



East Devon Pebblebed Heaths Conservation Trust

Promoting Adaptation to Changing Coasts (PACCo)
Task 4: Lower Otter Socio-economic Evaluation

Results of 2021 and 2022 surveys undertaken to gauge resident and visitor opinion (Work Package 2)

Date: March 2023

Version: 3 / ABPmer Project 4978, Report No.R.3732

Document version control and final sign-off:

Version #	Date	Description	Author (s)	Reviewed by	Approved by
1	06/10/2021	Draft (2021)	ABPmer	S Hull (ABPmer)	
2	17/02/2023	Revised Draft (2021/22)	ABPmer	S Hull (ABPmer)	
3	10/03/2023	Final	ABPmer	S Hull (ABPmer)	

Published by:

ABPmer
Quayside Suite, Medina Chambers
Town Quay
Southampton
SO14 2AQ

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This report should be cited as:

ABPmer, 2023. Promoting Adaptation to Changing Coasts – Results of 2021 and 2022 surveys undertaken to gauge resident and visitor opinion (Work Package 2). ABPmer, Southampton.

Further copies of this report are

available here: [Promoting Adaptation to Changing Coasts \(pacco-interreg.com\)](https://pacco-interreg.com)

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Keywords:

Managed realignment, intertidal habitat restoration, nature based solutions, visitor and resident perception surveys

Work package lead:

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Foreword



The Promoting Adaptation to Changing Coasts (PACCo) project is cross-border initiative which is financially supported by the INTERREG VA France (Channel) England project co-financed by the European Regional Development Fund.

The broad aim of PACCo is to demonstrate that it is possible to work with stakeholders in estuarine regions to deliver a range of benefits for people and the environment by adapting pre-emptively to climate change. It has a total value of €27m, with €18m coming from the European Regional Development Fund (ERDF).

The project focuses on two pilot sites: the lower Otter Valley, East Devon, England and the Saône Valley in Normandy, France.

For more information see: [Promoting Adaptation to Changing Coasts \(pacco-interreg.com\)](https://pacco-interreg.com)

Acknowledgements

We would like to thank all the partners in the PACCo team for their input and advice throughout the project. We are also very grateful to all the residents and visitors who kindly took part in the 2021 and 2022 surveys.

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1 Introduction

The Promoting Adaptation to Changing Coasts (PACCo) project is a collaborative cross-channel initiative that is financially supported by the Interreg V A France (Channel) England programme. The main aim of this initiative is to show that it is possible to work with stakeholders in estuarine regions to deliver a range of benefits for people and the environment by adapting pre-emptively to climate change. The PACCo project reviews two pilot sites that share several similarities and are facing comparable challenges. One site is in the lower Otter Valley in East Devon, England (the Lower Otter Restoration Project, or the LORP) and the other is in the lower Saâne Valley in Normandy, France (see Figure 1.1).

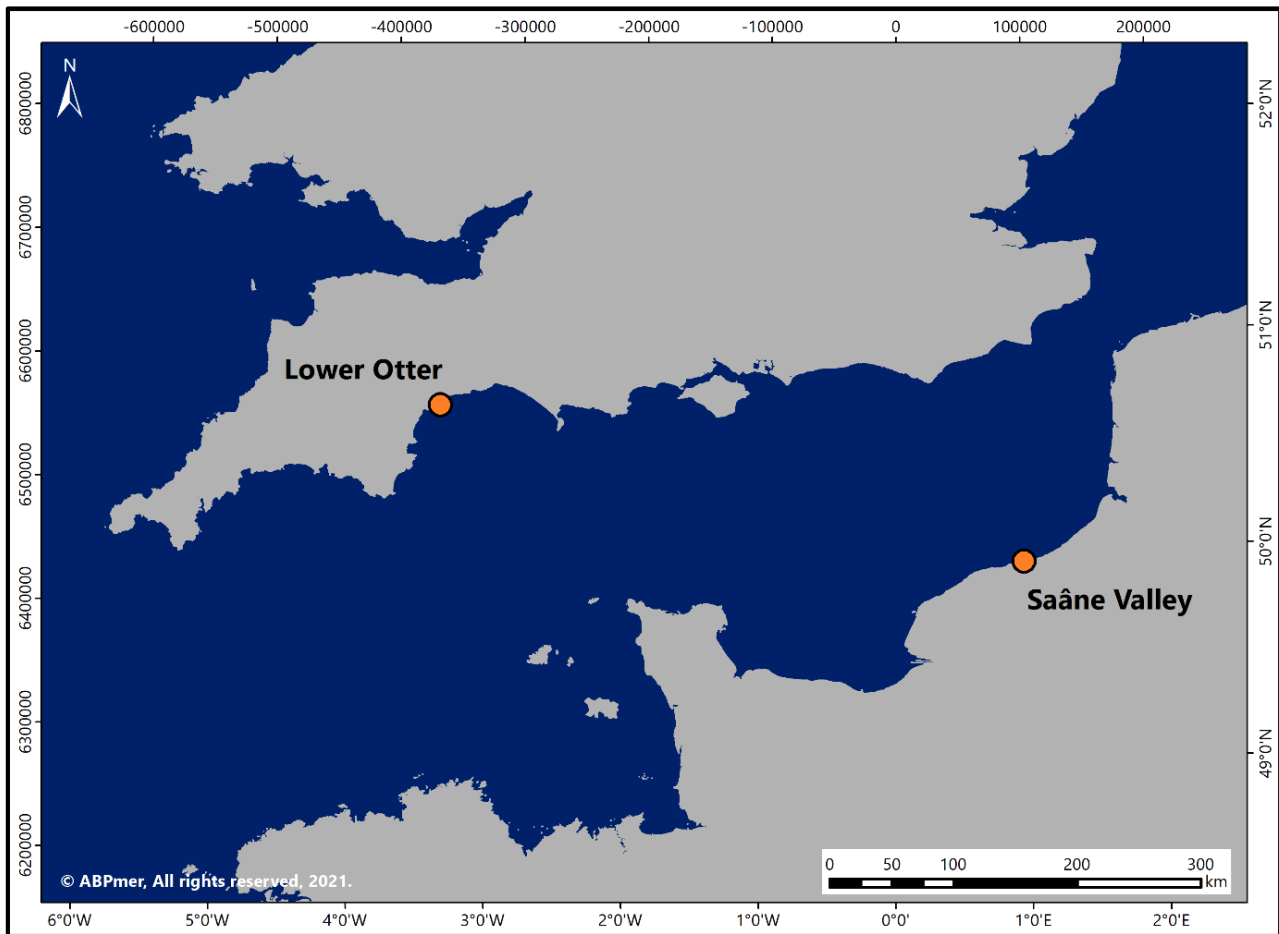


Figure 1.1. Location of the Lower Otter and Saâne Valley projects sites

A key aspect of the project involves understanding the views and perceptions of stakeholders that may be adversely affected by or benefit from the proposed coastal and estuarine adaptation measures. To investigate these aspects, in 2021, the PACCo project team began a series of stakeholder engagement surveys for the LORP.

PACCo; LORP Survey Results – 2021 and 2022

For these stakeholder engagement surveys, the team developed a carefully structured questionnaire which could be applied at both sites. This has been applied to the LORP throughout July and August 2021, and again in 2022, this report presents the results of the LORP surveys. In France, the first visitor/resident survey was undertaken in 2022 (May and June); this survey for the Saône valley followed a slightly different questionnaire to that applied to LORP (see Syndicat mixte du littoral normand, 2022 for the French survey report).

This report is structured as follows:

- **Section 1:** Introduction;
- **Section 2:** Methodology; and
- **Section 3:** Results.

2 Methodology

Surveys were undertaken in 2021 and 2022, to understand how users perceive the LORP project during the pre-implementation and construction phases. These surveys were targeted at both residents and visitors. The questionnaire, and its development is now first outlined in Section 2.1, before Section 2.2 provides details on how they surveys were undertaken.

2.1 The questionnaire

The initial questionnaire for the survey was developed by ABPmer, the University of Portsmouth and the Pebblebed Heaths Conservation Trust, with reviewing input by English and French PACCo steering group members. The 2021 questionnaire is appended to this report as Appendix A and was structured into six sections:

- Section 1: 'Thinking about your typical use of the site' - up to eight questions on how respondents use the Otter valley, frequency of visits and spend;
- Section 2: 'Thinking about the place' - two questions about perceptions of the Otter Valley as it is at present;
- Section 3: 'Thinking about plans for the future' - up to five questions about knowledge and perceptions with regard to the LORP; this includes several perception statements which respondents were asked to rank on a Likert scale;
- Section 4: 'Thinking about local decision-making / communication' - six questions on stakeholder communication and consultation during the LORP planning and assessment phase; these were only posed to those respondents who were already aware of the LORP;
- Section 5: 'A little bit about you' - up to eight questions related to demographic aspects; and
- Section 6: 'Closing questions' - three questions related to follow up and the prize draw.

Section 4 was not included in the 2022 questionnaire, and some questions asking about how the construction phase had been perceived were added into Section 3 of the questionnaire for the 2022 campaign. The 2022 questionnaire is appended in Appendix B.

The survey length differed depending on the respondent's answers to previous questions, with the survey being the longest for those who had heard of the scheme before and who were involved in the consultation. This resulted in a 5 to 15 minute survey, depending on the respondent's previous knowledge of the scheme. Average completion time in 2021 was around 10 minutes; given that the 2022 survey included less questions, completion tended to be within less than 10 minutes on average.

The project boundary was in line with the LORP project area, i.e. a focus on the habitat creation site and the footpaths around it. The beach was not considered part of the site. A boundary map was produced and shown to survey participants.

At the end of the questionnaire, participants were assured that their data would be held securely and in accordance with a privacy policy, and were offered a leaflet in relation to this, as well as the terms and conditions of the prize draw. These leaflets are appended as Appendix C.

2.2 The survey

To ensure a representative sample of the population was surveyed, a combination of online and face-to-face or 'in-person' surveys were conducted. To complement this work, and encourage feedback, information leaflets were circulated, and posters were placed in key locations to tell the community about the survey.

In 2021, the in-person surveys were conducted from mid to late July 2021 on six separate occasions (commencing on 14 July). These included full weekdays, mornings and afternoons, as well as a weekend day (17 July), with survey effort primarily focussed on the main Lime Kiln car park in Budleigh Salterton, where the coast path enters the project site. In 2022, the on-site survey effort was slightly reduced, and focussed on the 20 and 21 July 2023.

In 2021, simultaneous leaflet drops were conducted on 14, 16 and 17 July 2021, to Budleigh Salterton areas east of the B3178, reaching roughly 270 households; these leaflet drops contained links and a Quick Response (QR) code to project information and the survey itself, and were complemented by the addition of paper surveys being left in popular meeting areas of the local public (e.g. a beach-side café and the library) (a copy of this leaflet is provided in Appendix B). Posters were also put up in those locations, as well as several other public places around Budleigh Salterton, for example at the library and the cricket club. In 2022, leaflets were posted along Granary Lane, and some posters distributed. As no one had made use of the paper copy option in 2021, this was not pursued in 2022; however, the posting of paper questionnaires was offered as an option.

The online surveys were 'live' for 6 weeks in both years. They were also advertised on local social media, to reach a wider audience. These social media groups are listed below:

- Exmouth Community UK;
- Colaton Raleigh Village;
- East Budleigh, Yettington and Bicton, Devon;
- Newton Poppleford Community Group;
- Budleigh - Past and Present;
- Budleigh real page;
- Budleigh Families;
- Budleigh Town News;
- Eco-Friendly Exmouth;
- Positive Exmouth;
- Sidmouth Community;
- SIDMOUTH community for the people; and
- Wild-Woodbury.

PACCo; LORP Survey Results – 2021 and 2022

Prize draws were used to incentivise participation, with vouchers for a local restaurant and shop randomly distributed amongst those who chose to be entered into the prize draw (with digital randomisation used to ensure impartiality). It is worth noting that, during the in-person surveys, it did not appear that this prize draw materially motivated people to take part (i.e. most had already consented to take part before the prize draw was mentioned).

In total, 354 survey responses were received in 2021. Of these, 88 were obtained from the in-person interviews. Only 20 of the online responses were empty (i.e. were not completed) and were thus not valid. Thus, there were 334 valid responses to the survey in total (88 obtained face-to-face and 246 obtained online).

In 2022, 269 valid responses were collected, with 41 having been derived from in-person interviews.

As noted above, the in-person surveys were undertaken in mid to late July in 2021, and late July in 2022. The temporal breakdown for the 246 online responses was as follows:

- Mid to late July: 26% in 2021; 18% in 2022;
- Beginning to mid-August: 5% in 2021; 6% in 2022; and
- Mid to late August: 69% in 2021 and 79% in 2022.

During both years, the high response rate in mid to late August was largely prompted by the social media campaign.

It is worth noting that, in 2021, by 23 August, construction had just started on site. This early phase of the project implementation resulted in car parking restrictions at the Lime Kiln car park. This reportedly led to some local frustrations which may have slightly skewed some of the results (particularly in relation to the questions about the LORP, see Section 3.3). Furthermore, by receiving so many responses following a local social media campaign, this means that most online responses will have been received from local people. In fact, in 2021, of the valid online responses, 92% were from local people (85% in 2022). By contrast, 44% of the 88 people interviewed in person in 2021 lived locally (74% in 2022).

It should also be noted that the 2021 survey was conducted during Summer 2021, when COVID-19 precautions, although heavily reduced, may have proved a barrier to some members of the public approaching or accessing the in-person survey.

3 Results

This section presents the high-level results of the survey. It is structured according to the first five sections of the questionnaire, as set out in Section 2.1 above. The analysis presented below consists largely of graphical representations of the survey responses gathered. Results from both years are presented, with the exception of those questions which were only asked in one of the years. Please note that Section 4 was only posed in 2021.

3.1 Section 1: Thinking about today, and how you use the site

The first section of the survey was aimed at ascertaining the primary use of the site, who visits, how much time and money they spend at the site, alongside the people they visit with.

1 Question 1 - What is the main activity you are undertaking here today?

The opening question of the survey asks “What is the main activity you are undertaking here at the site (lower Otter valley) today? Please tick all that apply” presenting the respondent with a set of most likely answers alongside an “other” selection to allow more niche activities to be recorded. The magnitudes of responses have been collated and are presented in Figure 3.1.

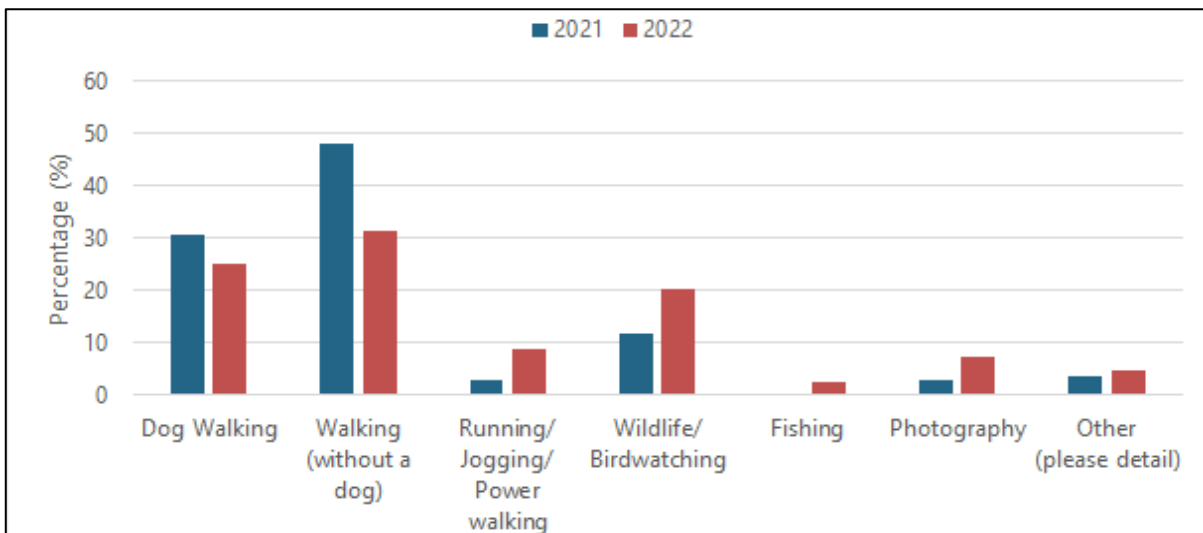


Figure 3.1 Answers in response to Question 1 “What is the main activity you typically undertake when you go down to the site?”

2021

This figure highlights that the main use of the site is by walkers (without a dog) (173 responses; 48%), followed closely by dog walkers (110 responses, 31%), making walking the main activity for those that use the site. Other activities such as wildlife/birdwatching (43 responses, 12%), photography (10 responses, 3%), and fishing (1 response; 0.3%) were also ticked.

A further 13 “other” responses were collected (4%); these included 2 references to swimming, with a further respondent enjoying the area for its paddle boarding accessibility. A further 2 respondents responded with “enjoy[ing] the view”. One respondent stated they were a licensed seaweed farmer, a business stakeholder in the area.

It is worth noting that, during the in-person surveys, many runners, joggers or power walkers, passed by the surveyors, but very few stopped to take part. They were apparently reluctant to interrupt their activity. Thus, runners/joggers/power walkers are considered to be underrepresented in the sample.

2022

The same question was asked in 2022 with a minor variation with participants asked, ‘What is the main activity you typically undertake when you go down to the lower Otter / estuary?’. The reframing of this question may have encouraged the respondents to select multiple options with each category from the 2021 survey receiving a greater percentage of responses. 299 individual responses were received to this question in 2022.

As with the 2021 survey, walkers (without a dog) and dog walkers received the highest selection, with 94 and 75 responses respectively (31% and 25%). This was followed by wildlife/birdwatching (61 responses, 20%) and runners/joggers/power walkers (26 responses, 9%); the former was noticeably higher than the previous year.

Photography, fishing and Other followed with 22, 7 and 14 responses respectively (7%, 2%, 5%). The responses for other were highly varied with water sports (swimming and paddleboarding) occurring most frequently with 3 responses.

2 Question 2a - How long would you typically spend at the site?

The second question within the stakeholder survey aimed to answer how long people spend at the site, with 5 options ranging from “less than an hour” to “more than six hours”. The responses gathered are illustrated in Figure 3.2.

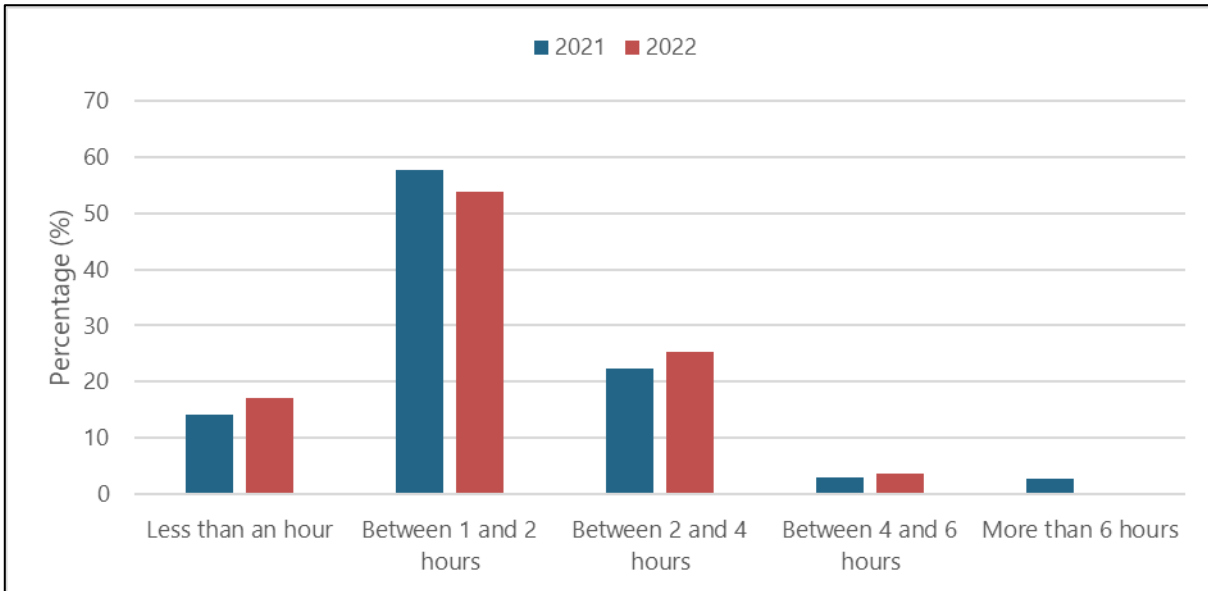


Figure 3.2 Answers in response to Question 2a "How long would you typically spend at the site?"

2021

A total of 331 responses were gathered for this question. Most respondents answered with “Between 1 and 2 hours” (191 respondents, 58%), with the second most popular answer being “Between 2 and 4 hours” (74 respondents, 22%).

The remaining 66 responses were split between the responses of “Less than an hour” (47 responses, 14%), “Between 4 and 6 hours” (10 responses, 3%) and “More than 6 hours” (9 responses, 3%). Some of those surveyed in person who lived in very close proximity to the site showed a tendency to select “More than 6 hours”.

2022

A total of 264 responses were gathered for this question, and responses were remarkably similar to those in 2021. As with 2021, most respondents answered with “Between 1 and 2 hours” (142 respondents, 54%); this was followed by “Between 2 and 4 hours” (67 respondents, 25%) and “Less than an hour” (45 respondents, 17%).

3 Question 2b - How long would you typically spend in town (including time spent in the valley/on the estuary), when you visit?

Question 2b was used to ascertain the time spent by respondents in both the valley and the nearby town of Budleigh Salterton. The responses are illustrated in Figure 3.3.

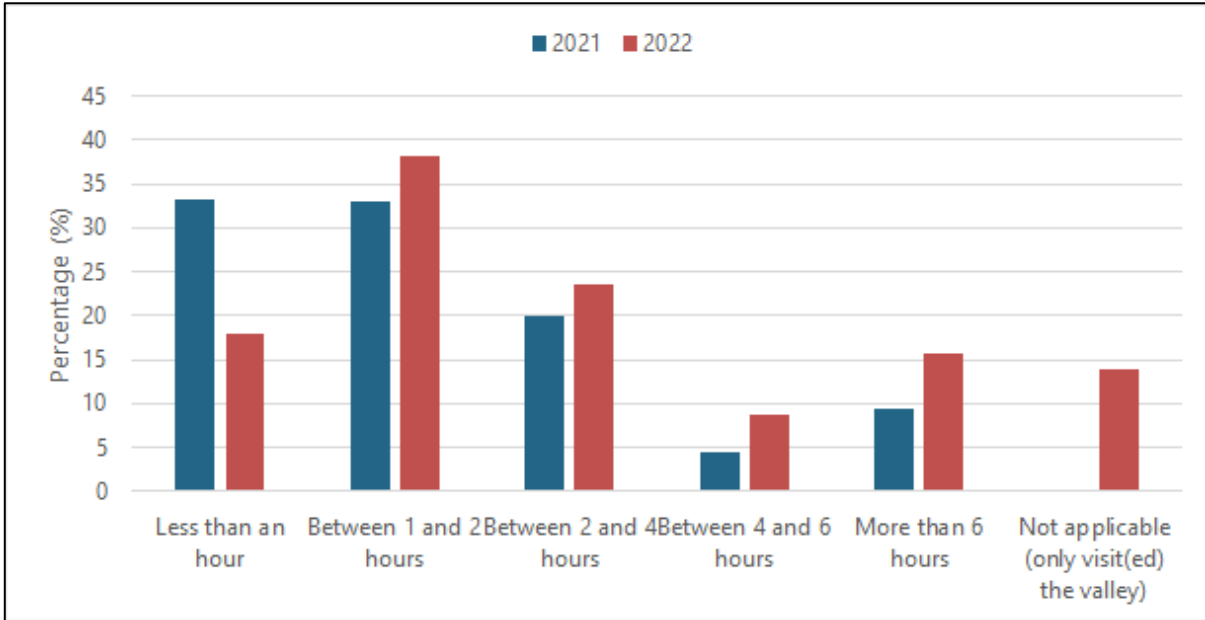


Figure 3.3 Answers in response to Question 2b "How long would you typically spend in Town (including time spent in the valley/on the estuary), when you visit?"

2021

In 2021, 331 responses were gathered. A more even split was observed here compared to previous questions, with 110 respondents selecting "Less than an hour" and 109 selecting "Between 1 and 2 hours" (both 33%). A total of 331 responses were collected, meaning 66% of respondents selected "Less than an hour" or "Between 1 and 2 hours".

The responses then dramatically reduce for "Between 2 and 4 hours" (66 responses, 20%), "Between 4 and 6 hours" (15 responses, 5%), and "More than 6 hours" (31 responses, 9%). The increased response rate for "More than 6 hours" is again due to some respondents selecting this answer with the caveat that it was due to residence within the town, or holidaying within.

The fact that more people chose the first two categories for this question than did for the previous question indicates that many respondents did not appreciate that they were meant to include the time spent in the valley in their answer to this question.

2022

In 2022, 217 responses were gathered with respondents given an additional option of “Not applicable (only visit(ed) the valley)” which was selected by 30 respondents.

For the remaining respondents, “Between 1 and 2 hours” was the most common (83 responses, 38%) followed by “Between 2 and 4 hours” (51 responses, 24%), and “Less than an hour” (39 responses, 18%). In comparison to the previous year the largest difference is a 15% decrease in respondents selecting “Less than an hour”, with the difference primarily made up by the introduced “Not applicable (only visit(ed) the valley)” category which accounted for ~14% of the total.

4 Question 3a - With whom do you typically visit the site?

Question 3a asked who the respondent “typically visits the site with”, with the results presented in Figure 3.4.

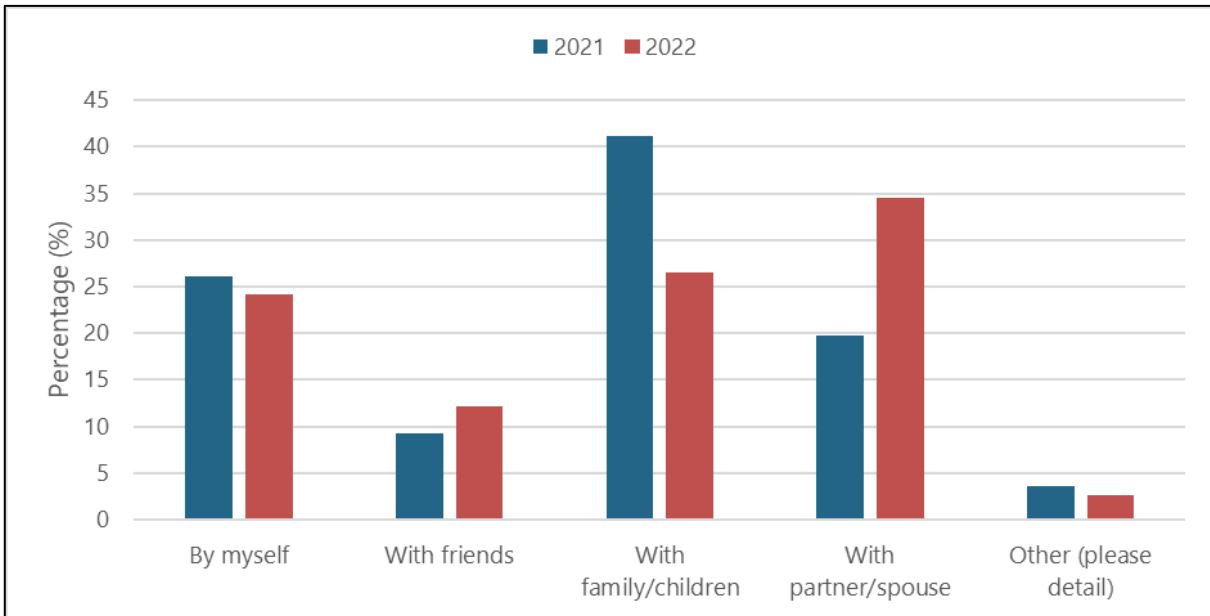


Figure 3.4. Answers in response to Question 3a "With whom do you typically visit the site?"

2021

During the 2021 survey a total of 333 results were gathered. Most responses were within the “With family/children” (137 responses) category, representing 41% of respondents. The remaining data was split between the 3 categories of “By myself” (87 responses, 26%), “With friends” (31 responses, 9%), and “With partner/spouse” (66 responses, 20%) alongside an open ended “Other” option, which gathered 12 responses (4%).

Notable “Other” responses included one leader of “student classes” at the site with 8 others stating their “partner” or “husband” usually joined them at the site. One response mentioned that they visited the site with their colleague, another with their partner and dog. Finally, one response mentioned “a mixture of the above”, and several “disabled”.

2022

During the 2022 survey 264 results were gathered. Most respondents selected “with partner/spouse (91 responses, 34%), this was followed by “with family/children” (70 responses, 27%), “by myself” (64 responses, 24%), “with friends” (32 responses, 12%) and “other” (7 responses, 3%).

PACCo; LORP Survey Results – 2021 and 2022

When compared to the previous year, a higher percentage of respondents selected “with partner/spouse” (+15%) and “with friends” (+3%) with a decrease in respondents selecting “with family/children” (-15%). This may be due to the Covid restrictions in place the previous year.

The most frequent response for “other” was that they would visit the site with a mix of people or with their “husband/partner” (4 responses), with other reasons including visiting with their dog(s) (2 responses).

5 Question 3b - How many people do you typically visit the site with?

This question asked those respondents who were not alone, how many people they typically visited the site with. The results gathered are presented in

Figure 3.5 below.

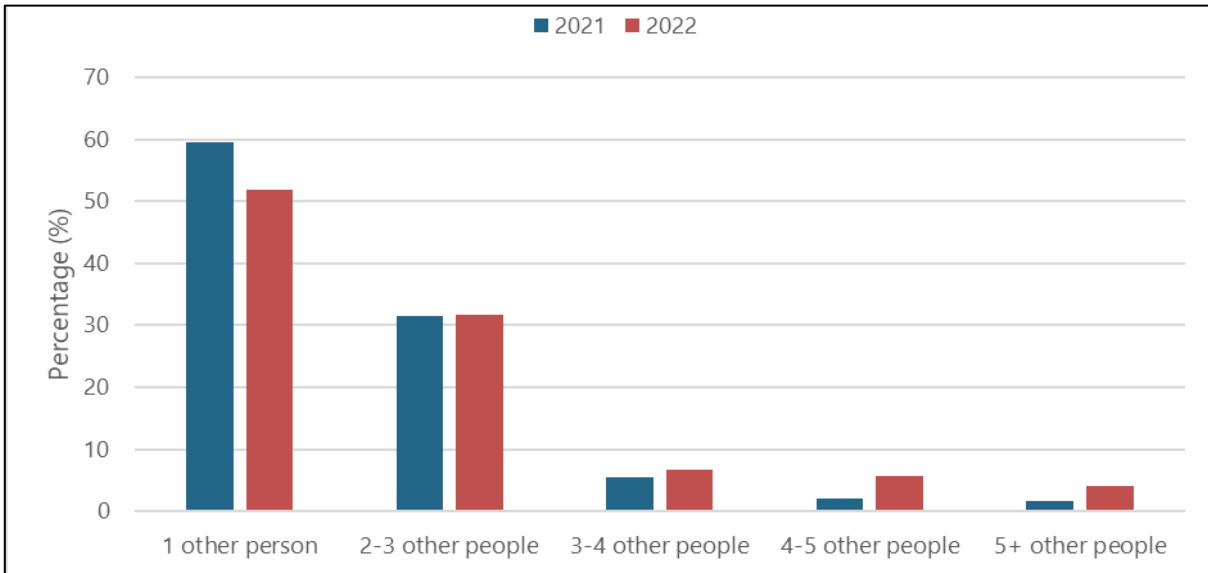


Figure 3.5 Answers in response to Question 3b "How many people do you typically visit the site with?"

