

**themarketresearchgroup**



## Bournemouth Seafront Visitor Survey, 2003.

Prepared December, 2003 on behalf of Bournemouth Borough Council by:  
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## 1.1 Executive Summary

### The Seafront as a Whole

- The most common length of visit was more than 4 hours (33%) though this was closely followed by 2 – 4 hours (31%).
- Respondent's main reason to visit the seafront was to relax and sunbathe (24%), though a regular place to walk, cycle or jog (21%) was also a popular reason.
- Secondary reasons for visiting the seafront are primarily associated with the natural qualities of the area.
- By far the most common frequency for visits to the seafront was five times or more in the past month (44%); this was followed by interviewees' who were making their first visit to the seafront (23%).
- Overall the vast majority of respondents considered that seafront was not crowded.
- General cleanliness, amenity and attractiveness were what visitors liked most about the area.
- Across the board very few respondents thought that the retail catering facilities were excellent.
- Overall visitor facilities were rated much higher than retail catering outlets.
- General access to beach was considered to be good by 78% of respondents.
- 91% of respondents rated the cleanliness of sea as good or excellent.
- The majority of visitors to Bournemouth's seafront arrived using their own car (63%) this is fewer than is seen in other areas (typically 70%) and in alignment with the level expected for Dorset's visitors as a whole (63.8%).
- The majority of visitors to the seafront were either couples or family groups with 34.1% and 36.3% of respondents respectively.

- Overall 46% of all respondents gave home postcodes within the BH catchments. Other primary markets are SO (the Southampton area) with 4.4% and RG (the Reading area) representing 3.2% of respondents.
- 40% of all visitors to the seafront were staying visitors.
- 60% of visitors to the beach were on a day trip, of this group 77% were from the local BH postcode area and 23% were on a daytrip from outside this area.
- The majority of staying visitor's accommodation was located within the Borough of Bournemouth, in total 16.7% of all visitors to the seafront were staying in the Borough.
- The seafront shows a high percentage of staying visitors utilising Hotels (48%) with fewer utilising B&B's (7%) and Self catering accommodation (26%).
- 44% of visitors to the seafront were male with 56% being female, this compares to the 49% of the UK population being male with 51% being female (Source: Census 2001, ONS).

## The Seafront by Zone

- Zones 4 and 5 have very high levels of visitors staying for 4 hours or more and consequently low numbers of visitors remaining for 2 hours or less.
- Very few people in zone 2 (9%) visited as a 'regular place to walk, cycle or jog' though high levels were seen in zones 3, 6 and 8 (26%, 31% and 30% respectively).
- The seafront was considered more crowded in zones 1 – 4 than in zones 5 – 8.
- The 'kids zone scheme' received the best rating overall especially in zone 6 where it was rated halfway between very good and good.
- Respondents viewed zone 8 as offering the worst access by some considerable margin.
- The availability and efficiency of public transport in zone 6 was considered the worst of any zone.
- Within zones 1 – 5 the majority of respondents gave a non-BH postcode while within zones 6 – 8 the majority of respondents gave a BH postcode.
- Within zones 1 – 3 a majority of respondents were staying visitors, while the reverse is true for zones 4 – 8. However, it is noted that the difference is very significant within zones 6 – 8 where around 30% of respondents were staying visitors.

## Visitor Numbers

- Average number of people on the seafront at any one moment in time were:

	Non-School Holiday	School Holiday
<b>Sunny</b>	37113	79713
<b>Showers</b>	8151	28582
<b>Cloudy</b>	13041	43796
<b>Rain</b>	4075	14289*
*As data was not available, the effect that the school holidays had on the volume of visitors during showers (a factor of approximately 3.5) was applied to the non-school holiday figure for rain to calculate this figure.		

## **2.1: Background Information**

Bournemouth's seafront is a major asset to the Borough. However, there has been little or no formal measure of its users, or quantification of their experience or requirements.

In order to better inform policy making and strategic planning a research project was undertaken over the summer of 2003 to assess visitor experiences and requirements.

## **2.2: The Market Research Group**

The Market Research Group provides market research and intelligence services to organisations in the service sector and local government.

The Market Research Group, based within Bournemouth University, can offer a wealth of experience and expertise in the field of leisure, tourism, heritage, best value and economic impact research at a national, regional and local level.

Using external market research professionals to complete all or part of the consultation and research process can bring together greater legitimacy and independence to the results, expertise and research experience, less disruption to other in house services, and greater resources.

These benefits are further enhanced by the relationship developed between the Borough of Bournemouth and the Market Research Group.

## **3.1: Target Population and Sampling Methodology**

The target population was all Bournemouth beach users throughout the summer months (July to September). Though this does not allow a comprehensive profile of all beach users, and their attitudes, to be constructed it does allow for the majority of users to be considered.

Face-to-face interviews with beach users were conducted along the entire length of Bournemouth's beaches these were undertaken from the beginning of July to the end of September 2003.

Interviewees were selected at random, and no users under the age of 16 were interviewed. The seafront was divided into 8 Zones, these were defined as:

- Zone1 Poole Boundary to 150m West of Bournemouth Pier.
- Zone2 150m Either side of Bournemouth Pier.
- Zone3 150m East of B'mouth Pier to halfway to Boscombe Pier.
- Zone4 Halfway to B'combe pier to 150m west of Boscombe Pier.
- Zone5 150m Either side of Boscombe Pier.
- Zone6 Boscombe Undercliffe area.
- Zone7 Southbourne area.
- Zone8 Hengistbury Head area.

See section 3.3 for a zone map.

For clarity of reference, these definitions are used throughout this report.

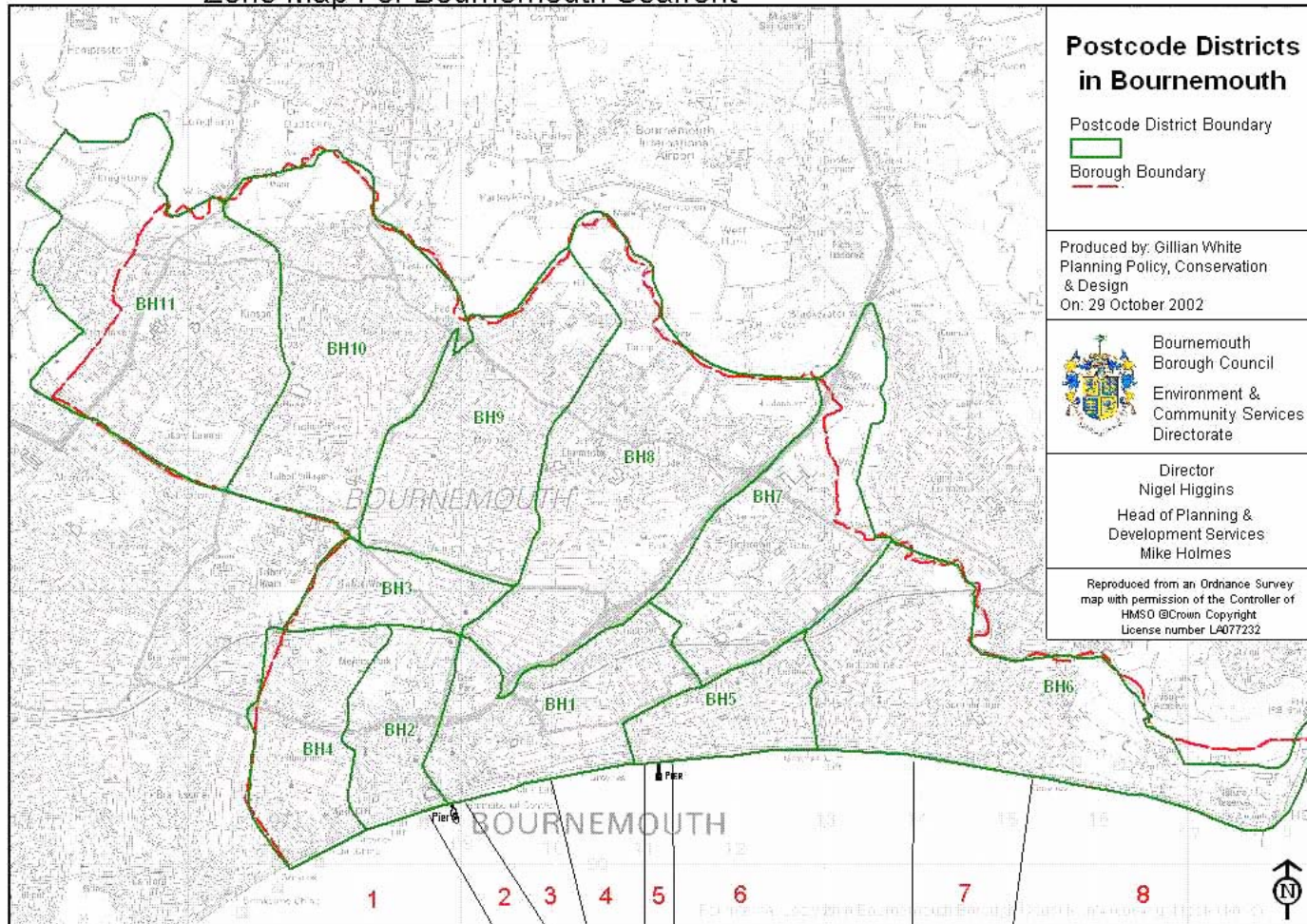
Counts were undertaken at predetermined, evenly spaced, times between 8am and 7pm in all zones. A 100m<sup>2</sup> area was identified and all persons within that square, at that moment in time, were counted. This allows the number of people on the beach at any one moment in time to be estimated.

## **3.2: Influencing Factors.**

As can be seen from the section 3.6 the weather over the summer of 2003 was unusually warm and dry, this is considered to have had some impact on results. However, where significant influence is thought to have occurred this is noted and explanation is offered along with potential results for other weather types based on research undertaken at comparable locations.

### 3.3: Zone Map

Zone Map For Bournemouth Seafront





### **3.4: Sample Size and Statistical Validity**

1000 interviews were undertaken throughout the duration of the study and were distributed throughout the all 8 zones.

A total of 1000 interviews means that the results presented in this report are accurate to within  $\pm 3.1\%$  at the 95% confidence level (i.e. there is only one chance in 20 of the true results falling outside this margin of error).

### **3.5: Data Weighting**

The data was weighted by zone in order to ensure the statistical accuracy of the data. Some of the percentage totals presented in the report may not, therefore, sum to 100 due to rounding involved in the weighting calculations.

### 3.6: Weather for Southern England

		1999	2000	2001	2002	2003	Description / 2003
<b>JUN</b>	Temp (Ave. Degrees C)	13.9	15.2	14.4	14.4	16.0	Temperatures were well above average, with England and Wales having their warmest June mean temperatures since 1976. Monthly rainfall totals were well above average, over East Anglia and Lincolnshire.
	Sun (Ave. Hours)	7.0	5.9	7.7	6.1	7.3	
	Rain (mm)	77.0	23.5	31.5	44	59.1	
	Raindays (> = 1mm)	12	6	6	9	10	
<b>JUL</b>	Temp (Ave. Degrees C)	17.8	15.5	17.2	16.1	17.5	It was very warm across all parts of the UK, with the Northern Isles around 3 °C higher than their average mean temperature for July. Northern Ireland had significantly below average sunshine
	Sun (Ave. Hours)	8.1	5.4	7.0	6.0	6.2	
	Rain (mm)	17.7	54.0	67.4	77.4	63.7	
	Raindays (> = 1mm)	3	8	9	11	10	
<b>AUG</b>	Temp (Ave. Degrees C)	16.7	17.0	17.2	17.1	18.6	Very warm and sunny across all parts of the UK. Rainfall was well below or exceptionally below average across the majority of the UK.
	Sun (Ave. Hours)	5.5	6.6	6.4	5.7	7.2	
	Rain (mm)	106.0	53.5	70	48	14.3	
	Raindays (> = 1mm)	12	9	11	8	2	
<b>SEP</b>	Temp (Ave. Degrees C)	15.9	15.2	13.7	14.4	14.6	Another warm month across all parts of the UK in terms of mean temperature, but minimum temperatures were slightly below average over the SE. Very sunny over S England and East Anglia.
	Sun (Ave. Hours)	5.4	4.2	4.5	5.7	6.5	
	Rain (mm)	108.0	104.0	60.5	31.5	18.6	
	Raindays (> = 1mm)	14	13	12	4	4	
<b>OCT</b>	Temp (Ave. Degrees C)	11.0	10.8	13.8	10.5	9.4	A rather cold month across all parts of the UK, and the first month since October 2002 to be colder than average. Very sunny, with most parts also seeing another month of below average rainfall.
	Sun (Ave. Hours)	4.5	3.1	3.7	3.3	4.6	
	Rain (mm)	68.1	160.0	114.3	114.5	54.2	
	Raindays (> = 1mm)	9	14	16	14	9	

## 4.1: Definitions and Report Structure

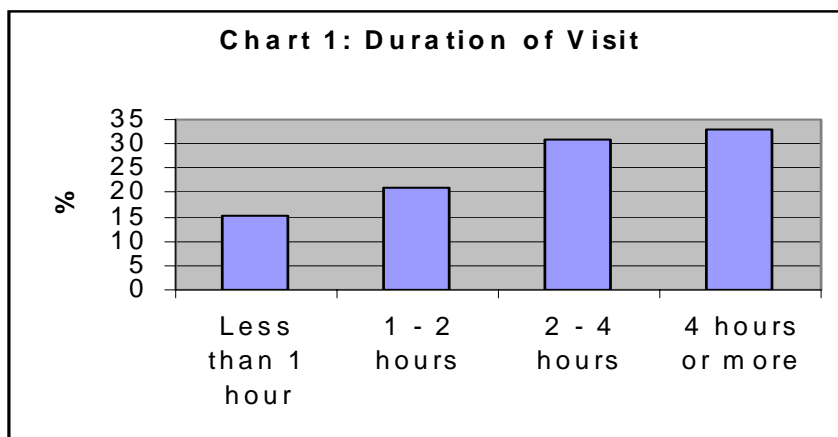
Results are presented for the whole summer season, encompassing all zones and are subsequently broken down to show results by zone.

## 4.2: Results for the Seafront as a whole

### Duration of Visit.

As can be seen from Table and Chart 1 the most common length of visit was more than 4 hours. However, it is noted that this result is likely to have been influenced by the weather that was experienced during the period of the study. Research in other locations suggests that visits lasting 1 - 2 hours would have been increased slightly with a reduction in the '2 - 4 hours' and the '4 hours or more' categories under colder or wetter conditions. The duration of visits to the seafront is therefore likely to be affected by weather in the future and could, potentially, be predicted as a factor of season and weather.

	Frequency	Valid Percent
Less than 1 hour	154	15.4
1 - 2 hours	208	20.8
2 - 4 hours	309	31.0
4 hours or more	327	32.8
Total	998	100.0



## Primary Reason for Visit.

As shown in table 2 the main reason to visit the seafront was to relax and sunbathe (24%), though a regular place to walk, cycle or jog (21%) was also a very popular reason to visit.

These results are again thought to have been influenced by the dry and warm weather, with the categories 'things for children to do' and 'relax and sunbathe' raised slightly above their expected position and the category 'scenery, attractive surroundings' reduced.

	Frequency	Valid Percent
Relax and sunbathe	231	23.7
Regular place to walk, cycle, jog	205	21.1
Things for children to do	152	15.6
Scenery, attractive surroundings	104	10.7
Sandy beaches	72	7.4
Peace and quiet	60	6.2
East to get to, nearby	51	5.2
Swim	39	4.0
Not crowded with tourists	13	1.3
Leisure facilities	12	1.2
An event / festival (please specify)	11	1.1
Water based sport (please specify)	9	0.9
Beach front cafes, restaurants	7	0.7
Land based sport (please specify)	4	0.4
Blue flag beach	3	0.3
Total	973	100.0

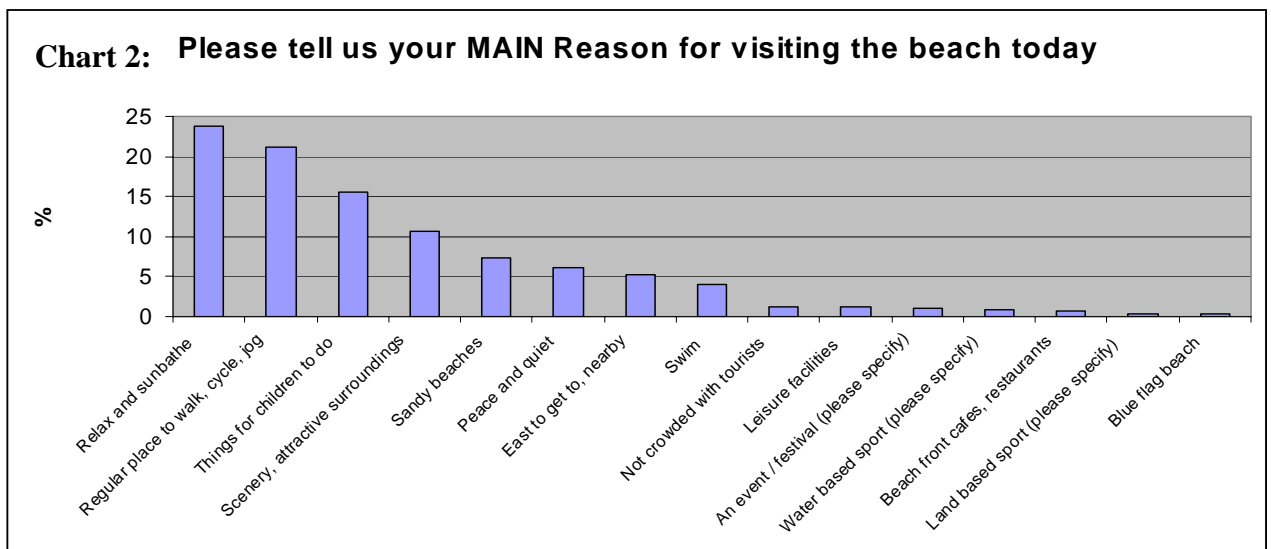


Table 3 shows specified events / festivals, water and land sports that were undertaken as the primary reason for visiting the seafront. Surfing can be seen as the most popular specified water sport with 0.6% of all visitors to the seafront coming to surf.

