



**Hampshire &
Isle of Wight**
Wildlife Trust



ENDANGERED
LANDSCAPES
PROGRAMME



Resources
FOR CHANGE

EVOLVED
Research & Consulting



Boat User Survey Data Summary

SSP Interim Evaluation Report - 30 April 2025



Boaters survey – methodology



Aim – to find out about boaters' motivations, influences and barriers to inform the development of key messages and interventions.



Approx 30 questions - about them, their boat, their trips and their experience of anchoring and mooring.



Promoted online, via partners, boating magazines, social media, talks and events, and the Southampton Boat Show.



Aim for 200+ response and received 599.

Key findings - respondents and their sailing habits

Demographics

- 🚢 80% residents
- 🚢 56% 60+ years old (range of ages represented)
- 🚢 74% male

Boating activity

- 🚢 Frequent sailors (89% sail at least once or twice a month)
- 🚢 45% are day trips

Memberships

- 🚢 55% sailing club
- 🚢 21% marina
- 🚢 11% association

Boat ownership & experience

- 🚢 58% use sailing yachts.
- 🚢 Knowledgeable, confident, & competent boaters with high levels of training or experience

Popular sailing locations

- 🚢 Sail from various locations (top 3: Hamble, Gosport, Portsmouth)
- 🚢 56% visited Cowes, 32% Lymington

Reasons for boating

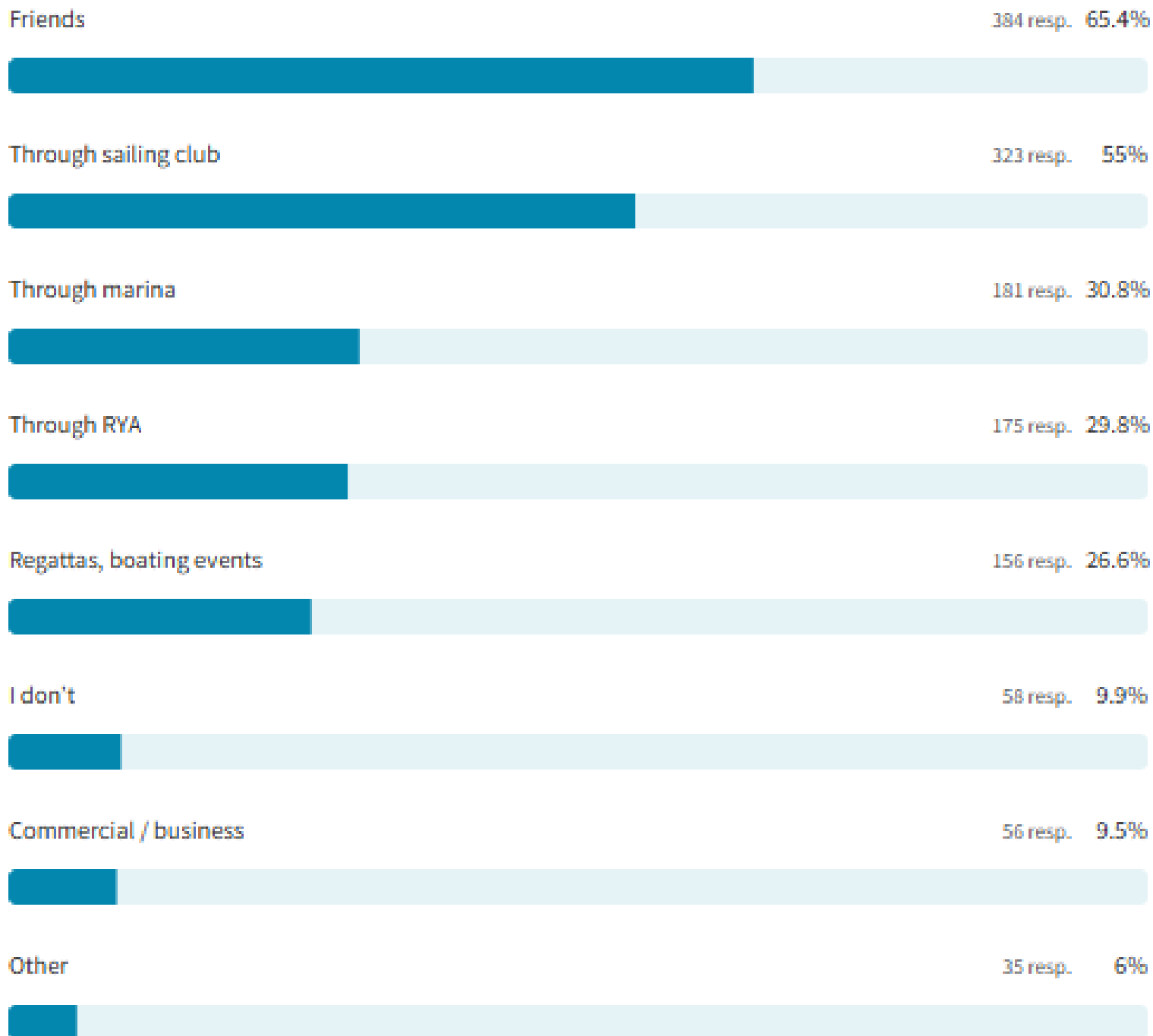
- 🚢 80% enjoyment of the journey
- 🚢 65% sense of freedom
- 🚢 55% experience nature

Sail from

hamble
ryde
wootton-creek
thorney
poole
southampton
bosham
port-solent
rythe
stokes-bay
portishead
northney
hillhead
chichester-harbour
emsworth
cowes
warsash
swanwick
weymouth
ashlett-creek
christchurch
yarmouth
portchester
langstone-harbour
lymington
hythe
bham
bembridge
isle-of
itchenor
solent
wight
haslar
fareham
brading
marchwood
hayling-island
southsea
newtown
swanick
eastney
lee-on
beaulieu-river
various
portland
mudford
mill

