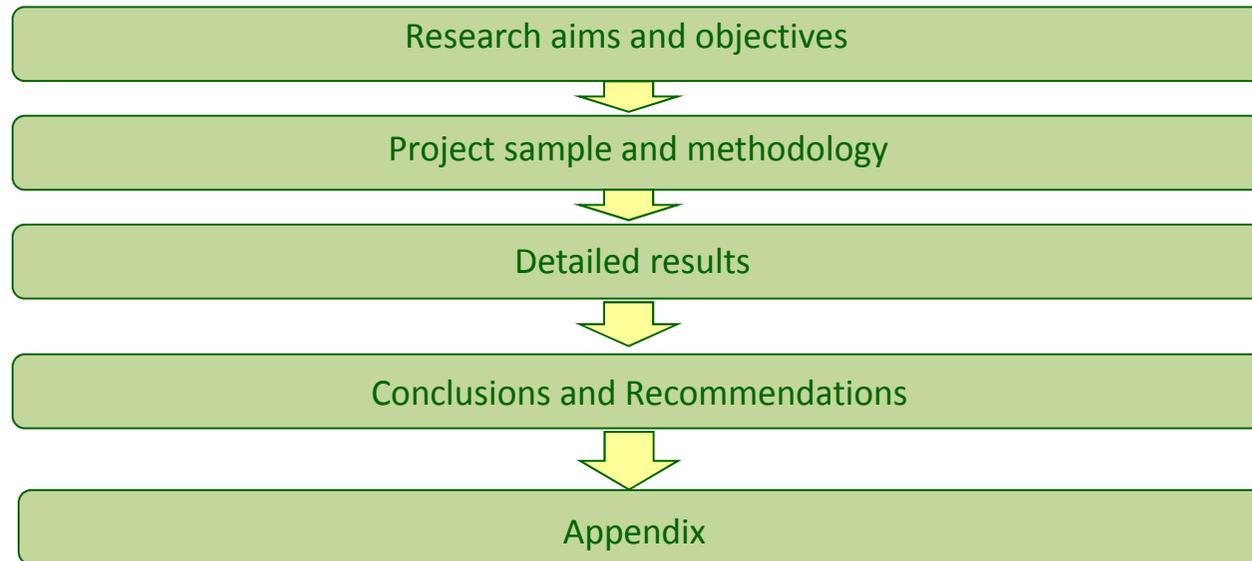


Countryside access research



Presentation outline



Research aims and objectives

The States of Jersey Department of the Environment Natural Environment Team (NET), as part of the Recreational Access Strategy for Jersey, wish to explore the needs, concerns, values, motivations and behaviour of the sometimes conflicting various user groups of the Island's Coast and Countryside access network.

Specific objectives included:

- Probe into the access path attribute needs of different user types.
- Explore the reasons behind conflicts between the various user groups.
- Uncover the appropriateness of the various new path type options (multi user, single user and combination user) as proposed by The Recreational Access Strategy for Jersey.
- Co-create means of compromise between various stakeholder needs and values with an appreciation of cost and environmental concerns.

Qualitative methodology - Focus Groups

We used qualitative methodology to ensure we truly got the level of **depth & understanding** from BOTH the **rational and emotional** responses to the issues at hand

We conducted all the research in central viewing facilities (using one-way mirrors). This gave the opportunity for us, you & your wider team members to view live & share learnings from the research

Our qualitative methodology provides the opportunity to use a variety of relevant projective & enabling creative techniques to ensure we explore the emotional level in the most relevant way to uncover the concerns, values and needs of the respondents. Specific projective techniques used were first word association, thematic apperception tests and sentence completion.