		Frequency	Valid Percent
<b>Event / festival</b>		0	0
<b>Water based sport</b>	Surfing	6	0.6
	Canoeing	1	0.1
	Daughter having a surf lesson	1	0.1
	Total	8	0.8
<b>Land based sport</b>	Kite flying	1	0.1
	Metal detector	1	0.1
	Pitch and Put	1	0.1
	Volleyball	1	0.1
	Total	4	0.4

## Secondary Reason for Visit.

Secondary reasons for visiting the seafront are primarily associated with the natural qualities of the area, 'Scenery, attractive surroundings' (29%), 'Sandy beaches' (26%), 'Relax and sunbathe' (24%) and 'Peace and quiet' (19%) are seen at the top of the table.

	Frequency	Valid Percent
Scenery, attractive surroundings	246	29.3
Sandy beaches	222	26.5
Relax and sunbathe	204	24.3
Peace and quiet	158	18.8
Swim	138	16.5
Things for children to do	96	11.4
Easy to get to, nearby	92	11.0
Not crowded with tourists	61	7.3
Regular place to walk, cycle, jog	37	4.4
Safe, lifeguards	17	2.0
Leisure facilities	16	1.9
Blue flag beach	13	1.6
Beach front cafes, restaurants	12	1.4
Event / festival (please specify)	5	0.6
Land based sport (please specify)	4	0.5
Water based sport (please specify)	0	0.0

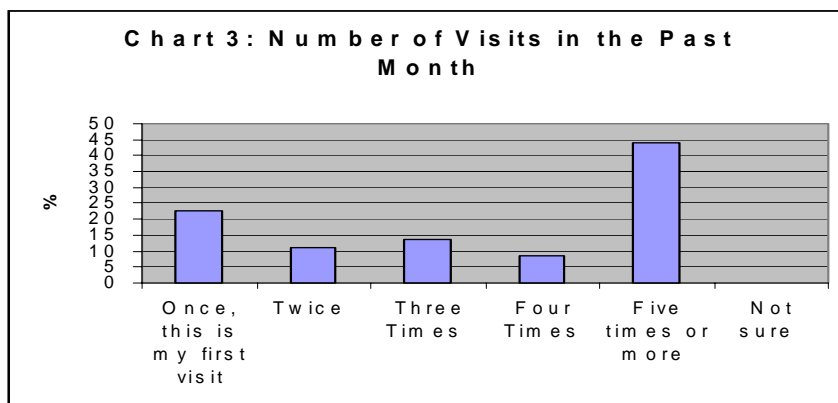
Table 5 shows specified events / festivals, water and land sports that were undertaken as the secondary reason for visiting the seafront. The largest specified secondary reason was the visit by the Red Arrows, this was some 0.3% of all visitors to the beach.

		Frequency	Valid Percent
Event / Festival	Red Arrows	3	0.3
	Haribo camp	1	0.1
Water based sport		0	0.0
Land based sport	Dog walking	1	0.1
	Frisbee	1	0.1
	Volleyball	1	0.1

### Number of Visits in the Past Month

By far the most common frequency for visits to the seafront was five times or more in the past month (44%), this was followed by interviewees' who were making their first visit to the seafront (23%). This data is comparable with data from other locations and seems to have been unaffected by the weather conditions.

	Frequency	Valid Percent
Once, this is my first visit	228	22.8
Twice	109	10.9
Three Times	135	13.5
Four Times	87	8.7
Five times or more	440	44.0
Not sure	2	0.2
Total	1001	100.0



## Reasons for Individuals Low Beach Usage

The reason given for not visiting the beach frequently, by the majority of respondents who had not used the beach more than twice in the last month, was that it was not their local beach. This was a 'catch all' category for people who live outside of the area and had not visited for this reason. 'Other' was the next major category and this is considered further below. 2.5% of all visitors to the seafront had reduced their number of visits as the seafront too crowded. However, overall only 4% of all respondents said that their reason for not regularly using the beach was as a result of any problem with the seafront itself.

	<b>Frequency</b>	<b>Valid Percent</b>
Not my local beach	221	70.2
Other (please specify)	81	25.7
Too crowded	8	2.5
Too touristy	2	0.6
Lack of water sports facilities	1	0.3
Difficult to park	1	0.3
Nothing to do	1	0.3
Total	315	100.0

## Specified Reasons for Individuals Low Beach Usage

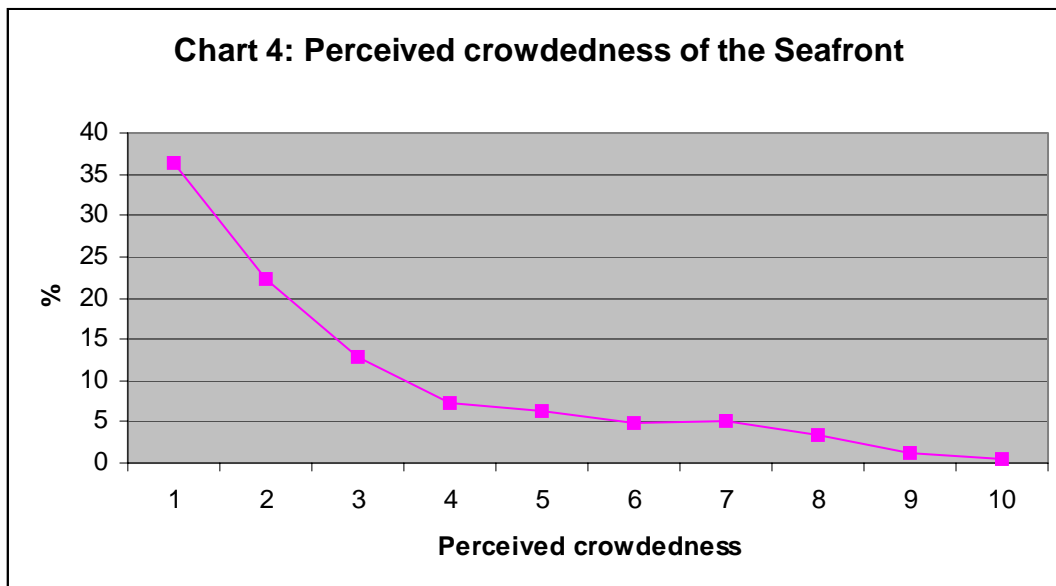
As can be seen from Table 8 reasons given for not visiting the beach were not associated with a failure to provide services but was related to how busy interviewees were or that they were on holiday in the town and hence had not visited the beach more than twice.

	<b>Frequency</b>	<b>Valid Percent</b>
Busy	33	3.3
Holiday	31	3.1
Health	3	0.3
Transport	2	0.2
Weather	7	0.7
No Reason	3	0.3
Total	79	7.9

## Perceived crowdedness of the Seafront

Table 9 and Chart 4 show that overall the vast majority of respondents considered that seafront was not crowded. In fact 85% of respondents rated the area between 1 and 5 out of 10, with 10 being too crowded. The average rating for the seafront was 2.9 this compares favourably with other locations where ratings of between 4 and 5 are more common.

	Frequency	Valid Percent
1	362	36.3
2	223	22.4
3	127	12.8
4	73	7.3
5	62	6.2
6	48	4.8
7	50	5.0
8	35	3.5
9	11	1.1
10	5	0.5
Total	996	100.0





## What visitors like most about the area.

Responses to this question were unprompted therefore overall, it can be considered that respondents felt more strongly about answers given.

To assist the interviewers basic categories (in this case 6) are added to the questionnaire but not shown to interviewees, responses outside of these 'expected' categories are analysed in table 11 below.

	<b>Frequency</b>	<b>Valid Percent</b>
General cleanliness / amenity / attractiveness	440	44.5
Everything / area overall	217	21.9
Access	35	3.5
Leisure activities and facilities	21	2.1
Visitor facilities	18	1.8
Catering facilities	5	0.5
Other (please specify)	253	25.6
<b>Total</b>	<b>989</b>	<b>100.0</b>

Table 11 specifies what respondents liked most about the area.

<b>Table 11: What visitors like most about the area. (Specified)</b>		
	<b>Frequency</b>	<b>Valid Percent</b>
Beach	88	8.8
Quiet	41	4.1
Not busy	22	2.2
Peace and quiet	14	1.4
Atmosphere	10	1
Safe	8	0.8
Un-crowded	7	0.7
Local	6	0.6
Activities	5	0.5
Convenience	5	0.5
Dog walking	5	0.5
Promenade	5	0.5
Relaxing	5	0.5
Parking	4	0.4
People	4	0.4
Walks	4	0.4
Climate	3	0.3
Kids	3	0.3
Flat	2	0.2
Secluded	2	0.2
Nature reserve	1	0.1
No dogs	1	0.1
Old pier	1	0.1
Unspoilt beauty	1	0.1
Variety, town sightseeing etc	1	0.1
Very English bay	1	0.1

## What visitors like least about the area.

Responses to this question were unprompted therefore overall, it can be considered that respondents felt more strongly about answers given.

To assist the interviewers basic categories (in this case 7) are added to the questionnaire but not shown to interviewees, responses outside of these 'expected' categories are analysed in tables 13 below.

	<b>Frequency</b>	<b>Valid Percent</b>
Visitor facilities	76	7.6
Access	73	7.3
Catering facilities	56	5.6
General cleanliness / amenity / attractiveness	53	5.3
Leisure activities and facilities	9	0.9
Information	4	0.4
Everything / area overall	3	0.3
Other (please specify)	498	49.7
<b>Total</b>	<b>772</b>	<b>77.0</b>

Table 13 specifies what respondents liked least about the area.

<b>Table 13: What visitors like least about the area. (Specified)</b>		
	<b>Frequency</b>	<b>Valid Percent</b>
Dogs	55	5.5
Nothing wrong	52	5.2
Too busy	50	5
Litter	30	3
Crowded	28	2.8
Anti-social behaviour	24	2.4
Car park charges	20	2
Cars on sea front	20	2
Stones (Not Sand)	20	2
Toilets	17	1.7
Pier	14	1.4
Weather	13	1.3
Cyclists	11	1.1
Modernisation	11	1.1
Area shabby	10	1
Expensive	7	0.7
Children	6	0.6
Deckchairs and parasols overpriced	5	0.5
Deckchairs and parasols (lack of)	5	0.5
More food / ice cream / newsagent shops	5	0.5
Access	4	0.4
Boats / Jet skis	4	0.4
Car park lack of spaces	4	0.4
Cigarette ends	4	0.4
Land Train	4	0.4
Pigeons	4	0.4
Restrictive Notices	3	0.3
Small beach	3	0.3
Commercialisation	2	0.2
Drains	2	0.2
Flies	2	0.2
Groynes	2	0.2
Location	2	0.2
Security	2	0.2
Amusements	1	0.1
Car park space sizes	1	0.1
Children (not enough for them to do)	1	0.1
Insufficient wet weather attractions	1	0.1
Lack of surf	1	0.1
Lifeguards (more needed)	1	0.1
Multi-coloured beach huts	1	0.1
Opening times of cafe	1	0.1
Proposal for Hengistbury head	1	0.1

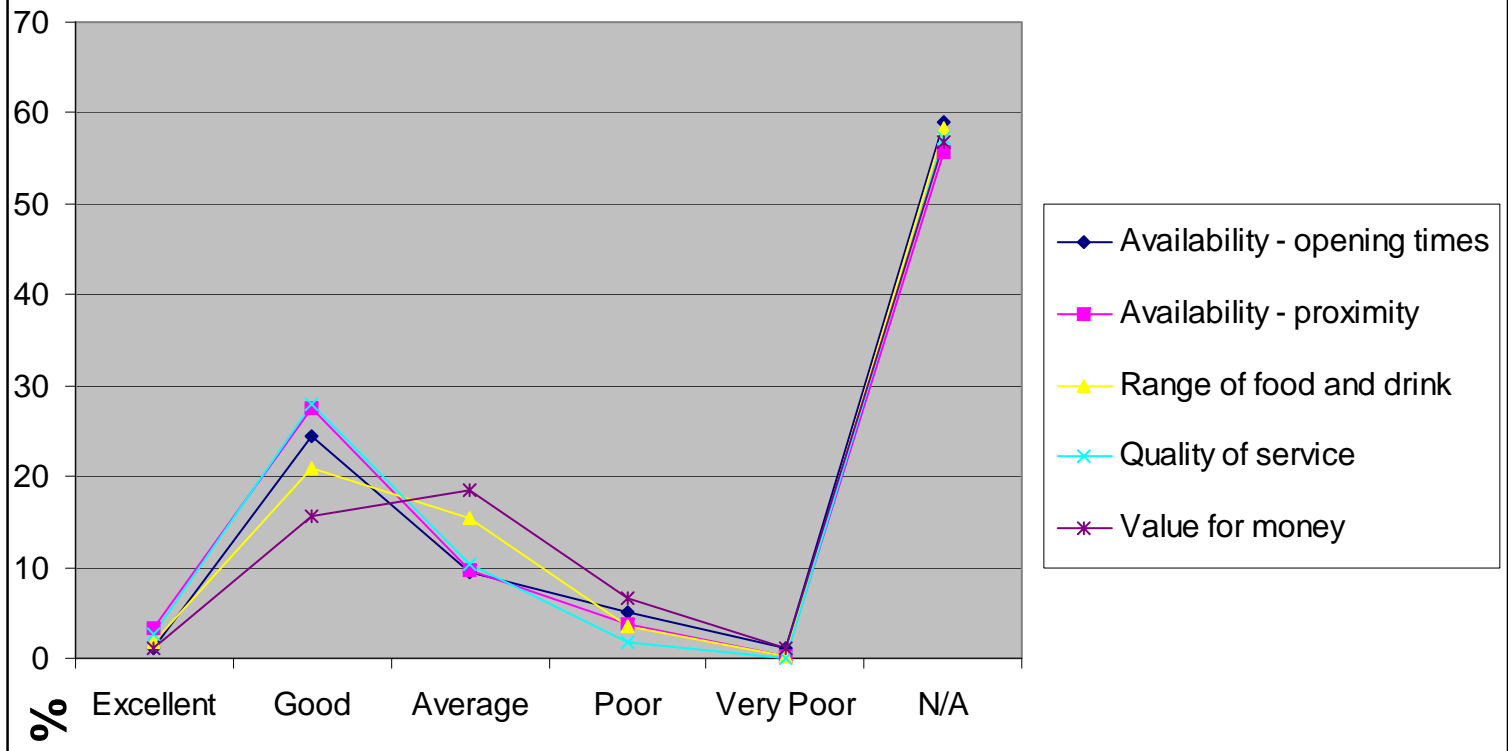
## Retail Catering Outlets.

It must be noted that between 55% and 60% of respondents were not able to provide answers to the questions in this section because they had either not seen, or not used the retail catering outlets (see N/A row in table 14 for details). Percentage figures in this section are given are for all respondents however, average rating (1=excellent, 5=very poor) has been based on respondents who had seen / used the services and could therefore answer the question from experience.

Across the board very few respondents thought that the retail catering facilities were excellent. 'Availability – proximity' received the highest excellent rating with 3.3% of respondents. As can be seen from average ratings 'Value for money' was rated as 2.78 this equates to a rating of 'average'. For all areas more respondents answered 'good' than any other option with the exception of 'Value for money' where 'average' was the most common response. Average ratings are broadly similar to ratings in other locations, and are almost identical to those seen for Poole's seafront, and seem to have been unaffected by the high number of visitors to the seafront.

	<b>Availability - opening times</b>		<b>Availability - proximity</b>		<b>Range of food and drink</b>		<b>Quality of service</b>		<b>Value for money</b>	
	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent
<b>Excellent</b>	10	1.0	32	3.3	17	1.7	26	2.7	12	1.2
<b>Good</b>	240	24.5	270	27.5	205	20.9	274	27.9	154	15.7
<b>Average</b>	92	9.4	94	9.6	151	15.4	101	10.3	182	18.5
<b>Poor</b>	50	5.1	36	3.7	34	3.5	18	1.8	65	6.6
<b>Very Poor</b>	10	1.0	2	0.2	2	0.2	1	0.1	11	1.1
<b>N/A</b>	579	59.0	549	55.8	573	58.4	561	57.2	559	56.9
<b>Average Rating</b> (1=excellent, 5=very poor)	<b>2.53</b>		<b>2.32</b>		<b>2.51</b>		<b>2.27</b>		<b>2.78</b>	

### Chart 5: Retail Catering Outlets



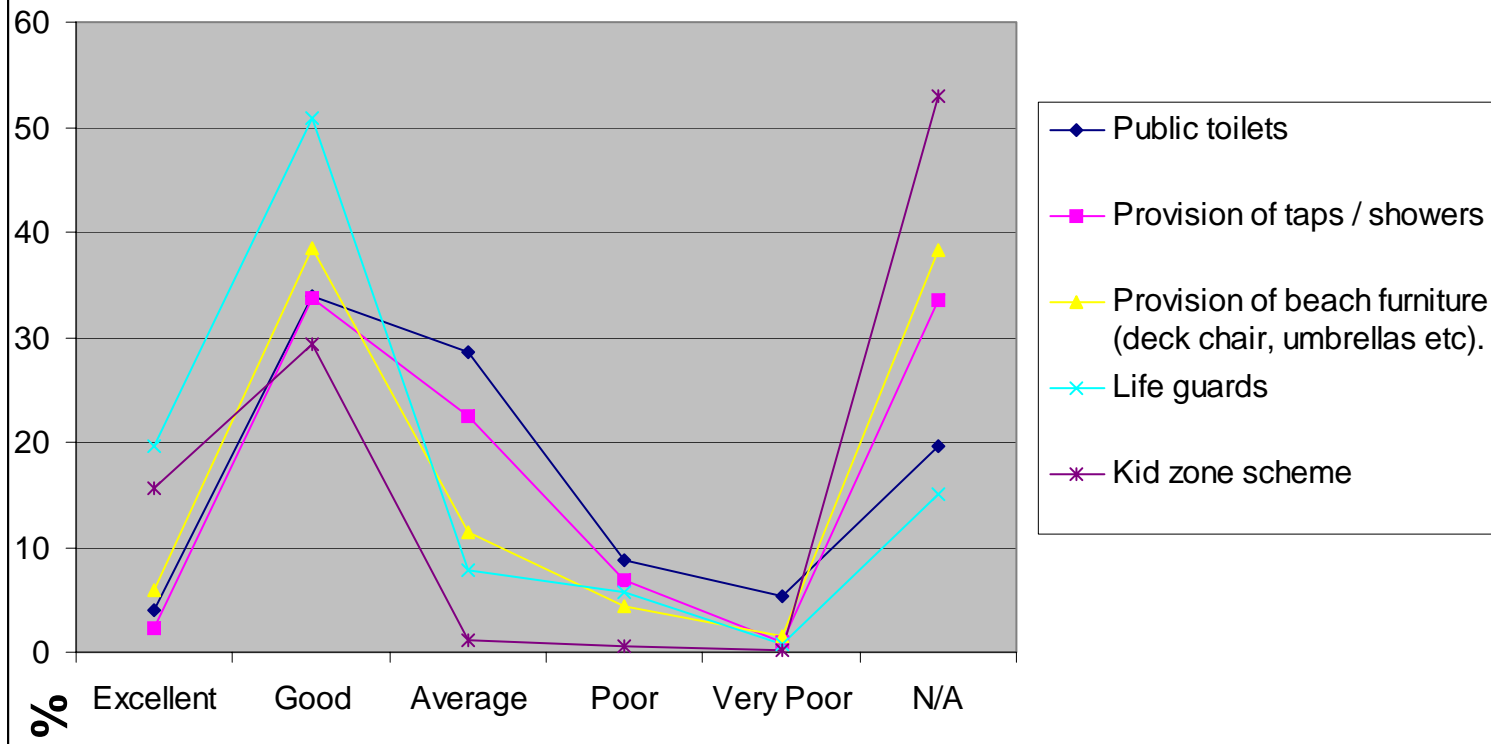
## Visitor Facilities

Between 20% and 55% of respondents were not able to provide answers to the questions in this section because they had either not seen, or not used the visitor facilities (see N/A row in table 15 for details). Percentage figures in this section are given are for all respondents however, average rating (1=excellent, 5=very poor) has been based on respondents who had seen / used the services and could therefore answer the question from experience.