2021

As illustrated, the majority (144; 60%) responded with "one other person", echoing the responses to the previous question that many of those surveyed visited with their partner. In total 76 respondents stated they visited with "2-3 other people" (31%), and 13 with "3-4 other people". A total of 242 responses were collected for this question out of a possible 354.

2022

In 2022, 193 responses were gathered for this question. As with the previous year "1 other person" was most commonly selected (100 respondents, 52%); however, in terms of percentage this is a ~8% reduction from the previous year. Responses for "2-3 people" (61 respondents, 32%) remained similar to the previous year, whilst the three remaining options saw marginal gains when compared to the previous year. Question 4a - Do you live locally (within a few miles / km)?

This question was implemented to ascertain the split between those that visit the site whilst on holiday and those that live locally.

2021

Most respondents (261, 79%) lived locally (within a few miles/km), with the remaining 68 respondents (21%) being visitors to the site from afar. Figure 3.6 illustrates how this relates to respondents age ranges.

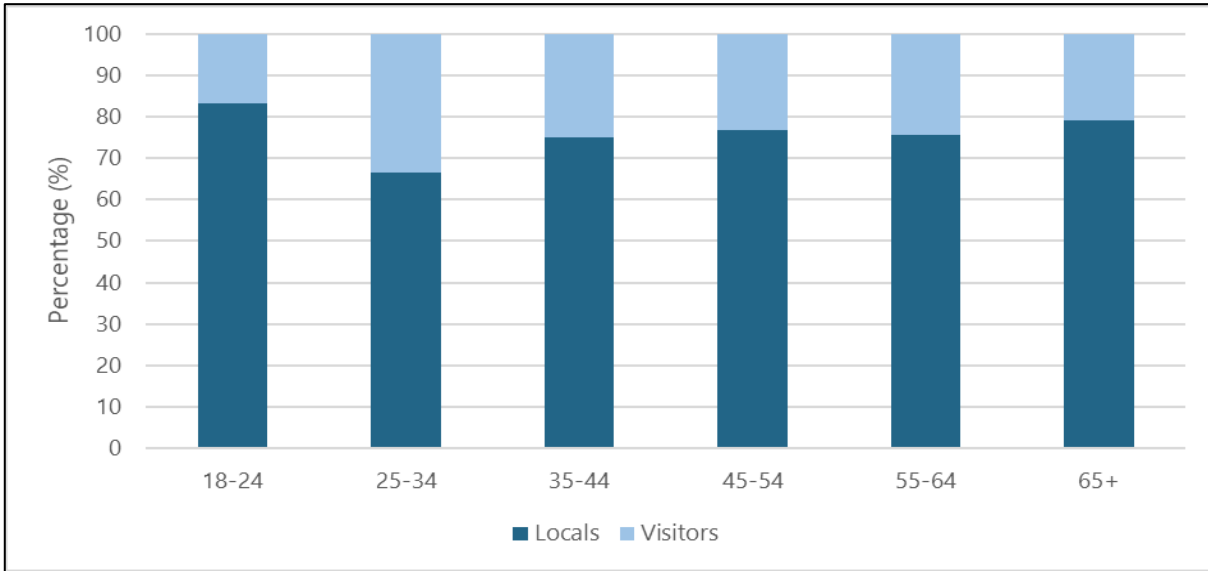


Figure 3.6 The split of respondents age bracket, compared against their answer to Question 4a: “Do you live locally (within a few miles / km)?”.

2022

In 2022, a total of 206 responses were collected, the majority of respondents were local with 174 respondents with the remaining 32 respondents identifying as visitors to the area. This translates into an approximate 84%/16% split between the locals and visitors. Figure 3.7 illustrates how this translates onto the respondents age range answer in Section 3.5.

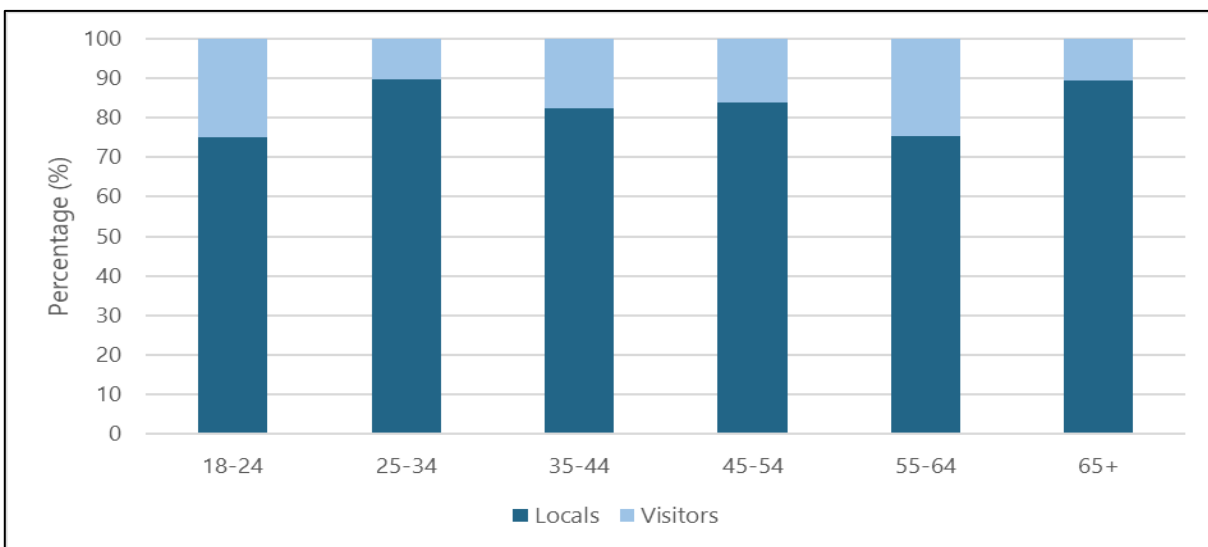


Figure 3.7 The split of respondents age bracket, compared against their answer to Question 4a: “Do you live locally (within a few miles / km)?”.

6 Question 4b - Do you typically stay overnight (nearby), or just visit for the day?

Question 4b was only posed to those who did not live locally, and questionnaire logic was applied to divert only those who answered “no” to the previous question to this follow up. The question had 3 possible answers, with an “Other” option to capture those that may not fit into distinct groups. The results are presented in Figure 3.8.

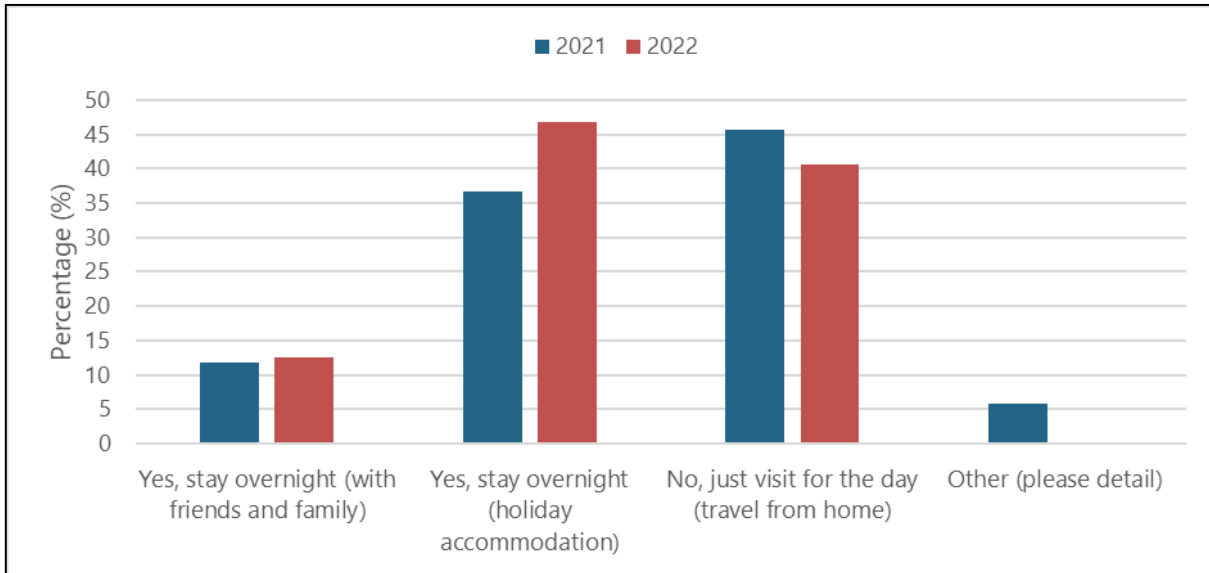


Figure 3.8 Answers in response to Question 4b "Do you typically stay overnight (nearby), or just visit for the day?"

2021

Only 68 responses were gathered for this question due to the targeted nature of the question aimed only at those who do not live locally. The majority of respondents answered “No, just visit for the day (travel from home)” (31 respondents; 45%) with the remaining 37 responses split between “Yes, stay overnight (holiday accommodation)” (25 respondents; 36%), “Yes, stay overnight (with friends and family)” (9 responses; 11%) and 3 “other” responses (5%).

These “other” responses contained one “camping”, one stating they were staying in “a family holiday home [which has been owned] for over 30 years”, and finally one stating they simply “live here”. This suggests that the final “Other” response was an accidental redirect from the previous question.

2022

When this question was asked in 2022, 32 responses were provided, 15 respondents stated that they stayed overnight in holiday accommodation (46%), whilst 13 respondents answered that they only visited for the day (40%), with the remaining 4 respondents stating they stayed with friends and/or family (12%).

7 Question 4c - Please specify length of stay (in days)

This question was again aimed at those who do not live locally and requested the respondent to provide the length of their stay (in days).

2021

Responses varied within the scope of this question, with a total of 33 responses gathered; the results are presented in Figure 3.9. The majority of these holidaymakers stated they stayed for 7 days (11 responses; 34%), with the second most popular holiday duration being 5 days (7 responses; 22%).

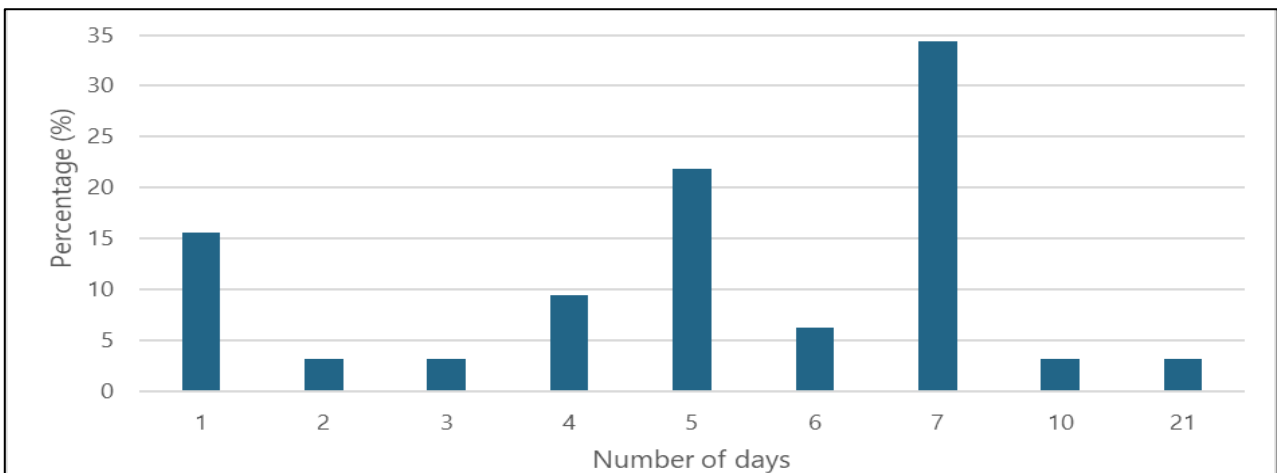


Figure 3.9 Answers in response to Question 4c "Please specify length of stay (in days)".

2022

As with 2021 the question was open ended and resulted in a broad range of responses in 2022; a total of 18 responses were gathered, with the results presented in Figure 3.10.

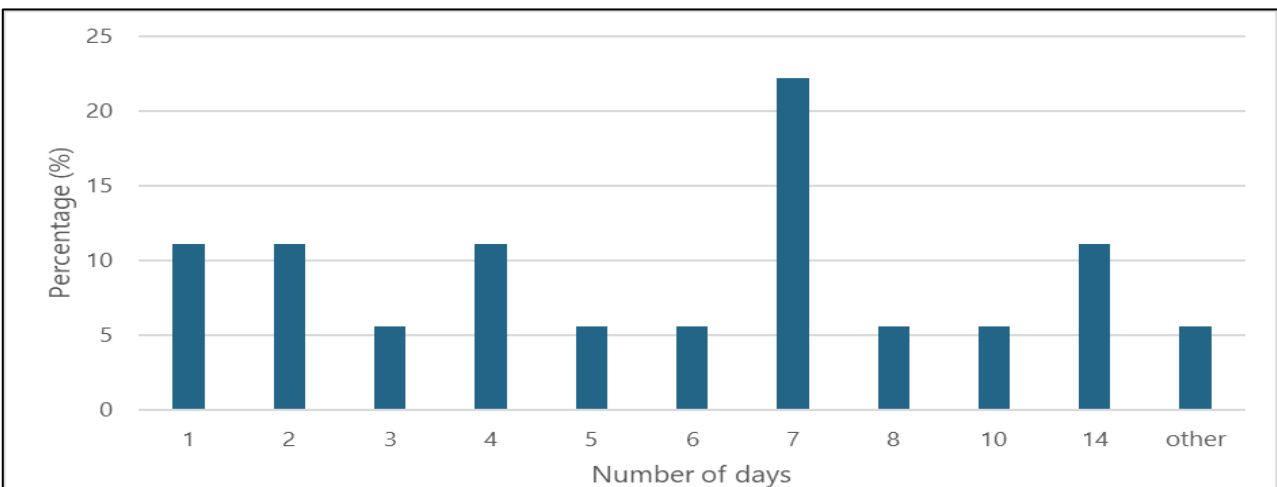


Figure 3.10 Answers in response to Question 4c "Please specify length of stay (in days)".

The majority of visitors (13, 72%) stated that their length of stay was ≤ 7 days. The highest number of responses for an individual day was "7 days" (4 respondents; 11%).

8 Question 5 - Prior to your recent visit, had you been to the Otter Valley before?

2021

This question ascertained that of the 355 respondents of the 2021 survey, only 18 respondents (5%) had never been to the site before.

2022

When this question was repeated in 2022 a similarly low value was observed, with only 11 respondents (5%) out of a possible 239 stating they had never been to site before.

9 Question 6a - Roughly how often do you visit in a typical year?

Question 6 was asked of those who had been to the valley before. The options presented, and answers obtained, are illustrated in Figure 3.11.

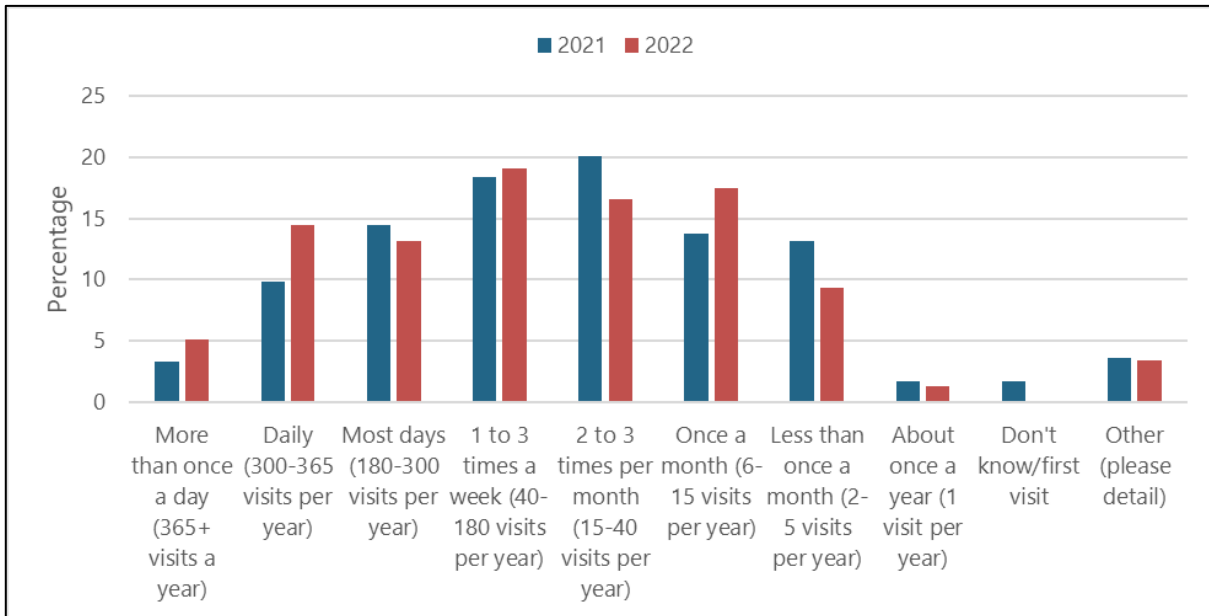


Figure 3.11 Answers in response to Question 6a “Roughly how often do you visit in a typical year?”

2021

A total of 304 responses were gathered for this question. The most ticked option was the “2 to 3 times per month” category, which gained 61 responses overall (or 20%). 18% visited at least once or three times a month. “Once a month” and “Less than once a month” both ascertained 13% of the responses for this question.

2022

A total of 235 responses were gathered during the 2022 survey. The two most frequent categories were “1-3 times a week” and “Once a month” with the former having 45 respondents (19%) and the latter 41 respondents (15%).

When compared to 2021 results, the greatest increase was observed within “Daily” (+5%) and “Once a month (+4%) categories, whilst the greatest decrease was observed at “Less than once a month” (-4%). 8 respondents selected “other”, with results largely following the same trend as 2021.

10 Question 6b - Agreement with statement “I will definitely come here again”

The first Likert scale question of the survey asked respondents how much they agreed with the statement “I will definitely come here again”, with a scale of 1 to 5 for how strongly they agree, and a further sixth option if they were not sure. The results of the question are presented in

Figure 3.12.

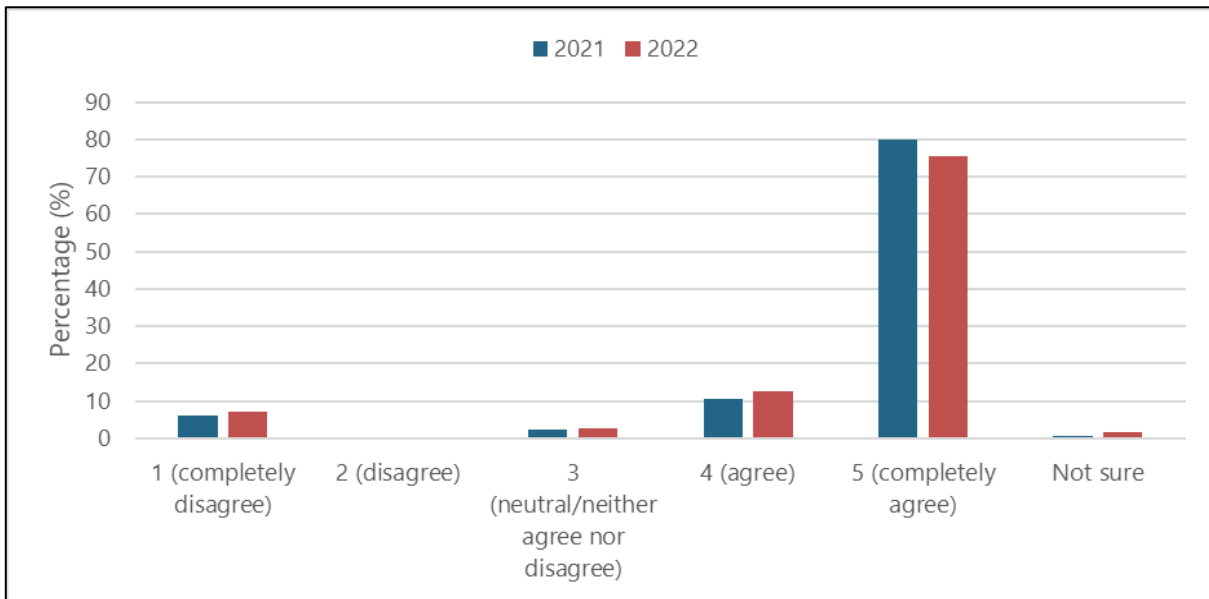


Figure 3.12 Answers in response to Question 6b re. statement “I will definitely come here again.”

2021

The vast majority of the 320 respondents who answered this question responded with “5 (completely agree)” (256 respondents, 80%), with the remaining 64 responses split amongst “4 (agree)” (34 responses, 10%), “3 (neutral/neither agree nor disagree)” (7 responses, 2%), “2 (disagree)” (1 response, <1%), and “1 (completely disagree, 6%)” (20 responses). Only 2 responses (<1%) were logged for the “not sure” category.

2022

This question received 244 responses with the vast majority of respondents selecting “5 (completely agree)” (170 respondents, 70%). There was a slight reduction in those agreeing completely, and a slight increase of those agreeing as well as completely disagreeing.

11 Question 7 - Thinking about your last day out in Budleigh Salterton, can you tell me how much you spent?

This question asked the respondents how much they spent (per person, on average) on their last day out in Budleigh Salterton (or how much they are to spend on their day out, when interviewed in person and on site).

2021

A total of 322 responses were gathered, with 126 of those selecting “prefer not to say”. This left 196, or 59% of responses to be analysed. The expenditure ranged from nothing to £200. The mean spend of this group was £13.60, with the median spend of £10.

2022

103 respondents (38% of participants) specified their expenditure when answering this question. The expenditure ranged from £3.00 to £800. The mean spend was £64.45, with a median spend of £10 (the same as the previous year).

12 Question 8 – What was that spend on?

Question 8a asked the respondents to provide more detail on their previous answer with regards to what they spent / intended to spend their money on. The responses from this question are illustrated in Figure 3.13, with the question itself providing three possible answers, with an “Other” section to ensure all spends were encapsulated; also, those that checked “Activity” were asked to elaborate further and provided insight on the type of activity.

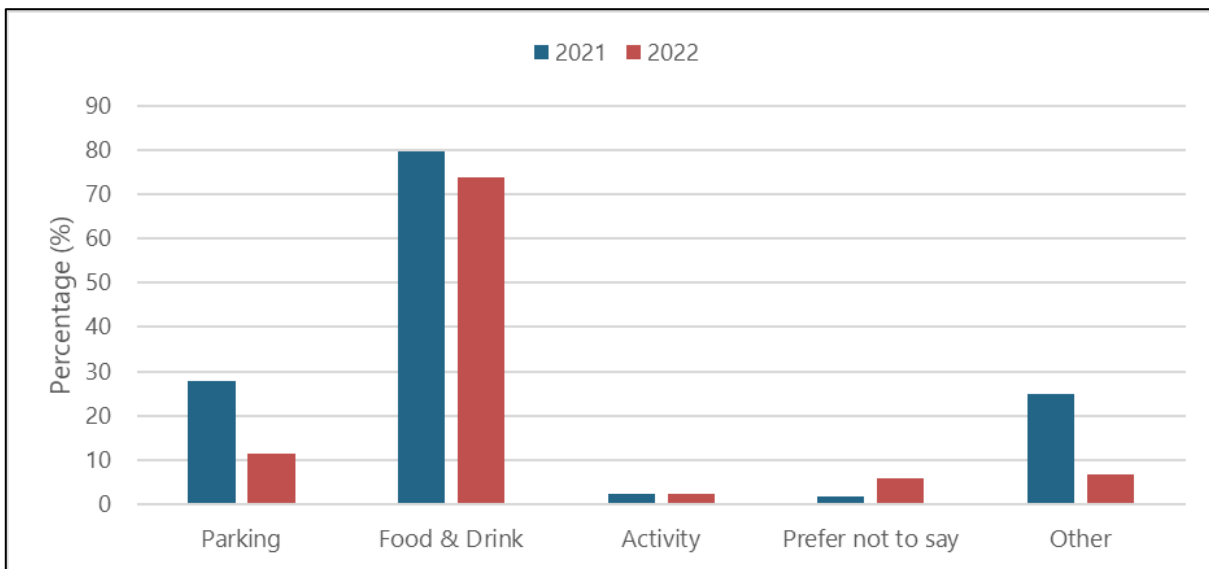


Figure 3.13 Answers in response to Question 8a re. spend purpose

2021

A total of 184 responses were gathered. In total, 147 respondents (80% of those that answered) stated their spend was at least partially on “Food & Drink”. “Parking” represented the second most distinct grouping of spend at 28%. When asked to clarify the “Other”, a large proportion of respondents (17%) alluded to shopping or naming shopping items in their response. Notable activities of those that visit the site include the use of charity shops and the purchase of maps and nature books, alongside visits to beauty salons and hairdressers.

It is worth noting that, during the in-person survey, many respondents who did not specify parking spend subsequently left the site by car; it is thus believed that parking spend is underrepresented here.

Analysing the limited sample size of those who elected to just spend on parking (a total of 8 respondents) a mean spend of £3.81 was recorded across the group, with the maximum spend being “£5-10”, taken as £7.5 during mean analysis.

2022

Of the 103 respondents to the previous question, 88 responded to this question. The majority of respondents stated that “food and drink” was their primary expense (65 respondents; 63%), with “parking” the second most frequently selected option (10 respondents; 28%). “Other” received 6 responses and included respondents buying souvenirs and antiques and was responsible for the highest recorded expenditure of £800. Parking was heavily reduced when compared to the previous year with a reduction of ~16%.

13 Question 8b - How much did you spend on accommodation for your party (whole stay)? How many people in your party? (2021 only)

Question 8b was only posed in 2021, and then only to those who were not local to the site, and who had paid for accommodation. In total, 40 responses were gathered (12% of participants) and of these, only 13 provided quantitative answers.

With regard to whole stay spend, the range of responses gathered varied from a maximum of £2,860 to £0, or a low of £150 if 'null spends' are discounted. These 'null spends' were often attributed to staying in an acquaintance's/family's holiday home or with a relative when interviewed in person, where it was possible to query the reasoning behind 'free' accommodation.

Outside the range of quantitative analysis, one respondent stated they were "here on business" and thus accommodation was provided, whilst another respondent noted they were staying in their own caravan with a berthing fee of £9 per night, for an effectively indefinite stay.

By determining party size, per-person accommodation spend could be determined for those 13 quantitative answers. An average (mean) of £37.4 person, per night has been calculated based on survey responses (with a maximum of £71.4 and minimum of £10.7). This mean is kept low by the volume of respondents who were pitching campervans and tents for reduced fees per night in comparison to those who spent time in hotels or bed and breakfasts. As the majority of respondents stated this in face-to-face surveys, it is expected this may have occurred during the online surveys also.

3.2 Section 2 - Thinking about the place

Section 2 contained two open ended questions and a Likert scale question, to ascertain stakeholder opinion of the site and surrounding area at present.

1 Question 9a - What do you like best about the lower Otter valley?

Question 9a was the first open question posed to respondents and is the initial question that establishes any positive opinions of the site. Answers were coded and categorised, and those receiving at least 10 mentions are presented below.

2021

A total of 292 responses were received, with many respondents listing several aspects they appreciated about the Otter Valley presented in Figure 3.14.

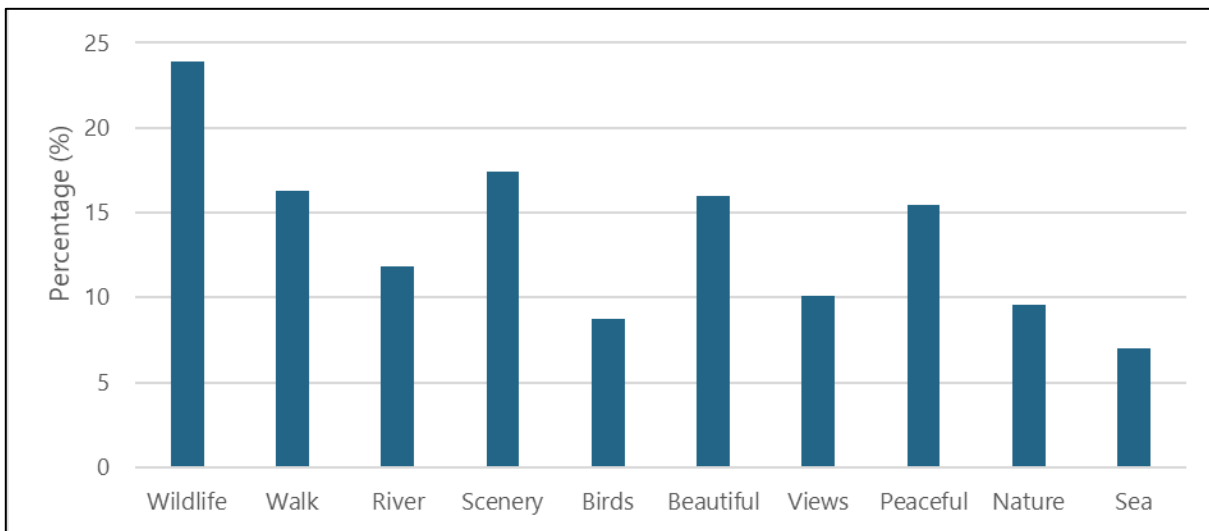


Figure 3.14 Answers in response to Question 9a “What do you like best about the lower Otter valley?”

A range of responses were received, with 85 respondents directly noting “Wildlife” (24% of mentions) with the second most popular response being “Scenery” (62 mentions, 17% of mentions). In a similar vein, the terms “Beautiful” and “Peaceful” were regularly mentioned (by 32% of mentions in total).

2022

A total of 203 respondents answered this question, with many stating multiple aspects, which when separated produced 355 results. These results were split into categories in much the same way as the 2021 study. However, it was decided to merge responses that directly mentioned the “Scenery” and/or “view” and add an additional category to include accessibility; the breakdown of the results is displayed below in Figure 3.15.

