



Morecambe Bay Visitor Survey 2025-26

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Footprint Contract Reference: 855

Date: 30th July 2026

Version: Final

Recommended Citation: Caals, Z. & Liley, D. (2026). Morecambe Bay Visitor Survey 2025-26. Report by Footprint Ecology.

Summary

This report has been commissioned by the Morecambe Bay Partnership on behalf of Wyre Council, Lancaster City Council and Westmorland & Furness Council. It presents the results of a visitor survey carried out around Morecambe Bay between October 2025 and April 2026. Survey work involved counts of vehicles, counts of people and on-site interviews.

There were two vehicle counts, carried out in October 2025 and February 2026. These covered all coastal parking locations between Askam-in-Furness and Fleetwood on a single date, in order to get a snapshot of overall visitor numbers across Morecambe Bay.

Face-to-face interviews were conducted with a random sample of visitors at 21 locations around the coast. There were 36 days of interviewing over the winter period (October to February) and 8 days of interviewing in April, to coincide with the bird breeding season. In addition to the interviews, the surveyor kept a tally count of everyone passing the survey point throughout the day, as a measure of overall footfall.

Key results and figures from the survey

Vehicle counts

- 926 vehicles were counted in October, and 692 in February.
- Some of the areas with the highest concentrations of parked vehicles included Morecambe seafront, Arnside, Grange over Sands, North Walney and Fleetwood.
- Campervans and motorhomes made up 7% of the total vehicles, and vans accounted for 6%.

Tally counts

- In total, 3,541 groups were noted entering, leaving or passing through at the survey points.
- These groups contained a total of 5,749 people, of which 755 were minors (under 18s), and they had 2,836 dogs with them.
- From these totals the mean group size was 1.6 people (of which 0.2 were minors) and 0.8 dogs.
- There was 1 dog for every 2 people.
- Over the winter period, the busiest survey points were Grange over Sands and Morecambe seafront. Over the spring period, the busiest survey point was Rossall Point.
- The survey points with the highest number of dogs were Rossall Point and North Walney.

Interviews

- A total of 1,056 interviews were conducted; 896 over the winter and 160 in the spring.
- 85% of interviewees were on a day trip or short visit from home, 12% were on holiday, and 2% were staying with friends or family.
- The majority of interviewees were either dog walking (53%) or walking (33%). Other activities included bird/wildlife watching, a family outing and cycling/mountain biking.
- Overall, 58% of interviewees said that they visit the location where they were interviewed at least once a week, including 23% who visit at least once a day.
- Most interviewees were visiting for 30 minutes to 1 hour (37%) or 1 to 2 hours (34%).
- Preferred times to visit were late morning (23% of interviewees) or early morning (20% of interviewees), although over a third (37%) said that the time that they visit varies and they didn't have a particular preference.
- The majority of interviewees (72%) visit all year round.
- Overall, 66% had arrived by car or van and 31% had arrived on foot, although this varied depending on the survey location.
- Reasons for choosing to visit the survey location included the scenery (37%), because it is close to home (32%), to be by the sea (24%) and because it is a good place to bring their dog (24%).
- The mean length of routes taken by interviewees at the survey location was 2.8 km, and heat maps show where concentrations of footfall occurred. Routes were typically longer at Aldcliffe Marsh and Conder Green.
- Factors that influenced interviewees' routes that day included habit/familiarity (e.g. following their normal route), the weather and the time they had available.
- Interviewees named a wide range of other locations that they also visit for their activity. The most frequently named locations were Lancaster Canal, Cleveleys and the Lake District, although this varied depending on where they were interviewed.
- Around half of the interviewees (46%) did not suggest any improvements that they would like to see to access at the locations where interviewed. Of those that did make suggestions, the most common themes were around path maintenance or improvements, dog fouling or other dog-related concerns and parking.
- Full postcodes were collected for 94% of interviewees. The interviewees originated from 92 local authority areas, although the majority were from Wyre, Lancaster and Westmorland & Furness.
- Half of all interviewees lived within a 3.9 km radius of the survey point where they were interviewed, and three quarters lived within 13.7 km.

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Acknowledgements

This report has been commissioned by the Morecambe Bay Partnership on behalf of Wyre Council, Lancaster City Council and Westmorland & Furness Council. We are grateful to Sarah Mason (Morecambe Bay Partnership), Mandy Knott (Natural England), Tom Smart (Natural England) and the client group for their advice, support and discussion.

Survey work was co-ordinated by Fenella Lewin and undertaken by Annette Kelly, Fran Labrom, Kim Leyland, Vanessa Singh and Ben Wray. Data were entered by Harry Morris.

Cover photo: Walney Island © Footprint Ecology

1. Introduction

Overview

- 1.1 This report has been commissioned by the Morecambe Bay Partnership on behalf of Wyre Council, Lancaster City Council and Westmorland & Furness Council. It presents the results of a visitor survey carried out around Morecambe Bay between October 2025 and April 2026.
- 1.2 The first part of the data collection involved vehicle counts, carried out on two dates, which were included to provide an indication of overall visitor numbers across the whole of Morecambe Bay.
- 1.3 The second element of data collection was on-site face-to-face interviews with a random selection of site users. These interviews provide detailed information on visitor activities, motivations, visit frequency, routes used on site and visitor origins (home postcodes). Alongside conducting the interviews, the surveyors also carried out tally counts of the number of people passing the survey point throughout the day, which provides a measure of visitor footfall at each survey location.

Morecambe Bay

- 1.4 Morecambe Bay comprises the second largest embayment in Britain, and incorporates several major estuaries (including the Leven, Kent, Lune and Wyre). It has a vast tidal range (up to 9m) and is the largest single area of continuous mudflats and sandflats in the UK. It is of international importance for a wide range of breeding and wintering bird species, alongside a diverse array of estuarine, intertidal and coastal habitats.
- 1.5 The coastal and estuarine areas of Morecambe Bay are afforded legal protection through the following designations:
 - Morecambe Bay and Duddon Estuary Special Protection Area (SPA)¹;

¹<https://designatedsites.naturalengland.org.uk/SiteGeneralDetail.aspx?SiteCode=UK9020326&SiteName=morecambe%20bay&countyCode=&responsiblePerson=&SeaArea=&IFCAArea=>

- Morecambe Bay Special Area for Conservation (SAC)²;
- Morecambe Bay Ramsar site³.

1.6 These mean that the area is afforded strict protection under the Conservation of Habitats and Species Regulations 2017 as amended (known as the Habitats Regulations).

Aims of this work

1.7 Three local authorities (Wyre, Lancaster City and Westmorland & Furness) are currently reviewing their Local Plans and require robust evidence to inform their understanding of the potential impacts of increased recreational pressure on Morecambe Bay and to understand the impacts that visitors have on the Habitats sites identified above.

1.8 The information gathered in this survey will inform planning policy and any necessary mitigation for recreation impacts, in particular establishing where new development might trigger additional recreation use and helping to inform what mitigation measures may be relevant. With the survey covering the whole of Morecambe Bay it is possible to consider the cumulative effects of recreation across multiple authorities and how such issues might be best addressed in the future. The information will in turn comprise part of the evidence used to inform the Habitat Regulations Assessment (HRA) for each Local Plan.

²<https://designatedsites.naturalengland.org.uk/SiteGeneralDetail.aspx?SiteCode=UK0013027&SiteName=morecambe%20bay&countyCode=&responsiblePerson=&SeaArea=&IFCAArea=>

³<https://designatedsites.naturalengland.org.uk/SiteGeneralDetail.aspx?SiteCode=UK11045&SiteName=morecambe%20bay&countyCode=&responsiblePerson=&SeaArea=&IFCAArea=>

2. Methods

Vehicle counts

2.1 Vehicle counts were carried out by a team of surveyors, with the coast divided into three separate routes that were covered simultaneously, i.e. with the surveyors setting off at the same time from different points around the Bay. They stopped at 102 selected parking locations in total and counted the number of parked vehicles present at each one. In addition to the total number of vehicles, they also recorded the number of the following:

- Vans;
- Branded dog walking vehicles;
- Campervans/caravans;
- Horse boxes;
- Motorcycles;
- Vehicles with rear/roof racks.

Parking locations

2.2 The parking locations were all close to the SPA and likely to be predominantly used by people accessing the coast for outdoor recreation. They included car parks, laybys and on-street parking (Table 1 and Map 1). The capacity of each parking location was estimated using aerial photographs. To aid navigation, the surveyors were provided with both paper maps and a GPX file to use with a mobile phone app.

Table 1: Details of the routes used for the vehicle counts.

Route	Length (km)	Car parks	Laybys	On street parking	Total parking locations	Estimated no. of parking spaces
A	92	21	11	0	32	566
B	65	24	4	15	43	1,109
C	69	18	2	7	27	1,045
Total	226	63	17	22	102	2,720

Timing

2.3 The first vehicle count was carried out on 29th October 2025 and the second on 16th February 2026. Both of these dates were weekdays during school half term holidays. Both counts started at 10am and took approximately 4 hours to complete. The second count was done in the reverse direction so that the

parking locations would be visited at different times. The October count was on a rising tide, and the February count was on a falling tide.

- 2.4 The weather during both counts was fairly cloudy, with some sunny spells and occasional showers. The temperature was around 12°C for the October count and 8°C for the February count.

Map 1: Parking locations included in the vehicle counts



Visitor interviews

Survey timings

- 2.5 Eighteen survey points were surveyed between October and February, to cover the period when the overwintering and passage birds are present. Two days were spent at each survey location, comprising one weekday and one weekend day. Fieldwork took place between 16th October and 16th November 2025 and between 25th January and 27th February 2026.
- 2.6 Four survey points were surveyed in April, to coincide with the bird breeding season. Again, one weekday and one weekend day were spent at each survey point. The dates for this period were 9th to 12th April 2026, at the end of the school Easter holidays.
- 2.7 Each day of fieldwork consisted of eight hours of survey effort, split into 2-hour periods to provide breaks for the surveyors and to cover daylight hours. This ensured comparable survey windows across all locations. Between October and February, the session times were: 07:00-09:00, 09:30-11:30, 12:30-14:30, 15:00-17:00, and in April the session times were 07:00-09:00, 10:30-12:30, 14:00-16:00, 17:00-19:00. At survey point 3 (South Walney) the session times were adjusted to match the opening times of the reserve: 10:00-12:00, 12:30-14:30, 15:00-17:00.
- 2.8 Dates around high spring tides were avoided if possible since access to the coast could be limited at some locations due to the large tidal range around Morecambe Bay.
- 2.9 Over the winter of 2025/26, both temperatures and rainfall were above average around Morecambe Bay⁴. During fieldwork, the weather was generally overcast and sometimes windy, with occasional rain, although the majority (57%) of the 2-hour survey sessions were without any rainfall at all. Maximum daily temperatures were between 4°C and 14°C. Every effort was made to avoid severe weather conditions. This included rescheduling a small number of dates at the end of January due to particularly poor weather.
- 2.10 During the April fieldwork it was generally sunny and breezy, with maximum daily temperatures of 8°C or 9°C. 70% of the 2-hour sessions had no rainfall.

⁴ <https://www.metoffice.gov.uk/api/assets/file/seasonal-assessment---winter26pdf>

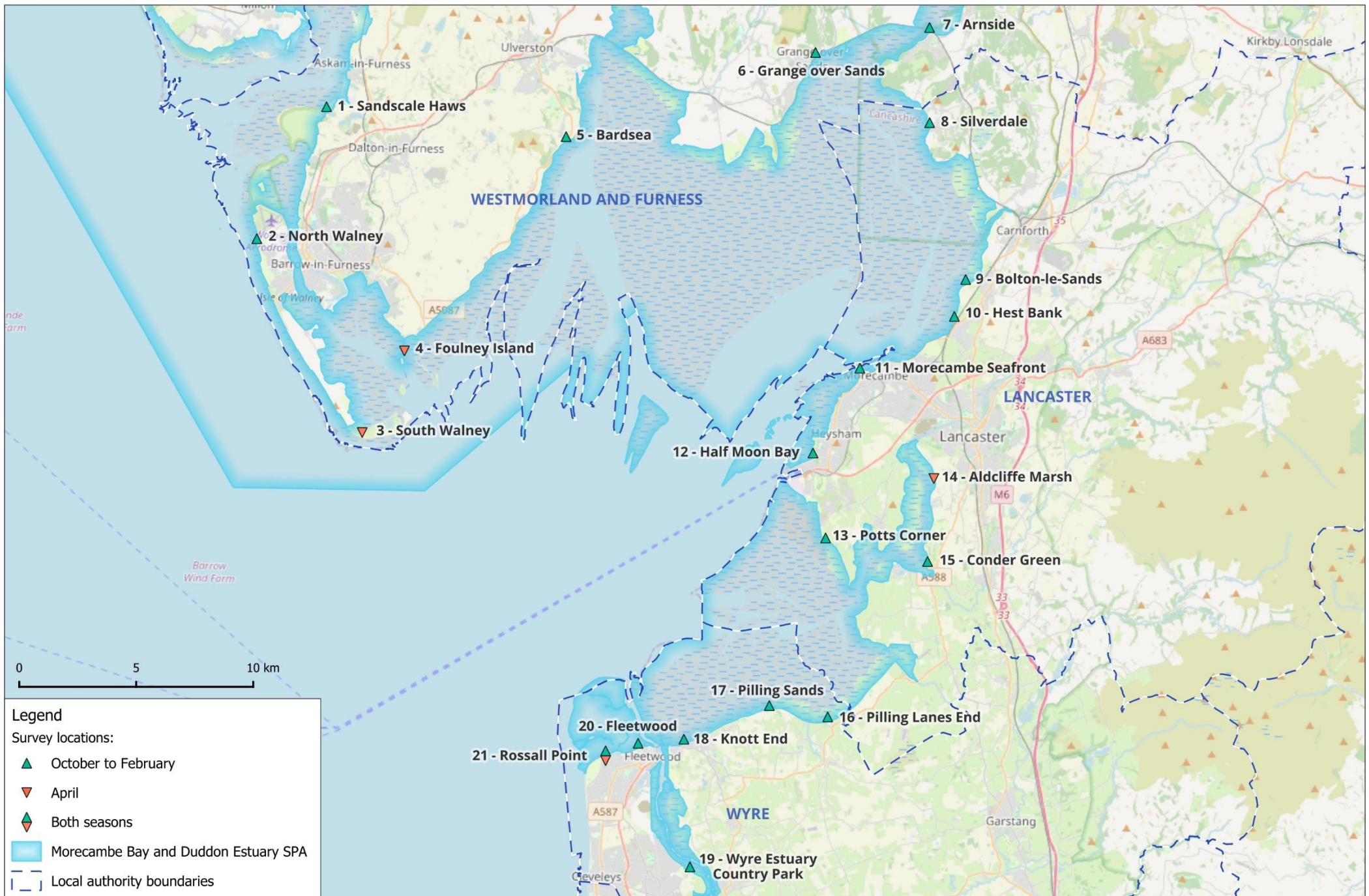
Survey locations

- 2.11 Visitor interviews took place at 21 locations around the coastline of Morecambe Bay (see Table 2 and Map 2). They were all locations at which people can access the coast and where they could easily be intercepted for interview, for example in car parks or at footpath junctions. Together they provide a representative sample of visitor usage, with a good geographic spread across the area.
- 2.12 Survey point 7, at Arnside, was originally planned to be in the beach car park. However, when the surveyor arrived, the car park was partially flooded and difficult to access, so the survey point was relocated onto the adjoining footpath, which had direct access on foot from the road.

Table 2: Details of the survey locations and timings. "W&F" is Westmorland & Furness.

ID	Location name	Grid reference	Local authority	Description	Winter season (Oct to Feb)	Breeding season (Apr)
1	Sandscale Haws	SD20017560	W&F	National Trust car park	✓	
2	North Walney	SD17036996	W&F	End of West Shore Road	✓	
3	South Walney	SD21536209	W&F	Cumbria Wildlife Trust car park		✓
4	Foulney Island	SD23346557	W&F	Car park off Roa Island Road		✓
5	Bardsea	SD30257432	W&F	Large car park on Coast Road	✓	
6	Grange over Sands	SD40907790	W&F	On promenade near underpass from Main Street car park	✓	
7	Arnside	SD45787898	W&F	Foot access to beach, by flood gate 5	✓	
8	Silverdale	SD45787491	Lancaster	On beach at end of Shore Road	✓	
9	Bolton-le-Sands	SD47326821	Lancaster	East end of parking area near Red Bank Farm	✓	
10	Hest Bank	SD46836659	Lancaster	Near the Shore Café	✓	
11	Morecambe Seafront	SD42806442	Lancaster	Promenade outside Midland Hotel	✓	
12	Half Moon Bay	SD40796080	Lancaster	On promenade near Half Moon Bay café	✓	
13	Potts Corner	SD41335717	Lancaster	Car park at end of Carr Lane, near Shorefields caravan park	✓	
14	Aldcliffe Marsh	SD45966012	Lancaster	End of the cycle path near Aldcliffe Hall Lane		✓
15	Conder Green	SD45695616	Lancaster	Car park (between entrance and toilet block)	✓	
16	Pilling Lanes End	SD41424952	Wyre	Car park nearest the shore	✓	
17	Pilling Sands	SD38925000	Wyre	Fluke Hall Lane slipway	✓	
18	Knott End	SD35284857	Wyre	End of Clarence Avenue, by slipway	✓	
19	Wyre Estuary Country Park	SD35544311	Wyre	Slipway car park	✓	
20	Fleetwood	SD33334839	Wyre	On prom by Marine Beach South	✓	
21	Rossall Point	SD31934807	Wyre	On path between car park and promenade	✓	✓

Map 2: Interview locations



Interviews

- 2.13 Face-to-face interviews were conducted with a random sample of visitors, by the surveyor approaching the next person they saw after completing the previous interview. Only one person was interviewed per group and no minors (under 18s) were interviewed.
- 2.14 The surveyor kept a record of the number of visitors who were approached for interview but declined to take part or were unable to take part for whatever reason. They also recorded the number of people who were approached but had already been interviewed, so were not re-interviewed.
- 2.15 The questionnaire (Appendix 1) was designed using Snap XMP survey software and was conducted using tablets running the Snap Offline Interviewer app. The app enables interviews to be conducted offline and then uploaded when the device is next connected to the internet.
- 2.16 It is important to note that some of the questions had pre-determined categories to facilitate recording of the interviewee's responses, however these were not shown to the interviewee or read out loud, in order to avoid any bias.
- 2.17 As part of the interview, visitors were asked to describe the route that they had taken on site (or were planning to take). This was captured by the surveyor on a paper map, using a unique reference number to match it to the corresponding questionnaire data, and these routes were subsequently digitised into GIS for analysis.
- 2.18 After each interview, the surveyor recorded additional information about the number of people in each interviewed group and the number of dogs that they had with them (Q21).

Visitor counts

- 2.19 Alongside the interview data, surveyors maintained a tally of all people seen passing them, recording the number of groups (of any size), individuals (total headcount), minors (under 18s), dogs, cyclists and horse riders. These counts allow a comparison across survey points in terms of visitor volume/footfall and mean there is a way to check the proportion of visitors that were interviewed at each location. Details of how the tally counts were conducted at each location are given in Appendix 2.

3. Results: vehicle counts

Overview

- 3.1 During the October count, 926 vehicles were counted, equivalent to about a third of the total capacity (34%). During the February count, 692 vehicles were counted, approximately a quarter (25%) of the total capacity.
- 3.2 Four of the parking locations (4%) on the first count and five parking locations (5%) on the second count were inaccessible, either due to closures or flooding.

Number of vehicles at each location

- 3.3 Map 3 presents the average number of vehicles counted at each location as a heatmap. This highlights concentrations of vehicles along Morecambe seafront, along the promenade at Arnside, at Grange over Sands, North Walney and Fleetwood.

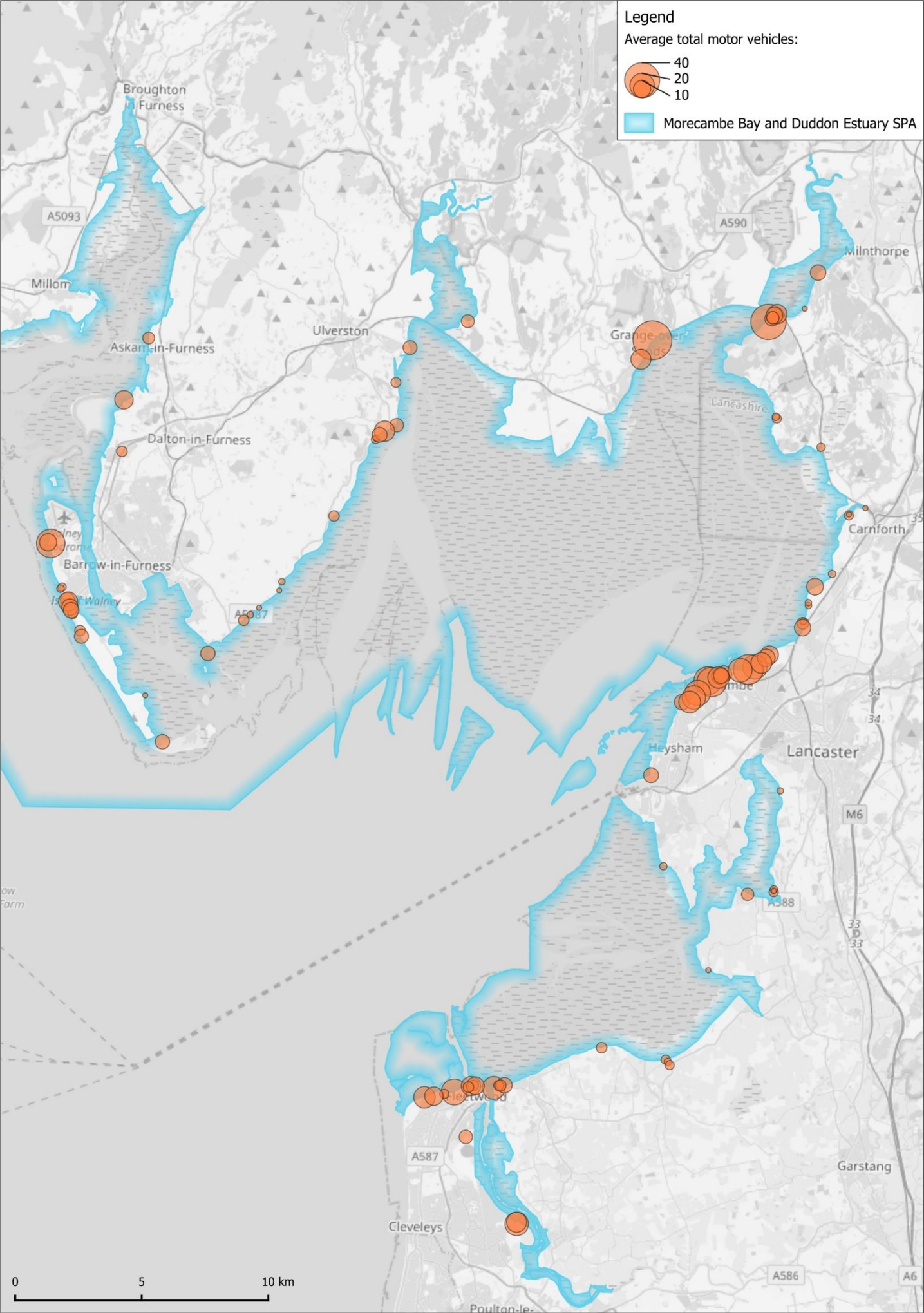
Different vehicle types

- 3.4 The number of vehicles of different types are summarised in Table 3 and the distribution of the most common types are shown in Map 4. The proportions were similar between both counts, although with a slightly higher proportion of both campervans/motorhomes and vans in the February count.
- 3.5 Around 7% of the vehicles counted were campervans or motorhomes. These were distributed around the whole Bay, but particularly at North Walney, Morecambe and Fleetwood. Vans made up around 6% of the vehicles counted, and again were seen around the Bay, but particularly at North Walney, Morecambe and Knott End. Small numbers of cars had roof racks or rear-mounted racks, potentially indicating activities such as cycling. These were mostly at Morecambe and Bardsea. Some minibuses/coaches were counted, for example at Knott End.