Overall visitor facilities were rated much higher than retail catering outlets, 20% of respondents rated 'Lifeguards' as excellent and 15% rated the 'Kids zone scheme' excellent. As would be expected average ratings were also better, the 'Kids zone scheme' average rating was 1.72 (between excellent and good) and the Lifeguards average rating was 2.03 equating to a rating of 'good'. Though it must however, be noted that a significant proportion of visitors had not seen the kids zone scheme (53%) and a majority of visitors rated the 'Public toilets' as Average, Poor or Very Poor.

<b>Table15: Visitor Facilities</b>										
	<b>Public toilets</b>		<b>Provision of taps / showers</b>		<b>Provision of beach furniture (deck chair, umbrellas etc).</b>		<b>Lifeguards</b>		<b>Kid zone scheme</b>	
	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent
<b>Excellent</b>	40	4.0	23	2.3	59	6.0	195	19.7	153	15.7
<b>Good</b>	337	33.9	332	33.7	380	38.5	503	50.8	287	29.4
<b>Average</b>	283	28.5	221	22.5	113	11.4	78	7.9	12	1.2
<b>Poor</b>	86	8.7	67	6.8	43	4.4	57	5.8	5	0.5
<b>Very Poor</b>	53	5.3	10	1.0	16	1.6	8	0.8	1	0.1
<b>N/A</b>	195	19.6	331	33.6	377	38.2	149	15.1	517	53.0
<b>Average Rating</b> (1=excellent, 5=very poor)	<b>2.72</b>		<b>2.56</b>		<b>2.31</b>		<b>2.03</b>		<b>1.72</b>	

### Chart 6: Visitor Facilities





## Access

Between less than 1% and 78.3% of respondents were not able to provide answers to the questions in this section (see N/A row in table 16 for details). By far the majority of respondents were able to assess the 'General access to the beach' (less than 1% were unable) but 78.3% of all respondents felt unable to comment on the 'Availability and efficiency of public transport'. This in many ways reflected the number of interviewees who travelled to the seafront using public transport 6%. Percentage figures in this section are given are for all respondents however, average rating (1=excellent, 5=very poor) has been based on respondents who had seen / used the services and could therefore answer the question from experience.

'General access to beach' was considered to be good with an average rating of 2.07, in fact over 78% of all respondents answered good, this equates to an extremely strong endorsement of the there being good general access to the beach.

Though a small sample size was experienced in relation to the 'Availability and efficiency of public transport' it was still sufficient to suggest that overall, though visitors to the seafront under use the public transport system, it is seen as being good. The average rating of 2.41 is significantly better than ratings seen in other locations.

An excellent sample size was achieved in relation to 'Access for people with disabilities'. Overall this was seen as between good and average. This is poorer rating than the average for other locations, though an increased demand for disabled parking spaces, as a result of the weather, may go some way to explaining it.

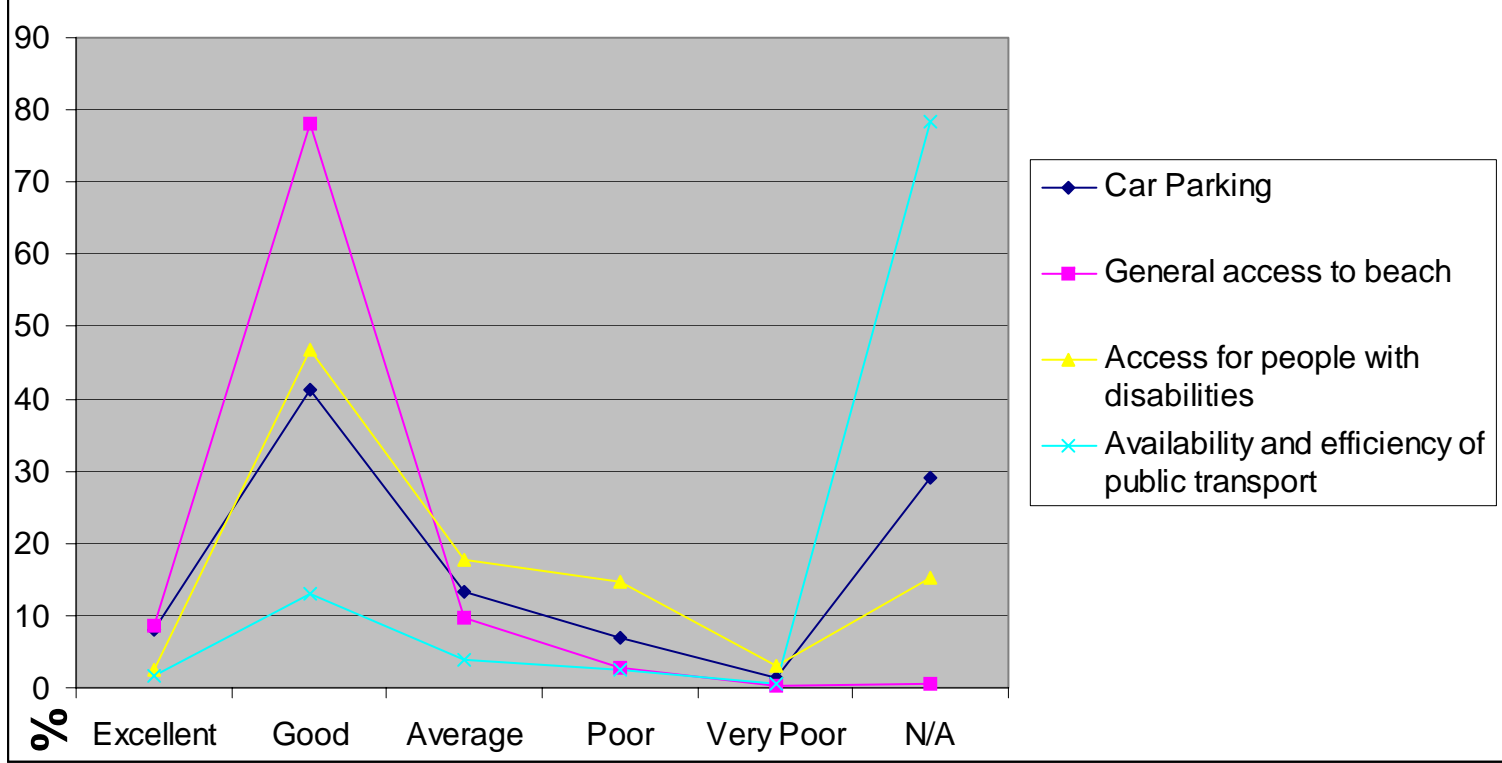
'Car parking' with an average rating of 2.33 is seen as good, though again is a poorer rating than the average for other locations, but this may be the result of increased demand for parking spaces, as a result of the weather

**Table 16: Access**

	Car Parking		General access to beach		Access for people with disabilities		Availability & efficiency of public transport	
	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent
<b>Excellent</b>	78	7.9	86	8.7	25	2.5	17	1.7
<b>Good</b>	406	41.2	776	78.1	461	46.8	127	13.0
<b>Average</b>	132	13.4	95	9.6	175	17.7	38	3.9
<b>Poor</b>	69	7.0	28	2.8	144	14.6	23	2.4
<b>Very Poor</b>	14	1.4	3	0.3	30	3.0	6	0.6
<b>N/A</b>	287	29.1	6	0.6	151	15.3	763	78.3

<b>Average Rating</b> (1=excellent, 5=very poor)	<b>2.33</b>	<b>2.07</b>	<b>2.63</b>	<b>2.41</b>
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### Chart 7: Access



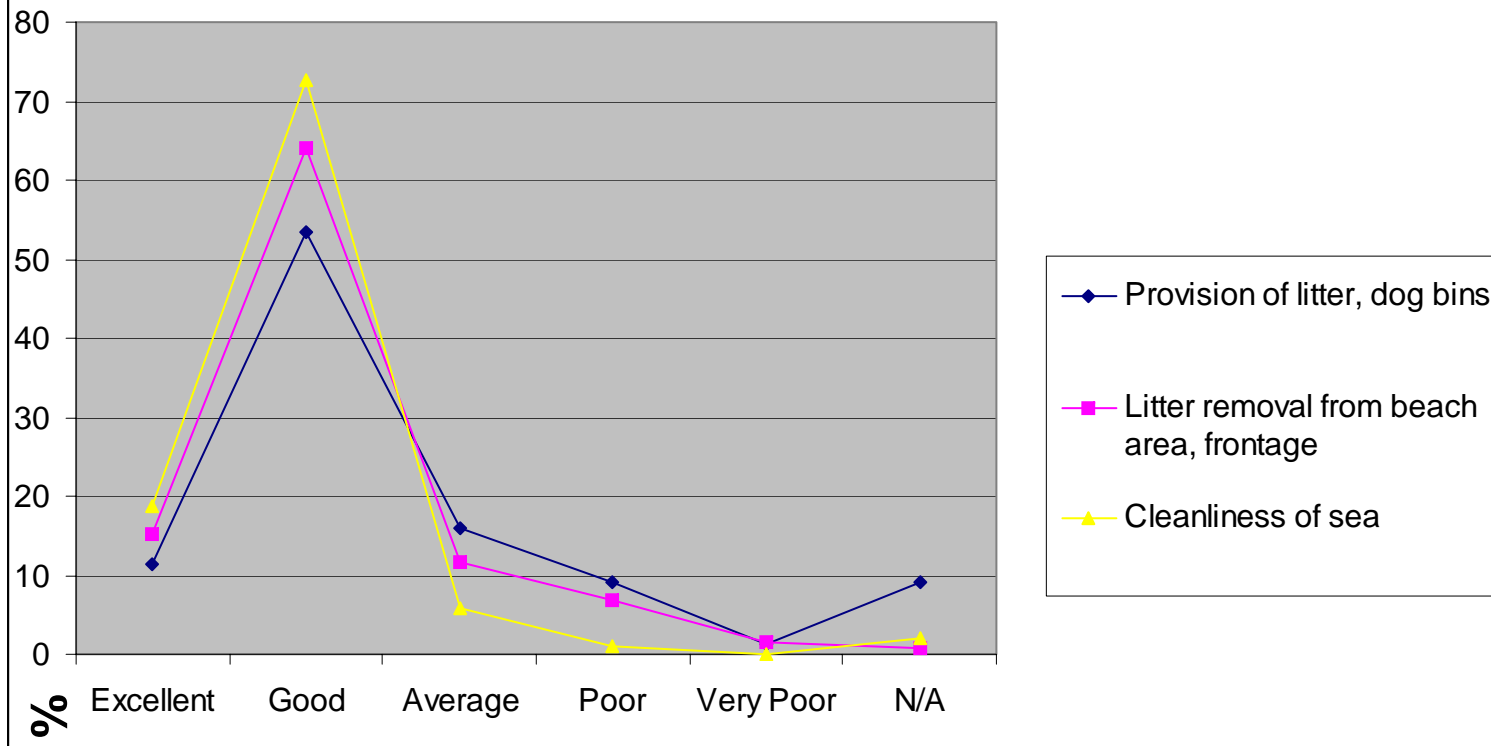
## General Cleanliness / Amenity

Between less than 1% and 9% of respondents were not able to provide answers to the questions in this section (see N/A row in table 17 for details). Percentage figures in this section are given are for all respondents however, average rating (1=excellent, 5=very poor) has been based on respondents who had seen / used the services and could therefore answer the question from experience.

'Cleanliness of sea' received an average rating of 1.89 this is better than experienced in other locations and suggests that visitors to the seafront have a high opinion of the cleanliness of the seas around Bournemouth. However, the average ratings for 'Litter removal from beach area, frontage' (2.15) and 'Provision of litter, dog bins' (2.29) were slightly poorer than experienced in other areas, this however, may be the result of lack of cleansing due to industrial action that occurred over the summer of 2003.

	Provision of litter, dog bins		Litter removal from beach area, frontage		Cleanliness of sea	
	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent
<b>Excellent</b>	112	11.3	150	15.1	185	18.7
<b>Good</b>	528	53.3	636	64.1	719	72.6
<b>Average</b>	159	16.0	115	11.6	56	5.7
<b>Poor</b>	90	9.1	68	6.9	10	1.0
<b>Very Poor</b>	12	1.2	16	1.6	0	0.0
<b>N/A</b>	90	9.1	7	0.7	21	2.1
<b>Average Rating</b> (1=excellent, 5=very poor)	<b>2.29</b>		<b>2.15</b>		<b>1.89</b>	

### Chart 8: General Cleanliness / Amenity



## Additional Facilities or Services

Responses to this question were unprompted therefore overall; it can be considered that respondents felt more strongly about answers given. To assist the interviewers basic categories (in this case 23) are added to the questionnaire but not shown to interviewees, responses outside of these 'expected' categories are analysed in tables 19, 20 and 21 below.

As an unprompted question respondents were able to suggest any additional facilities or services that they felt appropriate. However, more respondents suggested 'no change' (42%) than anything option by some considerable margin. The next highest rated suggestion was more cafes / restaurants (12%) in total including specified suggestions) then more toilets (10%) followed by newer / upgraded toilets (8%) and then more litter bins (7%) all other responses, including all specified responses, were below 5% of respondents.

<b>Table 18: Additional Facilities or Services</b>		
	<b>Frequency</b>	<b>Valid Percent</b>
No change	402	42.2
More cafes / restaurants	95	10
More toilets	90	9.5
Newer / upgraded toilets	76	8
More litter bins	70	7.4
More car parking	39	4.1
More showers	37	3.9
More pubs	34	3.6
Cleaner beaches	29	3
Children's play area	25	2.6
Dog free beaches	24	2.5
Better / more activity provision	21	2.2
Changing facilities	19	2
Better sign posting	19	2
Sandier Beaches	14	1.5
More dog litter bins	13	1.4
Wet weather attractions	11	1.2
Freshwater taps	10	1.1
Lockers	7	0.7
Picnic area	6	0.6
More no smoking areas	5	0.5
First aid point	4	0.4
More information boards / points	2	0.2
Other	147	15.4

## Additional Facilities or Services Specified Wet Attractions

<b>Table 19: Specified wet attractions</b>		
	<b>Frequency</b>	<b>Valid Percent</b>
Better water sports provision	6	0.6
Kids entertainment	2	0.2
Reef	2	0.2

## Additional Facilities or Services Specified Better Activity Provision

<b>Table 20: Specified better activity provision</b>		
	<b>Frequency</b>	<b>Valid Percent</b>
Entertainment	3	0.3
Water sports	3	0.3
Better beach access for wheelchairs/buggies	2	0.2
Cafes	2	0.2
Seating	2	0.2
Small shops	2	0.2
Defined cycle lanes	1	0.1
Disabled provision	1	0.1

## Additional Facilities or Services Specified General Improvements

<b>Table 21: Specified General Improvements</b>		
	<b>Frequency</b>	<b>Valid Percent</b>
Café / Kiosk / Shops (more)	23	2.3
Café opening hours / Seasonality	12	1.2
Access, disabled, prams etc. (better)	6	0.6
Parasols / shaded area (more)	6	0.6
Pier (improved)	6	0.6
Benches (more)	5	0.5
Café Quality	5	0.5
Lifeguards (better coverage)	5	0.5
Shelters	5	0.5
Car parks (cheaper)	4	0.4
Water sports	4	0.4
Beach Huts (more council owned / rented direct on beach)	3	0.3
Dog litter removal	3	0.3
Toilets (general improvements)	3	0.3
Beach Warden/Patrol on the beach	2	0.2
Car parks (more disabled)	2	0.2
Children's entertainment (more / better)	2	0.2
Cycling lanes on the prom	2	0.2
Donkeys	2	0.2
Hot showers	2	0.2
Lifts (more / improved)	2	0.2
Litter (removal)	2	0.2
Maintenance (generally improved)	2	0.2
Sun beds (more)	2	0.2
Toilets (opening hours)	2	0.2
Artificial reef (build)	1	0.1
Bicycle hire	1	0.1
Bus service (improved)	1	0.1
Cash point	1	0.1
CCTV (Better)	1	0.1
Continental flavour	1	0.1
Cycle parking	1	0.1
Cycling rules enforced	1	0.1
Imax	1	0.1
Land train timetable	1	0.1
Marina	1	0.1
No redevelopment	1	0.1
Phone boxes	1	0.1
Private beach	1	0.1
Raft	1	0.1
Redevelopment	1	0.1
Steps to beach (more)	1	0.1
Toilets (cleanliness)	1	0.1
Water fountain	1	0.1

## Method of Travel to the Seafront

Though the majority of visitors to Bournemouth’s seafront arrived using their own car (63%) this is fewer than is seen in other areas (typically 70%) and in alignment with the level expected for Dorset’s visitors as a whole 63.8% (Dorset Visitor Survey, 2001).

