Appendix 17
Sailing cruising including dinghy cruising at sea
Appendix 17
Sailing cruising including dinghy cruising at sea

Table A17.1: Summary of sample confidence levels

<table>
<thead>
<tr>
<th>Responses</th>
<th>Spatial data</th>
<th>Questionnaire data</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;30</td>
<td>Very low sample – interpret spatial data with great care</td>
<td>Very low sample – do not analyse questionnaire results</td>
</tr>
<tr>
<td>30 – 60</td>
<td>Low sample – interpret spatial data with care</td>
<td>Low sample – analyse questionnaire results with caution</td>
</tr>
<tr>
<td>60 -100</td>
<td>Medium sample – good spatial data</td>
<td>Medium sample – analyse questionnaire results with care</td>
</tr>
<tr>
<td>&gt;100</td>
<td>Robust sample</td>
<td>Robust sample</td>
</tr>
</tbody>
</table>

This table summarises the confidence that can be placed in spatial data and questionnaire data as a result of the corresponding sample sizes. This is described in more detail below.

Definition

1. This category grouped together dinghy and yacht cruising, reflecting the similarities between these two activities.

Sample sizes

2. The survey collected information on participation in recreation and tourism activities in two ways. Firstly, survey respondents were asked to list all the activities they had undertaken during the previous 12 months, completing a map for each. Secondly, they were asked to identify the one or two activities that they considered most important. They were asked a series of questions relating to their participation in these activities.

3. A total of 542 people provided spatial information on sail cruising, representing around 24% of the total sample. 381 people identified sail cruising as one of their most important activities, representing around 16% of the total sample.

4. These are good samples meaning that confidence in the analysis of responses is high. This does not mean the data are fully comprehensive, particularly in parts of Scotland where the host population and visitors are relatively low.

5. Around 70% of those who provided spatial data on yacht and dinghy cruising identified it as one of their most important activities.

6. Based on the sample of people who provided spatial information, around 46% of respondents lived within a mile of the Scottish coastline, 14% between one and five miles and 23% more than five miles. The remaining 17% of respondents came from outside Scotland – a higher proportion than for most activities.
Spatial data

7. People completing the survey identified 1553 routes they had used when yacht or dinghy cruising. This information has been used to generate a heat map showing the concentration of activity around the Scottish coast (see Map A17.1). This shows a concentration of activity along the west coast from the Firth of Clyde, through Argyll towards Skye and Torridon. It illustrates use of the Crinan, Caledonian and, to a lesser extent, the Forth and Clyde Canals. This map is available on Marine Scotland’s National Marine Plan Interactive (NMPi) website (https://marinescotland.atkinsgeospatial.com/nmpi/).

8. Figure A17.1 shows the percentage distribution of yacht and dinghy cruising across Marine Regions. It shows that this activity is focused within the Argyll and to a lesser extent the Clyde Marine Regions. Secondary areas include the Forth and Tay and West Highland Marine Regions.

![Activity by Marine Region]

**Figure A17.1: Dinghy and yacht cruising – spread of activity across Marine Regions**
Map A17.1: Dinghy and yacht cruising (542 responses)
Trip planning

9. Respondents were asked about the factors influencing their decision on where to go dinghy and yacht cruising, and about the sources of information they used to inform that decision.

Factors influencing decisions on where to go

10. The most important factors influencing decisions on where to go dinghy and yacht cruising include the presence of attractive scenery, the suitability of location for sailing, the possibility of seeing wildlife, the presence of historic or cultural heritage and other facilities such as shops, cafés and restaurants.

Map A17.2: Dinghy and yacht cruising – factors influencing where to go

Sources of information

11. People’s own knowledge of the Scottish coastline was the most important source of information for dinghy and sailing cruising. Guidebooks, recommendations from friends or relatives and clubs and organisations were also important.
Characteristics of trip to the coast

*Transport to start point*

12. Car is by far the most common mode of transport to the start of people's visit to the coast, with around 60% of respondents indicating they always travel that way, and a further 35% indicating they sometimes go by car. Around 50% of people indicate that they always or sometimes walk while between 35 and 40% sometimes travel by bus or train, or use a ferry.
Monthly profile of activity

13. Figure A17.4 shows the frequency of yacht and dinghy cruising activity across each month of the year. It shows a strong seasonal profile with a peak of activity between April and September.