Table 3: Number of vehicles of different types on each count.

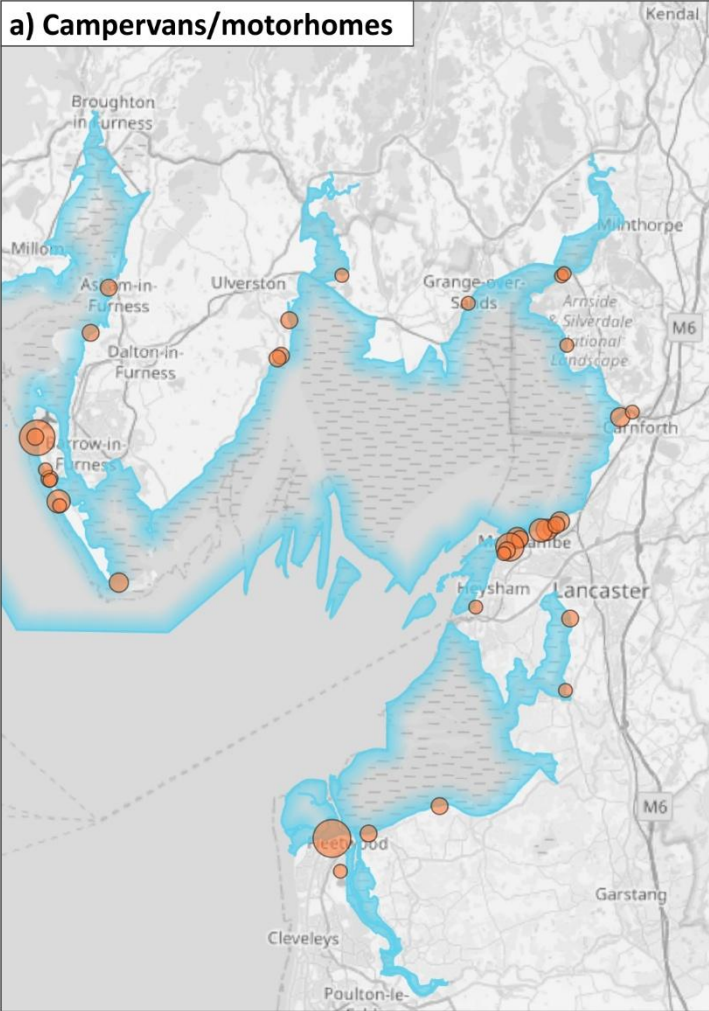
Date	Campervans/ motorhomes	Vans	Cars with roof racks or rear mounted racks	Minibus or coach	Branded dog walking vans	Horse boxes	Motorcycles	Other motor vehicles	Total motor vehicles (any type)
29 th October 2025	55 (5.9%)	51 (5.5%)	12 (1.3%)	3 (0.3%)	3 (0.3%)	2 (0.2%)	3 (0.3%)	797 (86%)	926 (100%)
16 th February 2026	51 (7.4%)	52 (7.5%)	7 (1%)	4 (0.6%)	1 (0.1%)	2 (0.3%)	1 (0.1%)	574 (83%)	692 (100%)
Total	106 (6.6%)	103 (6.4%)	19 (1.2%)	7 (0.4%)	4 (0.2%)	4 (0.2%)	4 (0.2%)	1,371 (85%)	1,618 (100%)

Map 3: Average number of vehicles at each parking location

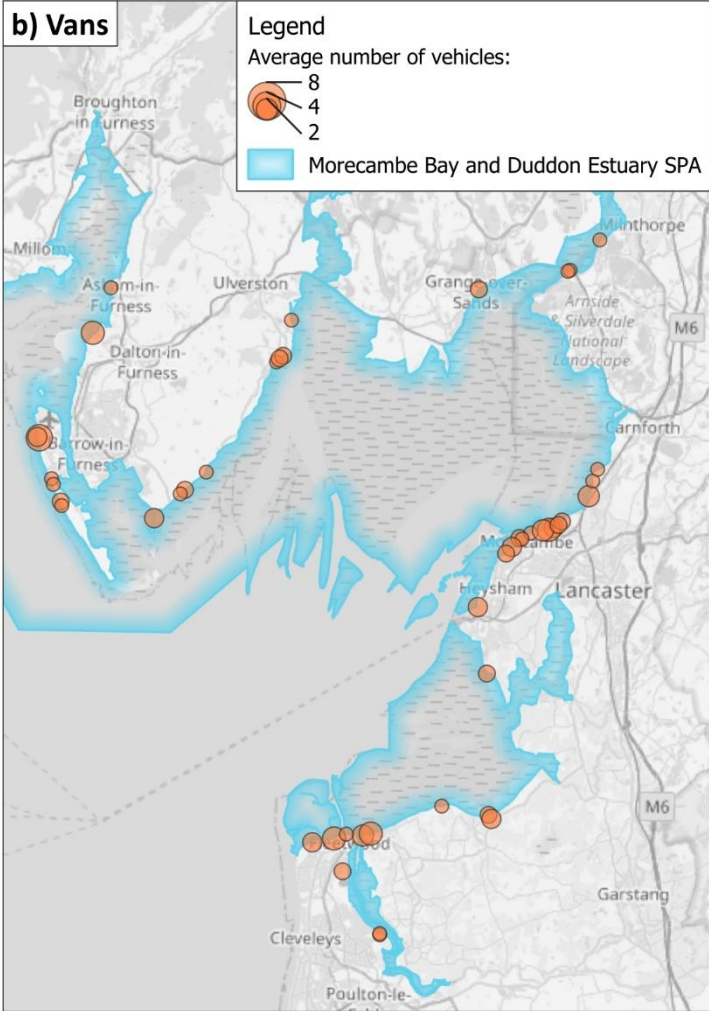


Map 4: Heatmap of selected vehicle types. The same scale is used for all panels.

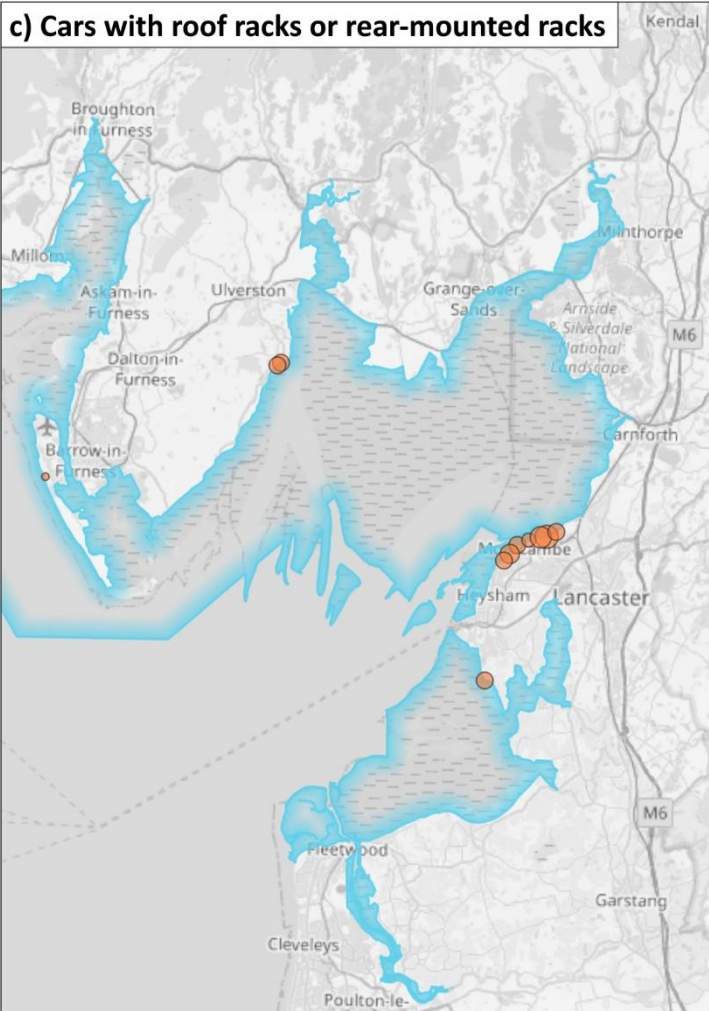
a) Campervans/motorhomes



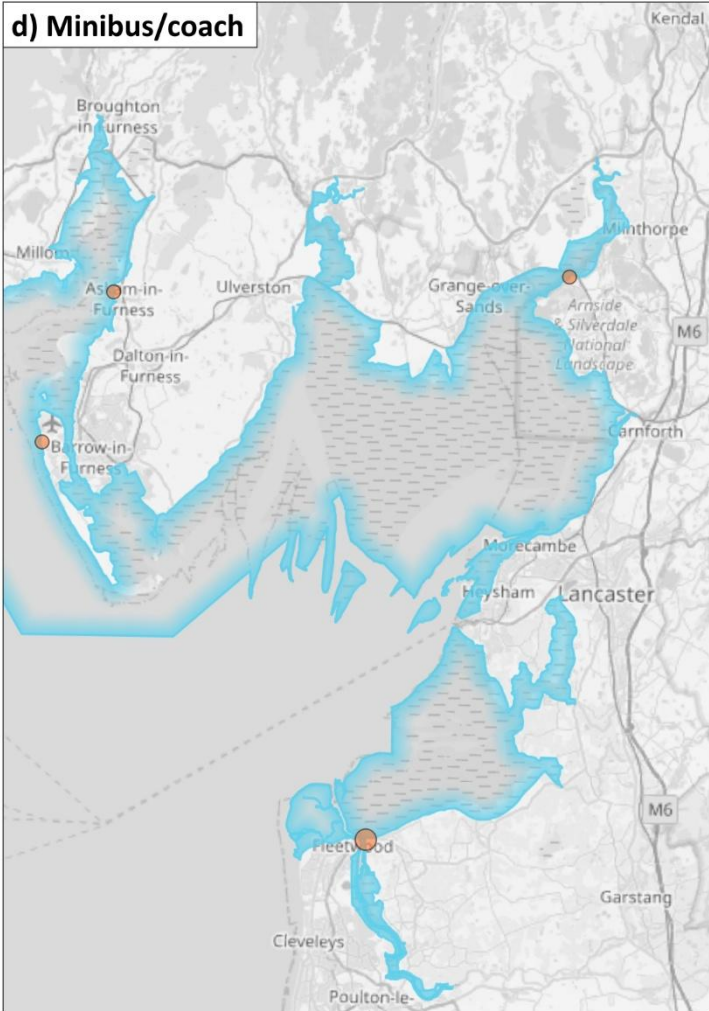
b) Vans



c) Cars with roof racks or rear-mounted racks



d) Minibus/coach



4. Results: tally counts

- 4.1 The tally data are summarised in Table 4, Table 5 and Figure 1. Across all survey points, 3,541 groups were noted entering, leaving or passing through at the survey points. These groups contained a total of 5,749 people (of which 755 were minors) and 2,836 dogs. From these totals the mean group size was 1.6 people (of which 0.2 were minors) and 0.8 dogs. There was 1 dog for every 2 people.
- 4.2 Over the winter period, the busiest survey points were Grange over Sands and Morecambe seafront, with over 500 people counted. Over the spring period, the busiest survey point was Rossall Point.
- 4.3 Minors (under 18s) made up 12% of those counted over the winter and 18% of those counted in the spring. The proportion of minors was highest at Fleetwood (31%) and Wyre Estuary Country Park (24%).
- 4.4 Cyclists made up 8% of the people counted overall, although this varied by survey point, with over half of them recorded at Rossall Point.
- 4.5 There were 46 people who passed the survey points on horseback, 38 of which arrived together at Potts Corner to take part in a hunt supporters club event.

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Table 4: Summary of tally data for each survey point over the winter period. It includes all people passing the surveyor, regardless of direction. 'Groups' includes lone individuals. 'People' is a total headcount, including minors (under 18s). The highest three values in each column are highlighted in red. Two days were spent at each survey location.

Survey point	Groups	People	Dogs	Minors	Bicycles	Horses	People per group	% minors	% on bicycles
1 - Sandscale Haws	140	227	153	10	1	0	1.6	4%	0%
2 - North Walney	272	443	302	31	8	0	1.6	7%	2%
5 - Bardsea	77	141	59	13	0	0	1.8	9%	0%
6 - Grange over Sands	335	579	200	81	24	0	1.7	14%	4%
7 - Arnside	54	87	62	3	0	0	1.6	3%	0%
8 - Silverdale	92	179	65	21	0	0	1.9	12%	0%
9 - Bolton-le-Sands	159	264	161	20	0	0	1.7	8%	0%
10 - Hest Bank	175	264	123	12	9	5	1.5	5%	3%
11 - Morecambe Seafront	367	549	120	24	42	0	1.5	4%	8%
12 - Half Moon Bay	174	384	95	84	6	0	2.2	22%	2%
13 - Potts Corner	43	117	60	8	1	38	2.7	7%	1%
15 - Conder Green	87	155	47	4	26	2	1.8	3%	17%
16 - Pilling Lanes End	78	108	97	3	2	0	1.4	3%	2%
17 - Pilling Sands	73	110	73	4	10	1	1.5	4%	9%
18 - Knott End	121	203	155	18	3	0	1.7	9%	1%
19 - Wyre Estuary Country Park	184	233	194	57	0	0	1.3	24%	0%
20 - Fleetwood	209	256	171	80	29	0	1.2	31%	11%
21 - Rossall Point	320	471	348	108	118	0	1.5	23%	25%
Total	2,960	4,770	2,485	581	279	46	1.6	12%	6%

Table 5: Summary of tally data for each survey point over the spring period. It includes all people passing the surveyor, regardless of direction. 'Groups' includes lone individuals. 'People' is a total headcount, including minors (under 18s). The highest value in each column is highlighted in red. Two days were spent at each survey location.

Survey point	Groups	People	Dogs	Minors	Bicycles	Horses	People per group	% minors	% on bicycles
3 - South Walney	20	55	0	16	0	0	2.8	29%	0%
4 - Foulney Island	38	61	24	7	1	0	1.6	11%	2%
14 - Aldcliffe Marsh	117	169	47	28	50	0	1.4	17%	30%
21 - Rossall Point	406	694	280	123	147	0	1.7	18%	21%
Total	581	979	351	174	198	0	1.7	18%	20%

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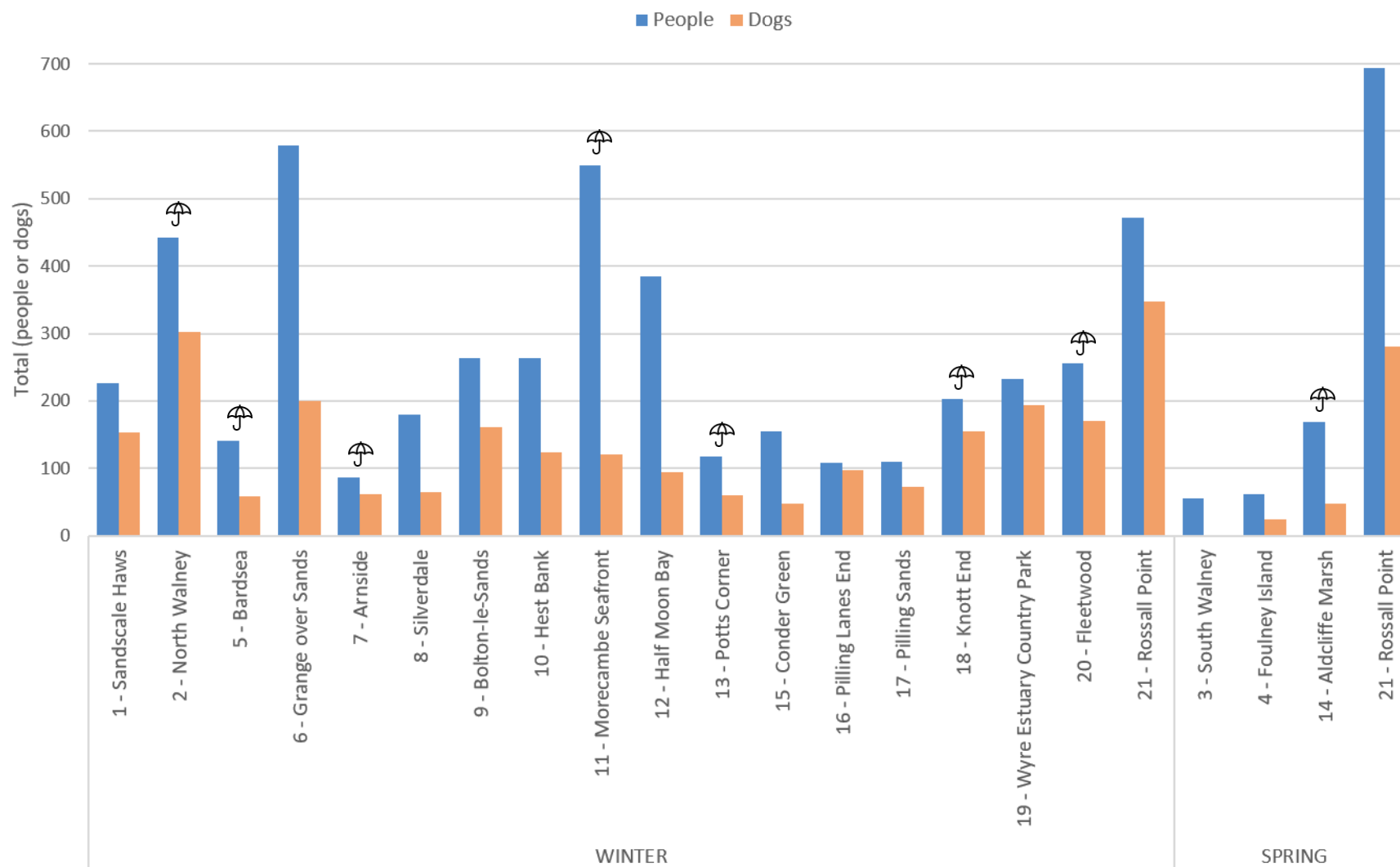


Figure 1: Number of people and dogs counted at each survey point. The umbrella icon indicates locations where more than half of the two-hour sessions had some rain (not necessarily continuous).

5. Results: visitor interviews

Overview

- 5.1 A total of 1,056 face-to-face interviews were conducted, including 896 over the winter period and 160 in the spring (Table 6). The median interview duration was 6 minutes.

Table 6: Number of people interviewed at each survey point, by season.

Survey point	Winter	Spring	Total
1 - Sandscale Haws	44		44
2 - North Walney	58		58
3 - South Walney		13	13
4 - Foulney Island		25	25
5 - Bardsea	29		29
6 - Grange over Sands	71		71
7 - Arnside	25		25
8 - Silverdale	44		44
9 - Bolton-le-Sands	62		62
10 - Hest Bank	87		87
11 - Morecambe Seafront	57		57
12 - Half Moon Bay	67		67
13 - Potts Corner	15		15
14 - Aldcliffe Marsh		39	39
15 - Conder Green	42		42
16 - Pilling Lanes End	39		39
17 - Pilling Sands	30		30
18 - Knott End	39		39
19 - Wyre Estuary Country Park	69		69
20 - Fleetwood	50		50
21 - Rossall Point	68	83	151
Total	896	160	1,056

- 5.2 In addition to the 1,056 people who were interviewed, 582 people were approached for interview but did not take part for various reasons. The most common reasons for not taking part in the survey were not having time, being in the middle of a run or cycle ride, or due to the weather (e.g. too cold to stand around). In addition, 146 people were approached for interview but had already taken part and these were not re-interviewed.

