



Jersey Visitor Survey Report Appendix 2 - Review and Recommendations for Survey Methods

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Jersey Visitor Survey Report
Appendix 2 - Review and Recommendations for
Survey Methods

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1. Introduction

- 1.1 This appendix provides a critical review of the data collected by the local market research company. Data collection was to follow a standardised methodology, but clear deviations from this were observed and this report details these. This appendix is an update of that produced in October 2021 as a review of the Summer 2021 data, and now includes data from Summer 2021 and Winter 2022.

2. Review of the surveys

- 2.1 The surveys conducted by the local market research company were conducted during the following periods;
- Summer Term Time between 21st June and 3rd July 2021,
 - Summer School Holidays between the 9th August and 3rd September 2021,
 - 'Winter' surveys, delayed, between 13th March and 24th April 2022.
- 2.2 Surveys were specified to involve simultaneous tallies and interviews (see Appendix 1), however the surveys sometimes involved the tally count and interviews being conducted on different dates. The tally count and interviews should have been conducted simultaneously so they can be related to each other, such that the interviewees are a known subset of the tally and so that important information about the interviewing session (i.e. number of refusals, people approached but already interviewed) are recorded.
- 2.3 The problem was particularly noted in the term time surveys, and to a lesser extent in the school holidays (despite the issues being flagged before the second round of surveys). After being highlighted in the interim report following the summer surveys, this was not resolved and in fact no single survey day involved the exact same tallies and interviews in the winter. Interview and tally data are summarised by survey dates in Table 1. Only 30 of the 79 survey dates have the matching tally and interview data.

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Table 1: Calendar of survey dates to show a comparison of dates on which interviews and tally counts were conducted. The final column highlights where there was a difference between one or more of the dates in the interview and tally count. Different colours are used to reflect the different survey periods and days. Rows are coloured in alternating shades to allow easier reading of rows.

| Survey date | Survey points with interview data | Survey points with tally data | Match |
|-------------|-----------------------------------|--------------------------------|-------|
| 21/06/2021 | 1,2,3 | - | X |
| 23/06/2021 | 1,2,3,4,6,7,9,10 | 1,6,7,8,9,10 | X |
| 24/06/2021 | 2,4,5,6,7,11,12,13,14 | 2,3,4,5,6,7,8,13,14 | X |
| 25/06/2021 | 1,10,13,14 | 1,2,3,4,5,10,13,14 | X |
| 26/06/2021 | 1,5,6,7,8,9,10,13,14 | 1,5,6,7,8,9,10,13,14 | ✓ |
| 27/06/2021 | 1,2,3,4,5,6,8,10,11,12,13,14 | 1,2,3,4,5,6,7,8,10,11,12,13,14 | X |
| 01/07/2021 | 11 | 11,12 | X |
| 03/07/2021 | - | 2,3,4 | X |
| 09/08/2021 | 11 | 11 | ✓ |
| 10/08/2021 | 5 | - | X |
| 11/08/2021 | 5,11 | 5,11, | ✓ |
| 12/08/2021 | 4,13,14 | 4,5,13 | X |
| 13/08/2021 | 5,13,14 | 5,6,13 | X |
| 14/08/2021 | - | 5 | X |
| 17/08/2021 | 2,3,10,12 | 2,3,10,12 | ✓ |
| 18/08/2021 | 1 | 1 | ✓ |
| 19/08/2021 | 2,3,9,12 | 2,3,9,12 | ✓ |
| 20/08/2021 | 2,3 | 2,3 | ✓ |
| 23/08/2021 | 10 | 10 | ✓ |
| 24/08/2021 | 4,9 | 4,9 | ✓ |
| 25/08/2021 | 9,13,14 | 9,14 | X |
| 26/08/2021 | 1,14 | 1,14 | ✓ |
| 27/08/2021 | 7 | 7 | ✓ |
| 30/08/2021 | 9 | 9 | ✓ |
| 31/08/2021 | 10 | 10 | ✓ |
| 01/09/2021 | 8 | 8 | ✓ |
| 02/09/2021 | 5,7 | 7 | X |
| 03/09/2021 | 8 | 8 | ✓ |
| x | 5,6, | - | X |
| 17/03/2022 | 1,12 | 1,11 | X |
| 18/03/2022 | 4,6 | 3,5 | X |
| 20/03/2022 | 5 | 4 | X |
| 22/03/2022 | 6 | 5 | X |
| 24/03/2022 | 6 | 5 | X |
| 25/03/2022 | 5,12 | 4,7,9,11 | X |
| 26/03/2022 | 8,13,14 | 7,10,11,12,13 | X |
| 27/03/2022 | 8,14 | 7,13 | X |
| 28/03/2022 | 8,14 | 7,13 | X |
| 29/03/2022 | 5 | 4,13 | X |
| 30/03/2022 | 7 | 6 | X |