Sail to

lymington
newtown-creek
chichester-harbour
portsmouth-harbour
bay
langstone-harbour
osbourne-bay
beaulieu-estuary
priors-bay
yarmouth-harbour
yarmouth-west
seaview
river-itchen
hillhead
keyhaven
lee-on
lepe
hamble
kingsquay-creek
medina-estuary
bembridge
channel-islands
eling
river-test
thorness-bay
ashlett-creek
sea
stay-at
wootton-creek
hythe
gurnard-bay
marchwood
bracklesham
christchurch-harbour
studland-bay
inchbury
bouldnor
france
ryde
selsey
newport
silent-banks
bramble-bank
alum-bay
ocean-village
poole
weymouth
stokes-bay
totland-bay
western-solent
solent
scotland
yarmouth
hayling
calshot
west-country

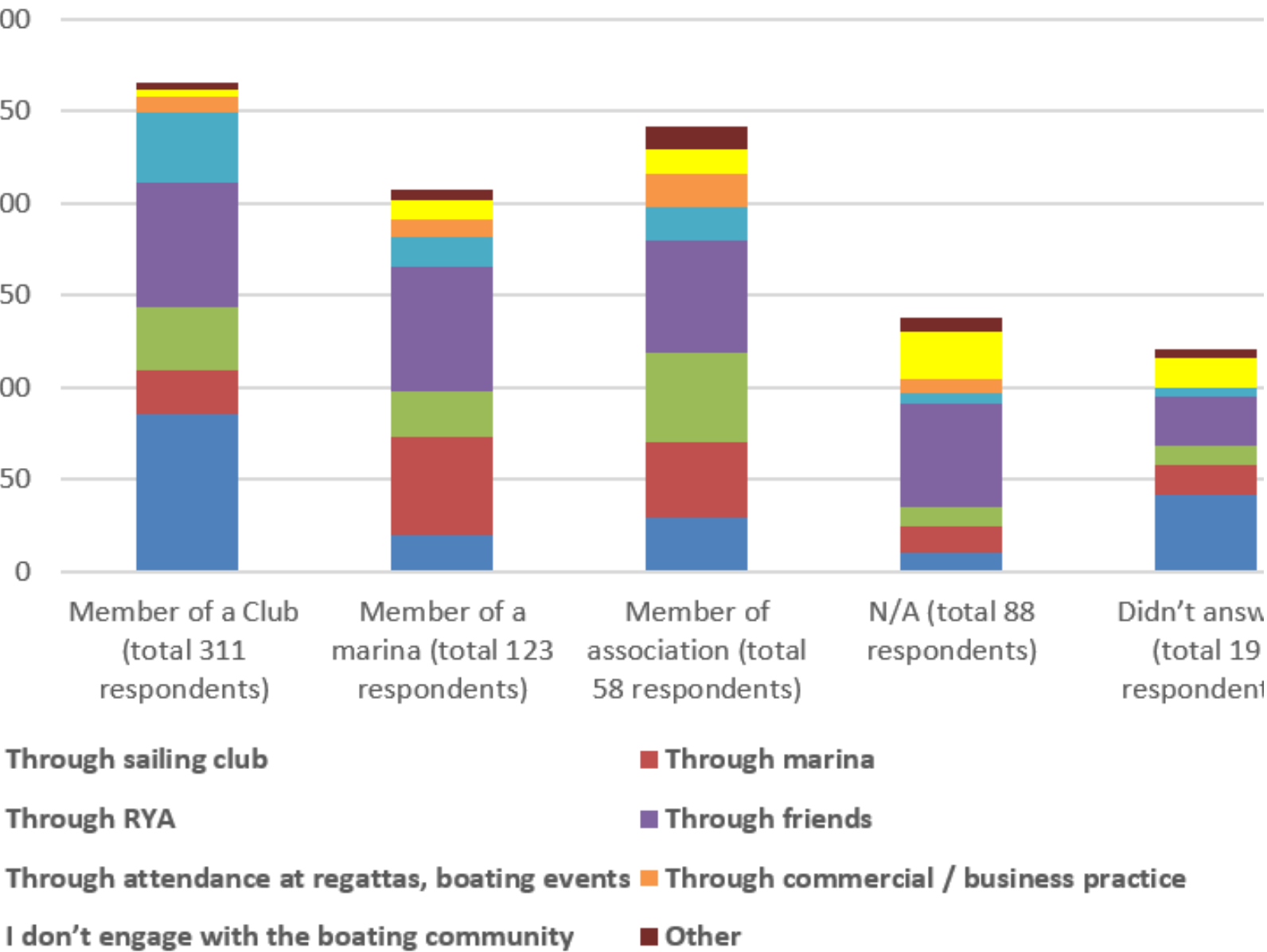


Engagement with boating community

Keyways to engage with the boating community:

- Word of mouth
- Sailing clubs

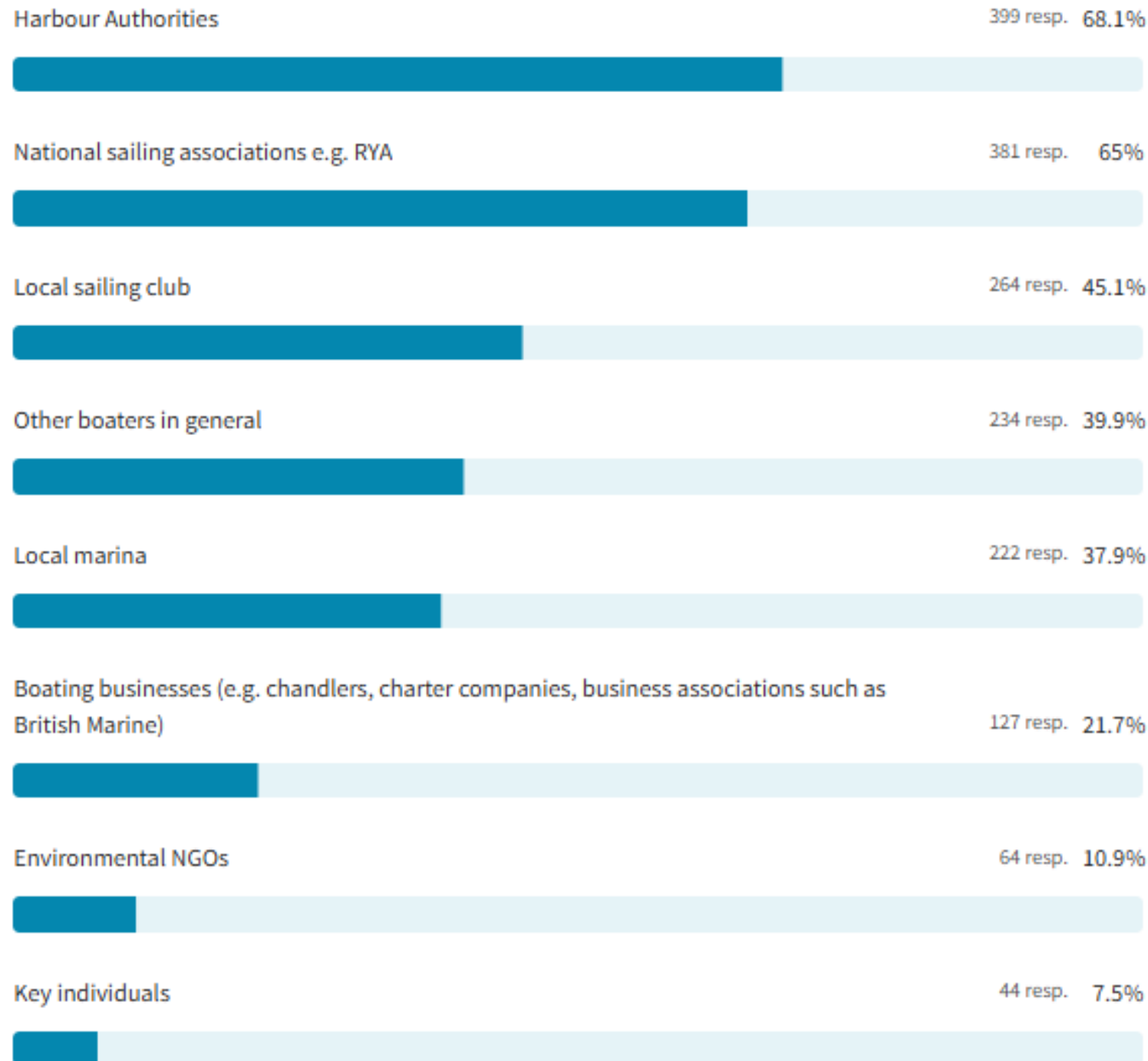
How members fo different organisations engage with the boating community



Engagement with boating community

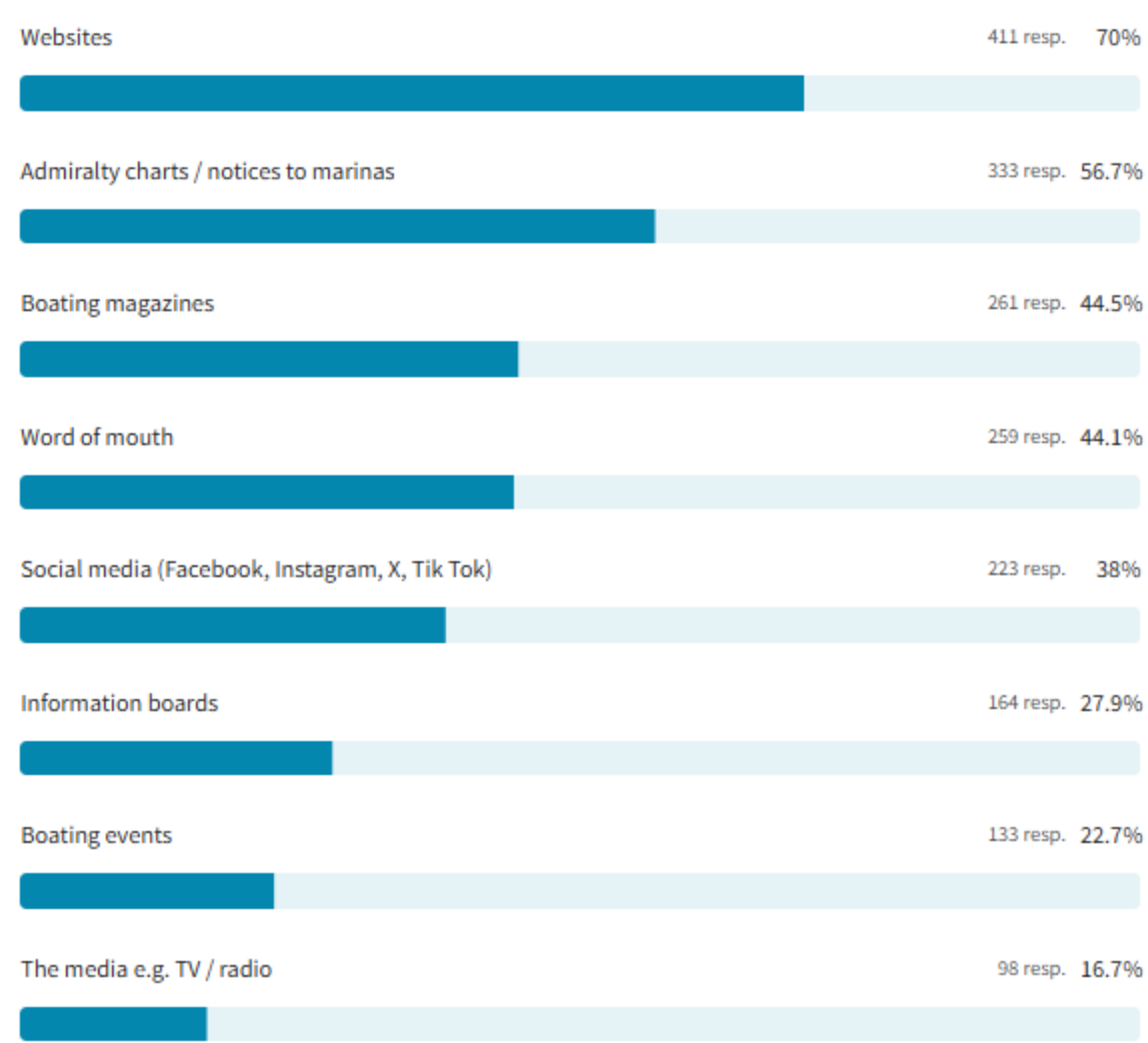
Keyways to engage with the boating community:

- Word of mouth
- Sailing clubs
- Marinas
- RYA



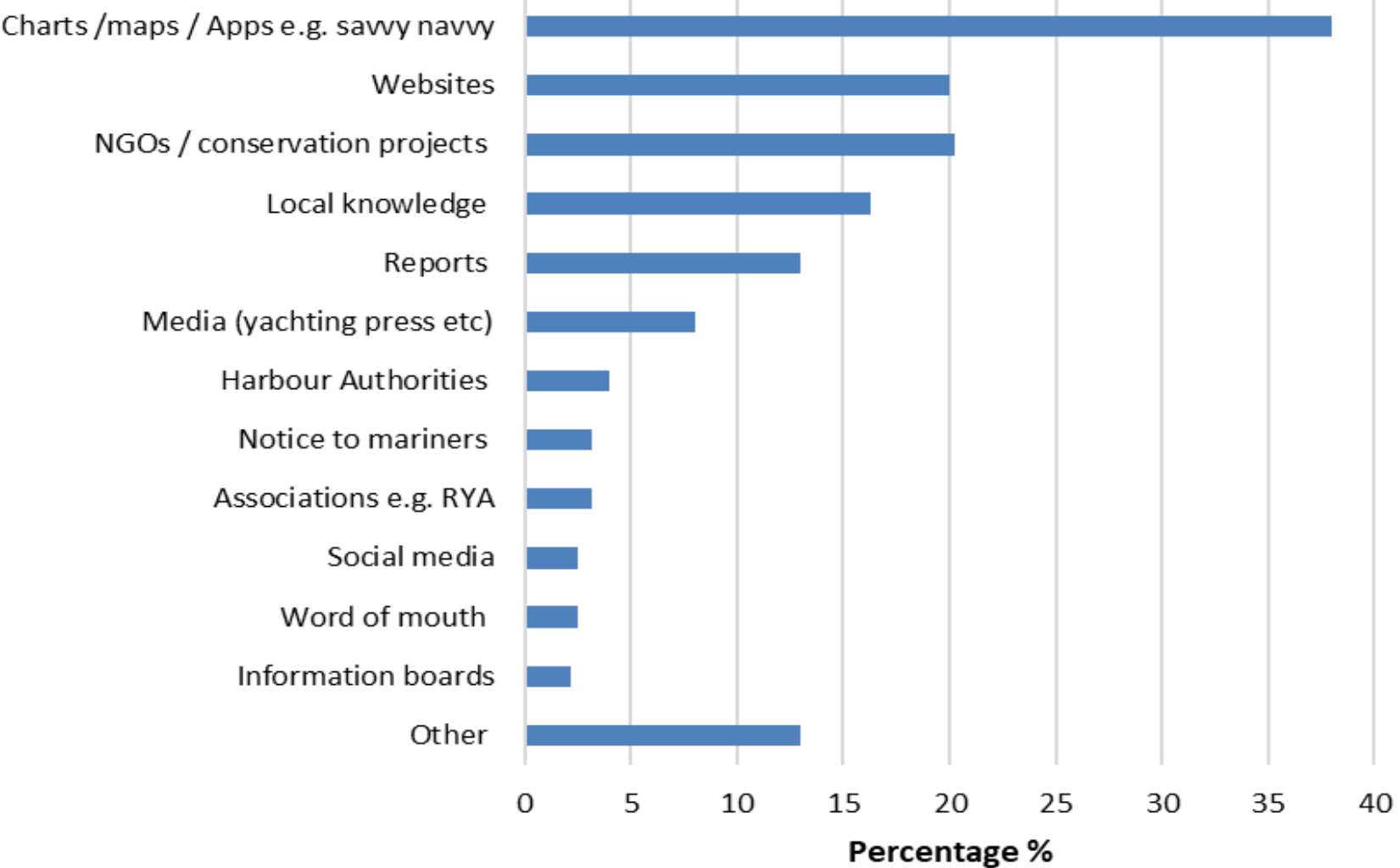
Trusted sources of information

- Harbour Authorities
- Association (RYA)
- Sailing clubs
- Other boaters



How boaters like to receive information

- Websites
- Charts
- Boating magazines
- Word of mouth