Group composition

- 5.3 Most interviewees were either on their own (562 interviewees, 53%) or with one other person (393 interviewees, 37%). The remaining 101 interviewees (10%) were in groups of between 3 and 50 people (the latter was a hunt supporters group).
- 5.4 The mean group size (i.e. the interviewee and any other people with them) was 1.7 people. Just 87 interviewees (8%) had 1 or more minors (under 18s) with them.
- 5.5 Over half of the interviewees (628 interviewees, 59%) had at least 1 dog with them, resulting in a total of 824 dogs. Nearly half of these dogs (352 dogs, 43%) were off lead at the time of the interview.
- 5.6 At individual survey points, the proportion of the interviewees' dogs that were off lead at the time of the interview ranged from 13% (at North Walney) to 81% (at Arnside) (see Table 7). Note, however, that many of the interviews took place in car parks, and this observation may not necessarily be representative of their entire visit.

Table 7: Number of dogs with the interviewed groups, including the number that were on/off lead at the time of the interview, by survey point. The highest value in each row is highlighted in red. Survey points that were located in car parks are marked with *.

Survey point	Winter	Spring	On lead	Off lead	Total dogs
1 - Sandscale Haws *	✓		39 (70%)	17 (30%)	56 (100%)
2 - North Walney *	✓		48 (87%)	7 (13%)	55 (100%)
3 - South Walney *		✓	0	0	0
4 - Foulney Island *		✓	9 (60%)	6 (40%)	15 (100%)
5 - Bardsea *	✓		8 (40%)	12 (60%)	20 (100%)
6 - Grange over Sands	✓		31 (86%)	5 (14%)	36 (100%)
7 - Arnside	✓		5 (19%)	22 (81%)	27 (100%)
8 - Silverdale	✓		16 (50%)	16 (50%)	32 (100%)
9 - Bolton-le-Sands *	✓		18 (30%)	42 (70%)	60 (100%)
10 - Hest Bank *	✓		27 (37%)	46 (63%)	73 (100%)
11 - Morecambe Seafront	✓		8 (42%)	11 (58%)	19 (100%)
12 - Half Moon Bay	✓		23 (47%)	26 (53%)	49 (100%)
13 - Potts Corner *	✓		6 (35%)	11 (65%)	17 (100%)
14 - Aldcliffe Marsh		✓	13 (54%)	11 (46%)	24 (100%)
15 - Conder Green *	✓		12 (67%)	6 (33%)	18 (100%)
16 - Pilling Lanes End *	✓		24 (47%)	27 (53%)	51 (100%)
17 - Pilling Sands *	✓		20 (67%)	10 (33%)	30 (100%)
18 - Knott End	✓		19 (70%)	8 (30%)	27 (100%)
19 - Wyre Estuary Country Park *	✓		52 (73%)	19 (27%)	71 (100%)
20 - Fleetwood	✓		17 (68%)	8 (32%)	25 (100%)
21 - Rossall Point	✓	✓	77 (65%)	42 (35%)	119 (100%)
Total			472 (57%)	352 (43%)	824 (100%)

Visit type (Q1)

- 5.7 Overall, 899 interviewees (85%) were on a day trip or short visit from home, 126 interviewees (12%) were on holiday, including staying in caravans or motorhomes, 24 interviewees (2%) were staying with friends or family, and 7 interviewees (1%) didn't fit into any of the above categories. Some of those on holiday were breaking up longer journeys, for example stopping over on their way up to Scotland. These proportions were very similar between the two survey periods (Table 8).

Table 8: Visit type of interviewees (Q1) by survey period.

Survey period	Day trip or short visit from home	Staying away from home on holiday	Staying with friends or family	None of the above	Total
Winter	764 (85%)	107 (12%)	19 (2%)	6 (1%)	896 (100%)
Spring	135 (84%)	19 (12%)	5 (2%)	1 (1%)	160 (100%)
Total	899 (85%)	126 (12%)	24 (2%)	7 (1%)	1,056 (100%)

Activity (Q2-3)

- 5.8 In both survey periods, the most common main activities were dog walking and walking, with 53% of all interviewees dog walking and 33% walking (Table 9 and Table 10). The 'other activity' column includes any activities named by fewer than 5 interviewees, such as photography, having a picnic and going to the play park.
- 5.9 Dog walking was the most common main activity of interviewees at 15 of the 21 survey locations, with the proportion of dog walkers highest at Potts Corner (80%) (see Maps 5 and 6).
- 5.10 For those on a day trip or short visit from home, 58% were dog walking and 30% were walking.

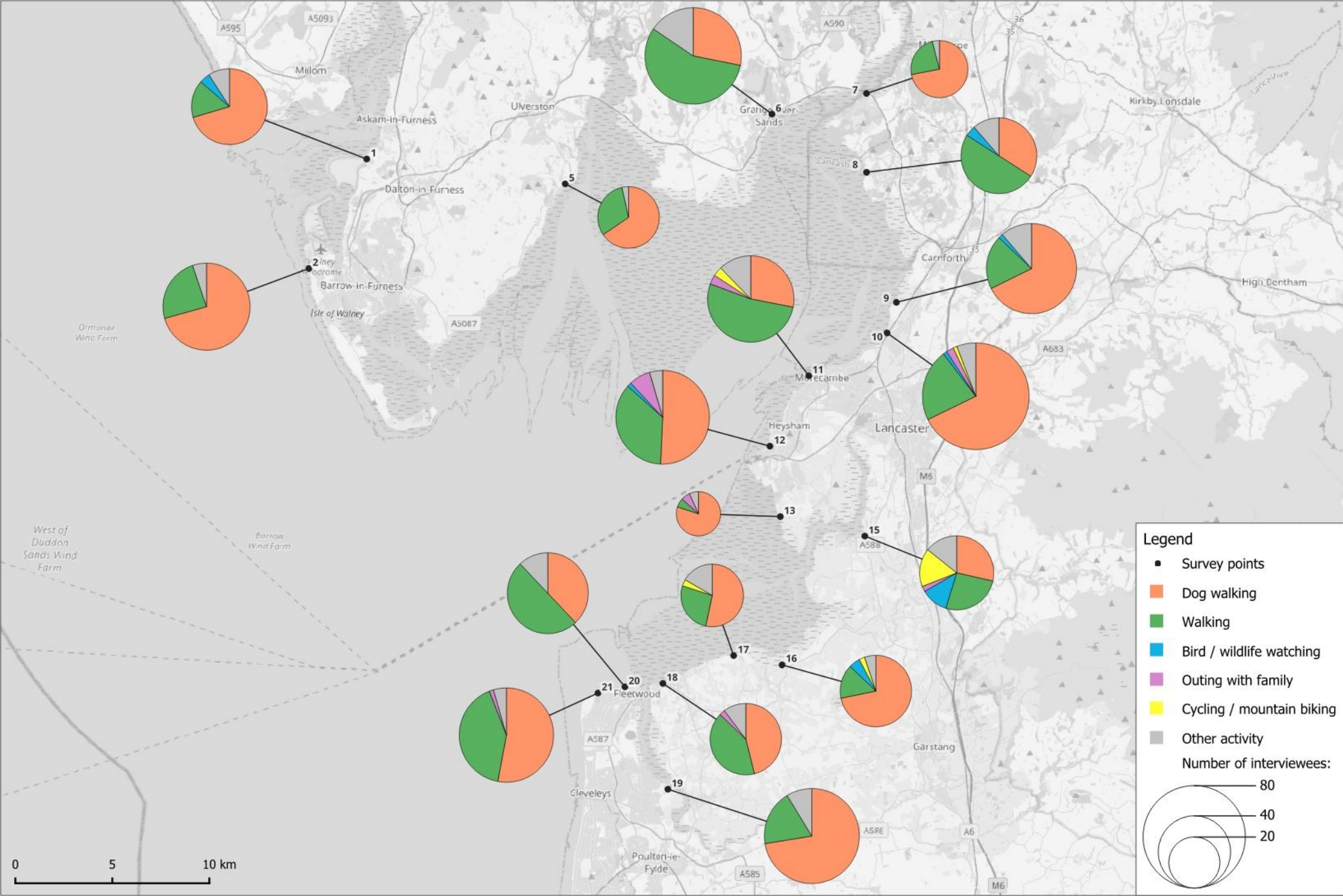
Table 9: Main activity of interviewees (Q2) by survey point, over the winter period. The highest value in each row is highlighted in red.

Survey point	Dog walking	Walking	Bird / wildlife watching	Visiting a café	Outing with family	Cycling / mountain biking	Jogging / running	Sightseeing / exploring	Shopping	Other activity	Total
1 - Sandscale Haws	31 (70%)	7 (16%)	2 (5%)	0 (0%)	0 (0%)	0 (0%)	1 (2%)	2 (5%)	0 (0%)	1 (2%)	44 (100%)
2 - North Walney	41 (71%)	14 (24%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (5%)	58 (100%)
5 - Bardsea	19 (66%)	9 (31%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (3%)	29 (100%)
6 - Grange over Sands	20 (28%)	40 (56%)	0 (0%)	2 (3%)	0 (0%)	0 (0%)	0 (0%)	1 (1%)	1 (1%)	7 (10%)	71 (100%)
7 - Arnside	18 (72%)	6 (24%)	0 (0%)	1 (4%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	25 (100%)
8 - Silverdale	15 (34%)	22 (50%)	2 (5%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (2%)	1 (2%)	3 (7%)	44 (100%)
9 - Bolton-le-Sands	42 (68%)	12 (19%)	1 (2%)	2 (3%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	5 (8%)	62 (100%)
10 - Hest Bank	59 (68%)	19 (22%)	1 (1%)	3 (3%)	2 (2%)	1 (1%)	0 (0%)	0 (0%)	0 (0%)	2 (2%)	87 (100%)
11 - Morecambe Seafront	16 (28%)	30 (53%)	0 (0%)	5 (9%)	2 (4%)	2 (4%)	0 (0%)	0 (0%)	1 (2%)	1 (2%)	57 (100%)
12 - Half Moon Bay	34 (51%)	24 (36%)	1 (1%)	0 (0%)	5 (7%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (4%)	67 (100%)
13 - Potts Corner	12 (80%)	1 (7%)	0 (0%)	0 (0%)	1 (7%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (7%)	15 (100%)
15 - Conder Green	12 (29%)	11 (26%)	5 (12%)	0 (0%)	1 (2%)	7 (17%)	4 (10%)	0 (0%)	1 (2%)	1 (2%)	42 (100%)
16 - Pilling Lanes End	28 (72%)	6 (15%)	2 (5%)	0 (0%)	0 (0%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	2 (5%)	39 (100%)
17 - Pilling Sands	16 (53%)	8 (27%)	0 (0%)	1 (3%)	0 (0%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	4 (13%)	30 (100%)
18 - Knott End	18 (46%)	16 (41%)	0 (0%)	0 (0%)	1 (3%)	0 (0%)	1 (3%)	0 (0%)	1 (3%)	2 (5%)	39 (100%)
19 - Wyre Estuary Country Park	50 (72%)	13 (19%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	6 (9%)	69 (100%)
20 - Fleetwood	19 (38%)	25 (50%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (2%)	0 (0%)	1 (2%)	4 (8%)	50 (100%)
21 - Rossall Point	36 (53%)	28 (41%)	0 (0%)	0 (0%)	1 (1%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (4%)	68 (100%)
Winter total	486 (54%)	291 (32%)	14 (2%)	14 (2%)	13 (1%)	12 (1%)	7 (1%)	4 (<1%)	6 (1%)	49 (5%)	896 (100%)

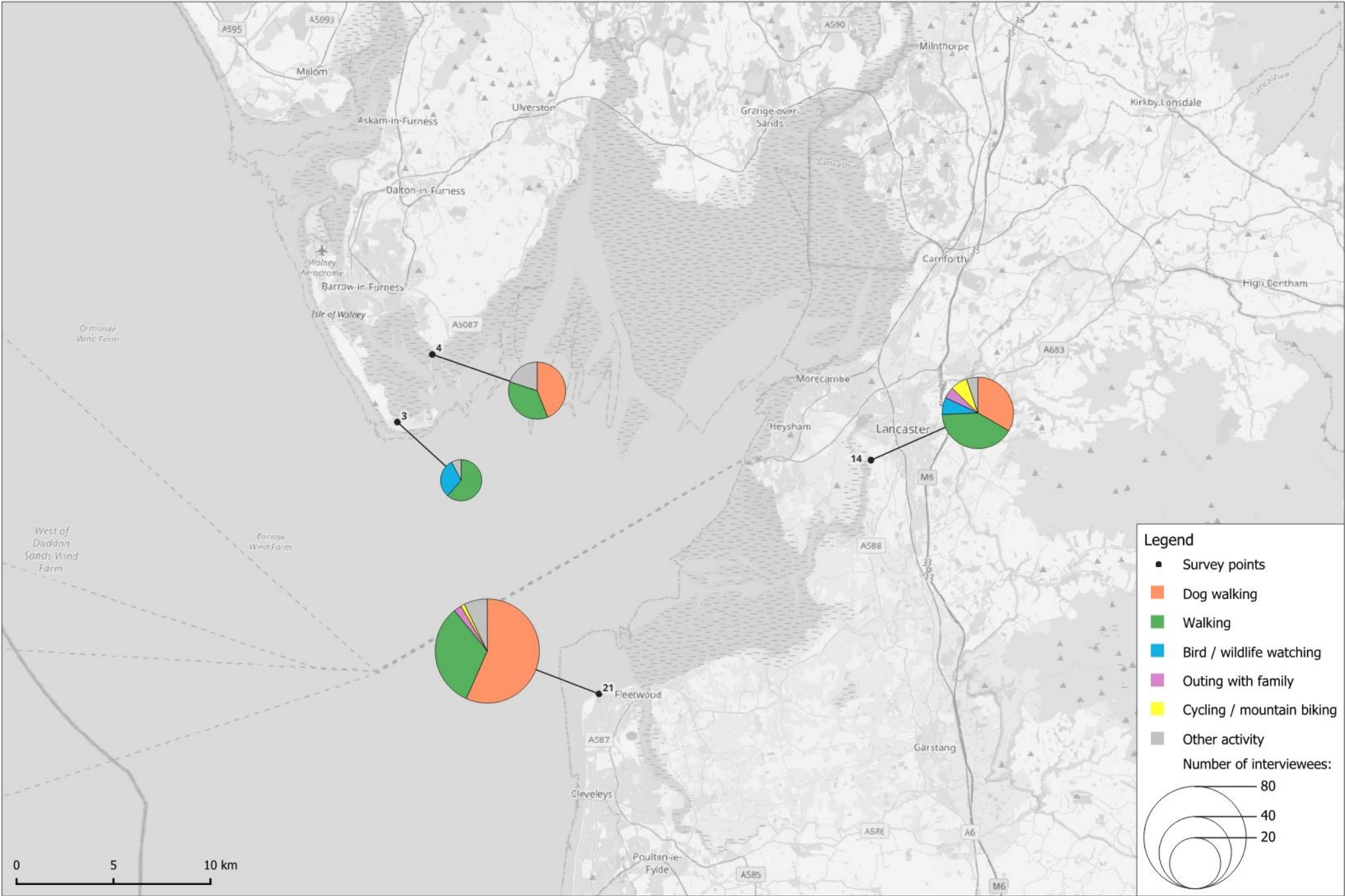
Table 10: Main activity of interviewees (Q2) by survey point, in the spring. The highest value in each row is highlighted in red.

Survey point	Dog walking	Walking	Bird / wildlife watching	Visiting a café	Outing with family	Cycling / mountain biking	Jogging / running	Sightseeing / exploring	Shopping	Other activity	Total
3 - South Walney	0 (0%)	8 (62%)	4 (31%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (8%)	0 (0%)	0 (0%)	13 (100%)
4 - Foulney Island	11 (44%)	9 (36%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (4%)	0 (0%)	4 (16%)	25 (100%)
14 - Aldcliffe Marsh	13 (33%)	16 (41%)	3 (8%)	0 (0%)	2 (5%)	3 (8%)	1 (3%)	0 (0%)	0 (0%)	1 (3%)	39 (100%)
21 - Rossall Point	47 (57%)	27 (33%)	0 (0%)	0 (0%)	2 (2%)	1 (1%)	0 (0%)	1 (1%)	0 (0%)	5 (6%)	83 (100%)
Spring total	71 (44%)	60 (38%)	7 (4%)	0 (0%)	4 (3%)	4 (3%)	1 (1%)	3 (2%)	0 (0%)	10 (6%)	160 (100%)

Map 5: Main activity of interviewees at each survey point - winter



Map 6: Main activity of interviewees at each survey point - spring



5.11 Interviewees were also asked to name any other activities that they, or people with them, were undertaking during their visit that day, and these additional activities are summarised alongside the main activities in Figure 2. Some activities, such as visiting a café, were named more frequently as an additional activity than as a main activity, however dog walking and walking remained the most common activities, even when taking into account the additional activities.

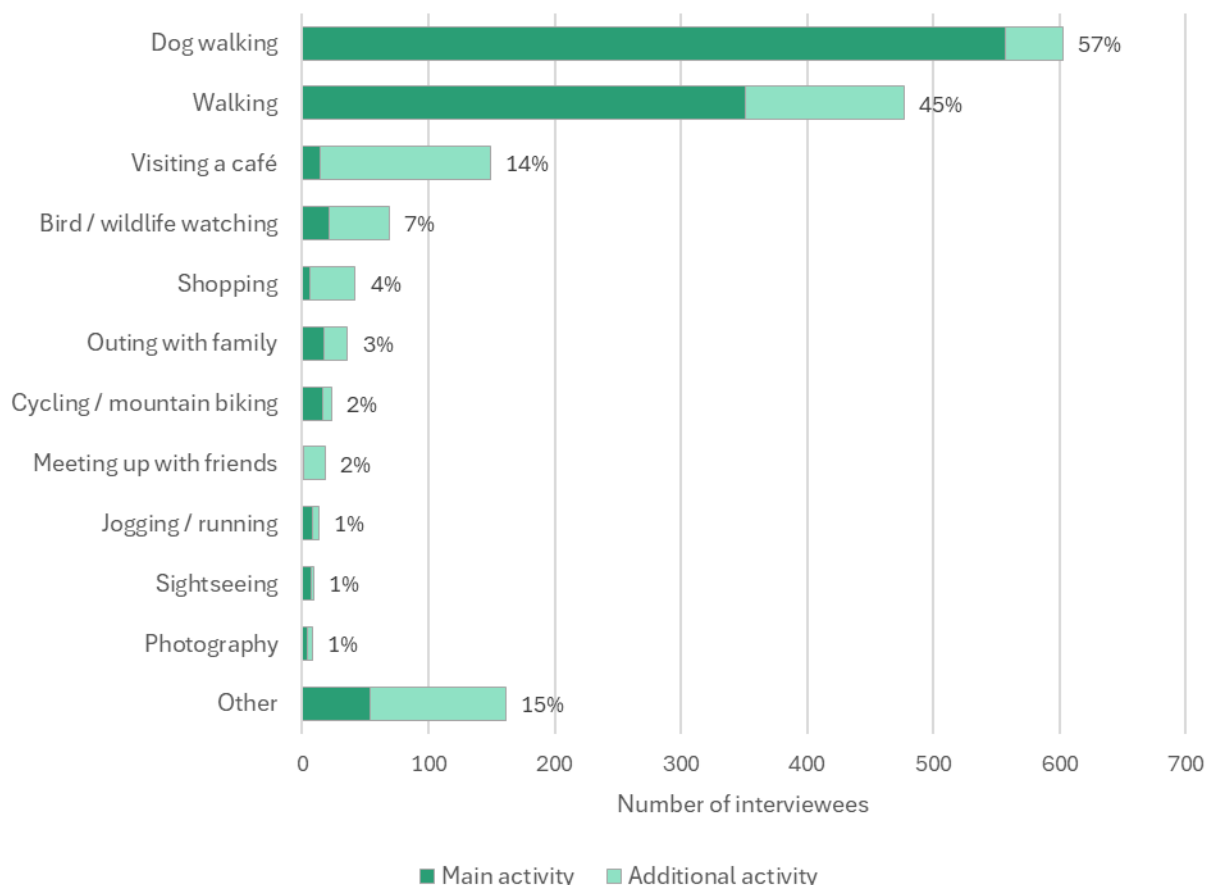


Figure 2: Activities undertaken by interviewees and others in their group, for both survey periods combined. Includes both their main activity (Q2) and any additional activities (Q3). Labels indicate the percentage of interviewees who named each activity type (whether as a main activity or an additional activity). Percentages will not add up to 100 since Q3 was a multiple-choice question.

Visit frequency (Q4)

- 5.12 Over half of the interviewees (615, 58%) indicated that they visit the location where they were interviewed at least once a week, including 240 interviewees (23%) who visit at least once a day (Figure 3).
- 5.13 For those on a day trip or short visit from home, 67% visit at least once a week, and 27% at least once a day.
- 5.14 Interviewees at Knott End, North Walney and Rossall Point were particularly regular visitors, with over half of them visiting either 'daily' or 'most days'. South Walney was the only location where none of the interviewees visited more than once a month, and it also had the highest proportion of interviewees visiting for the first time (54%).
- 5.15 Among dog walkers, 51% visited either 'daily' or 'most days', whereas for walkers this figure was 23%.
- 5.16 By assigning an estimated annual number of visits to each category⁵, the average interviewee had made 135 visits in the past year to the location where they were interviewed, equivalent to 2 or 3 visits per week.

⁵ "Daily" = 350 visits; "Most days" = 200 visits; "1 to 3 times a week" = 110 visits; "2 to 3 times per month" = 27.5 visits; "Once a month" = 10.5 visits; "Less than once a month" = 3 visits; "First visit" = 1 visit. Typical visit frequency is then the average based on the number of interviewees that gave each of the above categories.

