Appendix 19
Power boating at sea
Appendix 19

Power boating at sea

Table A19.1: 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 includes the use of speed boats and rigid inflatable boats (RIBs).

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 204 people provided spatial information on power boating, representing around 9% of the total sample. This is a good sample, meaning that confidence in the analysis of spatial information 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.

4. 34 people identified power boating as one of their most important activities, representing around 1% of the total sample. This is small sample, meaning that confidence in the analysis of responses is moderate to low.

5. Around 43% of those who provided spatial data on power boating identified it as one of their most important activities.

6. Based on the sample of people who provided spatial information, around 55% of respondents lived within a mile of the Scottish coastline, 14% between one and five miles and 21% more than five miles. The remaining 9% of respondents came from outside Scotland.
Power boating

Spatial data

7. People completing the survey identified 265 areas they had been power boating. This information has been used to generate a heat map showing the concentration of activity around the Scottish coast (see Map A19.1). The map suggests that the greatest concentration of activity is within the Firth of Clyde, particularly in the area around Cumbrae, Bute and north of Arran. This map is available on Marine Scotland’s National Marine Plan Interactive (NMPi) website (https://marinescotland.atkinsgeospatial.com/nmpi/).

8. Figure A19.1 shows the percentage distribution of power boating across Marine Regions. It shows a concentration of activity in the Clyde, Argyll, Forth and Tay and West Highland Marine Regions.

Figure A19.1: Power boating – spread of activity across Marine Regions (%)
Map A19. 1: Power boating (34 responses)
Power boating

Trip planning

9. Respondents were asked about the factors influencing their decision on where to go power boating, 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 power boating were the presence of facilities essential to the activity and the suitability of location for power boating. The next most important factors were attractive scenery and the possibility of seeing wildlife.

Sources of information

11. People’s own knowledge of the Scottish coastline was the most important source of information for power boating, followed by websites and recommendations from friends or relatives.
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 over 80% of respondents indicating they always travel that way, and a further 15% indicating they sometimes go by car. Around half of respondents sometimes or always walked to the coast, while a third of people use a ferry as part of their journey.
Monthly profile of activity

13. **Figure A19.5** shows the frequency of power boating activity across each month of the year. The graph shows a moderate pattern of seasonality with the proportion of people undertaking this activity at least twice a month rising from around 45% in January to over 90% in July.

![Seasonality - Powerboating](image)

**Figure A19.5: Power boating – seasonality**

Trip length

14. Respondents whose main activity was power boating made an average of around 6.5 day trips, 2.3 short breaks and 2 longer breaks per year. This represents a smaller larger of day trips and short and longer trips than the average for the survey sample as a whole.
15. The sample of 34 respondents accounts for a minimum of around 211 day trips, 73 short breaks and 68 longer breaks.

16. People provided information on the types of accommodation they typically use. Self catering and staying on a boat were the most frequently used forms of accommodation. The sample for this analysis is small so caution should be applied to these results.
Power boating

Figure A19.8: Power boating – accommodation

*Improvements to make trip more enjoyable*

17. Parking and access, followed by the availability of online information and the provision of facilities for power boating were the most frequently cited areas for improvement.

Figure A19.9: Power boating – improvement
Party

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 A19.10** suggests that people power boating are more likely to be with clubs members and friends and less likely to be alone or with partner/family than the survey sample as a whole.

![Who was with you?](image)

**Figure A19.10: Power boating – party**

*Age groups and gender composition of party*

20. Respondents were also asked about the age and gender composition of their party. Figure A19.11 shows people power boating tend to be in parties of very similar size as for the survey sample as a whole. Parties most commonly comprised people in the age groups between 16 and 65, with similar proportions of men and women.

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43. 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.
Spend per day during visit by category

22. Table A19.2 shows the maximum, mean and median daily spending against a series of headings. This analysis suggests a median spend of around £103 per day during power boating trips. These figures exclude the 2 respondents who provided no information on their spending, but include the 1 respondent who stated that they spent nothing during their trip. The analysis is based on a small sample and the results should therefore be treated with caution.