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| Survey date | Survey points with interview data | Survey points with tally data | Match |
|-------------|-----------------------------------|-------------------------------|-------|
| 31/03/2022 | 5 | 4,5 | X |
| 01/04/2022 | 5,9,11 | 8,10 | X |
| 02/04/2022 | 5,9,11 | 4,8,10 | X |
| 03/04/2022 | 1,6,9 | 1,5,8,11 | X |
| 05/04/2022 | 1,9,11 | 1,8,10 | X |
| 09/04/2022 | 2,3,4,11 | 3,5,10 | X |
| 10/04/2022 | 12 | 11,12 | X |
| 11/04/2022 | - | 12 | X |
| 12/04/2022 | 2,3, | - | X |
| 13/04/2022 | 2,3,13 | 5,12 | X |
| 14/04/2022 | 2,3,4,12 | 3,11,12 | X |
| 16/04/2022 | 6 | 5 | X |
| 19/04/2022 | 7,10 | - | X |
| 21/04/2022 | 2,3 | 12 | X |
| 23/04/2022 | 10 | 6,9 | X |
| 24/04/2022 | - | 2 | X |

- 2.4 Surveys also appear to have been conducted at different survey points simultaneously, at locations with survey points in close proximity. Some locations even had a single tally sheet filled in for up to three survey points, and as such the tally data cannot be used in the intended way. In addition, this reduces the amount of surveying effort, with less surveying conducted than was required.
- 2.5 This was raised in the interim report and seems to have been resolved to a degree.

Tally counts

2.6 Some locations had a single tally sheet filled in for up to three survey points, and as such the tally data cannot be used in the intended way and it would appear that the planned number of tally counts has not been completed.

2.7 Table 2 summarises the dates of each survey shown for each survey point, split into the different survey periods and days based on the tally records. This highlights some of the simultaneous surveys with specific issues highlighted in red as follows:

- Summer Term Time:
 - At Les Landes for both weekdays and weekends, completed tally forms show survey points 2/3/4 were all surveyed simultaneously. We assume this involved a single surveyor roaming between all survey points. For the weekend afternoon sessions just one tally form was completed for survey points 2/3/4 as a combined location.
 - At the Mourier Valley, at survey point 5, weekend sessions were repeated - we suspect this may be due to weather, but it is unclear which surveys to use.
 - At Noirmont, survey point 12 on the weekend for sessions 4 and 5, there were two surveyors apparently there at the same time, but with different tally counts.
 - At St Catherine's Wood, survey points 13 and 14, the tally counts were apparently conducted simultaneously by one surveyor – again this could be an error, but it is unclear from the data.
- Summer School Holidays:
 - At Les Landes in survey points 2/3 were surveyed simultaneously.
 - At the Mourier Valley, survey point 5 & 6 were apparently conducted at the same time on some sessions – we suspect this is a typo given the distance between these two survey points, but it is not clear from the data for the correct dates.
- Winter:
 - Issues with Mourier Valley, survey point 5 & 6 persisted, this time including surveying being repeated at the same time slot 3 times, rather than spread correctly across the day.
 - At Gorselands, survey point 7 had no survey date on the weekend for any sessions.
 - Overall, at least 7 sessions were not surveyed at all.