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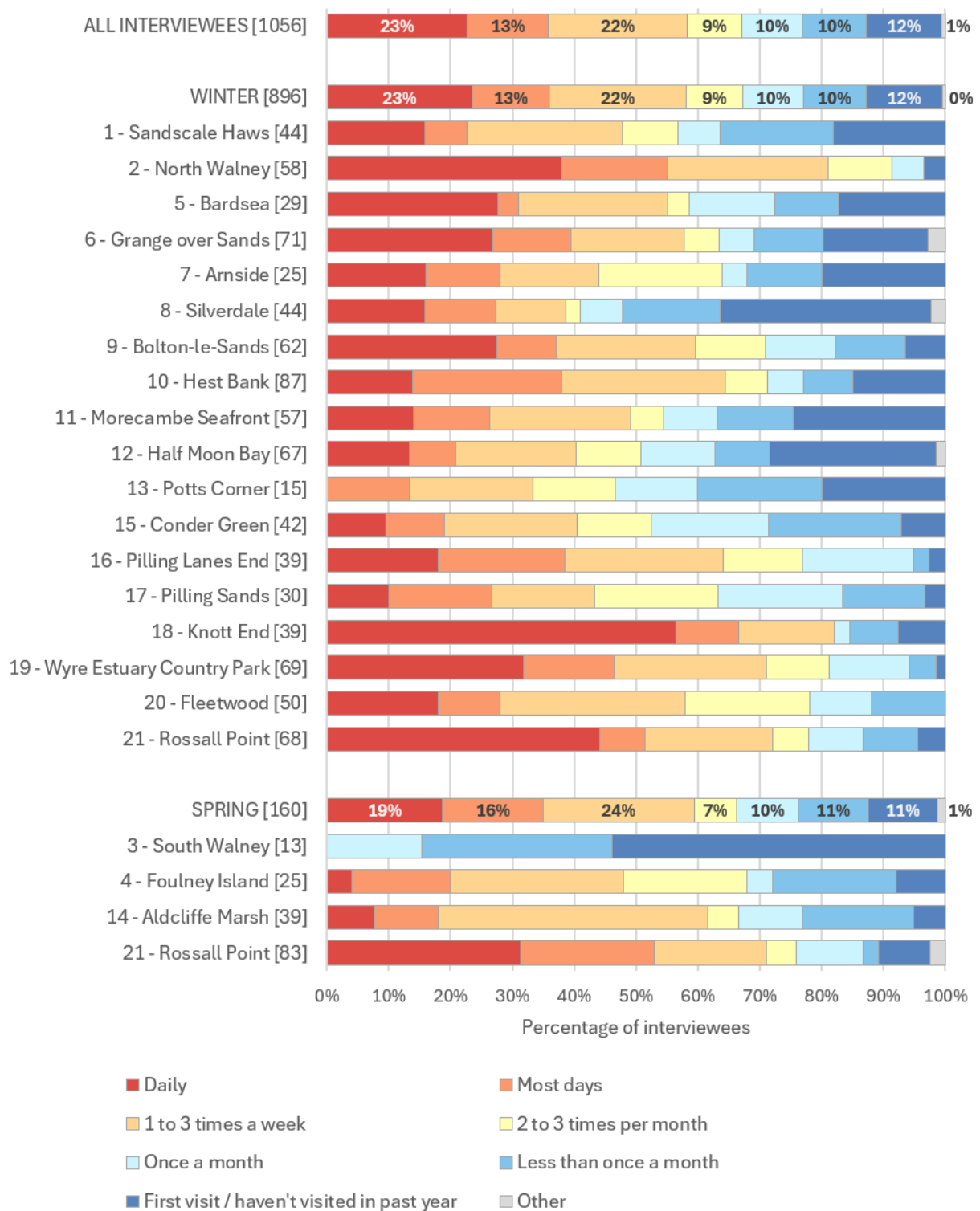


Figure 3: Visit frequency of interviewees (Q4) by season and survey point. Numbers in square brackets are the sample size.

Visit duration (Q5)

- 5.17 The most common visit duration was 30 minutes to 1 hour, given by 392 interviewees (37%), followed by 1 to 2 hours, given by 361 interviewees (34%).
- 5.18 Weekend visits were slightly longer than weekday visits, with 55% of weekend interviewees spending more than an hour on site compared to 46% of weekday interviewees.
- 5.19 Visit duration varied by survey location, with visits typically longest at Conder Green, South Walney and Knott End, and shortest at Potts Corner, Hest Bank and Bolton-le-Sands (Figure 4).
- 5.20 By assigning a single value to each duration category⁶, the typical visit duration was around 83 minutes.

⁶ 'Less than 30 minutes' = 20 minutes; '30 minutes to 1 hour' = 45 minutes; '1 to 2 hours' = 90 minutes; '2 to 3 hours' = 150 minutes; '3 to 4 hours' = 210 minutes and 'More than 4 hours' = 300 minutes. Typical visit duration is then the average based on the number of interviewees that gave each of the above categories.

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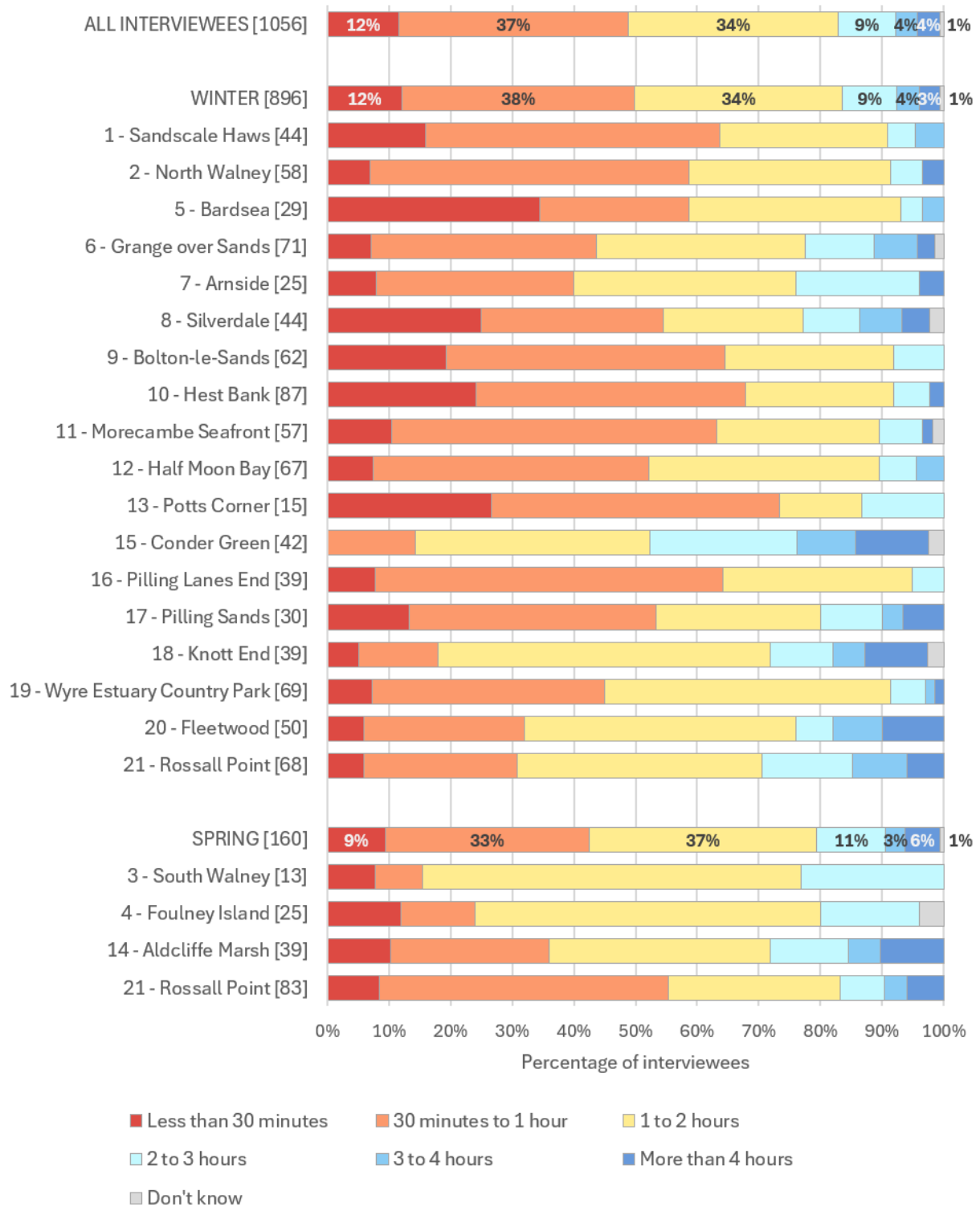


Figure 4: Visit duration of interviewees (Q5) by season and survey point. Numbers in square brackets are the sample size.

Time of day (Q6)

- 5.21 Preferred times to visit were late morning (23% of interviewees) or early morning (20% of interviewees), although over a third (37%) said that the time that they visit varies and they didn't have a particular preference.
- 5.22 A greater proportion of those who were interviewed over the winter period had a preference for a particular time of day, compared to those interviewed in the spring (Table 11).

Table 11: Number of interviewees (%) and the time of day that they tend to visit (Q6), by season. N is the number of interviewees.

Season	N	Early morning	Late morning	Early afternoon	Late afternoon	Evening	Varies / Don't know	First visit
Winter interviewees	896	187 (21%)	217 (24%)	127 (14%)	110 (12%)	87 (10%)	305 (34%)	111 (12%)
Spring interviewees	160	26 (16%)	25 (16%)	16 (10%)	11 (7%)	16 (10%)	82 (51%)	18 (11%)
All interviewees	1,056	213 (20%)	242 (23%)	143 (14%)	121 (11%)	103 (10%)	387 (37%)	129 (12%)

Time of year (Q7)

- 5.23 The majority of interviewees (765 interviewees, 72%) stated that they visit equally all year round (Table 12). The second most common response (excluding those on their first visit) was a preference for visiting in summer (96 interviewees, 9%).
- 5.24 Visiting equally all year round was the most common response (excluding those who were on their first visit or who were unsure) at all survey points, although the proportion ranged from 23% at South Walney to 90% at Bolton-le-Sands (Table 12).

Table 12: Number of interviewees (%) and the time of year that they tend to visit (Q7), by season and survey point. N is the number of interviewees. The highest two values in each row are highlighted in red (excluding 'first visit' or 'don't know').

Season / Survey point	N	Spring (Mar-May)	Summer (Jun-Aug)	Autumn (Sep-Nov)	Winter (Dec-Feb)	Equally all year	First visit	Don't know
1 - Sandscale Haws	44	2 (5%)	5 (11%)	1 (2%)	1 (2%)	29 (66%)	8 (18%)	0 (0%)
2 - North Walney	58	3 (5%)	9 (16%)	0 (0%)	1 (2%)	46 (79%)	2 (3%)	0 (0%)
5 - Bardsea	29	1 (3%)	4 (14%)	2 (7%)	1 (3%)	18 (62%)	5 (17%)	0 (0%)
6 - Grange over Sands	71	0 (0%)	1 (1%)	0 (0%)	1 (1%)	50 (70%)	12 (17%)	7 (10%)
7 - Arnside	25	2 (8%)	1 (4%)	2 (8%)	1 (4%)	16 (64%)	5 (20%)	1 (4%)
8 - Silverdale	44	1 (2%)	2 (5%)	1 (2%)	1 (2%)	24 (55%)	15 (34%)	2 (5%)
9 - Bolton-le-Sands	62	0 (0%)	0 (0%)	0 (0%)	1 (2%)	56 (90%)	4 (6%)	1 (2%)
10 - Hest Bank	87	1 (1%)	7 (8%)	3 (3%)	1 (1%)	62 (71%)	13 (15%)	4 (5%)
11 - Morecambe Seafront	57	1 (2%)	8 (14%)	1 (2%)	0 (0%)	33 (58%)	14 (25%)	2 (4%)
12 - Half Moon Bay	67	1 (1%)	5 (7%)	1 (1%)	2 (3%)	40 (60%)	18 (27%)	1 (1%)
13 - Potts Corner	15	0 (0%)	0 (0%)	0 (0%)	1 (7%)	9 (60%)	3 (20%)	2 (13%)
15 - Conder Green	42	2 (5%)	7 (17%)	3 (7%)	2 (5%)	30 (71%)	3 (7%)	0 (0%)
16 - Pilling Lanes End	39	2 (5%)	3 (8%)	2 (5%)	1 (3%)	32 (82%)	1 (3%)	1 (3%)
17 - Pilling Sands	30	1 (3%)	3 (10%)	0 (0%)	2 (7%)	24 (80%)	1 (3%)	0 (0%)
18 - Knott End	39	2 (5%)	3 (8%)	2 (5%)	2 (5%)	30 (77%)	3 (8%)	0 (0%)
19 - Wyre Estuary Country Park	69	5 (7%)	11 (16%)	2 (3%)	3 (4%)	54 (78%)	1 (1%)	0 (0%)
20 - Fleetwood	50	3 (6%)	7 (14%)	2 (4%)	2 (4%)	41 (82%)	0 (0%)	0 (0%)
21 - Rossall Point	68	2 (3%)	6 (9%)	2 (3%)	1 (1%)	57 (84%)	3 (4%)	1 (1%)
Winter total	896	29 (3%)	82 (9%)	24 (3%)	24 (3%)	651 (73%)	111 (12%)	22 (2%)
3 - South Walney	13	2 (15%)	2 (15%)	1 (8%)	0 (0%)	3 (23%)	7 (54%)	0 (0%)
4 - Foulney Island	25	3 (12%)	4 (16%)	5 (20%)	5 (20%)	13 (52%)	2 (8%)	0 (0%)
14 - Aldcliffe Marsh	39	4 (10%)	4 (10%)	2 (5%)	1 (3%)	30 (77%)	2 (5%)	1 (3%)
21 - Rossall Point	83	5 (6%)	4 (5%)	3 (4%)	1 (1%)	68 (82%)	7 (8%)	3 (4%)
Spring total	160	14 (9%)	14 (9%)	11 (7%)	7 (4%)	114 (71%)	18 (11%)	4 (3%)
Total	1,056	43 (4%)	96 (9%)	35 (3%)	31 (3%)	765 (72%)	129 (12%)	26 (2%)

Mode of transport (Q8)

- 5.25 Two thirds of interviewees (693, 66%) had arrived at the survey location that day by car or van and almost a third (329 interviewees, 31%) had come on foot. Other forms of transport were bicycle, bus, train, tram and motorbike.
- 5.26 Car/van was the most common mode of transport at all survey points except Knott End, Aldcliffe Marsh, Grange over Sands and Silverdale, where more people had arrived on foot (Table 14).
- 5.27 The average size of the interviewed groups is broken down by season and mode of transport in Table 13.

Table 13: The average size of the interviewed groups, by season and mode of transport (Q8).

Mode of transport	Average group size – winter	Average group size - spring	Average group size - overall
Car / van	1.8	2.0	1.8
On foot	1.4	1.7	1.4
Bicycle	1.4	2.3	1.7
Bus	1.8	-	1.8
Train / tram	1.8	-	1.8
Motorbike	1.0	-	1.0
Total	1.7	1.9	1.7

Table 14: Number of interviewees (%) and the mode of transport used to reach the survey location that day (Q8), by season and survey point. The highest value in each row is highlighted in red.

Season / Survey point	Car / van	On foot	Bicycle	Bus	Train / tram	Motor -bike	Total
1 - Sandscale Haws	40 (91%)	3 (7%)	0 (0%)	0 (0%)	0 (0%)	1 (2%)	44 (100%)
2 - North Walney	44 (76%)	13 (22%)	1 (2%)	0 (0%)	0 (0%)	0 (0%)	58 (100%)
5 - Bardsea	26 (90%)	3 (10%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	29 (100%)
6 - Grange over Sands	32 (45%)	37 (52%)	0 (0%)	1 (1%)	1 (1%)	0 (0%)	71 (100%)
7 - Arnside	17 (68%)	7 (28%)	0 (0%)	1 (4%)	0 (0%)	0 (0%)	25 (100%)
8 - Silverdale	19 (43%)	23 (52%)	0 (0%)	1 (2%)	1 (2%)	0 (0%)	44 (100%)
9 - Bolton-le-Sands	50 (81%)	12 (19%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	62 (100%)
10 - Hest Bank	50 (57%)	35 (40%)	1 (1%)	1 (1%)	0 (0%)	0 (0%)	87 (100%)
11 - Morecambe Seafront	34 (60%)	18 (32%)	2 (4%)	2 (4%)	1 (2%)	0 (0%)	57 (100%)
12 - Half Moon Bay	42 (63%)	22 (33%)	0 (0%)	2 (3%)	1 (1%)	0 (0%)	67 (100%)
13 - Potts Corner	11 (73%)	4 (27%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	15 (100%)
15 - Conder Green	28 (67%)	8 (19%)	5 (12%)	1 (2%)	0 (0%)	0 (0%)	42 (100%)
16 - Pilling Lanes End	34 (87%)	4 (10%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	39 (100%)
17 - Pilling Sands	24 (80%)	4 (13%)	2 (7%)	0 (0%)	0 (0%)	0 (0%)	30 (100%)
18 - Knott End	11 (28%)	28 (72%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	39 (100%)
19 - Wyre Estuary Country Park	55 (80%)	14 (20%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	69 (100%)
20 - Fleetwood	38 (76%)	11 (22%)	0 (0%)	1 (2%)	0 (0%)	0 (0%)	50 (100%)
21 - Rossall Point	36 (53%)	31 (46%)	0 (0%)	0 (0%)	1 (1%)	0 (0%)	68 (100%)
Winter total	591 (66%)	277 (31%)	12 (1%)	10 (1%)	5 (1%)	1 (0%)	896 (100%)
3 - South Walney	12 (92%)	1 (8%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	13 (100%)
4 - Foulney Island	21 (84%)	3 (12%)	1 (4%)	0 (0%)	0 (0%)	0 (0%)	25 (100%)
14 - Aldcliffe Marsh	14 (36%)	21 (54%)	4 (10%)	0 (0%)	0 (0%)	0 (0%)	39 (100%)
21 - Rossall Point	55 (66%)	27 (33%)	1 (1%)	0 (0%)	0 (0%)	0 (0%)	83 (100%)
Spring total	102 (64%)	52 (33%)	6 (4%)	0 (0%)	0 (0%)	0 (0%)	160 (100%)
Total	693 (66%)	329 (31%)	18 (2%)	10 (1%)	5 (0%)	1 (0%)	1,056 (100%)

Choice of location (Q9-10)

5.28 Reasons that interviewees gave for choosing to visit the location where they were interviewed are summarised in Figure 5. The most commonly cited reasons were the scenery and views (37%), because it is close to home (32%), to be by the sea (24%) and because it is good for their dog (24%).

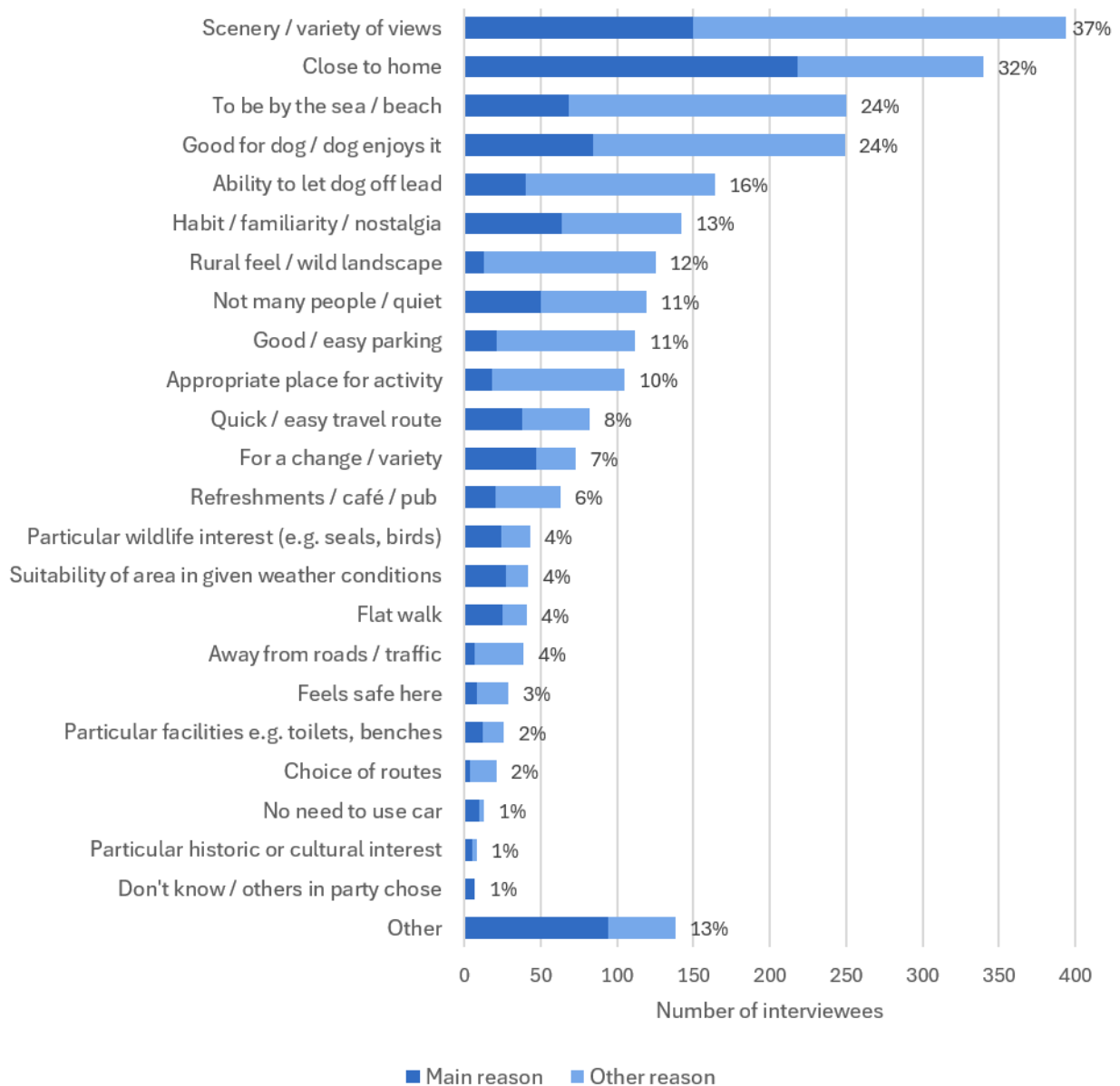


Figure 5: Reasons given by interviewees for choosing to visit the survey location, rather than somewhere else (Q9-10). Interviewees could give multiple reasons and were then asked which one of those was their main reason. They were not prompted or shown any options. Labels indicate the percentage of interviewees who cited each reason.

