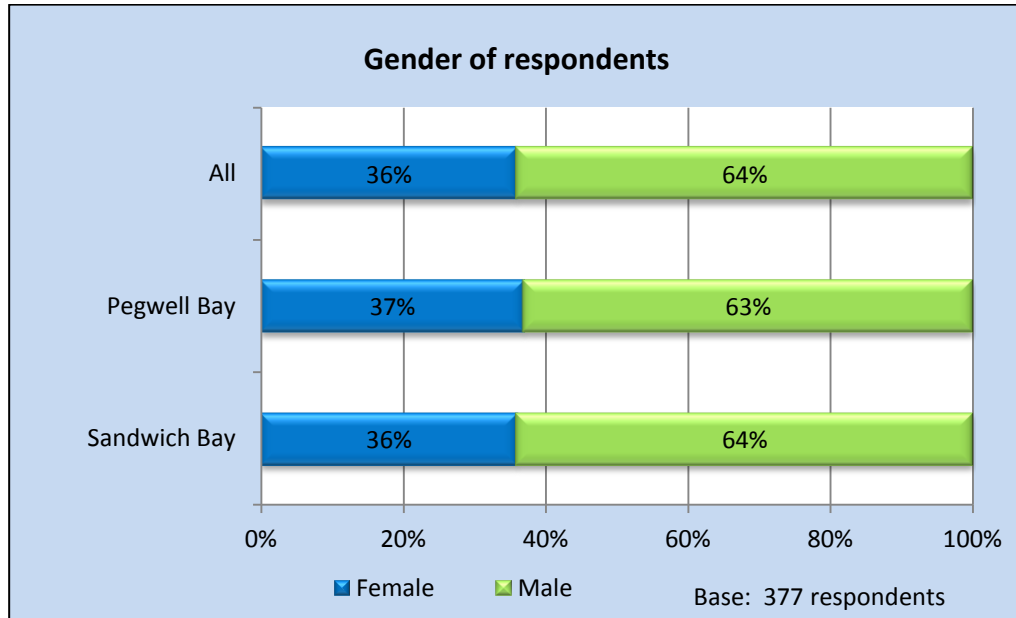
Improvements recommended

- 2.29 Over two fifths of respondents said that no improvements were needed to enhance their visit
- 2.30 Top three improvements that visitors wanted to see were 'more dog waste bins', 'cheaper parking/ access' and 'more toilets'
- 2.31 Two thirds of respondents did not report any factors that put them off from visiting
- 2.32 The main factor that put people off from visiting was 'dog mess'
- 2.33 The majority of respondents said it makes no difference having a warden on site

3. Main Survey Results

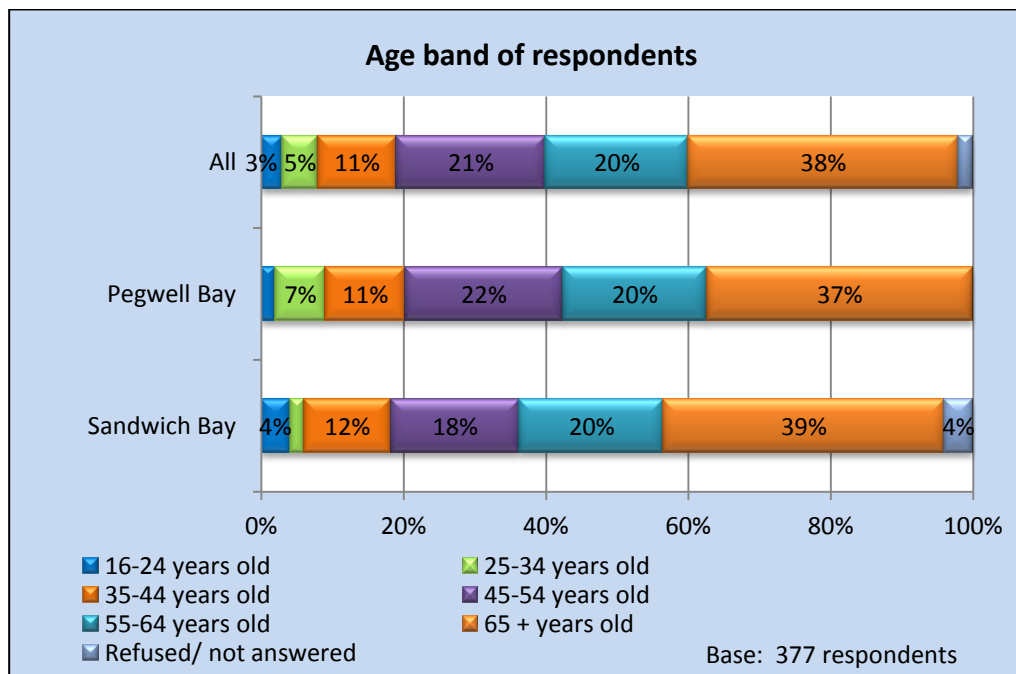
Profile of Visitors

There were more male respondents interviewed



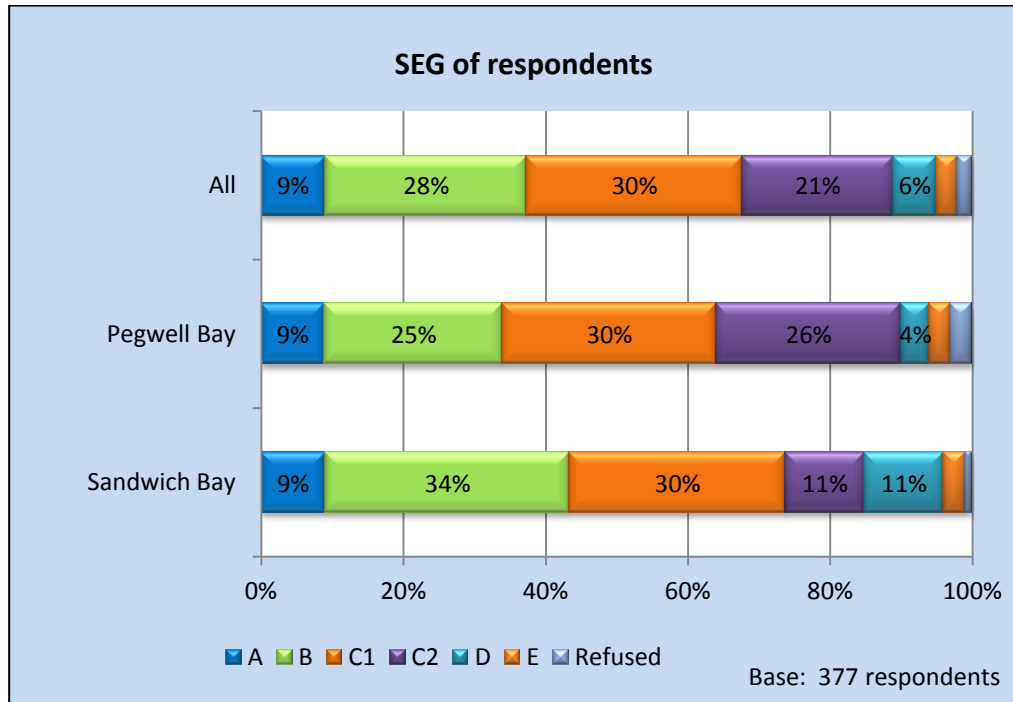
3.1 Just under two thirds of respondents were male at both sites.

Majority of respondents were 35 years old or over



3.2 90% of respondents (341 in total) were 35 years old or over; 38% (143 respondents) were 65+ years old. Only 8% of respondents (30 in total) were younger than 35. Results were fairly similar at both sites.

Most of the visitors fell into B, C1 and C2 socio-economic grading

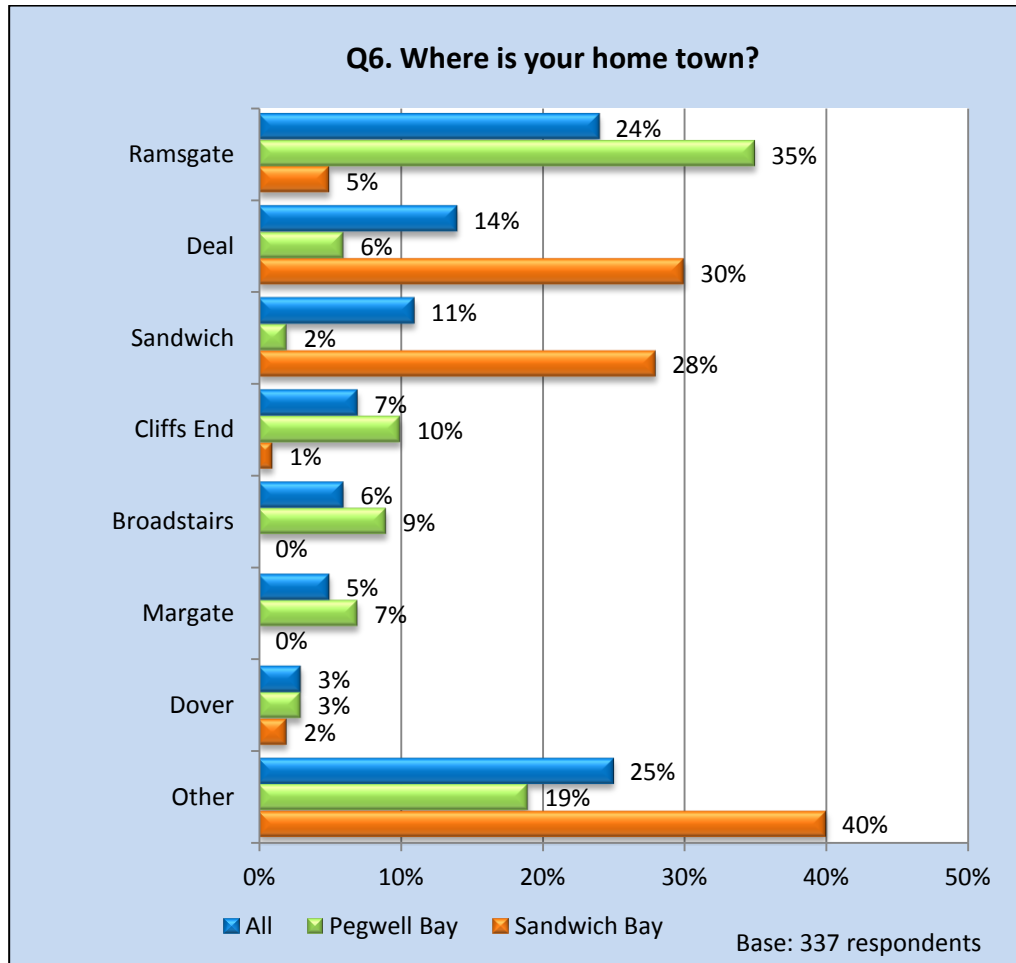


3.3 The most prominent socio-economic grading amongst respondents were B, C1 and C2 (28%, 30%, 21% respectively). There were more respondents within socio-economic grading B visiting Sandwich Bay (34%, compared to 25% in Pegwell Bay). There were also fewer respondents within the socio-economic gradings C2 to E (25%, compared to 33% in Pegwell Bay).