“Wildlife” received the highest number of mentions (59 responses, 17% of individual results) and was closely followed by “scenery” (54 responses; 15% of mentions). Respondents also regularly mentioned “Nature” and “Peaceful” receiving 51 and 44 responses respectively (or 14% and 12% of mentions).

The new addition of accessibility was mentioned 17 times (5%), with respondents commenting on the flatness of the site and presence of the footpaths and facilities.

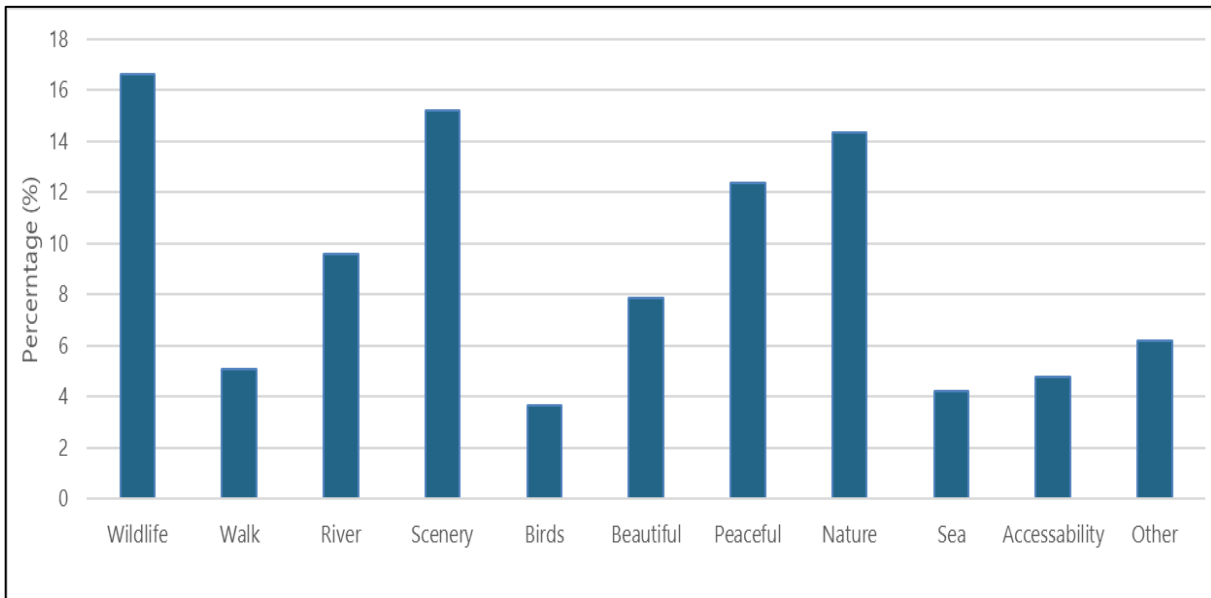


Figure 3.15 Answers in response to Question 9a “What do you like best about the lower Otter valley?”

2 Question 9b - What do you like least about the lower Otter valley?

Question 9a was an open-ended question aimed at ascertaining any negative perceptions of the site pre-construction with the same analysis methodology employed.

2021

A total of 230 respondents provided answers here; the results are presented graphically in Figure 3.16.

The most popular answers were those that contained references to (too many) “People” at the site being the least favourable aspect (22% of mentions), with references to “Dogs” and “Dog poo” also featuring high on the list of least desirable features at the site (27% of mentions together). Compounding the issue of “People”, many in-person and online respondents highlighted the narrow paths present at the site, specifically mentioning COVID-19 social distancing along the path being near impossible.

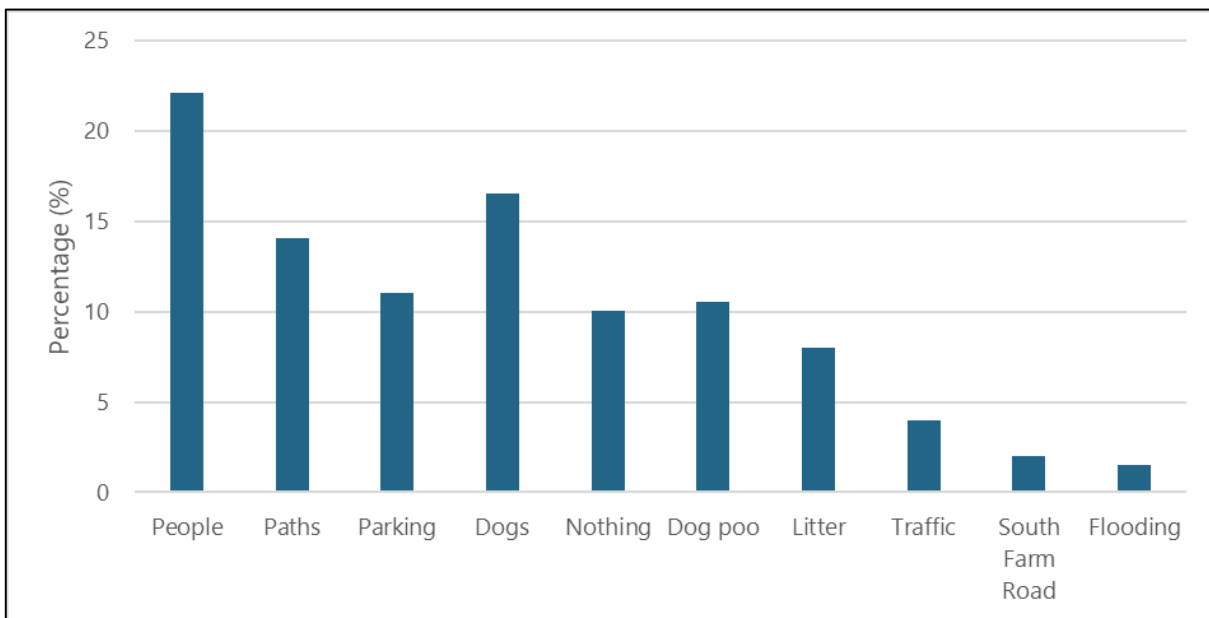


Figure 3.16 Answers in response to Question 9b “What do you like least about the lower Otter valley”

2022

A total of 161 respondents answered this question with some respondents providing multiple aspects they dislike about the site. When separated and categorised, 167 responses were generated with the results displayed in Figure 3.17.

Many of the respondents mentioned “people” (31 responses; 19%); this was primarily in reference to the busyness of the area and dog owners that are perceived as at times inconsiderate, with other users also mentioning “dog waste” (13 responses; 8%) or “dogs”

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(14 responses; 8%) (with many of the responses for the former referencing wildlife disturbance as the main reason for selection).

Other responses directly mentioned the construction works (26 responses; 16%), whilst making reference to the change from the previous environment, the presence of HGV vehicles, pollution or concerns about wildlife disturbance. Vehicles (26 responses; 16%) in this instance was used to define all responses that referred to parking availability, parking costs or road accessibility.

Another category of note was added this year was “Invasive species” (2 responses; 1%); this is in reference to Himalayan balsam (*Impatiens glandulifera*) which is present in the area.

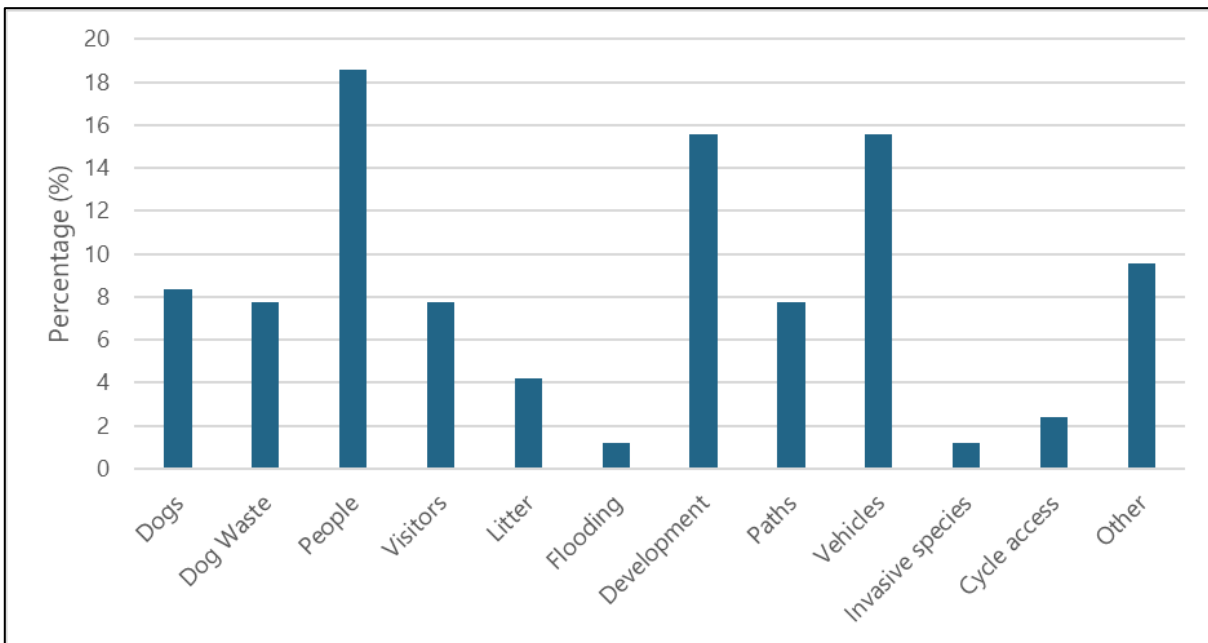


Figure 3.17 Answers in response to Question 9b “What do you like least about the lower Otter valley”

3 Question 10 - Agreement with statement “The valley/estuary as it is at present is very natural.”

The Likert scale Question 10 ascertained the perception of those surveyed towards how ‘natural’ the site is. The results gained are represented in Figure 3.18.

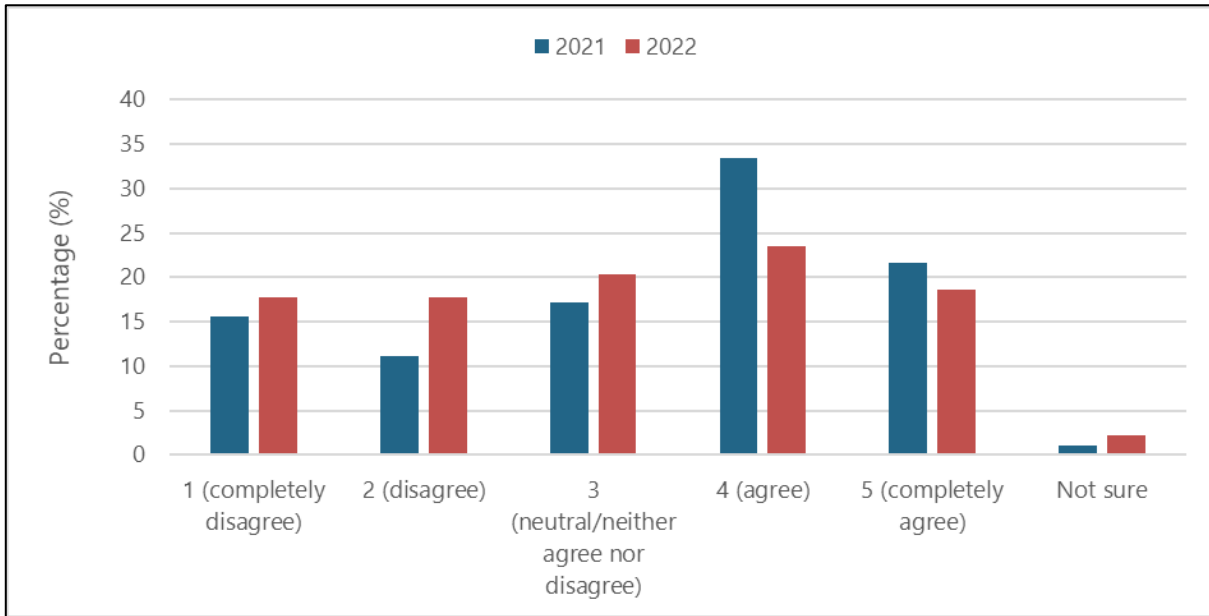


Figure 3.18 Answers gathered in response to Question 10 re. statement “The valley/estuary as it is at present is very natural”

2021

Thee 2021 gathered 296 responses with the majority of respondents (56%) stating that they agreed with the statement, by selecting “agree” or “completely agree”; whilst 27% disagreed by choosing “strongly disagree” or “disagree”. 17% of all respondents selected “neutral/neither”.

2022

During the 2022 survey, respondents were asked the same question with a minor variation “How much do you agree with the following statement (where 1 is ‘I completely disagree’ and 5 is ‘I completely agree’)”Besides the construction works, the valley/estuary as it is at present is very natural.”

The survey generated 226 responses which when compared to the previous year saw a 13% reduction in the percentage of respondents who agreed that the site was natural, with “4” (agree) seeing a reduction of 10% and “5” (completely agree) seeing a reduction of 3% respectively.

The 13% reduction was mostly spread across the remaining categories with “2 (disagree)” receiving the greatest increase (7%).

3.3 Section 3 - Thinking about plans for the future

Section 3 focussed on the LORP, and knowledge and perceptions thereof.

1 Question 11a - Have you heard about the LORP?

2021

In full, this question read "Have you heard about the plans to restore the flood plain and to allow the tide to come in (also known as managed realignment) here (i.e. the Lower Otter Restoration Project / the LORP)?" Results are illustrated in Figure 3.19. In total, 238 of the 297 respondents who answered this question stated they had heard of the project before, totalling 80%. A further 5 respondents stated they had "Maybe" heard of the scheme whilst 2 were "Not sure".

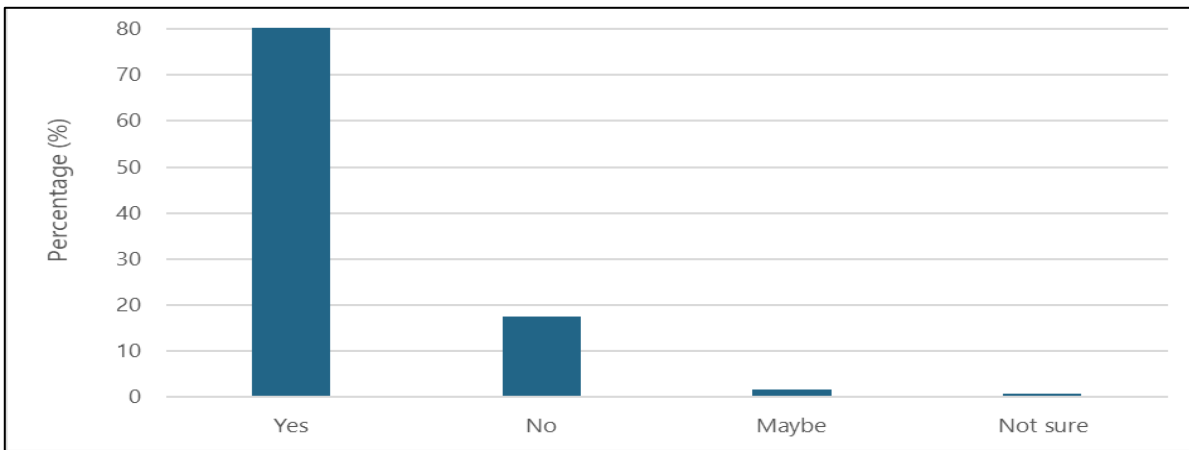


Figure 3.19 Answers in response to Question 11a “Have you heard about the LORP”

Figure 3.20 illustrates how locals were more aware of the scheme than those from further afield.

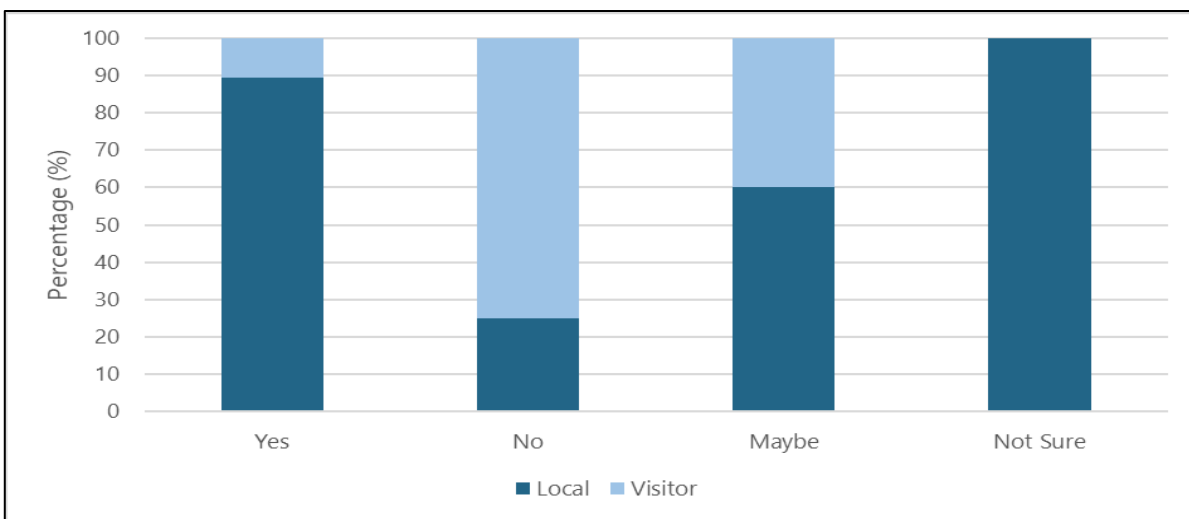


Figure 3.20 Split of locals and visitors for Question 11a “Have you heard about the LORP”

2022

A variation of this question was used in the 2022 survey to ask participants “Have you noticed the restoration works which are ongoing, and/or have you heard about the plans to restore the flood plain to allow the tide to come in (also known as managed realignment) here (Lower Otter Restoration Project (LORP))?”

In total 224 responses were gathered which are presented in Figure 3.21, the majority of respondents (208, 93%) stated that they had either observed the observation works taking place or were aware of the LORP. 6% of participants stated that they were unaware of either the work and/or the LORP (14 respondents).

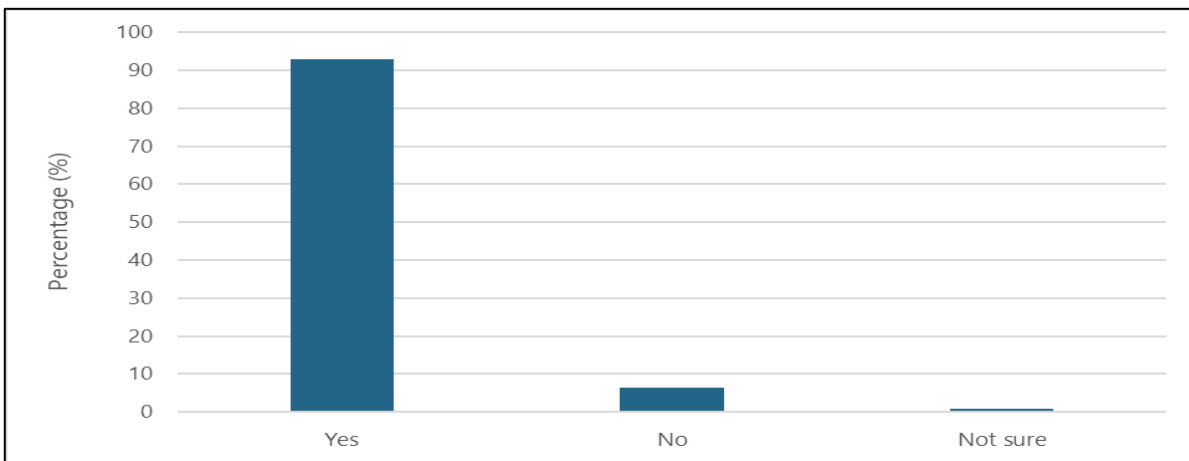


Figure 3.21 Answers in response to Question 11a “Have you heard about the LORP”

When looking at the divide between local and visitor responses (223 respondents) which are displayed in Figure 3.22, the “Yes” response (207) was most common with the local community (~89.4%) this was contrasted by the “No” response (14) which was most common amongst the visiting community (~79%).

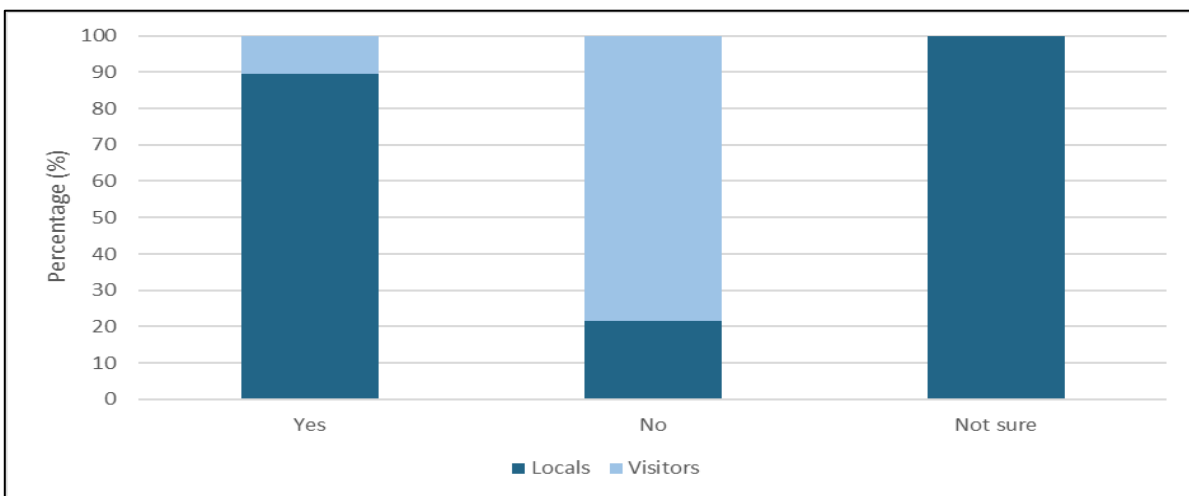


Figure 3.22 Split of locals and visitors for Question 11a “Have you heard about the LORP”

2 Question 11b - Do you know who manages the project, and who the key partners are? (2021 only)

In 2021 only, those respondents who were aware of the LORP were first asked if they knew who the key partners of the project were. In total 232 responses were obtained, and 60% of those stated they knew who the partners were, whilst 40% did not. With regard to answers given when asked who the key partners were in their opinion, then the results are presented in Figure 3.23 (for those with 3 or more mentions).

A total of 121 responses were gathered to this question, with multiple answers referencing more than one project partner (246 mentions in total). Most responses, a total of 101 (41%), mentioned the role of Clinton Devon Estates in the project, whilst many more listed the Environment Agency (62 responses 25%). Many other responses were furthermore given, including local MPs, Natural England, and local and regional councils.

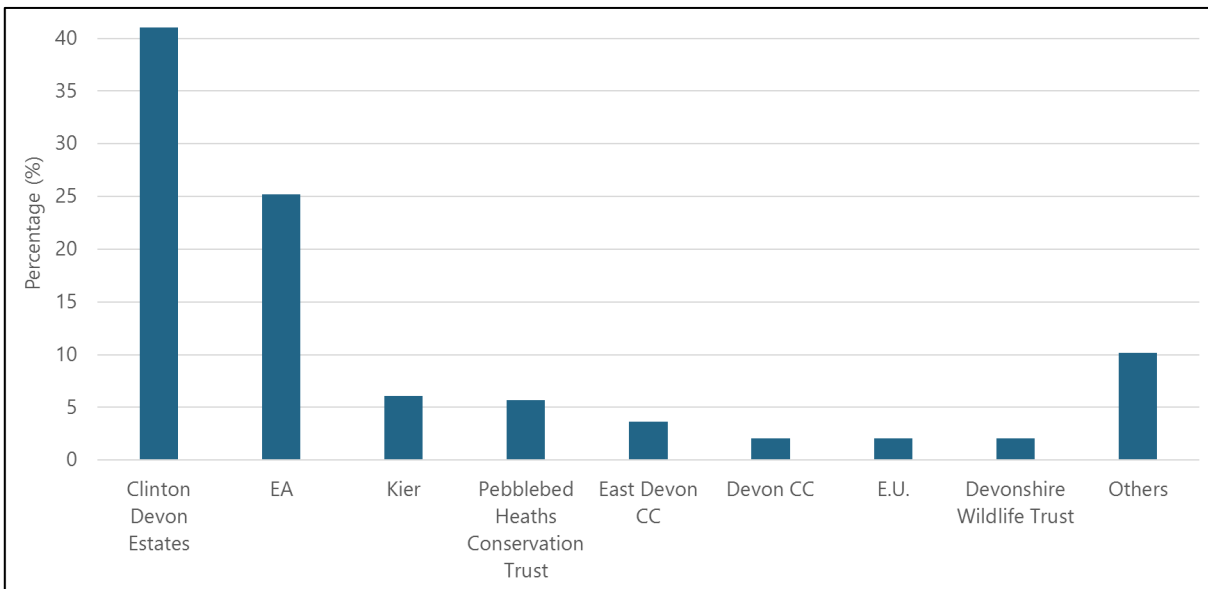


Figure 3.23 Answers in response to Question 11b “Do you know who manages the project, and who the key partners are?”

3 Question 12a - Agreement with statement "I understand the details of the scheme and what is being proposed very well."

Another Likert scale question, this time querying how much a respondent agreed with the statement "I understand the details of the scheme and what is being proposed very well" was posed in both 2021 and 2022. The results are illustrated in Figure 3.24 below.

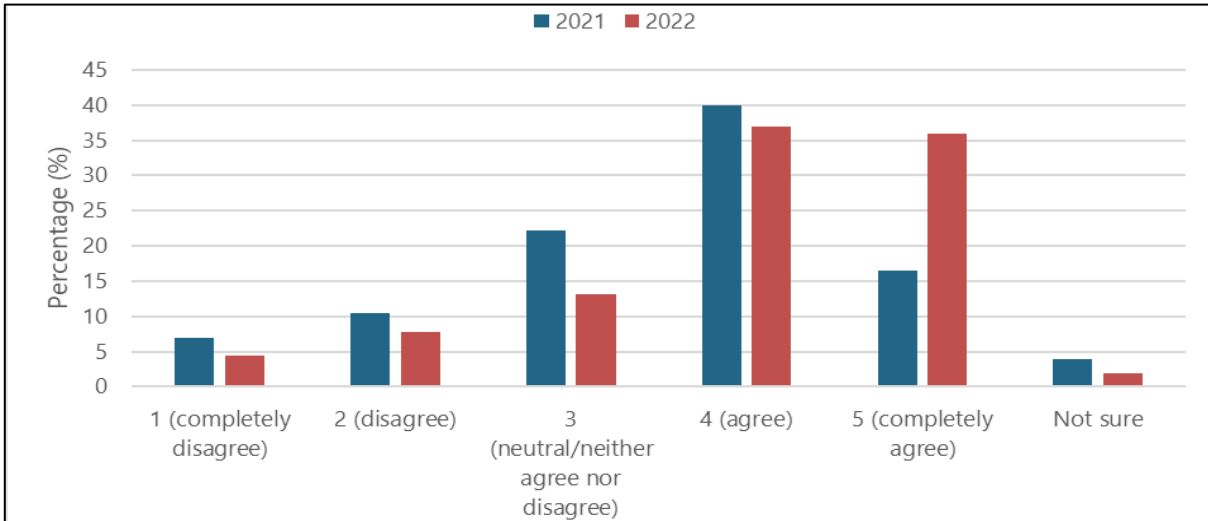


Figure 3.24 Answers in response to Question 12a re. statement "I understand the details of the scheme and what is being proposed very well."

2021

A total of 230 answers were gathered, with most respondents (92 responses, 40%) selecting "agree" with the statement. The least common answer (except for "Not sure") was "Completely disagree" (16 responses, 7%), with "Not Sure" ascertaining 9 responses (4%).

Figure 3.25 illustrates the split between locals and visitors, with the greatest proportion of visitors selecting the two disagree options.

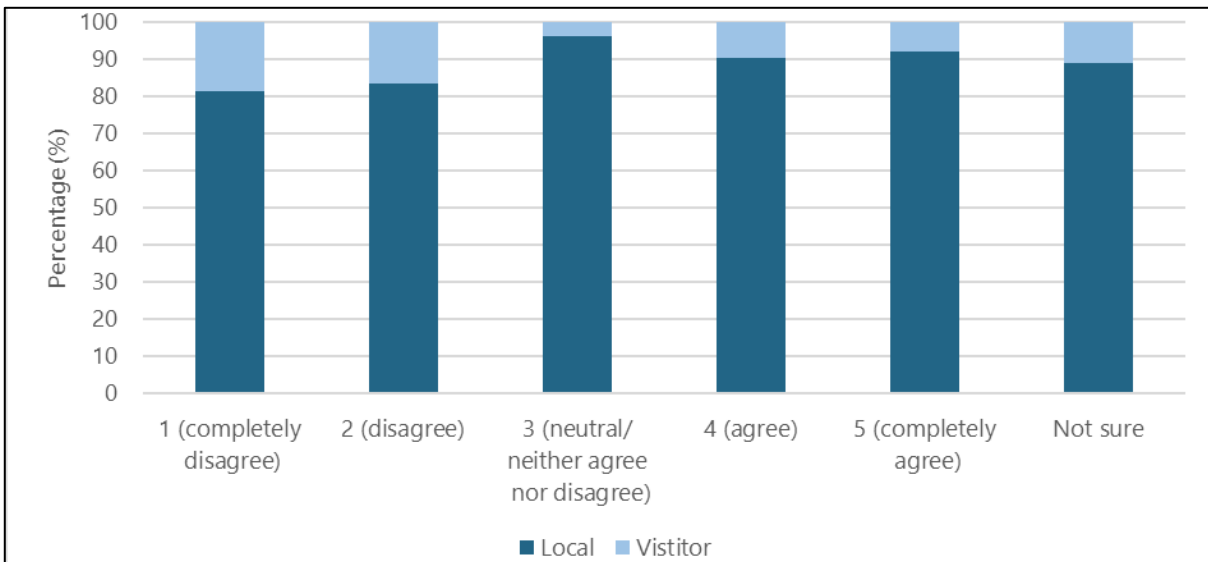


Figure 3.25 Split of locals and visitors for Question 12a re. statement "I understand the details of the scheme and what is being proposed very well."

2022

The 2022 survey generated 206 responses to this question, which when compared to 2021 (Figure 3.26) saw a higher overall response (19%) to respondents who “completely agree” with the question statement.

When considering the differences between locals and visitors, as illustrated in Figure 3.26, there is a similar trend to the previous year, with higher percentages of visitors disagreeing than agreeing with the statement.