Focus groups allow for; uncovering of values and needs, open discussion, time for depth opinions (both group and individual), non-threatening probing in to the whys behind opinion, the challenging of issues, emotional responses (particularly in relation to respondent's communication of value), social consensus (if appropriate) on the range of issues at hand, and co-creation to further develop 'path type' concepts

Focus groups are an ideal methodology for providing quality insight due to the richness gained through the sharing of experiences and opinions, and the moderated discussions that may unfold

Discussion guide flow

Introduction, background (5mins)

Respondents introduce themselves and say which activities they use the paths for, how often they use the paths and if they are a member of any club or organisation who uses the paths



First word associations (10mins)

1st word exercise on 'coastal and countryside paths' and 'priorities for path design'
Respondents write down their own words on a notepad, then moderator captures them all on a flipchart and respondents explain their reasons for their choices



Current facilities, path placement and unmet needs (25mins)

Open discussion exploring perceptions about the current path offering. Spontaneous and probed issues are addressed here. Discussion around top of the mind unmet needs and how in an ideal world these could be addressed



Conflict, path designation and compromises (35mins)

Here we assess respondents' appreciation of current conflict issues, encourage discussions on possible path types, and co-create various compromises.
Firstly we discuss respondents perception of different user group interaction. Then we create a list of spontaneous ideas and allocate importance / priority points based on how much they like the ideas and how good they think it would be for path users (blue sky thinking). Respondents are then invited to discuss the feasibility and implications of their ideas. They complete a second points allocation based on this discussion



Costs (10mins)

Here we ground the ideas generated with an appreciation of costs and funding



Summary and close (5mins)

Lift ride exercise (similar to 'elevator pitch') to capture the key take away from each individual
'Coastal and countryside paths would be greatly improved if ...'
Any questions from the backroom

Project sample

6 x 90 minute focus groups,
with 44 respondents

Horse riders



Mixed users



Each group was made up of a range of ages, skill level, socio-demographics and from a range of Parishes:

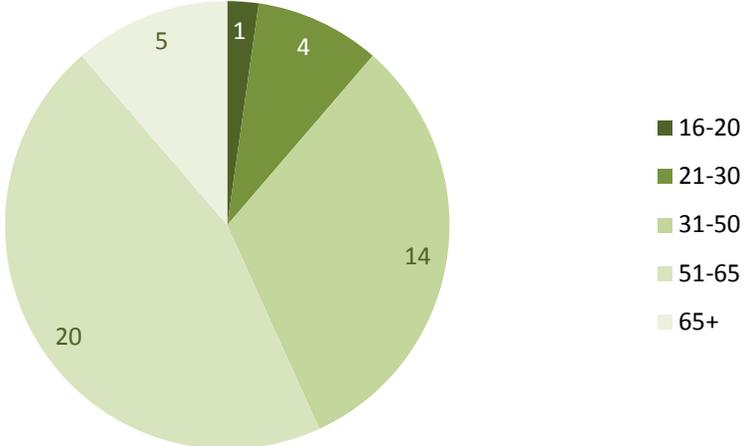
6x 90 minute focus groups (an average of 7 respondents per focus group).

The groups targeted were:

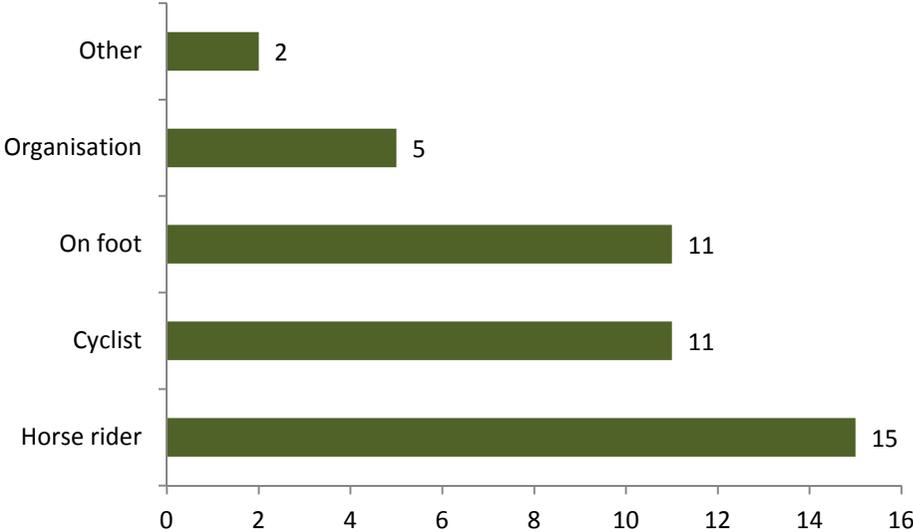
- 1 group of walkers (representatives of various types)
- 1 group of cyclists (representatives of various types and skill level)
- 1 group of horse riders
- 1 group of disabled users (or disabled potential users)
- 2 mixed user stakeholder conflict groups