3.4 The breakdown below shows what each socio-economic grading represents:

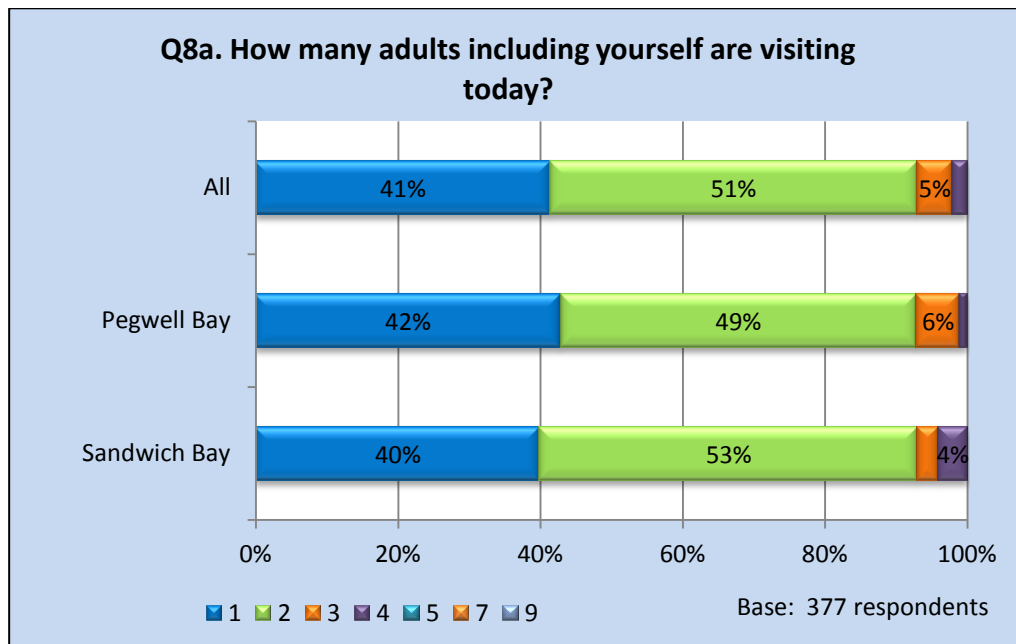
Grade	Chief income earner's occupation
A - B	A – Higher managerial, administrative or professional B – Intermediate managerial, administrative or professional
C1	Supervisory or clerical and junior managerial, administrative or professional
C2	Skilled manual workers
D - E	D – Semi and unskilled manual workers E – Casual or lowest grade workers, pensioners and others who depend on the welfare state for their income

Almost half of respondents came from Ramsgate, Deal and Sandwich



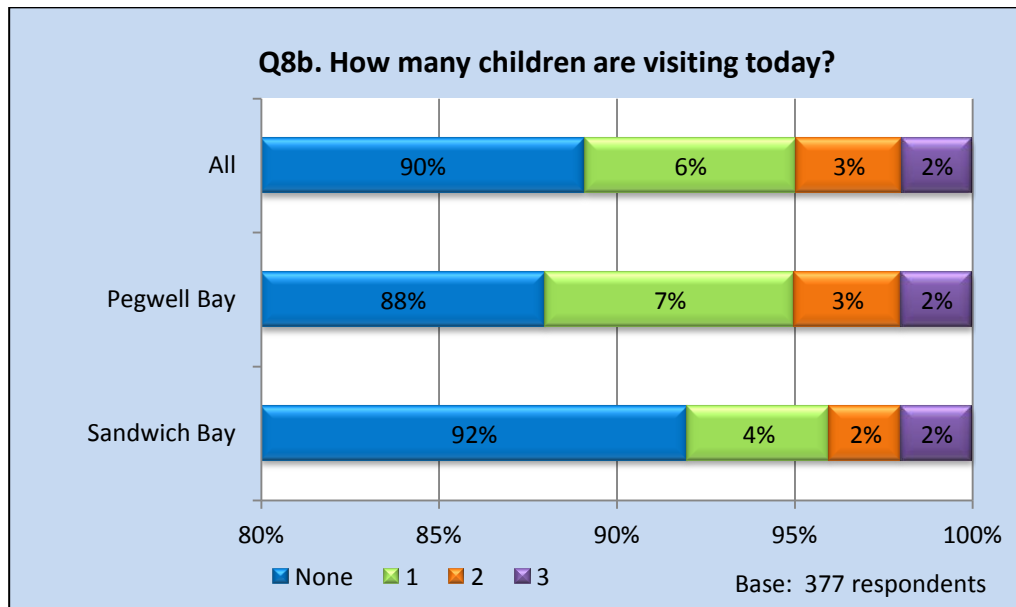
- 3.5 The top three towns stated by respondents were Ramsgate, Deal and Sandwich (24%, 14% and 11% respectively).
- 3.6 Over a third of respondents visiting Pegwell Bay (35%, 85 respondents) lived in Ramsgate.
- 3.7 30% of respondents (39 respondents) visiting Sandwich Bay were from Deal and over a quarter were from Sandwich (28%, 37 respondents).
- 3.8 The majority of the other responses mentioned were towns and villages within Kent (total of 22% of respondents) and 3% of respondents were from Greater London.
- 3.9 There were no overseas visitors interviewed at either site.

Majority of respondents were either alone, the only adult or with one other adult (excluding children)



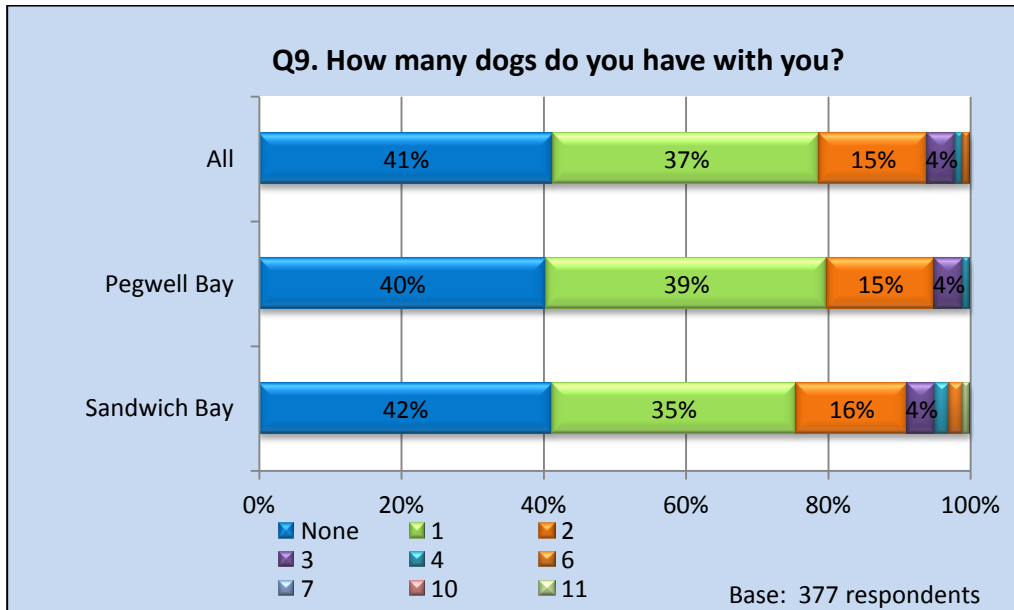
3.10 41% of respondents (156 in total) were visiting on their own (or with children) whilst over half of respondents were with one other adult (51%, 191 respondents). 8% of respondents (30 in total) visited the sites in groups of three or more adults. The results were fairly similar at both sites.

Majority of respondents were not visiting with children



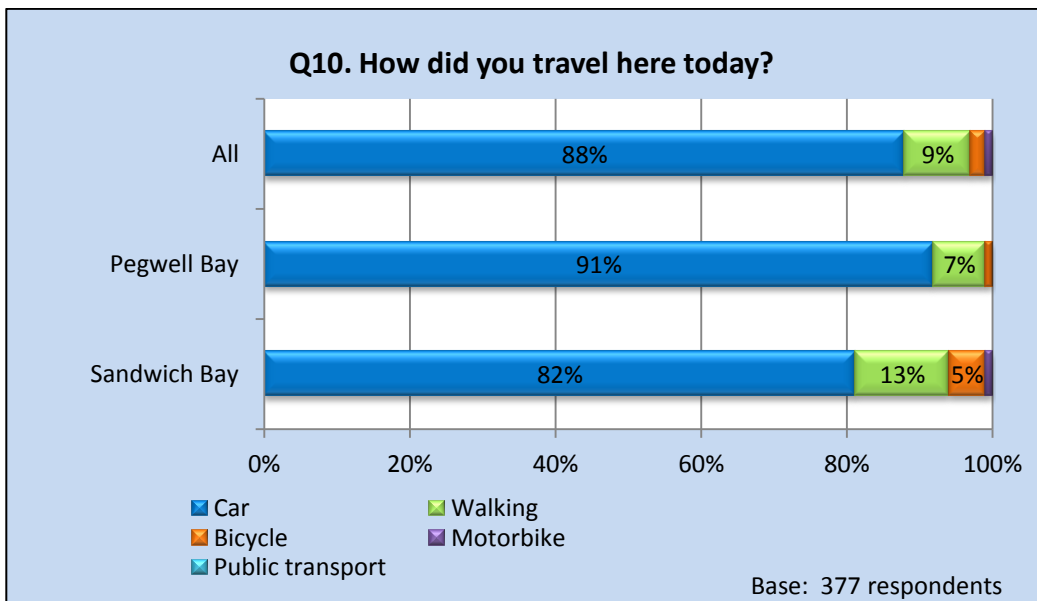
3.11 The majority of respondents (90%, 338 respondents) were not visiting with children. More respondents had children with them at Pegwell Bay (12% compared with 8% at Sandwich Bay).

Three fifths of respondents had at least one dog with them



- 3.12 59% of respondents (224 in total) had one or more dogs with them during their visit.
- 3.13 Just over two fifths of respondents (41%, 153 respondents) did not have a dog with them.

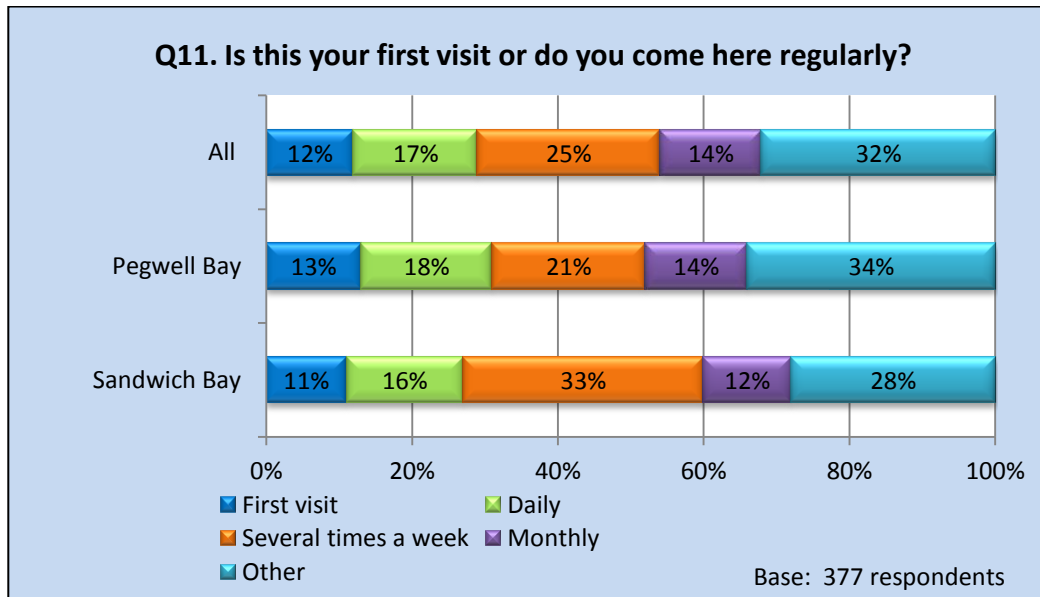
Majority travelled by car



- 3.14 Overall, the majority of respondents travelled by car (88%, 331 respondents). There were more respondents travelling by car to Pegwell Bay than to Sandwich Bay.
- 3.15 13% of respondents walked to Sandwich Bay compared with 7% to Pegwell Bay. 5% of respondents cycled to Sandwich Bay compared with 1% to Pegwell Bay.

Frequency of Visits

The majority of respondents were repeat visitors



- 3.16 Overall, only 12% of respondents stated it was their first visit to the sites (46 respondents). The remaining 331 respondents (88%) were repeat visitors. Of these 331 respondents, 213 respondents were interviewed at Pegwell Bay and 118 respondents were interviewed at Sandwich Bay.
- 3.17 42% of respondents (159 respondents) stated they visit the sites daily or several times a week.
- 3.18 More respondents visit Sandwich Bay daily or several times a week (16% and 33% respectively) compared with Pegwell Bay (18% and 21% respectively).
- 3.19 The 'other' responses provided are shown below:

	All	Pegwell Bay	Sandwich Bay
Base: 121 (Other responses)	121 respondents	84 respondents	37 respondents
Once a week	43	30	13
Several times a year	38	22	16
Once a fortnight	15	13	2
Once a year	12	7	5
Once every 2 - 3 months	7	6	1
Intermittent	5	5	-
Once every 2 years	1	1	-

Actual Repeat Visitors

- 3.20 As stated in the background and methodology section, interviewers were asked to record the names and postcodes of every respondent who had already completed the visitor survey within the fieldwork period (20th March – 31st March 2012).
- 3.21 The tables below show the number of repeat visitors to both sites

Pegwell Bay Repeat Visitors

Number of Repeat Visits	Number of Respondents
1	30
2	5
3	9
Total	44

- 3.22 There were 245 respondents interviewed at Pegwell Bay; 18% (44 respondents) had visited more than once within the fieldwork period.