4.4% of the seafront’s visitors arrived by public bus service, this was lower than Dorset’s visitors as a whole 7.8% (Dorset Visitor Survey, 2001) but is higher than levels experienced at other seafront locations where bus service usage levels are typically 2-3%.

	<b>Frequency</b>	<b>Valid Percent</b>
Own car	627	63
On foot	258	25.9
Public bus service	44	4.4
Bicycle	20	2
Train	18	1.8
Tour or excursion bus	15	1.5
Hire car	4	0.4
Motorcycle	3	0.3
Other (please specify)	7	0.7

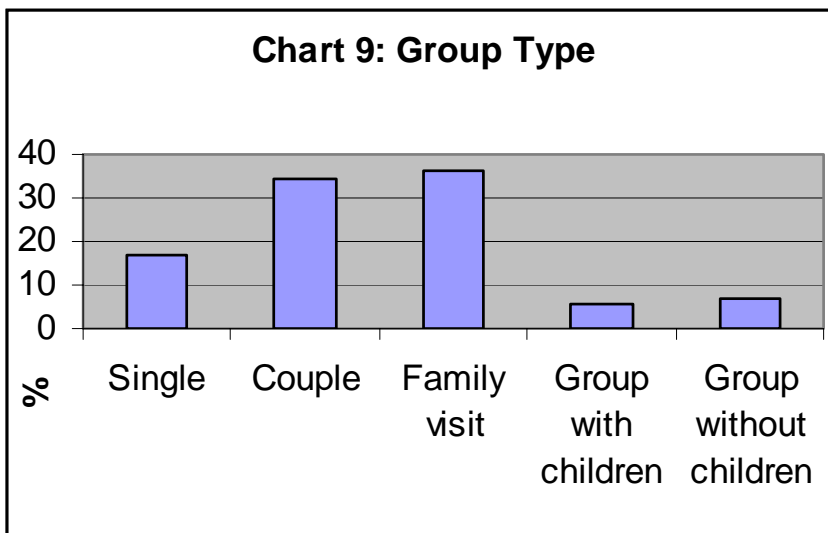


## Group Type

As can be seen from Table 23 and Chart 9 the majority of visitors to the seafront were either couples or family groups with 34.1% and 36.3% of respondents respectively.

Relative to other areas it is noted that Bournemouth's seafront has slightly more family visits and slightly fewer groups without children. This may be as a result of the family friendly image of the beach and does not seem to be related to the unseasonably warm weather.

	Frequency	Valid Percent
Single	170	17.0
Couple	340	34.1
Family visit	362	36.3
Group with children	55	5.5
Group without children	71	7.1



## Home Postcodes

Overall 46% of all respondents gave home postcodes within the BH catchments. Other primary markets are SO (the Southampton area) with 4.4% and RG (the Reading area) representing 3.2% of respondents.

<b>Table 24: Home postcodes.</b>					
	<b>Frequency</b>	<b>Valid Percent</b>		<b>Frequency</b>	<b>Valid Percent</b>
B	16	1.6	LS	1	0.1
BA	10	1.0	LU	3	0.3
BB	2	0.2	M	11	1.1
BD	2	0.2	MA	1	0.1
BH	457	45.6	ME	5	0.5
BL	1	0.1	MK	6	0.6
BN	3	0.3	N	2	0.2
BR	4	0.4	NE	2	0.2
BS	15	1.5	NG	10	1.0
BT	3	0.3	NN	9	0.9
CA	3	0.3	NP	5	0.5
CB	6	0.6	NR	1	0.1
CF	2	0.2	NW	5	0.5
CH	4	0.4	OX	15	1.5
CM	7	0.7	PA	1	0.1
CO	2	0.2	PE	3	0.3
CR	2	0.2	PF	1	0.1
CT	5	0.5	PL	1	0.1
CU	3	0.3	PO	4	0.4
CV	14	1.4	PR	2	0.2
CW	2	0.2	RG	32	3.2
DA	2	0.2	RH	4	0.4
DE	6	0.6	RM	3	0.3
DL	3	0.3	S	11	1.1
DN	4	0.4	SE	5	0.5
DT	5	0.5	SG	2	0.2
DY	2	0.2	SK	5	0.5
E	2	0.2	SL	5	0.5
EC	3	0.3	SM	2	0.2
ED	1	0.1	SN	19	1.9
EH	1	0.1	SO	44	4.4
EL	1	0.1	SP	16	1.6
EN	1	0.1	SR	2	0.2
EX	3	0.3	ST	5	0.5
G	2	0.2	SW	12	1.2
GL	9	0.9	SY	1	0.1
GU	11	1.1	TA	2	0.2
HA	9	0.9	TN	4	0.4
HB	1	0.1	TQ	1	0.1
HD	3	0.3	TR	2	0.2
HP	5	0.5	TS	1	0.1
HR	1	0.1	TW	6	0.6
HU	2	0.2	UB	4	0.4
HX	1	0.1	VB	2	0.2
IB	1	0.1	W	4	0.4
IG	2	0.2	WA	2	0.2
IP	2	0.2	WD	5	0.5
IW	1	0.1	WF	2	0.2
KT	11	1.1	WR	2	0.2
L	2	0.2	WS	2	0.2
LA	4	0.4	WV	1	0.1
LE	8	0.8	YE	1	0.1
LN	3	0.3	YO	2	0.2

## Overseas Visitors.

Less than 1% of all respondents indicated a home address overseas. This is not a measure of ethnicity but a simple measure of where people live.

Overall 6% of all visitors to Dorset (source: Dorset Visitor Survey 1999-2000, Dorset Tourism Data Project, 2001) are from overseas. As a visitor survey this figure only considers staying visitors to Dorset and not members of the local population, which make up a large proportion of the visitors to the seafront. In addition the figure may have been further reduced by foreign students considering their 'home' to be in the locale.

In addition to this the low number of overseas visitors may be considered reflective of the trend for overseas visitors to prefer countryside locations, natural attractions, and historic cities and towns when visiting the UK.

## Visitor Types

Tables 26, 27 and 28 allow a picture of the seafront visitor type to be established, it is noted that 40% of all visitors to the seafront were staying visitors. By that it means that they had either not come from their home that morning or they were not returning to their home that night. The remaining 60% of visitors to the beach were on a day trip, of this group 77% were from the local BH postcode area and 23% were on a daytrip from outside this area.

<b>Table 25: Travelled from home</b>		
	<b>Frequency</b>	<b>Valid Percent</b>
Yes	621	62.3
No	375	37.7
<b>Table 26: Returning to home</b>		
	<b>Frequency</b>	<b>Valid Percent</b>
Yes	610	61.7
No	379	38.3

<b>Table 27: Visitor Type</b>		
	<b>Frequency</b>	<b>Valid Percent</b>
Day Visitors	592	59.9
Staying Visitors	397	40.1

## Accommodation Location

The majority of staying visitor's accommodation was located within the Borough of Bournemouth, in total 16.7% of all visitors to the seafront were staying in the Borough. This is the expected result as Bournemouth has 21,208 of the total 36,449 service accommodation bed spaces in Dorset (Southern Tourist Board, South West Tourism, 2001).

	<b>Frequency</b>	<b>Valid Percent</b>
Bournemouth	103	10.3
Southbourne	41	4.1
Christchurch	22	2.2
Boscombe	18	1.8
New Forest	15	1.5
Westbourne	11	1.1
Dorset (other)	5	0.5
Alum Chine	4	0.4
Mudford	2	0.2
New Milton	2	0.2
Poole	2	0.2
Ringwood	2	0.2
Verwood	2	0.2
Basingstoke	1	0.1
Bridport	1	0.1
Ferndown	1	0.1
Hampshire (other)	1	0.1
Salisbury	1	0.1
Somerford	1	0.1
Southampton	1	0.1
Weymouth	1	0.1
Wimborne	1	0.1

## Accommodation Type

Table 30 shows the accommodation type used by visitors to the seafront in comparison to visitors to Dorset as a whole. The seafront shows a much higher percentage of visitors staying in Hotels (48%) with fewer utilising B&B's (7%) and Self catering accommodation (26%). This is likely to be due to the distribution of accommodation types throughout Dorset, Bournemouth has 21,208 of the total 36,449 service accommodation bed spaces in Dorset (Source: Southern Tourist Board, South West Tourism, 2001). In addition to this a majority of the serviced accommodation providers in Bournemouth refer to themselves as a 'hotels' rather than a 'B&Bs' irrespective of traditional definitions. The percentage of visitors staying with friends and relatives, is as expected, similar for the seafront and Dorset as a whole.

	<b>Frequency</b>	<b>Valid Percent</b>	<b>Dorset**</b>
Hotel	178	48.2	25.0
B&B	25	6.8	16.6
Self catering static caravan, chalet, cottage etc	72	19.5	28.6
Touring caravan, tent	25	6.1	11.1
Friends & Relatives	58	15.7	15.6
Other	11	3.7	3.1

\*\* Based on all staying visitors to Dorset (Source: Dorset Visitor Survey 1999-2000, Dorset Tourism Data Project, 2001)

	<b>Frequency</b>	<b>Valid Percent</b>
Flat	4	0.4
Hostel	3	0.3
Holiday house	2	0.2
Language school accommodation	1	0.1

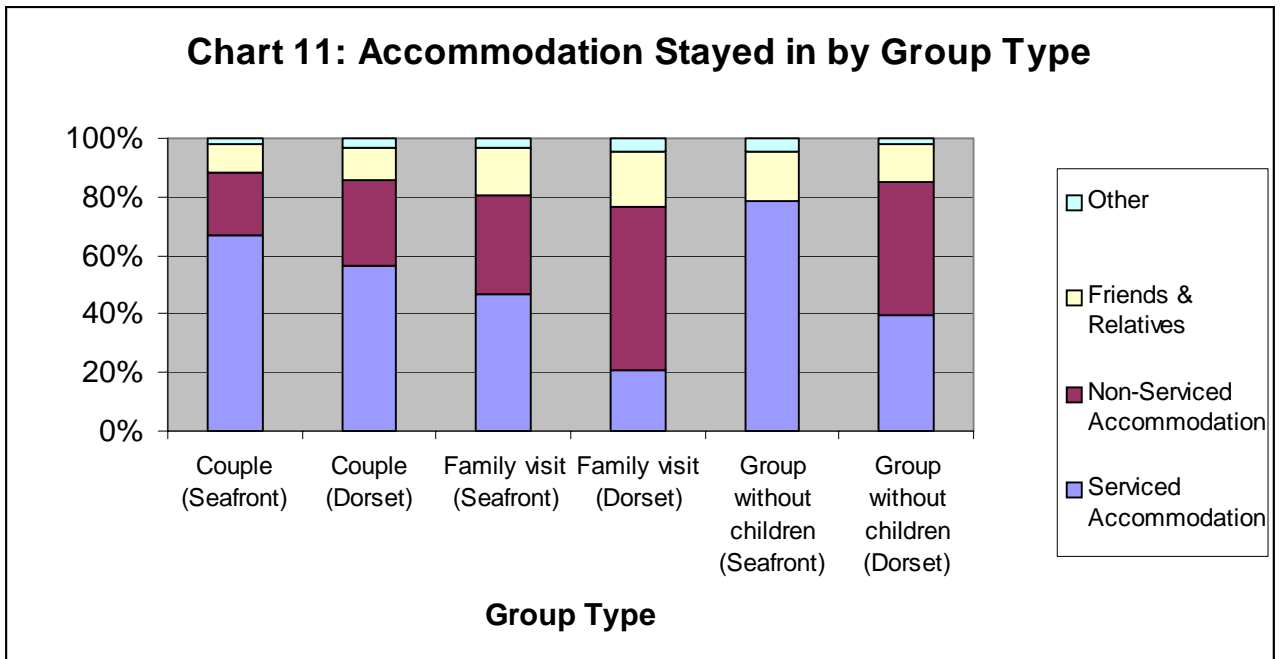
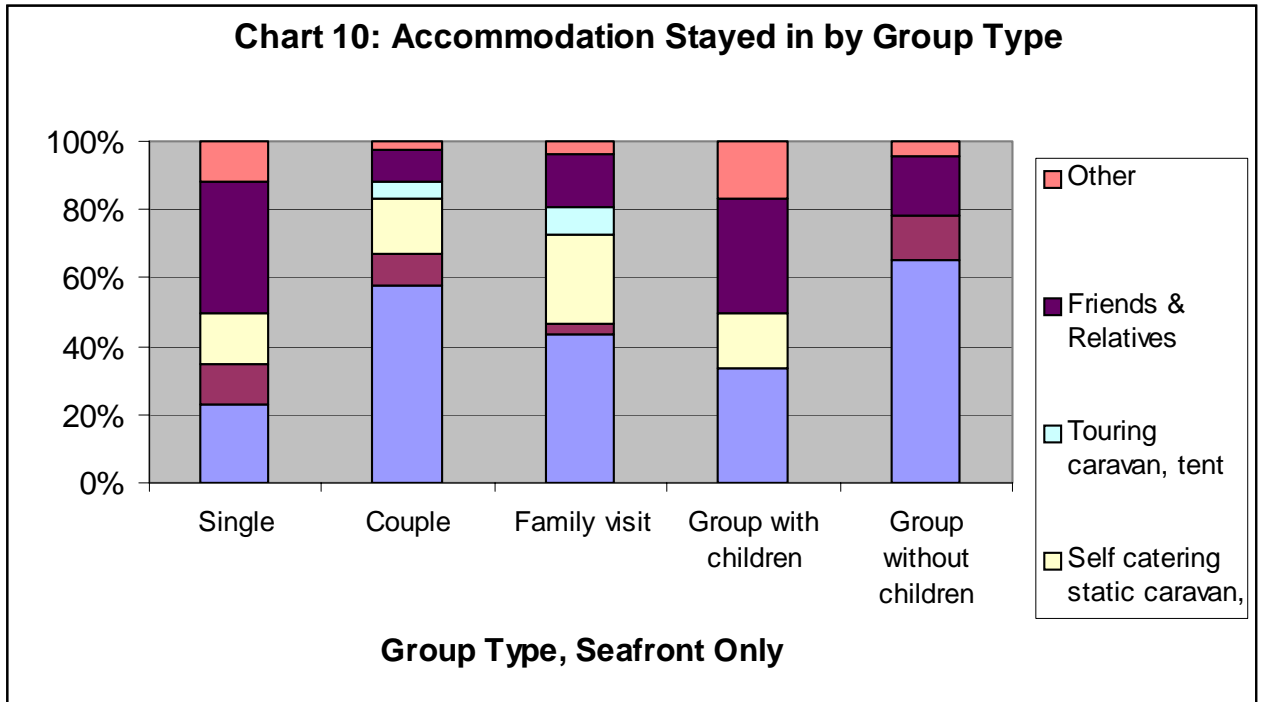
## Accommodation Stayed in by Group Type.

Each group reflects the general trend for the seafront, whereby a much higher percentage of visitors are staying in Hotels, with fewer utilising B&B's and Self catering accommodation. Table 32 is analysed and expanded in charts 10 and 11. Chart 10 shows accommodation by group type for the seafront alone while chart 11 offers some comparison for major sectors against Dorset figures. It is noted that groups without children at the seafront did not use any non-serviced accommodation at all; in fact 65% of groups without children chose hotel accommodation.

	Single (Seafront) *	Single (Dorset) * #	Couple (Seafront)	Couple (Dorset) #	Family visit (Seafront)	Family visit (Dorset) #	Group with children (Seafront) *	Group with children (Dorset) * #	Group without children (Seafront)	Group without children (Dorset) #
Hotel	23.1	14.6	57.7	33.9	43.3	12.5	33.3	7.7	65.2	26.5
B&B	11.5	14.6	9.5	22.9	3.5	8.5	0.0	6.4	13.0	13.3
Self catering static caravan, chalet, cottage etc	15.4	2.1	16.1	16.7	25.7	43.7	16.7	60.3	0.0	37.9
Touring caravan, tent	0.0	6.3	5.1	12.2	8.2	11.8	0.0	10.3	0.0	7.2
Friends & Relatives	38.5	62.5	9.5	11.3	15.8	18.9	33.3	12.8	17.4	13.3
Other	11.5	0	2.2	3	3.5	4.5	16.7	2.6	4.3	1.8

\* Small sample (not statistically valid).

# Based on all staying visitors to Dorset (Source: Dorset Visitor Survey 1999-2000, Dorset Tourism Data Project, 2001)





## Age Gender Distribution

Chart 12 / Table 32 shows the age/gender distribution of visitors to the seafront with table 33 offering full details of the age/gender distribution of all respondent groups.

44% of visitors to the seafront were male with 56% being female, this compares to the 49% of the UK population being male with 51% being female (Source: Census 2001, ONS).

