DORSET DOGS / BCP COUNCIL

HENGISTBURY DATA COLLECTION

2022

2023

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1.OVERVIEW OF DATA COLLECTION

- A total of 1796 observations were recorded over the 2022/23 summer and winter periods. These numbers are less than last year (1980 in total), even though there were more missed slots last year (21/22). This indicates a general decrease in visitor numbers.
- Westfield had a total of 811 observations (495 summer, 316 winter), Heathland had a total of 571 observations (185 summer, 386 winter) and Saltmarsh had a total of 606 observations (341 summer, 265 winter.)
- The differences in popularity between sites could be due to a number of reasons: weather, engagement strategies, bird nesting season restrictions for dog walkers, tidal access to routes and proximity to the car parks/ease of walk.
- Two hours of observations were missed in the Summer 2022 recording period. This was the 7-9am weekend slot at Westfield. Two hours were missed from the Winter 2022/23 period; the 9:30-12:30am weekend slot at Westfield.
- The most common activity codes were Dog walker (62.3%) and Walker (33.7%), with 108 other codes reported (4%). Across all activity codes there were 3725 people and 1274 dogs. 58.6% of people and 55.9% of dogs observed in Summer 22, and 41.4% of people; 44.1% of dogs observed in Winter 2022/23.
- Of these dogs, most were off lead (80.9%) compared to on a lead (19.1%).
- For most locations across the seasonal periods, behaviour shifted towards the C behaviour code ("Dog roaming away from owner tangential to owners route") from A ("Dog generally with owner, staying alongside or just in front") as distance increased. The C behaviour code was seen most frequently in the X (off lead) groups, and at the Westfield location (followed by Saltmarsh).
- Westfield was the busiest route, and saw the most instances of dog fouling (pick ups seen and no pick up) in both seasonal recording periods, and had the highest observations with toys in both seasonal recording periods.
- Toys were used most often with dogs in behaviour codes B ("Dog generally staying on route of owner, but sometimes behind/ahead") and C across all observations (except where toys were not recorded).
- Behaviour code C was mostly seen in off lead observations, with some observations of the C behaviour code seen in the short lead groups (1) at the Saltmarsh location in Winter 2022/23.

Cont.

- The busiest routes were seen along the formal and informal pathways, with some deviation into the surrounding habitats. A number of recreational activities were the cause of this, most off-path routes recorded were from dogs/dog walker groups.
- Heathland location was busier in Winter (53.1% of groups in winter, 46.9% in summer) and had more instances of groups leaving the path than Summer (perceived via heat maps; Figures 8+11)
- Saltmarsh was busier in Summer (64.4% of groups in summer, 35.6% in winter) and had more instances of groups leaving the path than Winter (perceived via heat maps; Figures 9+12)
- Westfield was busier in Summer (61% of groups in summer, 39% in winter) and had more instances of groups leaving the informal pathways in Winter (perceived via heat maps; Figures 7+10)
- When comparing between bird nesting season and non, Westfield and Saltmarsh seemed to increase in popularity indicating people potentially avoiding the heathland areas as asked via our banners and messaging. However, uneven numbers of sessions were collected during these times, so these comparisons cannot be drawn accurately.
- In public surveys, the engagement initiatives were perceived as positive on the whole, with some doubts in efficacy for behaviour change. Some negative feedback relates to dog walkers feeling "restricted" by the dog trail and that we shouldn't be "attracting dog walkers".
- The engagement initiative with the highest rating for effectiveness was the dog walker trail and bench; with a score of 7.3/10. Feedback for this is that it should be clearer and more advertised. The dog poo voting bin was rated 5.03/10 with feedback stating it was "fun", but doubts were present on its efficacy. The map received 3.4/10 for effectiveness, but this survey was full of negative comments which didn't relate to the map specifically. Feedback stated that this could be clearer, with less words and that the icons could be confusing.
- It should be noted that participation in the feedback surveys was low, and for these initiatives reviewed, many responses had not seen the engagement in person.

2.SUMMER 2022

Data was collected from 1/5/2022 - 31/9/2022 for the summer 2022 period. Three sites were observed: Westfield, Heathland and Saltmarsh. These areas were chosen due to their level of sensitivity and general usage levels.

Volunteers were recruited to collect data alongside the project co-ordinator. The methodology chosen was recommended by Footprint Ecology. See Appendix 1 for full methodology.

Data collection was completed for all locations and times, except one two-hour slot (7-9am, westfield, weekend). The date was extended for one day at westfield due to a bank holiday with good weather on the 2/10/22 and to ensure as many slots were completed as possible.

2.1 SUMMER 2022 - WESTFIELD

For the data collected for this location (across six days), DW made up the majority (789 groups) compared to W (290), C (6) and O (2). Of those dog walkers, 662 were X, 71 SL, 55 EL and 1 EL/X. Behaviours codes seen in SL were A (67) and B (3). Behaviour codes seen in EL were A (30) and B (25) and in EL/X B (1). Behaviour codes seen in X were A (139), B (461) and C (59). When comparing against distance, no C behaviour codes were seen in the 5m distance code; 3 C codes were seen in 10m, 1 in 15m , 25 in 20m, and 30 in 25m. C codes increased as distance increased; alternatively, A codes decreased as distance increased. Most B codes were seen in the 20m distance group (261); with B behaviour seen in all lead types and distance codes (As seen in Figure 1).

The following means were reported for this location: Group size 2, Total dogs 1.2, % time off lead 87.4, % time out of sight 11.5, and duration observed 3.2 minutes. For dog fouling, there were 10 recorded no pick up, 37 pick ups and no instances of flicking off path or bagging and leaving the waste. 53 groups had a tennis ball or similar thrown using plastic curved arm (BA) and 22 had a ball thrown by hand BT) these were thrown along the path by 36 groups, and to the side of the path by 35 groups. Dogs names were called on average 3 times. Full outputs can be seen in Appendix 2.

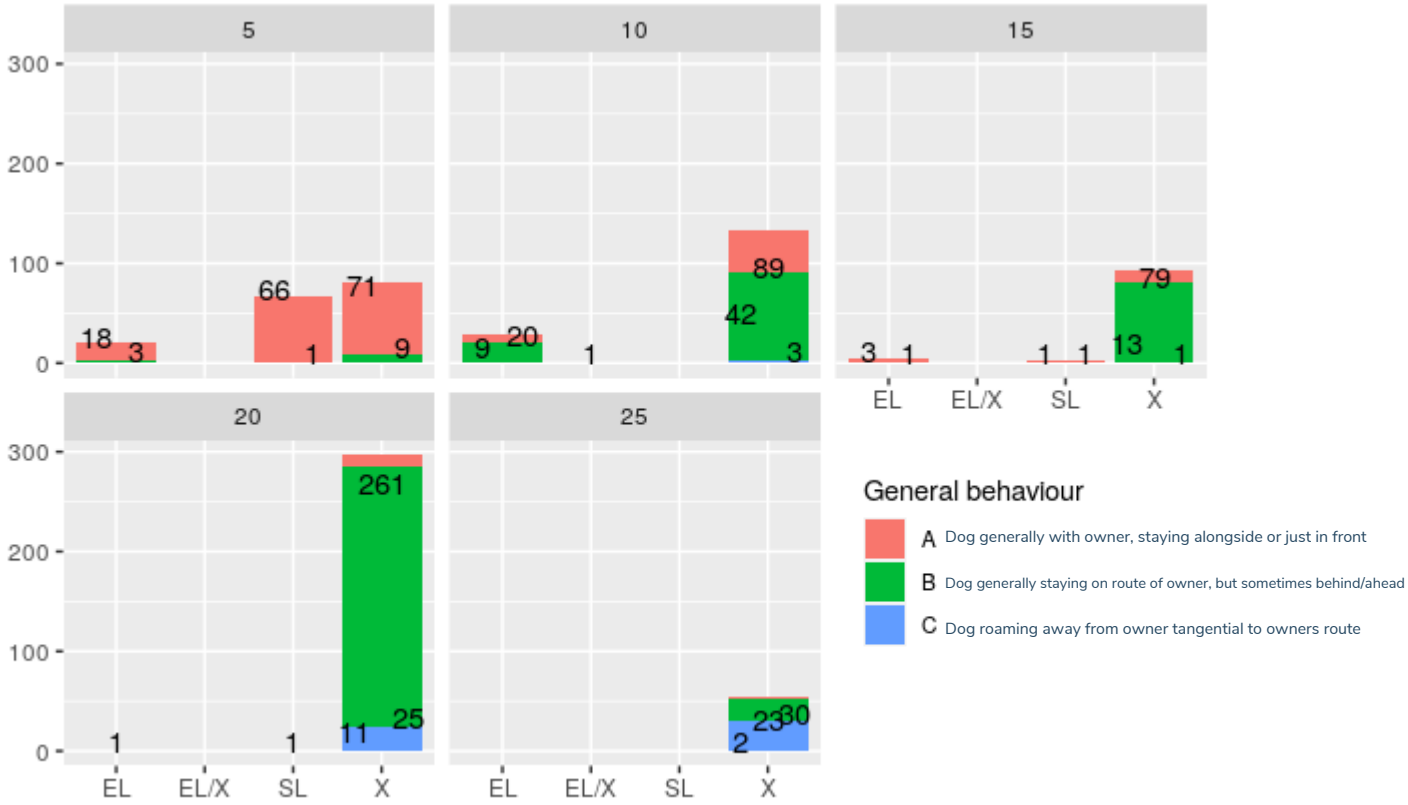

Figure 1 - count data showing number of dog walkers in each behaviour code, max distance between owner and dog and lead categories. Lead categories: SL = short lead, X= off lead, EL=extendable/short lead. Distance categories: 5= <5m, 10=5.1-10m, 15=10.1-15m, 20=15.1-20m and 25=>20m. Behaviour categories: A = Dog generally with owner, staying alongside or just in front B= Dog generally staying on route of owner, but sometimes behind/ahead and C=Dog roaming away from owner tangential to owners route.

2.2 SUMMER 2022 - HEATHLAND

For the data collected for this location (across nine days), W made up the majority (202 groups) compared to DW (118), C (2), J (20) and CP (1). Of those dog walkers, 80 were X, 21 SL, 18 EL and one EL/X. Behaviours codes seen in SL were A (18) and B (1). Behaviour codes seen in EL were A (14) and B (3). Behaviour codes seen in X were A (20), B (46) and C (12). Full outputs can be seen in Appendix 2.

As seen in Figure 2, the majority seen behaviour code in the 5m distance category was A (43), followed by B (8) with no instances of C. For the distance category 10m, the majority behaviour code was B (24) followed by A (5) then C (1). At 15m, we see four A and B codes and two C codes. In the 20 and 25 distance codes there were only B and C behaviours observed, all in the X lead category type (20m: B=10, C=3, 25m: B=5, C=6); showing a shift from A-C as distance increased.