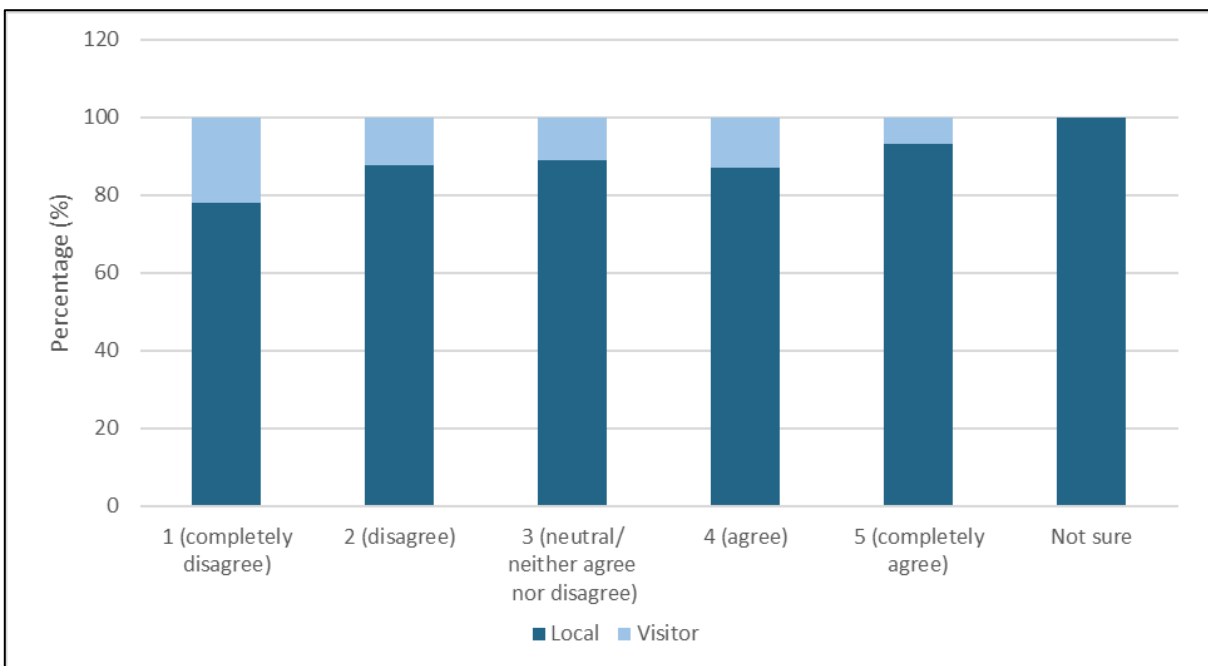


Figure 3.26 Split of locals and visitors for Question 12a re. statement "I understand the details of the scheme and what is being proposed very well."

4 Question 12b - Agreement with statement - "I am very happy that this scheme is happening."

Again, probing public opinion towards the scheme, another Likert scale question was presented to respondents; results are illustrated in Figure 3.27.

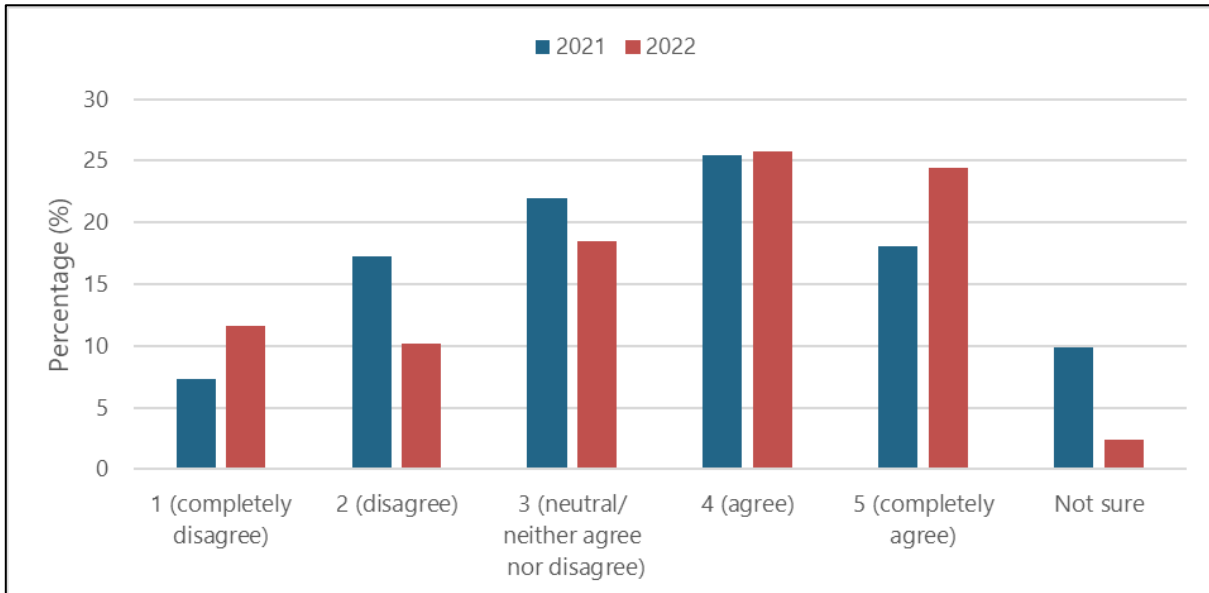


Figure 3.27 Answers in response to Question 12b re. statement "I am very happy that this scheme is happening."

2021

A total of 232 answers were obtained, split amongst all six options illustrated in Figure 3.28 below which divided the responses between those from locals and visitors.

The most common response was “agree” (59 responses, 25%), whilst “completely disagree” garnered 17 responses (7%) as the least selected option. Of all the responses, 101 felt positively about the scheme (i.e. selected “agree” or “completely agree”; 44%), whilst 57 felt negative about the scheme (respondent selected “disagree” or “completely disagree”, 24%), whilst 74 (22%) were neutral.

2022

The 2022 survey generated 146 responses to this question. Of those, 50% either agreed or completely agreed with the statement (85 responses in total), and 22% either disagreed or completely disagreed (32), with 18% being neutral (27). When compared to the data collected in 2021, displayed in Figure 3.27, response percentage was higher for “5 (completely agree)” and “1 (completely disagree)” with a 6% and 4% increase respectively.

Figure 3.28 illustrates the split between locals and visitors, with the greatest proportion of visitors selecting the neutral and agree options.

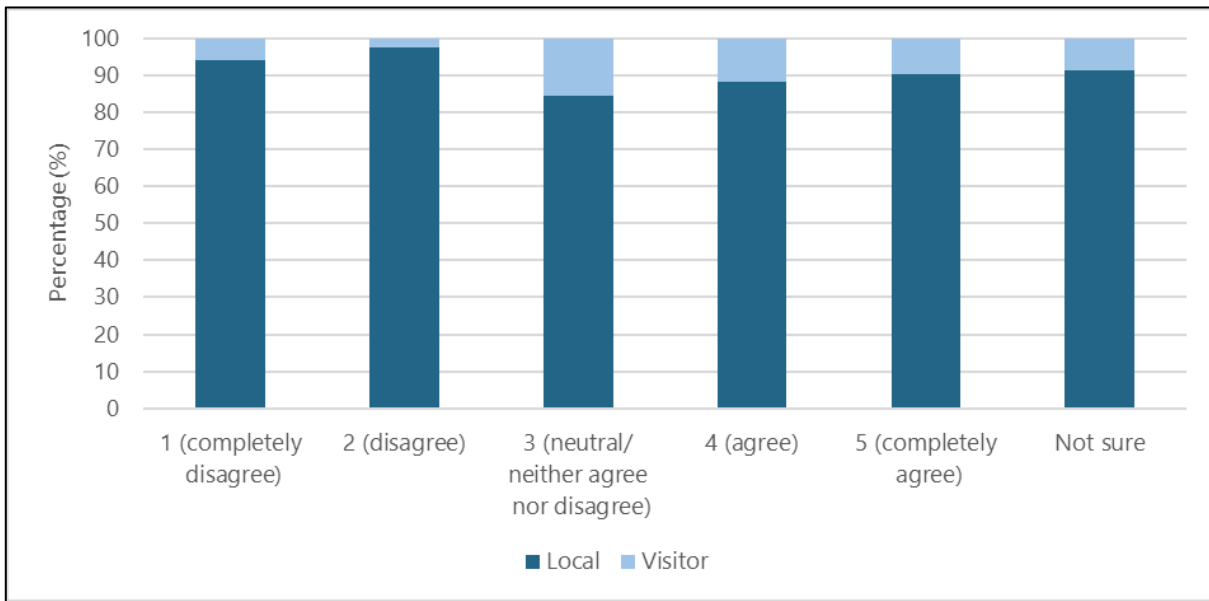


Figure 3.28 Answers in response to Question 12b re. statement "I am very happy that this scheme is happening."

5 Question 12c - Agreement with statement - "Thanks to the LORP, I am much more aware of climate change and its impacts on coastal communities."

Continuing the Likert scale questions, respondents were asked whether the scheme had made them more aware of climate change and its impacts on coastal communities, with responses displayed in Figure 3.29.

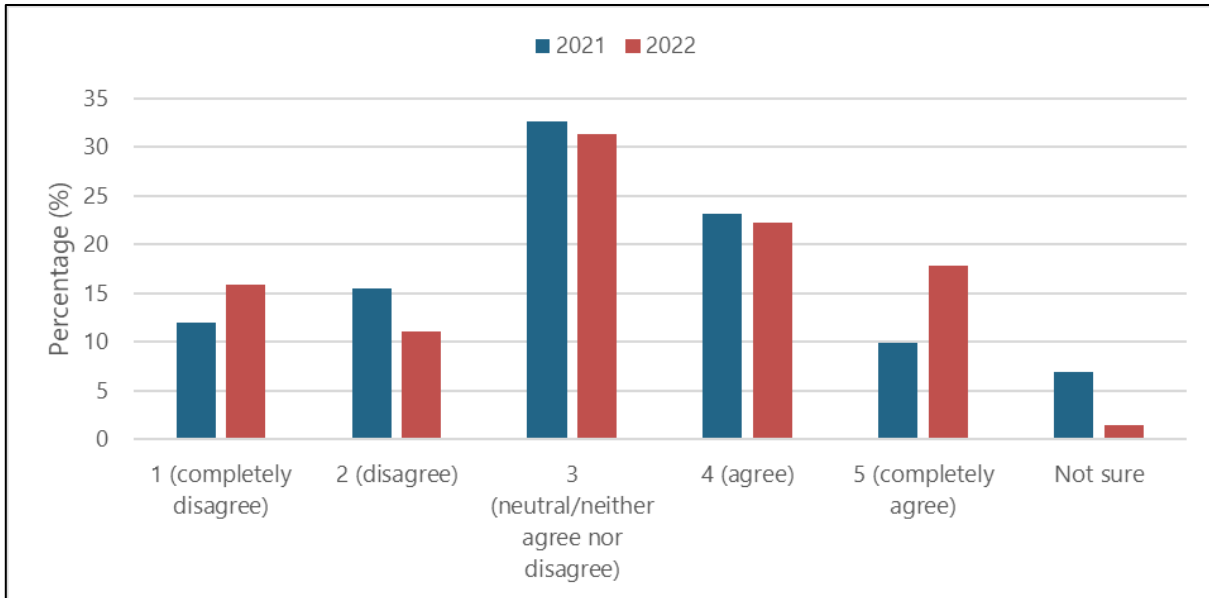


Figure 3.29 Answers in response to Question 12c re. statement "Thanks to the LORP, I am much more aware of climate change and its impacts on coastal communities."

2021

A total of 233 responses were gathered and in contrast to previous Likert scale questions in this section, the majority of respondents (76, 33%) selected “neutral/neither agree nor disagree”. In-person surveys indicated a hesitancy towards the question, with many respondents adding something similar to “I was aware of climate change before”.

Besides this, the second most preferred answer was “agree”, with 54 responses, representing 23% of the total response. 23 respondents (10%) selected “completely agree”. “Completely disagree” garnered 28 responses (12%) and “disagree” 36 (15%). In conclusion, 77 respondents (33%) selected “agree” or “completely agree”, whilst 64 (27%) respondents selected “disagree” or “completely disagree”.

2022

The 2022 survey generated 207 responses. When compared to 2021, the responses were similar for "3 (neutral/neither agree nor disagree)" and "4 (agree)" (being 31% and 22% in 2022), with < ~1% difference. The responses for "5 (completely agree)" and "1 (completely disagree)" saw an increase of 8% and 4% respectively (being 18% and 16% inf 2022 respectively). Decreases of 4% and 5% were observed for the remaining two categories; "2 (disagree)" and "Not sure" (11% and 2% respectively).

6 Question 13 - do you have any concerns?

An open-ended question, Question 13 aimed to gather any concerns about the scheme, amongst those who were aware of it. The answers were coded and categorised, and the most popular answers are shown in Figure 3.30 and Figure 3.31.

2021

110 respondents raised at least one concern here in 2021, with many raising several (in total, some 235 individual concerns mentioned, so around 2.1 per person on average). The majority of concerns were around the impacts on local wildlife during the construction and due to land-use change phases of the scheme, with 19% concerned specifically for terrestrial species, and 17% concerned for those that relied upon the marine aspects of the estuary. By comparison, 11% were worried about the over-engineering of nature, whilst 7% were concerned about disruption caused by construction works.

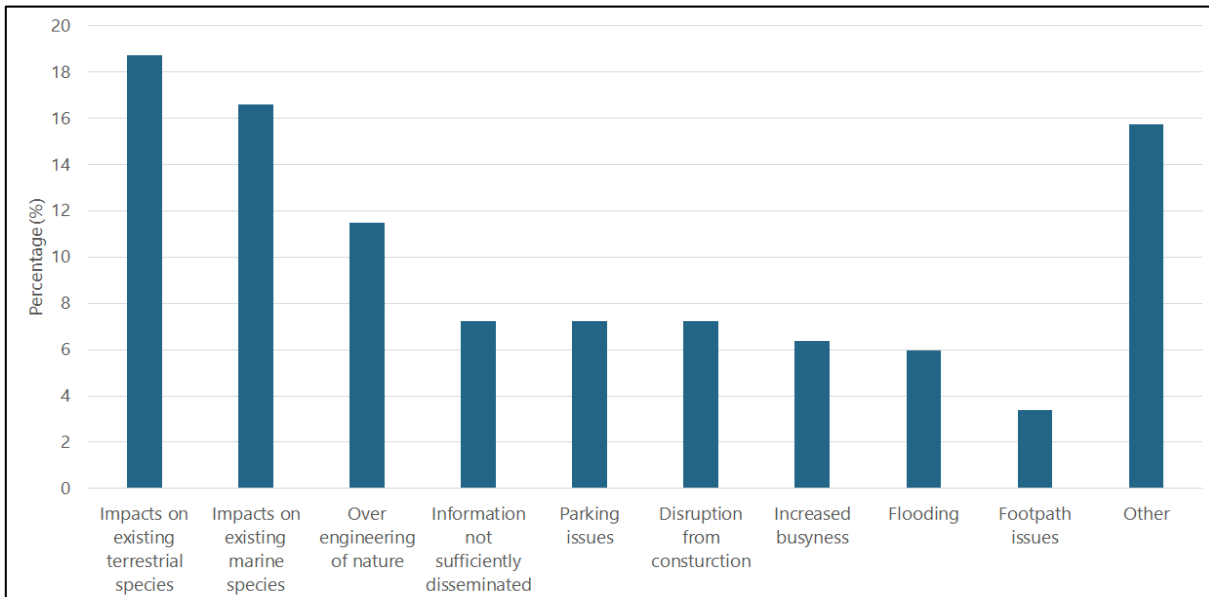


Figure 3.30 Answers in response to Question 13 "What concerns do you have regarding the proposal?"

2022

A total of 201 respondents expressed concerns over the project in 2022, with 80 of those specifying multiple reasons which when reviewed and categorised led to 285 responses.

The responses displayed in Figure 3.31 show that the two most frequently noted concerns were in reference to changes to the nature of the site, with respondents identifying "change/loss of existing habitat" (48 mentions, 17%) and "impact on existing fauna/flora" (45 mentions, 16%) as something they were concerned about. Another response of note was accessibility, which in this instance incorporated any response that referred to site access, footpaths, roads, and parking; related aspects were raised on 36 occasions

(13%). The responses for “other” primarily consisted of individual concerns, apart from pollution, which was mentioned 9 times, with some respondents specifically mentioning concerns about the disused landfill site near the site.

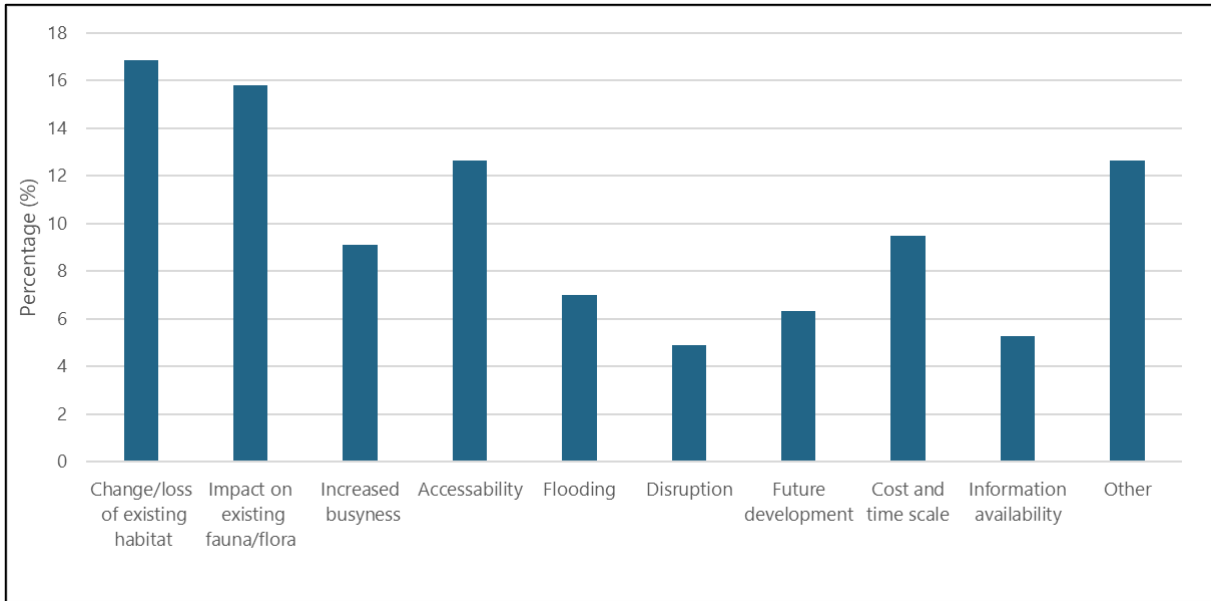


Figure 3.31 Answers in response to Question 13 "What concerns do you have regarding the proposal?"

7 Question 14 - what do you see as benefits of the scheme - now and future?

Respondents were then asked what benefits they could see of the scheme. Again, this question was solely targeted at those who had heard of the scheme before.

2021

Results illustrated in Figure 3.32 below. In total, 206 responses were provided for this question (with some 303 individual benefits mentioned, so around 1.5 per person on average). As displayed in Figure 3.34, most responses (73, or 24%) related to the improvements to flood risk and the local area’s resilience to climate change. Second to flood risk improvements was the perception that there would be increases in biodiversity, which garnered 61 mentions (20%), alongside natural habitat increases (47 mentions; 16%). The least mentioned benefit was the improvements to footpaths (11 mentions, 4%).

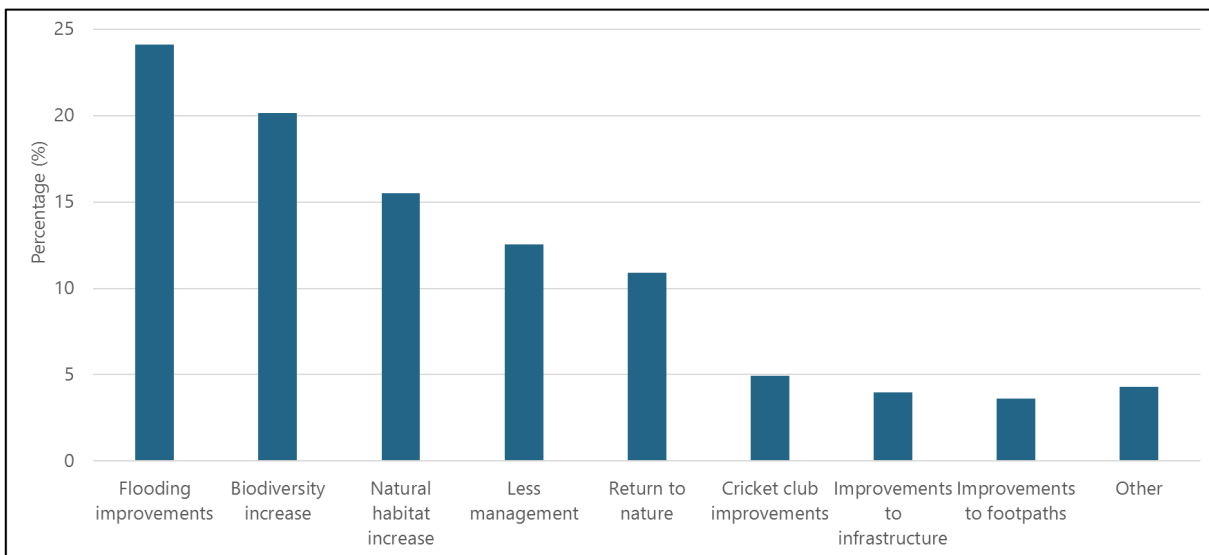


Figure 3.32 Answers in response to Question 14 "What do you see as the benefits of the scheme - now and future?"

2022

In total 151 respondents provided their detail on this question, with the results displayed in Figure 3.33. Many of the respondents highlighted multiple benefits which, when reviewed and divided, resulted in 232 separate responses.

The most common benefit mentioned by respondents was "Wildlife (68 mentions, 29%) this was followed by "Flooding improvements" (62 mentions, 27%); this incorporated any mention of flooding reduction to the town, roads, paths or the wider valley area. "Habitat creation/restoration" was the third most frequently highlighted benefit, receiving 53 mentions (23%). Aspects related to "Economy/infrastructure" received 36 mentions (16%). "Other" consisted of responses that did not fit within the other four categories; this relates to benefits such as improved educational opportunities, aesthetics, and sustainability (13 mentions; 6%).

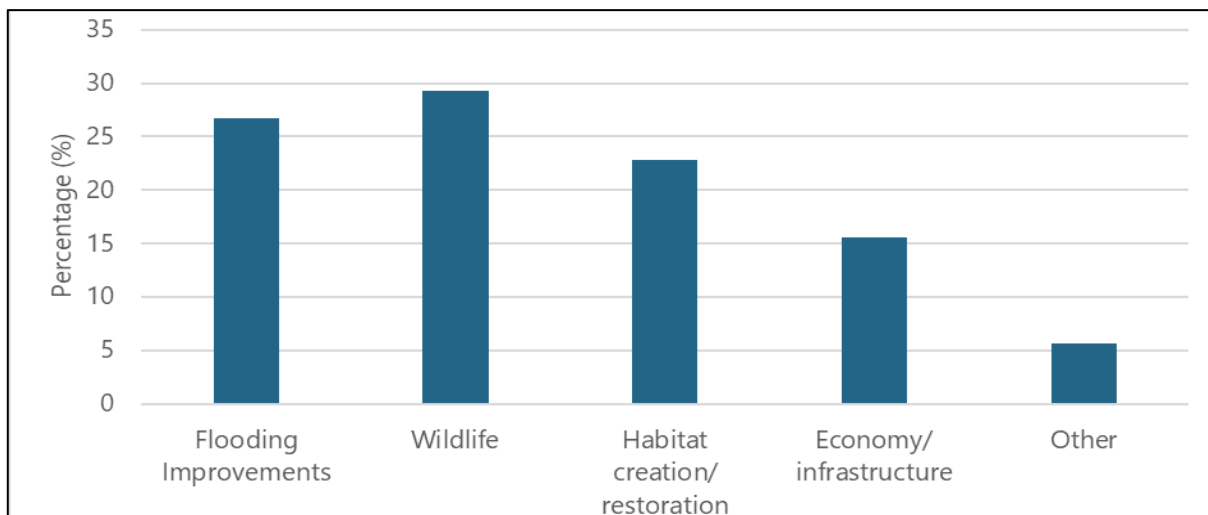


Figure 3.33 Answers in response to Question 14 "What do you see as the benefits of the scheme - now and future?"

8 Question 15a - Agreement with statement "I will visit the area much more in the near future because of it happening."

A return to Likert scale questioning, this was the first of several questions aimed at obtaining opinions about the scheme, with the responses split as per Figure 3.34.

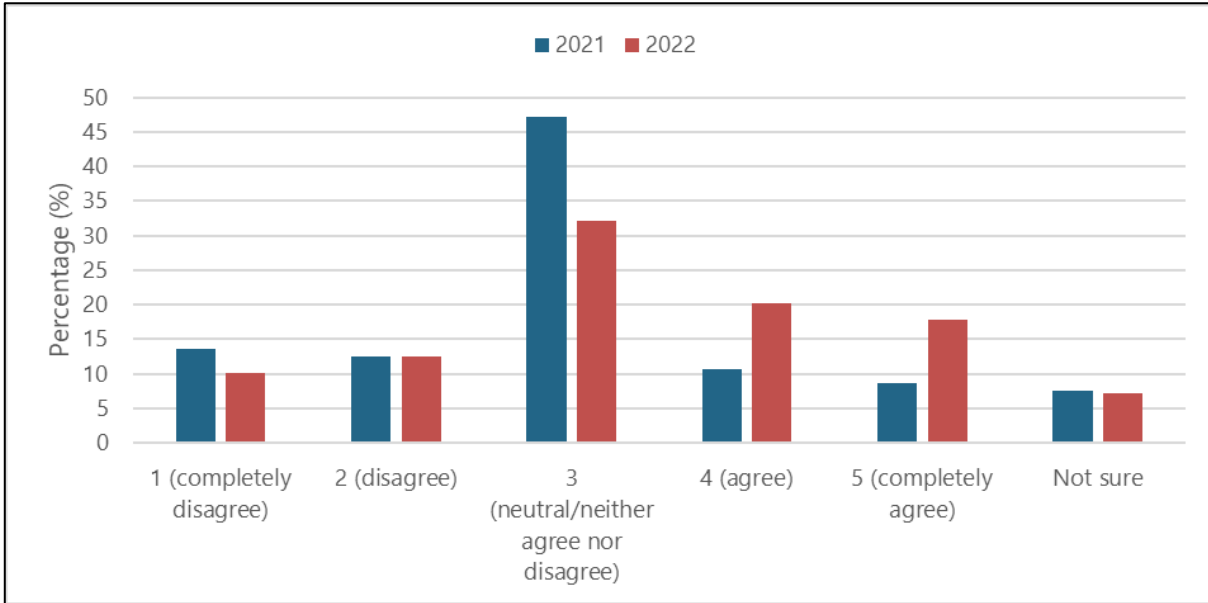


Figure 3.34 Answers in response to Question 15a re. statement "I will visit the area much more in the near future because of it happening."

2021

This was the first of two related questions (Question 15a and 15b), with this one aimed at ‘near future’ views with a total of 280 responses gathered. The majority of respondents (132, 44%) selected “neutral/neither agree nor disagree”, with respondents answering across the remaining responses somewhat equally. In, total 38 respondents (13%) “completely disagree[d]” and 21 respondents (6%) answered “Not sure”.

Figure 3.35 illustrates how the responses were split across locals and visitors, with no obvious trend observed.

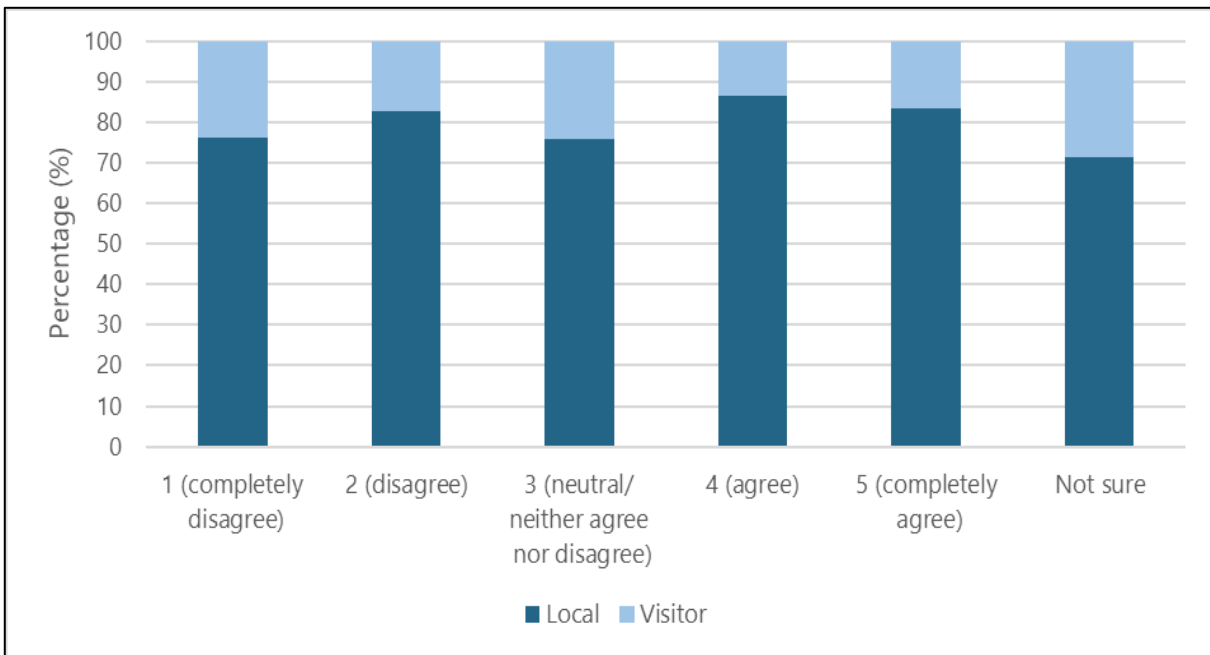


Figure 3.35 Split of locals and visitors for Question 15a re. statement " I will visit the area much more in the near future because of it happening."

2022

The 2022 survey generated 208 responses; results are shown in Figure 3.36. When compared to the 2021 survey, a 19% higher response rate was observed for the two "agree" categories. This increase was offset by slight decreases in responses received for "1 (completely disagree)" and "3 (neutral/neither agree nor disagree)".

A breakdown of the responses between locals (174 respondents) and visitors (33 respondents) is displayed in Figure 3.36.