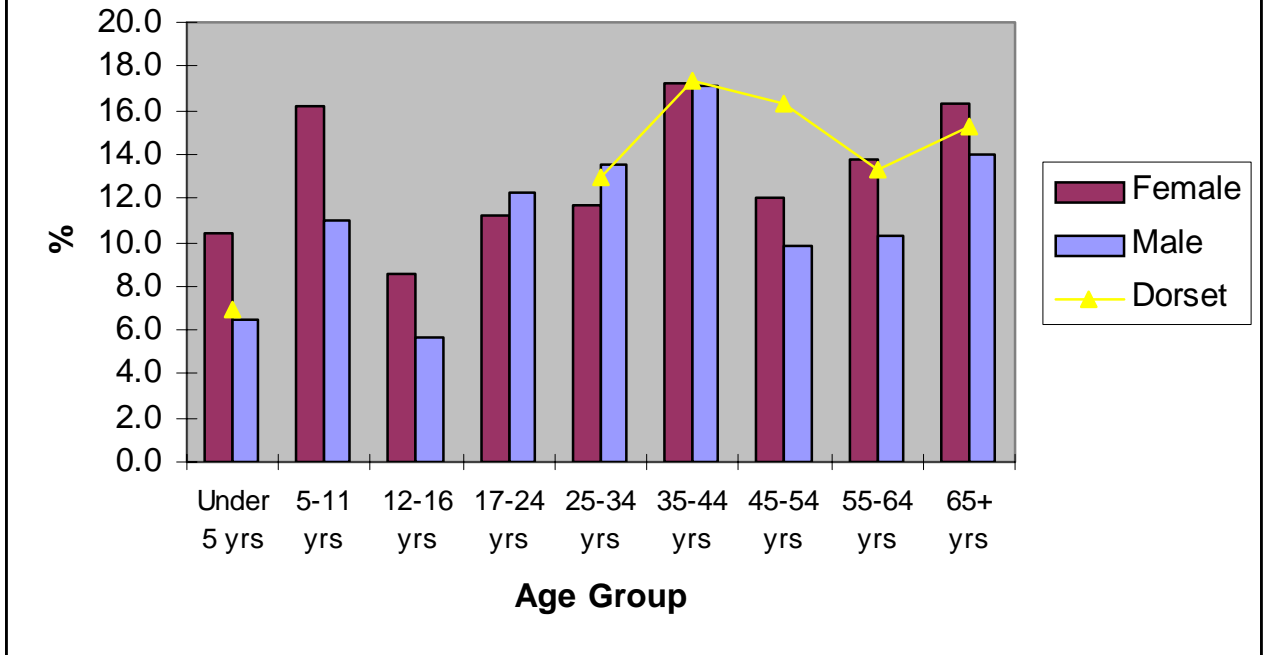
In the age groups from under 5 to 16 there were significantly more female visitors than male. Within the 17-24 and 25-34 age groups slightly more male than females visitors were seen while in the 35-44 age group similar numbers of males and females were seen. From all age groups above 45 significantly more females than males were noted.

<b>Table 32: Age Gender Distribution (Percentage)</b>						
	<b>Male</b>			<b>Female</b>	<b>Total</b>	<b>Dorset*</b>
Male Under 5 yrs	<b>10.5</b>		Female Under 5 yrs	<b>6.5</b>	<b>7.5</b>	<b>6.9</b>
Male 5-11 yrs	<b>16.2</b>		Female 5-11 yrs	<b>11.0</b>	<b>12.2</b>	<b>#</b>
Male 12-16 yrs	<b>8.6</b>		Female 12-16 yrs	<b>5.6</b>	<b>6.4</b>	<b>#</b>
Male 17-24 yrs	<b>11.2</b>		Female 17-24 yrs	<b>12.3</b>	<b>11.1</b>	<b>#</b>
Male 25-34 yrs	<b>11.7</b>		Female 25-34 yrs	<b>13.5</b>	<b>11.9</b>	<b>12.9</b>
Male 35-44 yrs	<b>17.2</b>		Female 35-44 yrs	<b>17.1</b>	<b>16.0</b>	<b>17.3</b>
Male 45-54 yrs	<b>12.0</b>		Female 45-54 yrs	<b>9.8</b>	<b>10.0</b>	<b>16.3</b>
Male 55-64 yrs	<b>13.8</b>		Female 55-64 yrs	<b>10.3</b>	<b>10.9</b>	<b>13.3</b>
Male 65+ yrs	<b>16.3</b>		Female 65+ yrs	<b>14.0</b>	<b>14.0</b>	<b>15.3</b>

\* Based on all staying visitors to Dorset (Source: Dorset Visitor Survey 1999-2000, Dorset Tourism Data Project, 2001).

# Data unavailable.

**Chart 12: Age Gender Distribution (Percentage)**



**Table 33: Age Gender Distribution**

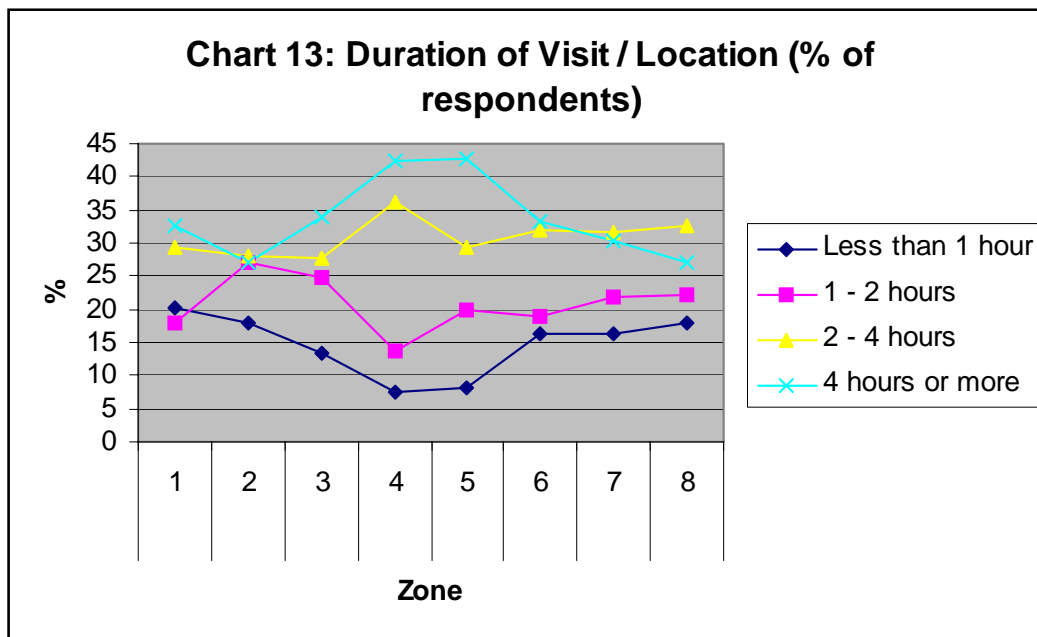
	Group Size	Frequency	Total Number		Group Size	Frequency	Total Number
Male Under 5 yrs	1	101	101		Female Under 5 yrs	1	82
	2	9	18			2	14
			<b>119</b>				<b>110</b>
Male 5-11 yrs	1	110	110		Female 5-11 yrs	1	114
	2	32	64			2	27
	3	2	6			3	5
	4	1	4			4	1
			<b>184</b>				<b>187</b>
Male 12-16 yrs	1	54	54		Female 12-16 yrs	1	54
	2	19	38			2	17
	3	2	6			3	1
			<b>98</b>			5	1
							<b>96</b>
Male 17-24 yrs	1	47	47		Female 17-24 yrs	1	63
	2	14	28			2	12
	3	6	18			3	4
	4	3	12			5	1
	5	1	5			7	1
	6	1	6			8	1
	12	1	12			90	1
			<b>128</b>				<b>209</b>
Male 25-34 yrs	1	115	115		Female 25-34 yrs	1	143
	2	9	18			2	20
			<b>133</b>			3	1
						4	2
						10	1
						26	1
							<b>230</b>
Male 35-44 yrs	1	170	170		Female 35-44 yrs	1	196
	2	13	26			2	36
			<b>196</b>			3	3
						4	1
						11	1
							<b>292</b>
Male 45-54 yrs	1	121	121		Female 45-54 yrs	1	150
	2	8	16			2	7
			<b>137</b>			3	1
							<b>167</b>
Male 55-64 yrs	1	139	139		Female 55-64 yrs	1	143
	2	9	18			2	11
			<b>157</b>			3	2
						4	1
							<b>175</b>
Male 65+ yrs	1	164	164		Female 65+ yrs	1	176
	2	11	22			2	28
			<b>186</b>			3	1
						4	1
							<b>239</b>

### 4.3: Results for individual zones

#### Duration of Visit

Table 34 and chart 13 shows the duration of visits by zone for visitors to the seafront. It is noted that zones 4 and 5 have very high levels of visitors staying for 4 hours or more and consequently low numbers of visitors remaining for 2 hours or less, chart 15 shows that this is unlikely to be the result of the proportion of local residents.

		Duration of Visit			
		Less than 1 hour	1 - 2 hours	2 - 4 hours	4 hours or more
<b>Zone</b>	1	20.3	17.9	29.3	32.5
	2	18.0	27.0	28.1	27.0
	3	13.4	24.7	27.8	34.0
	4	7.5	13.8	36.3	42.5
	5	8.3	19.8	29.2	42.7
	6	16.2	18.9	31.8	33.1
	7	16.3	21.8	31.7	30.2
	8	17.9	22.2	32.7	27.2
<b>Total</b>		<b>15.4</b>	<b>20.9</b>	<b>31.0</b>	<b>32.7</b>





## Reason for Visit

Table 35 shows that very few people in zone 2 (9%) visited as a 'regular place to walk, cycle or jog' though high levels were seen in zones 3, 6 and 8 (26%, 31% and 30% respectively). Relatively high levels of respondents gave the reason that there were 'things for children to do' when visiting the areas around the two piers (22% for Bournemouth Pier and 26% for Boscombe Pier), while few visitors went to zone 8 as a location to relax and sunbathe (10%).

		Regular place to walk, cycle, jog	Blue flag beach	Swim	Scenery, attractive surroundings	East to get to, nearby	Peace and quiet	Not crowded with tourists	Things for children to do	Relax and sunbathe	Sandy beaches	Leisure facilities	Beach front cafes, restaurants	An event / festival (please specify)	Water based sport (please specify)	Land based sport (please specify)
	1	18.5	0.0	3.4	21.8	0.8	5.9	0.8	13.4	25.2	7.6	0.8	0.0	1.7	0.0	0.0
<b>Z</b>	2	9.4	0.0	1.2	7.1	3.5	0.0	0.0	22.4	28.2	11.8	10.6	0.0	5.9	0.0	0.0
<b>O</b>	3	26.4	0.0	3.3	3.3	5.5	0.0	1.1	13.2	31.9	9.9	0.0	1.1	3.3	0.0	1.1
<b>N</b>	4	11.8	1.3	3.9	6.6	13.2	0.0	3.9	14.5	32.9	9.2	0.0	0.0	1.3	1.3	0.0
<b>E</b>	5	15.8	0.0	2.1	7.4	6.3	3.2	1.1	26.3	29.5	6.3	0.0	1.1	0.0	1.1	0.0
	6	30.8	0.0	2.8	7.0	4.9	8.4	0.7	7.0	27.3	10.5	0.0	0.0	0.0	0.7	0.0
	7	17.4	0.0	6.0	12.4	7.5	10.4	1.0	14.9	19.4	5.0	0.5	2.5	0.0	3.0	0.0
	8	29.6	1.2	6.2	13.6	2.5	10.5	2.5	17.9	9.9	3.7	0.6	0.0	0.0	0.0	1.9
<b>Total</b>		<b>21.1</b>	<b>0.3</b>	<b>4.0</b>	<b>10.7</b>	<b>5.2</b>	<b>6.2</b>	<b>1.3</b>	<b>15.6</b>	<b>23.7</b>	<b>7.4</b>	<b>1.2</b>	<b>0.7</b>	<b>1.1</b>	<b>0.9</b>	<b>0.4</b>

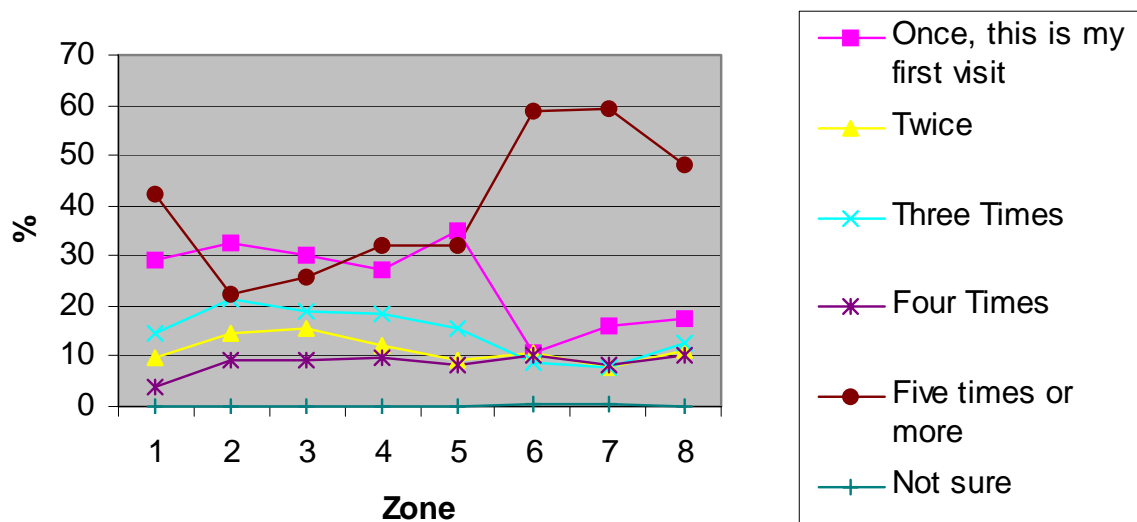
## Number of Visits in Past Month

Zones 1, 6, 7 and 8 are noted to have high levels of respondents who have visited the seafront 'five times or more' over the previous month (42%, 59%, 59% 48% respectively). While zones 1 – 5 have high levels of first time visitors (29%, 33%, 30%, 27% and 35%) this drops away in zones 6 – 8.

**Table 36: Number of Visits in Past Month / Location (% of respondents)**

		Once, this is my first visit	Twice	Three Times	Four Times	Five times or more	Not sure
<b>Zone</b>	1	29.3	9.8	14.6	4.1	42.3	0.0
	2	32.6	14.6	21.3	9.0	22.5	0.0
	3	30.2	15.6	18.8	9.4	26.0	0.0
	4	27.2	12.3	18.5	9.9	32.1	0.0
	5	35.1	9.3	15.5	8.2	32.0	0.0
	6	10.8	10.8	8.8	10.1	58.8	0.7
	7	15.8	7.9	7.9	8.4	59.4	0.5
	8	17.7	11.0	12.8	10.4	48.2	0.0
<b>Total</b>		<b>22.7</b>	<b>10.9</b>	<b>13.5</b>	<b>8.7</b>	<b>44.0</b>	<b>0.2</b>

**Chart 14: Number of Visits in Past Month / Location (% of respondents)**



## Perceived crowdedness of the Seafront

It is noted that the seafront was considered more crowded in zones 1 – 4 (average rating of 3.8, 4.9, 4.2 and 3.7 respectively) than in zones 5 – 8 (average rating of 2.8, 1.6, 2.0 and 2.1). Overall zone 2 (Bournemouth Pier) was considered the most crowded.

<b>Table 37: Crowds (1 no crowds – 10 very crowded) / Location (% of respondents)</b>											
<b>Zone</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>Average Rating</b>
1	8.9	25.2	14.6	12.2	16.3	11.4	8.1	3.3	0.0	0.0	<b>3.8</b>
2	4.5	13.6	20.5	11.4	9.1	8.0	13.6	10.2	6.8	2.3	<b>4.9</b>
3	18.6	14.4	16.5	6.2	8.2	12.4	12.4	8.2	1.0	2.1	<b>4.2</b>
4	28.4	23.5	7.4	3.7	6.2	7.4	9.9	9.9	2.5	1.2	<b>3.7</b>
5	44.7	12.8	10.6	12.8	5.3	5.3	6.4	1.1	1.1	0.0	<b>2.8</b>
6	67.3	19.0	6.8	2.7	2.7	0.7	0.0	0.7	0.0	0.0	<b>1.6</b>
7	47.0	25.7	12.9	8.9	4.0	0.5	0.5	0.5	0.0	0.0	<b>2.0</b>
8	42.9	33.7	13.5	3.1	2.5	1.2	0.6	1.8	0.6	0.0	<b>2.1</b>
<b>Total</b>	<b>36.4</b>	<b>22.4</b>	<b>12.7</b>	<b>7.3</b>	<b>6.2</b>	<b>4.8</b>	<b>5.0</b>	<b>3.5</b>	<b>1.1</b>	<b>0.5</b>	<b>2.9</b>



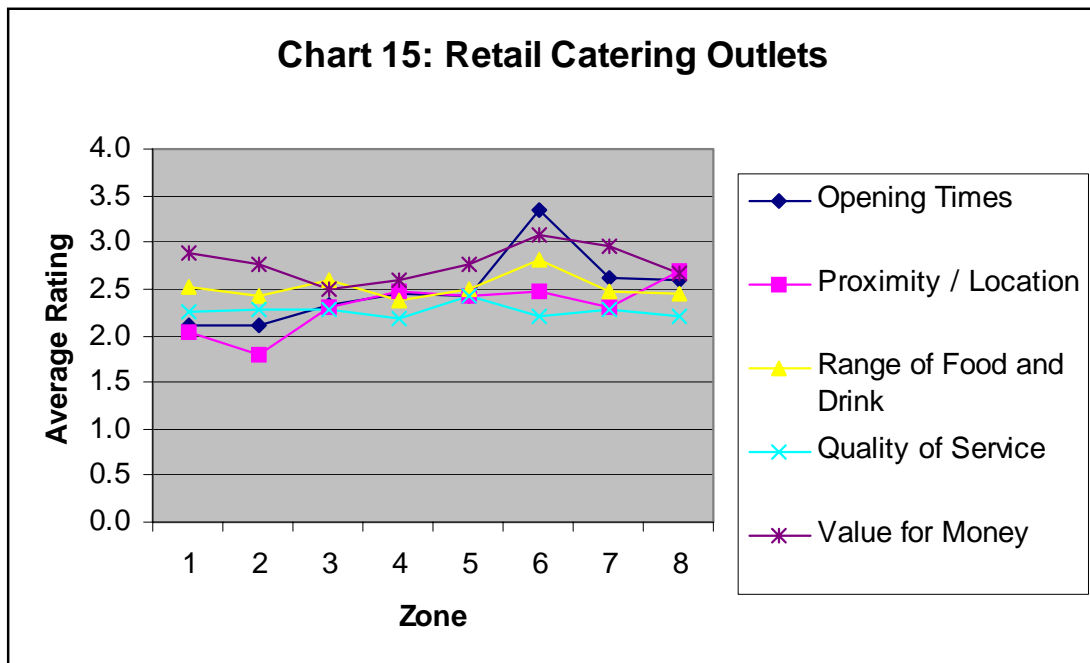
## Retail Catering Outlets

Table 38 and chart 15 shows that most average ratings for retail catering outlets are in the region of 2 – 3, which equates to good or average. In zone 2 the 'proximity / location' of catering outlets received an average rating of 1.8 which is slightly better than good. In zone 6 'opening times' received an average rating of 3.3 which is somewhere between average and poor. Overall zone 6 was seen as offering the poorest catering facilities with zones 2 offering the best.