Sample demographics

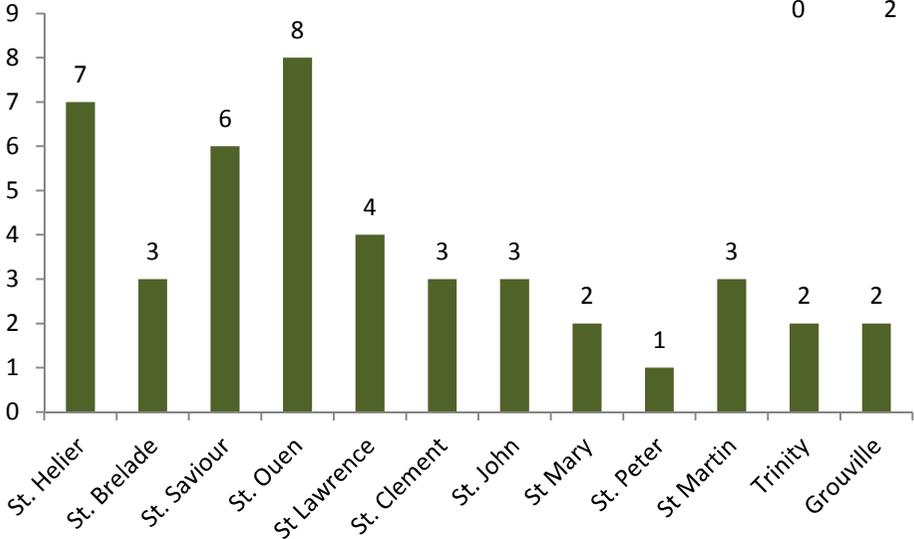
How old are you?



What is your primary use of the paths?



What Parish do you live in?