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- 2.8 Table 3 further highlights these issues. The surveys should have had equal surveying, with one survey session completed for each time period (i.e. 07:00-09:00), each day type (weekday and weekend) and each location. However, as shown in the table, this was not the case with survey sessions missing or duplicated.
- 2.9 Some of these issues may be typos and clarification from the local market research company as to when surveyors were on site would be needed in the future.

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Table 2: Summary of survey effort based on tally sheets with the day of each survey listed. Different colours are used to reflect the different survey periods and days. Rows are coloured in alternating shades to allow easier reading of rows. Dates highlighted in red indicate errors.

| PERIOD | DAY | Site | ID | Survey time slot | | | | | |
|------------------|---------|--------------------------|----|------------------|--------|-------------|-------------|--------|--------|
| | | | | 1 | 2 | 3 | 4 | 5 | 6 |
| SUMMER TERM TIME | WEEKDAY | Les Landes SSI | 1 | 25-Jun | 23-Jun | 23-Jun | 23-Jun | 23-Jun | 23-Jun |
| | | | 2 | 25-Jun | 25-Jun | 25-Jun | 24-Jun | 24-Jun | 24-Jun |
| | | | 3 | 25-Jun | 25-Jun | 25-Jun | 24-Jun | 24-Jun | 24-Jun |
| | | | 4 | 25-Jun | 25-Jun | 25-Jun | 24-Jun | 24-Jun | 24-Jun |
| | | Mourier Valley | 5 | 24-Jun | 24-Jun | 25-Jun | 25-Jun | 24-Jun | 24-Jun |
| | | | 6 | 23-Jun | 23-Jun | 23-Jun | 23-Jun | 24-Jun | 24-Jun |
| | | Gorselands SSI | 7 | 24-Jun | 24-Jun | 23-Jun | 23-Jun | 24-Jun | 24-Jun |
| | | | 8 | 24-Jun | 24-Jun | 23-Jun | 23-Jun | 24-Jun | 24-Jun |
| | | Noirmont SSI | 9 | 23-Jun | 23-Jun | 23-Jun | 23-Jun | 23-Jun | 23-Jun |
| | | | 10 | 23-Jun | 23-Jun | 25-Jun | 25-Jun | 23-Jun | 23-Jun |
| | | | 11 | 01-Jul | 01-Jul | 01-Jul | 01-Jul | 01-Jul | 01-Jul |
| | | | 12 | 01-Jul | 01-Jul | 01-Jul | 01-Jul | 01-Jul | 01-Jul |
| | | St Catherine's Wood pSSI | 13 | 24-Jun | 24-Jun | 24-Jun | 25-Jun | 25-Jun | 25-Jun |
| | | | 14 | 24-Jun | 24-Jun | 24-Jun | 25-Jun | 25-Jun | 25-Jun |
| | WEEKEND | Les Landes SSI | 1 | 26-Jun | 26-Jun | 26-Jun | 26-Jun | 27-Jun | 27-Jun |
| | | | 2 | 03-Jul | 03-Jul | 03-Jul | 27-Jun | 27-Jun | 27-Jun |
| | | | 3 | 03-Jul | 03-Jul | 03-Jul | | | |
| | | | 4 | 03-Jul | 03-Jul | 03-Jul | | | |
| | | Mourier Valley | 5 | 26-Jun | 26-Jun | 26 & 27-Jun | 26 & 27-Jun | 27-Jun | 27-Jun |
| | | | 6 | 26-Jun | 26-Jun | 26-Jun | 26-Jun | 27-Jun | 27-Jun |
| | | Gorselands SSI | 7 | 26-Jun | 26-Jun | 27-Jun | 27-Jun | 26-Jun | 26-Jun |
| | | | 8 | 26-Jun | 26-Jun | 27-Jun | 27-Jun | 26-Jun | 26-Jun |
| | | Noirmont SSI | 9 | 26-Jun | 26-Jun | 26-Jun | 26-Jun | 26-Jun | 26-Jun |
| | | | 10 | 27-Jun | 27-Jun | 27-Jun | 27-Jun | 26-Jun | 26-Jun |
| | | | 11 | 27-Jun | 27-Jun | 27-Jun | 27-Jun | 27-Jun | 27-Jun |
| | | | 12 | 27-Jun | 27-Jun | 27-Jun | 27-Jun | 27-Jun | 27-Jun |
| | | St Catherine's Wood pSSI | 13 | 27-Jun | 27-Jun | 26-Jun | 26-Jun | 27-Jun | 27-Jun |
| | | | 14 | 27-Jun | 27-Jun | 26-Jun | 26-Jun | 27-Jun | 27-Jun |
| SUMMER HOLIDAYS | WEEKDAY | Les Landes SSI | 1 | 18-Aug | 18-Aug | 18-Aug | 26-Aug | 26-Aug | 26-Aug |
| | | | 2 | 17-Aug | 17-Aug | 19-Aug | 19-Aug | 20-Aug | 20-Aug |
| | | | 3 | 17-Aug | 17-Aug | 19-Aug | 19-Aug | 20-Aug | 20-Aug |
| | | | 4 | 24-Aug | 24-Aug | 24-Aug | 12-Aug | 12-Aug | 12-Aug |
| | | Mourier Valley | 5 | 11-Aug | 13-Aug | 13-Aug | 11-Aug | 12-Aug | 14-Aug |
| | | | 6 | 13-Aug | 13-Aug | 13-Aug | 13-Aug | 13-Aug | 13-Aug |
| | | Gorselands SSI | 7 | 02-Sep | 02-Sep | 02-Sep | 27-Aug | 27-Aug | 27-Aug |
| | | | 8 | 03-Sep | 03-Sep | 03-Sep | 01-Sep | 01-Sep | 01-Sep |
| | | Noirmont SSI | 9 | 24-Aug | 24-Aug | 25-Aug | 19-Aug | 19-Aug | 30-Aug |
| | | | 10 | 31-Aug | 31-Aug | 31-Aug | 17-Aug | 23-Aug | 23-Aug |
| | | | 11 | 11-Aug | 11-Aug | 11-Aug | 09-Aug | 09-Aug | 09-Aug |
| | | | 12 | 17-Aug | 17-Aug | 17-Aug | 19-Aug | 19-Aug | 19-Aug |
| | | St Catherine's Wood pSSI | 13 | 13-Aug | 13-Aug | 13-Aug | 12-Aug | 12-Aug | 12-Aug |
| | | | 14 | 25-Aug | 25-Aug | 26-Aug | 26-Aug | 25-Aug | 25-Aug |