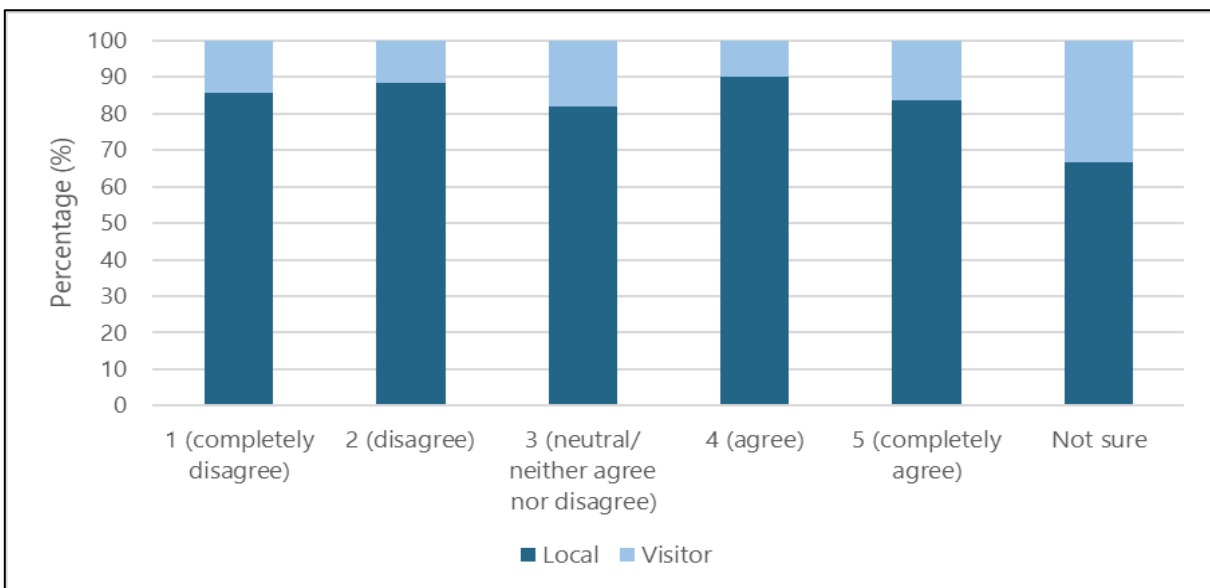


Figure 3.36 Split of locals and visitors for Question 15a re. statement " I will visit the area much more in the near future because of it happening."

9 Question 15b - Agreement with statement "I will visit the area much more in the medium to long term future because of it happening."

This time focussing more long term, the question aimed to ascertain the respondent’s willingness to return in the medium to long term with the Likert scale responses split as illustrated in Figure 3.37.

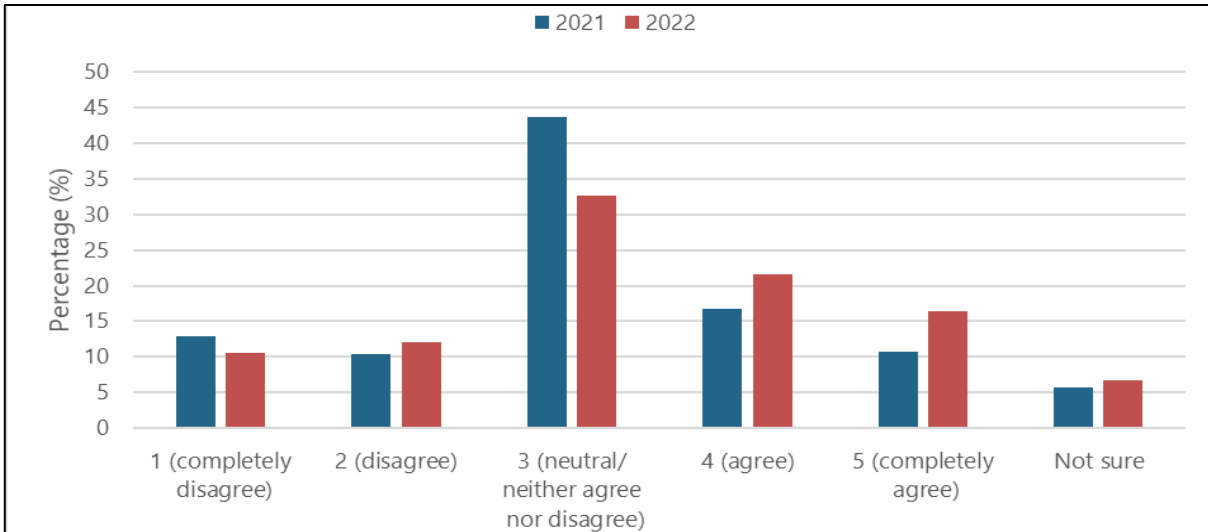


Figure 3.37 Answers in response to Question 15b re. statement "I will visit the area much more in the medium to long term future because of it happening."

2021

A total of 281 respondents answered this question, a greater percentage of respondents, 17% compared to 11%, elected for “agree” in comparison to the short-term question of the same nature (Question 15a). This was mostly due to a slight reduction in the “completely disagree” and “disagree” categories, down by 3% in total compared to 2021. Still, a large proportion (44%) chose “neutral/ neither agree nor disagree”, with “agree” garnering 31 responses (17%) and “Not sure” garnering 16 (6%).

Figure 3.38 demonstrates the split of local and visitor respondents, with a notable trend towards a neutral or agreeable standpoint illustrated by the increased proportion of visitors on “4 (agree)” and “5 (completely agree)”.

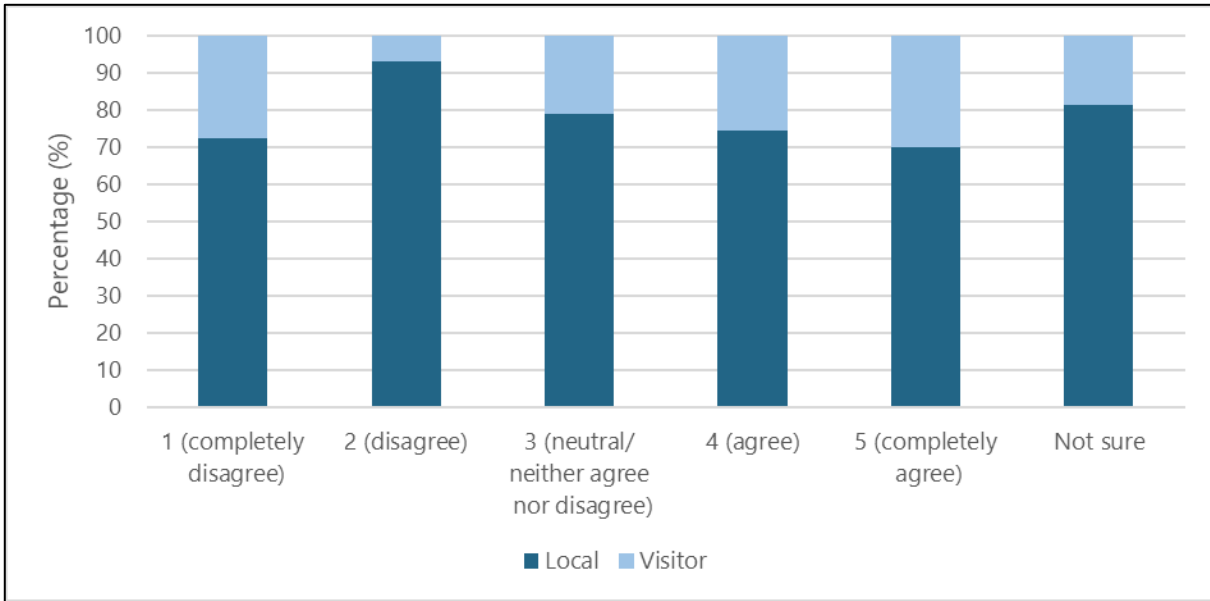


Figure 3.38 Split of locals and visitors for Question 15b re. statement "I will visit the area much more in the medium to long term future because of it happening."

2022

During the 2022 survey, 208 responses were received to this question, with responses displayed in Figure 3.37. When compared to 2021, there was a similar trend to the previous question, with a higher percentage of respondents selecting "4 (agree)" [5%] and "5 (completely agree)" [6%]. There was also a small increase in respondents selecting "2 (disagree)" [2%]. The increase in responses for the above-mentioned categories resulted in a decrease in responses for "3 (neutral/neither agree nor disagree)" [11%] and "1 (completely disagree)" [2%].

Figure 3.39 shows how locals and visitors answered this question.

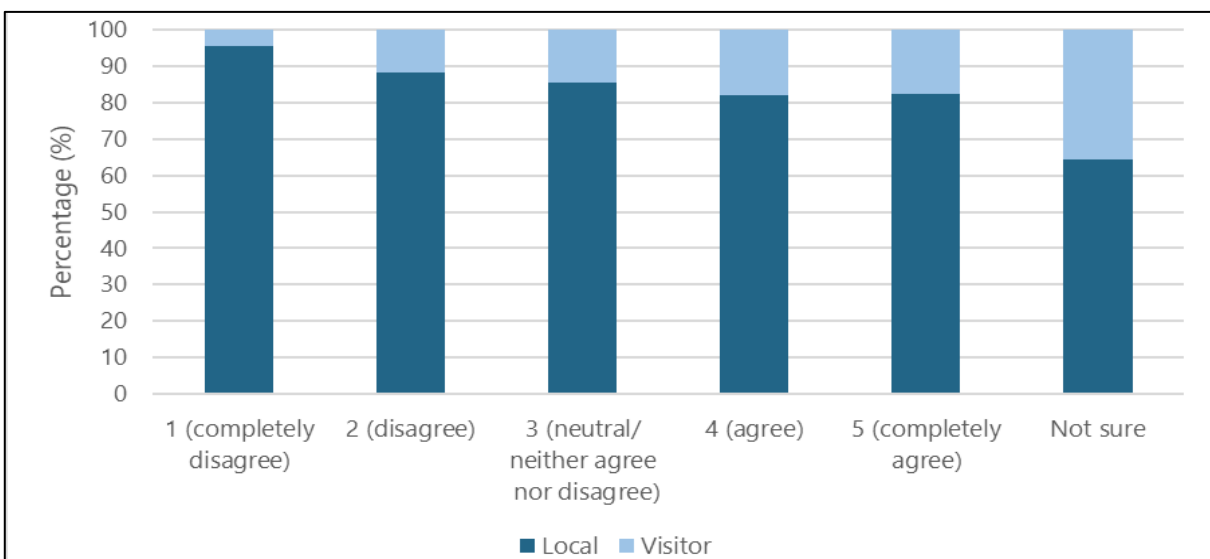


Figure 3.39 Split of locals and visitors for Question 15b re. statement "I will visit the area much more in the medium to long term future because of it happening."

10 Question 15c - Agreement with statement "The lower Otter Valley will become a much more attractive landscape as a result of the scheme."

This question was presented to the respondents to ascertain their thoughts on how the development scheme would impact the aesthetic of the area. Figure 3.40 illustrates the answers to this question.

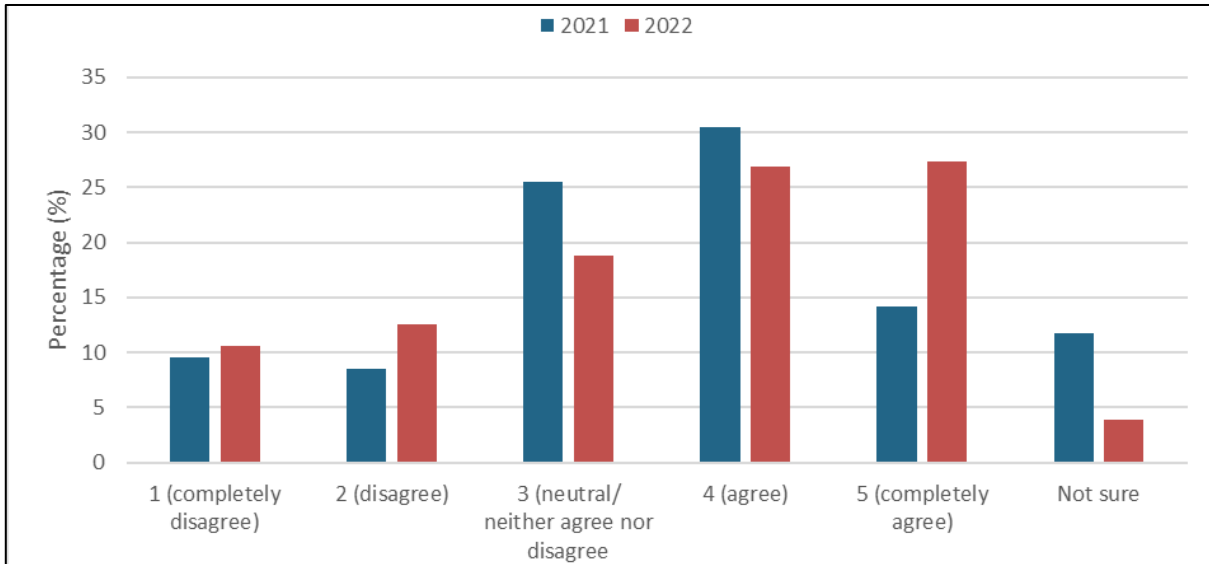


Figure 3.40 Answers in response to Question 15c re. statement “The lower Otter Valley will become a much more attractive landscape as a result of the scheme.”

2021

In contrast to the previous two Likert scale questions in this series, a far greater proportion of respondents elected for “agree”, with a total of 86 (31%) of respondents selecting “agree” and 40 (14%) of respondents selecting “completely agree”. Thus, a total of 126 (45%) respondents felt positively about the statement, whilst only 51 (18%) respondents felt negatively about the statement (i.e. those respondents who selected “disagree” or “completely disagree”). “Neutral” was selected by 72 respondents, or 26%.

Figure 3.41 illustrates how visitors were more likely to agree with this statement than locals.

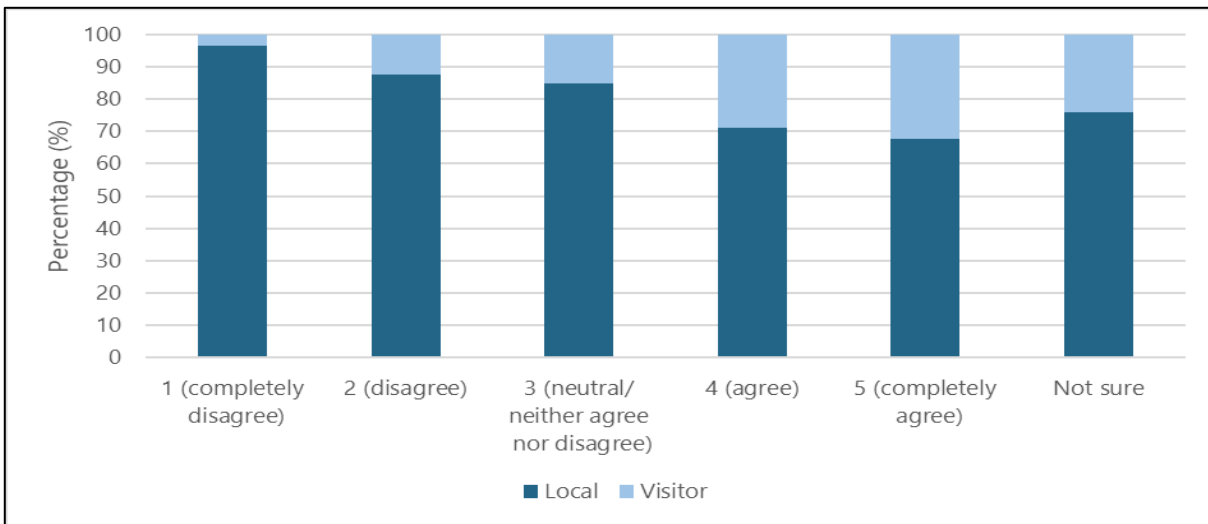


Figure 3.41 Split of locals and visitors for Question 15c re. statement “The lower Otter Valley will become a much more attractive landscape as a result of the scheme.”

2022

208 respondents answered this question, with results displayed in Figure 3.40. The highest number of respondents (57) selected “5 (completely agree)”, which accounted for 27% of the responses. This was followed by “4 (agree)” and “3 (neutral/neither agree nor disagree)”, with 56 and 39 responses or 27% and 19% respectively. When compared to 2021, “5 (completely agree)” was selected by 13% more respondents than during the previous year.

Figure 3.42 shows the responses when divided between the local and visitor population; again, a higher percentage of visitors tended to agree with the statement when compared with locals.

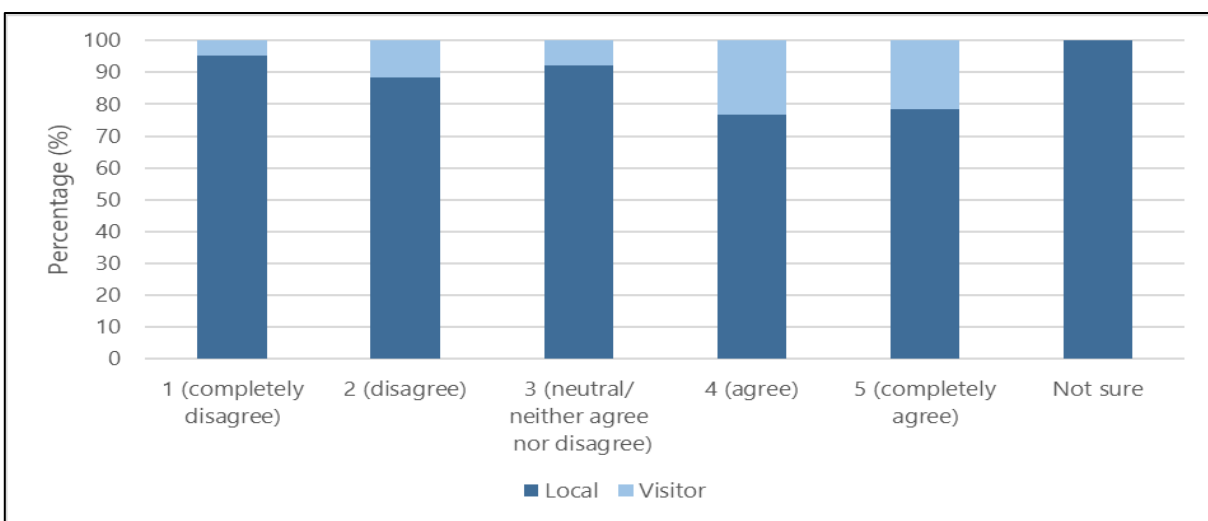


Figure 3.42 Split of locals and visitors for Question 15c re. statement “The lower Otter Valley will become a much more attractive landscape as a result of the scheme.”

11 Question 15d - Agreement with statement "The new managed wetland environment will be very good for the local area."

The results pertaining to this Likert scale question are illustrated in Figure 3.43.

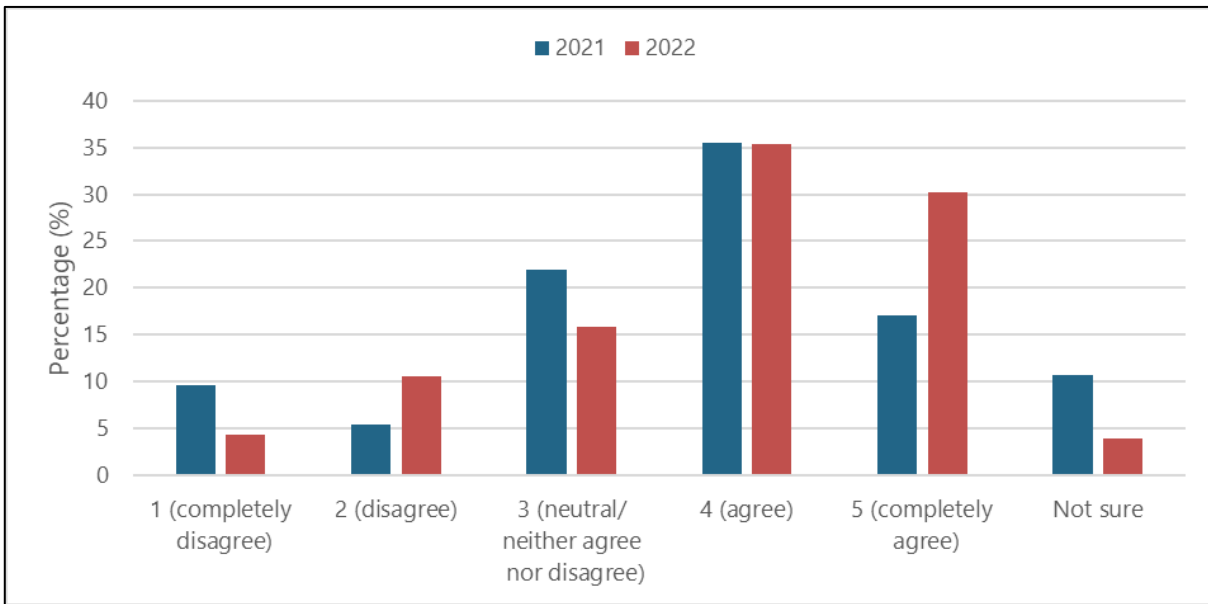


Figure 3.43 Answers gathered in response to Question 15d re. statement "The new managed wetland environment will be very good for the local area."

2021

This question garnered 282 responses, the most common response selected was “agree”, with a total of 100 (35%). The second most popular response was “neutral / neither agree nor disagree”, with 62 (22%) respondents selecting this option. A total of 42 (15%) respondents did not believe that the new wetland environment would be positive for the local area (respondents who selected “disagree” or “completely disagree”), whilst greater than half, 148 respondents (52%), felt it would be (respondent selected “agree” or “completely agree”).

Figure 3.44 demonstrates the split between locals (221 respondents, 78%) and visitors (61 respondents, 22%). The analysis shows that greater proportions of visitor respondents selected the positive responses of “4 (agree)” and “5 (completely agree)”, as well as the “Not sure” category.

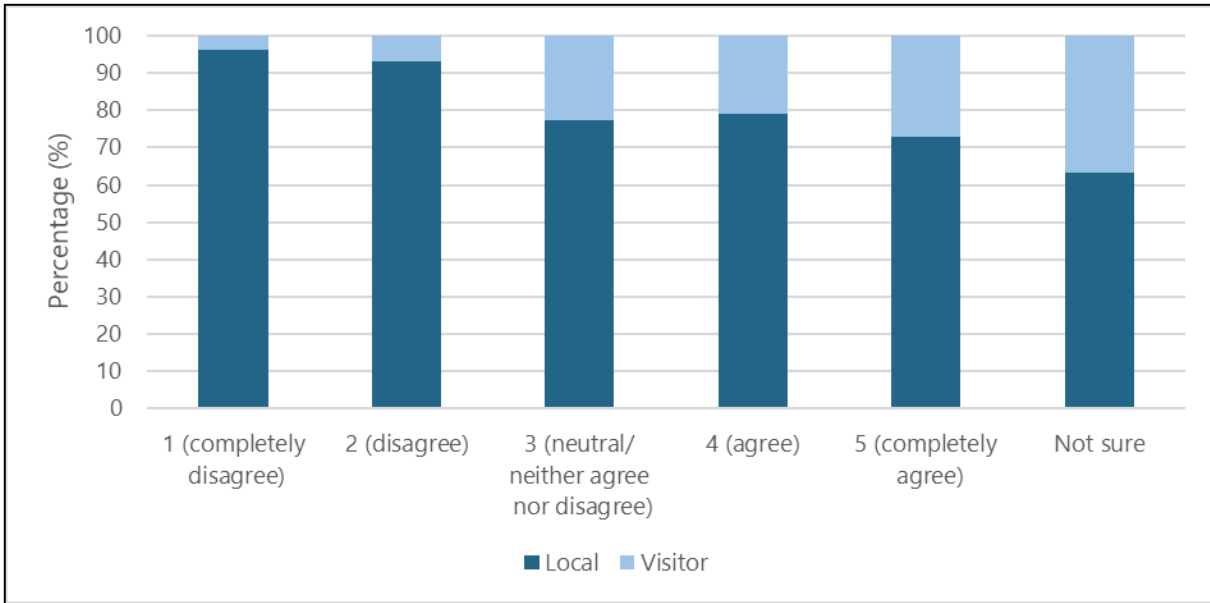


Figure 3.44 Split of locals and visitors for Question 15d re. statement "The new managed wetland environment will be very good for the local area."

2022

When this question was presented in the 2022, 209 responses were received, their split displayed in Figure 3.43. 50% of respondents agreed with the statement, with 30% (63 respondents) selecting "4 (agree)" and 19.6 (41 respondents) selecting "5 (completely agree)".

The response demographic was divided between locals (175 respondents, 84%) and visitors (33 respondents, 16%) and is displayed in Figure 3.45. Similar trends to previous years and questions are observed.

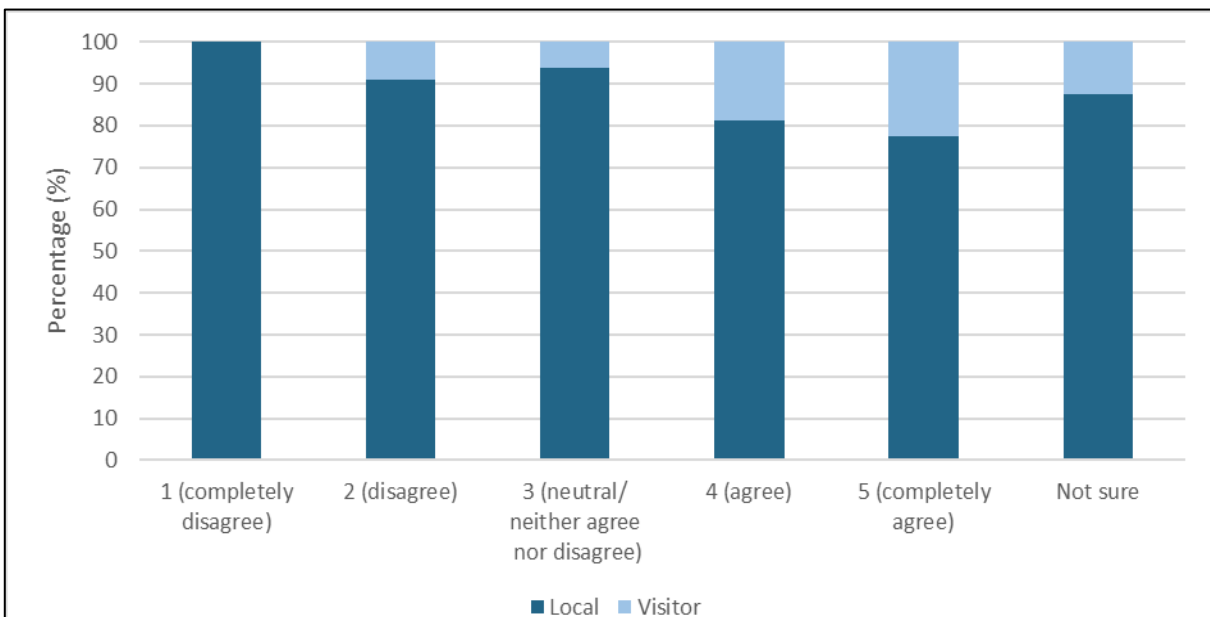


Figure 3.45 Split of locals and visitors for Question 15d re. statement "The new managed wetland environment will be very good for the local area."

12 Question 15e - Agreement with statement "The new managed wetland environment will be very good for the local economy."

Building upon the answers to Question 15e, this time respondents were asked about the impacts/benefits to the local economy as a result of the scheme; the results are illustrated in

Figure 3.46.

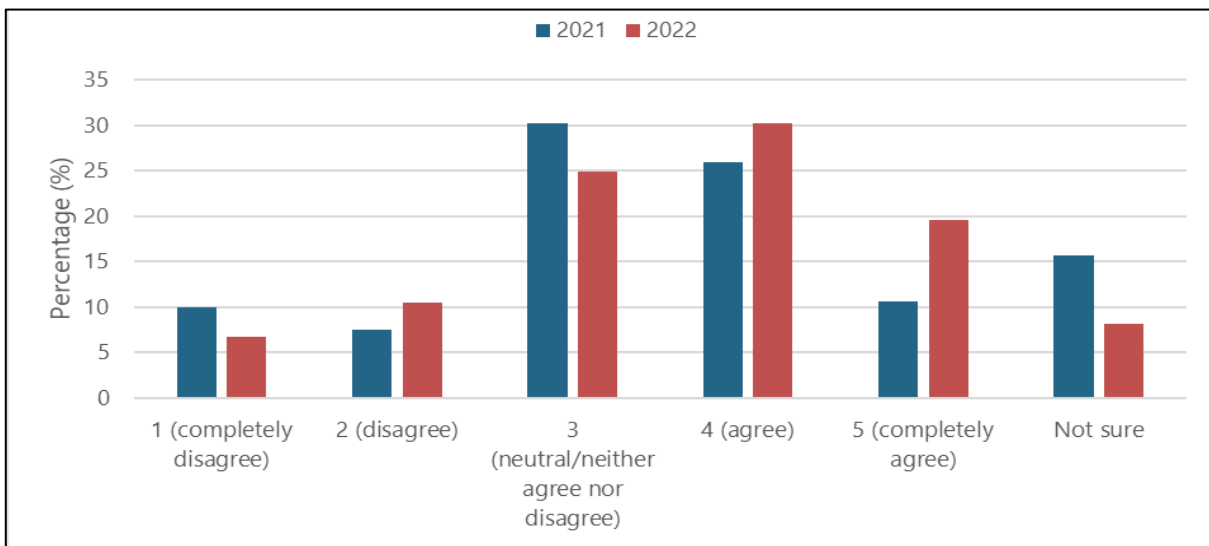


Figure 3.46 Answers in response to Question 15e re. statement "The new managed wetland environment will be very good for the local economy."

2021

A total of 281 responses were gathered, with a total of 44 respondents (16%), electing for "Not sure", whilst 85 respondents (30%) chose "neutral/ neither agree nor disagree". In-person interviews revealed a hesitancy surrounding this weighted question, as many expressed an uncertainty about the future and inability to predict the impacts of the proposed scheme. Nevertheless, a total of 73 respondents elected to "agree" with the statement (26%), in comparison to 49 (17%) respondents who felt the scheme would not benefit the local economy (respondents who selected "disagree" or "completely disagree").

Figure 3.47 compares the proportion of visitor responses to local responses, with the largest proportion of visitor responses occurring within the positive options of "4 (agree)" and "5 (completely agree)". A large proportion of the visitor responses also fed into the "Not sure" category, making up around 25% of all "Not sure" responses.