Sandwich Bay Repeat Visitors

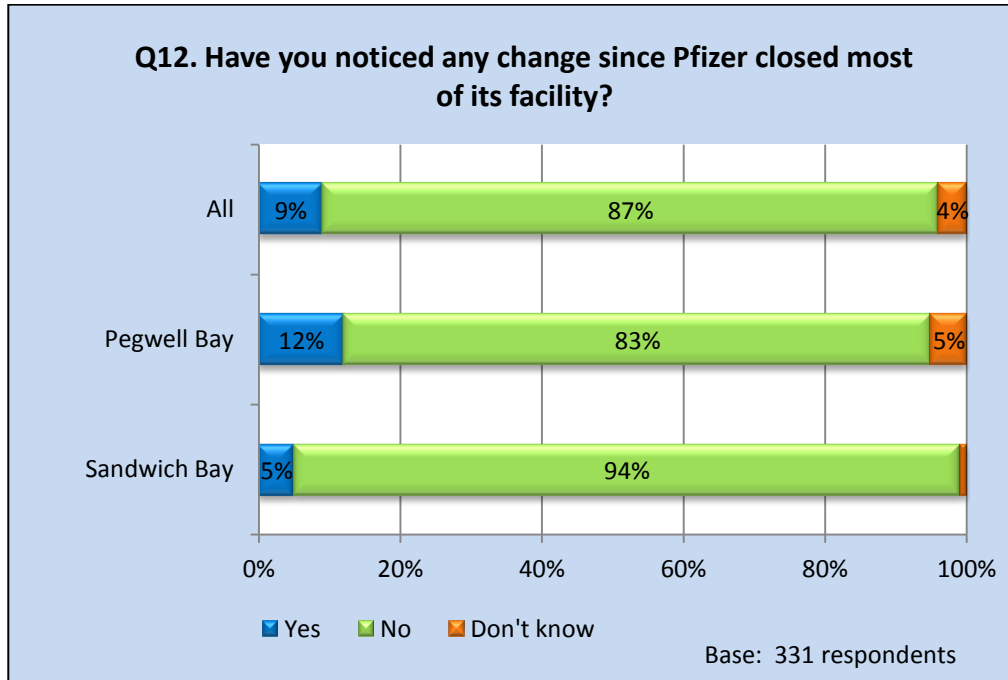
Number of Repeat Visits	Number of Respondents
1	22
2	6
4	2
Total	30

- 3.23 There were 132 respondents interviewed at Sandwich Bay; 23% (30 respondents) had visited more than once within the fieldwork period.

Impact of the Partial Closure of Pfizer

This section addresses the impact of the partial closure of Pfizer which resulted in a loss of nearly 3000 jobs. The enormous site is now an Enterprise Zone.

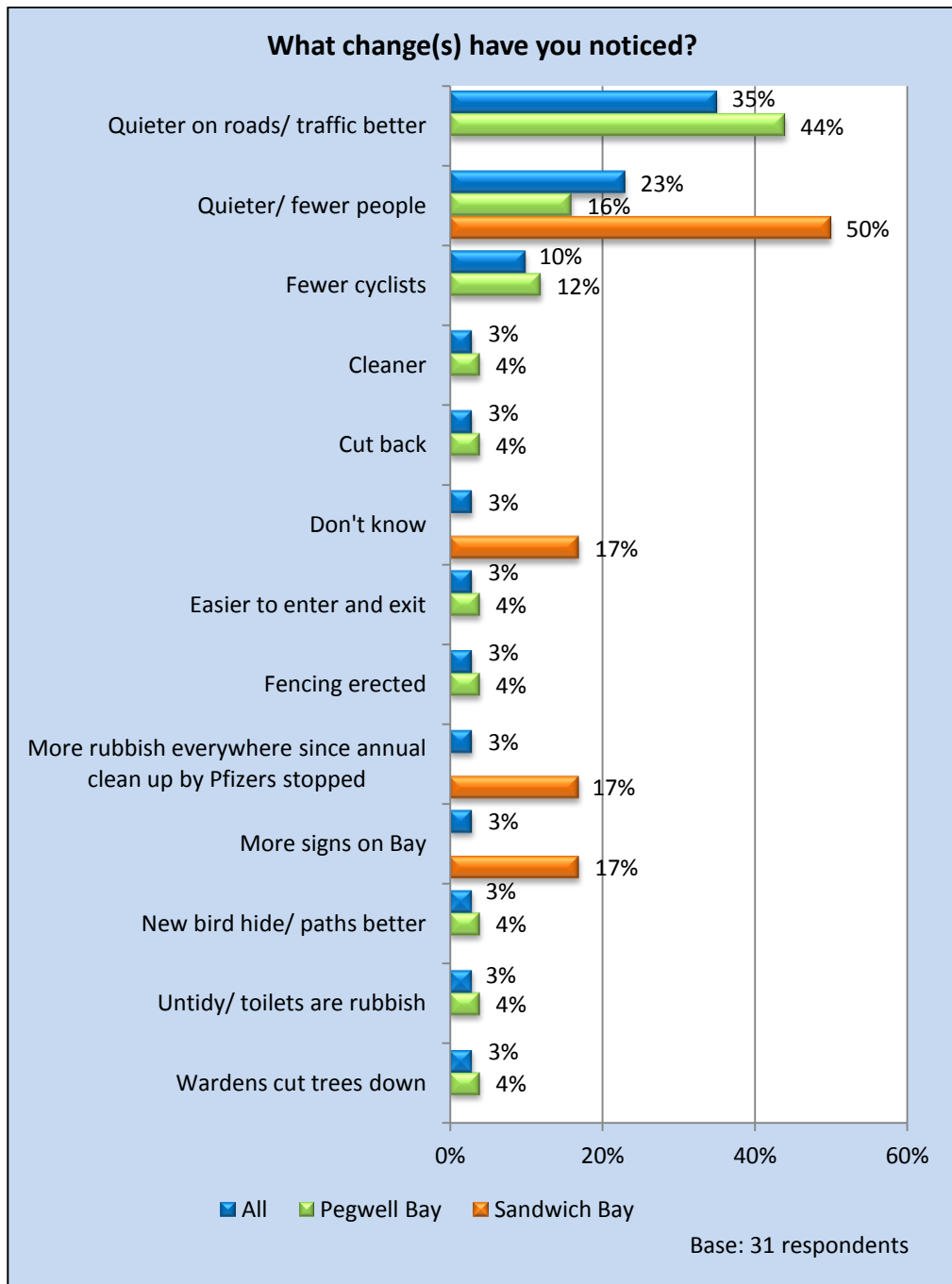
87% of respondents had NOT noticed any change(s) since Pfizer partially closed



- 3.24 Respondents who were not first time visitors to the sites were asked if they had noticed any change(s) since Pfizer partially closed. The majority of respondents (87%, 288 respondents) said they had not noticed any change(s).
- 3.25 9% of respondents (31 respondents) said that since the partial closure of Pfizer, they had noticed change(s).
- 3.26 There were slightly more respondents at Pegwell Bay (12%, 25 respondents) compared to Sandwich Bay (5%, 6 respondents) who had noticed change(s).

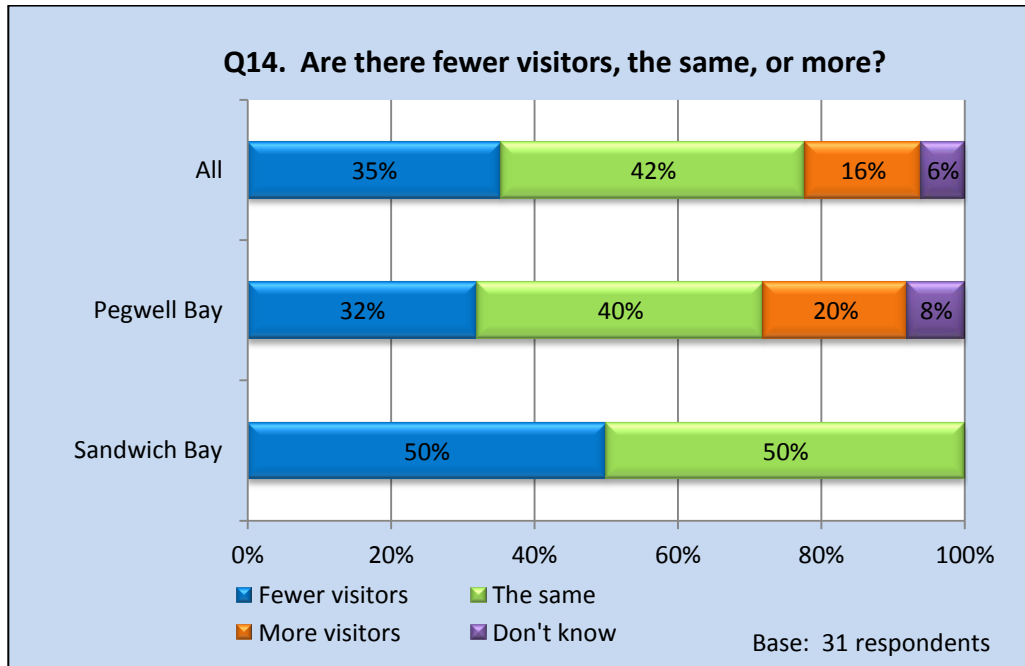
Please note, some caution needs to be taken when interpreting the results in the two charts below due to the low number of respondents.

Mixture of changes noticed by respondents



- 3.27 Overall, over a third of respondents (35%, 11 respondents) that had noticed change(s) said the roads were quieter and the traffic was better. It is worth noting this was only mentioned by visitors to Pegwell Bay.
- 3.28 50% of respondents visiting Sandwich Bay (only 3 respondents) that had noticed change(s) said there were fewer people visiting since the partial closure of Pfizer.

Over two fifths of respondents said visitor numbers have remained the same

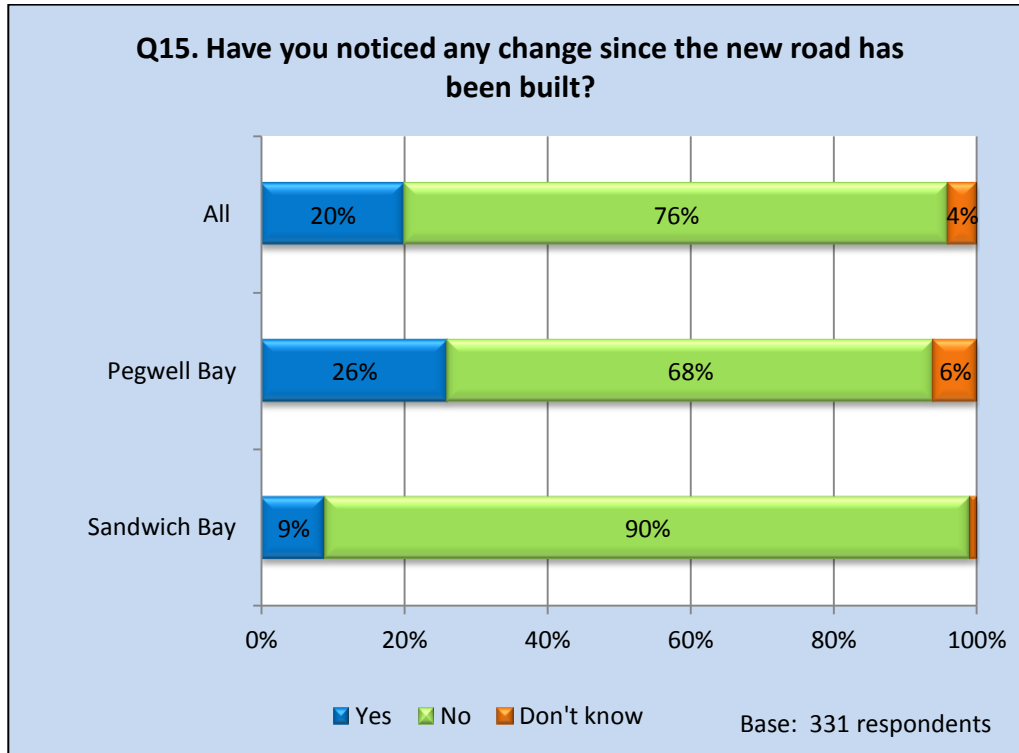


3.29 Overall, 42% of respondents (13 in total) said that visitor numbers had remained the same whilst 35% (11 respondents) said there were fewer visitors to the sites.