N=44

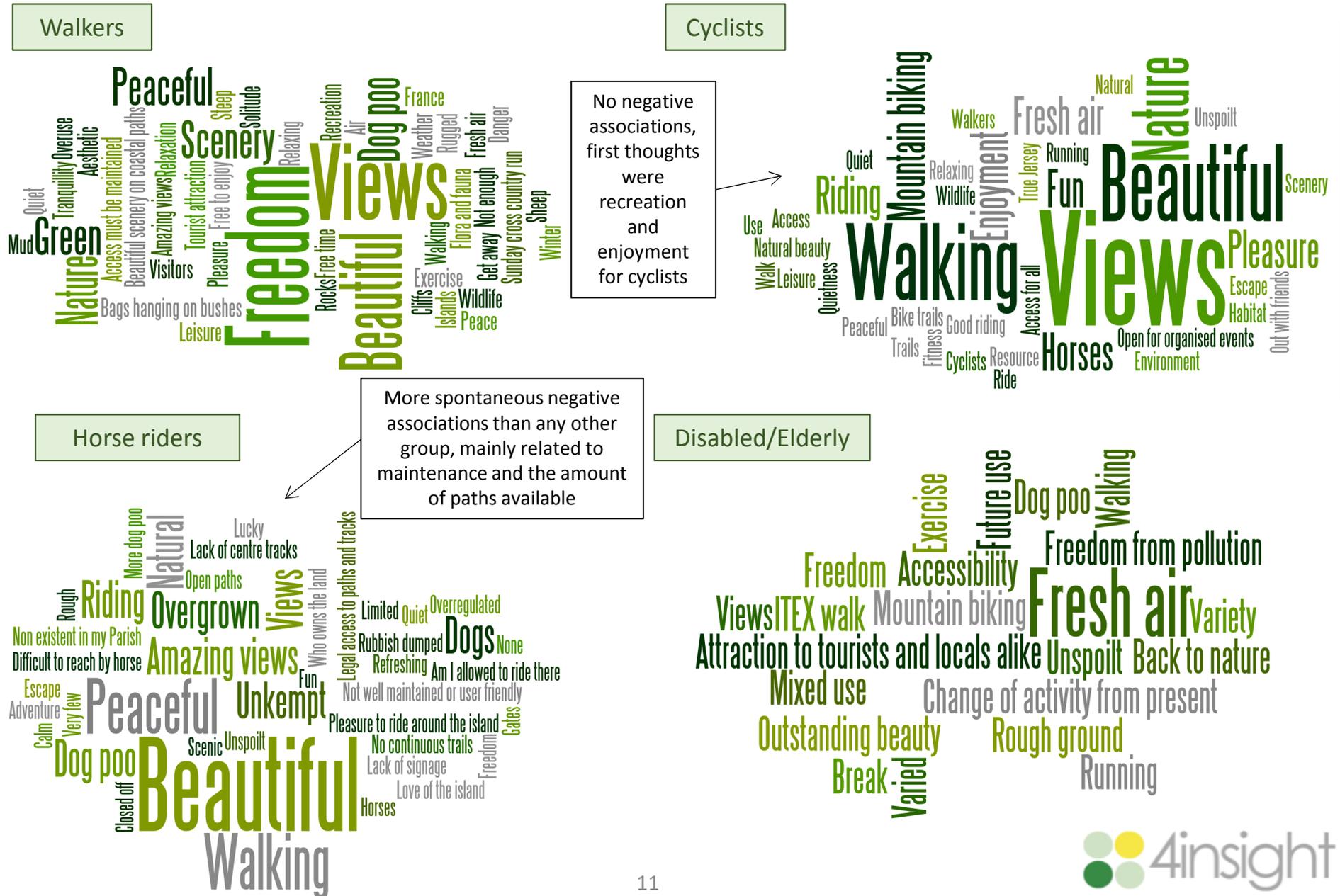
Detailed Results...



First words/Associations

“What are the first words/associations that come to mind when I say *“coastal and countryside paths”*?”

Associations with "coastal and countryside paths" split by group; horse riders first words/associations more negative than the other user groups



First words/Associations

“What are the first words/associations that come to mind when I say “*priorities for path design*”?”

Associations with "priorities for path design" split by group; different in priorities between the user groups

Walkers

'Safety' more prevalent factor in this group, compared to other user groups



Signage important factor for horse riders, as well as continuous trails which was discussed in some detail by the horse riders

Horse riders



Cyclists

Most emphasis on leaving the paths how they are in this group



Disabled/Elderly



General Results

Video clip – Multi user paths

Discussions around current path offering - Multi user paths preferred by all user groups

All user types, felt that the paths should be multi user where possible. They felt the island was not big enough to have designated user paths and there was concern that it would concentrate users into one area, causing excess damage to the paths. Many felt it would be a 'sad day' when the user groups needed to be segregated