5.29 The most commonly cited reason for visiting each survey point is shown in Table 15. At most survey points it was either because of the scenery/views or because it was close to home, although at some survey points there were other reasons that were more frequently cited.

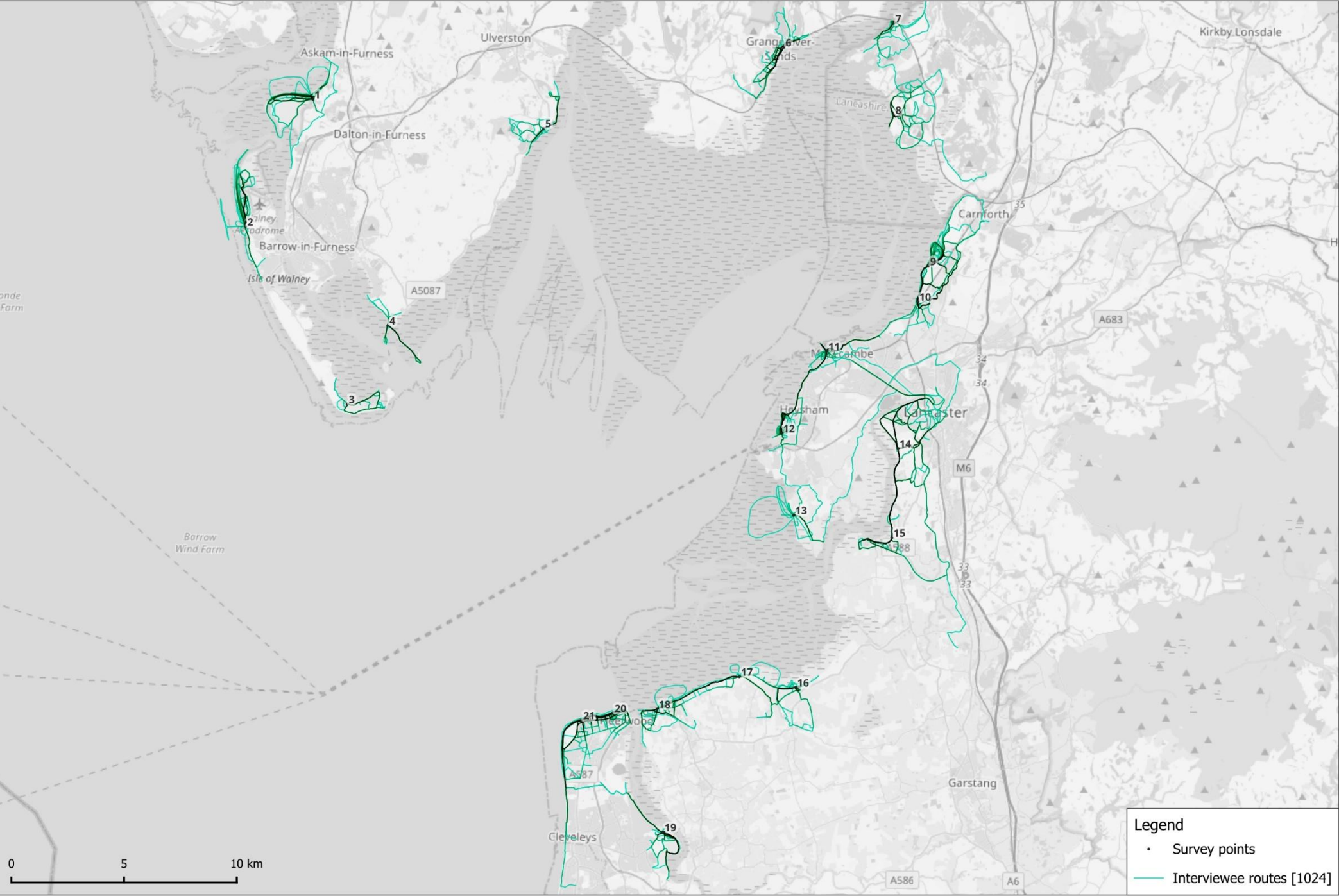
Table 15: The most commonly cited reason for choosing to visit each survey point (Q9).

Survey point	Most common reason for visiting
1 - Sandscale Haws	Scenery / variety of views
2 - North Walney	Close to home
3 - South Walney	Particular wildlife interest (e.g. seals, birds)
4 - Foulney Island	Close to home; Scenery / variety of views
5 - Bardsea	Close to home
6 - Grange over Sands	Scenery / variety of views
7 - Arnside	To be by the sea
8 - Silverdale	Scenery / variety of views
9 - Bolton-le-Sands	Scenery / variety of views
10 - Hest Bank	Scenery / variety of views
11 - Morecambe Seafront	Scenery / variety of views
12 - Half Moon Bay	Scenery / variety of views
13 - Potts Corner	Good for dog / dog enjoys it
14 - Aldcliffe Marsh	Scenery / variety of views
15 - Conder Green	Close to home
16 - Pilling Lanes End	Close to home
17 - Pilling Sands	Not many people
18 - Knott End	Close to home
19 - Wyre Estuary Country Park	Close to home
20 - Fleetwood	To be by the sea
21 - Rossall Point	To be by the sea

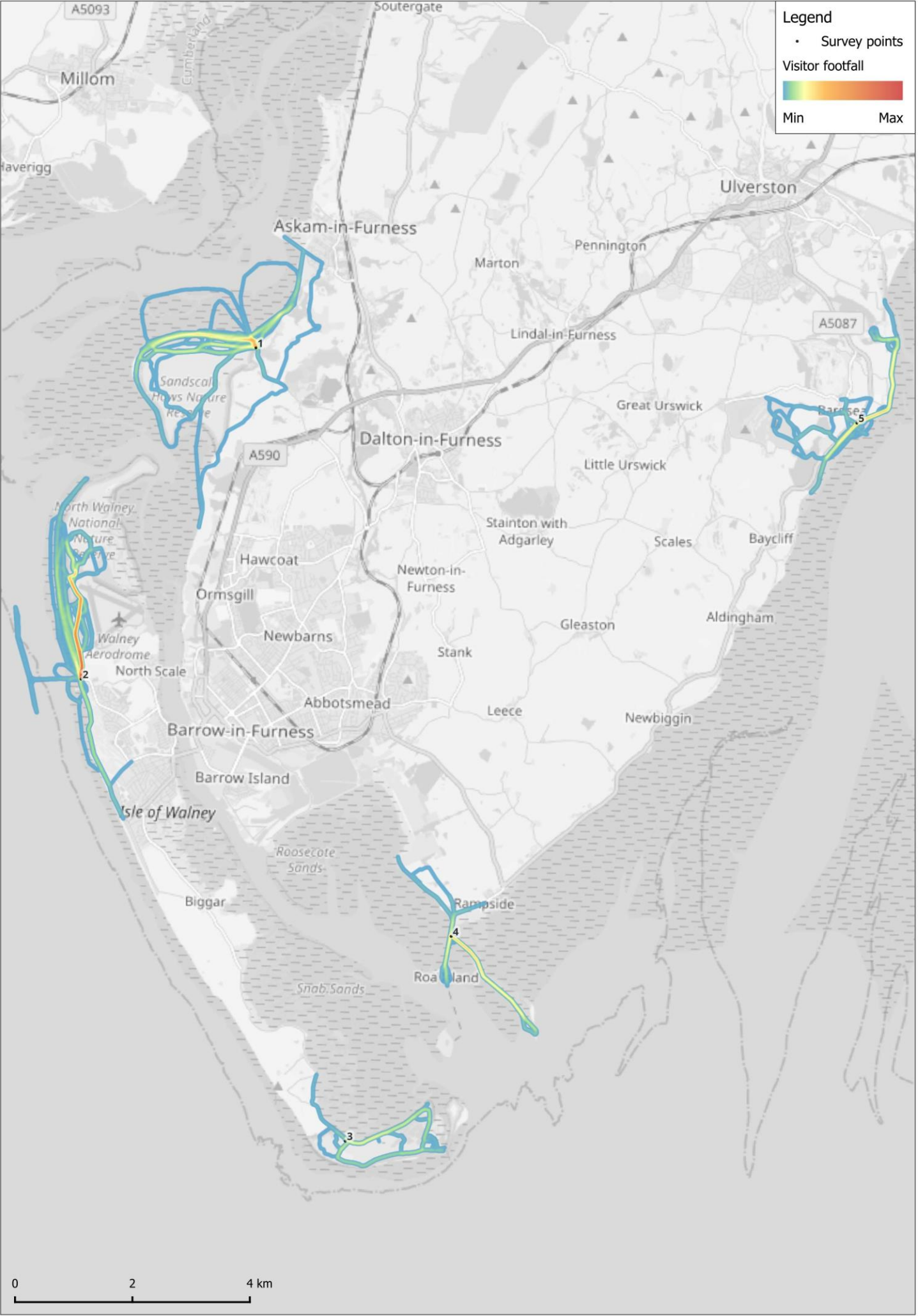
Routes taken on site (Q11-13)

5.30 Most interviewees (1024, 97%) were able to describe to the surveyor the route that they had taken (or planned to take) during their visit. These routes have been digitised from the paper maps and are shown as lines in Map 7 and as a series of heatmaps in Maps 8 to 11. These maps highlight the areas with the highest footfall, such as the promenades at Fleetwood and Grange over Sands, Heysham Barrows, Hest Bank, and the Lune Estuary Path between Conder Green and Lancaster.

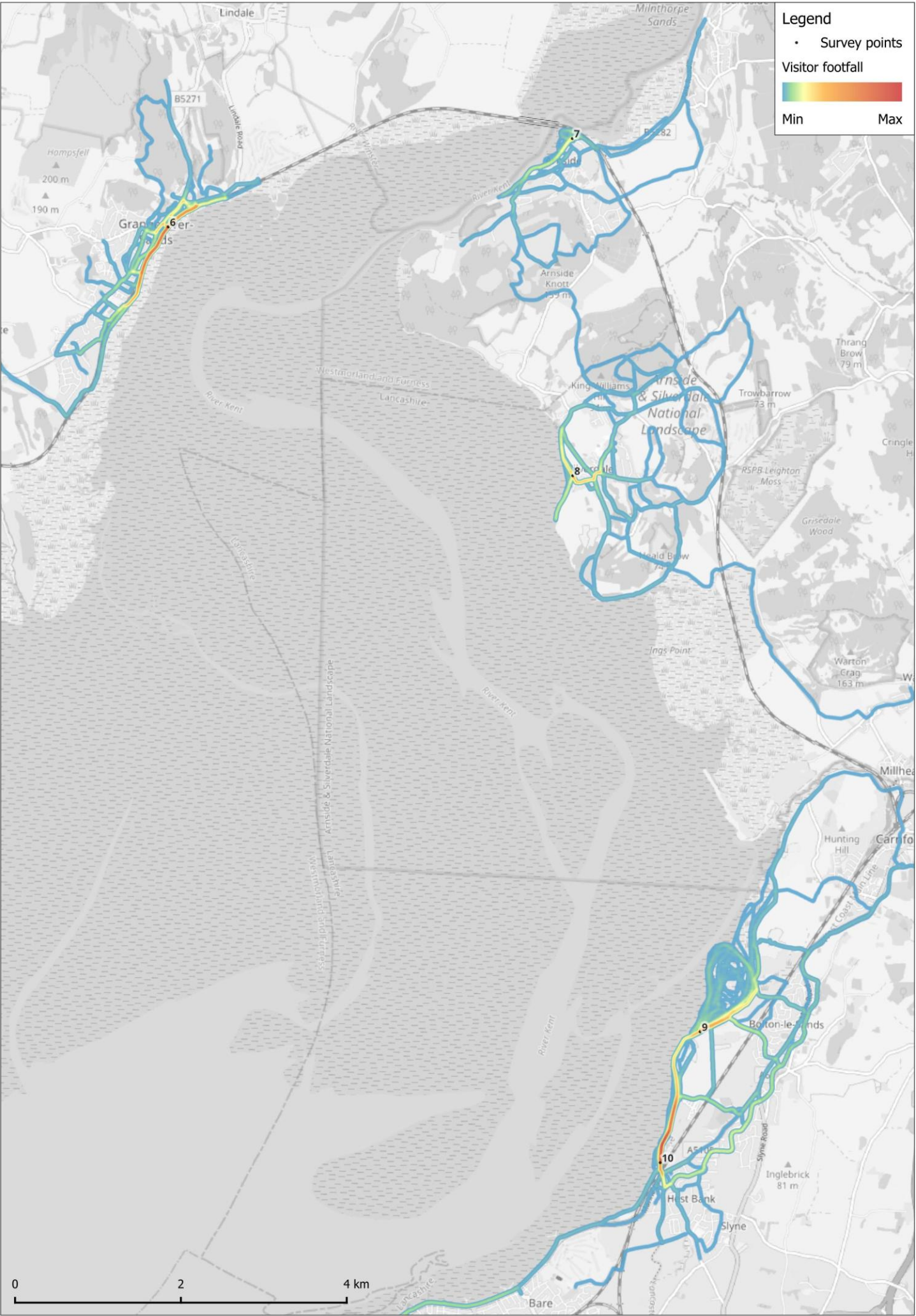
Map 7: Routes taken by interviewees during their visit. Darker lines indicate overlapping routes.



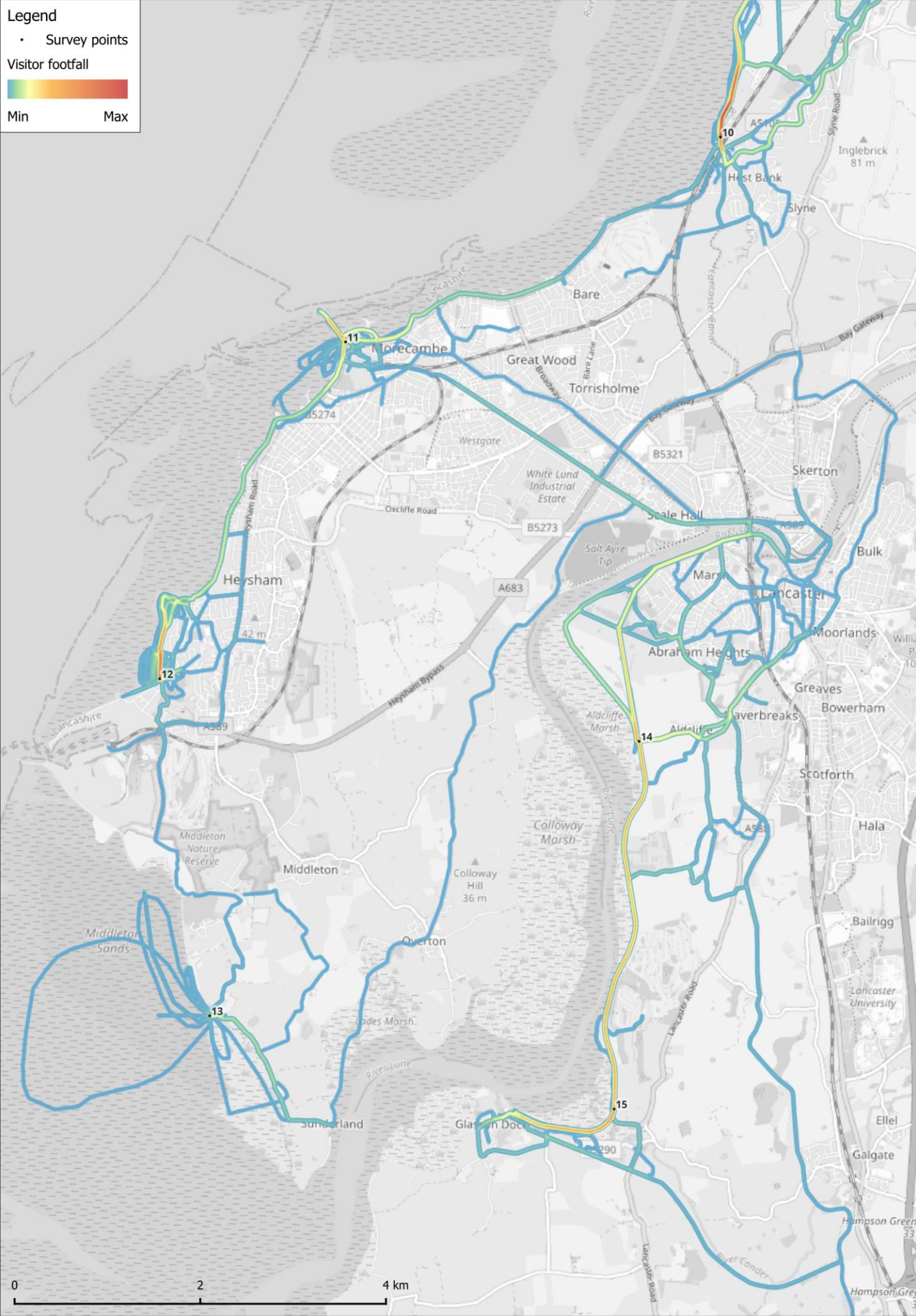
Map 8: Heatmap of routes taken by interviewees during their visit - Sandscale Haws to Bardsea.



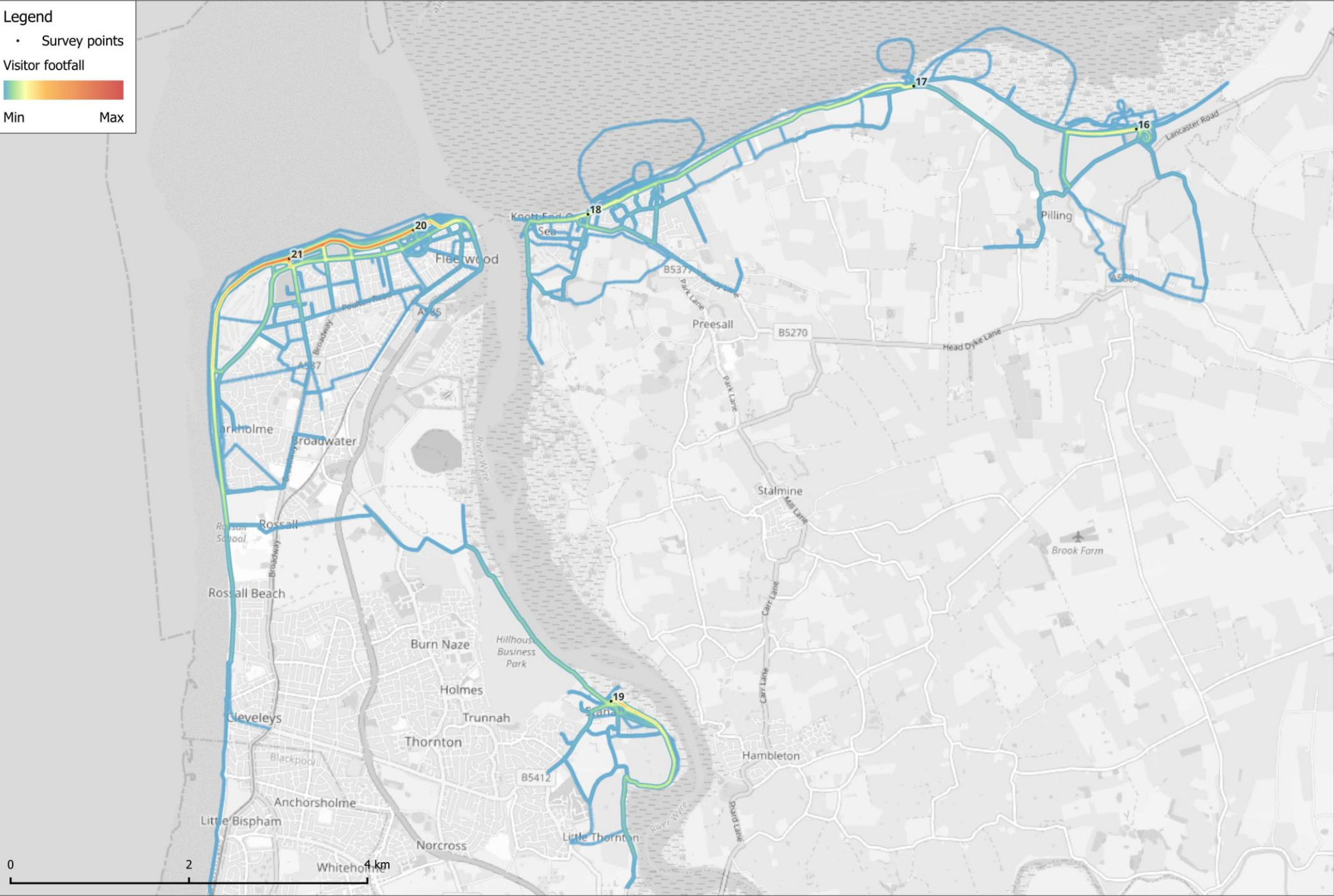
Map 9: Heatmap of routes taken by interviewees during their visit - Grange over Sands to Hest Bank.



Map 10: Heatmap of routes taken by interviewees during their visit - Hest Bank to Aldcliffe Marsh.



Map 11: Heatmap of routes taken by interviewees during their visit - Pilling Lanes End to Rossall Point.



- 5.31 Nearly a quarter of the interviewees' routes (22%) passed through the foreshore, as defined by Ordnance Survey (the area between Mean High Water and Mean Low Water). This proportion ranged from 0% at South Walney and Grange over Sands, to 84% at Sandscale Haws.
- 5.32 Most interviewees (543 interviewees, 51%) indicated that their route that day was typical for when they visit the interview location. However, 132 interviewees (13%) said that their route was much shorter than normal, and 10 interviewees (1%) said that their route was much longer than normal. The remaining interviewees were either on their first visit or didn't have a typical visit.
- 5.33 Overall, the median route length was 2.8 km. For those whose main activity was dog walking it was 2.6 km while for those whose main activity was walking it was slightly longer at 3.5 km.
- 5.34 At individual survey points the median route length ranged from 1.3 km at Arnside to 6.5 km at Aldcliffe Marsh (Figure 6).