**Table 38: Retail Catering Outlets, Average ratings by zone (1= Very Good 5= Very Poor)**

	Opening Times	Proximity / Location	Range of Food and Drink	Quality of Service	Value for Money
1	2.1	2.0	2.5	2.3	2.9
2	2.1	1.8	2.4	2.3	2.8
3	2.3	2.3	2.6	2.3	2.5
4	2.5	2.5	2.4	2.2	2.6
5	2.4	2.4	2.5	2.4	2.8
6	3.3	2.5	2.8	2.2	3.1
7	2.6	2.3	2.5	2.3	3.0
8	2.6	2.7	2.5	2.2	2.7
All Zones	2.5	2.3	2.5	2.3	2.8

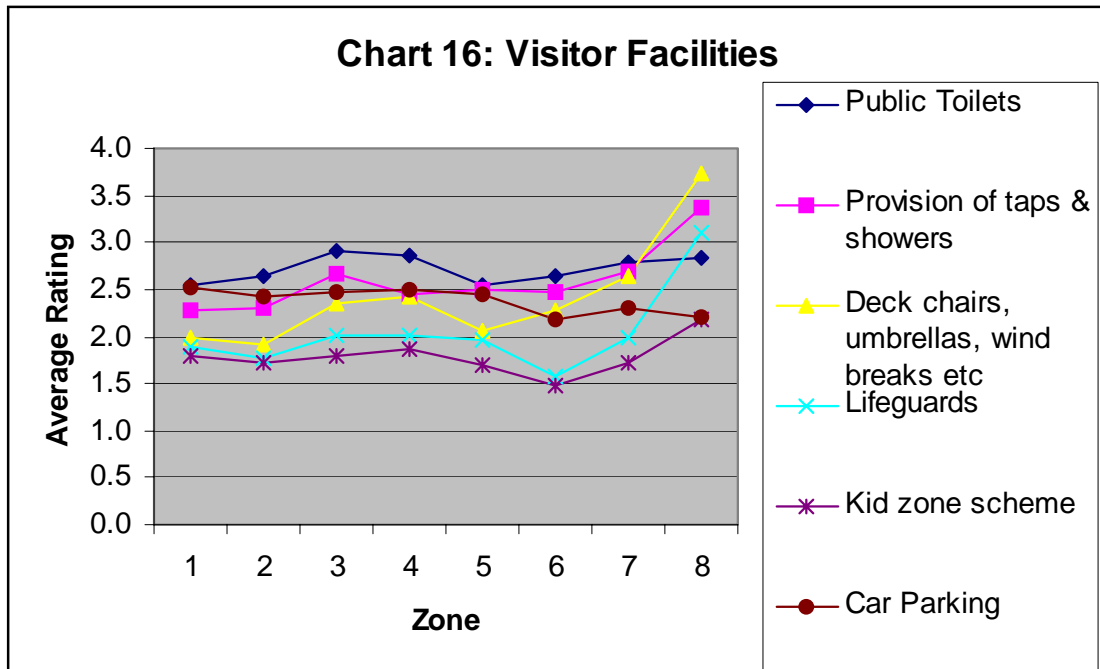
**Chart 15: Retail Catering Outlets**



## Visitor Facilities

Table 39 and chart 16 show that respondents viewed zone 8 as offering the worst facilities by some considerable margin. Overall zones 6 and 2 received the highest average ratings for facilities. The 'kids zone scheme' received the best rating overall especially in zone 6 where it was rated halfway between very good and good.

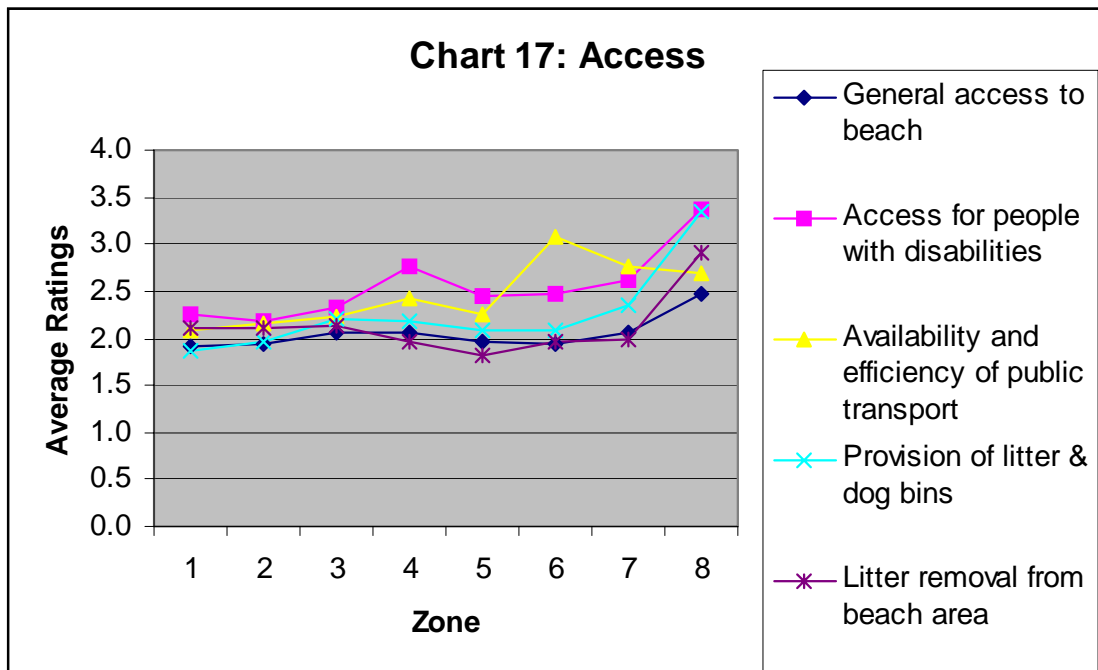
	Public Toilets	Provision of taps & showers	Deck chairs, umbrellas, wind breaks etc	Lifeguards	Kid zone scheme	Car Parking
1	2.5	2.3	2.0	1.9	1.8	2.5
2	2.6	2.3	1.9	1.8	1.7	2.4
3	2.9	2.7	2.4	2.0	1.8	2.5
4	2.9	2.5	2.4	2.0	1.9	2.5
5	2.6	2.5	2.1	2.0	1.7	2.4
6	2.6	2.5	2.3	1.6	1.5	2.2
7	2.8	2.7	2.6	2.0	1.7	2.3
8	2.8	3.4	3.7	3.1	2.2	2.2
All Zones	2.7	2.6	2.3	2.0	1.7	2.3



## Access

Table 40 and chart 17 show that respondents viewed zone 8 as offering the worst access by some considerable margin. 'Access for people with disabilities' in zone 4 was rated lower than for any other zone with the exception of zone 8. The 'Availability and efficiency of public transport' in zone 6 was considered the worst of any zone.

	General access to beach	Access for people with disabilities	Availability and efficiency of public transport	Provision of litter & dog bins	Litter removal from beach area
1	1.9	2.3	2.1	1.9	2.1
2	1.9	2.2	2.1	2.0	2.1
3	2.1	2.3	2.2	2.2	2.1
4	2.1	2.8	2.4	2.2	2.0
5	2.0	2.5	2.3	2.1	1.8
6	1.9	2.5	3.1	2.1	2.0
7	2.1	2.6	2.8	2.4	2.0
8	2.5	3.4	2.7	3.3	2.9
All Zones	2.1	2.6	2.4	2.3	2.2



<b>Table 41: Retail Catering Outlets Opening Times / Location (% of respondents)</b>							
Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	2.5	32.0	5.7	0.8	0.0	59.0	2.1
2	1.2	31.4	4.7	0.0	0.0	62.8	2.1
3	1.1	33.3	7.8	4.4	0.0	53.3	2.3
4	0.0	35.9	3.8	5.1	2.6	52.6	2.5
5	1.0	35.4	11.5	4.2	1.0	46.9	2.4
6	0.0	8.8	8.2	10.2	4.8	68.0	3.3
7	1.5	21.0	12.0	8.0	0.0	57.5	2.6
8	0.6	16.7	14.8	3.7	0.0	64.2	2.6
<b>Total</b>	<b>1.0</b>	<b>24.5</b>	<b>9.4</b>	<b>5.1</b>	<b>1.0</b>	<b>59.0</b>	<b>2.5</b>

<b>Table 42: Retail Catering Outlets Proximity / Location (% of respondents)</b>							
Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	7.4	37.7	5.7	1.6	0.0	7.4	2.0
2	16.3	26.7	2.3	2.3	0.0	16.3	1.8
3	1.1	37.4	5.5	3.3	1.1	1.1	2.3
4	0.0	35.9	3.8	7.7	1.3	0.0	2.5
5	1.0	36.5	10.4	7.3	0.0	1.0	2.4
6	0.0	16.3	6.8	2.7	0.0	0.0	2.5
7	3.0	26.5	13.0	2.0	0.0	3.0	2.3
8	0.6	16.6	19.0	4.9	0.0	0.6	2.7
<b>Total</b>	<b>3.3</b>	<b>27.5</b>	<b>9.6</b>	<b>3.7</b>	<b>0.2</b>	<b>3.3</b>	<b>2.3</b>

<b>Table 43: Retail Catering Outlets Range of Food and Drink / Location (% of respondents)</b>							
Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	3.3	19.7	24.6	2.5	0.0	50.0	2.5
2	0.0	29.1	17.4	1.2	0.0	52.3	2.4
3	1.1	23.1	16.5	6.6	0.0	52.7	2.6
4	1.3	28.6	13.0	2.6	0.0	54.5	2.4
5	1.0	30.2	13.5	5.2	1.0	49.0	2.5
6	0.7	8.8	8.1	4.7	0.7	77.0	2.8
7	2.0	21.5	15.5	3.0	0.0	58.0	2.5
8	3.1	17.3	15.4	2.5	0.0	61.7	2.5
<b>Total</b>	<b>1.7</b>	<b>20.9</b>	<b>15.4</b>	<b>3.5</b>	<b>0.2</b>	<b>58.4</b>	<b>2.5</b>

Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	4.1	32.0	13.9	1.6	0.0	48.4	2.3
2	0.0	33.7	12.8	0.0	0.0	53.5	2.3
3	4.4	30.8	11.0	2.2	1.1	50.5	2.3
4	1.3	39.0	5.2	2.6	0.0	51.9	2.2
5	1.1	34.0	10.6	6.4	0.0	47.9	2.4
6	2.0	15.5	4.1	1.4	0.0	77.0	2.2
7	4.0	23.5	14.5	1.0	0.0	57.0	2.3
8	2.5	28.2	8.6	1.2	0.0	59.5	2.2
<b>Total</b>	<b>2.7</b>	<b>27.9</b>	<b>10.3</b>	<b>1.8</b>	<b>0.1</b>	<b>57.2</b>	<b>2.3</b>

Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	3.3	10.7	28.7	7.4	1.6	48.4	2.9
2	0.0	14.0	31.4	2.3	0.0	52.3	2.8
3	4.4	23.1	17.6	2.2	2.2	50.5	2.5
4	0.0	25.6	16.7	6.4	0.0	51.3	2.6
5	1.1	25.3	14.7	10.5	2.1	46.3	2.8
6	0.0	6.8	9.5	4.7	2.0	77.0	3.1
7	1.5	11.0	19.0	10.0	1.0	57.5	3.0
8	0.0	19.6	15.3	6.1	0.0	58.9	2.7
<b>Total</b>	<b>1.2</b>	<b>15.7</b>	<b>18.5</b>	<b>6.6</b>	<b>1.1</b>	<b>56.9</b>	<b>2.8</b>

Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	5.7	42.3	22.0	8.9	3.3	17.9	2.5
2	0.0	44.9	22.5	11.2	2.2	19.1	2.6
3	0.0	26.6	44.7	7.4	5.3	16.0	2.9
4	0.0	32.5	25.0	8.8	6.3	27.5	2.9
5	8.2	42.3	18.6	5.2	8.2	17.5	2.6
6	9.5	35.1	23.0	10.1	6.8	15.5	2.6
7	4.5	31.7	29.6	9.0	7.5	17.6	2.8
8	1.2	22.7	38.7	8.0	2.5	27.0	2.8
<b>Total</b>	<b>4.0</b>	<b>33.8</b>	<b>28.5</b>	<b>8.7</b>	<b>5.3</b>	<b>19.6</b>	<b>2.7</b>

<b>Table 47: Visitor Facilities, Provision of taps &amp; showers / Location (% of respondents)</b>							
Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	6.5	49.6	22.0	3.3	0.0	18.7	2.3
2	1.1	54.0	17.2	3.4	0.0	24.1	2.3
3	0.0	30.0	36.7	3.3	1.1	28.9	2.7
4	0.0	48.7	20.5	5.1	1.3	24.4	2.5
5	1.0	33.3	30.2	2.1	0.0	33.3	2.5
6	3.4	39.2	27.7	5.4	0.0	24.3	2.5
7	3.0	28.3	26.8	8.6	2.0	31.3	2.7
8	1.2	7.4	4.3	16.0	2.5	68.7	3.4
<b>Total</b>	<b>2.3</b>	<b>33.7</b>	<b>22.5</b>	<b>6.8</b>	<b>1.0</b>	<b>33.7</b>	<b>2.6</b>

<b>Table 48: Visitor Facilities, deck chairs, umbrellas, wind breaks etc. / Location (% of respondents)</b>							
Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	14.6	60.2	12.2	0.8	0.0	12.2	2.0
2	28.4	48.9	10.2	3.4	1.1	8.0	1.9
3	3.2	55.9	18.3	4.3	2.2	16.1	2.4
4	2.6	52.6	15.4	5.1	3.8	20.5	2.4
5	4.1	66.0	7.2	1.0	0.0	21.6	2.1
6	4.1	38.4	14.4	3.4	0.0	39.7	2.3
7	0.5	22.1	12.6	7.0	0.5	57.3	2.6
8	0.0	3.1	4.3	6.7	5.5	80.4	3.7
<b>Total</b>	<b>6.0</b>	<b>38.4</b>	<b>11.4</b>	<b>4.4</b>	<b>1.6</b>	<b>38.2</b>	<b>2.3</b>

<b>Table 49: Visitor Facilities, Lifeguards / Location (% of respondents)</b>							
Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	26.0	53.7	10.6	2.4	0.0	7.3	1.9
2	23.9	65.9	3.4	0.0	0.0	6.8	1.8
3	11.8	67.7	11.8	1.1	0.0	7.5	2.0
4	7.6	70.9	8.9	0.0	0.0	12.7	2.0
5	11.3	55.7	7.2	1.0	0.0	24.7	2.0
6	42.2	46.9	2.7	0.0	0.0	8.2	1.6
7	21.6	54.3	10.1	4.0	0.5	9.5	2.0
8	5.5	17.8	8.0	27.0	4.3	37.4	3.1
<b>Total</b>	<b>19.7</b>	<b>50.9</b>	<b>7.9</b>	<b>5.8</b>	<b>0.8</b>	<b>15.0</b>	<b>2.0</b>

<b>Table 50: Visitor Facilities, Kid zone scheme / Location (% of respondents)</b>							
Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	18.7	37.4	4.1	0.8	0.0	39.0	1.8
2	15.1	34.9	1.2	0.0	0.0	48.8	1.7
3	12.2	33.3	2.2	0.0	0.0	52.2	1.8
4	10.1	44.3	2.5	0.0	0.0	43.0	1.9
5	20.8	49.0	0.0	0.0	0.0	30.2	1.7
6	30.8	28.8	0.0	0.0	0.0	40.4	1.5
7	14.8	26.0	1.0	0.5	0.5	57.1	1.7
8	2.5	3.2	0.0	1.9	0.0	92.4	2.2
<b>Total</b>	<b>15.7</b>	<b>29.4</b>	<b>1.2</b>	<b>0.5</b>	<b>0.1</b>	<b>53.1</b>	<b>1.7</b>

<b>Table 51: Access, Car Parking / Location (% of respondents)</b>							
Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	5.7	30.1	21.1	6.5	1.6	35.0	2.5
2	1.2	30.6	9.4	5.9	0.0	52.9	2.4
3	2.2	34.1	13.2	7.7	0.0	42.9	2.5
4	5.1	40.5	17.7	6.3	3.8	26.6	2.5
5	7.3	38.5	11.5	10.4	2.1	30.2	2.4
6	10.1	52.0	6.1	6.1	2.0	23.6	2.2
7	9.0	43.5	13.0	6.0	2.0	26.5	2.3
8	14.7	48.5	16.0	8.0	0.0	12.9	2.2
<b>Total</b>	<b>7.9</b>	<b>41.2</b>	<b>13.4</b>	<b>7.0</b>	<b>1.4</b>	<b>29.0</b>	<b>2.3</b>