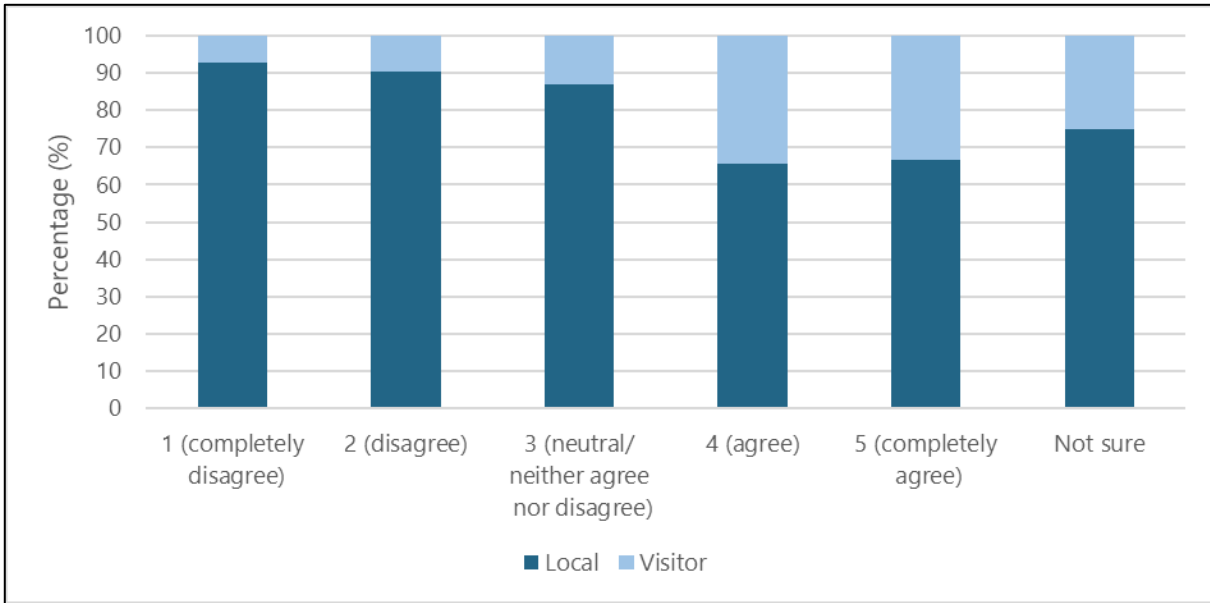


Figure 3.47 Split of locals and visitors for Question 15e re. statement "The new managed wetland environment will be very good for the local economy."

2022

When this question was presented in 2022, 209 responses were received. The most frequent response was "4 (agree)" followed by "3 (neutral/ neither agree nor disagree)", with the latter receiving 63 responses (30%) and the former receiving 52 responses (25%). When compared to the previous year, there was a 9% increase in answers in the "5 (completely agree)" category, whilst those for "3 (neutral/ neither agree nor disagree and "Not sure" showed a decrease of 5% and 8% respectively.

The responses division between locals and visitors is displayed in Figure 3.48.

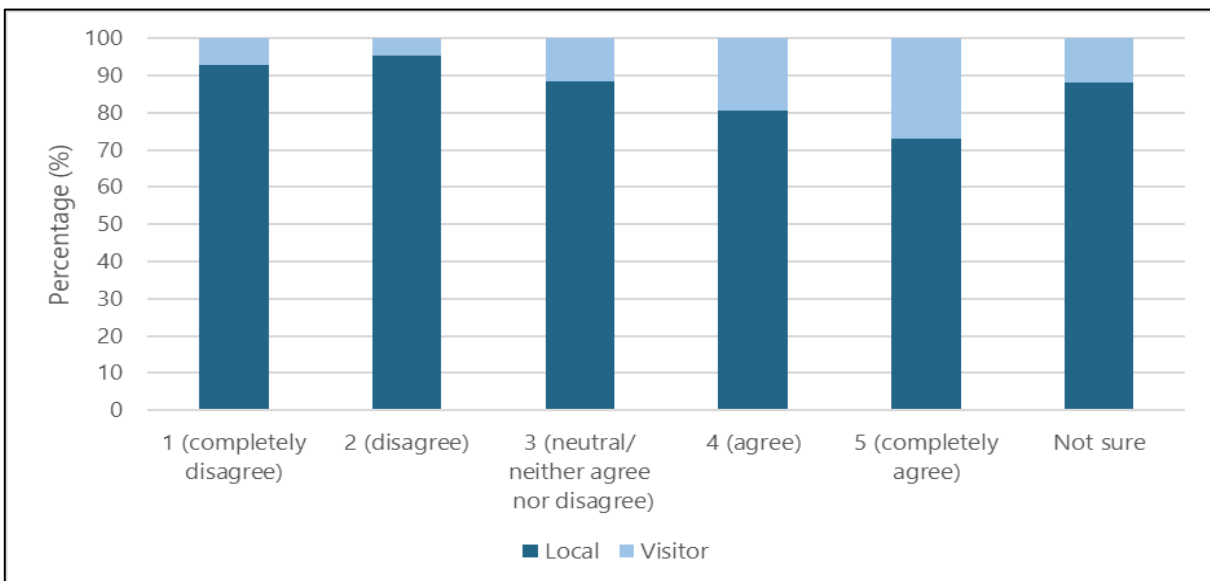


Figure 3.48 Split of locals and visitors for Question 15e re. statement "The new managed wetland environment will be very good for the local economy."

13 Question 15f- Agreement with statement "The construction works have not been disruptive to date." (2022 only)

This question was only presented to the participants of the 2022 survey.

208 responses were gathered and are displayed in Figure 3.49, with the majority of respondents selecting "2 (disagree)" (54 responses, 26%), this was followed closely by "3 neutral/neither agree nor disagree" or "4 (agree)", with 47 respondents selecting the latter (23%) and 46 respondents (22%) choosing the former.

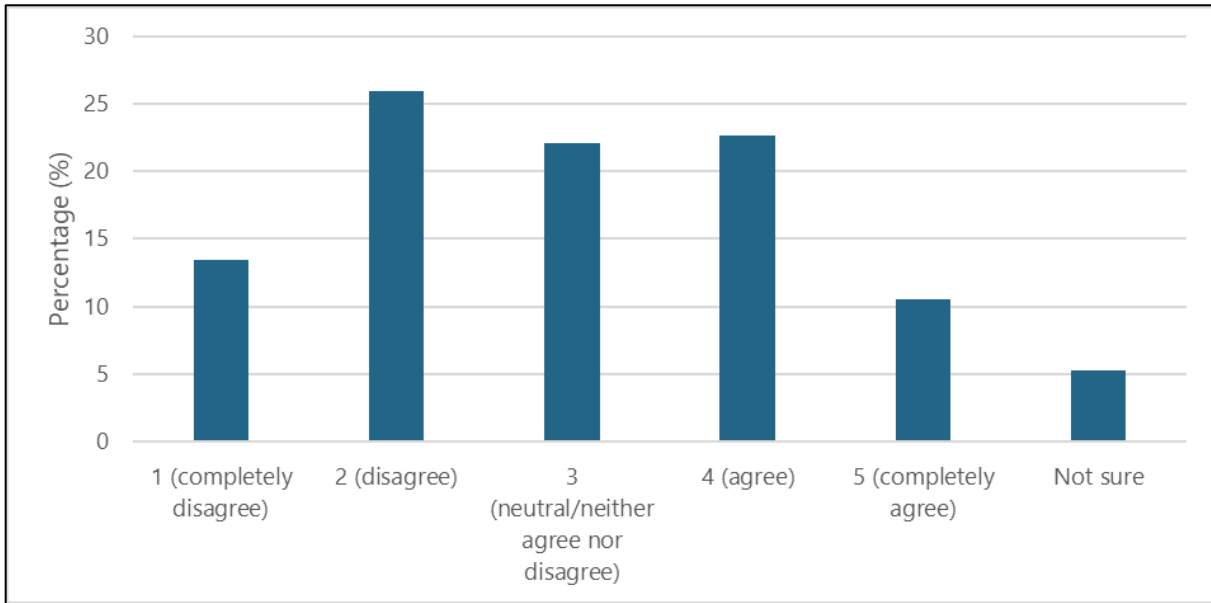


Figure 3.49 Split of respondents age for Question 15f re. statement "The construction works have not been disruptive to date."

14 Question 15g - Agreement with statement “I have been visiting more often than before the scheme, to see how the works are progressing” (2022 only)

As with the previous question, this was only presented to participants of the 2022 survey, with the results displayed in Figure 3.50 .

Of the 206 respondents that answered this question, the majority selected “3 (neutral/neither agree nor disagree)” (59 respondents, 29%); however when “agree” and “disagree” responses were collated, the majority of respondents were within the two “disagree” categories (86 respondents, 42%).

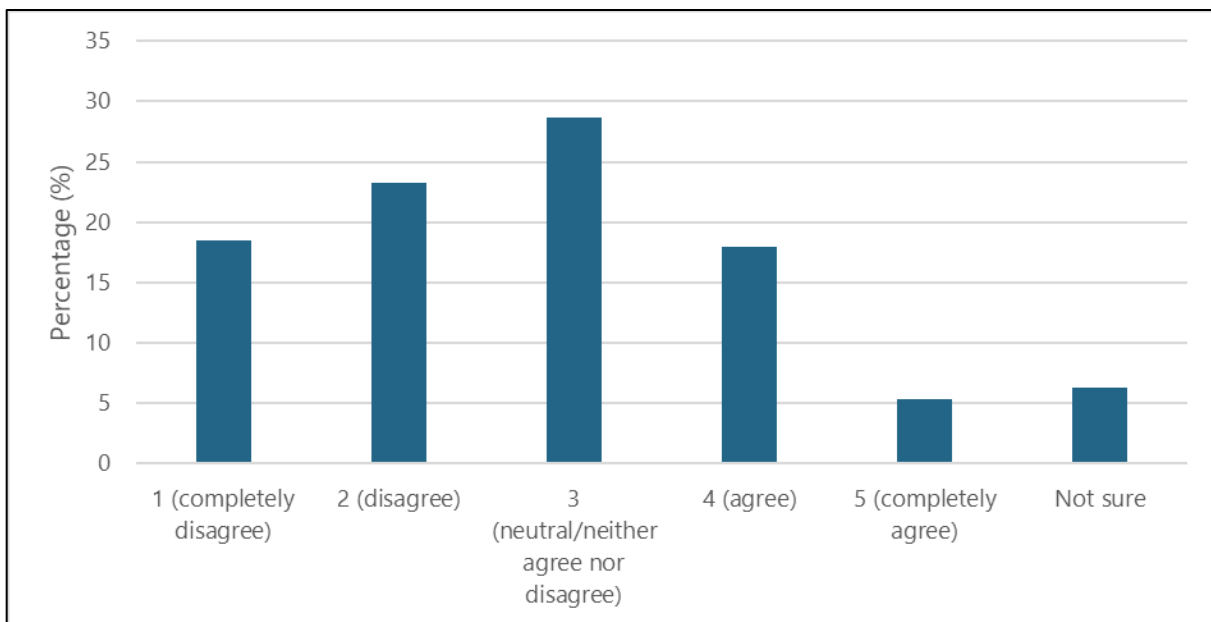


Figure 3.50 Split of respondents age for Question 15f re. statement “I have been visiting more often than before the scheme, to see how the works are progressing”.

15 Question 15h - Could you please explain your reasons for giving these ratings?

2021

Asking those who responded to elaborate on their responses to questions 15a-15e, Question 15h received a multitude of diverse answers which were coded and categorised; results are summarised in Figure 3.51.

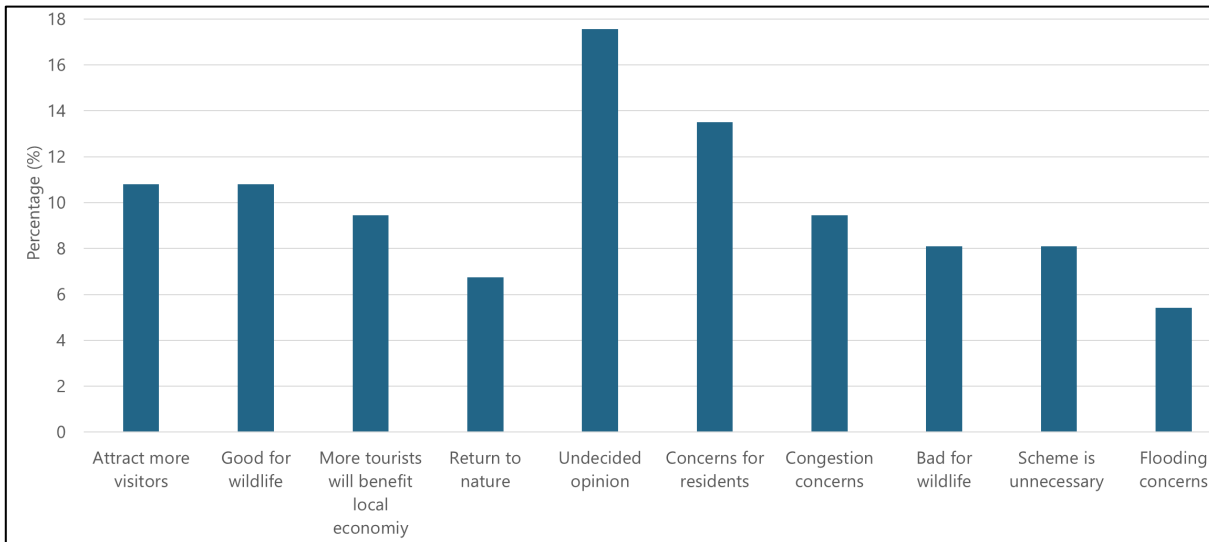


Figure 3.51 Answers in response to Question 15h “Could you please explain your reasons for giving these ratings?”

In total, 210 of respondents provided an answer here. The most popular response (18%) related to respondents justifying a neutral standpoint or refraining from deciding on future scenarios. Secondly, many respondents used this question to raise concerns for either locals or visitors, notably related to congestion (mentioned in 46% of responses). Some 11% of responses here related to a perception that the scheme would be “Good for wildlife”, with many also noting this may “Attract more visitors” (11%) to the area.

2022

The same question was presented to the participants of the 2022 survey, with the additional inclusion of the construction related questions, 15f and 15g. There were 124 responses, with many providing multiple justifications, which are displayed in Figure 3.52.

The majority of these related to criticism of LORP; primarily related to the perceived disruption the scheme had caused, both as a result of the ongoing construction, but also the anticipated increase in visitors/footfall. Some respondents expressed concern/disapproval at the “habitat/wildlife loss” caused by the scheme, whilst other respondents used this question to state that they objected to the scheme.

Some responses were positive, in relation to economic benefits, infrastructure improvements and flood/climate resilience.

In addition to positive and negative categories, 5 respondents stated that they were “Undecided”, with 24 respondents stating they were “Permanent residents”. “Other” primarily consisted of any response that didn’t fit in to the other categories listed or received less than 10 mentions.

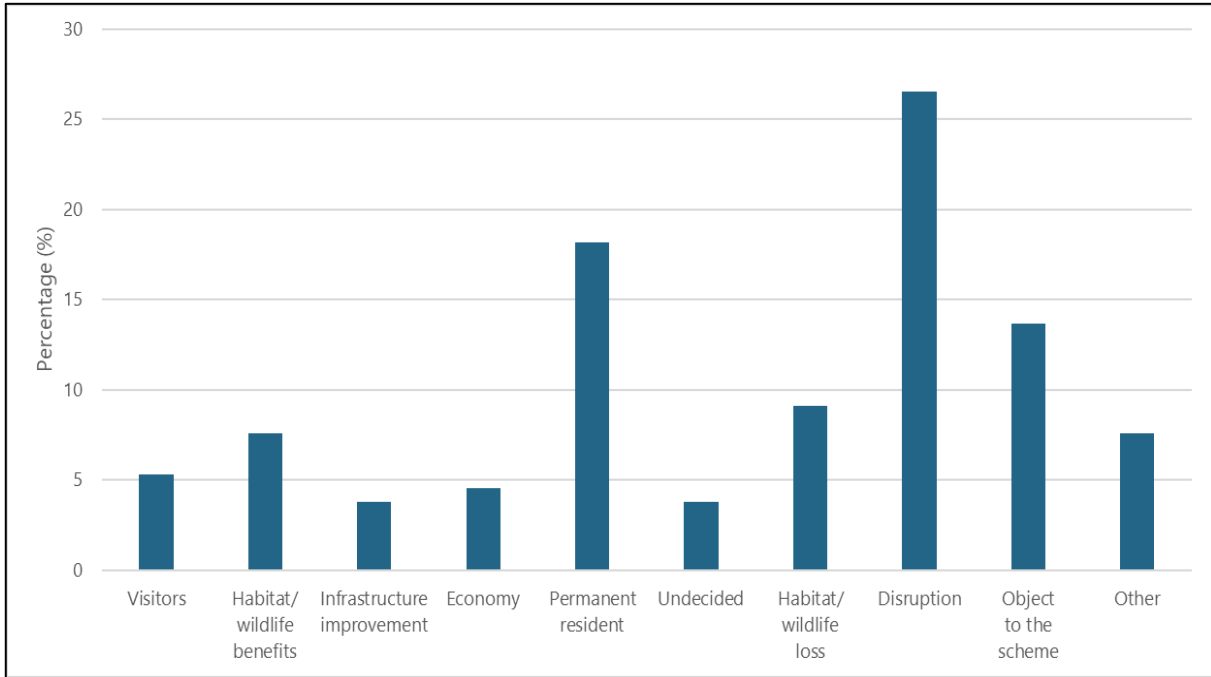


Figure 3.52 Answers in response to Question 15h “Could you please explain your reasons for giving these ratings?”

3.4 Section 4 - Thinking about local decision-making/ communication (2021 only)

Questionnaire logic ensured that questions in this section were only posed to those who had previously been aware of the LORP. Please note, this whole section was not included in the 2022 questionnaire.

1 Question 16 - Did you know/see/do any of the following with regard to consultation information on the LORP?

Aiming to ascertain the level of responsiveness to the consultation that was undertaken for the LORP, a total of 13 possible responses were listed and answers are illustrated in Figure 3.53 below.

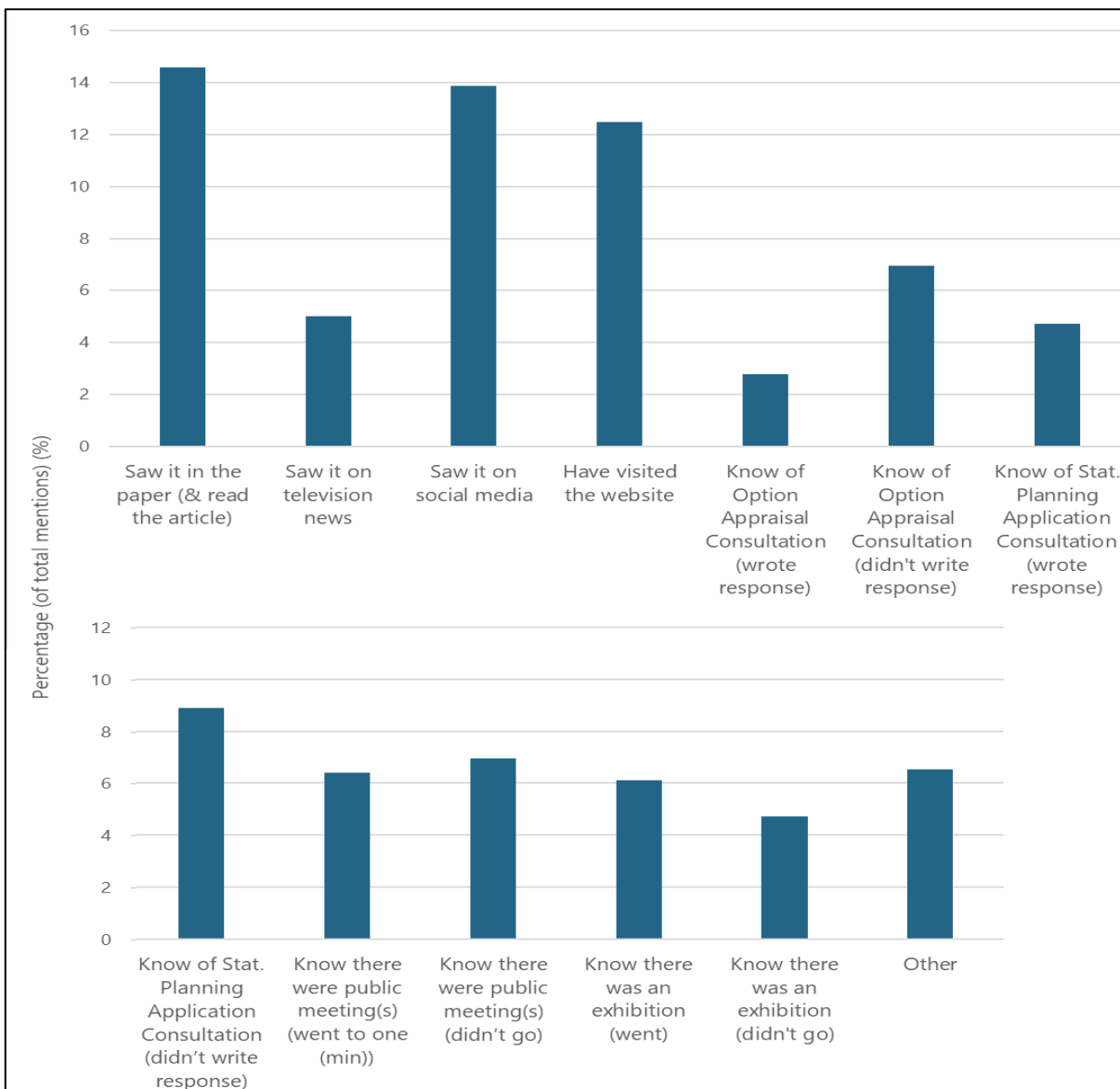


Figure 3.53 Answers in response to Question 16 “Did you know/see/do any of the following with regard to consultation information on the LORP?”

In total, 199 respondents ticked at least one answer for this question; with 720 ticks in total (so 3.6 options chosen per person on average). The majority of responses (15%) selected was that information about the scheme had been found within a newspaper. The second most frequently ticked response was “Saw it on social media” (14%) and “Have visited the website” (13%). Of the consultation stages, the most popular selection was “I know there was a Statutory Planning Application Consultation - and I did not write a response” (9%). Where respondent participation was recorded, the most prevalent response was “I know there were public meeting(s) - and I went (to at least one)” (6%). Question 17a - Agreement with statement “The consultation for the LORP was very genuine, and I felt like I was listened to.”

Question 17a returned to the Likert scale, with a total of 196 respondents answering across the six options as illustrated in Figure 3.54.

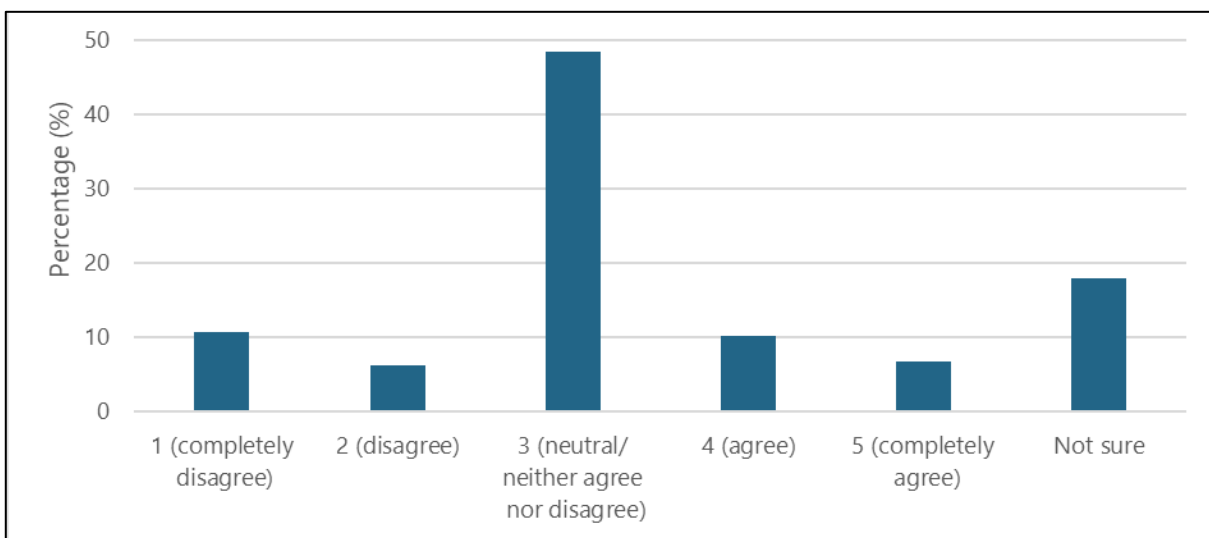


Figure 3.54 Answers in response to Question 17a re. statement “The consultation for the LORP was very genuine, and I felt like I was listened to.”

The most common response selected was “neutral / neither agree nor disagree” for which there were a total 95 respondents (48%). Apart from “Not sure”, the comparison between positive (respondent selected “agree” or “completely agree”) and negative (respondent selected “disagree” or “completely disagree”), yielded an even split of 33 negatives to 33 positives (17% respectively). This was compounded by those who selected “neutral / neither agree nor disagree” (48%) and “Not sure” (18%), such that no discernible trend can be ascertained due to the even split or neutral nature of the responses.

2 Question 17b - Agreement with statement "The consultation for the LORP was very effective, and I felt I had the chance to contribute in a timely fashion."

Asking the respondents if they felt the consultation had been effective, timely and if they felt they had had time to respond garnered 198 responses, split as illustrated in Figure 3.55.

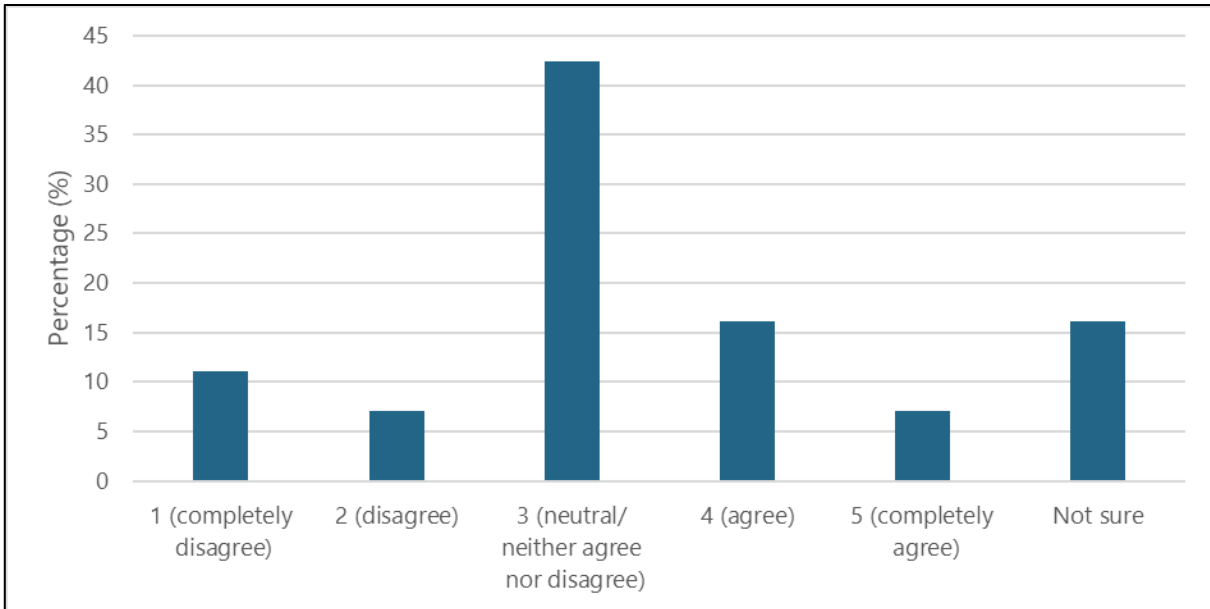


Figure 3.55 Answers in response to Question 17b re. statement "The consultation for the LORP was very effective, and I felt I had the chance to contribute in a timely fashion."

The most common response selected was again for "neutral/ neither agree nor disagree". For this category, there was a total of 84 (42%) responses. The second most popular answer (tied with "not sure") being "agree", which garnered 32 (16%) responses.

3 Question 18 - How could the consultation have been improved?

In total 124 respondents answered this open-ended question; responses were coded and categorised and found to be split across five categories, as illustrated in Figure 3.56.

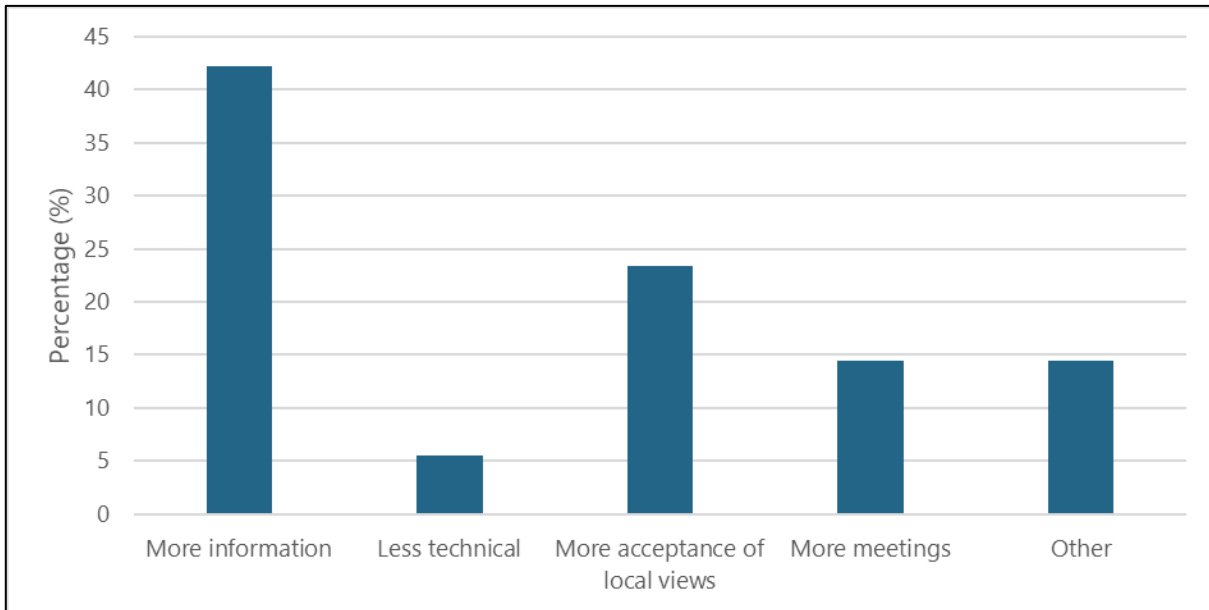


Figure 3.56 Answers in response to Question 18 “How could the consultation have been improved?”

The most common response (42%) was from those who felt “More information” would have been beneficial, and many others noted that they would have preferred to see more acceptance/taking on board of local views.

4 Question 19 - What was done well?

This question attempted to ascertain what went well with regards to the LORP consultation period, it was again left open ended to encapsulate all responses. A total of 111 were gathered, which, once categorised and coded, were found to be split across 4 key topics, as outlined below in Figure 3.57.