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| WINTER | WEEKDAY | Site | 1 | 17-Mar | 17-Mar | 17-Mar | 05-Apr | 17-Mar | 17-Mar |
|--------|---------|--------------------------|----|------------------|------------------|----------------------------|--|----------------------------|----------------------------|
| | | | 2 | 13-Apr | 13-Apr | 11-Apr | 11-Apr | 14-Apr | 14-Apr |
| | | Les Landes SSI | 3 | 13-Apr | 13-Apr | 11-Apr | 11-Apr | 14-Apr | 14-Apr |
| | | | 4 | 18-Mar | 18-Mar | 18-Mar | 14-Apr | 18-Mar | 18-Mar |
| | | Mourier Valley | 5 | 01-Apr | 25-Mar | 29-Mar | 29-Mar & 31 Mar & 1 Apr | None | None |
| | | | 6 | 18-Mar | 24-Mar | 22-Mar | Not given | None | None |
| | | Gorselands SSI | 7 | 30-Mar | 30-Mar | 30-Mar | 21-Apr | 21-Apr | 21-Apr |
| | | | 8 | 28-Mar | 28-Mar | 28-Mar | 28-Mar | 28-Mar | 28-Mar |
| | | Noirmont SSI | 9 | 01-Apr | 01-Apr | 01-Apr | 05-Apr | 05-Apr | 05-Apr |
| | | | 10 | 21-Apr | 21-Apr | 21-Apr | 21-Apr | 21-Apr | Not given |
| | | | 11 | 01-Apr | 01-Apr | 01-Apr | 05-Apr | 05-Apr | 05-Apr |
| | | | 12 | 17-Mar | 17-Mar | 17-Mar & 25 Mar | 14-Apr | 14-Apr | 14-Apr |
| | | St Catherine's Wood pSSI | 13 | 13-Apr | 13-Apr | 13-Apr | 13-Apr | 13-Apr | 13-Apr |
| | | | 14 | 28-Mar | 28-Mar | 28-Mar | 28-Mar | 28-Mar | 28-Mar |
| | WEEKEND | Les Landes SSI | 1 | 03-Apr | 03-Apr | 03-Apr | 03-Apr | 03-Apr | 03-Apr |
| | | | 2 | 09-Apr | 09-Apr | 23-Apr | 23-Apr | 23-Apr | 23-Apr |
| | | | 3 | 09-Apr | 09-Apr | 23-Apr | 23-Apr | 23-Apr | 23-Apr |
| | | | 4 | 09-Apr | 09-Apr | 09-Apr | 09-Apr | 09-Apr | 09-Apr |
| | | Mourier Valley | 5 | 02-Apr | 20-Mar | 02-Apr | 02-Apr | None | None |
| | | | 6 | 03-Apr | 03-Apr | None | 16-Apr | 03-Apr & 16-Apr | 03-Apr & 16-Apr |
| | | Gorselands SSI | 7 | Not given | Not given | Not given | Not given | Not given | Not given |
| | | | 8 | 26-Mar | 26-Mar | 26-Mar | 26-Mar | 27-Mar | 26-Mar |
| | | Noirmont SSI | 9 | 03-Apr | 03-Apr | 03-Apr | 02-Apr | 02-Apr | 02-Apr |
| | | | 10 | (blank) | (blank) | 24-Apr | 24-Apr | 24-Apr | 24-Apr |
| | | | 11 | 09-Apr | 09-Apr | 09-Apr | 09-Apr | 02-Apr | 02-Apr |
| | | | 12 | 10-Apr | 10-Apr | 10-Apr | 10-Apr | 10-Apr | 10-Apr |
| | | St Catherine's Wood pSSI | 13 | 26-Mar | 26-Mar | 26-Mar | 26-Mar | 26-Mar | 26-Mar |
| | | | 14 | 26-Mar | 26-Mar | 26-Mar | 27-Mar | 27-Mar | 27-Mar |