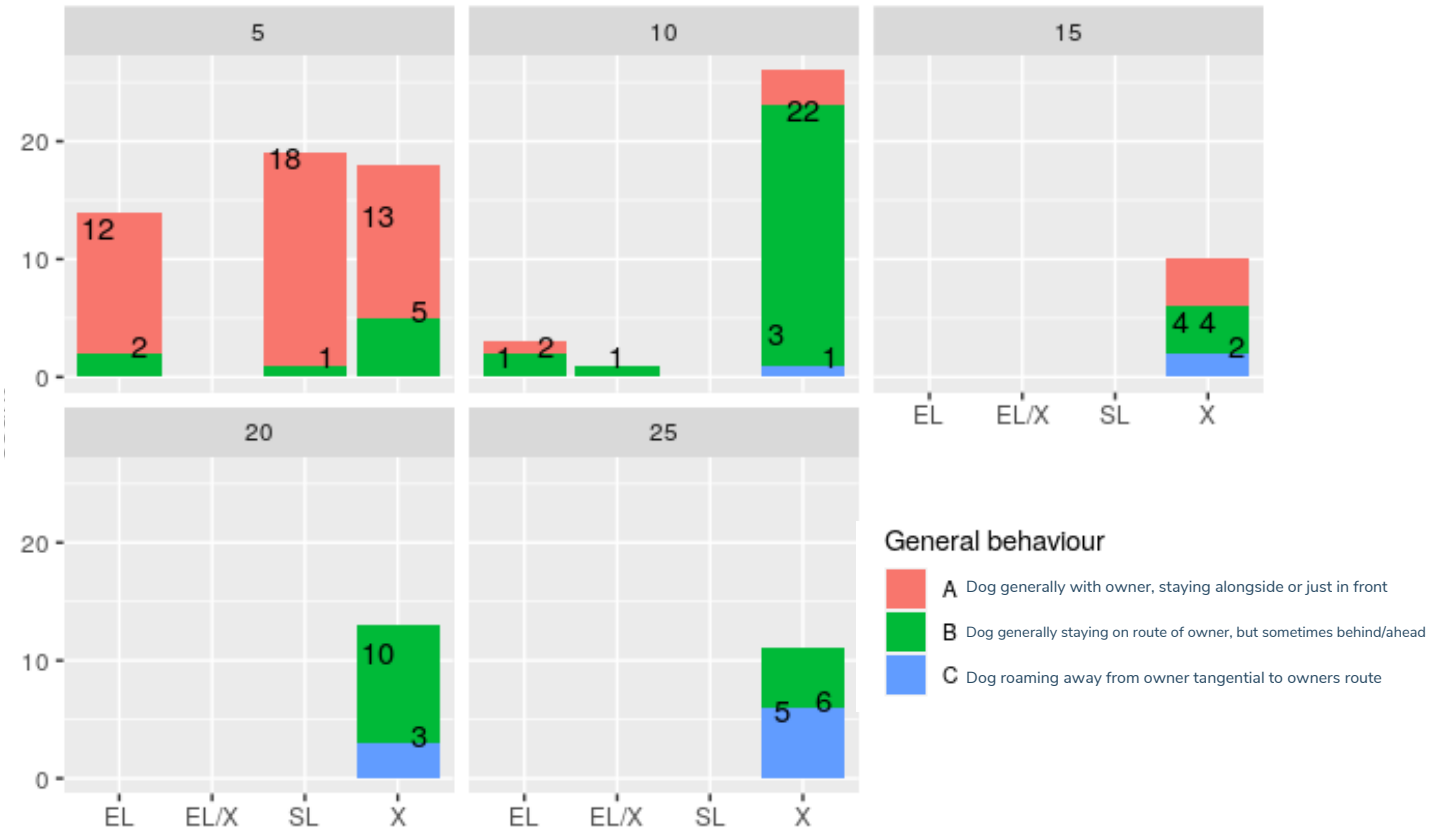

Figure 2 - Count data showing the number of dog walkers in each behaviour code according to the max distance groups between owner and dog against the three different lead categories for the Heathland summer 2022 data period.

The following means were reported for this location: Group size 2, Total dogs 0.5, % time off lead 70.7, % time out of sight 16.6, and duration observed 2.8 minutes. For dog fouling, there was three recorded pick up seen and one no pick up. Eight were recorded (BA-2, BT-2, ST-3); four thrown to the side of the path, two thrown along the path. Dogs names were called on average 1.8 times.

Figure 3 shows the change in behaviour/lead types across the nine dates observed. This site asks for dogs on leads in this location between 1st March - 31st August each year to protect ground nesting birds. Only two dates were outside of this period (24/9/22 and 26/9/22); there are no obvious behaviour changes between the observations taken within and outside of this period, with the highest number of off lead and C behaviour code observations on 7/8/22.

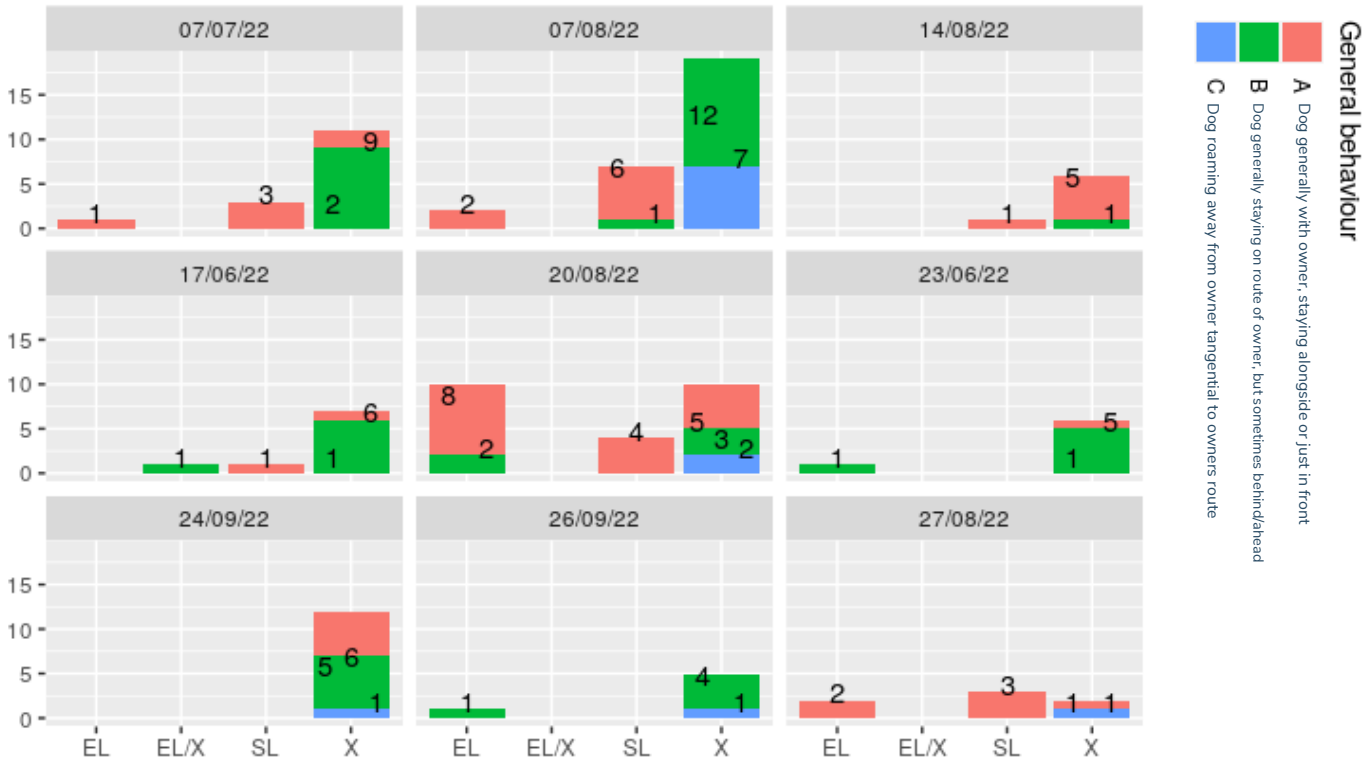

Figure 3 - Count data showing the number of dog walkers in each behaviour code according to the date of recording, against the three different lead categories for the Heathland summer 2022 data period.

2.3 SUMMER 2022 - SALTMARSH

For the data collected for this location (over seven days), DW made up the majority (147 groups) closely followed by W (97). The other codes recorded were: C (1), J (7), CP (3) and O (3). Of those dog walkers, 116 were X, 18 SL, 11 EL and one SL/X. Behaviours codes seen in SL were A (54), B (68) and C (25). Full outputs can be seen in Appendix 2.

As seen in Figure 4, the majority seen behaviour code in the 5m distance category was A (38), followed by B (8) then C (1). In this distance category, the majority of instances of B coded behaviour (31) and all of the C coded behaviour (7) was seen in the X lead groups. For the distance category 10m, the majority behaviour code was B (41), followed by A (13), then C (10); this was mostly made up from X lead groups. At 15m, B was most commonly seen (12), followed by C (8) then A (1). Only off lead groups were observed at 20m and 25m (20m: B=5, C=3, A-1, 25m: C=3, B=2). This figure shows a shift from behaviour code A-C as distance increased.