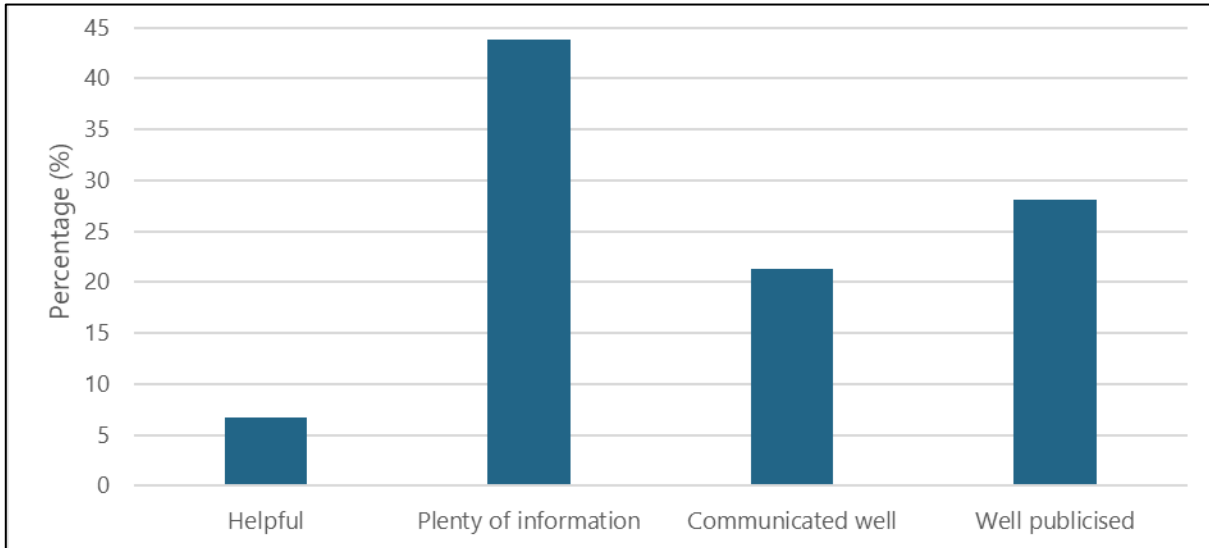


Figure 3.57 Answers in response to Question 19 "What was done well?"

The key answer given involved mentioning the plethora of information provided to the public about the scheme, for instance, that available on the website or at exhibitions, with 44% of respondents mentioning this. By companions, 28% of answers fell into the "well publicised" category, while 7% of responses related to the consultation being "helpful".

5 Question 20 - What consultation method(s) worked best for you?

This multiple-choice question garnered a total of 178 responses (367 selections) across eight options and a ninth “other (please detail)” option. The responses were collated and are presented in Figure 3.58, with the qualitative responses subsequently represented.

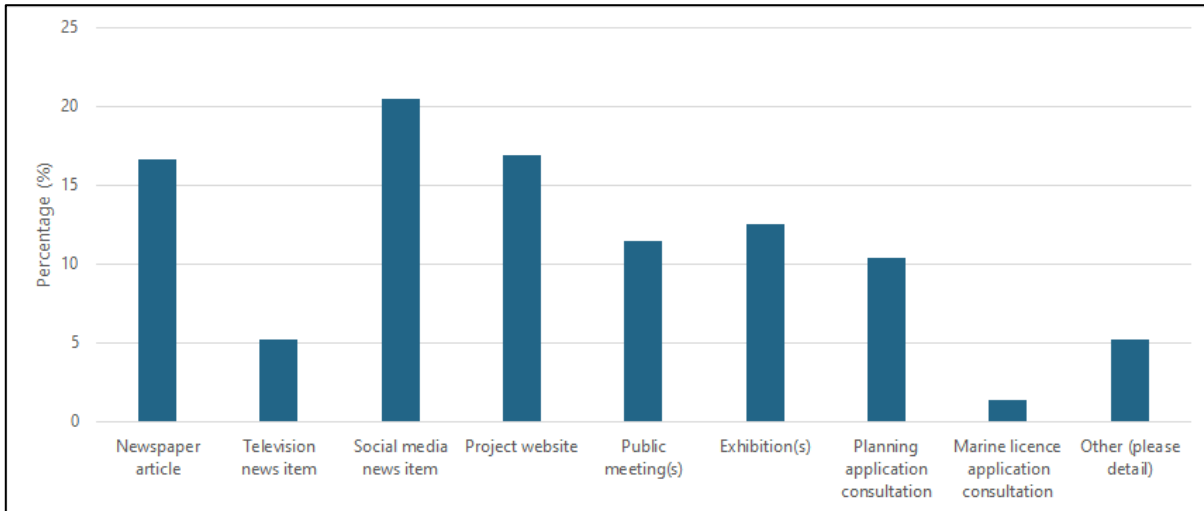


Figure 3.58 Answers in response to Question 20 “What consultation method(s) worked best for you?”

The top three responses were “Social media news item” (72 responses/selections, 20%), “Project website” (62 responses, 17%) and “Newspaper article” (61 responses, 17%). The least selected option was “Marine licence application consultation” (5 responses, 1%), and 19 respondents (5%) selected “Other”. These “Other” responses were characterised by multiple mentions of face to face contact with town officials and Environment Agency staff proving helpful, whilst others mentioned that talking to local people helped them form opinions of the scheme.

6 Question 21 - Please use this text box if there are any other thoughts you would like to share

Leaving with a final question such as this allowed respondents to share any other thoughts they wanted to raise. Many welcomed the opportunity to respond in general on the project. Figure 3.59 displays the results of the coding and categorisation undertaken in relation to this open-ended question.

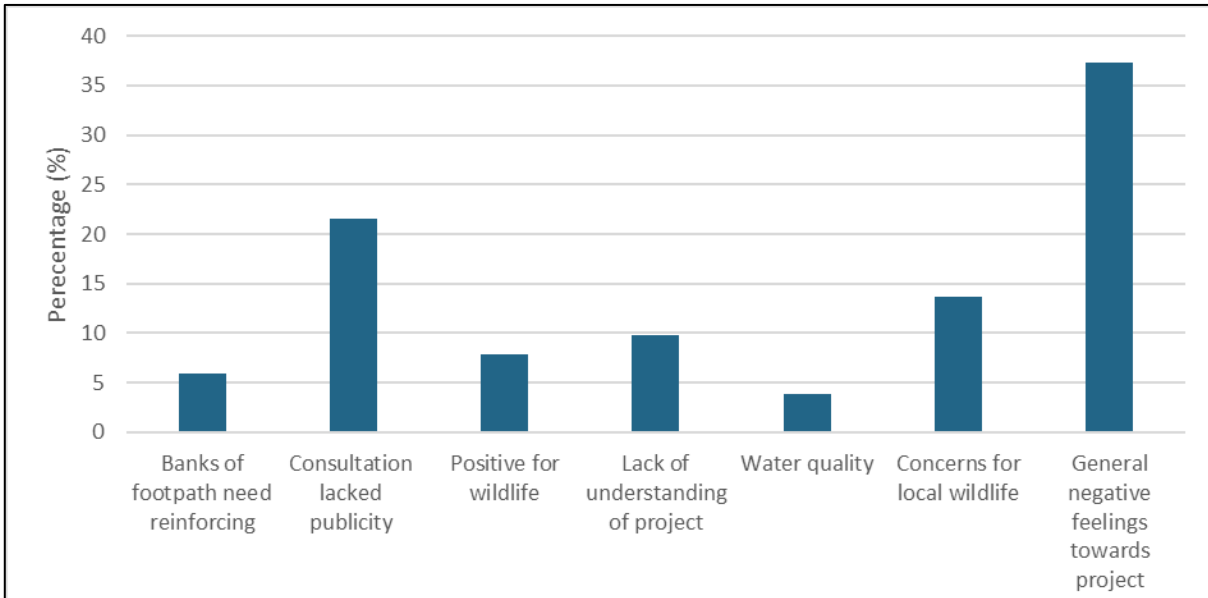


Figure 3.59 Answers in response to Question 21 “Please use this text box if there are any other thoughts you would like to share”

In total, 50 respondents provided a valid answer here. Many related to “General negative feelings towards project” group, to which 37% of responses were attributed. The consultation lacking clarity was furthermore mentioned by 22% of respondents who provided an answer here, and 14 % raised concerns for the local wildlife.

3.5 Demographics

1 Question 22 - What gender do you most identify with?

The demographic questions began by ascertaining a respondent’s gender. Responses were split across the options illustrated in Figure 3.60.

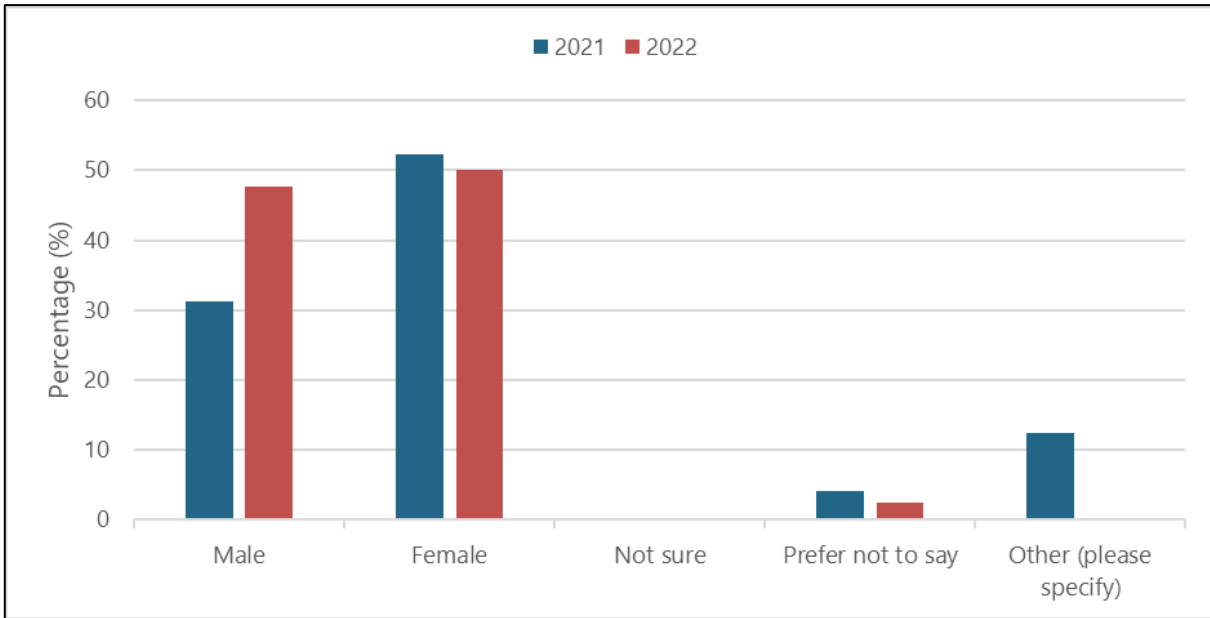


Figure 3.60 Answers in response to Question 22 “What gender do you most identify with”

2021

A total of 266 respondents chose to answer, the majority of respondents were female, with 139 (52%) responses, in comparison to just 83 (31%) male responses. There were no “Not sure” responses, and 11 (4%) respondents answered, “Prefer not to say”. Of the 33 (12%) “Other” responses, all were mixed couples (i.e. a male and a female answering survey together).

2022

A total of 208 respondents answered this question, with majority of respondents identifying as female (104 respondents, 50%); this was followed by those who identified as male (99 respondents, 48%). 5 respondents chose the “Prefer not to say” response, whilst no respondents selected “Other”.

2 Question 23 - Which age group do you belong to?

This question was presented to the respondents to ascertain which age group engaged most with the survey with responses displayed within Figure 3.61.

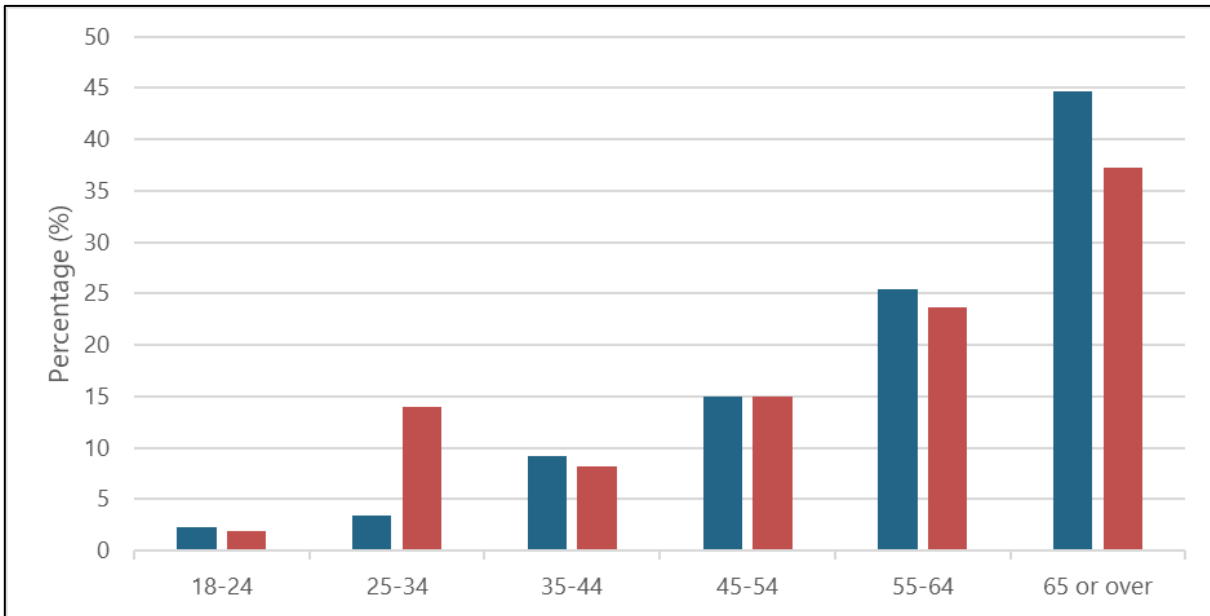


Figure 3.61 Answers in response to Question 23 “Which age group do you belong to?”

2021

Ascertaining the ages of respondents garnered 260 responses, split In total, 74 respondents chose to skip this question. Survey engagement increased with each age group with those “65 and over” accounting for the majority of responses (116 respondents, 45%). A breakdown of the responses divided between locals and visitors can be seen in Figure 3.62

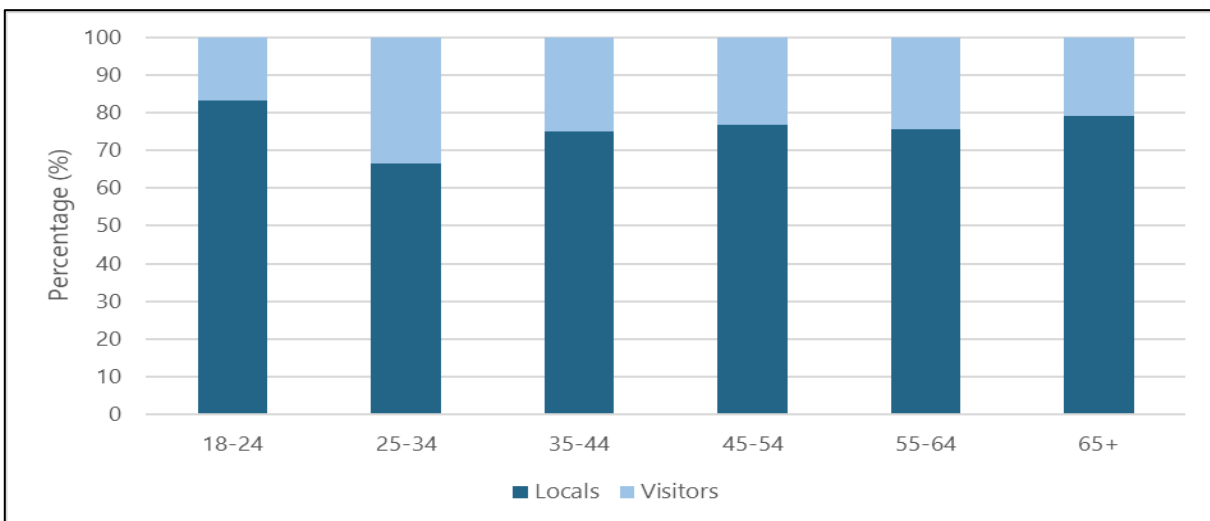


Figure 3.62 Answers in response to Question 23 “Which age group do you belong to?” divided between locals and visitors.

2022

The 2022 survey generated 207 responses to this question with the general trend following that of the 2021. However, when compared to 2021 survey, there was an increase in respondents in the “25-34” age group (+11%). A breakdown of the age groups between locals and visitors can be seen in Figure 3.63.

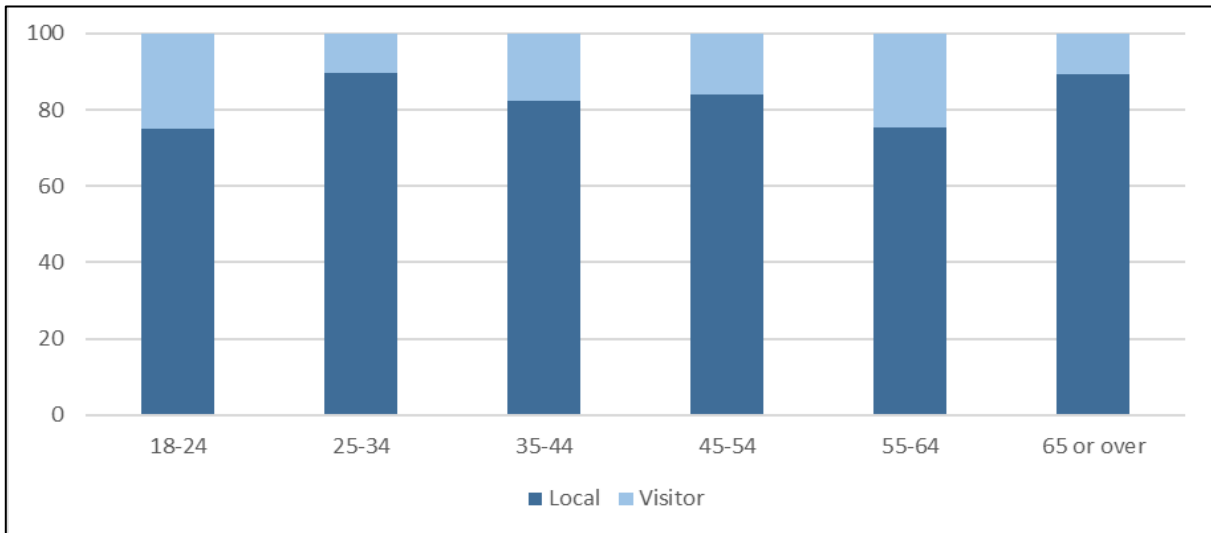


Figure 3.63 Answers in response to Question 23 “Which age group do you belong to?” divided between locals and visitors.

3 Question 24 - Which of the following academic qualifications do you have?

Aiming to ascertain the educational status of respondents, the split across all eight options (including “Other (please state)”) is illustrated in Figure 3.64.

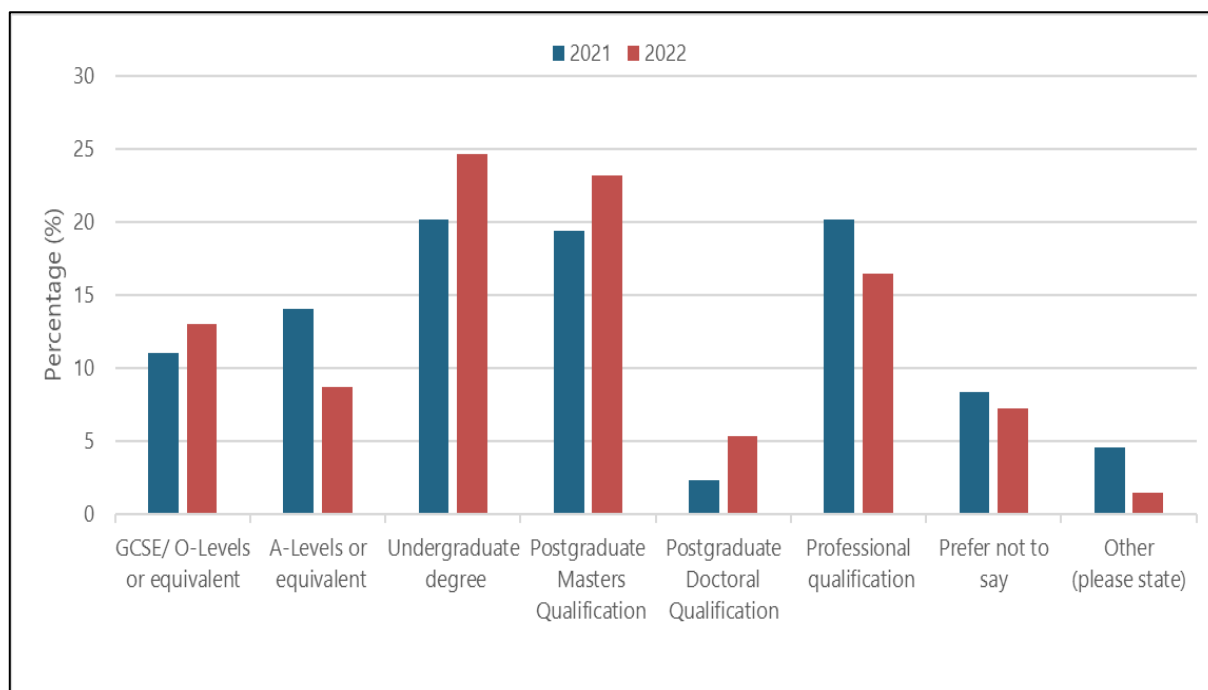


Figure 3.64 Answers in response to Question 24 “Which of the following academic qualifications do you have? Please tick the highest level attained, or nearest equivalent:”

2021

A total of 263 responses were gathered with the two most popular responses of “Undergraduate degree” and “Professional qualification” were tied for number of responses (53 responses 20%). Second to “Postgraduate Masters Qualification” (51 responses 19%). Of those who selected “Other” (12 responses 5%), common answers were “PGCE” and a list of international qualifications.

2022

A total of 207 respondents answered this question with “Undergraduate degree” and “Postgraduate Masters Qualification” generating the highest responses with 51 and 48 respondents respectively, this was followed closely by “Professional qualification” with 87 respondents.

4 Question 25 - What is your employment status?

Question 25 gathered the employment status of the respondents, these were split across nine optional employments with a further “Other” option. The proportions of each option are illustrated in Figure 3.65. The option of "Not employed (looking for work)" was omitted due to no respondents selecting this option and for succinctness of presentation.

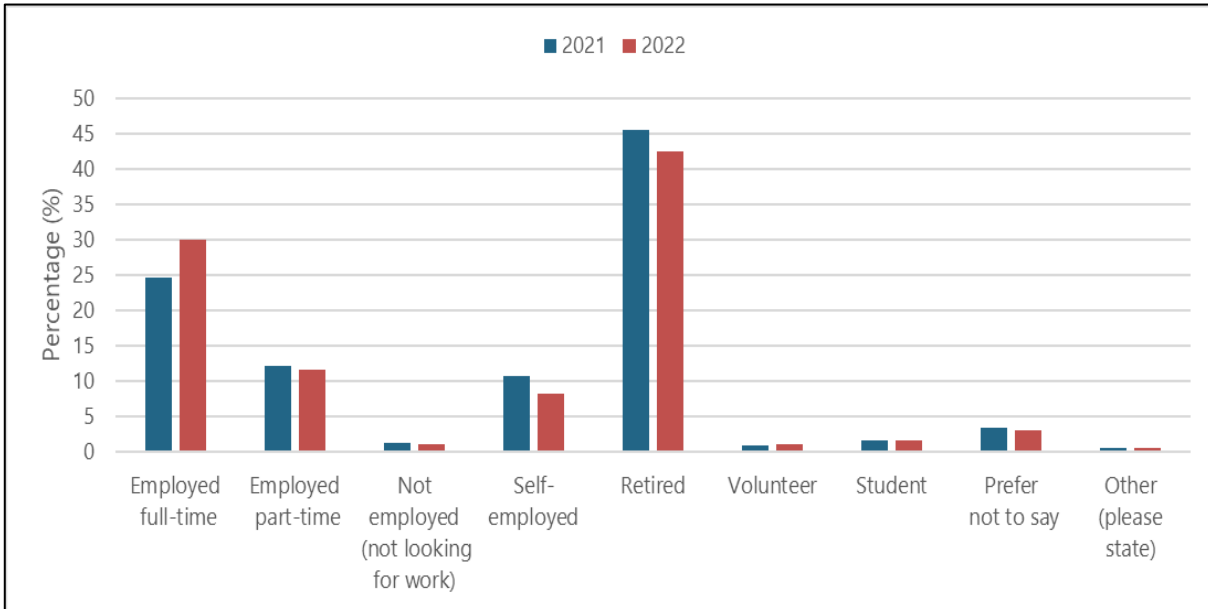


Figure 3.65 Answers in response to Question 25 “What is your employment status?”

2021

264 respondents answered this question with a total of 45% of respondents selecting “Retired” as their primary employment, coinciding with the findings of Question 24, whereby an advanced age of population has been observed. The second most popular response was “Employed full time” (25%).

2022

Of the 207 respondents, 43% stated that they were “Retired” whilst 30% stated that they were “Employed full-time”.

5 Question 26 - Do you identify as a deaf or disabled person, or have a long-term health condition?

Encapsulating those who identified as disabled, this question was split as per the options displayed in Figure 3.66.

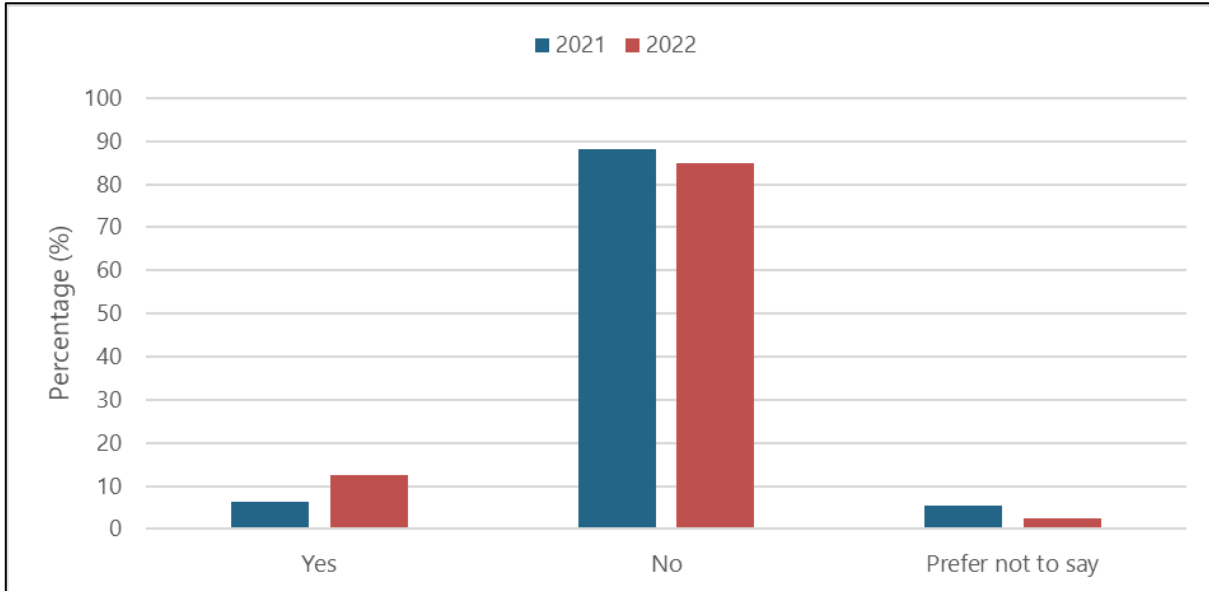


Figure 3.66 Answers in response to Question 26 "Do you identify as a deaf or disabled person, or have a long-term health condition?"

2021

The 2021 survey generated 264 responses with the majority of respondents (88%) elected to select "No", whilst 6% ticked "Yes"; 5% chose "Prefer not to say".

2022

The 2022 survey received 207 responses with majority of respondents choosing "No" (176 respondents, 85%), whilst 13% (26 respondents) selected yes to the statement; an increase of 6% compared to the previous year.

6 Question 27 - Are you a member of/donor to a nature conservation charity?

This question was presented to identify what proportion of the respondents were members of nature conservation charities, with the split in responses analysed in Figure 3.67.

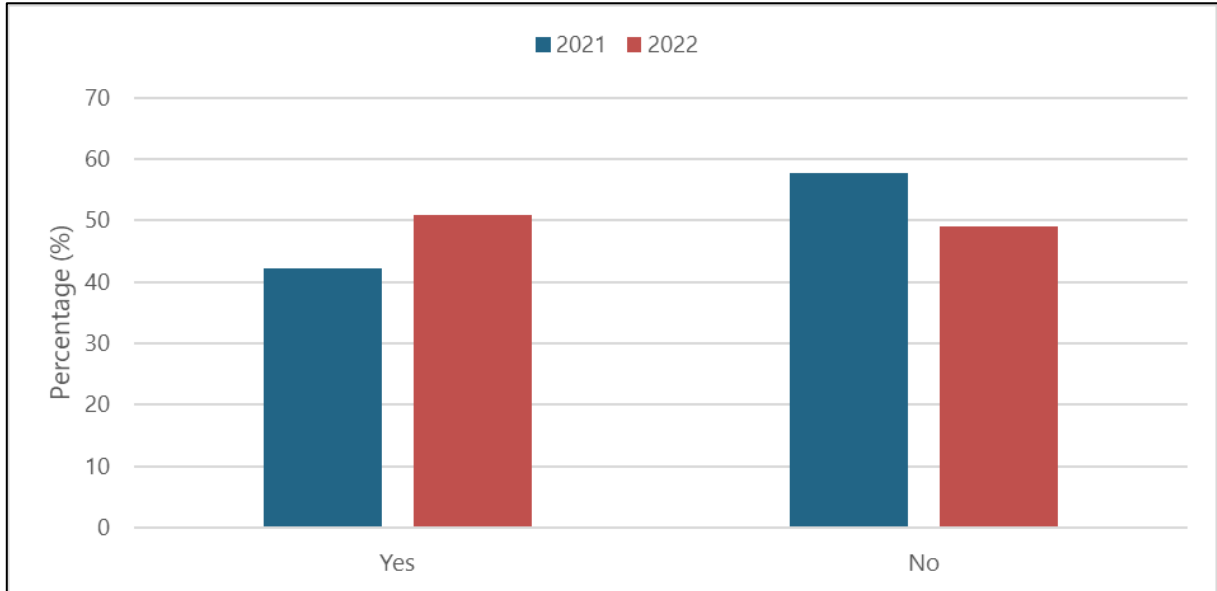


Figure 3.67 Answers in response to Question 27 “Are you a member of/donor to a nature conservation charity?”