Impact of East Kent Access Dual Carriageway

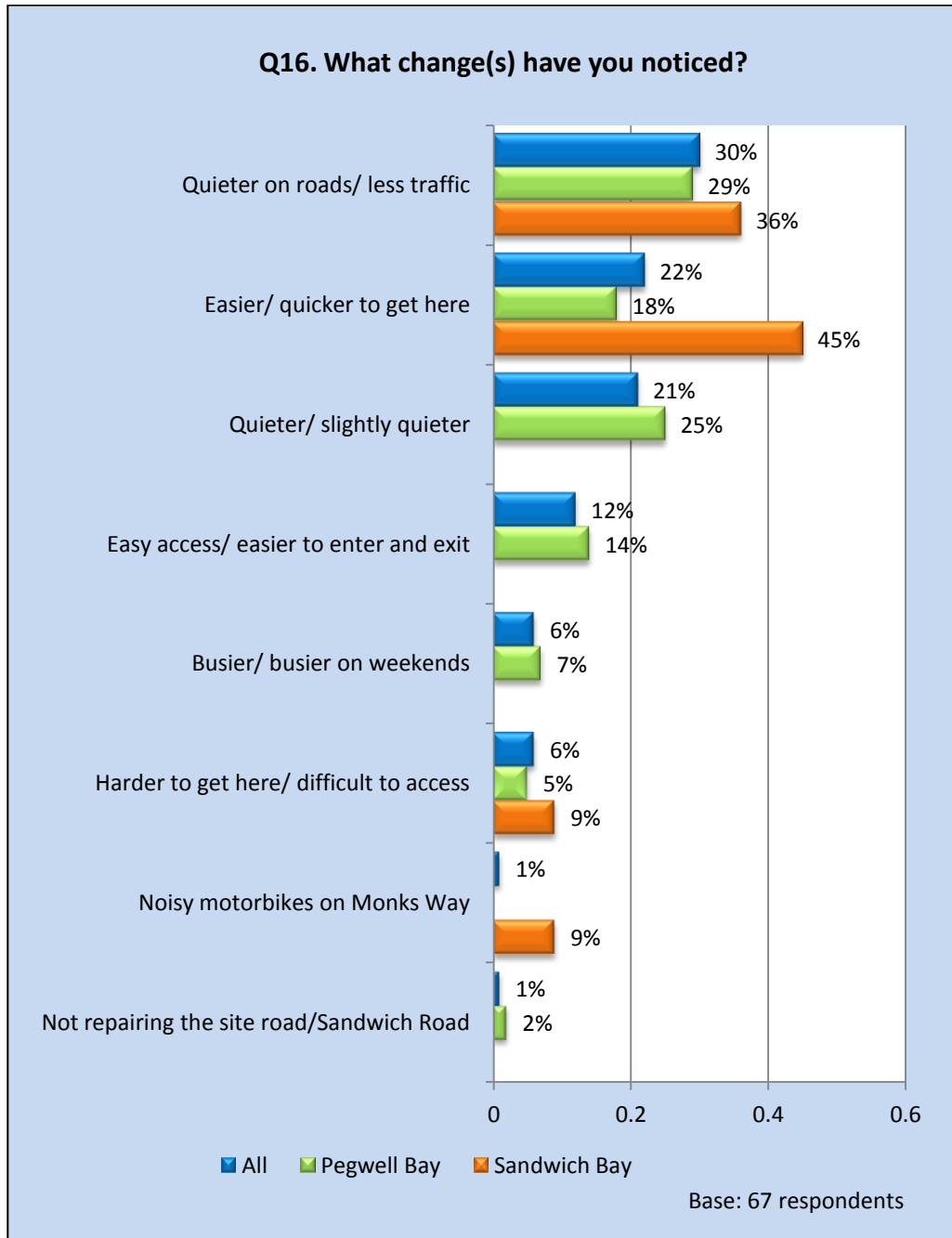
East Kent Access dual carriageway scheme. The new road from Thanet towards Dover diverts traffic away from Pegwell Bay.

Three quarters of respondents did NOT notice any change since the new road was built



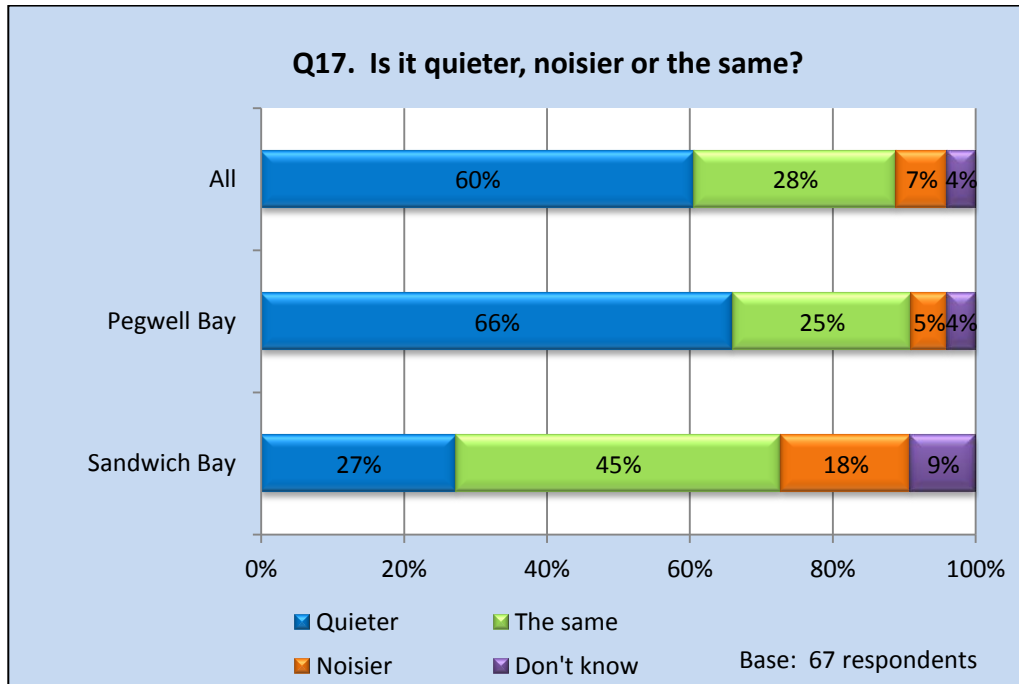
- 3.30 Respondents who were not on their first visit to the sites were asked if they had noticed any change since the new road was built; a fifth of respondents (20%, 67 respondents) had noticed a change however 76% of respondents (250 in total) had not.
- 3.31 26% of respondents (56 in total) visiting Pegwell Bay said they had noticed a change compared with 9% (11 respondents) at Sandwich Bay.

Mixture of changes noticed by respondents



3.32 The most popular answer provided was ‘quieter on roads/ less traffic’ with 30% of respondents (20 in total) giving this answer. The next most common answer, by 22% of respondents (15 respondents), was that it was ‘easier/ quicker to get here’.

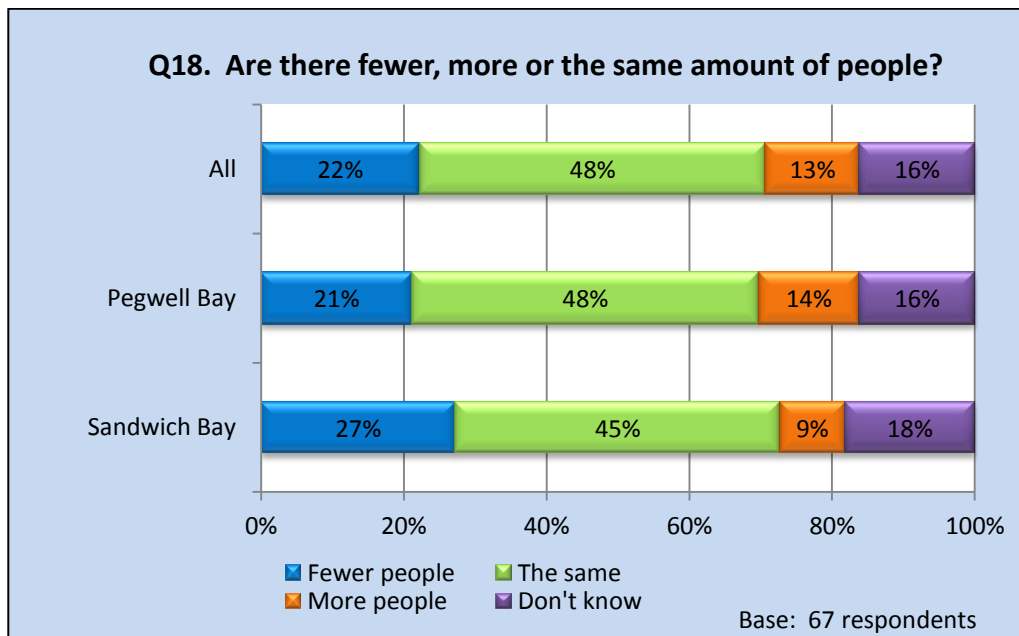
60% of respondents said it was quieter since the new road was built



3.33 Overall, 60% of respondents (40 in total) said it was quieter since the new road was built followed by 28% (19 respondents) who said it had remained the same.

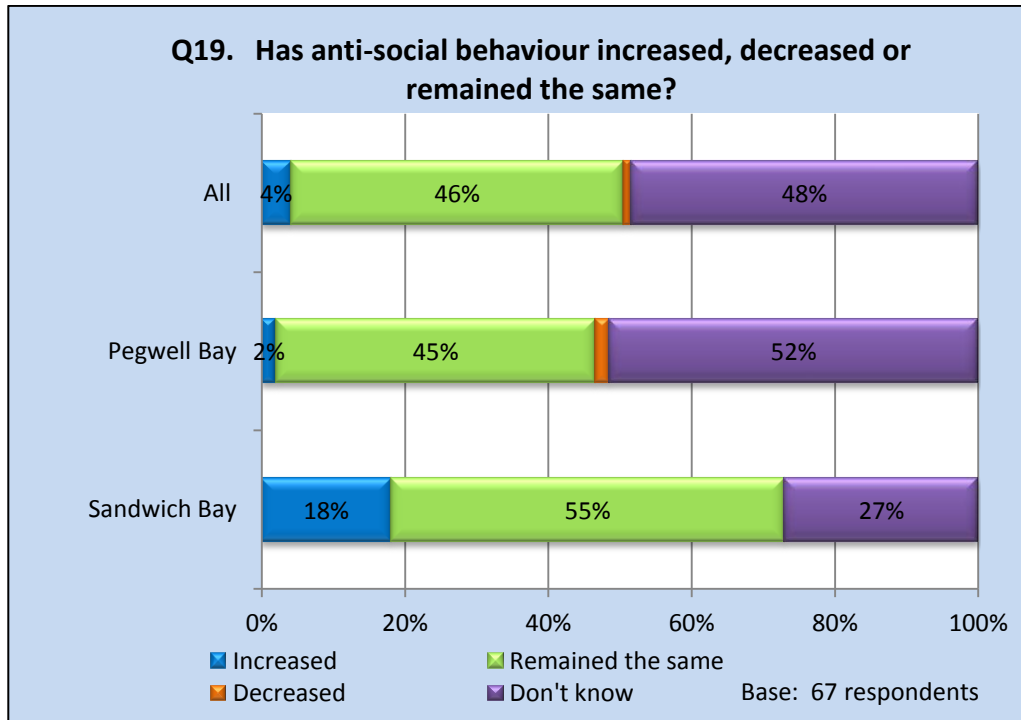
3.34 However please note, that when broken down by site, 66% of respondents visiting Pegwell Bay said it was quieter compared with 27% visiting Sandwich Bay.

Almost half of respondents said the visitor numbers had remained the same



3.35 Overall, 48% of respondents (32 in total) said that visitor numbers had remained the same, whilst 22% (15 respondents) said there were fewer visitors to the sites.

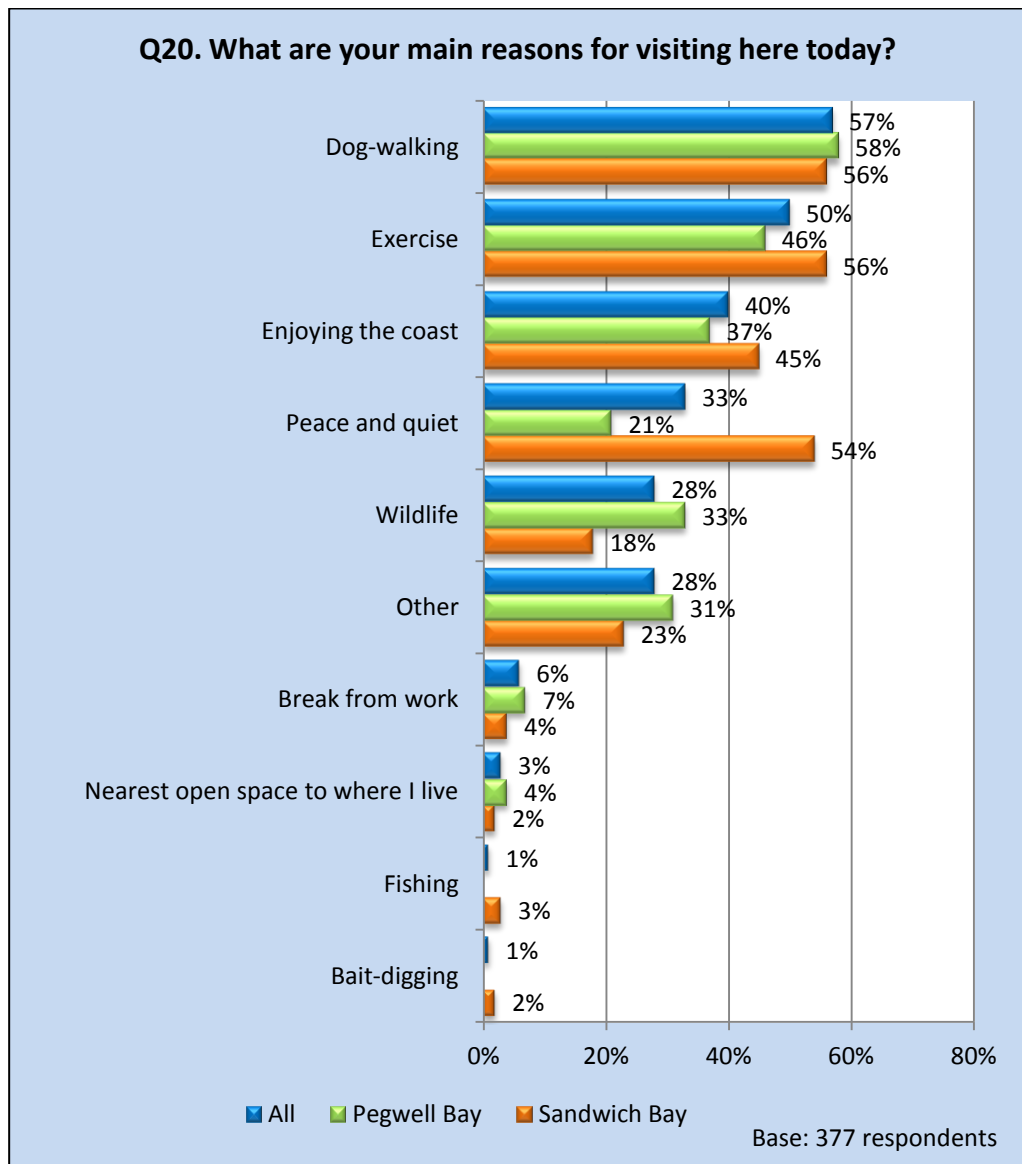
Almost half of respondents said anti-social behaviour had remained the same



- 3.36 Overall, almost half of respondents (48%, 32 respondents) were unsure as to whether anti-social behaviour had increased or decreased since the new road was built.
- 3.37 46% of respondents (31 in total) said that anti-social behaviour had remained the same.
- 3.38 Only 4% of respondents (3 in total) commented that it had increased (please note the 18% of respondents that said it had increased in Sandwich Bay equates to 2 respondents).