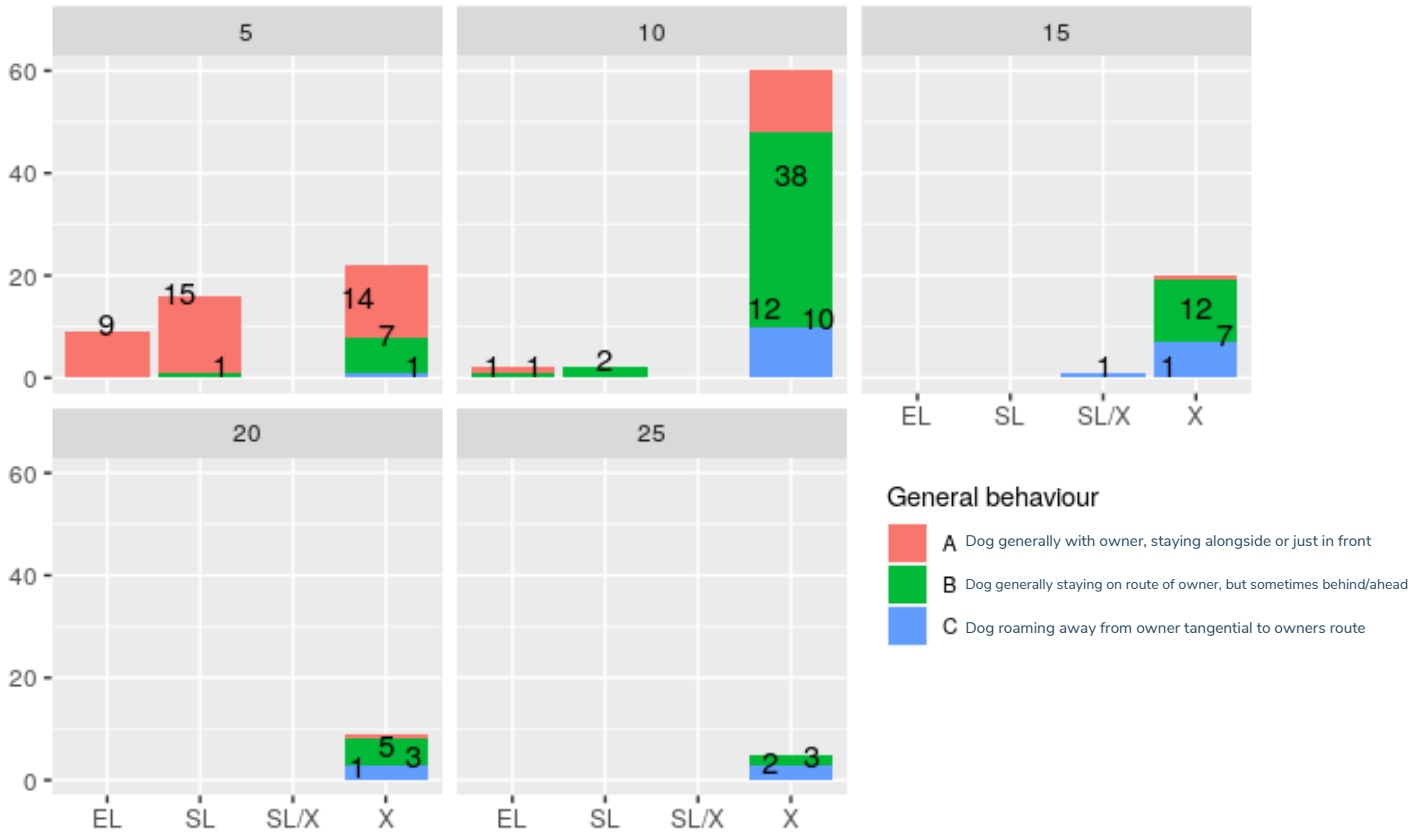

Figure 4 - Count data showing the number of dog walkers in each behaviour code according to the max distance groups between owner and dog against the three different lead categories for the Saltmarsh summer 2022 data period.

The following means were reported for this location: Group size 2.2, Total dogs 1, % time off lead 80, % time out of sight 9, and duration observed 3.4 minutes. For dog fouling, there was three recorded pick up seen, two in the X groups and one in the EL groups . The following toys were seen in different groups: BA (13), BT (1) and ST (3). Most toys were seen in the B and C behaviour codes, with the majority in the B code. The average number of times the owner called their dogs was 0.

3.WINTER 2022/23

Data was collected 11/10/2022- 30/04/2023, all but one two-hour slot was fulfilled, due to limited weekend capacity. Further students and volunteers have been recruited across 2022/23 to reduce the likelihood of failure to complete sessions.

To ensure data was collected within the necessary time frame, an independent data collector was recruited for one day. The data collected is being scanned, input into a spreadsheet, and the routes are drawn on a map on QGIS. Full outputs can be seen in Appendix 2.

3.1 WINTER 2022/23 - WESTFIELD

For the data collected for this location (over seven days), DW made up the majority (417 groups) compared to W (60), C (2), J (6) and CP (1), Of those dog walkers, 350 were X, 44 SL and 23 EL. Behaviours codes seen in SL were A (27),B (4) and C (1). Only A behaviour codes were seen in EL (44). Behaviour codes seen in X were A (65), B (224) and C (55). When comparing against distance, dogs off lead with a distance of >=10, 15, 20 and 25m were the only dogs to be categorised as C. Full outputs can be seen in Appendix 2.

As seen in Figure 4, the majority seen behaviour code in the 5m distance category across all lead types was A (103), with six Bs in the X lead category. For the distance category 10m, the majority behaviour code was B (62), followed by A (18), and three Cs seen only in the X lead group, with EL lead groups at this distance showing six B behaviour codes. At 15m, the majority behaviour code seen was B (67), mostly in the X lead groups. This was followed by Cs (8) and four Bs; three Bs in the EL category. No dogs in the 20 and 25m categories were classified as an A behaviour code; the majority code at 20m was B (69) and at 25m was C (36). In both the 20m and 25m groups, only off lead dogs were recorded. This figure shows an obvious shift from behaviour code A-C as distance increases.

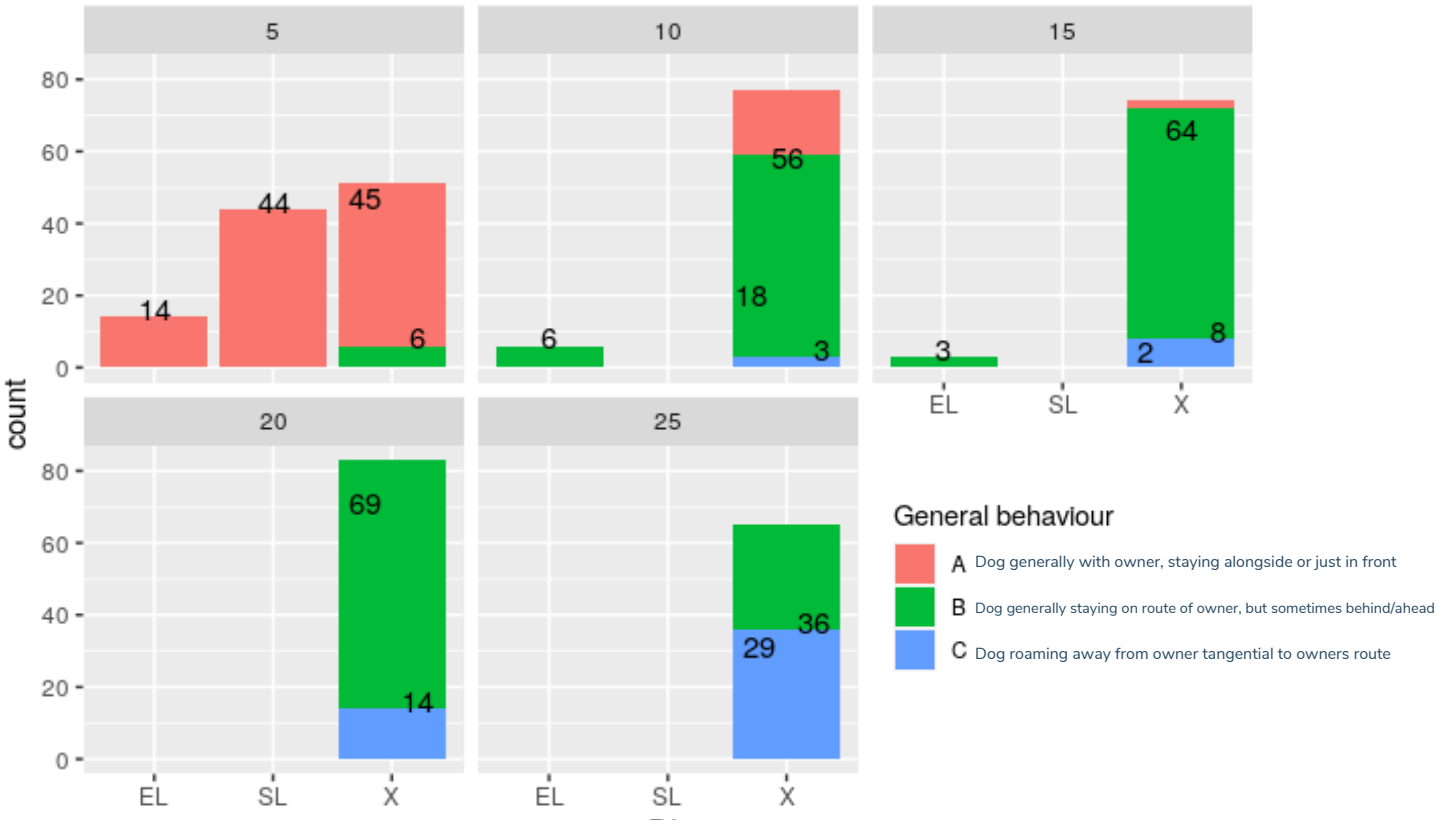

Figure 4- Count data showing the number of dog walkers in each behaviour code according to the max distance groups between owner and dog against the three different lead categories for the Westfield winter 2022/23 data period.

The following means were reported for this location: Group size 1.5, Total dogs 1.2, % time off lead 87, % time out of sight 13, and duration observed 3 minutes. For no dog fouling, NPU (no pick up) was recorded eight times and PUS (pick up seen) 132 times. The following toys were seen in different groups: BA (31), BH (6) and ST (5). The toy types were mixed across groups, with most seen in the offlead observations (63). The average number of times the owner called their dogs was 11.

3.2 WINTER 2022/23 - HEATHLAND

For the data collected for this location (across 6 days), W made up the majority (224 groups) compared to DW (149), C (5), J (20) and BR (3). Of those dog walkers, 96 were X, 36 SL, 16 EL and 1 X/EL. Behaviours codes seen in SL were A (32) and B (2). Behaviour codes seen in EL were A (12) and B (2). Behaviour codes seen in X were A (36), B (51), C (9) and one A for X/EL. When comparing against distance, dogs off lead with a distance of >=15, 20 and 25m were the only dogs to be categorised as C. Full outputs can be seen in Appendix 2.