<b>Table 52: Access, General access to beach / Location (% of respondents)</b>							
Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	13.8	79.7	4.9	0.0	0.0	1.6	1.9
2	6.8	89.8	1.1	0.0	0.0	2.3	1.9
3	3.1	87.5	7.3	1.0	0.0	1.0	2.1
4	12.7	75.9	5.1	5.1	1.3	0.0	2.1
5	12.4	79.4	6.2	1.0	0.0	1.0	2.0
6	10.1	85.8	4.1	0.0	0.0	0.0	1.9
7	9.0	77.4	11.6	2.0	0.0	0.0	2.1
8	3.1	58.9	25.8	11.0	1.2	0.0	2.5
<b>Total</b>	<b>8.7</b>	<b>78.0</b>	<b>9.6</b>	<b>2.8</b>	<b>0.3</b>	<b>0.6</b>	<b>2.1</b>

<b>Table 53: Access, Access for people with disabilities / Location (% of respondents)</b>							
Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	2.5	52.9	13.2	4.1	0.0	27.3	2.3
2	1.2	62.8	8.1	1.2	1.2	25.6	2.2
3	0.0	54.3	17.4	2.2	1.1	25.0	2.3
4	0.0	32.9	29.1	10.1	2.5	25.3	2.8
5	4.1	43.3	11.3	9.3	2.1	29.9	2.5
6	6.8	52.7	23.6	10.8	2.0	4.1	2.5
7	3.5	52.3	20.1	16.6	3.0	4.5	2.6
8	0.0	26.4	16.6	42.9	9.2	4.9	3.4
<b>Total</b>	<b>2.5</b>	<b>46.8</b>	<b>17.8</b>	<b>14.6</b>	<b>3.0</b>	<b>15.2</b>	<b>2.6</b>

<b>Table 54: Access, Availability and efficiency of public transport / Location (% of respondents)</b>							
Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	6.7	28.3	7.5	1.7	0.0	55.8	2.1
2	0.0	27.7	4.8	0.0	0.0	67.5	2.1
3	1.1	18.9	1.1	1.1	1.1	76.7	2.2
4	1.3	11.4	5.1	0.0	1.3	81.0	2.4
5	2.1	16.5	4.1	2.1	0.0	75.3	2.3
6	0.0	4.8	4.8	4.1	0.7	85.7	3.1
7	1.0	6.7	1.5	3.6	1.0	86.2	2.8
8	1.9	4.9	3.7	3.1	0.6	85.8	2.7
<b>Total</b>	<b>1.7</b>	<b>13.1</b>	<b>3.9</b>	<b>2.4</b>	<b>0.6</b>	<b>78.3</b>	<b>2.4</b>

<b>Table 55: Cleanliness, Provision of litter &amp; dog bins / Location (% of respondents)</b>							
Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	28.7	59.0	4.1	5.7	0.0	2.5	1.9
2	20.9	64.0	10.5	3.5	0.0	1.2	2.0
3	8.2	74.2	4.1	7.2	3.1	3.1	2.2
4	3.8	75.9	13.9	3.8	0.0	2.5	2.2
5	6.2	81.4	8.2	3.1	0.0	1.0	2.1
6	14.3	59.2	14.3	3.4	0.0	8.8	2.1
7	10.0	42.0	24.0	7.5	0.5	16.0	2.4
8	0.6	11.1	32.7	29.0	4.9	21.6	3.3
<b>Total</b>	<b>11.3</b>	<b>53.2</b>	<b>16.1</b>	<b>9.1</b>	<b>1.2</b>	<b>9.1</b>	<b>2.3</b>



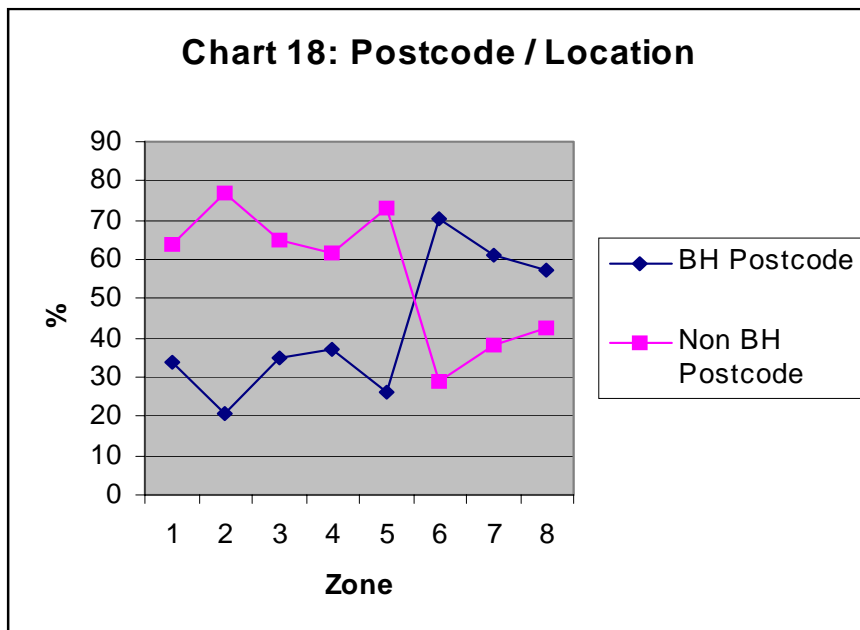
Zone	Excellent	Good	Average	Poor	Very Poor	N/A	Average Rating
1	19.7	60.7	9.8	7.4	1.6	0.8	2.1
2	7.0	76.7	14.0	1.2	0.0	1.2	2.1
3	10.4	68.8	18.8	2.1	0.0	0.0	2.1
4	16.3	71.3	10.0	1.3	0.0	1.3	2.0
5	23.7	68.0	6.2	0.0	0.0	2.1	1.8
6	17.0	73.5	6.1	2.7	0.7	0.0	2.0
7	20.5	65.5	8.5	5.5	0.0	0.0	2.0
8	4.3	41.7	20.2	24.5	8.0	1.2	2.9
<b>Total</b>	<b>15.0</b>	<b>64.2</b>	<b>11.6</b>	<b>6.9</b>	<b>1.6</b>	<b>0.7</b>	<b>2.2</b>

		Excellent	Good	Average	Poor	N/A	Average Rating
Zone	1	18.3	74.2	5.8	0.0	1.7	1.9
	2	9.3	83.7	3.5	0.0	3.5	1.9
	3	14.6	79.2	5.2	0.0	1.0	1.9
	4	31.3	63.8	3.8	0.0	1.3	1.7
	5	32.0	60.8	5.2	0.0	2.1	1.7
	6	18.2	71.6	6.8	1.4	2.0	1.9
	7	16.5	73.0	6.0	2.0	2.5	1.9
	8	14.7	73.6	6.7	2.5	2.5	2.0
<b>Total</b>		<b>18.6</b>	<b>72.6</b>	<b>5.7</b>	<b>1.0</b>	<b>2.1</b>	<b>1.9</b>

## Home Postcodes

There is a distinct split noted between zones 1 - 5 and zones 6 – 8. Within zones 1 – 5 the majority of respondents gave a non-BH postcode while within zones 6 – 8 the majority of respondents gave a BH postcode.

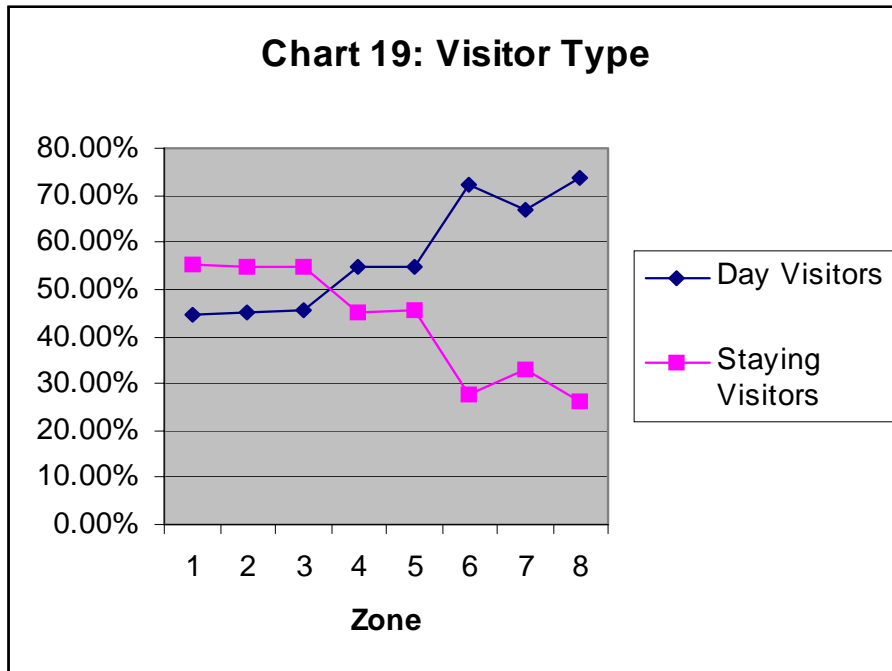
		BH Postcode	Non BH Postcode	No postcode provided
Zone	1	33.6	63.9	2.5
	2	20.9	76.7	2.3
	3	35.1	64.9	0.0
	4	37.0	61.7	1.2
	5	26.0	72.9	1.0
	6	70.3	29.1	0.7
	7	61.0	38.0	1.0
	8	57.4	42.6	0.0
<b>Total</b>		<b>47.1</b>	<b>51.9</b>	<b>1.0</b>



## Visitor Type

Within zones 1 – 3 a majority of respondents were staying visitors, while the reverse is true for zones 4 – 8. However, it is noted that the difference is very significant within zones 6 – 8 where around 30% of respondents were staying visitors.

Zone	1	2	3	4	5	6	7	8	Total
Day Visitors	44.70%	45.30%	45.40%	55.00%	54.60%	72.30%	66.80%	73.90%	59.90%
Staying Visitors	55.30%	54.70%	54.60%	45.00%	45.40%	27.70%	33.20%	26.10%	40.10%

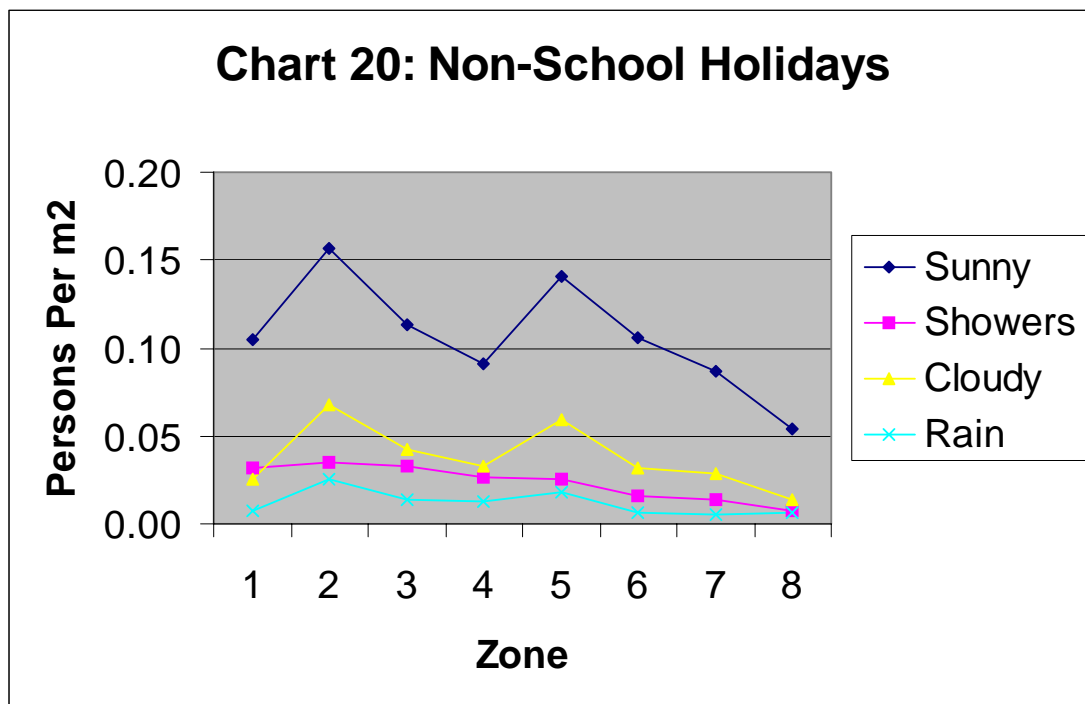


## 4.4: Visitor Numbers / Distribution

### Non-School Holiday Visitor Distribution

Table 60 shows the average number of people recorded in a 100m<sup>2</sup> randomly selected sample outside of the school holidays. This is then broken down into persons per square metre, which can be seen in chart 20. Overall it is noted that there was a higher density of visitors at the piers (zones 2 and 5) especially on sunny and cloudy days.

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
<b>Sunny</b>	10.50	15.63	11.38	9.13	14.13	10.63	8.63	5.38	85.375
<b>Per m2</b>	0.11	0.16	0.11	0.09	0.14	0.11	0.09	0.05	
<b>Showers</b>	3.125	3.5	3.25	2.625	2.5	1.625	1.375	0.75	18.75
<b>Per m2</b>	0.03	0.04	0.03	0.03	0.03	0.02	0.01	0.01	
<b>Cloudy</b>	2.5	6.75	4.25	3.25	5.875	3.125	2.875	1.375	30
<b>Per m2</b>	0.03	0.07	0.04	0.03	0.06	0.03	0.03	0.01	
<b>Rain</b>	0.75	2.5	1.375	1.25	1.75	0.625	0.5	0.625	9.375
<b>Per m2</b>	0.01	0.03	0.01	0.01	0.02	0.01	0.01	0.01	



## Visitor Numbers, Non-School Holiday

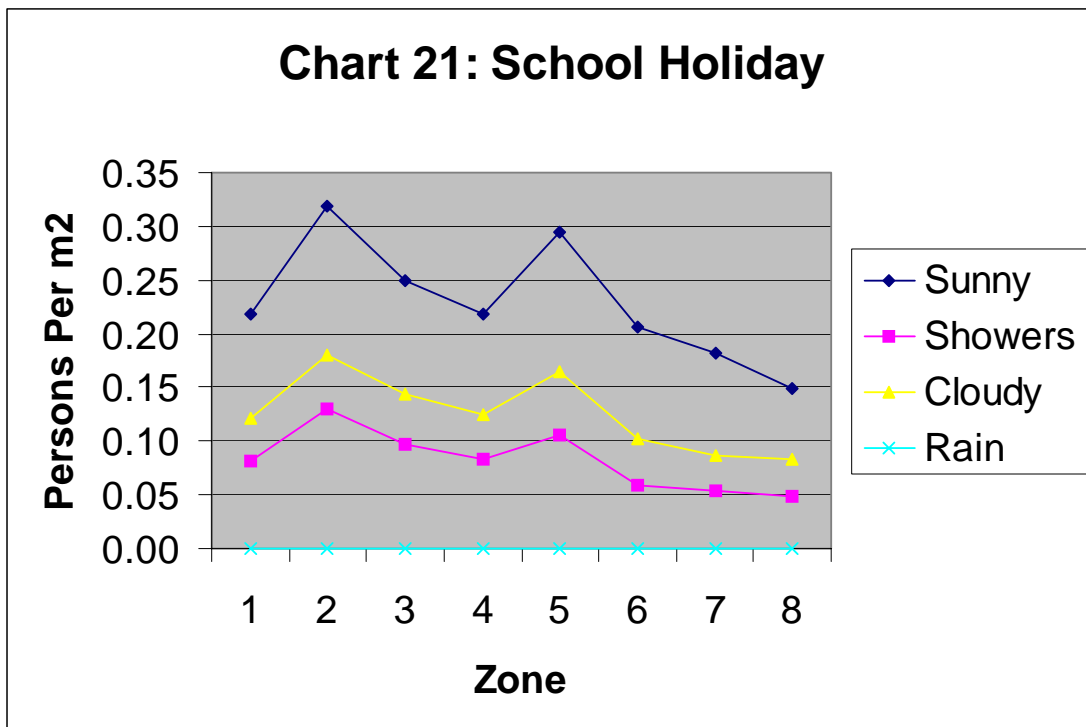
Table 61 gives an average number of people on the seafront at any one moment in time. Though of course at peak times, such as lunchtime, more people will be on the seafront and at quieter time, such as the evening, fewer people will be on the seafront.

<b>Table 61: Non-School Holiday, Visitor Numbers.</b>	
<b>Non-School Holiday</b>	<b>Total</b>
<b>Sunny</b>	37113
<b>Showers</b>	8151
<b>Cloudy</b>	13041
<b>Rain</b>	4075

## School Holiday Visitor Distribution

Table 62 shows the average number of people recorded in a 100m<sup>2</sup> randomly selected sample within the period of the school holidays. This is then broken down into persons per square metre, which can be seen in chart 21. Overall it is noted that there was a higher density of visitors at the piers (zones 2 and 5). As there were insufficient rainy days during the school holidays to create a sample, no distribution of visitors has been calculated for this weather type.

Table 62: School Holiday, 100 Square Metre Randomly Select Sample									
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
<b>Sunny</b>	21.75	31.875	24.875	21.75	29.375	20.625	18.25	14.875	183.375
<b>Per m2</b>	0.22	0.32	0.25	0.22	0.29	0.21	0.18	0.15	
<b>Showers</b>	8.125	13	9.625	8.375	10.5	5.875	5.375	4.875	65.75
<b>Per m2</b>	0.08	0.13	0.10	0.08	0.11	0.06	0.05	0.05	
<b>Cloudy</b>	12.125	18	14.375	12.5	16.5	10.25	8.75	8.25	100.75
<b>Per m2</b>	0.12	0.18	0.14	0.13	0.17	0.10	0.09	0.08	
<b>Rain</b>	0	0	0	0	0	0	0	0	0
<b>Per m2</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	



## Visitor Numbers, Non-School Holiday

Table 63 gives an average number of people on the seafront at any one moment in time during the school summer holidays. Though of course at peak times, such as lunchtime, more people will be on the seafront and at quieter time, such as the evening, fewer people will be on the seafront. Further to this, visitors numbers on event days, weekends and Bank Holidays are likely to be significantly in excess of these figures.