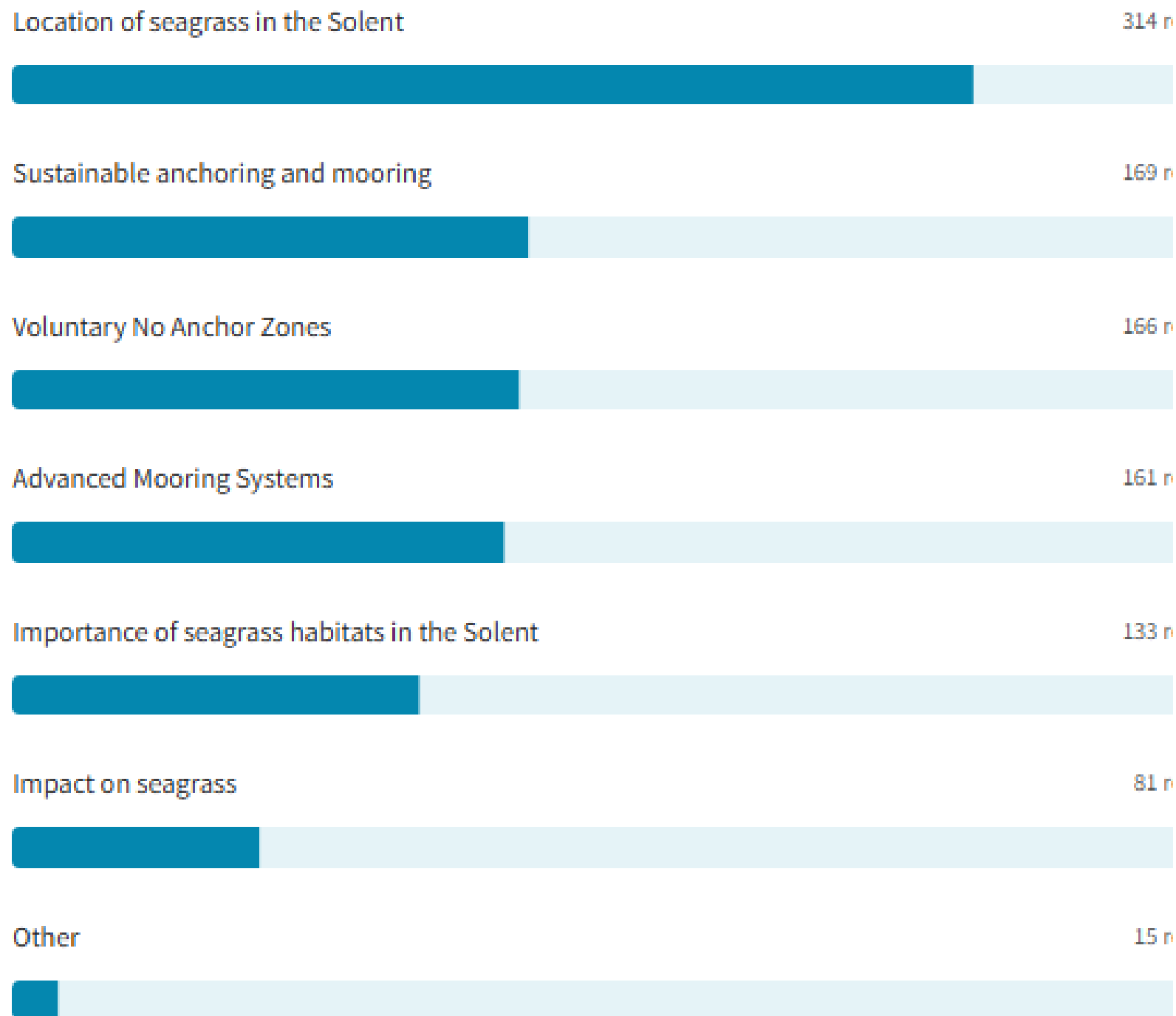
Knowledge on seagrass

98% had heard of seagrass.

51% knew where to find it via:

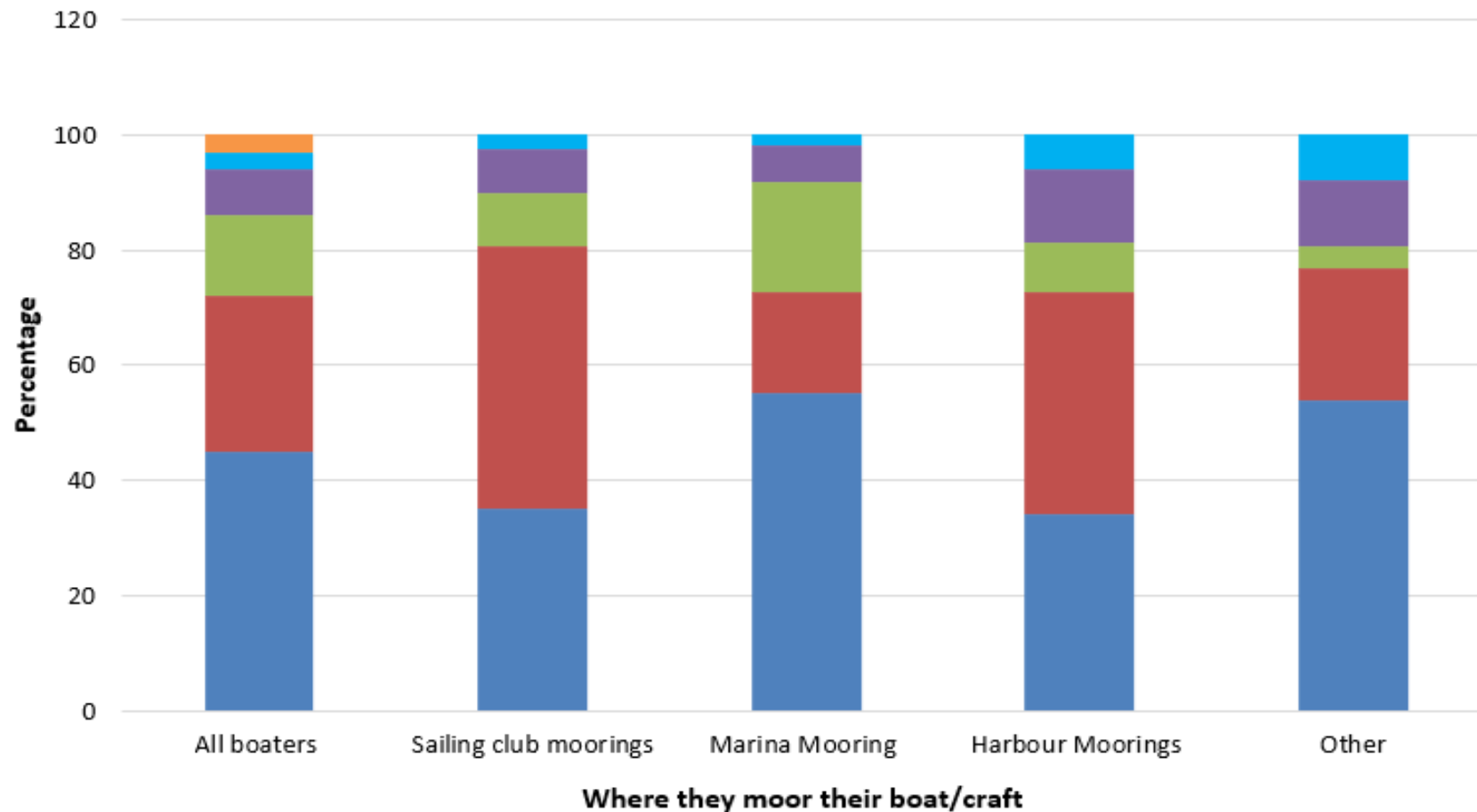
- Charts
- Websites
- NGOs
- Local knowledge
- Reports

95% aware anchoring in seagrass can cause damage to the habitats



Need information on?