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Table 3: Count of the number of sessions completed for each of the 6 time period slots across the day (i.e. 07:00- 09:00), for weekdays and weekends. There should be just a one surveying session completed (i.e. a number '1' recorded) for each of the 14 locations on the weekdays and weekends in each surveying season (with the exception of the Summer School Holidays, which were weekdays only).

| Survey location | Weekdays | | | | | | Weekends | | | | | |
|---|----------|---|---|---|---|---|----------|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 | 4 | 5 | 6 |
| Summer Term Time (weekdays and weekends) | | | | | | | | | | | | |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 4 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 2/3/4 | | | | | | | | | | 1 | 1 | 1 |
| 5 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 |
| 6 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 7 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 8 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 9 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 10 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 11 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 12 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 |
| 11/12 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| 13 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 14 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Summer School Holidays (weekdays only) | | | | | | | | | | | | |
| 1 | 1 | 1 | 1 | 1 | 1 | 2 | | | | | | |
| 2 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| 3 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| 4 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| 5 | 1 | 1 | 1 | 1 | 1 | | | | | | | 1 |
| 6 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| 7 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| 8 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| 9 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| 10 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| 11 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| 12 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| 13 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| 14 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| Winter | | | | | | | | | | | | |
| 1 | 1 | 1 | 1 | 1 | 1 | | 1 | 1 | 1 | 1 | 1 | 1 |
| 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

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| Survey location | Weekdays | | | | | | Weekends | | | | | |
|-----------------|----------|---|---|---|---|---|----------|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 | 4 | 5 | 6 |
| 4 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 5 | 1 | 1 | 2 | 3 | | | 1 | 1 | 1 | 1 | | |
| 6 | 1 | 1 | 1 | | | | 1 | 1 | | 1 | 2 | 2 |
| 7 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | |
| 8 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 9 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 10 | 1 | 1 | 1 | 1 | 1 | | | | 1 | 1 | 1 | 1 |
| 11 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 12 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 13 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 14 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