![Seasonality - Sail cruising](image)

**Figure A17.4: Dinghy and yacht cruising – seasonality**

Trip length

14. Respondents whose main activity was dinghy or yacht cruising made an average of around 4 day trips, 3 short breaks and 3 longer breaks per year. This represents a smaller number of day trips but a larger number of short and longer breaks than the average for the survey sample as a whole. This is to be expected given the nature of cruising trips.

![Type and length of trip](image)

**Figure A17. 5: Dinghy and yacht cruising – type and length of trip**
15. The sample of 381 respondents accounts for a minimum of around 1474 day trips, 1075 short breaks and 1088 longer breaks.

![Figure A17.6: Dinghy and yacht cruising – total number of trips](image)

**Accommodation used**

16. People provided information on the types of accommodation they typically use. Most people stayed on their boat when dinghy and yacht cruising.

![Figure A17.7: Dinghy and yacht cruising – accommodation](image)
Improvements to make trip more enjoyable

17. People undertaking dinghy and yacht cruising appear relatively content with few areas highlighted as requiring major improvement. Those issues highlighted most strongly include parking and access, facilities, transport and online information.

![Improvements](image)

**Figure A17.8: Dinghy and yacht cruising – improvements**

18. Respondents were asked a number of questions about the people they are normally with when undertaking their chosen recreation or tourism activity.

*Who was with you?*

19. **Figure A17.9** suggests that people yacht or dinghy cruising are most likely to be with club members or friends and, not surprisingly, least likely to be on their own.
Respondents were also asked about the age and gender composition of their party. Figure A17.10 shows that people yacht and dinghy cruising tend to be in slightly smaller parties than the survey sample as a whole. Parties most commonly comprised people in the age groups between 16 and 65, with slightly more men than women.

\[\text{Figure A17.10: Dinghy and yacht cruising – party size and composition}\]

42 * respondents were asked whether there were 1, 2, 3, 4 or 5 or more people in each age/gender category. For the purposes of analysis, returns of ‘5 or more’ have been taken to be ‘5’. As a result, the estimate of average party size is likely to be an underestimate.
Spending

21. People completing the survey were asked to provide information on how much they spent during their last visit to the coast, and how much they typically spend each year.

Spend per day during visit by category

22. Table A17.2 shows the maximum, mean and median daily spending against a series of headings. This analysis suggests a median spend of around £62 per day during yacht and dinghy cruising trips. These figures exclude 25 respondents who provided no information on their spending, but include the 21 respondents who stated that they spent nothing during their trip.

23. Maximum, mean and median spending under each of the categories was as follows:

Table A17.2: Dinghy and yacht cruising – max, mean and median spend per trip (£)

<table>
<thead>
<tr>
<th>Category</th>
<th>Max (£)</th>
<th>Mean (£)</th>
<th>Median (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Petrol/diesel/LPG</td>
<td>500</td>
<td>17.86</td>
<td>10</td>
</tr>
<tr>
<td>Bus/train fares</td>
<td>200</td>
<td>18.11</td>
<td>5</td>
</tr>
<tr>
<td>Car parking</td>
<td>20</td>
<td>4.13</td>
<td>0</td>
</tr>
<tr>
<td>Overnight accommodation</td>
<td>2000</td>
<td>137.12</td>
<td>30</td>
</tr>
<tr>
<td>Eating out</td>
<td>2500</td>
<td>57.46</td>
<td>25</td>
</tr>
<tr>
<td>Food and groceries</td>
<td>1500</td>
<td>38.14</td>
<td>15</td>
</tr>
<tr>
<td>Entrance to local visitor attractions</td>
<td>80</td>
<td>13.29</td>
<td>7</td>
</tr>
<tr>
<td>Mooring or transit fees</td>
<td>4500</td>
<td>82.53</td>
<td>20</td>
</tr>
<tr>
<td>Hire of equipment</td>
<td>300</td>
<td>57.57</td>
<td>10</td>
</tr>
<tr>
<td>Maps/guidebooks/leaflets</td>
<td>40</td>
<td>6.42</td>
<td>5</td>
</tr>
<tr>
<td>Gifts/souvenirs</td>
<td>200</td>
<td>17.42</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>350</td>
<td>33.51</td>
<td>10</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>10,750</strong></td>
<td><strong>180.87</strong></td>
<td><strong>62</strong></td>
</tr>
</tbody>
</table>
Respondents were also asked to record their annual spending on yacht and dinghy cruising. Table A17.3 shows the maximum, mean and median annual spend for a number of categories. The range of spending was high so the median spend figure has been taken to provide an overall value for this activity. This suggests that the median figure spent on yacht and dinghy cruising was £2125. These figures exclude the 32 respondents who provided no information on their spending.