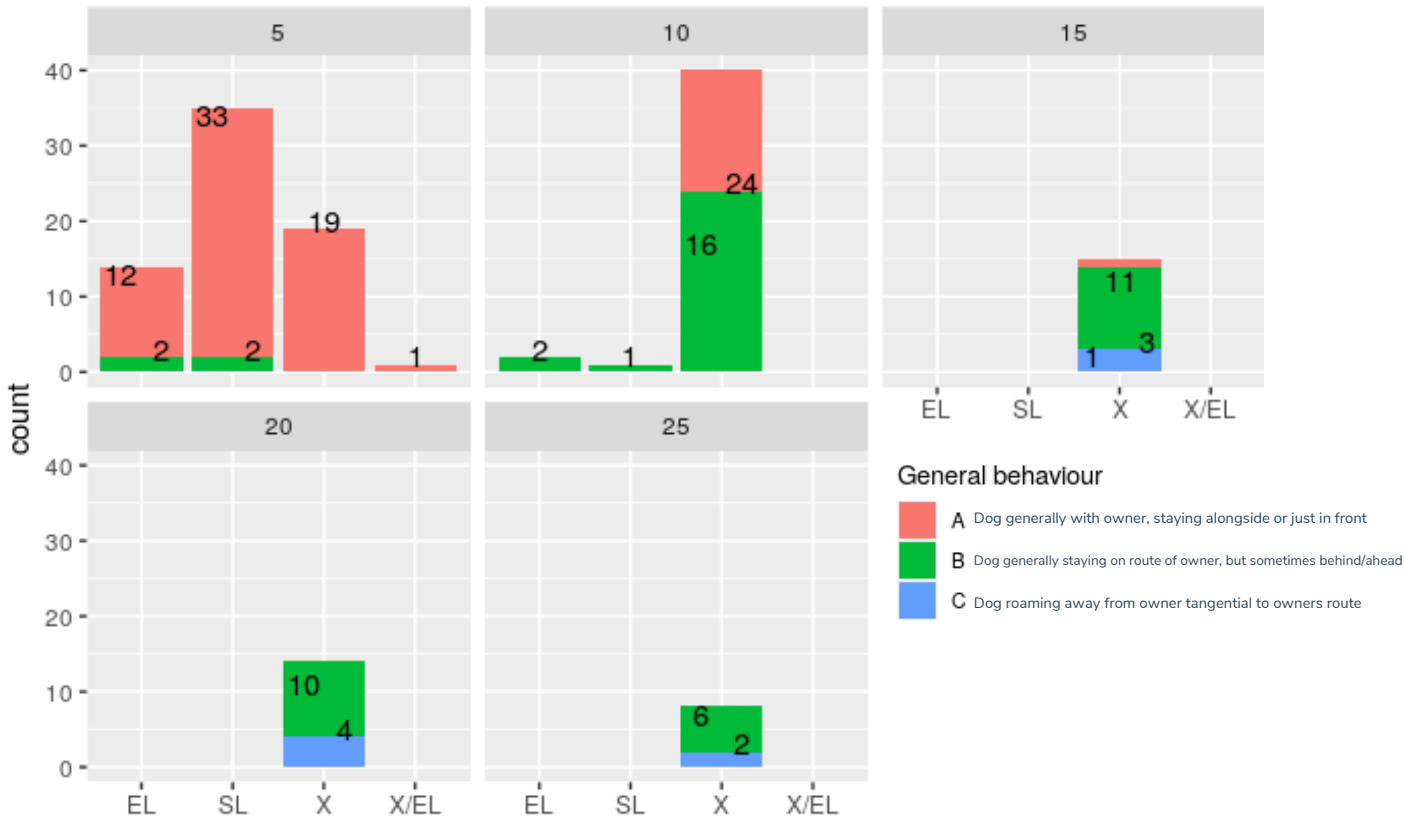

Figure 5- Count data showing the number of dog walkers in each behaviour code according to the max distance groups between owner and dog against the three different lead categories for the Heathland winter 2022/23 data period.

As seen in Figure 5, the majority seen behaviour code in the 5m distance category was A (65), with four Bs. For the distance category 10m, the majority behaviour code was B (27), followed by A (16). The largest number of B behaviours was seen in the X lead groups. At 15m, the majority behaviour code seen was B (11) with three C codes all seen in the X lead groups. Four C's were recorded in the 20m distance category along with 10 Bs. The majority behaviour code seen in 25m category was B (6).This figure shows an obvious shift from behaviour code A-C as distance increases, with most Cs recorded in the 20m distance category.

The following means were reported for this location: Group size 2, Total dogs 0.5, % time off lead 69, % time out of sight 15, and duration observed 4 minutes. No dog fouling was recorded. The following toys were seen in different groups: BA (2), BT (1), O (1) and ST (1). The average number of times the owner called their dogs was 1.5.

3.3 WINTER 2022/23 - SALTMARSH

For the data collected for this location (across 5 days), DW made up the majority (118 groups) compared to W (68), CP (1), J (0), BR (2) and O (3). Of those dog walkers, 102 were X, 12 SL and 5 EL. Behaviours codes seen in SL were A (10), B (1) and C (1). Only A behaviour codes were seen in EL (5). Behaviour codes seen in X were A (15), B (34) and C (53). When comparing against distance, dogs off lead with a distance of <=5m were the only dogs to not be categorised as C. Full outputs can be seen in Appendix 2.

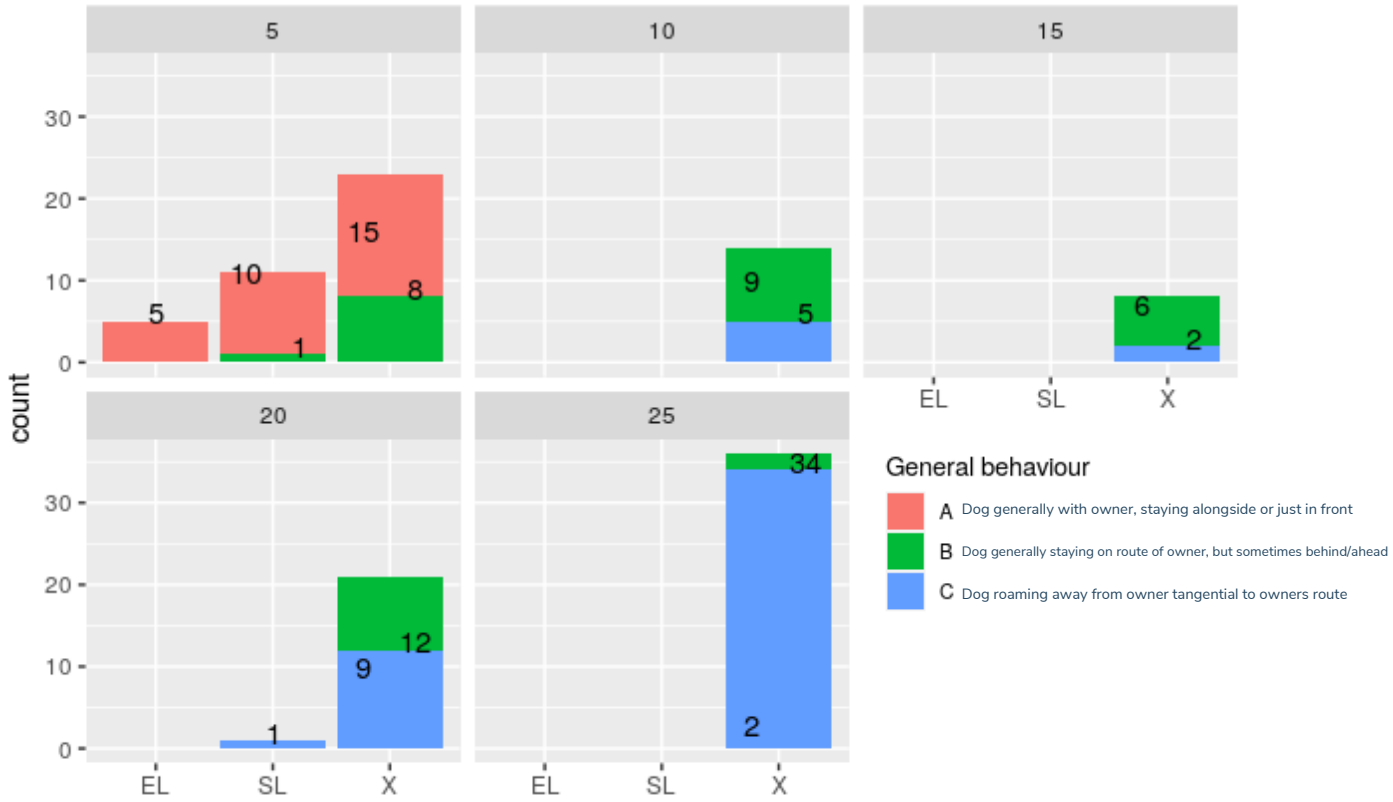

Figure 6- Count data showing the number of dog walkers in each behaviour code according to the max distance groups between owner and dog against the three different lead categories for the Saltmarsh winter 2022/23 data period.

As seen in Figure 6, the majority seen behaviour code in the 5m distance category was A (30), with nine Bs. For the distance category 10m, the majority behaviour code was B (9), followed by C (5). At 15m, the majority behaviour code seen was B (6) then C (2). In the 20m category, nine Bs and 13 Cs were seen, with one C in the SL lead type. Mostly Cs were seen in the 25m category (34) with some Bs (2). This figure shows a shift from behaviour code A-C as distance increases, with Cs recorded in all the distance groups above 5m.

The following means were reported for this location: Group size 1.9, Total dogs 1.3, % time off lead 86, % time out of sight 20, and duration observed 3.1 minutes. For dog fouling, one pick up was seen. The following toys were seen in different groups: BA (13), BT (6) and ST (2). The average number of times the owner called their dogs was 2.

4.HEAT MAPS

4.1 SUMMER 2022

Alongside the group data, maps were drawn to record which route(s) each group had taken. These maps also outlined where people or dogs were witnessed leaving pathways and where disturbance to wildlife is more likely to occur.

This data was entered into QGIS, and from this heatmaps were generated. The purple lines show each of the individual routes taken by the groups recorded in the summer 2022 period (1/5/2022 - 1/10/2022) - mainly indicating groups which deviated from the pathways in these locations and showing where disturbance is most likely to occur. The heatmap lines show the density of recorded routes with the least common showing as transparent, followed by blue, yellow, orange and the most popular routes/areas shown with red.

These routes were recorded alongside the other data, and at certain time periods, may have missed some of the groups to pass by the recorder. The group information recorded for the summer 2022 period are as follows:

- Westfield: total groups 495, total number of people 1058, off lead dogs 366, on lead dogs 82 and mean temperature 17.7 degrees Celsius.
- Heathland: total groups 271, total number of people 559, off lead dogs 61, on lead dogs 27 and mean temperature 20 degrees Celsius.
- Saltmarsh: total groups 262, total number of people 565, off lead dogs 140, on lead dogs 36 and mean temperature 18.5 degrees Celsius.