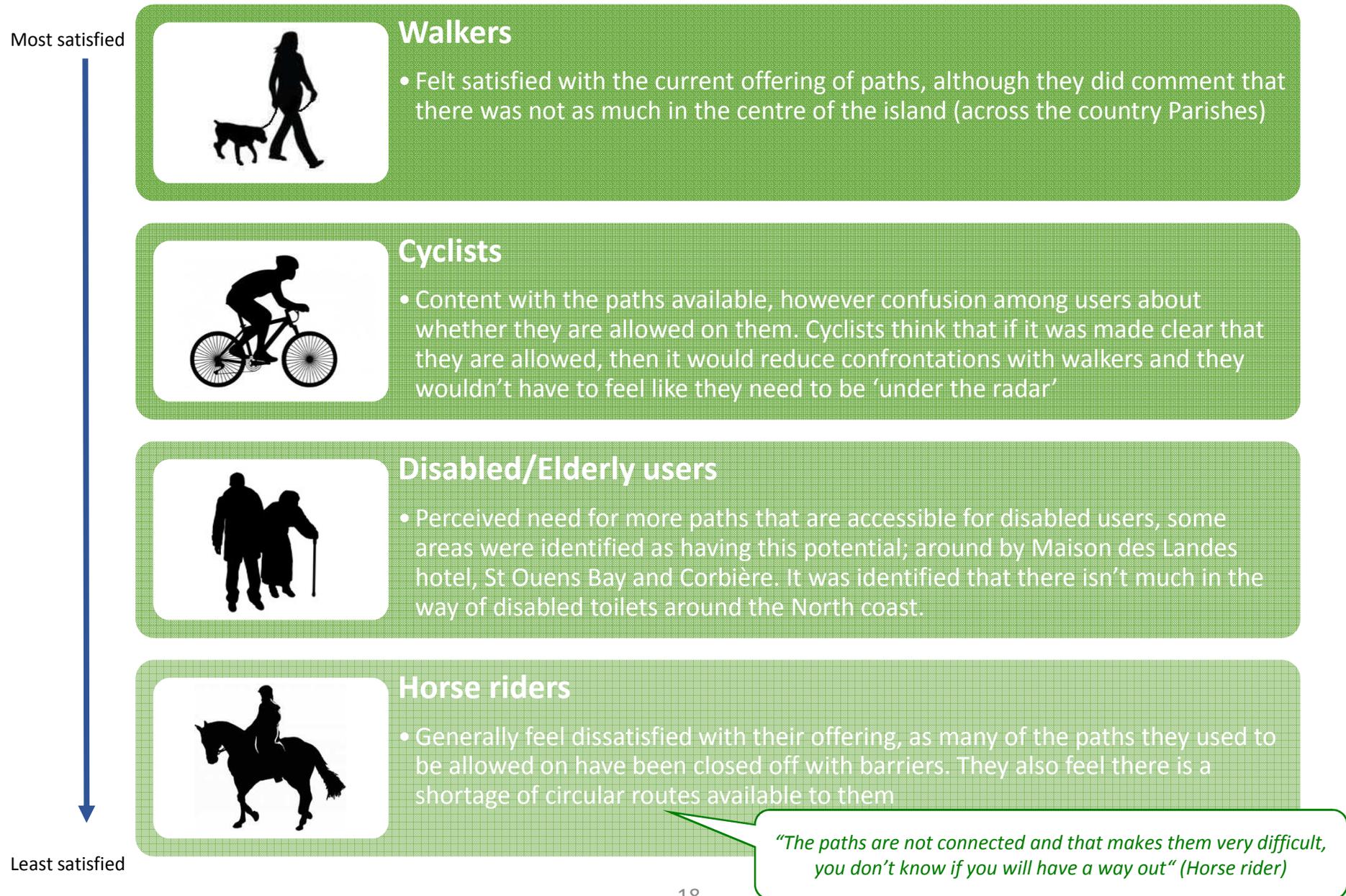
"They should keep the user groups together, so they understand each other- cannot isolate the groups, need to keep them together so they carry on getting along. When they stopped people going down the bridal paths it was silly" (Cyclist)

"Reality is, everyone knows it can't happen here, not enough space" (Horse rider)