Morecambe Bay Visitor Survey 2025-26

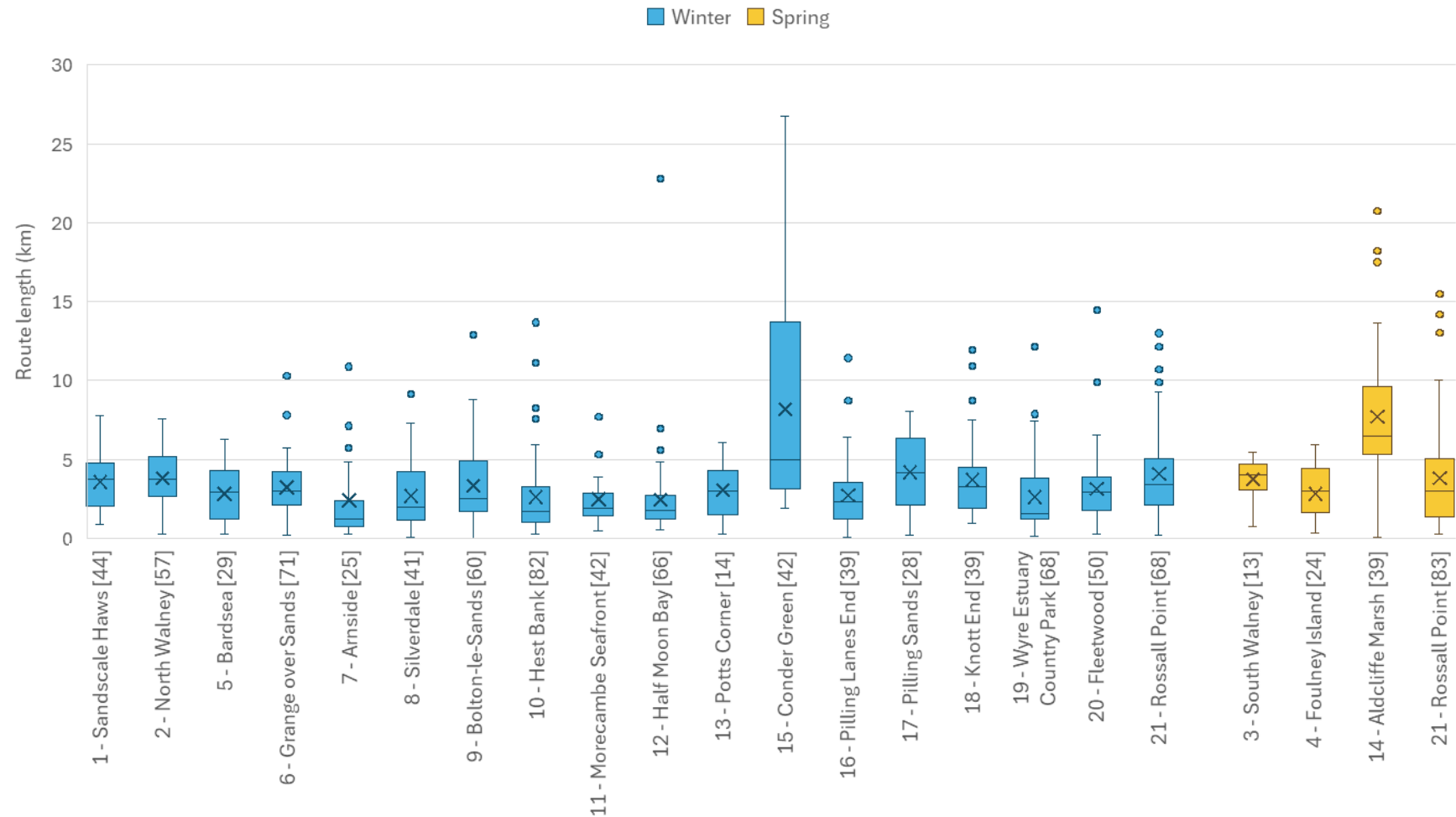


Figure 6: Lengths (km) of routes taken by interviewees by season and survey point. Horizontal lines show the median, crosses indicate the mean, boxes show the interquartile range, whiskers are the maximum and minimum values, and the dots are outliers. Numbers in square brackets indicate the number of routes.

5.35 Factors that had influenced the interviewee's choice of route are summarised in Figure 7. The most common factors were habit e.g. doing their usual route (343 interviewees, 32%), the weather (257 interviewees, 24%) and the time available (127 interviewees, 12%).

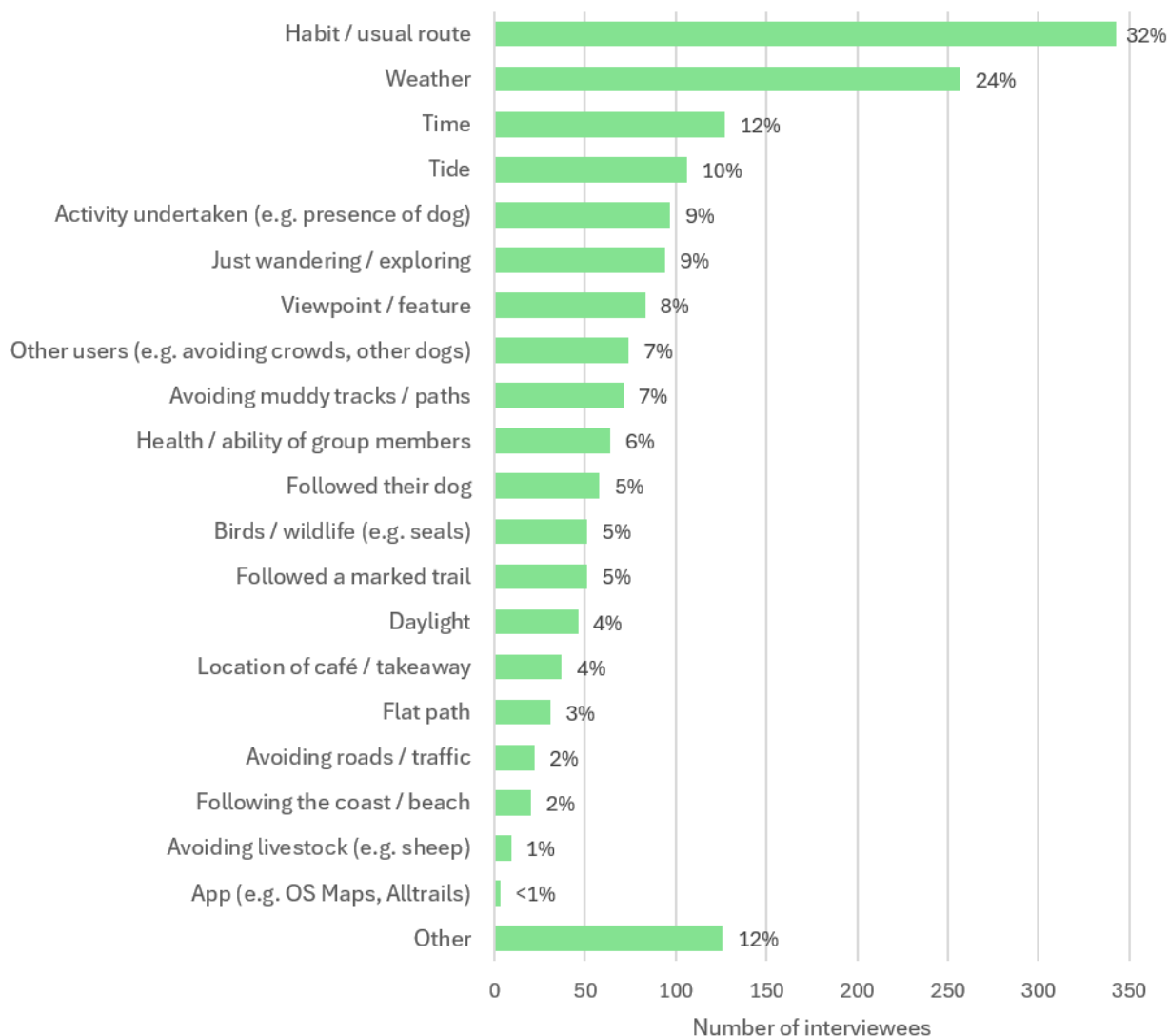


Figure 7: Factors influencing route choice (from Q13). Interviewees were not prompted or shown any options. Labels indicate the percentage of interviewees who cited each factor. Interviewees could cite more than one factor and therefore percentages will not total 100.

Other locations visited (Q14-15)

5.36 When asked where they would have gone that day if they couldn't have visited the interview location, the majority of interviewees (777 interviewees, 74%) named an alternative location. However, 185 interviewees (18%) said

that they wouldn't have visited anywhere else. The remaining interviewees were unsure or didn't answer this question.

5.37 Interviewees were then asked to name up to two other locations that they visit for their activity. Combining the responses to both questions resulted in a list of over 300 different locations. The most frequently named locations were Lancaster Canal (88 interviewees, 8%), Cleveleys (71 interviewees, 7%) and the Lake District (59 interviewees, 6%). Locations that were named by at least four interviewees are summarised as a word cloud in Figure 8, and the location named most frequently at each survey point is shown in Table 16.

Table 16: The most frequently named alternative location to visit (Q14-15), by survey point. Each interviewee could name up to three locations. Non-coastal locations are indicated by *.

Survey point	Most frequently named alternative location
1 - Sandscale Haws	Walney Island
2 - North Walney	Biggar Bank
3 - South Walney	Hoad Hill *
4 - Foulney Island	Roanhead; Walney Island
5 - Bardsea	Birkrigg *
6 - Grange over Sands	Hampsfell *
7 - Arnsdale	Silverdale
8 - Silverdale	Eaves Wood *; Jenny Brown's Point
9 - Bolton-le-Sands	Lancaster Canal *
10 - Hest Bank	Lancaster Canal *
11 - Morecambe Seafront	Heysham
12 - Half Moon Bay	Morecambe
13 - Potts Corner	Morecambe
14 - Aldcliffe Marsh	Lancaster Canal *
15 - Conder Green	Lancaster Canal *
16 - Pilling Lanes End	Fluke Hall
17 - Pilling Sands	Knott End
18 - Knott End	Fleetwood
19 - Wyre Estuary Country Park	Cleveleys
20 - Fleetwood	Cleveleys
21 - Rossall Point	Cleveleys

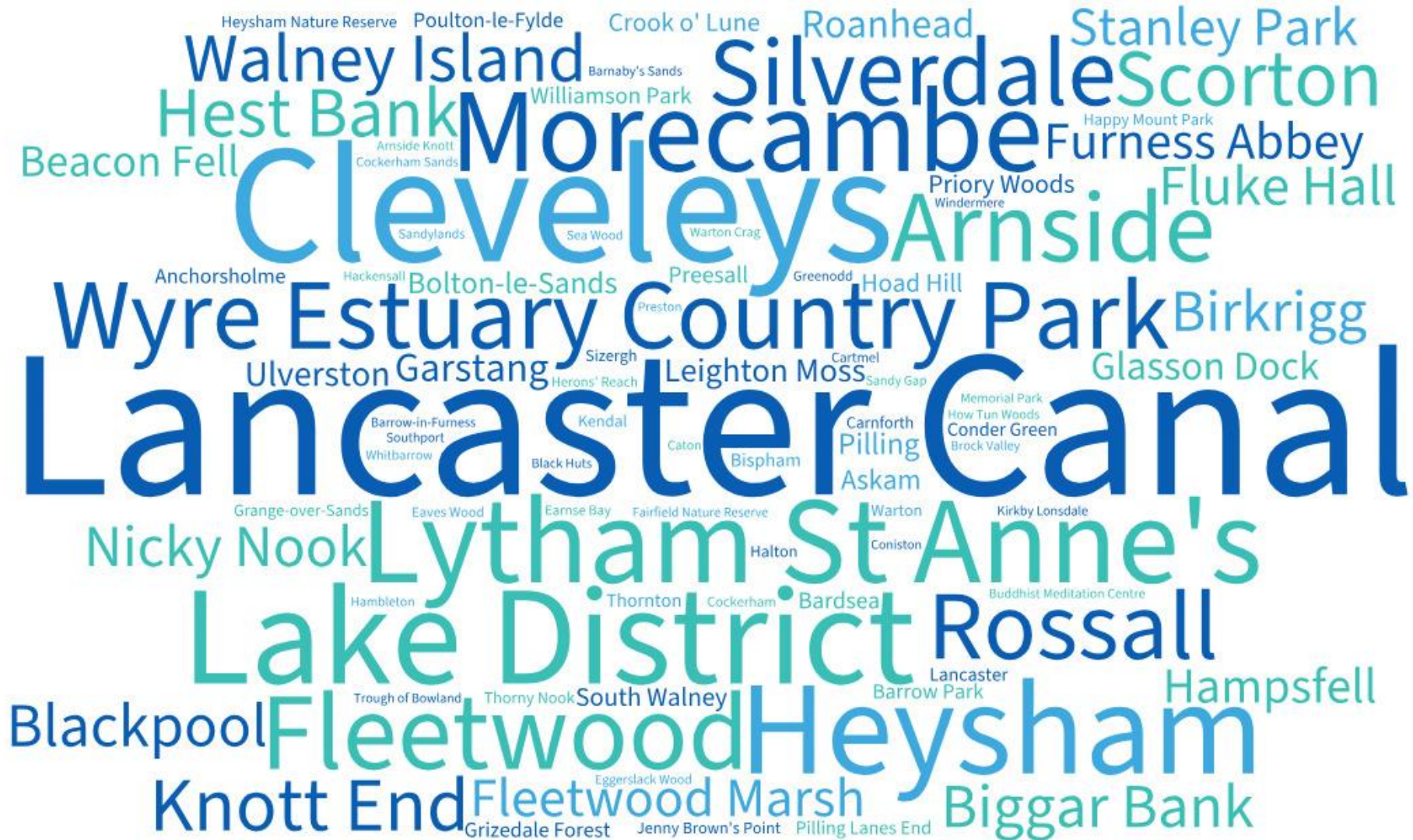


Figure 8: Other locations that interviewees also visit for their activity (Q14-15). Interviewees could name up to three locations. All locations named by at least four interviewees are shown and the size of each word indicates the frequency with which it was named. Graphic created using <https://www.wordclouds.com/>.

Site improvements (Q16)

- 5.38 Nearly half of the interviewees (490 interviewees, 46%) were happy with the location they were visiting that day and did not suggest any changes, and an additional 37 interviewees (4%) were unsure. However, many interviewees did make suggestions about ways in which access could be improved, and these have been categorised into key themes in Figure 9.
- 5.39 The most common suggestions made by interviewees were regarding path maintenance/improvements (8% of interviewees), dog fouling or controls on dogs (7%) and changes to parking (6%). Responses within each of these categories were wide-ranging and often location-specific.
- 5.40 Topics that were raised frequently at particular survey points were:
- North Walney: concerns about coastal erosion and requests for better sea defences (31% of interviewees at that survey point);
 - Grange over Sands: requests for the lido to be re-opened (31%);
 - Arnside: requests for the beach car park to be resurfaced (28%);
 - Pilling Sands: better maintenance of car park, including repairing potholes (27%);
 - Bolton-le-Sands: requests for bins to be emptied more regularly (26%).

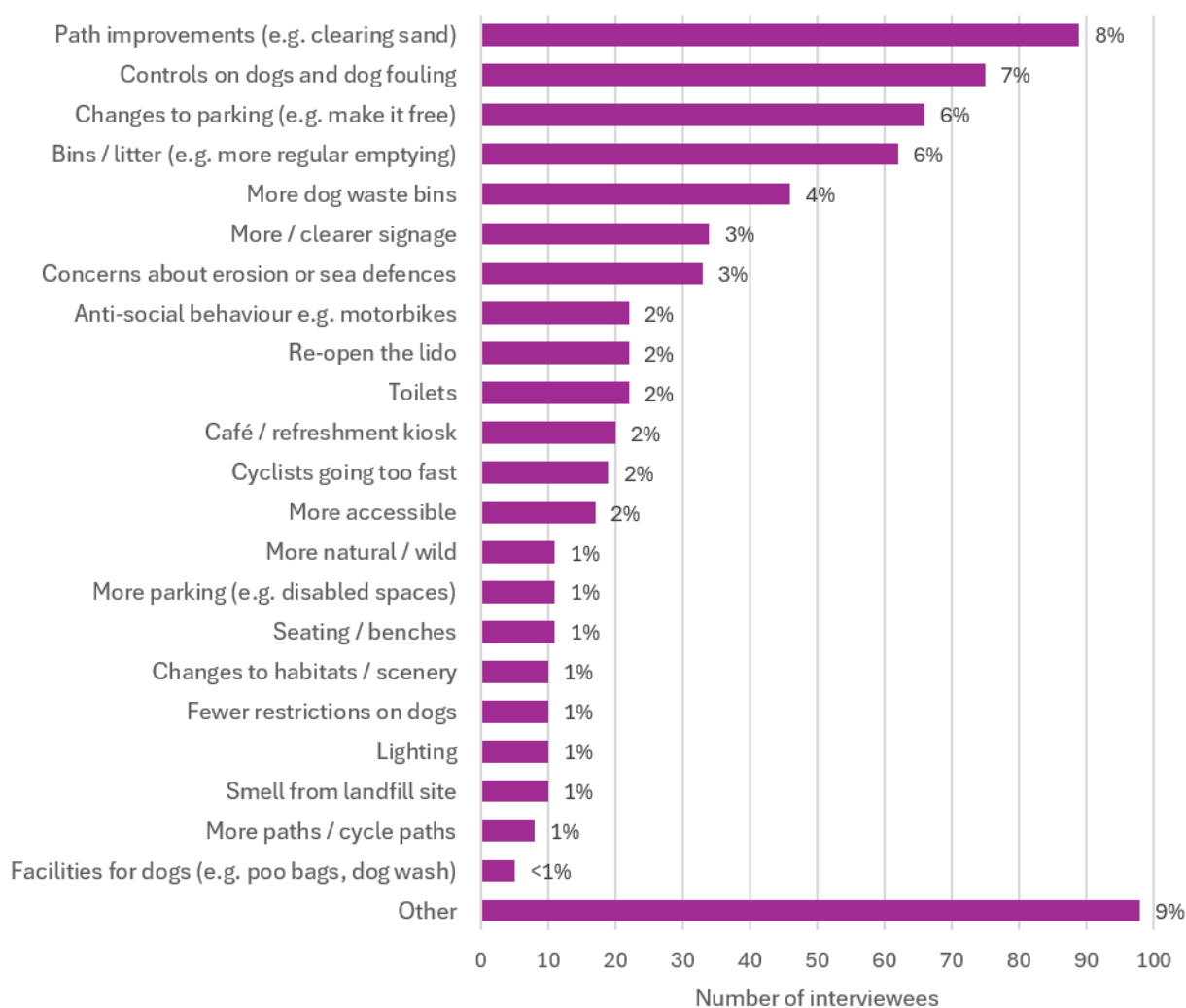


Figure 9: Suggestions made by interviewees for ways in which access could be improved (Q16). Interviewees were not prompted or shown any options. Common themes have been identified from free text responses.

Other comments or feedback (Q17)

5.41 Any additional comments made in response to Q17 that related to suggested improvement to access have been incorporated into the results of Q16. There were also many positive comments about how much they enjoy the area, describing it as 'lovely', 'beautiful', 'friendly' and 'clean'.

Visitor postcodes (Q18-20)

5.42 Full UK postcodes were collected for 994 interviewees (94%), and these have been plotted using GIS. Map 12 displays the interviewees' postcodes by visit type, which shows that most interviewees lived very close to the coast. Those

who were on holiday came from across the country, and there were also some people visiting for the day from nearby cities such as Preston and Manchester.

- 5.43 Postcodes are shown by main activity in Map 13. Those who were dog walking or walking tended to be fairly evenly distributed around the Bay, while those whose main activity was cycling or a family outing mostly originated from Lancaster or Morecambe.
- 5.44 Map 14 displays the interviewees' postcodes by the location that they were interviewed at, indicating that the majority of interviewees were visiting parts of the coast close to where they live.
- 5.45 The interviewees originated from 92 different local authority areas, although the majority were from Wyre (281 interviewees, 28%), Lancaster (280 interviewees, 28%) and Westmorland & Furness (209 interviewees, 21%). Local authorities with at least three interviewees are listed in Table 17.

Table 17: Number (%) of interviewees by local authority area. Only includes local authorities with at least four interviewees. Percentages are calculated using only those interviewees for whom we have full postcodes.