- Location of seagrass
- Sustainable anchoring and mooring
- AMS
- VNAZ



Other

Type i.e. prefer a swing mooring

Cost

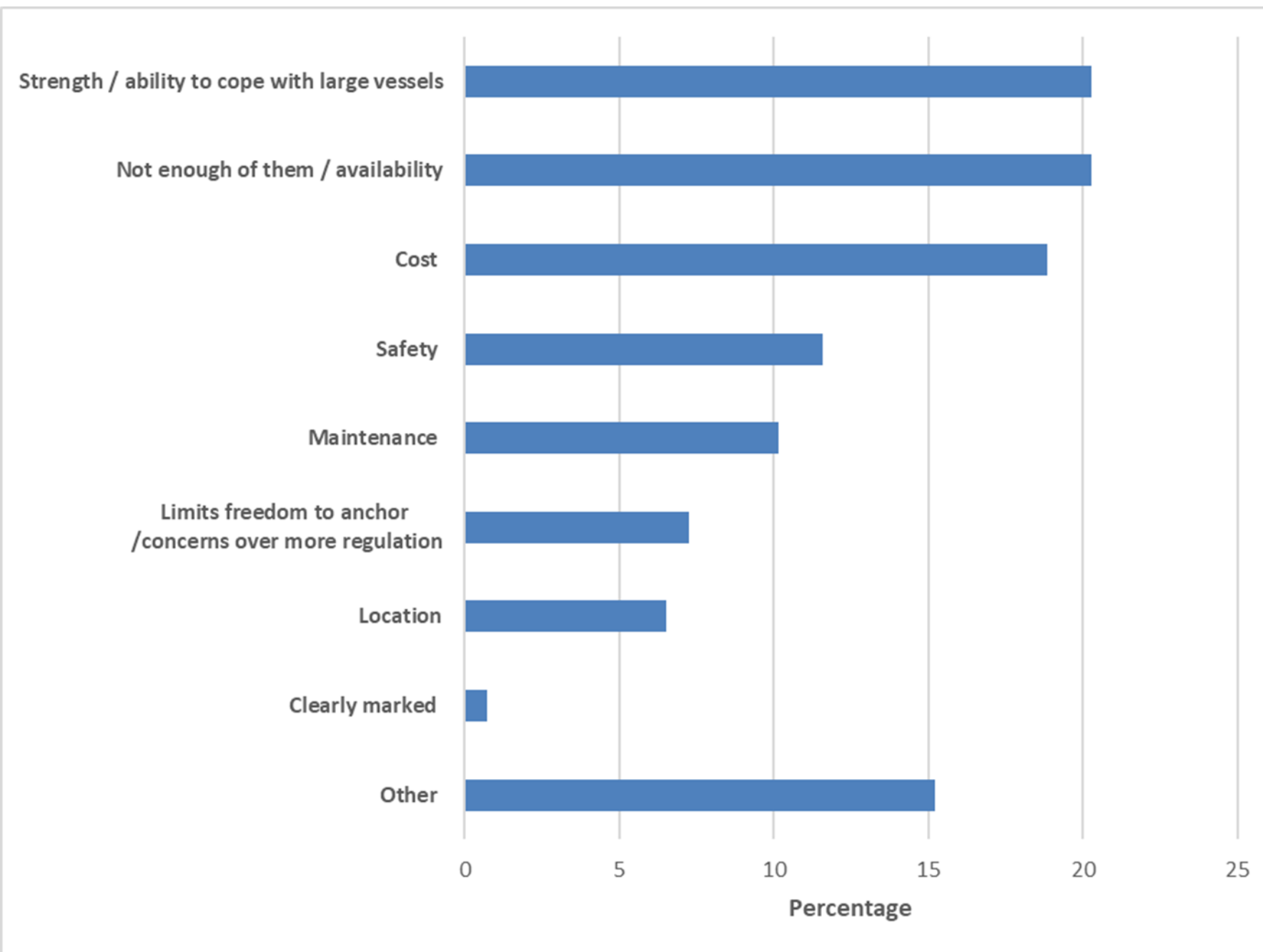
Type i.e. prefer an Advanced Mooring System if its available

Accessibility

Location of mooring

Influences on moorings

- Main influences:
- location of moorings
- cost
- Significantly lower: accessibility, types



Concerns about AMS

- Strength
- Availability
- Cost
- Safety

Anchoring

24% anchor in Osbourne Bay

19% don't anchor anywhere.