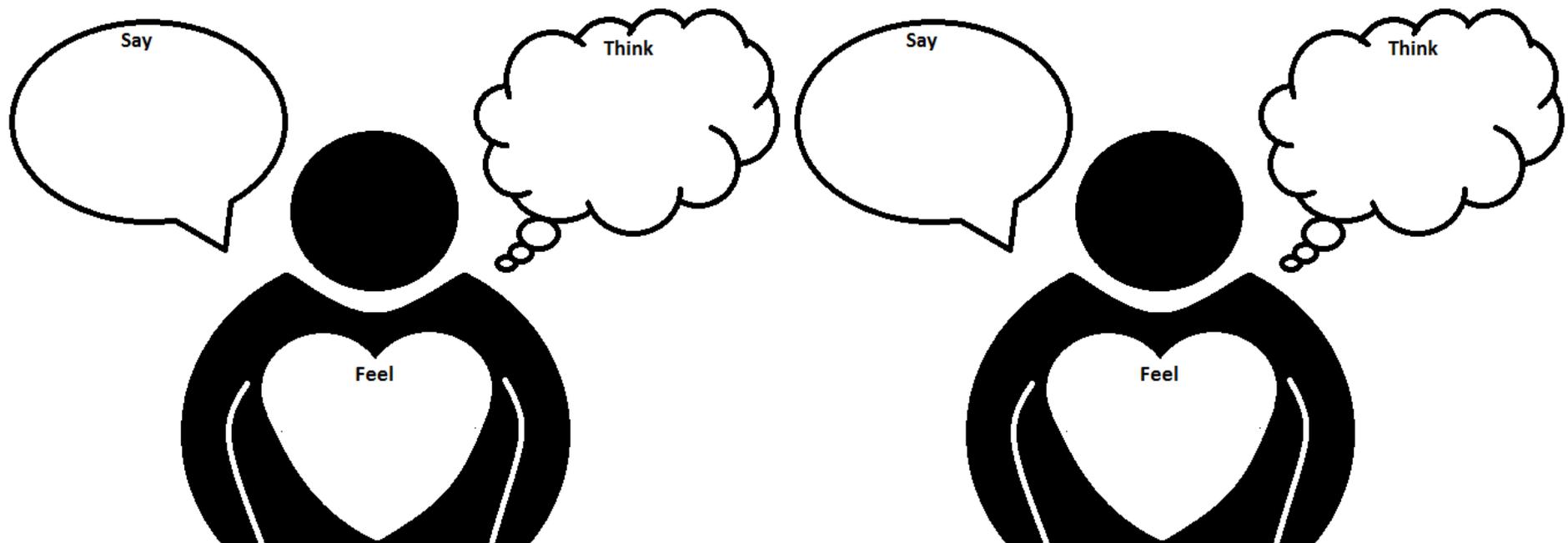
"Single user paths can actually be more dangerous, like green lanes, they were meant for bikes and horses, the fact that they are more empty mean that white vans rush down them really quickly, sometimes it encourages them . People have to learn to be on paths together" - (Walker)