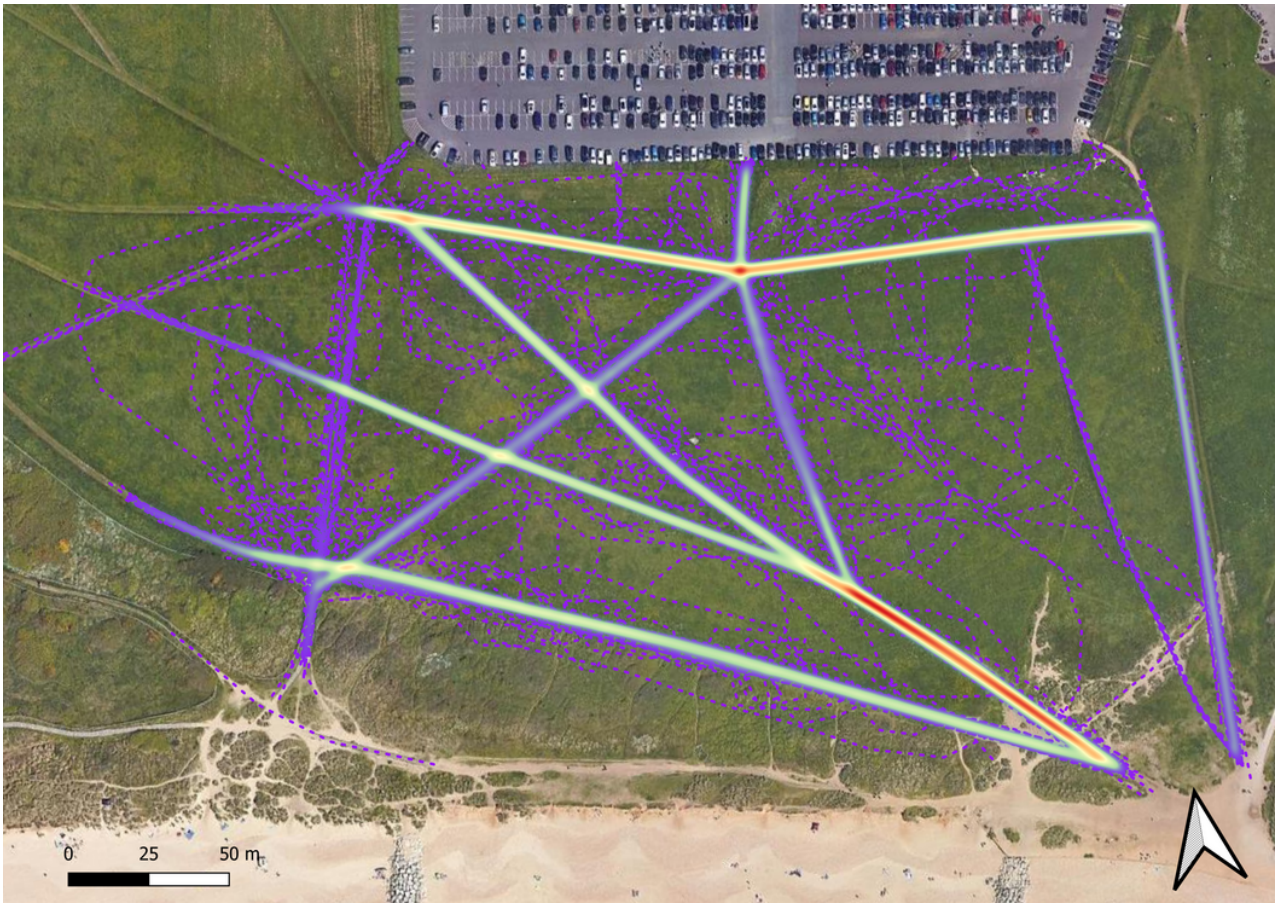

Figure 7 - Heatmap showing the most popular routes taken at the Westfield location for the Summer 2022 data collection period. The purple lines show individual routes taken, and off path routes taken by individuals. The heatmap lines show density of tracked routes from blue with the less common route to red showing the most popular and taken routes/areas.

Figure 7 shows the maps recorded for the summer 22 period at the westfield location. The most commonly used routes were on the identified pathways in this location, maintained through mowing. This location across the different collection periods (summer and winter) shows the highest instances of off-path walking; increasing the likelihood of wildlife disturbance. However, this field is a less sensitive location for wildlife, and could be seen as a suitable location to encourage off lead walking to reduce disturbance to the rest of site and the more sensitive areas.

Figure 8 shows the maps recorded for the summer 22 period at the heathland location. In this location, there is one paved pathway, and one informal pathway along the edge of the cliff. The most commonly used route is on the paved pathway cutting through the middle of the heathland habitat. The purple lines indicate some instances of going of path into the sensitive habitat, increasing the

Figure 8- Heatmap showing the most popular routes taken at the Heathland location for the Summer 2022 data collection period. The purple lines show individual routes taken, and off path routes taken by individuals. The heatmap lines show density of tracked routes from blue with the less common route to red showing the most popular and taken routes/areas.

likelihood that wildlife would be disturbed. The thicker vegetation at the path edges encourage people and dogs to keep to the path, but there were some obvious gaps along the route. One popular spot is a drainage channel through the middle of the heathland where the vegetation is low growing.

Figure 9 shows the maps recorded for the summer 22 period at the saltmarsh location. In this location, there is one informal path with a bridge, which is affected by tide. This path runs between saltmarsh habitat and Christchurch harbour. This area is of high risk for wildlife disturbance, especially during the winter with overwintering birds. This heatmap shows that the most popular route was across this informal path. Most instances of groups leaving the path was into the harbour; most of these are from dogs with some instances of recreational watercraft entering/leaving the water. The area around the bridge is also a site for recreational activity such as river dipping/crabbing, and some groups may have been performing this activity (3 O activity codes recorded in this recording period).

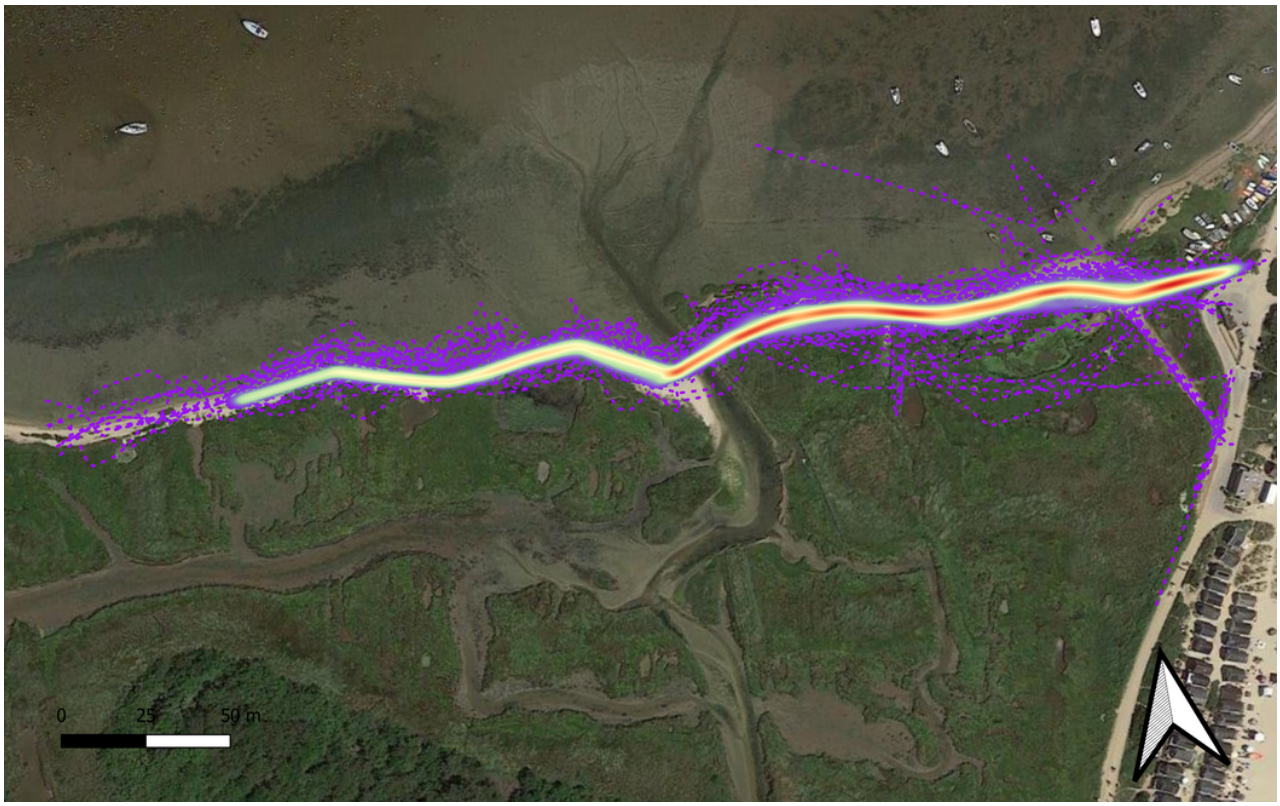

Figure 9- Heatmap showing the most popular routes taken at the Saltmarsh location for the Summer 2022 data collection period. The purple lines show individual routes taken, and off path routes taken by individuals. The heatmap lines show density of tracked routes from blue with the less common route to red showing the most popular and taken routes/areas.

Compared to the summer of 2021, there were many more instances of disturbance in the saltmarsh side of the path, mainly from dogs and people avoiding high tides or venturing off path. For the three 'other' activity codes recorded these notes were reported as their activity code: paddleboarding, boating and fishing. Therefore, most instances of increased wildlife disturbance would take place on the harbour side.

4.2 WINTER 2022/23

Alongside the group data, maps were drawn to record which route(s) each group had taken. These maps also outlined where people or dogs were witnessed leaving pathways and where disturbance to wildlife is more likely to occur. This data was entered into QGIS, and from this heatmaps were generated. The purple lines show each of the individual routes taken by the groups recorded in the winter 2022/23 period (1/10/2022 - 31/4/2023) - mainly indicating groups which deviated from the pathways in these locations and showing where disturbance is most likely to occur.

The heatmap lines show the density of recorded routes with the least common showing as transparent, followed by blue, yellow, orange and the most popular routes/areas shown with red.

These routes were recorded alongside the other data, and at certain time periods, may have missed some of the groups to pass by the recorder. The group information recorded for the winter 2022/23 period are as follows:

- Westfield: total groups 316, total number of people 483, off lead dogs 281, on lead dogs 52 and mean temperature 7 degrees Celsius.
- Heathland: total groups 307, total number of people 761, off lead dogs 81, on lead dogs 29 and mean temperature 9.5 degrees Celsius.
- Saltmarsh: total groups 145, total number of people 299, off lead dogs 102, on lead dogs 17 and mean temperature 10 degrees Celsius.

Figure 10- Heatmap showing the most popular routes taken at the Westfield location for the Winter 2022/23 data collection period. The purple lines show individual routes taken, and off path routes taken by individuals. The heatmap lines show density of tracked routes from blue with the less common route to red showing the most popular and taken routes/areas.

Figure 10 shows an increase in groups witnessed deviating from the mown pathways from Summer 2022. The most frequently used routes are the mown pathways near the beach and by the car park. The majority of deviations from the mown pathways were seen from dogs. There were multiple incidents where people would walk across the field, but disturbance risk from leaving the paths is low for this location.