2021

A total of 263 respondents answered this question, a 42% “Yes” (111 respondents) versus 58% “No” (152 respondents) split was observed across this question’s answers.

2022

206 respondents answered this question, with results showing a similar distribution between Yes (51%) and no (49%).

References

ABPmer (2021). Promoting Adaptation to Changing Coasts (PACCo) Task 2 Protocols Report, Assessing and quantifying the socio-economic benefits from adaptive management of estuarine sites (Work Package 2). ABPmer Report No. R.3615. A report for East Devon Pebblebed Heaths Conservation Trust, September 2021.

Syndicat mixte du littoral normand (2022). Promoting Adaptation to Coastal Change - Development / implementation of new observation and socio-economic evaluation tools. Results of the perception survey carried out in the Saône in the summer of 2022. Conservatory du littoral, Hérouville Saint-Clair, 83p.

Websites

<https://www.lowerotterrestorationproject.co.uk/>

<https://www.lowerotterrestorationproject.co.uk/LORP%20Non-Technical%20Summary.pdf>

Abbreviations/Acronyms

A	Advanced Level Education Qualification
CC	County Council
COVID	Coronavirus
EDPH	East Devon Pebblebed Heaths Conservation Trust
GCSE	General Certificate of Secondary Education
LORP	Lower Otter Restoration Project
MP	Member of Parliament
O	Ordinary Level Education Qualification
PACCo	Promoting Adaptation to Changing Coasts
PGCE	Postgraduate Certificate in Education
Q	Question
QR	Quick Response
UK	United Kingdom

Appendices

A Stakeholder Perception Questionnaire 2021

To obtain the views of stakeholders and visitors to the lower Otter Estuary, a carefully designed questionnaire was produced by the project team. This formed the basis of an online survey as well as framework for interviews with visitors on site. This questionnaire for 2021 is shown overleaf.

Interviewer: Please read all questions and response options exactly as written; underlined words are instructions for interviewers.

Introduction

Good morning/afternoon. Please could you spare me a few minutes; we are undertaking a survey to understand recreational usage of the lower Otter Valley, and how plans to make changes might influence your use of the area, and also your opinions.

The results will help with future management of the site, and will also help others when they plan or implement similar schemes elsewhere in Europe.

If you complete the survey, you can take part in a prize draw (4 vouchers of £25 for Otterton Mill). All your answers will be treated anonymously and all your personal data (should you provide any for the prize draw and/or follow on questions) will be treated in accordance with the law (in summary, will be held securely and not passed on, unless you give us permission for follow up survey purposes only) – we have a leaflet which we can give you at the end which explains all that, as well as the terms and conditions of the prize draw.

Section 1: Thinking about today, and how you use the site.

Question 1

(1a) What is the main activity you are undertaking here at the site today? Please tick all that apply.

- | | | |
|--|--|---------------------------------------|
| <input type="checkbox"/> Dog Walking | <input type="checkbox"/> Walking (without a dog) | |
| <input type="checkbox"/> Running / Jogging / Power walking | <input type="checkbox"/> Wildlife/ birdwatching | |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Photography | <input type="checkbox"/> Other: _____ |

Question 2

(2a) How long are you likely to be on the estuary/ in the valley today? Please tick one box / single option only.

- | | | |
|--|--|--|
| <input type="checkbox"/> Less than on hour | <input type="checkbox"/> Between 1 and 2 hours | |
| <input type="checkbox"/> Between 2 and 4 hours | <input type="checkbox"/> Between 4 and 6 hours | <input type="checkbox"/> More than 6 hours |

(2b) How much time are you likely to spend in Budleigh Salterton (incl. time spent in the lower Otter valley), today? Please tick one box / single option only.

- | | | |
|--|--|--|
| <input type="checkbox"/> Less than on hour | <input type="checkbox"/> Between 1 and 2 hours | |
| <input type="checkbox"/> Between 2 and 4 hours | <input type="checkbox"/> Between 4 and 6 hours | <input type="checkbox"/> More than 6 hours |

Question 3

(3a) Who are you with? Please tick one box / single option only.

- | | | |
|---|--|---|
| <input type="checkbox"/> Alone | <input type="checkbox"/> With friends | |
| <input type="checkbox"/> With family/children | <input type="checkbox"/> With family and friends | <input type="checkbox"/> Other (please detail): _____ |

(3b) If not alone: How many people are you visiting the site with?

- 1 other person 2-3 other people 3-4 other people
 4-5 other people 5+ other people

Question 4

(4a) Do you live locally (within a few miles / km)?

- Yes (proceed to Q5) No (proceed to question 4b)

(4b) If no to Q 4a: Are you staying overnight (nearby), or are you just visiting for the day?

Please tick one box / single option only.

- Yes, staying overnight (holiday accommodation).

Please specify length of stay _____ days

- No, just visiting for the day (travelled from home)

- Other: _____

Question 5

(5a) Have you been here (the lower Otter Valley) before?

- Yes No (proceed to Q6b)

Question 6

(6a) If yes to Q5: Roughly how often do you visit in a typical year? Please tick the option which most applies to you:

- More than once a day (365+ visits a year) Daily (300-365 visits per year)
 Most days (180-300 visits) 1 to 3 times a week (40-180 visits)
 2 to 3 times a month (15-40 visits) Once a month (6-15 visits)
 Less than once a month (2-5 visits) Don't know/first visit
 Other

(6b) How much do you agree with the following statement (where 1 is 'I completely disagree' and 5 is 'I completely agree')

"I will definitely come here again."

- 1 2 3 4 5 Not sure

Question 7

(7a) Thinking about your day out, can you tell me how much you are likely to spend today [on average, per person, excluding accommodation]?

- £ _____ Prefer not to say (proceed to Q 9)

Question 8

(8a) If spend provided (Q7a); And what was that /will that be on?

Parking

Food & Drink

Activity (please detail): _____

Prefer not to say

(8b) If staying overnight in holiday accommodation (Q4b), How much are you spending on accommodation for your party (whole stay)?

Please specify total accommodation spend (£): _____

How many people is this for? _____

Prefer not to say

Section 2: Thinking about the place

Question 9

(9a) What do you like best about the lower Otter Valley (please detail)?

(9b) What do you like the least about the lower Otter Valley (please detail)?

Question 10

(10a) How much do you agree with the following statement (where 1 is 'I completely disagree' and 5 is 'I completely agree')

"The valley/estuary as it is at present is very natural."

1

2

3

4

5

Not sure

Section 3: Thinking about plans for the future

Question 11

(11a) Have you heard about the plans to restore the flood plain and to allow the tide to come in (also known as managed realignment) here (Lower Otter Restoration Project (LORP))?

Yes

No

Not sure (if no or not sure, proceed to Q 15)

(11b) If yes to Q11a; Do you know who manages the project, and who the key partners are?

Yes (please detail): _____

No

Question 12

(12a) If yes to 11; how much to you agree with the following statements (where 1 is 'I completely disagree' and 5 is 'I completely agree')

"I understand the details of the scheme and what is being proposed very well."

1 2 3 4 5 Not sure

"I am very happy that this scheme is happening."

1 2 3 4 5 Not sure

"Thanks to the LORP, I am much more aware of climate change and its impacts on coastal communities."

1 2 3 4 5 Not sure

Question 13

(13a) Do you have any concerns about the proposal?

Yes (please detail/what are they):

No (go to Q 14)

Question 14

(14a) What do you see as benefits of the scheme – now and future (please detail)?

Question 15

(15a) [background on the project if respondent not familiar with it:]

LORP aims to restore the Otter Estuary to a condition closer to that which existed two hundred years ago, working with nature to create a less managed site. The project will involve making gaps ("breaches") in the existing man-made embankments to allow the sea to re-enter the site at high tide and drain at low tide, as it once would have done naturally. This will create new internationally rare intertidal habitats such as saltmarsh and mudflat. The main gap will be bridged, so the SW coastal path remains as it was. New raised access will be created on the footpaths on the western edge of the marsh. South Farm Road will also be raised, and an official car park will be created. The cricket club will be relocated, and many of the hedge rows will be removed (wherever saline seawaters will reach after the breaching).

To achieve this, heavy machinery will be present on the estuary in the coming years (to 2023). The site will go from a pastoral landscape to one of mudflats and saltmarshes.

Now you know more about the scheme and its likely benefits / given what you already knew, how much do you agree with the following statements (where 1 is 'I completely disagree' and 5 is 'I completely agree').

"I will visit the area much more in the near future because of it happening."

1 2 3 4 5 Not sure

"I will visit the area much more in the medium to long term future because of it happening."

1 2 3 4 5 Not sure

"The lower Otter Valley will become a much more attractive landscape as a result of the scheme."

1 2 3 4 5 Not sure

"The new managed wetland environment will be very good for the local area."

1 2 3 4 5 Not sure

"The new managed wetland environment will very good for the local economy."

1 2 3 4 5 Not sure

(15b) Could you please explain your reasons for giving these ratings (please detail)?

Section 4: If yes to Q11 (i.e. knew about project) (if not, go to Section 5): Thinking about local decision-making/communication

Question 16

(16a) Did you know/see/do any of the following with regard to LORP? Please tick all that apply:

I saw it in the paper – and I read the article I saw it on the television news

I saw it on social media I have visited the website

I know there was an Option Appraisal Consultation – and

I wrote a response I did not write a response

I know there was a Statutory Planning Application Consultation - and

I wrote a response I did not write a response

I know there were public meeting(s) – and

I went (to at least one) I didn't go

I know there was an exhibition – and

I went I didn't go

If you have seen/done anything else, please tell us about it here:

Question 17

(17a) How much do you agree with the following statements (where 1 is 'I completely disagree' and 5 is 'I completely agree')

"The consultation for LORP was very genuine, and I felt like I was listened to."

1 2 3 4 5 Not sure

"The consultation for LORP was very effective, and I felt I had the chance to contribute in a timely fashion."

1 2 3 4 5 Not sure

Question 18

(18a) How could the consultation have been improved (please detail)?

Question 19

(19a) What was done well (please detail)?

Question 20

(20a) What consultation method(s) worked best for you? Please tick all that apply:

- Newspaper article Television news item Social media news item
 Project website Public meeting(s) Exhibition(s)
 Planning application consultation Marine license application consultation
 Other

Question 21

(21a) Please use this textbox if there are any other thoughts you would like to share:

Section 5: A little bit about you

Question 22

(22a) What gender do you most identify with? [Or would you rather not say?]

- Male Female Not sure
 Prefer not to say Other

Question 23

(23a) Which age group do you belong to (read out)? [Or would you rather not say?]

- 18-24 25-34 35-44 45-54
 55-64 65 or over Prefer not to say

Question 24

(24a) What is the highest academic qualifications do you have? [Or would you rather not say?]

- GCSE/O Level or equivalent A Levels or equivalent
 Undergraduate degree Postgraduate Masters Qualification
 Postgraduate Doctoral Qualification Professional qualification
 Other: _____ Prefer not to say

Question 25

(25a) What is your employment status? [Or would you rather not say?]

- Employed full time Employed part time
 Not employed (looking for work) Not employed (not looking for work)
 Self-employed Retired Volunteer
 Student Other (please state): _____
 Prefer not to say

Question 26

(26a) Do you identify as a deaf or disabled person, or have a long-term health condition?

Please tick most applicable box:

- Yes No Prefer not to say

Question 27

(27a) Are you a member of/donor to a nature conservation charity? Please tick one box:

- Yes No

Question 28

(28a) What is your postcode (please detail)?

_____ (go to Q30 if postcode given)

- Prefer not to say (next Q)

Question 29

(29a) If Prefer not to say ticked in Q28a; Approximately how far do you live from Budleigh Salterton beach? Please tick one box only:

- | | | |
|---|---|--|
| <input type="checkbox"/> Within 1 mile | <input type="checkbox"/> 1 to 5 miles | <input type="checkbox"/> 5 to 10 miles |
| <input type="checkbox"/> 10 to 30 miles | <input type="checkbox"/> 30 to 50 miles | <input type="checkbox"/> 50 to 100 miles |
| <input type="checkbox"/> >100 miles | | |

Section 5: Closing questions

Question 30

(30a) Would you be happy to be contacted again if we have follow-up questions on LORP? Please tick one box:

- Yes No

(30b) If yes; how should we contact you? Please tick one box only:

- E-mail Phone Letter Other _____

Please provide relevant contact details: _____

Question 31

(31a) If yes to Q30a; would you be happy with us passing on your details to the University of Portsmouth and our clients (the East Devon Pebblebed Heaths Conservation Trust and Clinton Devon Estates) as they may be the ones who will undertake surveys like these again in the future. Please rest assured that we would only pass your details on for the purposes of further surveys for PACCo (Promoting Adaptation to Changing Coasts), nothing else.

- Yes No

Question 32

(32a) If you would like to be entered into the prize draw on completion of the survey, please provide your email address or contact details (ideally mobile phone number).

(32b) Would you like a leaflet on the terms and conditions of the prize draw?

- Yes No

Finally, your data will be held securely and in accordance with our privacy policy, we can give you a leaflet on this, this also has links on the project on it.

Thank you so much for helping us today!

Interviewer: Please take a couple of minutes to check writing is eligible and expand on any shorthand / append extra pages (number questions/make identifiable)

B Stakeholder Perception Questionnaire 2022

In 2022, the 2021 questionnaire was slightly amended; the section on stakeholder consultation was removed, and a few likert questions inserted to gauge opinions on the construction phase. This again formed the basis of an online survey as well as framework for interviews with visitors on site. This questionnaire for 2022 is shown overleaf.

Lower Otter / Otter Estuary Survey

Introduction

Hello. Please could you spare a few minutes; we are undertaking a survey to understand recreational usage of the lower Otter Valley, and how plans to make changes might influence your use of the area, and also your opinions.

The results will help with future management of the site and will also help others when they plan or implement similar schemes elsewhere in Europe.

We undertook a similar survey last summer. This is the second time we are carrying it out. Any personal data you share with us will be held securely and not passed on, unless you give us permission for follow up survey purposes only.

Section 1: Thinking about your typical use of the site.

Question 1

(1a) What is the main activity you typically undertake when you go down to the lower Otter valley? Please tick all that apply.

- | | | |
|--|--|--------------------------------------|
| <input type="checkbox"/> Dog Walking | <input type="checkbox"/> Walking (without a dog) | |
| <input type="checkbox"/> Running / Jogging / Power walking | | |
| <input type="checkbox"/> Wildlife/birdwatching | <input type="checkbox"/> Fishing | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Other (please specify): _____ | | |

Question 2

(2a) How long would you typically spend on the estuary/in the lower Otter valley? Please tick one box / single option only.

- | | |
|--|--|
| <input type="checkbox"/> Less than one hour | <input type="checkbox"/> Between 1 and 2 hours |
| <input type="checkbox"/> Between 2 and 4 hours | <input type="checkbox"/> Between 4 and 6 hours |
| <input type="checkbox"/> More than 6 hours | |

(2b) How long would you typically spend in Budleigh Salterton (including time spent in the valley), when you visit? Please tick one box / single option only.

- | | |
|--|---|
| <input type="checkbox"/> Less than one hour | <input type="checkbox"/> Between 1 and 2 hours |
| <input type="checkbox"/> Between 2 and 4 hours | <input type="checkbox"/> Between 4 and 6 hours |
| <input type="checkbox"/> More than 6 hours | <input type="checkbox"/> Not applicable (only visit(ed) the valley) |

Question 3

(3a) With whom do you typically visit the site? Please tick one box / single option only.

- By myself With friends With family/children
 With partner/spouse Other: _____

(3b) If you don't normally visit alone; how many people do you typically visit the site with? Please tick one box/single option only (if you typically visit alone, please skip this question).

- 1 other person 2-3 other people
 3-4 other people 4-5 other people 5+ other people

Question 4

(4a) Do you live locally (within a few miles / km)?

- Yes (proceed to Q5) No (next question)

(4b) If no to Q4a; Do you typically stay overnight (nearby), or just visit for the day? Please tick one box/single option only.

- Yes, staying overnight (holiday accommodation).
Please specify length of stay: _____ days
 No, just visiting for the day (travelled from home)
 Other: _____

Question 5

(5a) Have you been to the lower Otter Valley before?

- Yes (next question) No (proceed to Q6b)

Question 6

(6a) If yes to Q5; Roughly how often do you visit in a typical year? Please tick the one option which most applies to you:

- More than once a day (365+ visits a year)
 Daily (300-365 visits per year)
 Most days (180-300 visits)
 1 to 3 times a week (40-180 visits)
 2 to 3 times a month (15-40 visits)
 Once a month (6-15 visits)
 Less than once a month (2-5 visits)
 Don't know/ this is my first visit
 Other: _____

(6b) How much to you agree with the following statement (where 1 is 'I completely disagree' and 5 is 'I completely agree') (please circle number).

"I will definitely come here again."

1 2 3 4 5 Not sure

Question 7

(7) Thinking about your last day out in Budleigh Salterton, can you tell me how much you spent [on average per person, excluding accommodation]?

£ _____

(b) What was that on [please excl. day to day shopping, e.g. groceries]? _____

Prefer not to say (proceed to Q 9)

Section 2: Thinking about the place

Question 8

(8a) What do you like best about the lower Otter Valley (please detail)?

(8b) What do you like the least about the lower Otter Valley (please detail)?

Question 9

(9a) How much to you agree with the following statement (where 1 is 'I completely disagree' and 5 is 'I completely agree') (please circle number).

"The valley/estuary as it is at present is very natural."

1 2 3 4 5 Not sure

Section 3: Thinking about plans for the future

Question 10

(10a) Have you noticed the restoration works which are ongoing, and/or have you heard about the plans to restore the flood plain and to allow the tide to come in (also known as managed realignment) here (Lower Otter Restoration Project (LORP))?

Yes No Not sure
go to next Q(11) go to Q14 (overleaf) ←

Question 11

(11a) How much to you agree with the following statements (where 1 is 'I completely disagree' and 5 is 'I completely agree') (please circle numbers).

"I understand the details of the scheme and what is being implemented very well."

1 2 3 4 5 Not sure

"I am very happy that this scheme is happening."

1 2 3 4 5 Not sure

"Thanks to the LORP, I am much more aware of climate change and its impacts on coastal communities."

1 2 3 4 5 Not sure

Question 12

(12) Do you have any concerns about the project?

Yes (please detail below): No

Question 13

(13) What do you see as benefits of the scheme - now and future (please detail)?

Question 14

(14a) [background on the project if you're not familiar with it:]

The Lower Otter Restoration Project ('LORP') aims to restore the Otter Estuary to a condition closer to that which existed two hundred years ago, working with nature to create a less managed, more natural, site.

The project will involve making gaps ("breaches") in existing man-made embankments to allow the sea to re-enter the estuary at high tide and drain at low tide, as it once would have done naturally. This will create new internationally rare intertidal habitats such as saltmarsh and mudflat (see last page (p.9) of this survey printout for map).

The main gap/breach will be bridged, so the SW coastal path remains as it was. New and improved raised access will be created on the footpaths on the western edge of the marsh. South Farm Road will also be raised to improve access along the road, and an official car park will be created. Construction started last year.

It is expected that more wildlife will return to use the new habitats and that the environment would be enhanced.

Now you know more about the scheme and its likely benefits (or, given what you already knew), how much to you agree with the following statements (where 1 is 'I completely disagree' and 5 is 'I completely agree').

Please circle your chosen numbers.

"I will visit the area much more in the near future because of it happening."

1 2 3 4 5 Not sure

"I will visit the area much more in the medium to long term future because of it happening."

1 2 3 4 5 Not sure

"The lower Otter Valley will become a much more attractive landscape as a result of the scheme."

1 2 3 4 5 Not sure

"The new managed wetland environment will be very good for the local area."

1 2 3 4 5 Not sure

"The new managed wetland environment will very good for the local economy."

1 2 3 4 5 Not sure

"The construction works have not been disruptive to date."

1 2 3 4 5 Not sure

"I have been visiting more often than before the scheme, to see how the works are progressing"

1 2 3 4 5 Not sure

(14b) Could you please explain your reasons for giving these ratings (please detail)?

Section 5: A little bit about you

Question 15

(15) What gender do you most identify with? Please tick one box only:

Male Female Not sure
 Prefer not to say Other

Question 16

(16) Which age group do you belong to? Please tick one box only:

18-24 25-34 35-44
 45-54 55-64 65 or over
 Prefer not to say

Question 17

(17) Which of the following academic qualifications do you have? Please tick the highest level attained, or nearest equivalent:

- GCSE/O Level or equivalent A Levels or equivalent
- Undergraduate degree
- Postgraduate Masters Qualification
- Postgraduate Doctoral Qualification
- Professional qualification
- Other: _____
- Prefer not to say

Question 18

(18) What is your employment status? Please tick most applicable box:

- Employed full time
- Employed part time
- Not employed (looking for work)
- Not employed (not looking for work)
- Self-employed Retired Volunteer
- Student
- Other (please state): _____
- Prefer not to say

Question 19

(19) Do you identify as a deaf or disabled person, or have a long-term health condition? Please tick most applicable box:

- Yes No Prefer not to say

Question 20

(20) Are you a member of/donor to a nature conservation charity? Please tick one box:

- Yes No

Question 21

(21) What is your postcode (please detail)?

(please go to Q23 if you've provided a
postcode)

Prefer not to say (next question)

Question 22

(22) If 'Prefer not to say' ticked in Q28a: Approximately how far do you live from Budleigh Salterton beach? Please tick one box only:

Within 1 mile

1 to 5 miles

5 to 10 miles

10 to 30 miles

30 to 50 miles

50 to 100 miles

>100 miles

Section 6: Closing questions

Question 23

(23) Would you be happy to be contacted again if we have follow-up questions on LORP? Please tick one box:

Yes (next question)

No (please proceed to Q32)

(24) If yes to Q23: How should we contact you? Please tick one box only:

E-mail

Phone

Letter

Other (please specify _____)

Please provide relevant contact details: _____

Question 24

(24) If yes to Q23: Would you be happy with us passing on your details to the University of Portsmouth and our clients (the East Devon Pebblebed Heaths Conservation Trust and Clinton Devon Estates) as they may be the ones who will undertake surveys like these again in the future. Please rest assured that we would only pass your details on for the purposes of further surveys on LORP, nothing else.

Yes

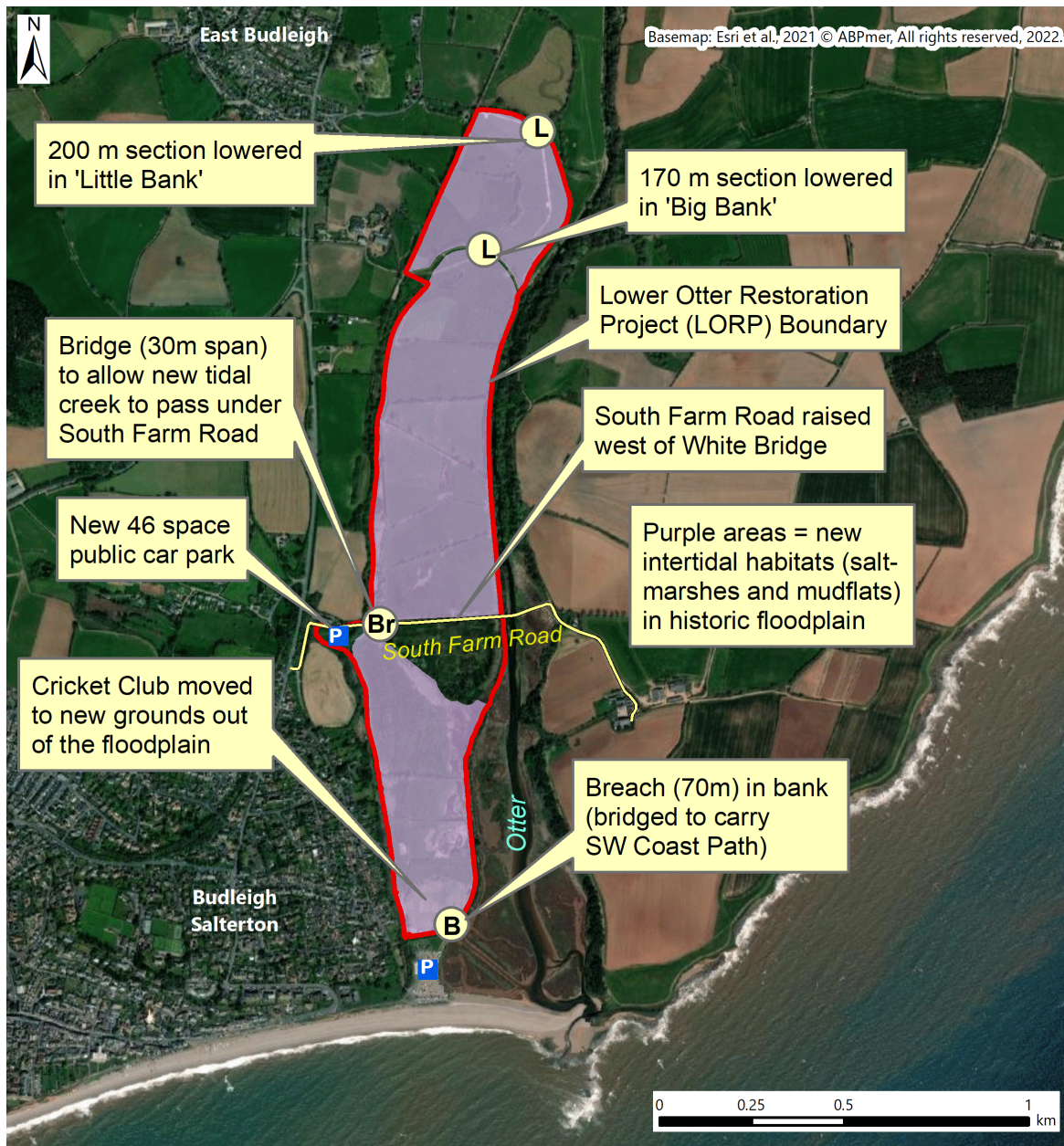
No

Finally, your data will be held securely and in accordance with our privacy policy as previously outlined.

Thank you very much for participating in this survey for the PACCo project (Promoting Adaptation to Changing Coasts), undertaken by ABPmer and the Pebblebed Heaths Conservation Trust.

If you would like to know more about LORP and PACCo, please go to <https://www.lowerotterrestorationproject.co.uk/>

A high level map showing the scheme boundary and some key features of the project is shown below.



High level map showing some key features and scheme boundary

(for a more detailed map, please go to: <https://www.lowerotterrestorationproject.co.uk/>)

C Survey Leaflets (2021)

Two two-page leaflets were produced to support the survey in both years; these are as follows, and those for 2021 are presented over the next few pages:

- A publicity leaflet; and
- A combined leaflet on confidentiality and data protection and the Terms and Conditions of the prize draw.

C.1 Publicity leaflet



Please take part in the Lower Otter Survey

We would love to hear about how you visit, value, and use the River Otter and its estuary, and also what you think about future plans.

To complete the survey:

1. Use a Smart Phone to follow the QR code below or go to www.surveymonkey.co.uk/r/Budleigh to access the survey online, OR
2. See back of this leaflet for where you can find hard copies.



Win a £25 voucher for Otterton Mill by completing the survey. Follow the link for details.

The survey should take no more than 10 minutes to complete.

The online survey will be live until 10th August.

Hard copies of the survey can be found at: 1) Budleigh Information; 2) Budleigh Library; 3) 50 Degrees North Café (once complete, please return inside for collection by us at a later date).

This survey is being undertaken for the PACCo project (Promoting Adaptation to Changing Coasts), and is being carried out by ABPmer and the Pebblebed Heaths Conservation Trust.

If you would like to know more about the Lower Otter Restoration Project ('LORP') and/or the PACCo (Promoting Adaptation to Changing Coasts), please go to <https://www.lowerotterrestorationproject.co.uk/>, or <https://www.pacco-interreg.com/>

If you would like to know more about the Pebblebed Heaths Conservation Trust, please go to <https://www.pebblebedheaths.org.uk/>

If you would like to know more about ABPmer (a marine consultancy contracted by the Trust), please go to <https://www.abpmer.co.uk/>

C.2 Combined leaflet on confidentiality and data protection and the Terms and Conditions of the prize draw



Lower Otter Survey

Confidentiality, data protection and Prize Draw Ts and Cs

Confidentiality & data protection:

This survey is being undertaken in July / August 2021 for the PACCo project (Promoting Adaptation to Changing Coasts), and is being carried out by ABPmer and the Pebblebed Heaths Conservation Trust.

If you've provided any personal data, it will be held securely and in accordance with ABPmer's privacy policy. It will only be shared with members of the project team where necessary for the purposes of analysis (unless you have given us permission to share with specific project partners for follow up surveys only, see below).

Data will be processed in line with the objectives of the project and will not be used for any other purpose. Your personal data will not be published; outputs will be in anonymised or aggregated form, such that personal details are not identifiable. Only anonymised data will be passed to the client for longer term storage

If you have given us express permission to do so, we will share your contact details with the Pebblebed Heaths Trust, Clinton Devon Estates and/or the University of Portsmouth, but only for the purposes of follow on surveys in relation to the PACCo project.

Prize draw Ts and Cs:

Four £25 vouchers for Otterton Mill can be won. This prize draw is open to individuals aged 18 and over who complete the survey in full (only one entry per person). The closing date for the Prize Draw is the 10th of August 2021. The prize draw will be held within 1 week of the survey closing (so by 17 August 2021). Four winners will be chosen from a random draw of entries received in accordance with these Terms and Conditions. Winners will be notified via email or text message. If a winner does not respond to the promoter within 90 days of being notified, then the winner's prize will be forfeited. The prize is non-exchangeable and no cash alternative is offered. ABPmer reserve the right to replace the prize with an alternative prize of equal or higher value if circumstances beyond ABPmer's control make it necessary to do so.

If you provide your details to participate in this draw, they will be irretrievably deleted within 100 days of the draw taking place, and will not be used for any other purpose. In the meantime, data will be held in accordance with data protection legislation. By entering the Prize Draw, you agree to the collection, retention, usage and distribution of your personal information in order to process and contact you about the Prize Draw entry.

ABPmer accepts no responsibility for any damage, loss, liabilities, injury or disappointment incurred or suffered by you as a result of entering this Prize Draw or accepting the prize, except for any liability which cannot be excluded by law (including personal injury, death and fraud) in which case that liability is limited to the minimum amount allowable by law.

Participants in the draw are deemed to have accepted and agreed to be bound by these terms and conditions upon entry. The promoter reserves the right to refuse entry or refuse to award the prize to anyone in breach of these terms and conditions. These terms and conditions shall be governed by English law and the courts of England and Wales shall have exclusive jurisdiction.