Discussions around current path offering – Differing opinions across user types

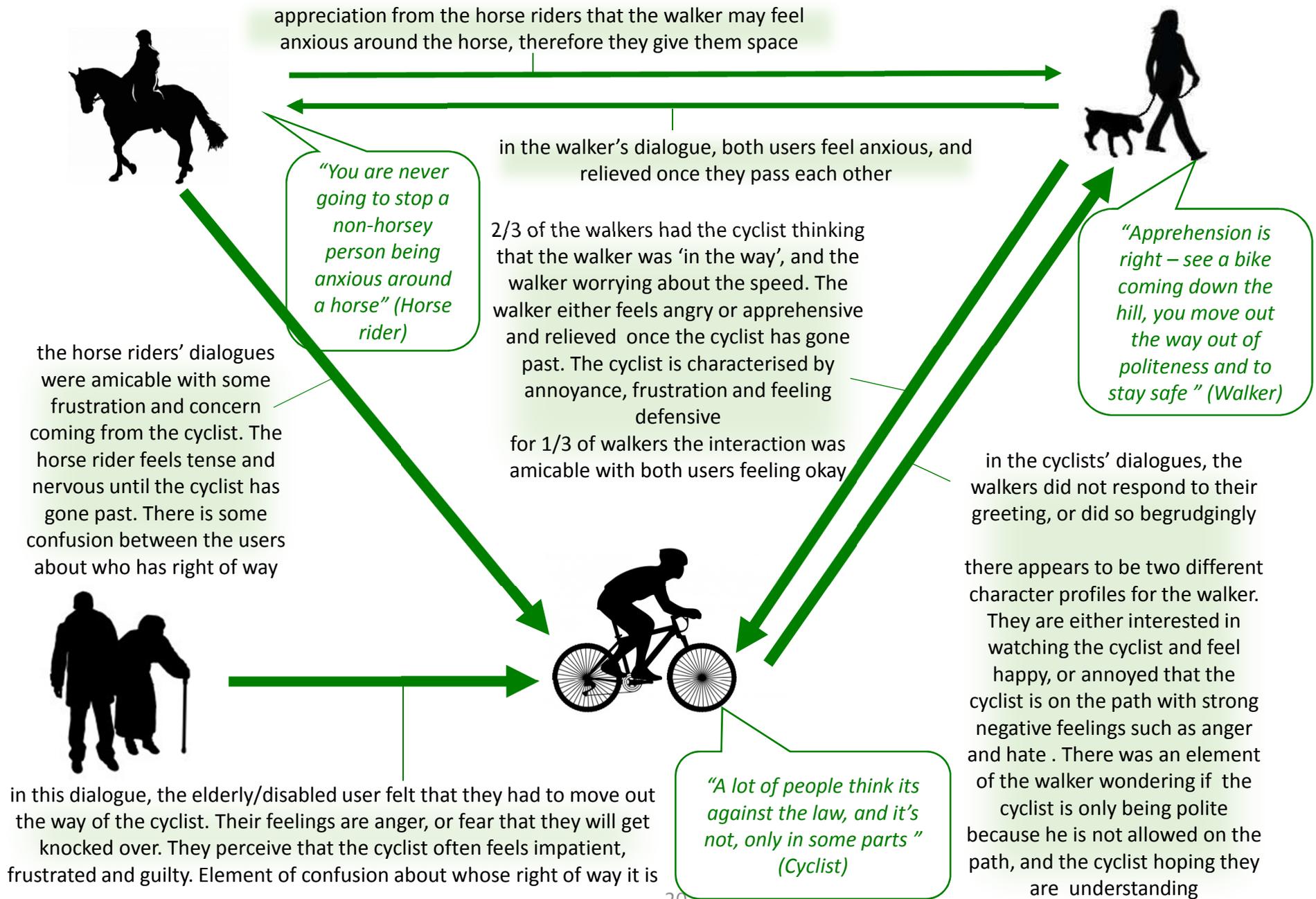


Thematic Apperception Testing, TATs, / bubble charts reveal the deeper emotional aspects

The character on the left has met the character on the right who is a user, using a coastal or countryside path