Maximum, mean and median spending under each of the categories was as follows:

**Table A17.3: Dinghy and yacht cruising – max, mean and median spend per year (£)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Max (£)</th>
<th>Mean (£)</th>
<th>Median (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment</td>
<td>50,000</td>
<td>1391.58</td>
<td>500</td>
</tr>
<tr>
<td>Storage</td>
<td>22000</td>
<td>1815.75</td>
<td>1400</td>
</tr>
<tr>
<td>Memberships</td>
<td>1800</td>
<td>158.49</td>
<td>100</td>
</tr>
<tr>
<td>Insurance</td>
<td>4000</td>
<td>423.33</td>
<td>300</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>54,700</strong></td>
<td><strong>3101.06</strong></td>
<td><strong>2125</strong></td>
</tr>
</tbody>
</table>
Clubs and codes of conduct

26. Respondents were asked about their membership of clubs and their awareness of codes of conduct.

Club membership

27. Of the 353 people who answered this question, around 83% were members of national or local organisations. The RYA was frequently mentioned, together with a wide range of local sailing clubs and mooring associations such as Arran Yacht Club, Clyde Corinthian Yacht Club, Cramond boat Club, Royal Highland Yacht Club and Dunstaffnange Bay mooring owners association. A small number of people mentioned membership of the RNLI.

Table A17. 4: Dinghy and yacht cruising– membership of local or national organisations

<table>
<thead>
<tr>
<th></th>
<th>Do you belong to any clubs, associations or governing bodies relating to coastal recreation?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local organisation</td>
<td>119</td>
</tr>
<tr>
<td>National organisation</td>
<td>176</td>
</tr>
<tr>
<td>None</td>
<td>58</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>353</td>
</tr>
</tbody>
</table>
**Awareness of codes of conduct**

28. People undertaking yacht and dinghy cruising were most aware of the Scottish Outdoor Access Code, followed by the GreenBlue Codes of Conduct Guides and the Scottish Marine Wildlife Watching Code.

![Figure A17.13: Dinghy and yacht cruising – codes of conduct](image)

**Socio-economic profile**

**Age and gender**

29. **Figure A17.14** shows the age and gender profile of all those who indicated that they had taken part in yacht and dinghy cruising during the past 12 months. This is as distinct from those who included these as one of their most important activities. Comparison with the whole survey sample suggests these sailors were more likely to be male and in the age groups 45 to 65 and over 65.

30. **Figure A17.15** shows the age and gender profile of those who identified yacht and dinghy cruising as one of their most important activities. This shows a similar profile to the wider population of people undertaking this activity, with high proportions of males in the age groups 45 to 65 and over 65.
Figure A17.14: Age and gender profile of all participating in dinghy and yacht cruising

Figure A17.15: Age and gender profile of those who identified dinghy and yacht cruising as a main activity

Household income

31. Analysis of respondents' household income suggests around 60% of people yacht and dinghy cruising have incomes of £26,000 or more. This indicates a little higher than the Scottish household average (2014) of around £23,000.
Dinghy and yacht cruising

Business survey findings

32. 75 of the 279 respondents in the business survey stated that their business serves dinghy and yacht cruising. **Figure A17.17** shows the distribution of the businesses across Marine Regions. This survey is based on a small sample and the results should, therefore, be treated with caution.

33. Business respondents were asked to indicate the kinds of services they provide. **Figure A17.18** shows the services provided by businesses serving yacht and dinghy cruising.
Figure A17.18: Services provided by businesses serving dinghy and yacht cruising