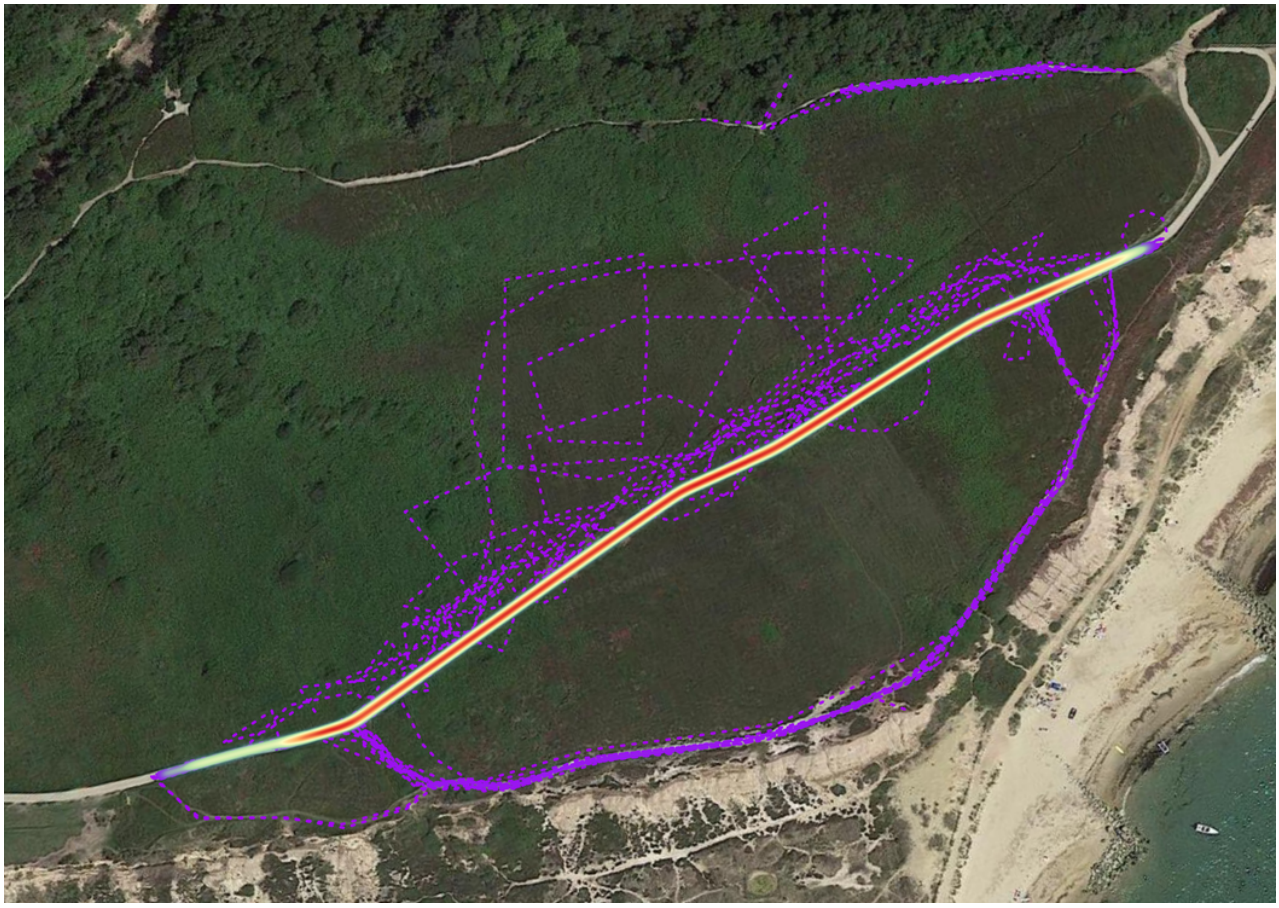

Figure 11 - Heatmap showing the most popular routes taken at the Heathland location for the Winter 2022/23 data collection period. The purple lines show individual routes taken, and off path routes taken by individuals. The heatmap lines show density of tracked routes from blue with the less common route to red showing the most popular and taken routes/areas.

Figure 11 shows some significant potential disturbance, with an increase in deviation from the pathway compared to Summer 2022. However, most groups were witnessed following the main paved pathway, with a number of groups taking the informal pathway along the edge of the cliff. Most of the deviations noted were from dogs, however these were mostly <2m from the edge of the path and there was a significant potential disturbance incident from a large group with kids running around in the heather, and flushing birds.

As seen in Figure 12, there were many more incidents of groups leaving the path, most of these were seen from dogs or children with some recorded instances from watersports such as kayaking.

Disturbance risk in this area for this time period is high, and there were some significant disturbance seen during the observations. On 16/02/2023 signs were put out on this route asking people to keep to the paths. These were ripped down overnight, and replaced the following week. Some signs still remain. These signs didn't effect behaviour seen and deviations from the path during our remaining observations. See appendix for a copy of the signage used. There was also new fencing being erected alongside the road with the aim to reduce disturbance further up the path; this was after our scheduled observations.

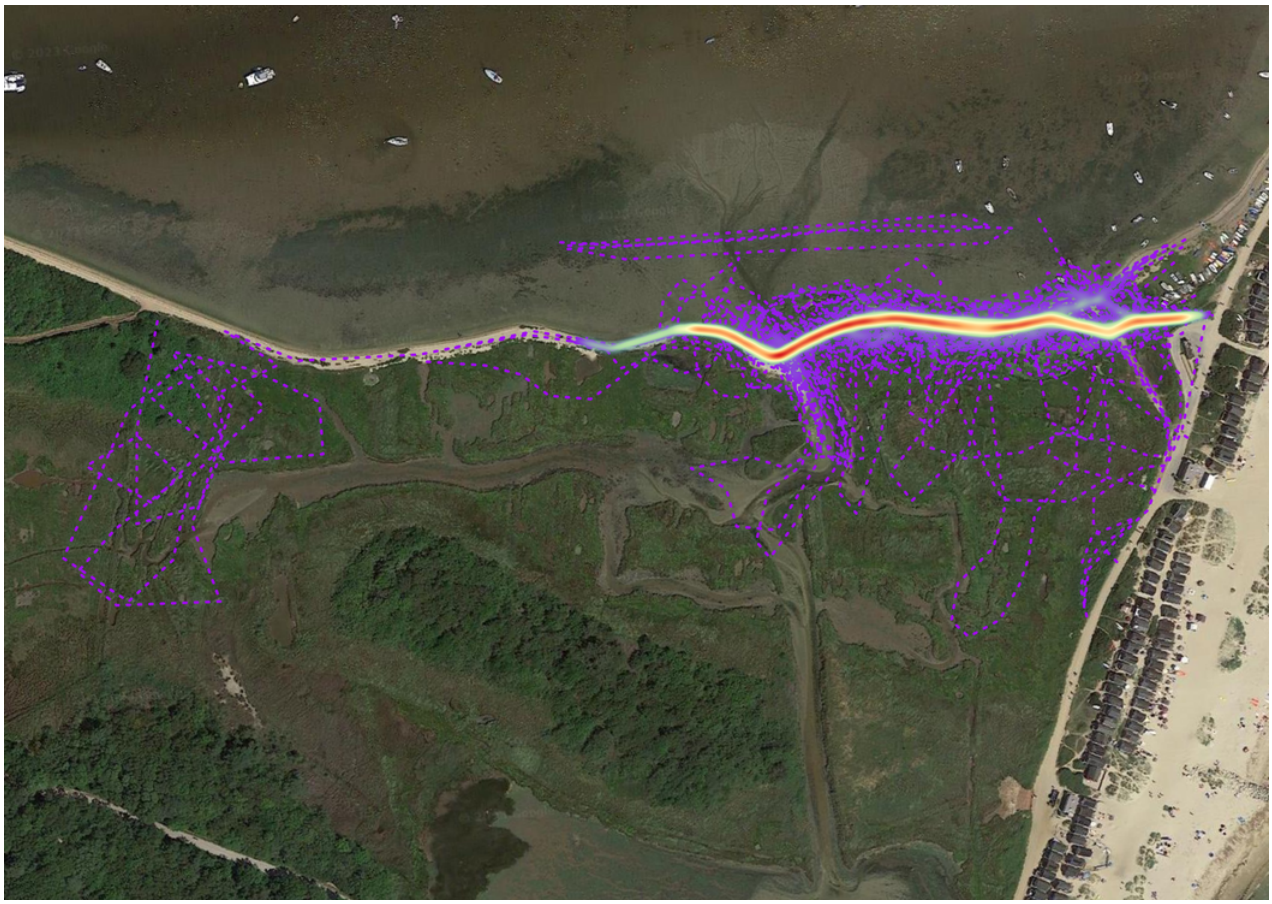

Figure 12 - Heatmap showing the most popular routes taken at the Saltmarsh location for the Winter 2022/23 data collection period. The purple lines show individual routes taken, and off path routes taken by individuals. The heatmap lines show density of tracked routes from blue with the less common route to red showing the most popular and taken routes/areas.

4.3 BIRD NESTING SEASON

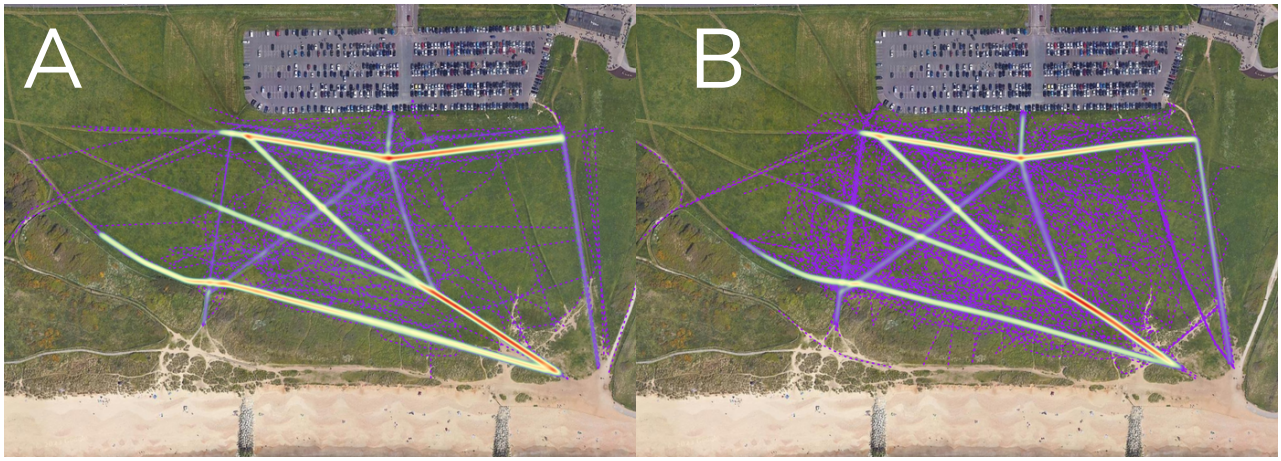

Figure 13 - Heatmaps showing the most popular routes taken at the Westfield location for the bird nesting season (BNS) 22/23 (A) data collection period, and the non-bird nesting season (NBNS) season 22/23 (B). The purple lines show individual routes taken, and off path routes taken by individuals. The heatmap lines show density of tracked routes from blue with the less common route to red showing the most popular and taken routes/areas.

Figure 13 shows an increase during NBNS at the Westfield location, with many more incidents of groups leaving the path. In both seasons, the most frequently used path was nearest the beach, followed by the path near the car park. The increase in deviation in this area could be used to evidence visitors respecting rules surrounding accessing the heathland during BNS, but any conclusions to be drawn would need balanced data collection for each season.