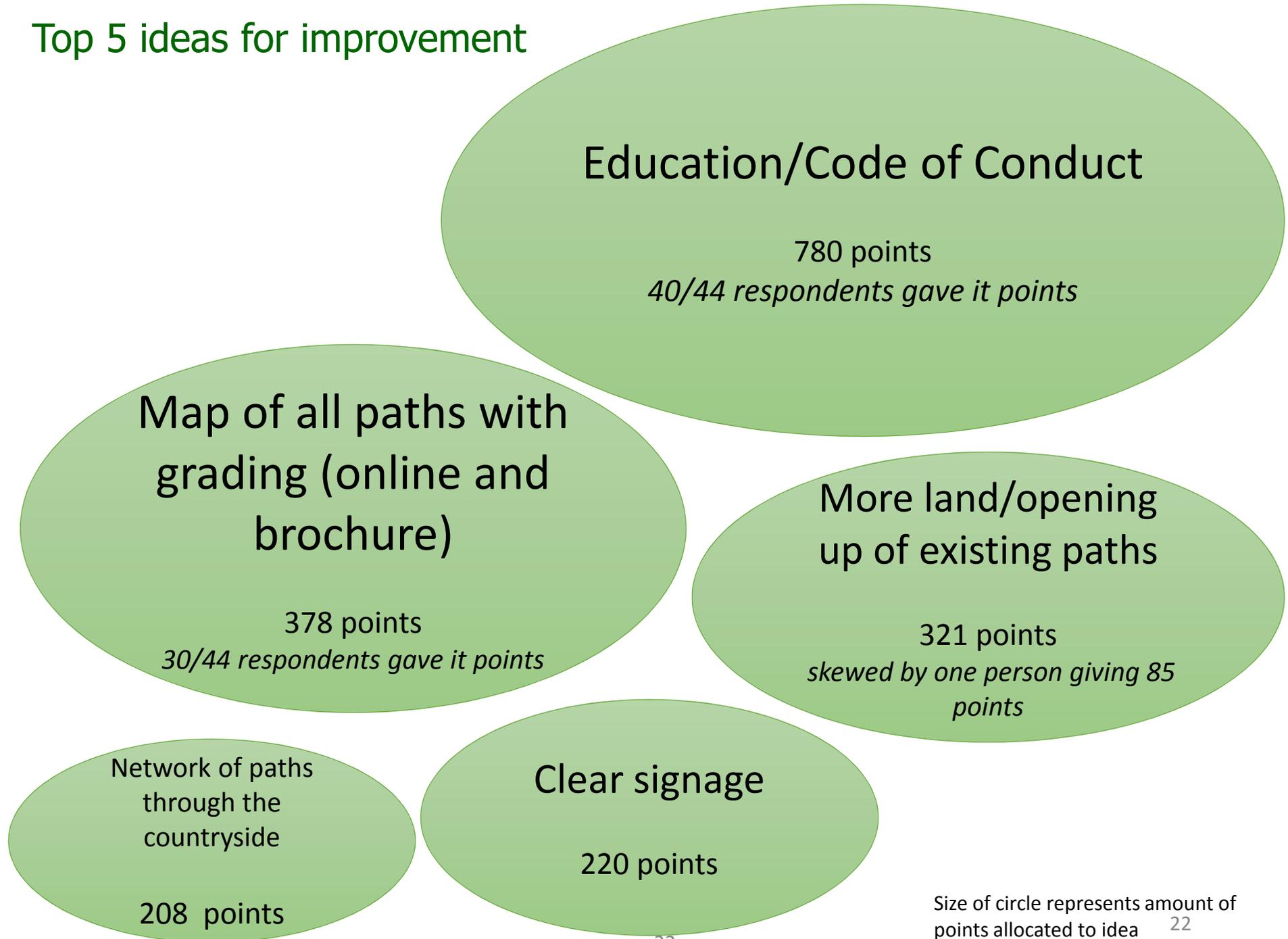
TAT reveals users feel anxious around each other



Points allocation exercise

If you had a pot of 100 points how would you allocate these 100 points for addressing the needs of the different user groups, where more points are allocated for top priorities.

Top 5 ideas for improvement



Size of circle represents amount of points allocated to idea

Video clip – Education

Education/Code of Conduct

780 points

"I put most of my points to education, everything starts with education"
(Cyclist)

Important to educate users that certain behaviours have a negative impact on the biodiversity, for example cyclists going off the path

Education is extremely important when it comes to negotiations with landowners, as path users need to understand how they are expected to act on private land (sometimes they may not even realise they are on private land)

CODE OF CONDUCT

- Please don't litter, bins are provided at the beginning and end of paths
- Please pick up dog poo, and dispose of in the bins provided
- Cyclists/horse riders please slow down when approaching other users
- Cyclists/horse riders please slow down when approaching corners
- Cyclists please announce presence when approaching horse riders

Cyclists group in particular felt that educating people which paths the different user groups are allowed on may stop them getting told off for being on the paths

A clear Code of Conduct would help with inter-user group relations. Perhaps with signs explaining which user group has right of way

"You need to have the perspective of other users, when someone is travelling at a speed down a path on a bike or horse, it is scary for walkers. However obnoxious a walker is, they will not be scary" (Walker)

Feeling that education is at the heart of user group differences. Expectation that the different users would act more responsibly if they understood each others needs and concerns