<b>School Holiday</b>	<b>Total</b>
<b>Sunny</b>	79713
<b>Showers</b>	28582
<b>Cloudy</b>	43796
<b>Rain*</b>	14289*

\*As data was not available, the effect that the school holidays had on the volume of visitors during showers (a factor of approximately 3.5) was applied to the non-school holiday figure for rain to calculate this figure.

## Visitor Numbers, Comparison

	<b>Non-School Holiday</b>	<b>School Holiday</b>
<b>Sunny</b>	37113	79713
<b>Showers</b>	8151	28582
<b>Cloudy</b>	13041	43796
<b>Rain</b>	4075	14289*

\*As data was not available, the effect that the school holidays had on the volume of visitors during showers (a factor of approximately 3.5) was applied to the non-school holiday figure for rain to calculate this figure.

## 5.1: Conclusions

### The Seafront's Market

The research has shown that the majority of visitors (64%) come to the seafront for more than 2 hours. They come to relax, whether that be in the form of sunbathing, walking or keeping their children occupied and many come very frequently (44% had visited 5 or more times in the past month).

A majority of visitors arrive by car (63%) and are either in a couple (34%) or on a family visit (36%). About half of visitors (46%) are local with the remainder coming from outside the BH postcode area and 40% are visitors from out of the area who are staying at least one night.

### Perceptions of the Seafront

The seafront is, primarily, seen as a well liked, clean, attractive and uncrowded place. Though, as with many areas, it was considered that there is room for improvement in some of the facilities that are provided. These include opening times, range of food and drink and the value for money offered by retail catering outlets, public toilets, provision of taps and showers and access for people with disabilities.

However, when asked about additional facilities or services more respondents (42%) said that they would prefer no change to any improvement.



## Zones

Zones 1 – 5 were most frequently used by staying visitors while zones 6-8 were primarily used by local residents.

Overall zone 8 was perceived as the poorest performing area with zone 2 performing best, though it was also seen as the most crowded. Of particular note were the opening times of retail catering outlets and the availability and efficiency of public transport in zone 6, both of which performed below all other zones.

## Visitor Numbers

During the school summer holidays sampling showed that there were more visitors on the seafront than outside of this period, in fact dependant on the weather there could be between 2 and 3.5 times as many people on the seafront.

On a sunny weekend in the school summer holidays it could be reasoned that there were in excess of 100,000 people on the seafront, however, this cannot be support by the existing data.

## 6.1: Appendix

<b>Table 65: Home postcodes.</b>			
	<b>Frequency</b>	<b>Valid Percent</b>	
B10	1		0.1
B13	1		0.1
B15	1		0.1
B21	2		0.2
B23	1		0.1
B30	1		0.1
B63	1		0.1
B72	2		0.2
B73	1		0.1
B74	1		0.1
B90	1		0.1
B92	1		0.1
B97	1		0.1
B98	1		0.1
	<b>16</b>		<b>1.6</b>
BA12	2		0.2
BA14	3		0.3
BA15	1		0.1
BA3	1		0.1
BA6	1		0.1
BA8	2		0.2
	<b>10</b>		<b>1.0</b>
BB	1		0.1
BB12	1		0.1
	<b>2</b>		<b>0.2</b>
BD17	1		0.1
BD23	1		0.1
	<b>2</b>		<b>0.2</b>
BH	11		1.1
BH1	36		3.6
BH10	13		1.3
BH11	6		0.6
BH12	6		0.6
BH13	3		0.3
BH14	10		1.0
BH15	5		0.5
BH16	1		0.1
BH17	3		0.3
BH18	1		0.1
BH19	4		0.4
BH2	10		1.0
BH20	6		0.6
BH21	3		0.3
BH22	14		1.4
BH23	45		4.5
BH24	8		0.8
Bh25	1		0.1
BH25	9		0.9
BH3	8		0.8
BH31	6		0.6
BH4	22		2.2
BH5	28		2.8
BH51	1		0.1
BH6	105		10.5
BH7	24		2.4
BH8	49		4.9

BH9	19		1.9
	<b>457</b>		<b>45.6</b>
BL1	1		0.1
	<b>1</b>		<b>0.1</b>
BN15	1		0.1
BN20	1		0.1
BN25	1		0.1
	<b>3</b>		<b>0.3</b>
BR1	2		0.2
BR3	1		0.1
BR6	1		0.1
	<b>4</b>		<b>0.4</b>
BS1	1		0.1
BS14	1		0.1
BS15	1		0.1
BS20	1		0.1
BS21	1		0.1
BS24	1		0.1
BS26	2		0.2
BS30	1		0.1
BS37	1		0.1
BS8	3		0.3
BS9	1		0.1
BS99	1		0.1
	<b>15</b>		<b>1.5</b>
BT24	1		0.1
BT53	1		0.1
BT9	1		0.1
	<b>3</b>		<b>0.3</b>
CA3	1		0.1
CA6	2		0.2
	<b>3</b>		<b>0.3</b>
CB2	3		0.3
CB3	1		0.1
CB5	1		0.1
CB6	1		0.1
	<b>6</b>		<b>0.6</b>
CF14	1		0.1
CF4	1		0.1
	<b>2</b>		<b>0.2</b>
CH4	2		0.2
CH64	1		0.1
CH7	1		0.1
	<b>4</b>		<b>0.4</b>
CM1	2		0.2
CM15	1		0.1
CM18	1		0.1
CM4	1		0.1
CM7	2		0.2
	<b>7</b>		<b>0.7</b>
CO11	1		0.1
CO6	1		0.1

	<b>2</b>	<b>0.2</b>
CR4	1	0.1
CR8	1	0.1
	<b>2</b>	<b>0.2</b>
CT1	1	0.1
CT11	1	0.1
CT5	1	0.1
CT6	2	0.2
	<b>5</b>	<b>0.5</b>
CU19	1	0.1
CU34	1	0.1
CU6	1	0.1
	<b>3</b>	<b>0.3</b>
CV	3	0.3
CV12	1	0.1
CV2	1	0.1
CV2]	1	0.1
CV3	1	0.1
CV32	1	0.1
CV34	2	0.2
CV5	1	0.1
CV6	1	0.1
CV7	1	0.1
CV9	1	0.1
	<b>14</b>	<b>1.4</b>
CW1	1	0.1
CW4	1	0.1
	<b>2</b>	<b>0.2</b>
DA12	1	0.1
DA2	1	0.1
	<b>2</b>	<b>0.2</b>
DE13	1	0.1
DE23	2	0.2
DE55	1	0.1
DE73	1	0.1
DE75	1	0.1
	6	0.6
DL1	1	0.1
DL2	1	0.1
DL5	1	0.1
	3	0.3
DN	1	0.1
DN1	1	0.1
DN10	1	0.1
DN4	1	0.1
	4	0.4
DT10	1	0.1
DT11	2	0.2
DT16	1	0.1
DT9	1	0.1
	5	0.5
DY12	1	0.1
DY8	1	0.1
	2	0.2

E17	1	0.1
E7	1	0.1
	<b>2</b>	<b>0.2</b>
EC12	1	0.1
EC2M	1	0.1
EC3	1	0.1
	<b>3</b>	<b>0.3</b>
ED3	1	0.1
	<b>1</b>	<b>0.1</b>
EH2	1	0.1
	<b>1</b>	<b>0.1</b>
EL	1	0.1
	<b>1</b>	<b>0.1</b>
EN9	1	0.1
	<b>1</b>	<b>0.1</b>
EX12	1	0.1
EX5	2	0.2
	<b>3</b>	<b>0.3</b>
G16	1	0.1
G77	1	0.1
	<b>2</b>	<b>0.2</b>
GL15	1	0.1
GL22	1	0.1
GL50	1	0.1
GL52	2	0.2
GL54	1	0.1
GL7	1	0.1
GL8	1	0.1
GL9	1	0.1
	<b>9</b>	<b>0.9</b>
GU14	3	0.3
GU15	2	0.2
GU2	1	0.1
GU23	1	0.1
GU30	1	0.1
GU34	2	0.2
GU9	1	0.1
	<b>11</b>	<b>1.1</b>
HA2	1	0.1
HA3	3	0.3
HA4	2	0.2
HA7	1	0.1
HA8	2	0.2
	<b>9</b>	<b>0.9</b>
HB7	1	0.1
	<b>1</b>	<b>0.1</b>
HD	1	0.1
HD8	2	0.2
	<b>3</b>	<b>0.3</b>
HP	1	0.1
HP11	1	0.1
HP13	1	0.1
HP19	1	0.1

HP20	1	0.1
	<b>5</b>	<b>0.5</b>
HR6	1	0.1
	<b>1</b>	<b>0.1</b>
HU	1	0.1
HU6	1	0.1
	<b>2</b>	<b>0.2</b>
HX2	1	0.1
	<b>1</b>	<b>0.1</b>
IB30	1	0.1
	<b>1</b>	<b>0.1</b>
IG1	1	0.1
IG4	1	0.1
	<b>2</b>	<b>0.2</b>
IP12	1	0.1
IP31	1	0.1
	<b>2</b>	<b>0.2</b>
IW9	1	0.1
	<b>1</b>	<b>0.1</b>
KT	2	0.2
KT1	1	0.1
KT12	1	0.1
KT16	1	0.1
KT18	1	0.1
KT22	2	0.2
KT4	1	0.1
KT7	1	0.1
KT91	1	0.1
	<b>11</b>	<b>1.1</b>
L3	1	0.1
L36	1	0.1
	<b>2</b>	<b>0.2</b>
LA1	1	0.1
LA4	1	0.1
LA5	1	0.1
LA6	1	0.1
	<b>4</b>	<b>0.4</b>
LE	1	0.1
LE10	1	0.1
LE12	1	0.1
LE16	1	0.1
LE3	1	0.1
LE4	1	0.1
LE5	1	0.1
LE9	1	0.1
	<b>8</b>	<b>0.8</b>
LN3	1	0.1
LN4	1	0.1
LN6	1	0.1
	<b>3</b>	<b>0.3</b>
LS10	1	0.1
	<b>1</b>	<b>0.1</b>

LU1	2	0.2
LU7	1	0.1
	<b>3</b>	<b>0.3</b>
M12	4	0.4
M15	1	0.1
M28	2	0.2
M33	1	0.1
M35	1	0.1
M46	1	0.1
M7	1	0.1
	<b>11</b>	<b>1.1</b>
MA4	1	0.1
	<b>1</b>	<b>0.1</b>
ME14	1	0.1
ME2	1	0.1
ME7	1	0.1
ME9	2	0.2
	<b>5</b>	<b>0.5</b>
MK10	1	0.1
MK16	1	0.1
MK19	1	0.1
MK4	1	0.1
MK45	2	0.2
	<b>6</b>	<b>0.6</b>
N1	1	0.1
N32	1	0.1
	<b>2</b>	<b>0.2</b>
NE2	1	0.1
NE6	1	0.1
	<b>2</b>	<b>0.2</b>
NG1	1	0.1
NG10	2	0.2
NG12	1	0.1
NG16	1	0.1
NG21	1	0.1
NG31	1	0.1
NG34	1	0.1
NG9	2	0.2
	<b>10</b>	<b>1.0</b>
NN11	1	0.1
NN12	1	0.1
NN16	1	0.1
NN17	1	0.1
NN2	1	0.1
NN3	1	0.1
NN6	1	0.1
NN60	1	0.1
NN7	1	0.1
	<b>9</b>	<b>0.9</b>
NP	1	0.1
NP12	1	0.1
NP25	1	0.1
NP44	1	0.1
NP50	1	0.1
	<b>5</b>	<b>0.5</b>
NR3	1	0.1

	<b>1</b>	<b>0.1</b>
NW	1	0.1
NW3	1	0.1
NW7	1	0.1
NW8	1	0.1
NW9	1	0.1
	<b>5</b>	<b>0.5</b>
OX1	1	0.1
OX10	1	0.1
OX12	1	0.1
OX13	2	0.2
OX14	1	0.1
OX16	3	0.3
OX17	1	0.1
OX18	1	0.1
OX2	1	0.1
OX28	1	0.1
OX5	1	0.1
OX8	1	0.1
	<b>15</b>	<b>1.5</b>
PA7	1	0.1
	<b>1</b>	<b>0.1</b>
PE10	1	0.1
PE17	1	0.1
PE4	1	0.1
	<b>3</b>	<b>0.3</b>
PF23	1	0.1
	<b>1</b>	<b>0.1</b>
PL18	1	0.1
	<b>1</b>	<b>0.1</b>
PO	1	0.1
PO1	1	0.1
PO5	1	0.1
PO6	1	0.1
	<b>4</b>	<b>0.4</b>
PR6	1	0.1
PR8	1	0.1
	<b>2</b>	<b>0.2</b>
RG	3	0.3
RG10	1	0.1
RG12	1	0.1
RG14	1	0.1
RG17	1	0.1
RG19	2	0.2
RG2	4	0.4
RG21	4	0.4
RG22	2	0.2
RG24	2	0.2
RG25	1	0.1
RG26	1	0.1
RG30	1	0.1
RG31	2	0.2
RG40	1	0.1
RG42	1	0.1
RG7	1	0.1
RG8	3	0.3
	<b>32</b>	<b>3.2</b>

RH13	1	0.1
RH16	2	0.2
RH6	1	0.1
	<b>4</b>	<b>0.4</b>
RM12	1	0.1
RM7	2	0.2
	<b>3</b>	<b>0.3</b>
S06	1	0.1
	<b>1</b>	<b>0.1</b>
S13	1	0.1
S26	1	0.1
S28	1	0.1
S40	1	0.1
S43	1	0.1
S57	1	0.1
S59	1	0.1
S64	1	0.1
S70	1	0.1
S81	1	0.1
S83	1	0.1
	<b>11</b>	<b>1.1</b>
SE22	1	0.1
SE25	1	0.1
SE4	1	0.1
SE5	2	0.2
	<b>5</b>	<b>0.5</b>
SG2	1	0.1
SG5	1	0.1
	<b>2</b>	<b>0.2</b>
SK10	1	0.1
SK11	1	0.1
SK12	1	0.1
SK6	1	0.1
SK9	1	0.1
	<b>5</b>	<b>0.5</b>
SL1	1	0.1
SL2	1	0.1
SL3	1	0.1
SL4	1	0.1
SL6	1	0.1
	<b>5</b>	<b>0.5</b>
SM3	1	0.1
SM4	1	0.1
	<b>2</b>	<b>0.2</b>
SN	1	0.1
SN1	3	0.3
SN13	2	0.2
SN14	2	0.2
SN25	3	0.3
SN3	3	0.3
SN4	1	0.1
SN5	2	0.2
SN8	1	0.1
SN9	1	0.1
	<b>19</b>	<b>1.9</b>

SO	2	0.2
SO1	1	0.1
SO10	1	0.1
SO14	2	0.2
SO15	1	0.1
SO16	3	0.3
SO17	1	0.1
SO19	1	0.1
SO20	2	0.2
SO22	1	0.1
SO23	3	0.3
SO25	2	0.2
SO30	1	0.1
SO31	1	0.1
SO32	1	0.1
SO4	3	0.3
SO40	5	0.5
SO41	2	0.2
SO45	1	0.1
SO5	1	0.1
SO50	4	0.4
SO51	2	0.2
SO53	2	0.2
	<b>43</b>	<b>4.3</b>
SP	1	0.1
SP1	1	0.1
SP10	3	0.3
SP11	2	0.2
SP2	4	0.4
SP4	1	0.1
SP5	1	0.1
SP6	2	0.2
SP7	1	0.1
	<b>16</b>	<b>1.6</b>
SR11	1	0.1
SR8	1	0.1
	<b>2</b>	<b>0.2</b>
ST11	1	0.1
ST15	1	0.1
ST4	2	0.2
ST7	1	0.1
	<b>5</b>	<b>0.5</b>
SW11	2	0.2
SW13	1	0.1
SW14	2	0.2
SW15	1	0.1
SW16	1	0.1
SW20	1	0.1
SW6	1	0.1
SW7	1	0.1
SW8	1	0.1
SW9	1	0.1
	<b>12</b>	<b>1.2</b>
SY4	1	0.1
	<b>1</b>	<b>0.1</b>
TA1	1	0.1
TA11	1	0.1
	<b>2</b>	<b>0.2</b>
TN12	1	0.1

TN27	1	0.1
TN4	1	0.1
TN6	1	0.1
	<b>4</b>	<b>0.4</b>
TQ12	1	0.1
	<b>1</b>	<b>0.1</b>
TR1	1	0.1
TR3	1	0.1
	<b>2</b>	<b>0.2</b>
TS14	1	0.1
	<b>1</b>	<b>0.1</b>
TW11	1	0.1
TW12	1	0.1
TW13	1	0.1
TW14	1	0.1
TW3	2	0.2
	<b>6</b>	<b>0.6</b>
UB3	2	0.2
UB4	1	0.1
UB8	1	0.1
	<b>4</b>	<b>0.4</b>
VB10	1	0.1
VB3	1	0.1
	<b>2</b>	<b>0.2</b>
W19	1	0.1
W22	1	0.1
W43	1	0.1
W7	1	0.1
	<b>4</b>	<b>0.4</b>
WA15	1	0.1
WA16	1	0.1
	<b>2</b>	<b>0.2</b>
WD	1	0.1
WD14	1	0.1
WD19	1	0.1
WD2	1	0.1
WD5	1	0.1
	<b>5</b>	<b>0.5</b>
WF10	1	0.1
WF2	1	0.1
	<b>2</b>	<b>0.2</b>
WR13	1	0.1
WR9	1	0.1
	<b>2</b>	<b>0.2</b>
WS13	1	0.1
WS4	1	0.1
	<b>2</b>	<b>0.2</b>
WV8	1	0.1
	<b>1</b>	<b>0.1</b>
YE2	1	0.1
	<b>1</b>	<b>0.1</b>

YO24	1	0.1
YO32	1	0.1
	<b>2</b>	<b>0.2</b>