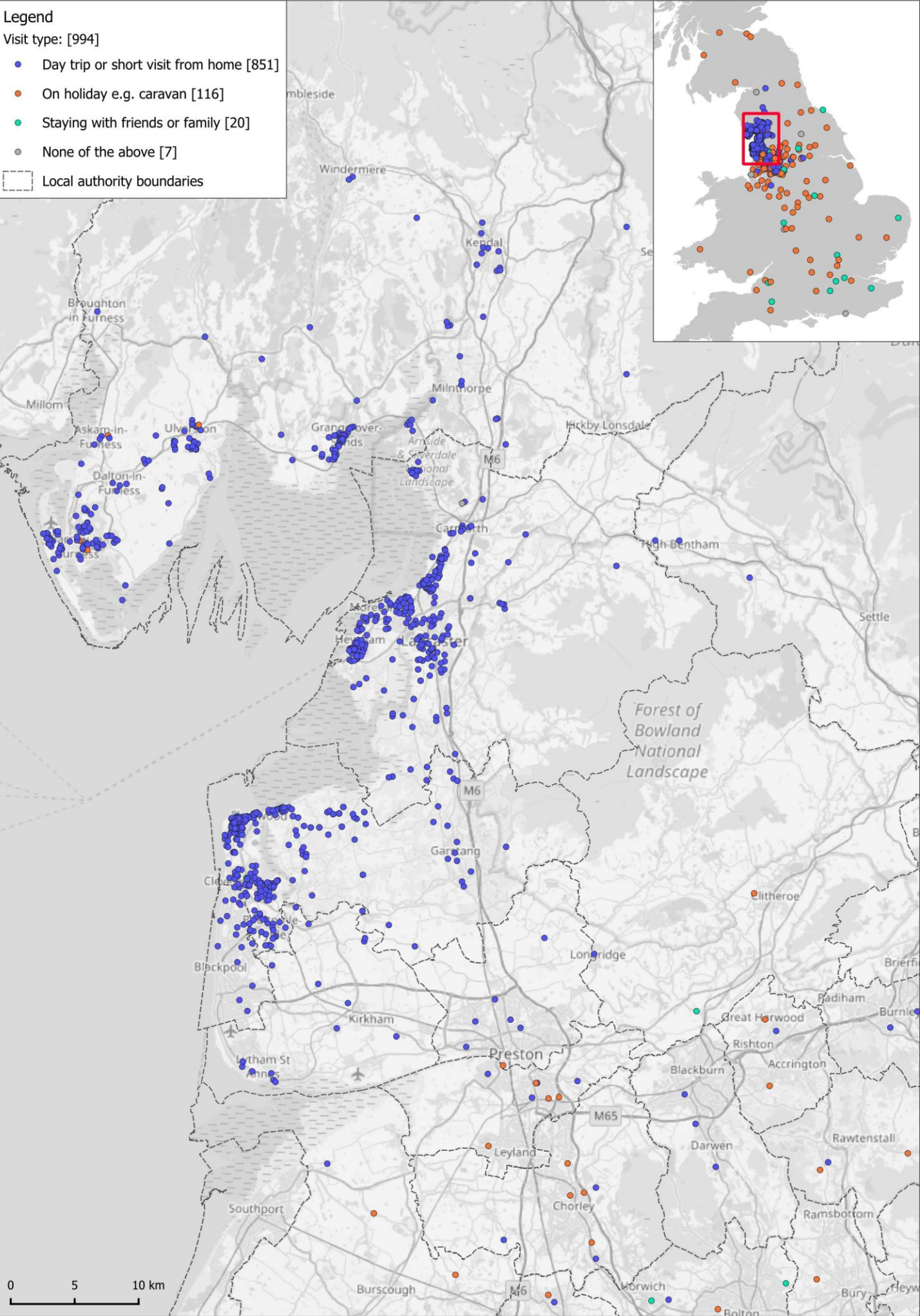
Local authority	Total
Wyre	281 (28%)
Lancaster	280 (28%)
Westmorland & Furness	209 (21%)
Blackpool	23 (2%)
Fylde	17 (2%)
North Yorkshire	10 (1%)
Wigan	9 (1%)
South Ribble	8 (1%)
Bolton	7 (1%)
Preston	7 (1%)
Chorley	7 (1%)
West Lancashire	5 (1%)
Calderdale	5 (1%)
Cheshire West and Chester	5 (1%)
Trafford	5 (1%)
Salford	4 (<1%)
Manchester	4 (<1%)
Tameside	4 (<1%)

- 5.46 The linear distance between each interviewee's home postcode and the survey point at which they were interviewed was calculated in GIS. Data are summarised for different groups of visitors in Table 18. Overall, half of the interviewees lived within a radius of 3.9 km, or 2.9 km if only those on a day trip or short visit from home are included (i.e. not those staying overnight away from home).
- 5.47 The median straight-line distance for those whose main activity was dog walking was 2.6 km and for those who were walking it was 6.0 km.
- 5.48 The distribution of postcodes varied by survey point, with interviewees at Knott End living closest, where half of the interviewees lived within a 0.6 km radius of the survey point. Perhaps unsurprising due to its remoteness, interviewees at South Walney had travelled furthest, with a median straight-line distance between home postcode and survey point of 50.1 km.

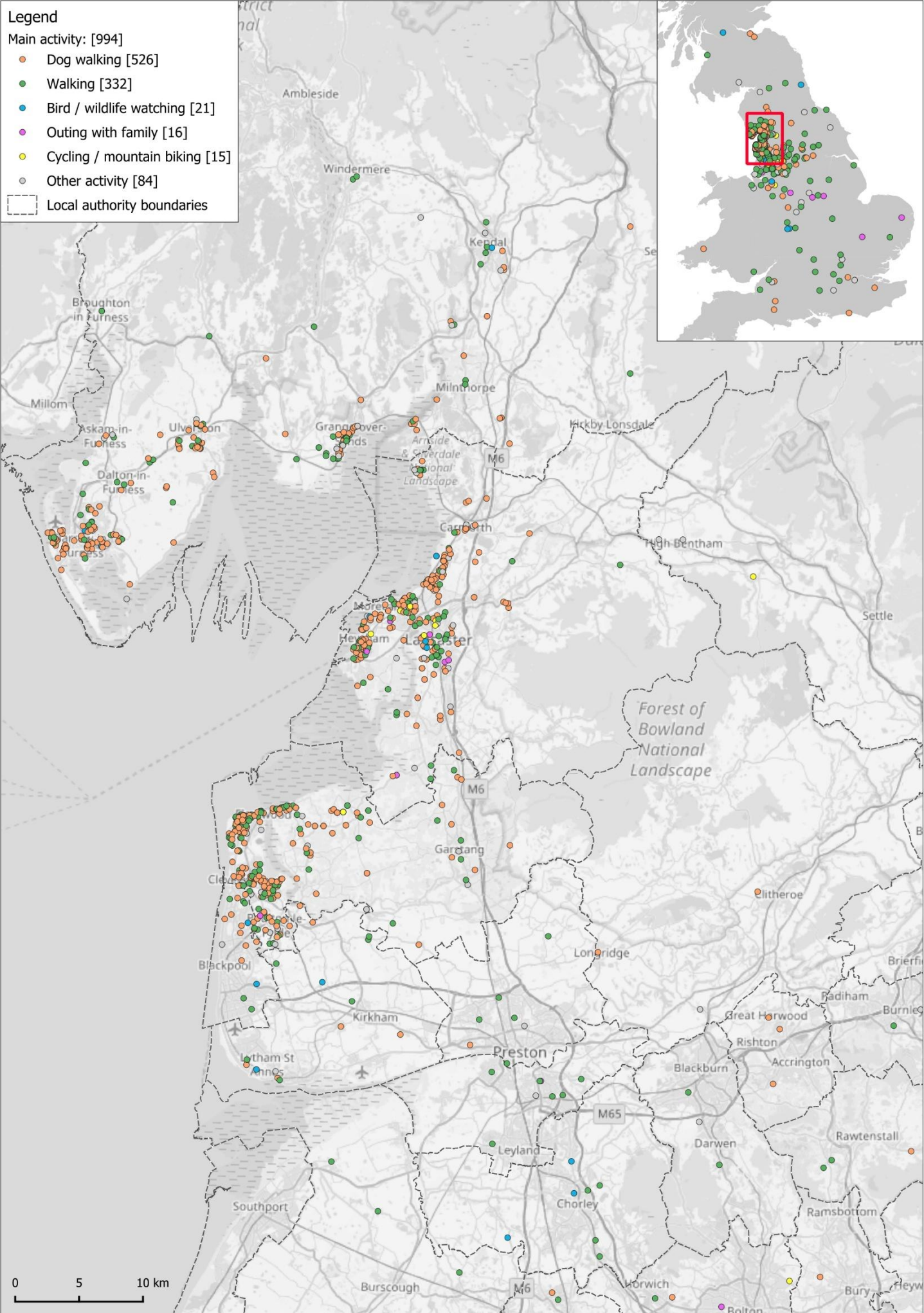
Table 18: Summary statistics for different groups of interviewees and the straight-line distance (km) between the survey point and their home postcode. N is the number of interviewees within each group who gave full UK postcodes, SE is the standard error of the mean and Q3 is the 75th percentile.

Category	N	Mean ($\pm$ SE)	Range	Median	Q3
All interviewees	994	25.7 $\pm$ 1.9	0.0 - 402.1	3.9	13.7
Visit type: Day trip or short visit from home	851	7.5 $\pm$ 0.5	0.0 - 104.3	2.9	7.0
Visit type: On holiday e.g. caravan	116	124.4 $\pm$ 8.1	12.2 - 371.3	88.9	163.0
Visit type: Staying with friends or family	20	188.8 $\pm$ 29.4	5.0 - 385.4	155.6	335.9
Main activity: Dog walking	526	13.6 $\pm$ 1.9	0.1 - 402.1	2.6	6.4
Main activity: Walking	332	35.6 $\pm$ 3.6	0.0 - 349.3	6.0	43.8
Main activity: Bird/wildlife watching	21	60.2 $\pm$ 15.9	0.7 - 228.7	30.7	87.6
Main activity: Cycling/mountain biking	16	80.1 $\pm$ 26.8	2.2 - 329.5	20.2	153.3
Main activity: Outing with family	15	22.6 $\pm$ 7.5	1.6 - 93.9	6.3	50.8
Winter (18 survey points)	847	26.4 $\pm$ 2.1	0.0 - 402.1	3.8	14.1
1 - Sandscale Haws	37	55.5 $\pm$ 16.2	0.0 - 371.3	7.4	49.6
2 - North Walney	57	6.6 $\pm$ 2.3	0.1 - 121.8	2.2	4.0
5 - Bardsea	27	24.6 $\pm$ 13.0	0.2 - 349.3	4.2	12.0
6 - Grange over Sands	69	35.1 $\pm$ 8.5	0.1 - 343.0	2.3	20.0
7 - Arnside	24	32.9 $\pm$ 7.4	0.1 - 118.3	13.7	69.8
8 - Silverdale	44	58.9 $\pm$ 11.9	0.1 - 323.0	16.1	100.8
9 - Bolton-le-Sands	60	25.5 $\pm$ 9.3	0.2 - 357.6	3.4	7.9
10 - Hest Bank	82	19.8 $\pm$ 6.1	0.2 - 402.1	2.5	6.6
11 - Morecambe Seafront	54	56.4 $\pm$ 13.6	0.7 - 385.4	5.5	62.0
12 - Half Moon Bay	65	35.9 $\pm$ 7.8	0.2 - 293.2	7.0	53.7
13 - Potts Corner	13	47.9 $\pm$ 23.0	3.8 - 311.5	17.5	54.3
15 - Conder Green	40	22.8 $\pm$ 4.3	0.6 - 99.2	8.3	31.4
16 - Pilling Lanes End	36	7.6 $\pm$ 2.3	1.2 - 85.4	4.1	8.3
17 - Pilling Sands	29	16.3 $\pm$ 4.2	2.0 - 86.7	8.2	13.7
18 - Knott End	36	21.1 $\pm$ 10.3	0.0 - 329.5	0.6	5.1
19 - Wyre Estuary Country Park	64	2.5 $\pm$ 0.2	0.2 - 7.1	2.0	3.8
20 - Fleetwood	45	12.2 $\pm$ 3.2	0.2 - 107.8	5.7	9.4
21 - Rossall Point	65	18.2 $\pm$ 5.9	0.3 - 277.0	1.5	9.8
Spring (4 survey points)	147	21.7 $\pm$ 4.1	0.3 - 356.2	4.1	10.3
3 - South Walney	13	69.6 $\pm$ 17.3	7.0 - 180.5	50.1	124.1
4 - Foulney Island	20	35.6 $\pm$ 18.6	0.5 - 356.2	5.6	11.4
14 - Aldcliffe Marsh	37	9.0 $\pm$ 3.2	0.4 - 74.6	1.8	4.3
21 - Rossall Point	77	16.0 $\pm$ 4.8	0.3 - 324.8	2.0	8.9

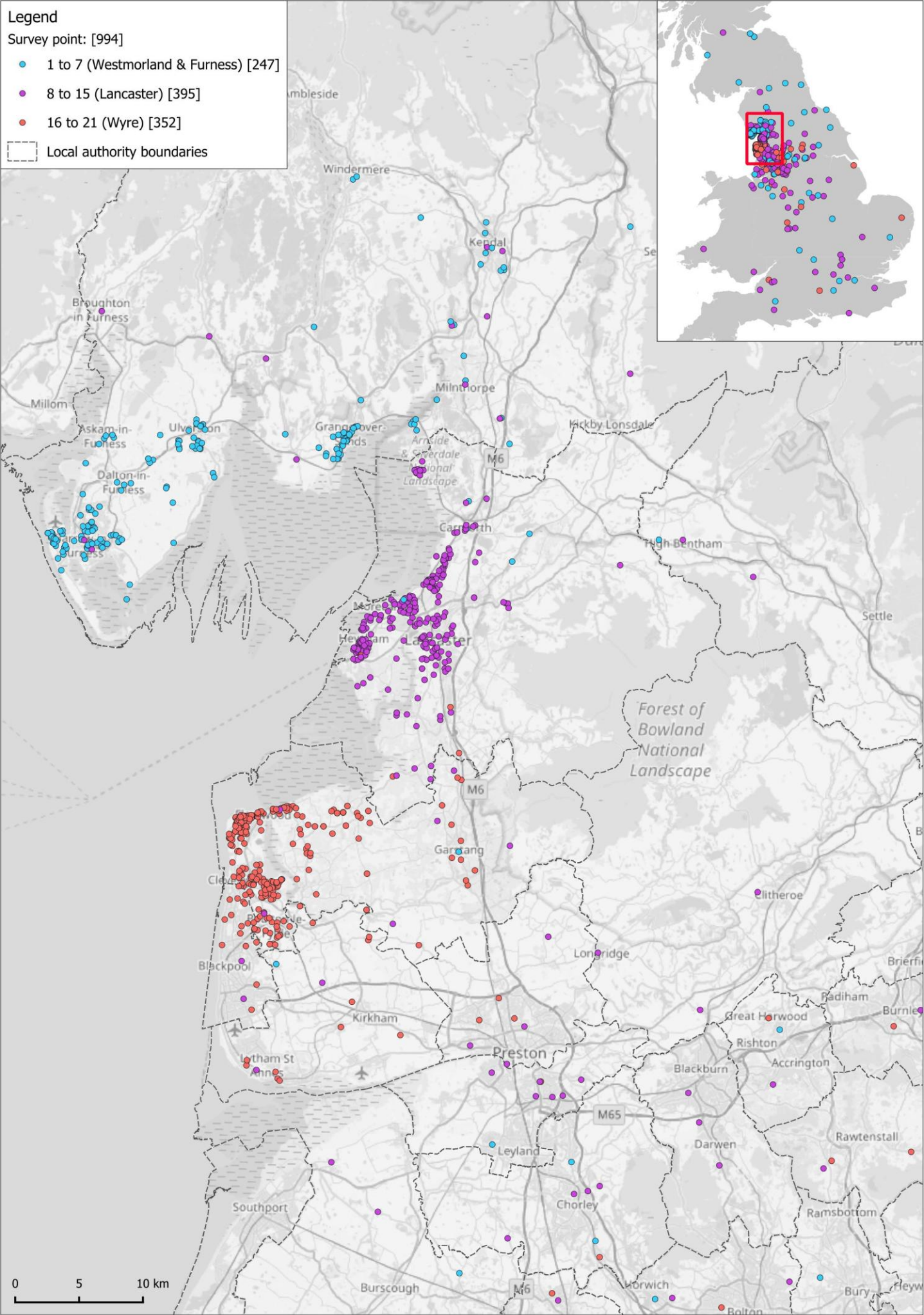
Map 12: Home postcodes of interviewees, by visit type (Q1).



Map 13: Home postcodes of interviewees, by main activity (Q2).



Map 14: Home postcodes of interviewees, by survey location.



6. Discussion

Key findings

- 6.1 The visitor survey provides an insight into recreational use of the coast around Morecambe Bay over the winter of 2025/26 and spring 2026. These times coincide with when the area is of particular importance for overwintering birds and breeding birds, respectively.
- 6.2 The results show that the area is popular for activities such as dog walking and walking, and that people are attracted to it for its scenery, convenience (i.e. close to home), to be by the sea and because it is a good place to bring their dog. Many interviewees were regular visitors, with over half visiting at least once a week and over two thirds visiting equally throughout the year.
- 6.3 Over half of the interviewees had at least one dog with them, and just under half of the dogs were off-lead at the time of the interview, although possibly more may have been off-lead during their walk.
- 6.4 The majority of interviewees were local residents, with half living within a 3.9 km radius of where they were interviewed. If those staying away from home overnight are excluded, then this figure reduces to 2.9 km (see Table 18).
- 6.5 From the vehicle counts it is possible to derive an approximate estimate of the number of people visiting Morecambe Bay at any given point in time, over the winter. The average of the two vehicle counts was 809 vehicles and the average group size per interviewed group who had travelled by car/van from the winter interviews was 1.8 (see Table 13). This gives a total of 1,447 people arriving by car/van. Adding in a proportional number of people arriving by other methods of transport and their corresponding average group sizes, gives an overall total of around 2,030 people.
- 6.6 Key metrics from the visitor survey are summarised in Table 19.

Table 19: Selected metrics from the visitor survey.

Metric	Result
Month(s)	Oct-Feb; Apr
Number of survey points	21
Number of survey days	44
Number of interviews	1,056
Tally data: mean number of people per group*	1.6
Tally data: mean number of dogs per group*	0.8
Tally data: mean number of people per hour*	16
% Interviewees on a day trip or short visit from home	85%
% Interviewees with main activity of dog walking	53%
% Interviewees with main activity of walking	33%
% Interviewees visiting daily	23%
% Interviewees on their first visit (in past 12 months)	12%
Median route length during visit (km)	2.8 km
Median distance from home postcode to survey point (km)	3.9 km
Median distance from home postcode to survey point (km) – for those on a day trip or short visit from home	2.9 km
75 th percentile distance from home postcode to survey point (km)	13.7 km
75 th percentile distance from home postcode to survey point (km) – for those on a day trip or short visit from home	7.0 km

* These figures include anyone passing the survey point, regardless of direction.

Limitations

- 6.7 The data represent a snapshot of visitor use over 44 days of interview fieldwork and 2 vehicle counts, and visitor patterns could have been affected by the weather or other factors outside of our control. Some people, such as runners and cyclists are less likely to stop for interview, and so may be under-represented in the interview data. However, every effort was made to interview a random sample of visitors. The group composition was similar between the tally counts and the interviews (an average of 1.6 people and 0.8 dogs per group in the tally counts and 1.7 people and 0.8 dogs in the interviewed groups).

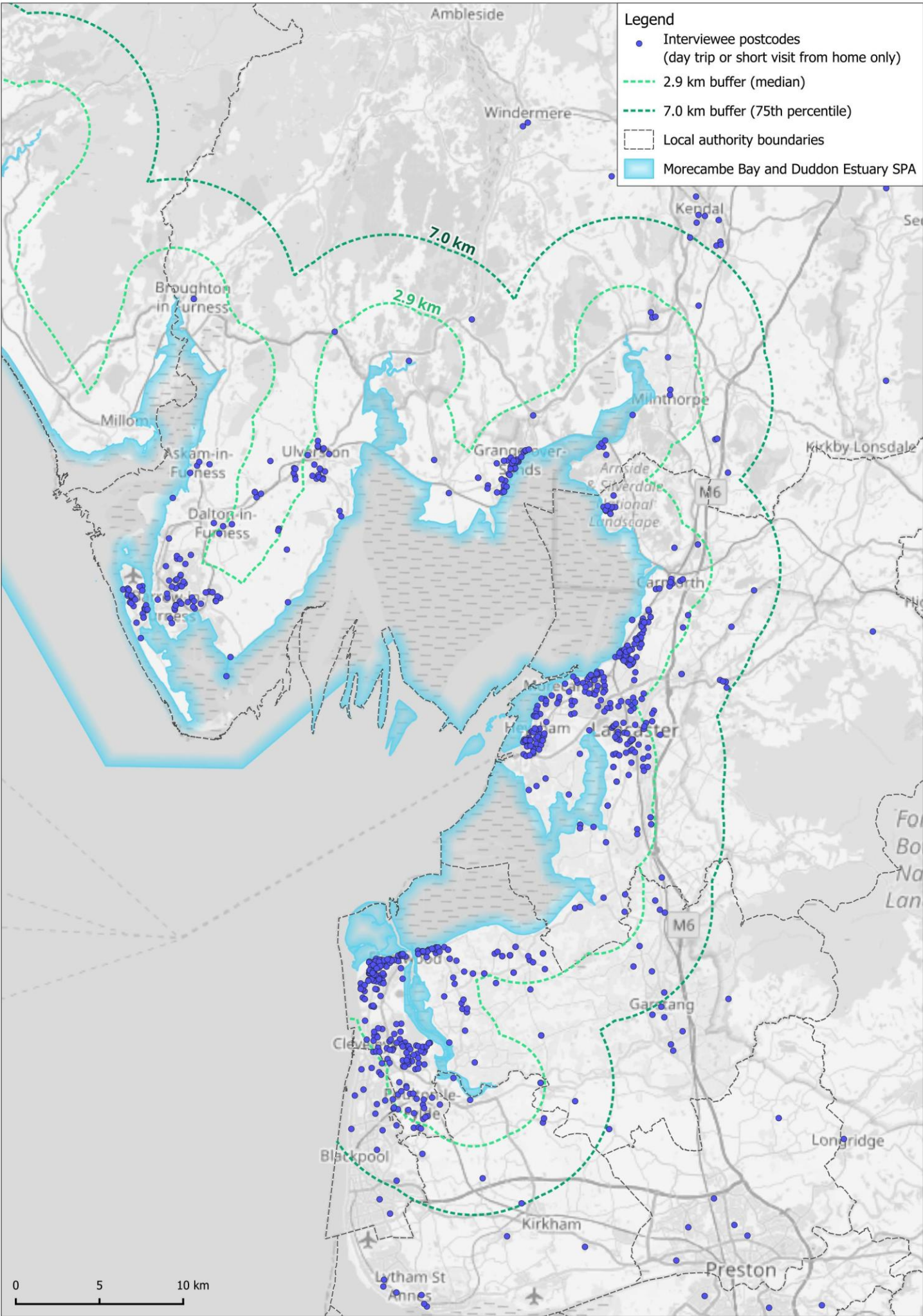
- 6.8 The route data capture where the interviewee indicated they had walked or planned to walk, with reference to a printed map. However, in areas such as sand dunes it can be difficult to map this accurately. It is also important to note that the route doesn't necessarily capture the route of a dog (i.e. someone may walk on the beach while the dog runs onto the intertidal), all members of the party or small deviations (e.g. to investigate something seen while walking).