Interviews

2.10 A number of surveys appear to have been conducted in the field on paper and entered on the tablet at a later date – as such the automated record of time and date entered was incorrect. In some cases, surveyors added notes to the online survey to indicate the correct time and date. However, for 17 surveys a date was not given and due to missing data on the tally form and no stapled maps to the tally it was not possible to work this out. Approximately 102 of the 799 interviews required manual corrections by us in the data cleaning.

Number of interviews

2.11 There was no target number of interviews set – this was a conscious decision because the range of sites have varying levels of use, and the visitor data needed to be a random sample rather than weighted to different locations by surveyors needing a fixed number of interviews. Busier sites and different times of day may be favoured by certain user groups - with particular views and opinions - and the results need to reflect the full spectrum of visitors.

2.12 Nonetheless, the total number of interviews is low and falls below the levels we might expect for the amount of survey effort. Initial discussions with the local market research company were suggesting at some locations they might get close to a maximum of 72 surveys per day in the long Summer surveys. We do not expect or encourage the use of survey quotas for such work, as when sites are quiet it is simply impossible to meet this target – we

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are interested in a range of sites, with different levels of busyness. A total of 799 interviews were conducted, with 322 in Summer Term Time and 231 in the Summer School Holidays and 246 in the Winter – see Table 4. At an average of just one interview per hour, this is less than we would have expected.

Table 4: Summary of the number of interviewees at each survey point.

| Site | Survey point | Summer Term Time | | Summer School Holidays | Winter | | Total |
|--------------------------|---|------------------|------------|------------------------|------------|------------|------------|
| | | Weekday | Weekend | Weekday | Weekday | Weekend | |
| Les Landes SSI | 1: Groznez Car Park | 28 | 23 | 28 | 13 | 15 | 107 |
| | 2: Le Chemin des Landes | 4 | 4 | 12 | 0 | 0 | 20 |
| | 3: Model Aircraft Field | 3 | 3 | 14 | 0 | 3 | 23 |
| | 4: Les Landes South Car Park | 7 | 3 | 26 | 9 | 9 | 54 |
| Mourier Valley | 5: Le Chemin des Hougues | 4 | 10 | 14 | 10 | 7 | 45 |
| | 6: Sorel to Devil's Hole | 21 | 15 | 7 | 11 | 10 | 64 |
| Gorselands SSI | 7: Naval Tower | 18 | 3 | 13 | 3 | 4 | 41 |
| | 8: Two Houses | 0 | 14 | 24 | 4 | 11 | 53 |
| Noirmont SSI | 9: Route de Noirmont | 6 | 9 | 18 | 11 | 14 | 58 |
| | 10: Portelet Lane Car Park | 23 | 17 | 17 | 3 | 2 | 62 |
| | 11: Parking along Le Chemin de Noirmont | 23 | 16 | 13 | 13 | 21 | 86 |
| | 12: Noirmont Parking | 6 | 7 | 10 | 10 | 8 | 41 |
| St Catherine's Wood pSSI | 13: Centre | 18 | 16 | 17 | 17 | 16 | 84 |
| | 14: Reservoir parking | 5 | 16 | 18 | 9 | 13 | 61 |
| Total | | 166 | 156 | 231 | 113 | 133 | 799 |

3. Conclusions

- 3.1 The purpose of this review is to highlight concerns we have with the data and address where these data gaps and errors occur. This is necessary to understand the limitations of the data and therefore what conclusions are possible within these limitations.
- 3.2 Our concerns primarily lie around the following of a standardised scientific methodology for interview data and especially tally data.
- 3.3 The interview data is generally fit for purpose, as this is the local market research company's strength, however concerns with this lie in standardisation of the interviewing between sites and across the day. This means interview data can appear robust, but we would not have confidence in how this is sampled and in comparisons between sites, survey season, days and time periods.
- 3.4 The concerns with tally data are similar, but more acute due to the nature of the count data being more clearly influenced by the above factors. With standardised tally counts it would be possible to confidently assign the number of people per hour entering at specific points – important for long term monitoring of levels of access. Robust data can also be immediately linked with other monitoring methods, such as automated counter data, but we would have concerns with this current data being used in this way.