Reasons for visiting the sites

Top three reasons for visiting – dog-walking, exercise and enjoying the coast

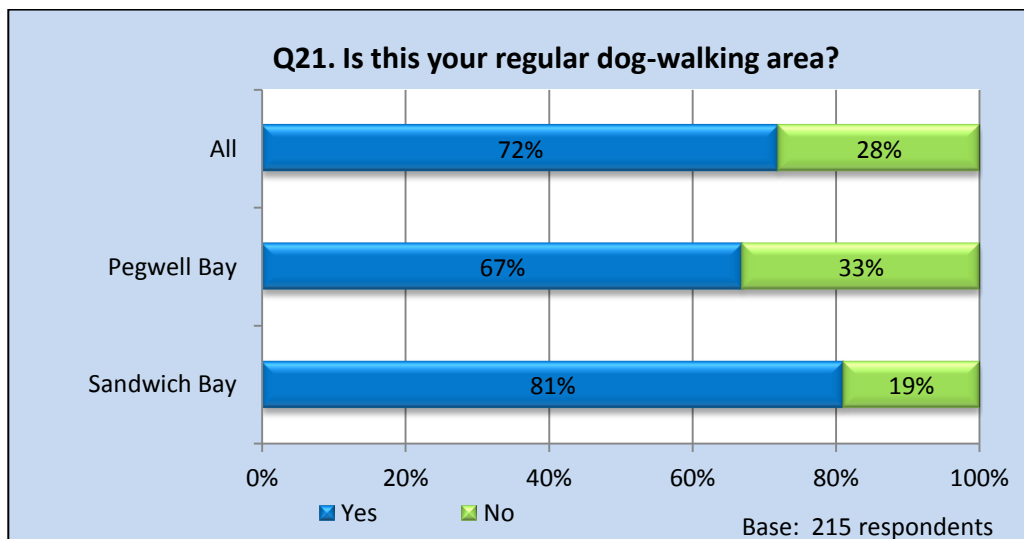


- 3.39 The most popular reason for visiting the sites was dog-walking with over 50% of respondents (57%, 215 in total). The results were similar for both Pegwell Bay and Sandwich Bay.
- 3.40 The next most common response was 'exercise', with half of respondents providing this response (187 respondents).
- 3.41 The third most popular answer was 'enjoying the coast', selected by 40% of respondents (149 respondents). Those visiting Sandwich Bay were more likely to be visiting to enjoy the coast than those visiting Pegwell Bay (45% and 37% respectively).
- 3.42 Those at Sandwich Bay were more likely to be visiting for 'peace and quiet' than those at Pegwell Bay.
- 3.43 'Nearest open space to where I live', 'fishing' and 'bait-digging' were not very common reasons given for visiting either site.

3.44 The other responses provided are shown below:

	All	Pegwell Bay	Sandwich Bay
Base: 105 Other responses	105 respondents	75 respondents	30 respondents
Refreshment/ social/ picnic	26	26	-
Meeting friends/ socialising	11	8	3
Fresh air	10	8	2
Weather/ sun/ sunbathing	10	7	3
Sight seeing	9	6	3
Convenient/ close to home	5	2	3
Photography	5	5	-
Watching golf	5	2	3
Beachcomber	2	-	2
Business meeting	2	1	1
Day out	2	2	-
Entertain grandchildren	2	-	2
Getting familiar with the area/ habit	2	-	2
Kent Wildlife Trust member	2	2	-
Leisure activities	2	1	1
Toilet facilities	2	2	-
Wind surfing	2	-	2
Other	6	3	3

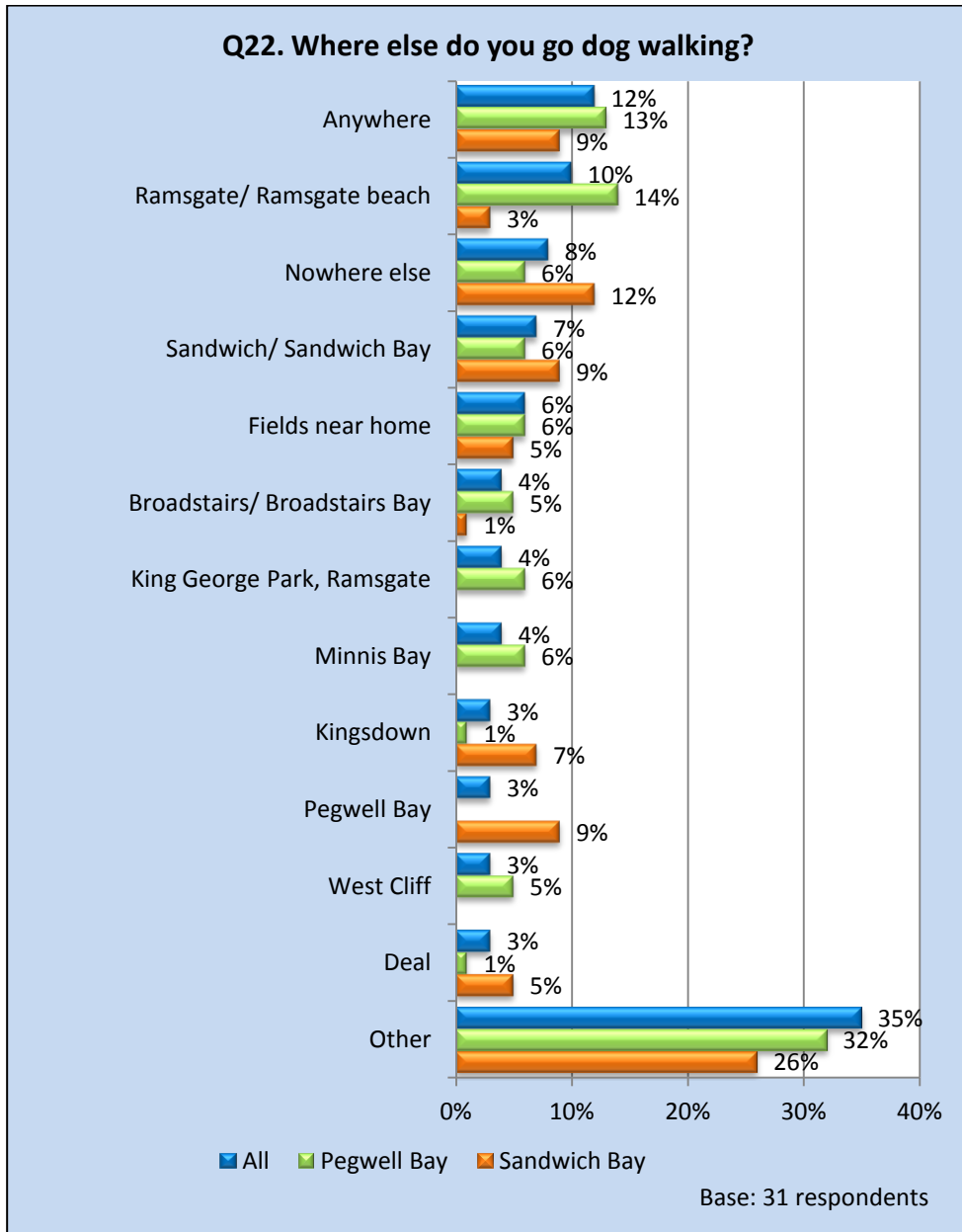
81% of respondents said that Sandwich Bay was their regular dog-walking area
67% of respondents said that Pegwell Bay was their regular dog-walking area



3.45 A total of 215 respondents said they visit the sites to take their dog(s) for a walk. Of the 215 respondents, 141 were visiting Pegwell Bay when they were interviewed and 74 were at Sandwich Bay.

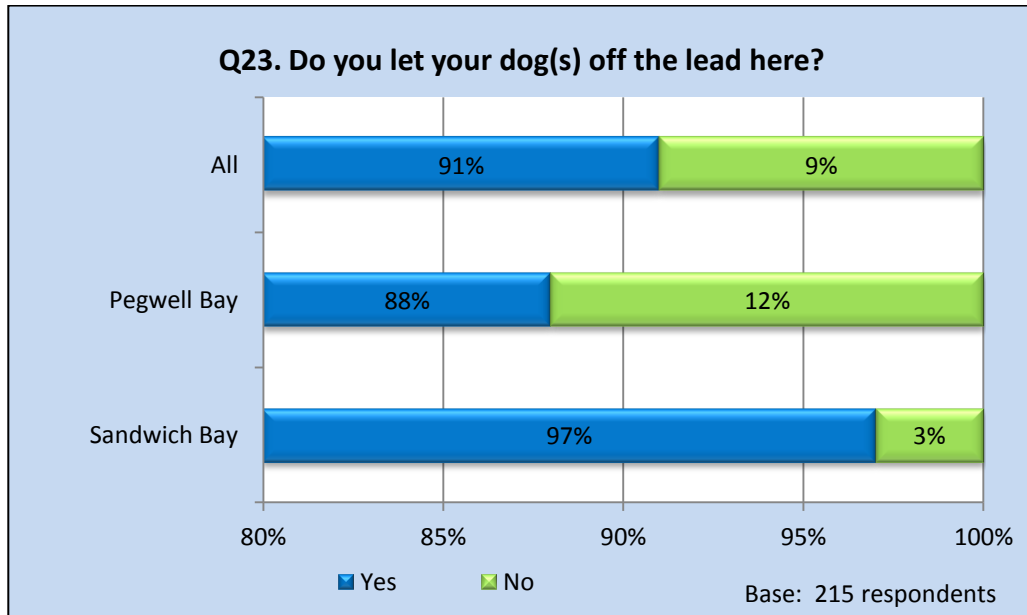
3.46 Just over two thirds of respondents (67%, 94 respondents) visiting Pegwell Bay said it was their regular dog-walking area and a higher percentage (81%, 60 respondents) at Sandwich Bay said it was their regular dog-walking area.

A variety of dog-walking areas were mentioned – mostly in the Kent area



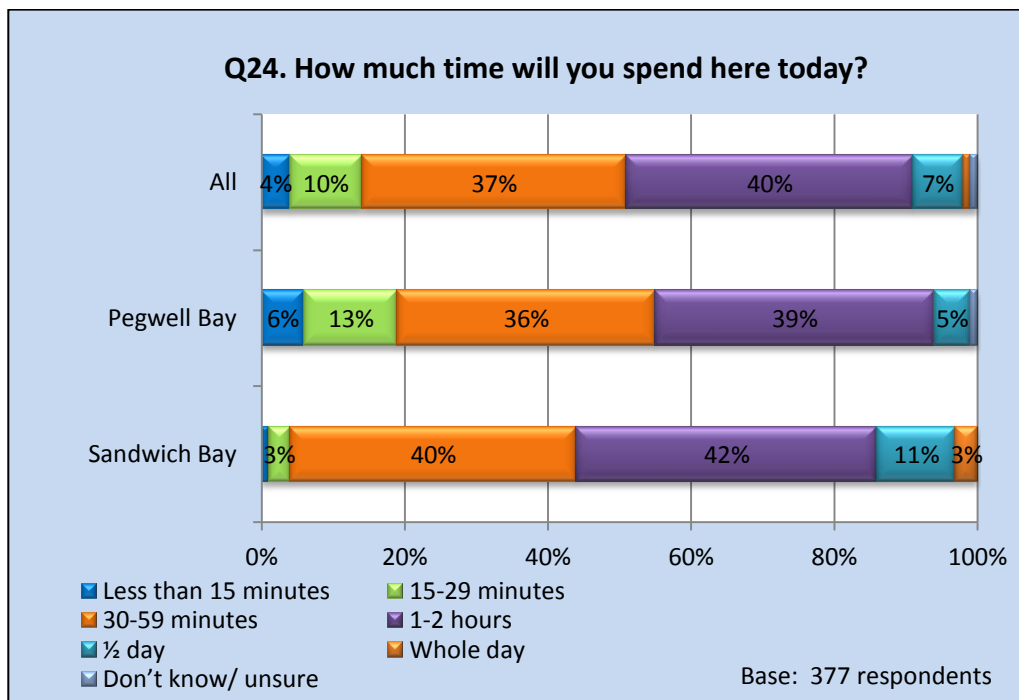
3.47 The areas mentioned by respondents were mostly confined to the Kent area.