Implications

- 6.9 The results from the visitor survey can be used to identify where new housing might lead to increased access in sensitive locations and trigger likely significant effects on site integrity. The 75th percentile of the straight-line distance between each interviewee's postcode and the survey point where they were interviewed provides a good indication of where most use originates (Liley, Panter and Chapman, 2021). This can either be derived using all of the data (giving a figure of 13.7 km), or, when there are large numbers of tourists, by filtering for just those on a day trip or short visit from home (giving 7.0 km). The median and 75th percentile distances for those interviewees on a day trip or short visit from home are shown as buffer lines around the European site in Map 15.
- 6.10 The visitor survey can also help to inform what type of mitigation measures are required and where – for example, by looking at the route data in more detail to explore the overlap between where large numbers of people (and dogs) use parts of the shore where overwintering birds may be feeding or roosting. The route data show where people also use inland routes and paths away from the shoreline, which may provide opportunities to deflect visitors away from sensitive locations. The information on why visitors choose particular locations, what activities they undertake and what changes they would like to see all help inform what steps might be relevant to influence or modify visitor behaviour. The postcode data on the origins of visitors and information on where else they go highlights where greenspace can have a role in deflecting use. Although many of the alternative sites named in Q14 and Q15 were other parts of the Morecambe Bay coastline, the responses to Q9 indicate that although the scenery and being close to the sea were important, there are also other factors that appeal to visitors such as it being close to where they live and being a suitable place to bring their dog.

- 6.11 Overlaying visitor data with ecological data is beyond the scope of this report. To understand recreation impacts in more detail, it will be necessary to identify sensitive locations, for example key areas for roosting, breeding and feeding birds, habitats vulnerable to trampling or areas where contamination (e.g. from dog fouling) is a risk. While dated, bird disturbance surveys have been conducted around the Morecambe Bay area (Liley *et al.*, 2015).
- 6.12 In terms of impacts from recreation associated with new housing, it will be important to understand the likely change in housing and the distribution of new development. The visitor survey results provide the context to indicate where housing might lead to changes in recreation use and in turn this can then be related to ecological sensitivities.
- 6.13 It should be noted that the visitor survey covered a wide range of locations with different characteristics and access infrastructure. This included promenades (e.g. Grange over Sands, Fleetwood), sandy beaches (e.g. Sandscale Haws), saltmarsh (e.g. Bolton-le-Sands), cycle routes (e.g. Aldcliffe Marsh) and nature reserves with managed access (e.g. South Walney). Any on-site mitigation measures will need to be tailored to the particular access patterns and sensitivities of different parts of the Bay.
- 6.14 While only 2 parking counts were conducted, these provide a site-wide count of vehicles and show the use across the whole of the Bay. It is interesting to note that car park capacity does not appear to be limiting recreation use as there was much unused capacity across the car parks on each count. This may provide further opportunities for mitigation through changing the parking infrastructure and where people can park and how long for.

Map 15: Median and 75th percentile straight-line distance from home postcode to survey point, for those interviewees who were on a day trip or short visit from home only, drawn as a buffer around the SPA.



References

Liley, D. *et al.* (2015) *Morecambe Bay Bird Disturbance and Access Management Report*. 193.

Unpublished report by Footprint Ecology for the Morecambe Bay Partnership.

Liley, D., Panter, C. and Chapman, C. (2021) 'Zones of influence for strategic housing growth and recreation impacts: review and best practice', *Habitats Regulations Assessment Journal*, (16), pp. 20–22.

Appendix 1: Questionnaire



Good morning/afternoon. I am conducting a visitor survey on behalf of the local authorities to find out how people use this area for recreation. Can you spare me a few minutes please?

Q1 ...

- ☐ Are you on a day trip/short visit and have travelled directly from your home today... *if no*
- ☐ Are you on a short trip/short visit & staying away from home with friends or family ... *if no*
- ☐ Are you staying away from home, e.g. second home, mobile home or on holiday
- ☐ If none of the above, **How would you describe your visit today?**

Further details

Q2 **What is the main activity you are undertaking today?** *Tick closest answer. Do not prompt. Single response only. Record any additional activities on the next page (Q3).*

- ☐ Dog walking
- ☐ Walking
- ☐ Jogging / running
- ☐ Outing with family
- ☐ Cycling / mountain biking
- ☐ Bird / wildlife watching
- ☐ Photography
- ☐ Meeting up with friends
- ☐ Visiting cafe / restaurant / pub
- ☐ Picnic
- ☐ Horse riding
- ☐ Other, please detail:

Further details

Q3 Are there any other activities that you (or members of your group) are doing whilst you are here today? *Tick all that apply. Do not prompt. Leave blank if not applicable.*

- ☐ Dog walking
- ☐ Walking
- ☐ Jogging / running
- ☐ Outing with family
- ☐ Cycling / mountain biking
- ☐ Bird / wildlife watching
- ☐ Photography
- ☐ Meeting up with friends
- ☐ Visiting cafe / restaurant / pub
- ☐ Picnic
- ☐ Horse riding
- ☐ Other, please detail:

Further details

Q4 Over the past year, roughly how often have you visited this location? *Tick closest answer, single response only. Only prompt if interviewee struggles.*

- ☐ Daily
- ☐ Most days (180+ visits)
- ☐ 1 to 3 times a week (40-180 visits)
- ☐ 2 to 3 times per month (15-40 visits)
- ☐ Once a month (6-15 visits)
- ☐ Less than once a month (2-5 visits)
- ☐ First visit / haven't visited in past year
- ☐ Don't know
- ☐ Other, please detail

Further details:

Q5 How long have you spent / will you spend here today? *Single response only. Do not prompt.*

- ☐ Less than 30 minutes
- ☐ Between 30 minutes and 1 hour
- ☐ 1 to 2 hours
- ☐ 2 to 3 hours
- ☐ 3 to 4 hours
- ☐ More than 4 hours
- ☐ Don't know

Further details:

Q6 **Do you tend to visit this location at a certain time of day?** *Tick closest answers. Multiple answers ok. Do not prompt.*

- ☐ Early morning (before 9am)
- ☐ Late morning (between 9am and 12pm)
- ☐ Early afternoon (between 12pm and 2pm)
- ☐ Late afternoon (between 2pm and 4pm)
- ☐ Evening (after 4pm)
- ☐ Varies / Don't know
- ☐ First visit

Q7 **Do you tend to visit this location more at a particular time of year for [insert given activity]?** *Multiple answers ok. Do not prompt.*

- ☐ Spring (Mar-May)
- ☐ Summer (Jun-Aug)
- ☐ Autumn (Sept-Nov)
- ☐ Winter (Dec-Feb)
- ☐ Equally all year
- ☐ Don't know
- ☐ First visit

Q8 **How did you get here today?** *If necessary prompt with: What forms of transport did you use? Multiple response possible - e.g. train and bicycle.*

- ☐ Car / van
- ☐ On foot
- ☐ Bicycle
- ☐ Bus
- ☐ Train
- ☐ Motorbike
- ☐ Other, please detail

Further details:

Q9 Why did you choose to visit this specific location today, rather than somewhere else? Tick all responses given. Do not prompt, tick closest answers.

- ☐ Don't know / others in party chose
- ☐ Close to home
- ☐ No need to use car
- ☐ Quick / easy travel route
- ☐ Good / easy parking
- ☐ Particular facilities
- ☐ Refreshments / cafe / pub
- ☐ Choice of routes
- ☐ Away from roads/traffic
- ☐ Feels safe here
- ☐ Not many people
- ☐ Scenery / variety of views
- ☐ Rural feel / wild landscape
- ☐ To be by the sea
- ☐ Particular wildlife interest (e.g. birds, plants)
- ☐ Particular historic or cultural interest
- ☐ Habit / familiarity
- ☐ Good for dog / dog enjoys it
- ☐ Ability to let dog off lead
- ☐ Appropriate place for activity
- ☐ Suitability of area in given weather conditions
- ☐ For a change / variety
- ☐ Other, please detail

Further details:

Q10 Which of those reasons would you say had the most influence over your choice of location to visit today? *Single choice, tick their main reason only. List is based on their answers to Q9.*

- ☐ Don't know / others in party chose
- ☐ Close to home
- ☐ No need to use car
- ☐ Quick / easy travel route
- ☐ Good / easy parking
- ☐ Particular facilities
- ☐ Refreshments / cafe / pub
- ☐ Choice of routes
- ☐ Away from roads/traffic
- ☐ Feels safe here
- ☐ Not many people
- ☐ Scenery / variety of views
- ☐ Rural feel / wild landscape
- ☐ To be by the sea
- ☐ Particular wildlife interest (e.g. birds, plants)
- ☐ Particular historic or cultural interest
- ☐ Habit / familiarity
- ☐ Good for dog / dog enjoys it
- ☐ Ability to let dog off lead
- ☐ Appropriate place for activity
- ☐ Suitability of area in given weather conditions
- ☐ For a change / variety
- ☐ Other reason (Further details:)

Q11 Now I'd like to ask you about your route today. Looking at the area shown on this map, can you show me where you started your visit today, the finish point and your route please. *Ask questions to ensure route is accurately documented. Use **P** to indicate where the visitor parked (if applicable), **E** to indicate where they started and **X** to indicate where they finished. Mark the route with a solid line for the route already taken and a dotted line for the expected or remaining route, with arrows to indicate the direction.*

Enter the map reference below, or write 'no map' with a brief reason if no route map completed.

Q12 **Is / was your route today the normal length when you visit here for [insert given activity]?** *Tick closest answer, do not prompt. Single response only.*

- ☐ Yes, normal
- ☐ Much longer than normal
- ☐ Much shorter than normal
- ☐ Not sure / no typical visit
- ☐ First visit

Q13 **What, if anything, influenced your choice of route here today?** *Tick closest answers, do not prompt. Multiple responses ok.*

- ☐ Weather
- ☐ Tide
- ☐ Daylight
- ☐ Time
- ☐ Habit / usual route
- ☐ Other users (avoiding crowds, other dogs etc.)
- ☐ Group members (e.g. kids, less able)
- ☐ Avoiding muddy tracks / paths
- ☐ Followed a marked trail - PLEASE NAME
- ☐ Location of cafe/restaurant/pub
- ☐ Activity undertaken (e.g. presence of dog)
- ☐ Birds / wildlife
- ☐ Followed their dog
- ☐ App / website / book - PLEASE NAME
- ☐ Viewpoint / feature
- ☐ Just wandering/exploring
- ☐ Other, please detail

Further details:

Q14 **Where would you have visited today for [given activity] if you could not have visited here?** *Do not prompt. Ask for spelling if necessary.*

- ☐ Nowhere / wouldn't have visited anywhere
- ☐ Not sure / don't know
- ☐ Alternative site:

Q15 **Can you tell me the name of up to 2 other locations that you also visit for [given activity]?** *Do not prompt. Ask for spellings if necessary.*

1st site name:

2nd site name:

Q16 **Are there any changes you would like to see here with regards to how this area is managed for access?** *Do not give options or prompt. Tick closest option(s).*

- ☐ No changes / leave as is
- ☐ More parking
- ☐ Better parking
- ☐ More paths
- ☐ Better / surfaced paths
- ☐ More bins / less litter
- ☐ More dog waste bins
- ☐ Controls on dogs and dog fouling
- ☐ Facilities for dogs (e.g. training areas, washing facilities)
- ☐ More accessible
- ☐ Seating / benches
- ☐ Toilets
- ☐ Cafe
- ☐ Changes to habitats / scenery
- ☐ More natural / wild
- ☐ Not sure / don't know
- ☐ Other, please detail below

Further details:

Q17 **Do you have any further comments or general feedback about your visit and access to this area?**

- Q18 **Finally, to identify how far people have travelled, what is your full home postcode?**
This is an important piece of information, please make every effort to record correctly. If necessary, reassure them that we don't want their full address, and it will only be used to work out where people are coming from.

- Q19 *If visitor is unable or refuses to give postcode:* **What is the name of the town or area where you live?**

- Q20 *If visitor is on holiday ask:* **Which town / area are you staying in?**

That is the end. Thank you very much indeed for your time.

TO BE COMPLETED AFTER INTERVIEW FINISHED.

Q21 Survey location:

- ☐ 1 - Sandscale Haws
- ☐ 2 - North Walney
- ☐ 3 - South Walney
- ☐ 4 - Foulney Island
- ☐ 5 - Bardsea
- ☐ 6 - Grange over Sands
- ☐ 7 - Arnside
- ☐ 8 - Silverdale
- ☐ 9 - Bolton-le-Sands
- ☐ 10 - Hest Bank
- ☐ 11 - Morecambe Seafront
- ☐ 12 - Half Moon Bay
- ☐ 13 - Potts Corner
- ☐ 14 - Aldcliffe Marsh
- ☐ 15 - Conder Green
- ☐ 16 - Pilling Lanes End
- ☐ 17 - Pilling Sands
- ☐ 18 - Knott End
- ☐ 19 - Wyre Estuary Country Park
- ☐ 20 - Fleetwood
- ☐ 21 - Rossall Point

Number of people in group (including minors)

Number of minors in group (under 18s)

Number of dogs with group

Number of dogs with group seen off lead

Q22 **Did the interviewee appear to be part of an organised group e.g. a walking group?**

☐ Yes, interviewee part of an organised group

Q23 **Did the interviewee struggle with answering questions because English was not their first language? Tick if you feel this may have influenced their responses.**

☐ Yes, interviewee struggled because English was not their first language

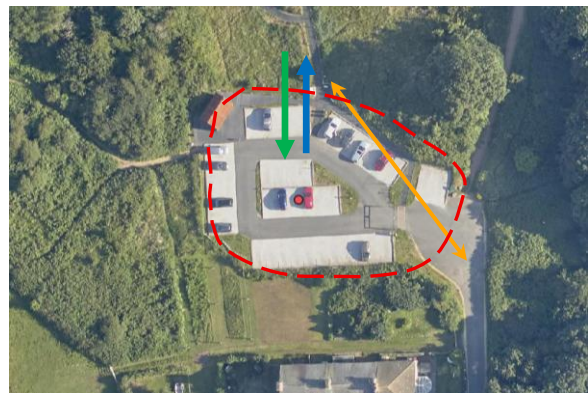
Q24 **Surveyor comments.** *Note anything that may be relevant to the survey, including any changes to the survey entry that are necessary, e.g. typos/mistakes/changes to answers/additional information.*

Appendix 2: Instructions for surveyors on how to carry out the tally counts

Blue arrows = entering; green arrows = leaving; orange arrows = passing through

1 - Sandscale Haws

Roam the car park and interview anyone seen. Use the perimeter of the car park to count people entering or leaving the site. If anyone is walking through, then count them as passing.



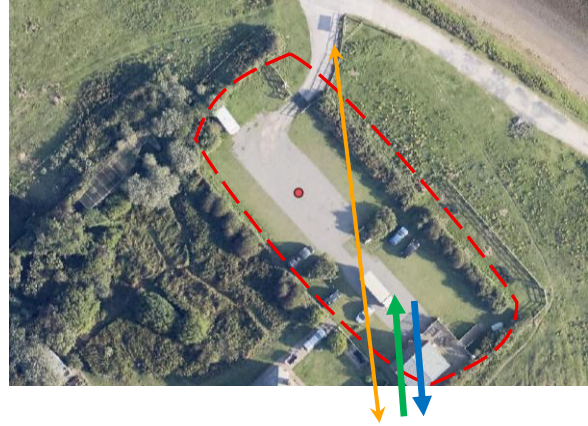
2 - North Walney

Use the end of the road as a line to count people entering/leaving. No passing tally.



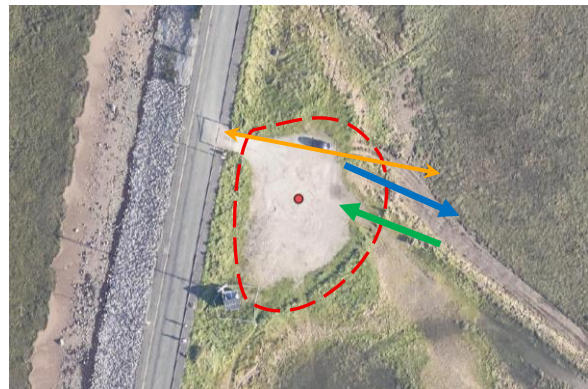
3 - South Walney

Use the perimeter of the car park to count people entering/leaving. If anyone walks in from the road then count them as passing.



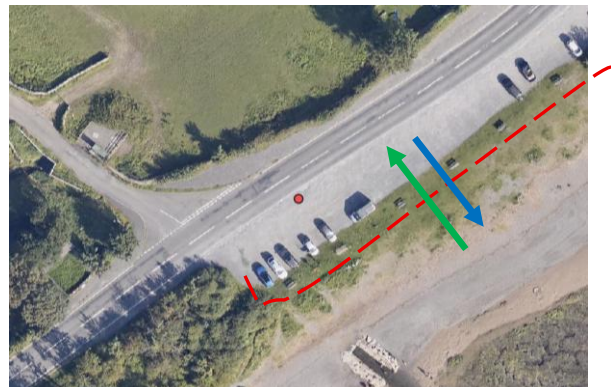
4 - Foulney Island

Use the perimeter of the car park to count people entering/leaving. If anyone walks in from the road then count them as passing.



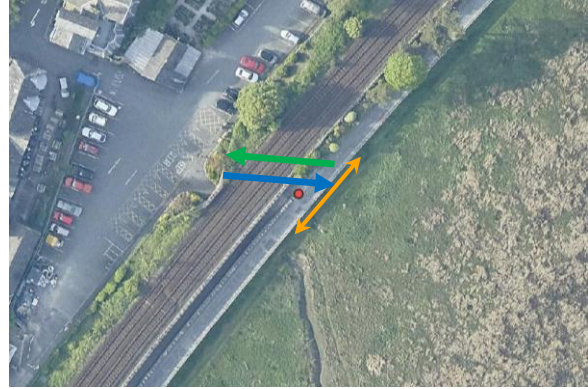
5 - Bardsea

Use the front edge of the car park to count people entering (towards the shore) or leaving (towards the car park). No passing tally. Roam back and forth as necessary.



6 - Grange over Sands

Park in Main Street car park and walk through the underpass to the prom. Stand on the prom at the north end of the underpass to count people entering/leaving, or passing if they are staying on the prom.



7 - Arnside Beach

Count people going through the gateway (flood gate 5) as entering (towards the beach/footpath) or leaving (towards the road/pavement). Count anyone walking past on the footpath (behind the wall) as passing through.



8 - Silverdale

Use the end of the ramp leading to the beach to count people entering/leaving – either by vehicle (when they get out) or on foot. No passing tally.



9 - Bolton-le-Sands

Use the front edge of the car park to count people entering (i.e. towards the shore) or leaving (towards the car park). You may need to roam a little here. Count anyone staying on the road as passing.



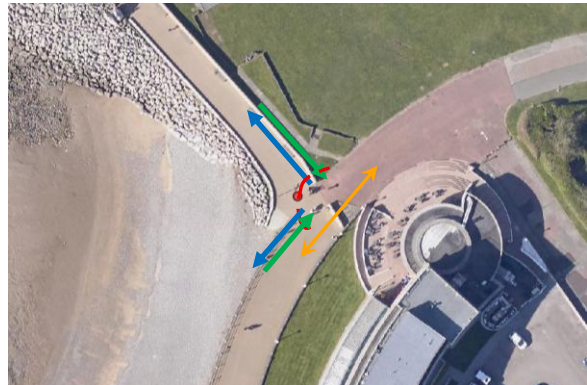
10 - Hest Bank

For the tallies, use the dotted line to count people entering (onto the grass/foreshore/further up the road) or leaving (towards the car park/café). Count anyone on the grass (close to the survey point) as passing. You may need to roam a little here to interview people.



11 - Morecambe Seafront

Count anyone going towards Stone Jetty or down the slipway as entering, and those going in the direction of Midland Hotel as leaving. Anyone else can be counted as passing.



12 - Half Moon Bay

Stand on the path next to the lifebelt, near Half Moon Bay Café. Count those heading north as entering and those heading south as leaving. No passing tally.



13 - Potts Corner

Use the perimeter of the car park to count people entering/leaving, and anyone walking past on the track as 'passing'.



14 - Aldcliffe Marsh

Stand where the cycle lane meets Aldcliffe Hall Lane. Count people entering/leaving the marsh via the gate, and anyone else on the cycle path or lane as passing.



15 - Conder Green

Use the perimeter of the car park (from the entrance to the toilet block) to count people entering/leaving. Count anyone else as passing.



16 - Pilling Lanes End

Use the perimeter of the far car park to count people entering/leaving, and anyone else as passing through.



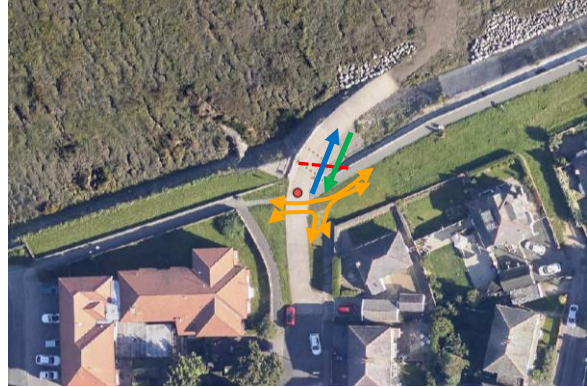
17 - Pilling Sands

Use the slipway to count people entering/leaving and anyone walking through the car park as passing. Roam as needed to interview people.



18 - Knott End

Use the slipway to count people entering/leaving and anyone else on the prom as passing.



19 - Wyre Estuary Country Park

Count people going onto the footpath (or slipway) as entering and those heading back to the car park as leaving. No passing tally. Roam the car park as needed to interview people.



20 - Fleetwood

Use entrance from prom to Marine Hall car park to count those entering/leaving, all others using the prom as 'passing'.



21 - Rossall Point

Use the main path between the car park and the prom to count people entering/leaving, and anyone else on the prom as passing.