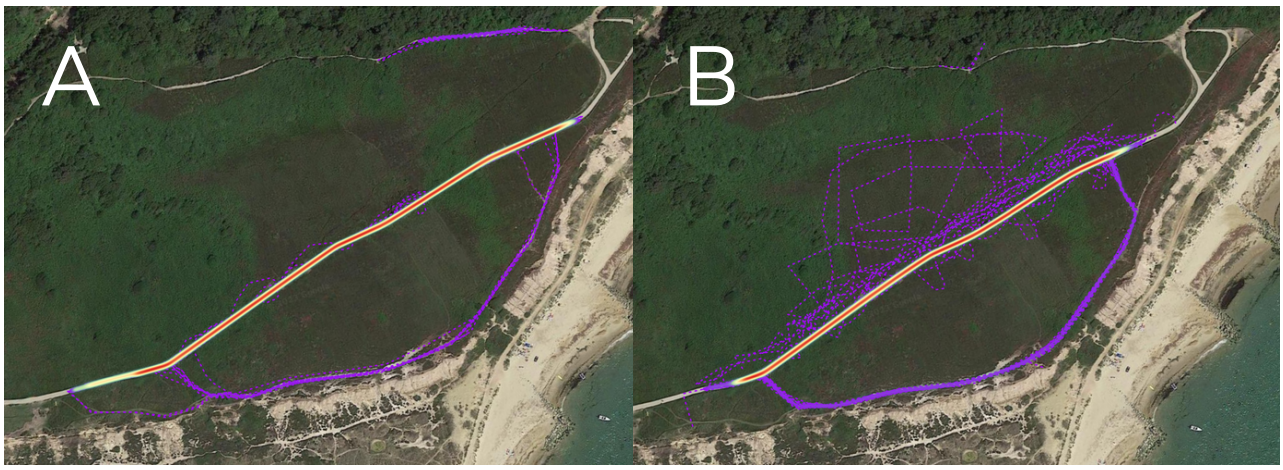

Figure 14 - Heatmaps showing the most popular routes taken at the Heathland location for the bird nesting season (BNS) 22/23 (A) data collection period, and the non-bird nesting season (NBNS) season 22/23 (B). The purple lines show individual routes taken, and off path routes taken by individuals. The heatmap lines show density of tracked routes from blue with the less common route to red showing the most popular and taken routes/areas.

Figure 14 shows an increase of deviation from the path and disturbance risk in NBNS compared to BNS. This reduced risk could show efficacy of the banners and messaging surrounding the heathland during BNS. However, as data was collected unevenly across these seasons, more research would be needed to explore this theory. The most popular route in both was along the main path, showing that most groups stick to the main pathway, followed by the informal pathway along the cliff edge. The fence line was extended in this area to reduce the number of people taking this cliff pathway towards the end of our observation periods.

Figure 15 shows an increase in deviation from the path and subsequent possible disturbance during BNS, with most groups sticking to the informal tidal path with some deviations during NBNS. These maps could also show how people are using he site differently during BNS; looking for routes to take whilst avoiding the heathland.

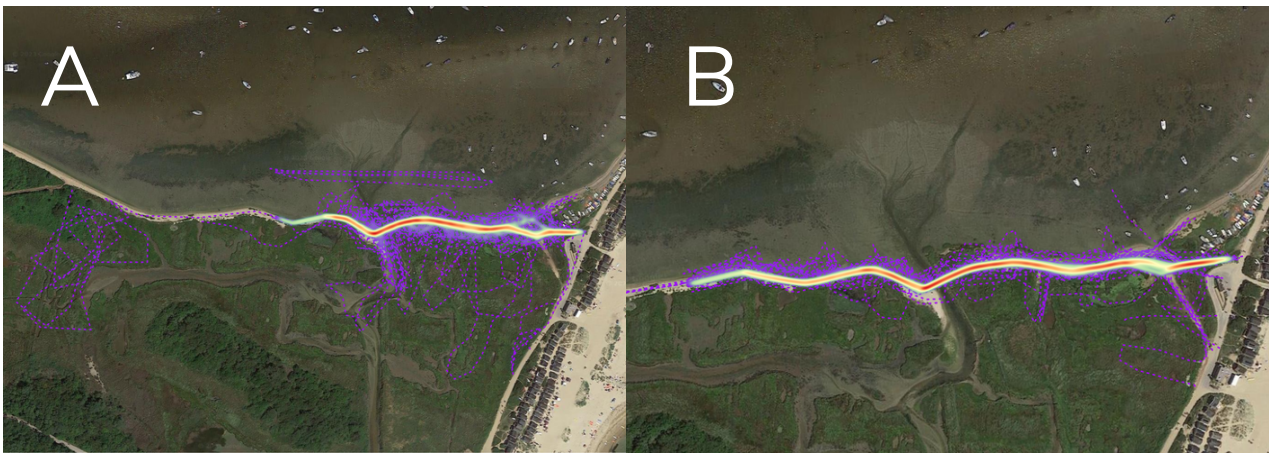

Figure 15 - Heatmaps showing the most popular routes taken at the Saltmarsh location for the bird nesting season (BNS) 22/23 (A) data collection period, and the non-bird nesting season (NBNS) season 22/23 (B). The purple lines show individual routes taken, and off path routes taken by individuals. The heatmap lines show density of tracked routes from blue with the less common route to red showing the most popular and taken routes/areas.

The most popular route was this informal pathway running alongside the harbour, however this is tidally effected, with some groups being cut off during high tides. It is also difficult to draw conclusions from this data, as it was not collected evenly across the seasons.

5. PUBLIC SURVEYS

In 2022/23 a number of surveys were released to measure specific feedback on possible interventions and to review engagement initiatives implemented across the project.

The first survey explored feedback on the dog poo voting bin installation; which was installed 1/2/22. The online survey received 40 responses from the public, 25 had seen the signs on site, 15 had not. Photographs and descriptions were provided on the survey to allow those who had not seen the sign in person to provide feedback. From those who completed the survey, the majority used the site to visit with their pet (28) compared to exercise (5), wildlife watching (2), beach hut visit (2), holiday (1) and other (2) ("walk dog and wildlife watch", and "photography project"). 22 of respondents had used the bin to dispose of their dog waste, 3 had not. Figure shows the most commonly used words when asked their opinions on the initiative; most were positive, with 3 negative responses stating it wont change behaviour and "we should focus on heavy fines". Most thought the engagement was fun, and engaging, but had maybe lost it's novelty.

Figure 16 - Word cloud generated using the most frequently used words from the dog poo voting sign feedback survey.

The effectiveness score given was 5.03 out of 10; and when asked if dog waste levels had been affected, 8 stated it had decreased, 8 stated it had increased, and 24 had stated it stayed the same. See Appendix 3 for the survey link.

The second survey explored feedback of the temporary site map created for the project. This map contained a location of all the main features on the site, as well as up to date information about what activities were suitable to be carried out on the site, and how to respect the area. 11 respondents filled out this survey, mostly visitors whose main activity is exercise (4), followed by work (3), exercise with pet (2), and wildlife watching (2). 8 had not seen the signage, 3 had, all were showed an image of the map and it's contents on the survey. When asked what the sign/map conveys to visitors, the most common response was how recreational users can enjoy the site whilst protecting wildlife and habitats (6), followed by what facilities are available (4), information on sensitive sites (3) then best locations for off lead dog walks (2).

Figure 17 - Site map created during the project using input from the stakeholder group and staff.

When asked how to improve the sign, 2 said nothing as the sign worked well, and information on different routes around site, 1 responded stylisation, 1 said more wildlife information and 5 stated other points such as installing more around the site, dog on-lead areas, different species areas and the height of the hill. One stated that archaeological sites should be on the map, however they already were on there. This initiative scored 3.4 out of 10 in terms of effectiveness. When asked about their other thoughts, most responses were negative, however this was about dog access on site in general, not really pertaining to the sign. It was also noted that the bird icons may be confusing, and that the text should be simplified. See figure 17 to see what the map looked like. See appendix 3 for the survey link.

The third survey looked into the feedback on the dog walking trail and bench installed on site as part of this project. Nine participants completed the survey, comprising of seven dog walkers, one exerciser and one wildlife watcher. Only one participant had not seen the trail and bench. The dates in which the trail and bench were first seen spread across 2023; form Feb-Dec. When asked what they perceived the trail to achieve, the most popular answers were “Introducing dog walkers to a new, off-lead, wildlife friendly walking route they may not have explored before” with four votes, and “Highlighting that recreational users of HH can enjoy the site whilst also looking after wildlife and habitats” with three votes. “All of the above” also received three votes. See Appendix 3 for a link for this survey. When exploring changes that could be made, the most popular responses were for more routes (3) and nothing to be changed (3). The trail was given an average score of 7.3 in terms of effectiveness for encouraging more “wildlife friendly walks” with the most common score given as 10 (4). Finally, when asked to give additional feedback, the word “clearer” was used most often (2) relating to signs being larger and clearer. Other feedback given was that no trail is needed as “Hengistbury is for all not to be herded” and that signage is “Interfering and bossy”, another states that nothing should be added to “attract dog walkers to the area” and that “dog free zones should be publicised”.

6. RECOMMENDATIONS

Based upon the data collected during this project, the following recommendations are put forward in regards to dog walking at Hengistbury Head.

- Further data should be collected exploring the habits and routes of visitors to the site. This will allow for comparison between years and give a fully informed view of the areas in which resources can be targeted to ensure the greatest benefit. A recommendation of one survey every six months should allow for any seasonal changes.
- Continual opportunities for feedback should be offered to the public surrounding the site and provision for dogs. This can be via routine online or in-person surveys. A recommendation of an annual survey will allow for up to date information to be recorded.
- Data from the volunteer dog rangers should be explored routinely (monthly) to investigate and report back on. This gives insight into activities/behaviours out on site, and provides further data in which to inform where resources are required.
- Input from external organisations such as Dorset Dogs will enable further engagement with dog walkers (and other visitors) on site, and pitstops/park and patrols should be regularly scheduled for the site.

This report was produced by Dorset Dogs for the Hengistbury Dog Walker Engagement Project hosted by the Urban Heath Partnership and BCP Council.

7. APPENDIX

7.1 APPENDIX 1- DATA COLLECTION METHODOLOGY

Hengistbury Head Dog Project Methodology, recording codes and details for surveyors

METHODS

Surveys to be undertaken from the four selected vantage points at Hengistbury Head that provide different views of different habitats on the site. Selected following discussion and site visit with UHP monitoring officer and BCP site warden.

Each point to have equal survey efforts, covering one weekday and one weekend day in both 'out of summer/holiday season' and 'holiday/summer season'. **This period** to cover 'out of summer/holiday season' April/May 2021. (Further observation surveys will be done in the summer/holiday season, and winter season to be considered). Observation surveys to be carried out in two-hour slots. This round due to day light hours will be carried at 0700-0900, 1030-1230, 1400-1600, 1700-1900. Times will be adjusted if surveying in winter months.