The majority of dog-walkers let their dogs off the lead



3.48 The majority of respondents (91%, 196 respondents) said they do let their dogs off the lead at both sites. 97% of respondents (72 respondents out of 74) visiting Sandwich Bay do, compared with 88% at Pegwell Bay (124 respondents out of 141).

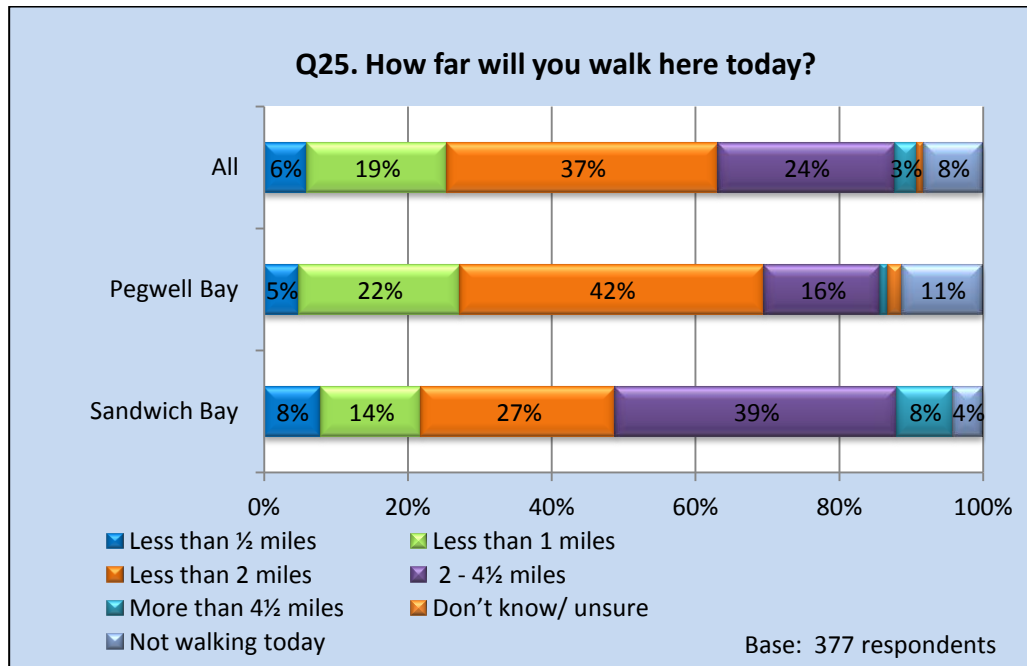
Visitors spent longer at Sandwich Bay than Pegwell Bay



3.49 Respondents visiting Sandwich Bay spent longer there than visitors to Pegwell Bay. Of those at Sandwich Bay, 40% of respondents spent 30-59 minutes, 42% spent 1-2 hours, 11% spent ½ day and 3% spent the whole day. No visitors spent the whole day at Pegwell Bay.

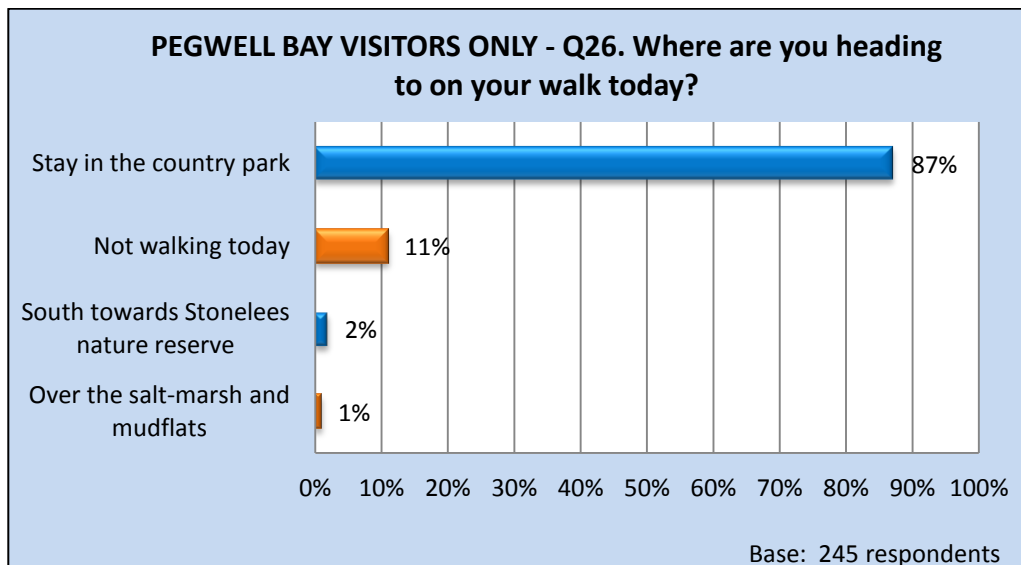
Walking

Most respondents walked less than 2 miles



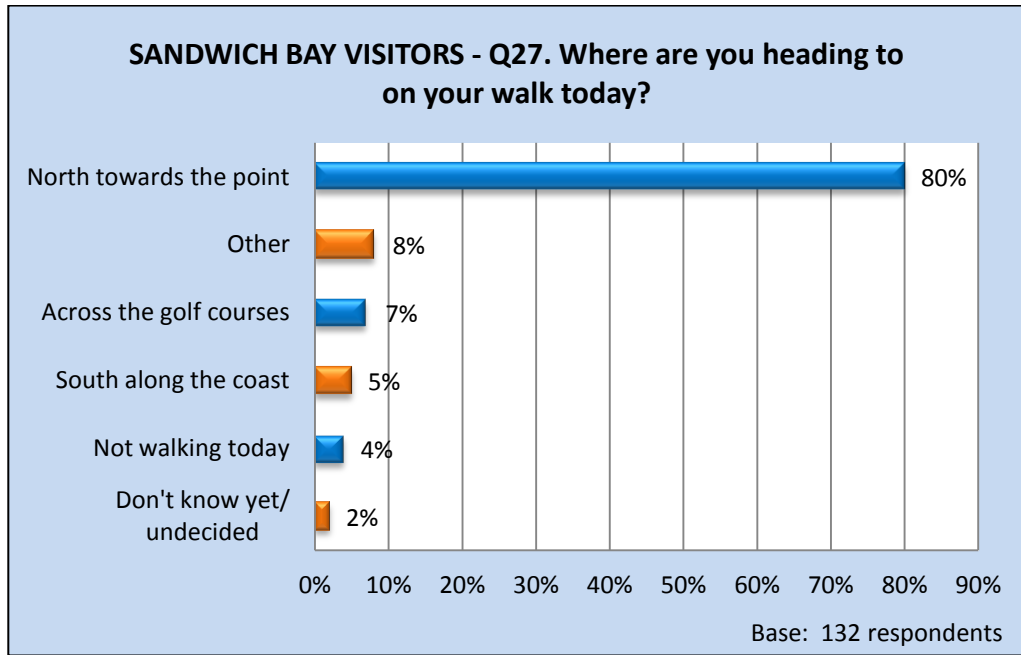
- 3.50 Most of the respondents said they would be walking less than 2 miles (37%, 140 respondents). Those visiting Sandwich Bay were more likely to have walked further than those at Pegwell Bay, with almost two fifths (39%, 51 respondents) walking 2 – 4½ miles and 8% (10 respondents) walking more than 4½ miles. This is consistent with the responses to question 24 above (i.e. respondents spending longer at Sandwich Bay than Pegwell Bay).
- 3.51 8% of respondents were not there to walk during their visit (32 respondents in total).

Majority of visitors to Pegwell Bay stayed within the country park



- 3.52 87% of those visiting Pegwell Bay were walking within the country park.

Majority of visitors to Sandwich Bay walked north towards the point

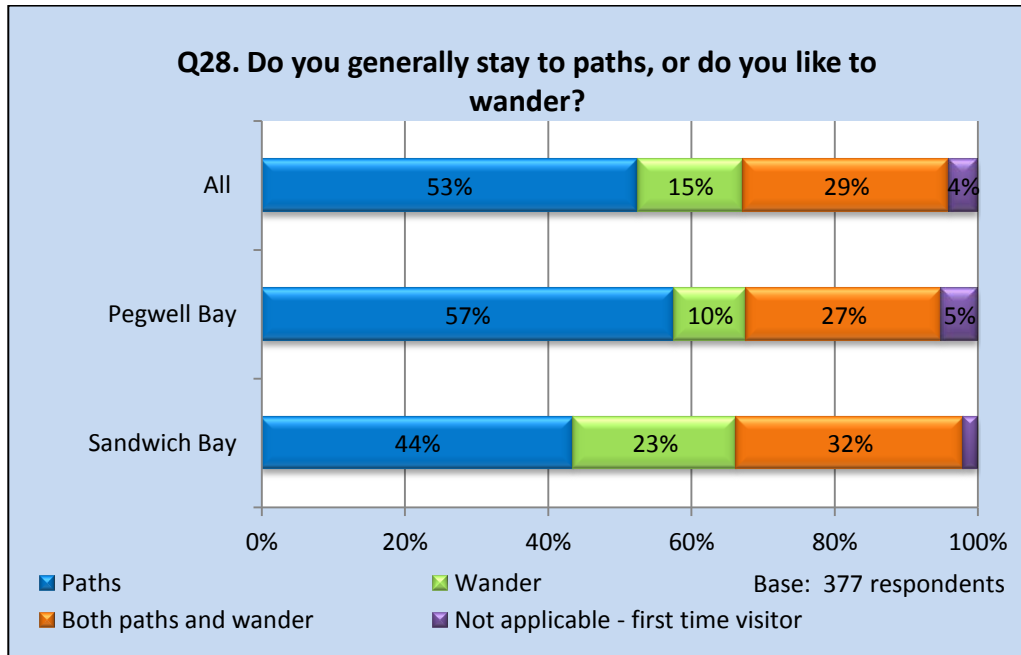


3.53 80% of respondents visiting Sandwich Bay were walking north towards the point.

3.54 The other responses provided are listed in the table below:

Base: 11 Other responses	11 respondents
Wander along the beach	5
Back to Sandwich	2
Came through St Georges, then north	1
Cycle to and from Sandwich	1
Dragonah Path (where sheep are)	1
Up to information board	1

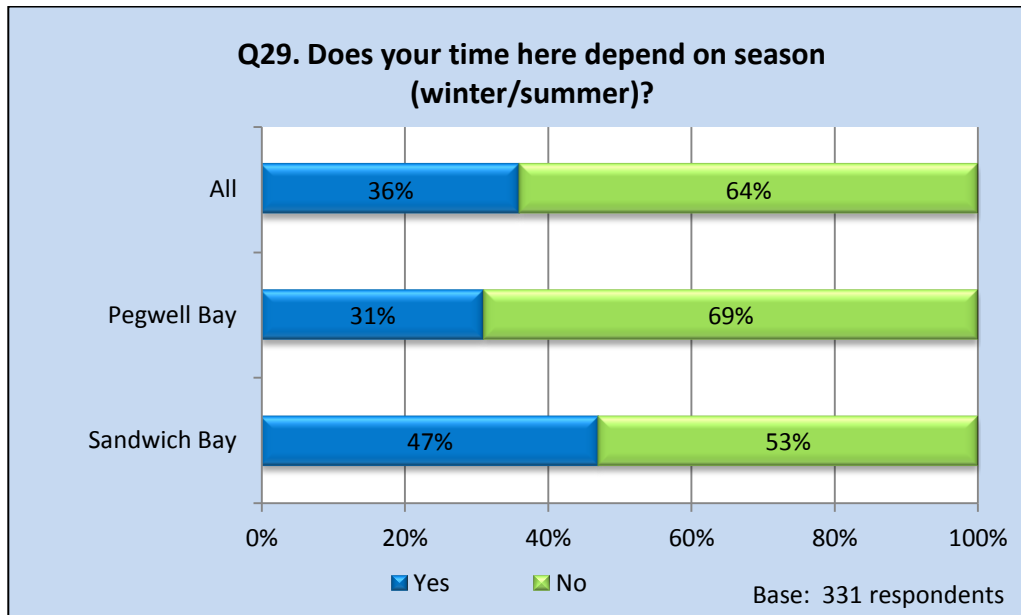
Half the respondents stay to paths



- 3.55 Overall, 53% of respondents (198 in total) tend to stay to paths. In percentage terms, less respondents in Sandwich Bay stuck to the paths compared with Pegwell Bay (57% and 44% respectively).
- 3.56 23% of respondents at Sandwich Bay said they prefer to wander compared with 10% at Pegwell Bay (25 in total).