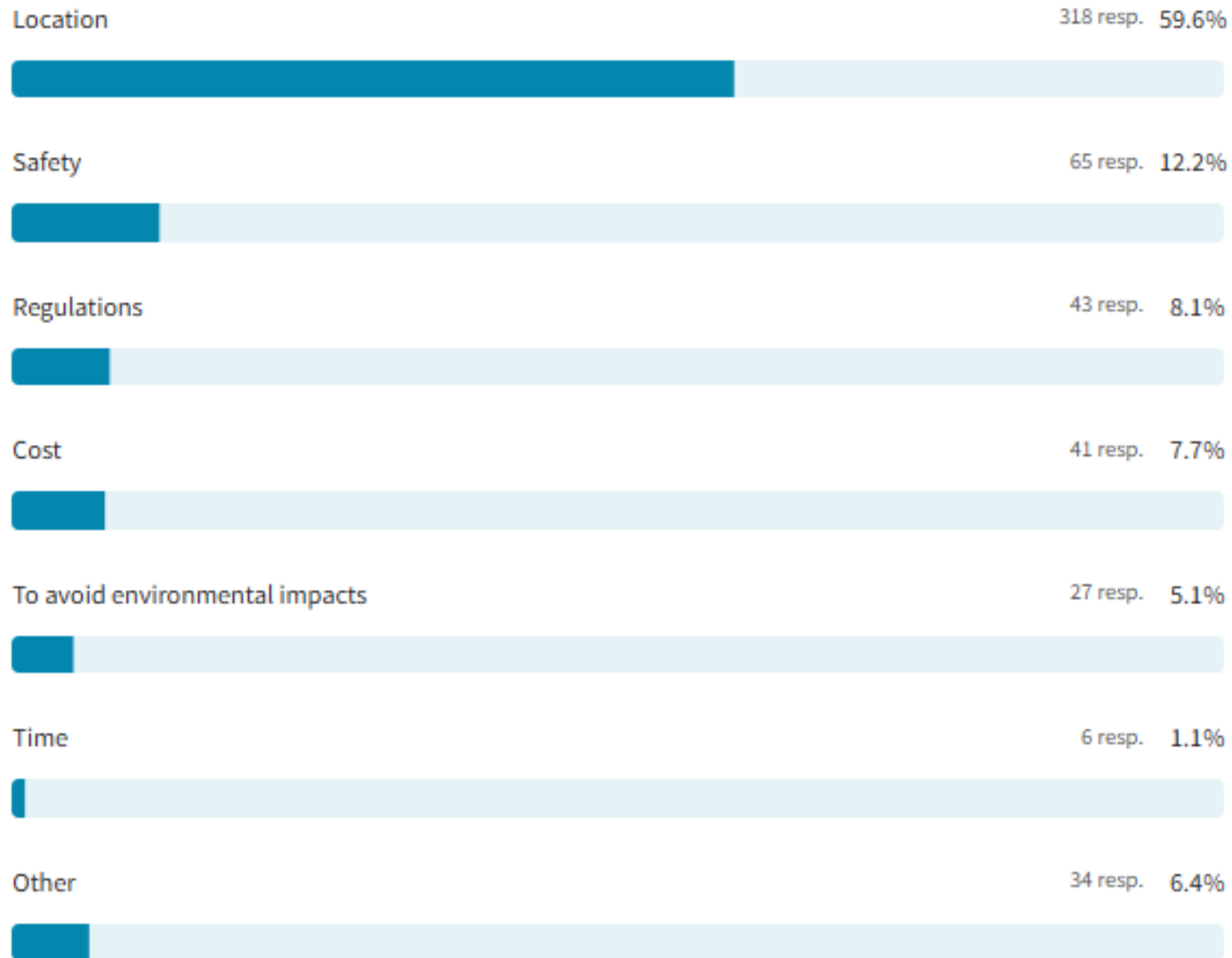
67% would only anchor in an area of seagrass in an emergency situation

35% would never knowingly anchor in an area of seagrass

20% would anchor in an area of seagrass to be in a sheltered bay as part of a recreational journey