Recommendations for future surveys

- 3.5 Here we highlight some important methodological considerations for future surveys. Many of these were highlighted before the surveys conducted in the winter of 2021/2022 but remained an issue. We summarise the issues identified and recommend solutions for future surveys:

Issue: - Tally counts and interviews were sometimes not paired together. The interviewing and tally count should have been conducted at the same time and important information about the interviewing process (i.e. number of refusals, people approached who had already been interviewed). A simultaneous tally and interviews means any bias in interviewing (i.e. fewer cyclists interviewed than counted in the tallies) can be examined and interviews can be scaled up based on the tally observations.

Solution: - Tally counts and interviews can be conducted by separate individuals, but must be conducted at the same time as each other.

Issue: - Survey points were surveyed simultaneously by a single surveyor. Even when survey points are close together, they should not be surveyed in this way. This reduces the survey effort at each location and also means an estimate of the number of people per hour is unclear and therefore not valid and that the tally data are not valid.

Solution: - Tally and interviews should only be conducted at the specific location, for the set amount of hours and surveyors should not roam between survey points. Ensure surveyors understand the reasons for the tallies, as these are as important as the interviews.

Issue: - Initial surveys in summer term time were conducted in a very small time window and this coincided with a period of bad weather resulting in low numbers of interviews. Surveys in the Summer school holidays and Winter were much better spread.

Solution: - Surveys are best spread over a relatively wide window, broken up over several days, with flexibility incorporated to avoid bad weather (as has been done in the school holiday data).

Issue: - Some tally sessions were missing or apparently conducted at the wrong times of day potentially meaning over or under sampling certain times of day leading to bias in the data.

Solution: - Ensure surveyors are fully briefed, trained and understand the methods in detail to provide accurate results.

Issue: - While we have not visited the sites, there were significantly fewer interviews conducted than we would have expected, especially in relation to the tally numbers. An average of 1 interview per hour, as recorded in this data, is much lower than we would expect. This gives less apparent value for money in these on-site surveys.

Solution: - Ensure surveyors are fully briefed, trained and have practiced the surveys to be proficient in surveying.

Issue: - Completion of surveys on paper results in the wrong time and dates being assigned to the interview. The surveys have been entered inconsistently, with dates and times put in the notes section for some and not at all for others.

Solution: - Surveyors complete surveys on the tablet where possible (battery packs work well to keep tablets going), or ensure all details on time and date of the actual survey are provided when entering at a later date.

Issue: - There was marked variation in the information recorded in the questionnaires, with many interviews lacking responses or additional detail with incomplete forms. There were also issues with the tally forms and maps being separated for particular survey sessions.

Solution: - Quality control and consistency required across the survey team.

Issue: - Related to the above, there were more route maps than there were interviews, suggesting interviews were missing (there were 16 more route maps than there were

interviews). Furthermore not all maps could be linked to an interview due to no correct unique ID.

Solution: - Greater care taken around recording map numbers and better checks for any missing interviews.

Issue: - In just over half of the Summer interviews, the surveyors did not share their location on the tablet (54%, 303/553). In the Winter interviews this did not improve with even fewer sharing the location (10%, 25/246). This means that simple checks on the location of the surveyor to understand the survey point if this was missing could not be conducted.

Solution: - GPS location needs to be switched on for the tablets to provide a means to further check locations if there are discrepancies in the data.

Issue: - Ideally the 'winter' surveys would have been conducted in core winter months (i.e. November to February, avoiding atypical use around Christmas) – not in April. This would have provided evidence for the range between highest and lowest levels of access, in peak summer vs the depths of winter.

Solution: - Focus on core seasons of interest. Forward planning and 'front-ending' winter fieldwork is usually advised to ensure more adaptability in changeable winter conditions.