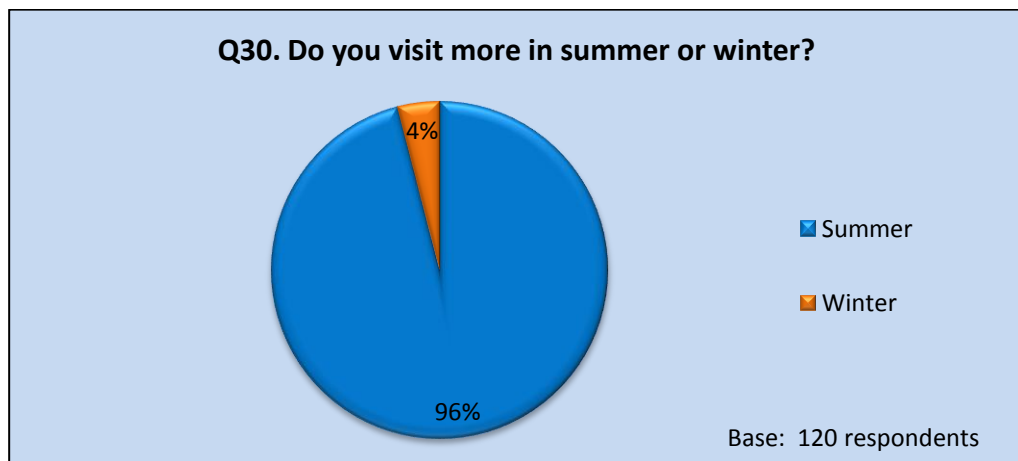
Influencing factors when visiting

Almost two thirds of respondents said that season does not influence their visit



3.57 Those visiting Pegwell Bay and Sandwich Bay (excluding first time visitors) were asked whether the time they spend at the sites depended on the season and almost two thirds of respondents overall (64%, 211 in total) said no.

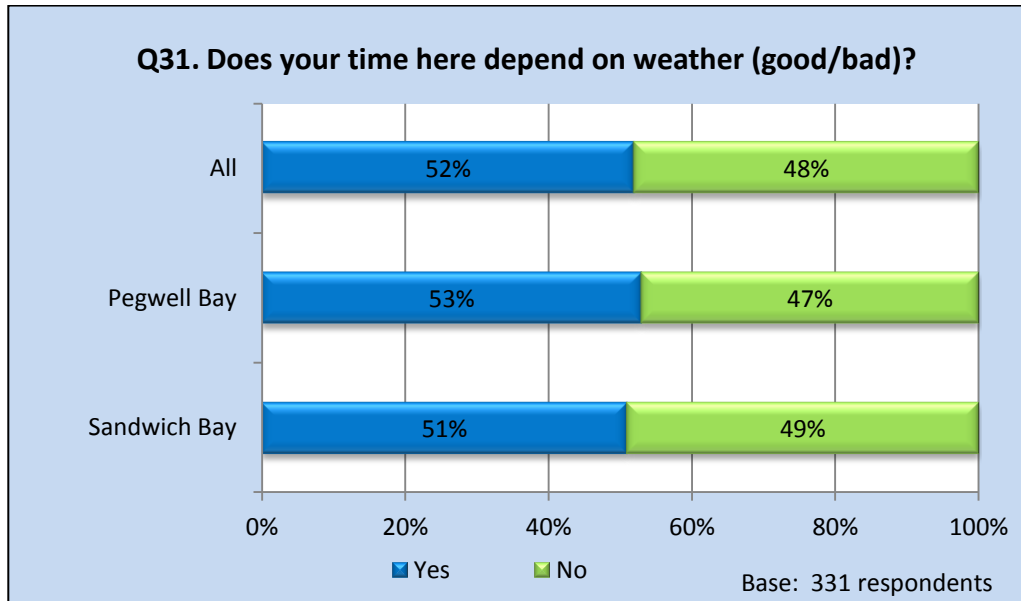
3.58 The remaining 120 respondents said that their visit does depend upon season and a higher percentage of respondents visiting Sandwich Bay said this (47%, compared with 31% at Pegwell Bay).



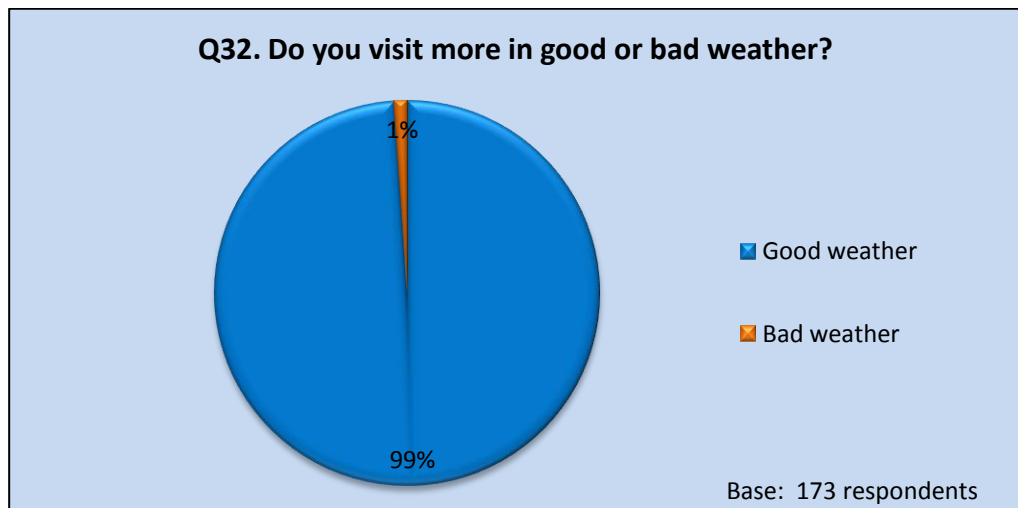
3.59 The vast majority of respondents (96%, 115 respondents) prefer to visit during the summer. The table below shows the split between Pegwell Bay and Sandwich Bay:

	Pegwell Bay	Sandwich Bay
Base: 120 respondents	100% (65 respondents)	100% (55 respondents)
Summer	98%	93%
Winter	2%	7%

Over half of respondents said that weather can influence their visit

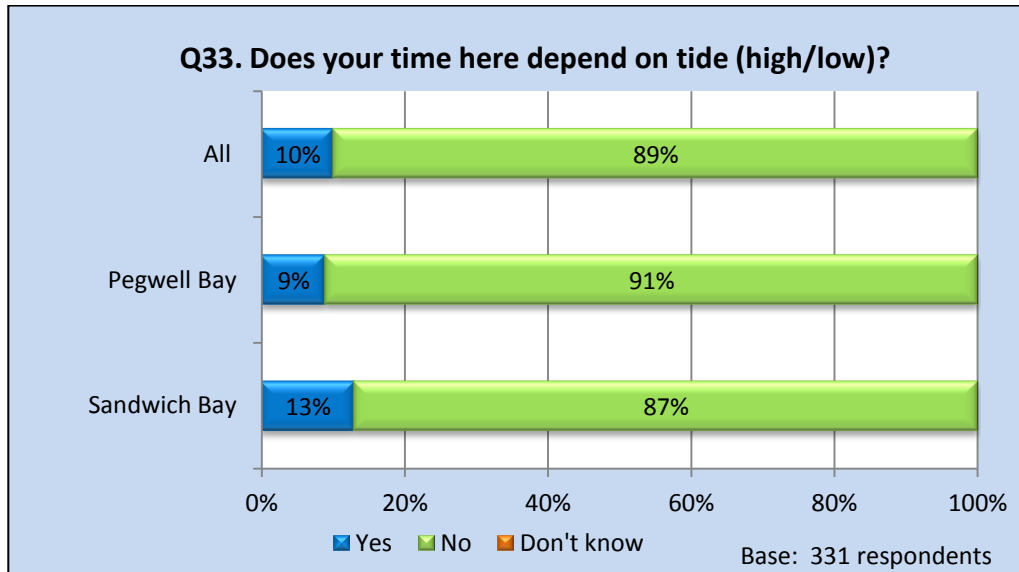


3.60 Respondents were also asked whether their visit was dependent upon the weather and over 50% of respondents (52%, 173 respondents) said yes. The results were similar for Pegwell Bay and Sandwich Bay.



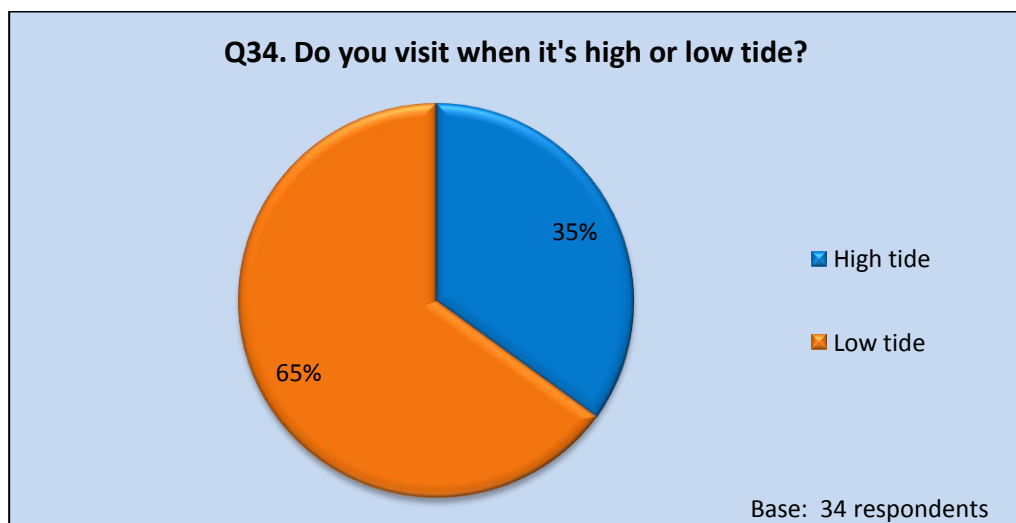
3.61 Unsurprisingly, the vast majority of respondents (99%, 172 respondents) prefer to visit when the weather is good.

Majority of respondents said tide does not influence their visit



3.62 Respondents were asked whether their visit was dependent upon the tide and the majority of respondents said no (89%, 296 respondents).

3.63 There were slightly more respondents at Sandwich Bay who said their visit did depend on the tide (13% compared with 9% at Pegwell Bay).



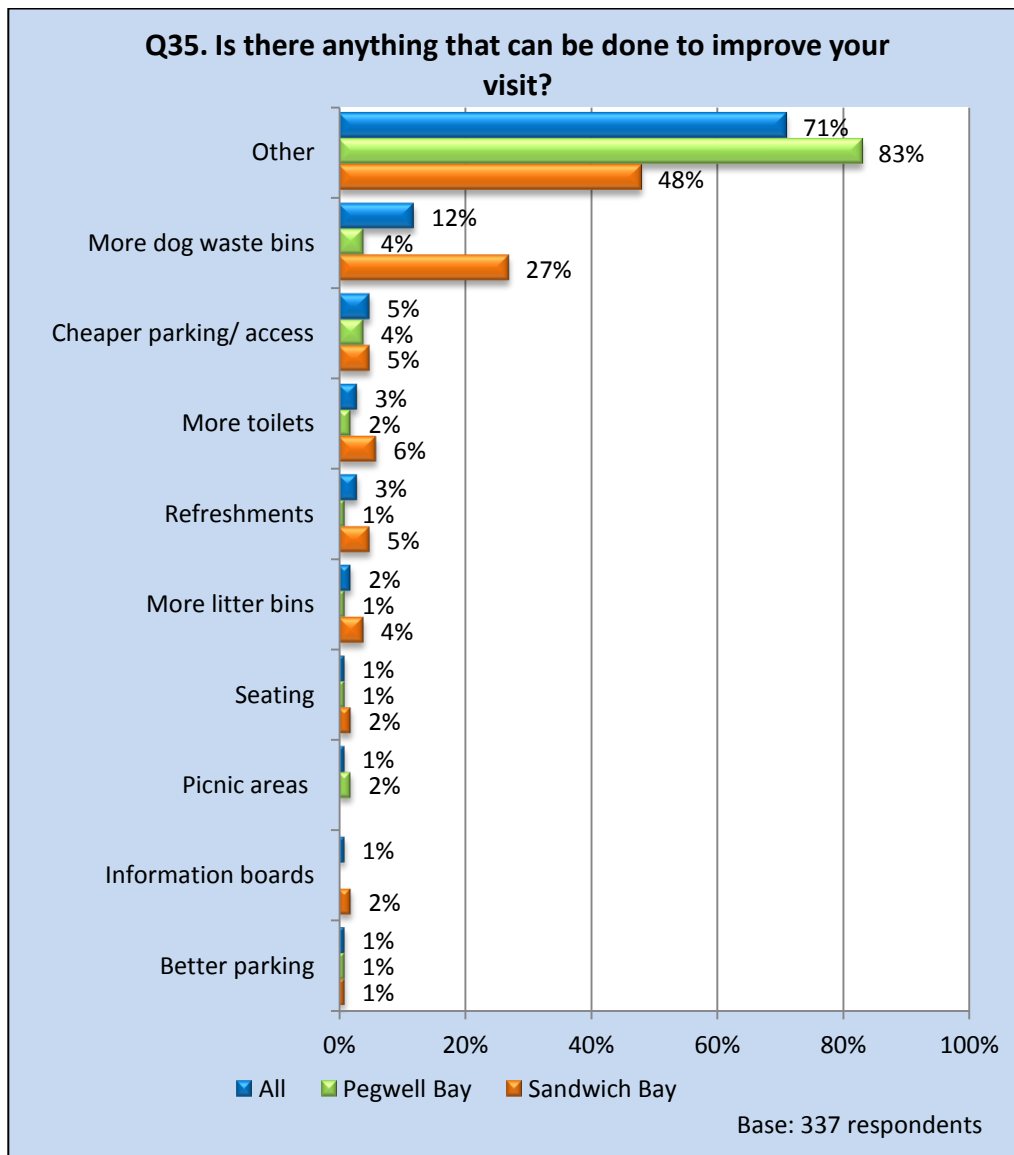
3.64 Almost two-thirds of respondents (65%, 22 respondents) prefer to visit when it is low tide. The table below shows the split between Pegwell Bay and Sandwich Bay; respondents at Pegwell Bay said they prefer to visit during high tide and those at Sandwich Bay prefer to visit when the tide is low.