10% if other boaters were anchored there

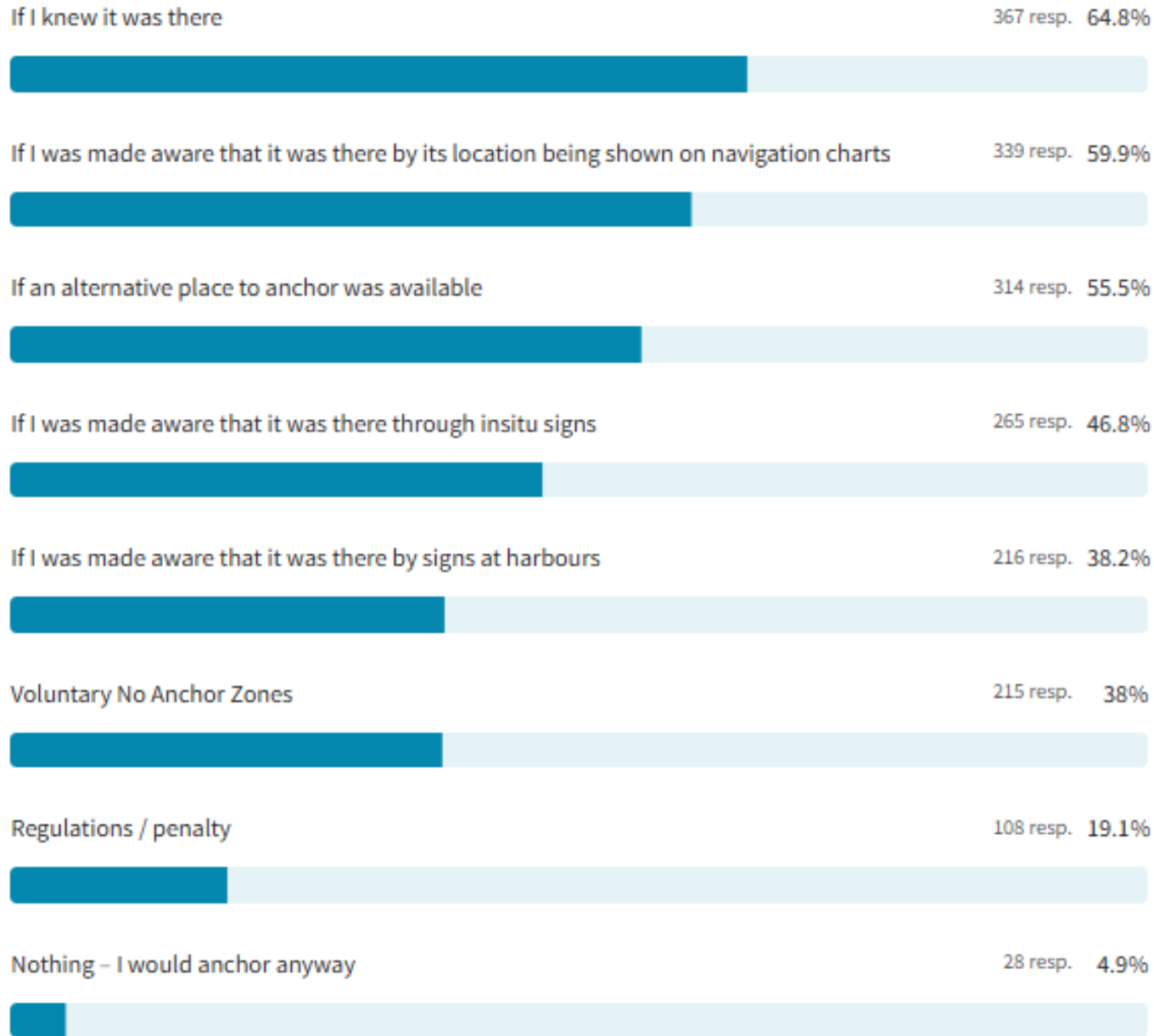
Influences on anchoring



Main Influences on where people anchor:

- Location

What would stop people anchoring



Factors that would stop people anchoring:

- Knew it was there
- Made aware of its location
- Alternative available

Comparison of key cohorts

Freedom to anchor

- Nothing would stop them anchoring in seagrass (3%, 16 out of 599 respondents)

Lack of knowledge on damage

- Don't know that anchoring and mooring can damage seagrass habitats (6%, 38 out of 599 respondents)

Anchor in secluded locations

- Would anchor in seagrass in order to find a secluded spot as part of a recreational journey (19%, 112 out of 599 respondents)

	Freedom to anchor	Lack of knowledge on damage	Anchor in secluded locations
Individual	✦ Male, mainly overnight, very frequent sailors, higher % motor yachts. ✦ Know what seagrass is, most know how to find it & that anchoring damages ✦ Need information on AMS ✦ Think biased/inadequate research and evidence ✦ Nothing would stop them anchoring.	✦ Higher % of women ✦ Know what seagrass is, do not know location or how to find out, don't know anchoring damages ✦ Information on location and impact of anchoring ✦ If they knew it was there they would not anchor ✦ If an alternative place to anchor they would not anchor in seagrass.	✦ Mainly male, mainly overnight boaters ✦ Know what seagrass is, half know location, most know anchoring damages ✦ Information on the location of seagrass ✦ If an alternative place to anchor would not anchor in areas of seagrass
Social	✦ Community: friends, sailing club, marina ✦ Mainly members of a sailing club ✦ Trust info from HA & RYA ✦ Influence on anchoring is location	✦ Community: friends, sailing club, marina and the RYA ✦ Mainly members of a sailing club ✦ Trust info from HA and RYA ✦ Influence on anchoring is location	✦ Community: friends, sailing club ✦ Mainly members of a sailing club ✦ Trust info from HA, RYA, sailing club & other boaters ✦ Influence on anchoring is location
Material	✦ Info via charts/maps/Apps, notices to marinas, websites ✦ Anchor in an emergency and to be able to anchor in a sheltered bay as part of a recreational journey	✦ Info via charts/maps/Apps, notices to marinas, websites, social media and word of mouth ✦ Anchor in an emergency and to be able to anchor in a sheltered bay as part of a recreational journey	✦ Info via charts/maps/Apps, notices to marinas, sailing club and other boaters ✦ Anchor in an emergency and to be able to anchor in a sheltered bay as part of a recreational journey

Possible Interventions



1. All Boaters: Raise Awareness

Aim: Engage with the boating community to inform them about the **location of seagrass and why it is important.**

Method (EAST):

- Develop clear, accurate, accessible information on location of seagrass
- That ideally can be displayed on Admiralty charts/maps/Apps, Notice to mariners, magazines.
- Awareness campaign where / how they can find out the location
 - Sailing club talks (seagrass cafes)
 - Incorporate into current training practices (RYA)
 - HA & sailing clubs websites

Areas to target: Chichester, Langstone, Portsmouth, Gosport, Beaulieu estuary, Lymington, Cowes, Yarmouth, Newtown Creek and Bembridge

2. All boaters: Alternatives

Aim: Provide alternative sustainable anchoring and mooring areas or vNAZ / encourage others to provide .

Method (EAST):

- Expand the availability of AMS in sensitive areas.
- Specific use of eco-moorings / advanced mooring systems as an alternative to anchoring
- Eco-moorings should be free or affordable
- Through sailing clubs and Harbour Authorities' websites

Areas to target: Near or within existing seagrass areas

3. All boaters: Monitor the effectiveness of the VNAZ in Osbourne bay

Aim: Monitor the effectiveness of the VNAZ in Osbourne Bay to determine behaviour change.

Method (EAST):

- Continuation of the observation studies that have been undertaken by HIWWT as part of the ReMEDIES project
- Consider options to get feedback from those not adhering to the VNAZ to determine what would encourage them not to anchor within the zone.

Areas to target: Osbourne Bay & Palmers Farm (previously know in ReMEDIES as kings quay)

Specific interventions for different cohorts

Freedom to anchor

- Provide alternatives to anchoring in sensitive areas (encourage others to install AMS) and raise awareness of their location and use
- Address scepticism

Lack of knowledge on damage

- Raise awareness on location and damage that can be caused through anchoring

Anchor in secluded location:

- Raise awareness on location of seagrass and alternative places to anchor

Methods, communication channels and areas to target based on the specifics of these cohorts

Can You help?

- Join the discussion & co-design the strategy! Meeting Online 22nd October 4-5pm or in person chats
- Knowledge on existing seagrass maps, charts
- Contacts at harbour authorities, RYA, magazines, websites
- How to get funding for AMS in the Solent
- stories & experiences of AMS



Thank you for Listening

Emily.stroud@hiwwt.org.uk

Survey Outreach Strategy Summary



1. Timing & Audience Consideration



2. Incentives & Engagement



3. Language & Values



4. Direct Outreach



5. Digital Promotion



6. Strategic Rollout