Surveyors to sit as discreetly off paths as possible, no hi-visibility jackets or logo clothing to be worn, to ensure visitors do not feel 'watched'. Surveyors to avoid – as far as possible – any direct contact with visitors and not to approach visitors or initiate contact.

Use the observation recording forms to record people/groups from each vantage point for each two hours slot, along with map routes for each. See detailed explanation notes following.

SUMMARY SHEET

Complete one summary sheet per two-hour session. Temperature and wind speed recorded using Met Office website/app on phone, in middle of session. Cloud cover estimate in eighths, around middle of session.

MAPS

One map should be completed for each entry on the observation sheet and should be cross-referenced to the observation sheet using the unique ID. The route should be a line drawn to reflect the route taken (person not dog) and only within the recording area. If possible, record the route of the dog in hashed line (if differs from dog owner). If too difficult to record both, record owner and add in notes where dog went, according to notes below.

OBSERVATION SHEET

Complete as many observation sheets as required per two-hour session. This sheet relates only to people entering the recording area.

ID: unique number for each group, with the number corresponding to a line on the map. Number sequentially, continuing from previous sheet. First entry for each two-hour session should be 01. If the observation relates to a dog walker with multiple dogs, then there will need to be multiple rows (with a row per dog) completed in the table. In this case the same unique ID would apply to each row (ie. Same ID for each dog in group).

Time 1st seen: time in minutes, eg 07:32

Duration in sight (mins): total number of minutes in sight, eg 7

Activity Codes: Codes reflecting activity of group (see table 1). Multiple codes can be used if necessary (eg someone walking the dog and birdwatching would be DW, BR). Record the activity that appears to be the main activity first.

Table 1: Activity types

Description	Code
Dog walker	DW
Walker	W
Cycling	C
Jogging/running	J
Children playing (with or without parents)	CP
Bird/wildlife watcher	BR
Picnic/sitting on bench etc	P
Horseriding	HR
Metal Detecting	MD
Other (record details in notes	O

Group size (total people): whole number; the total number of people (including children) in group

Total dogs: Whole number; the total number of dogs being walked

Details of dog (line per dog, dog walker only): Details about each dog (one line per dog):

Dog lead: code reflecting lead used (if any), see Table 2

Table 2: Dog lead

Description	**Code**
Dog on lead the whole time in view; lead short (2m or less) and fixed length	SL
Dog on lead the whole time in view; lead longer than 2m – ie extendable or training leads	EL
Dog off lead part or whole time in view within the recording area	X

If dog off lead, % of time off lead: if code X is entered in the previous column – ie dog is off lead for part or whole of time within the recording area, give percentage of time that the dog was off lead. Ie if off lead the whole time 100%, if dog is on lead for half the time visible within the recording aread then let off, enter 50% etc.

% time dog out of sight: it is difficult to tell whether the dog is in sight of the owner or not, let alone whether the owner is actually looking at the dog even when in sight. Use this column to estimate an approximate percentage for the time the dog is actually clearly out of sight of the owner – ie behind the owner or where there are clear breaks inline of sight (eg dog is behind gorse/dunes etc.) As an example, with a dog that is off lead walking on the path in front of the owner/by the owners feet enter 0%. For a dog that is running off lead away from owner and for about a quarter of the time that they are in the recording area is behind the owner or in deep vegetation, enter 25%.

Max distance from owner: maximum distance dog seen from owner during time in recording area only (see Table 3). Categories of 5m intervals.

Table 3: Max distance from owner (recorded only for dogs off lead; recorded as maximum distance seen while in recording area)

Description	Code
<5m	5
5.1-10m	10
10.1-15m	15
15.1m-20m	20
20.1m+	20+

General behaviour: general behaviour of dog while in recording area. The purpose of this column is to record whether the dog is straying off the path. Record the code that best fits the behaviour (see Table 4).

Table 4: General behaviour of dog (recorded only for dogs off lead; record one of the following behaviour codes for each dog)

Description	Code
Dog generally with owner, staying alongside or just in front	A
Dog generally staying on route of owner, but sometimes behind/ahead	B
Dog roaming away from owner tangential to owners route	C

Dog fouling: relevant for dog walkers only (tick as relevant): details about behaviour of person in response to dog fouling:

Dog fouled, no pick up: tick if dog seen to squat and defecate (note may be difficult to see accurately, still record a tick if dog seen to squat and not noticed by owner, but do not tick if believed that dog could have peed and likelihood owner saw and didn't need to respond)

Dog fouled, pick up seen: tick of dog owner collects poo in bag

Dog fouled, flick seen: tick if owner seen to flick poo off path or try to hide it in vegetation

Dog fouled, bagged and left: tick if owner see to bag dog waste and then leave bag – eg dropped in grass, hanging from bush etc.

Throwing toy: relevant for dog walkers only (tick as relevant): these columns record whether dog owner is throwing toy for the dog, where and what kind of toy

Toy thrown, along path only: tick if owner seen to throw a toy (ie a stick, ball, piece of rope, rubber/plastic toy etc) and all throws were in the line of the path/route walked

Toy thrown, to side of path: tick if owner seen to throw a toy (ie stick, ball, piece of rope, rubber/plastic toy etc) and at least one throw was tangential to the path/route walked

Type of toy: type of toy thrown (see table 5).

Table 5: Types of toy thrown

Description	Code
Tennis ball or similar thrown using plastic curved arm	BA
Ball, thrown by hand	BH
Stick	ST
Piece of rope, rubber/plastic toy	O

Number of times owner heard to call dog (relevant to dogs off lead only)

Record the number of times that the owner calls the dog back while present within the recording area. If owner calls repeatedly because dog doesn't return then count each call separately. Enter in the column numbers of calls heard. Enter 0 if no calls heard.

Description/Notes (Record additional detail, focussing on unusual behaviours)

Record in this box any further details. In particular note/describe if any of the following are observed: dog chasing or catching any wildlife, dog actively digging, incidents with other users/dogs, lots of barking etc.

(Survey methodology following Footprint Ecology Visitor Observation/dog behaviour surveys)

7.2 APPENDIX 2 - TABLE 6

Table 6 - Complete data recorded during the 2022/23 data observations between 1/5/22-31/4/23. Codes are as follows:

- **Fouling**= NPU (No pick up seen), PUS (Pick up seen), FL (Flicked off path), BL (Bagged and left).
- **Activity Codes**= DW (Dog walker), W (Walker), C (Cyclist), J (Jogging/running), CP (Children playing), BR (Bird/wildlife watcher), P (Picnic/sitting on bench), HR (Horse riding), MD (Metal detecting), O (other). **Dog lead codes**= SL (Short lead 2m>), EL (Long lead >2m), X (Off lead).
- **Behaviour codes**= A (Dog generally with owner, staying alongside or just in front), B (Dog generally staying on route of owner, but sometimes behind/ahead), C (Dog roaming away from owner tangential to owners route). **Distance codes**= 5m (<5m), 10m (5.1-10m), 15m (10.1-15m), 20m (15.1-20m), 25m (20.1m+).
- **Toy type codes**= BA (Tennis ball or similar thrown using plastic curved arm), BH (Ball, thrown by hand), ST (Stick), O (Other).
- **Toy thrown codes**= TP (Toy thrown on path only), TS (Toy thrown to side of path).

Continued on next page

Location/slc	Dates	Mean time observe	Mean group siz	Mean no. dog	% time off lea	% time out of sigh	Mean no. times dc called	Fouling code	Activity code	Dog lead code	Behaviour code	Distance	Toy type	Toy throw
Westfield summer 22	7/9/2021, 14/8/2021, 27/5/2021	3.2	2	1.2	87.4	11.5	3	NPU= 10 PUS=37 FL=0 BL=0	DW=789 W=290 J=20 C=6 CP=0 BR=0 P=1 HR=0 MD=0 O=1	SL= 71 EL=56 X=662	A=236 B=490 C=59	5m=168 10m=165 15m=99 20m= 301 25m=55	BA=22 BH=53 ST=2 O=3	TP=36 TS=35
Heathland summer 22	14/5/2021, 14/8/2021	2.8	2	0.5	70.7	16.6	1.8	NPU= 1 PUS=3 FL=0 BL=0	DW=118 W=202 J=20 C=2 CP=1 BR=0 P=0 HR=0 MD=0 O=0	SL= 21 EL=19 X=80	A=51 B=52 C=12	5m=51 10m=30 15m=10 20m=13 25m=11	BA=2 BH=2 ST=3 O=0	TP=2 TS=4
Saltmarsh summer 22	2/7/2021, 3/7/2021, 7/8/2021, 10/7/2021, 11/7/2021	3.4	2.2	1	80	8.9	0	NPU= 0 PUS=1 FL=0 BL=0	DW=147 W=97 J=7 C=1 CP=3 BR=0 P=0 HR=0 MD=0 O=3	SL= 19 EL=11 X=116	A=54 B=68 C=25	5m=48 10m=64 15m=21 20m=9 25m=5	BA=1 BH=13 ST=3 O=0	TP=2 TS=10
Westfield winter 22/23	12/1/2023, 24/1/2023, 26/1/2023, 2/3/2023, 18/3/2023, 25/3/2023, 23/4/2023	2.9	1.6	1.2	87.2	13	0	NPU= 8 PUS=32 FL=0 BL=0	DW=417 W=60 J=6 C=2 CP=1 BR=0 P=0 HR=0 MD=0 O=0	SL= 44 EL=23 X=350	A=123 B=233 C=61	5m=109 10m=83 15m=77 20m=83 25m=65	BA=31 BT=32 ST=5 O=0	TP=19 TS=26
Heathland winter 22/23	9/1/2023, 16/2/2023, 23/2/2023 9/3/2023, 11/3/2023, 23/4/2023	4	2.4	0.5	69.3	15.2	1.6	NPU= 0 PUS=0 FL=0 BL=0	DW=149 W=224 J=20 C=5 CP=0 BR=3 P=0 HR=0 MD=0 O=0	SL= 36 EL=16 X=96 X/EL=1	A=82 B=58 C=9	5m=69 10m=43 15m=15 20m=14 25m=8	BA=2 BT=1 ST=1 O=1	TP=1 TS=0
Saltmarsh winter 22/23	4/1/2023, 15/2/2023, 18/2/2023, 16/3/2023, 17/3/2023	3.2	2	1.4	85.6	20	2	NPU= 0 PUS=1 FL=0 BL=0	DW=118 W=68 J=0 C=0 CP=1 BR=2 P=0 O=3	SL= 12 EL=5 X=102	A=30 B=35 C=54	5m=39 10m=14 15m=8 20m=22 25m=36	BA=13 BT=6 ST=2 O=0	TP=1 TS=10

7.3 APPENDIX 3 - SURVEY LINKS

- Survey 1 - Dog walking at Hengistbury Head https://forms.office.com/r/TX3TRZf5Pk
- Survey 2- Site map https://forms.office.com/e/d2rbQFW1Cc
- Survey 3- Dog walking trail and bench https://arcg.is/1e1LKS0