	Pegwell Bay	Sandwich Bay
Base: 34 respondents	100% (19 respondents)	100% (15 respondents)
High tide	53%	13%
Low tide	47%	87%

3.65 Please note some caution needs to be taken when interpreting these results due to the low number of respondents.

Improvements recommended

Two fifths of respondents said there were no improvements needed

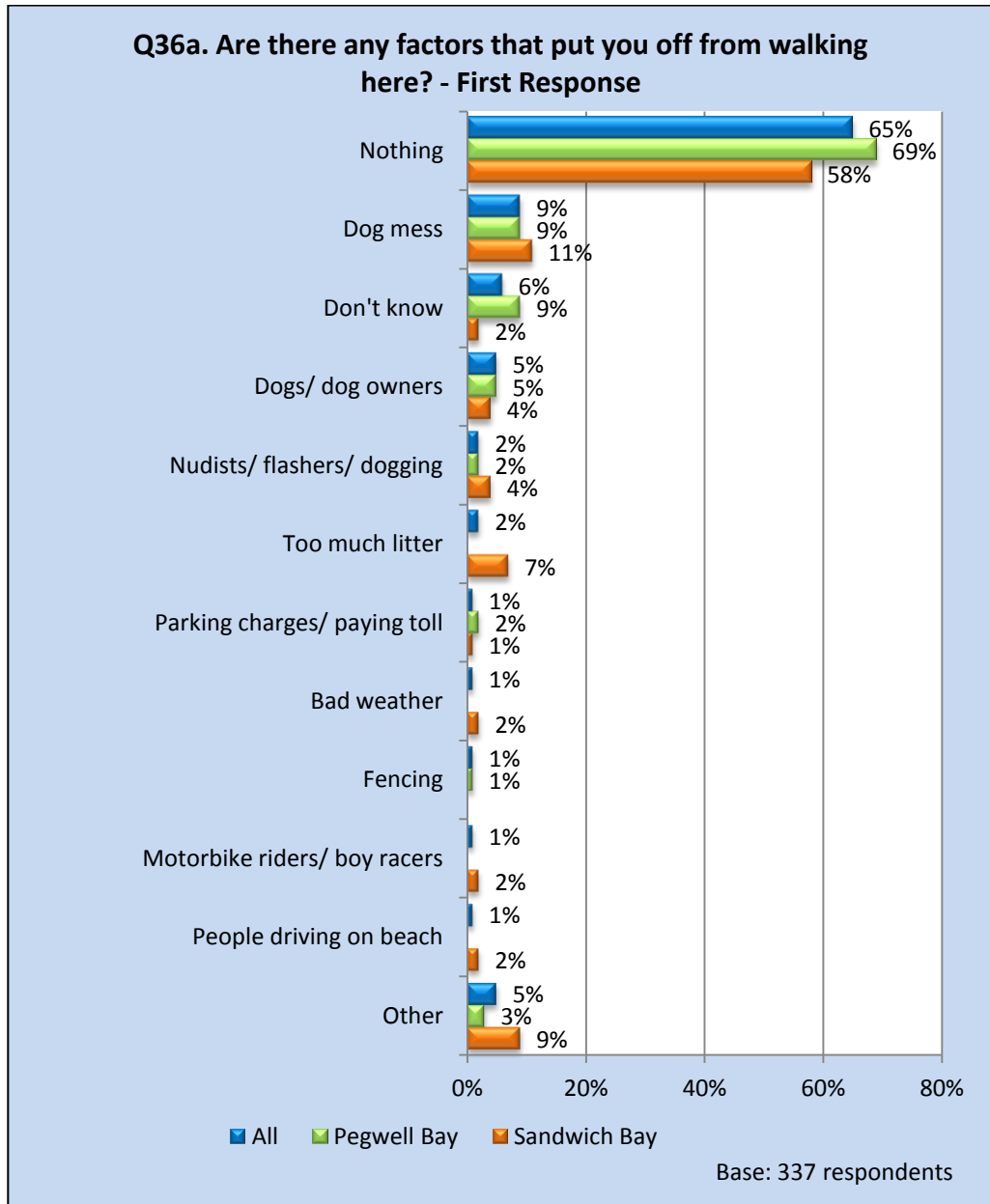


- 3.66 All respondents were asked if there was anything that could be done to improve their visit. The majority of respondents (71%, 267 respondents) provided responses that were not on the pre-coded list and of those respondents 155 said there were no improvements needed.
- 3.67 The main improvements that visitors wanted to see were: 'more dog waste bins' (particularly at Sandwich Bay – 27% compared with 4% at Pegwell Bay) and 'cheaper parking / access' (4% at Pegwell Bay and 5% at Sandwich Bay). Respondents also suggested under 'other' responses that dog waste should be cleaned up (9 respondents) and there should be fewer dogs (6 respondents).
- 3.68 'More toilets' was selected by some visitors at both sites (2% at Pegwell Bay and 6% at Sandwich Bay) and it is also worth noting that 13 respondents (amongst the 'other' responses) said they would like toilets to be opened/ have better opening times.

3.69 The other responses are listed in the table below:

	All	Pegwell Bay	Sandwich Bay
Base: 267 Other responses	267 respondents	204 respondents	63 respondents
Nothing to improve	155	134	21
Don't know	20	19	1
Clear up litter	18	1	17
Toilets that are open/ better opening hours	13	1	12
Clean up dog waste	9	3	6
Better/ cleaner toilets	7	7	-
A cafe open all year round	7	6	1
Less fencing	8	8	-
Better footpaths/ improve pot holes/ road	6	4	2
Less dogs	7	7	-
Fix pay and display machine	2	2	-
Leave the trees alone	2	2	-
More children's facilities	2	2	-
Vehicles on the beach	2	-	2
Other	9	8	1

Two thirds of respondents said nothing put them off from walking at the sites



- 3.70 Visitors were asked if there were any factors that ‘put them off’ from walking at the sites. Almost two thirds of respondents (65%, 245 respondents) did not specify any factors that put them off; although this varied from 58% at Sandwich Bay to 69% at Pegwell Bay.
- 3.71 The main factor that would put respondents off from visiting was ‘dog mess’ which was a more prominent factor amongst visitors to Sandwich Bay (11% (14 respondents) compared to 9% (21 respondents) at Pegwell Bay). This correlates with respondents who suggested that having more dog waste bins would improve their visit.

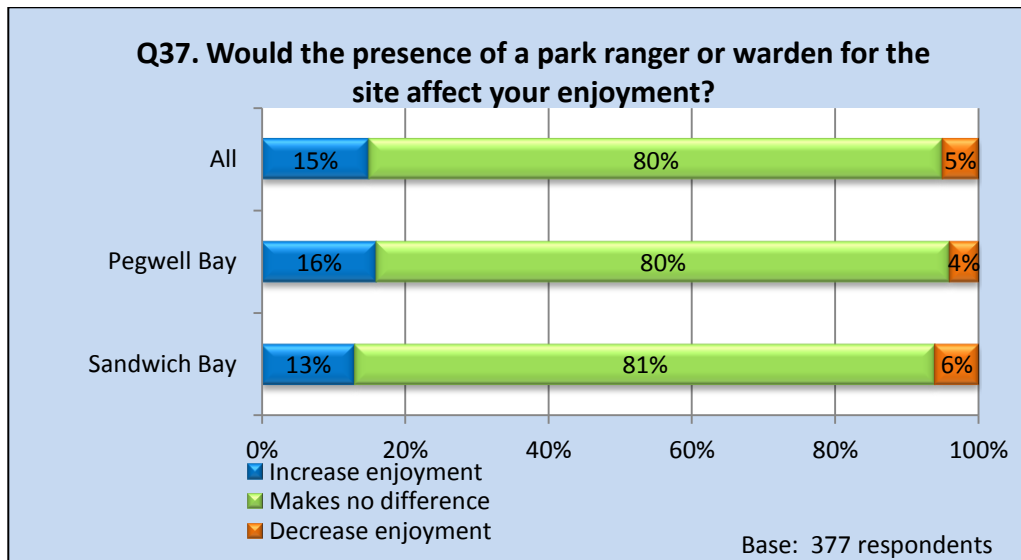
3.72 The second responses provided are listed in the table below:

	All	Pegwell Bay	Sandwich Bay
Base: 377 Second response	100% (377 respondents)	100% (245 respondents)	100% (132 respondents)
No other answer	97%	97%	96%
Dog mess	1%	0%	1%
Too much litter	1%	-	2%
Birds nesting	<1%	<1%	-
Dogs/ dog owners	<1%	<1%	-
Motorbike riders/ boy racers	<1%	-	1%
No shelters	<1%	<1%	-
People driving on beach	<1%	-	1%
Pot holes	<1%	<1%	-
Time slots for meter	<1%	<1%	-
Parking charges	<1%	<1%	-

3.73 The third responses provided are listed in the table below:

	All	Pegwell Bay	Sandwich Bay
Base: 377 Third response	100% (377 respondents)	100% (245 respondents)	100% (132 respondents)
No other response	99%	100%	99%
Bin vandalised	<1%	-	1%
Not conducive to human ecology	<1%	<1%	-

Importance of a warden – makes no difference says 80% of respondents



3.74 The majority of respondents (80%, 303 respondents) said it makes no difference having a warden on site. 16% of respondents (39 in total) said it would increase their enjoyment compared with 13% (17 respondents) at Sandwich Bay.

4. Key Conclusions

Profile of Visitors and Frequency of Visits

- 4.1 There were more male respondents interviewed than females and the majority of visitors to both sites fell into the older age categories. There were more respondents who fell into socio economic grading B visiting Sandwich Bay than Pegwell Bay. There were also fewer respondents within socio economic grading C2 to E.
- 4.2 Respondents tended to visit from local areas and almost half came from Ramsgate, Deal and Sandwich. The majority of respondents were either visiting alone, were the only adult or were with one other adult, and there were very few children visiting the sites. The majority of respondents travelled to the sites by car and most of the respondents were repeat visitors.

Impact of Partial Closure of Pfizer

- 4.3 The majority of respondents did not notice any change(s) since the partial closure of Pfizer. A fairly small percentage of respondents said they had noticed a change.

Impact of East Kent Access Dual Carriageway

- 4.4 The majority of respondents reported they had not noticed any change since the new road was built. Two thirds of those that had noticed a change at Pegwell Bay said it had become quieter, although almost half of respondents said that visitor numbers had remained the same at this site. In contrast just over a quarter of those that had noticed a change at Sandwich Bay said it had become quieter.

Reasons for visiting the sites

- 4.5 The main reason for visiting the sites was dog-walking and 59% of visitors had at least one dog with them. The majority of visitors at both Pegwell Bay and Sandwich Bay said it was their regular dog-walking area. The main attraction for dog walkers may be the fact that most respondents let their dogs off the lead.
- 4.6 The other reasons for visiting were exercise, enjoying the coast and peace and quiet; more respondents at Sandwich Bay visited for peace and quiet compared with Pegwell Bay.
- 4.7 Most respondents at Pegwell Bay planned to walk less than 2 miles, whereas visitors to Sandwich Bay were planning to walk 2 – 4 ½ miles. This is consistent with the fact that more visitors were spending longer at Sandwich Bay than Pegwell Bay. Visitors to Sandwich Bay were more likely to wander rather than stick to paths compared to Pegwell Bay.

Improvements

- 4.8 Visitors to both Pegwell Bay and Sandwich Bay were largely satisfied with the sites. The main improvements that visitors wanted to see were more dog bins, cheaper parking and more toilets.

Appendix One: Questionnaire

Appendix Two: Main Results Tabulations