23. Maximum, mean and median spending under each of the categories was as follows:
Table A19. 2: Power boating – 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>200</td>
<td>51</td>
<td>40</td>
</tr>
<tr>
<td>Bus/train fares</td>
<td>20</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Car parking</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Overnight accommodation</td>
<td>75</td>
<td>43</td>
<td>50</td>
</tr>
<tr>
<td>Eating out</td>
<td>100</td>
<td>36</td>
<td>30</td>
</tr>
<tr>
<td>Food and groceries</td>
<td>30</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Entrance to local visitor attractions</td>
<td>30</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Mooring or transit fees</td>
<td>100</td>
<td>31</td>
<td>20</td>
</tr>
<tr>
<td>Hire of equipment</td>
<td>150</td>
<td>81</td>
<td>81</td>
</tr>
<tr>
<td>Maps/guidebooks/leaflets</td>
<td>5</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Gifts/souvenirs</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>305</strong></td>
<td><strong>114</strong></td>
<td><strong>103</strong></td>
</tr>
</tbody>
</table>

![Mean and median spend](image)

Table A19.3: Power boating – mean and median spend per day
Spend per year by category

24. Respondents were also asked to record their annual spending on power boating. The analysis is based on a small sample. Table A19.4 shows the maximum, mean and median annual spend for a number of categories. These figures exclude the 3 respondents who provided no information on their spending. 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 power boating was £1045.

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

Table A19.4: Power boating – 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>5000</td>
<td>996</td>
<td>500</td>
</tr>
<tr>
<td>Storage</td>
<td>5000</td>
<td>1112</td>
<td>700</td>
</tr>
<tr>
<td>Memberships</td>
<td>600</td>
<td>156</td>
<td>100</td>
</tr>
<tr>
<td>Insurance</td>
<td>1550</td>
<td>332</td>
<td>250</td>
</tr>
<tr>
<td>TOTAL</td>
<td>7800</td>
<td>1946</td>
<td>1045</td>
</tr>
</tbody>
</table>

Figure A19.12: Power boating – mean and median spend per year
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 33 people who answered this question, around 72% belonged to local or national organisations including the Royal Yachting Association, Largs Yacht Haven, Lochaber Yacht Club and Fisherrow Berth Holders Association.

Table A19. 5: Power boating – membership of clubs, associations or governing bodies

<table>
<thead>
<tr>
<th>Local organisation</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>National organisation</td>
<td>14</td>
</tr>
<tr>
<td>None</td>
<td>9</td>
</tr>
<tr>
<td>Grand Total</td>
<td>33</td>
</tr>
</tbody>
</table>

Awareness of codes of conduct

28. Those who indicated that they undertook power boating had moderate levels of awareness of the Scottish Outdoor Access Code, the Scottish Marine Wildlife Watching Code and the Personal Watercraft Guidelines.

Figure A19.13: Power boating – codes of conduct
Socio-economic profile

Age and gender

29. **Figure A19.14** shows the age and gender profile of all those who indicated that they had taken part in power boating during the past 12 months. This is as distinct from those who included this activity as one of their most important activities. Comparison with the whole survey sample suggests those who took part in power boating were more likely to be male and with a higher proportion within the 35 to 44 age category.

30. **Figure A19.15** shows the age and gender profile of those who identified power boating as one of their most important activities. This suggests an even greater concentration amongst males in the 35 to 44 and 45 to 65 age bands.
Household income

31. Analysis of respondents’ household income suggests around half of the respondents taking part in powerboating have incomes of £26,000 or more. This is slightly lower than for the survey sample as a whole, but indicates incomes higher than the Scottish household average (2014) of around £23,000.

![Household income chart]

Figure A19.16: Power boating—household income

Business survey findings

32. 64 of the 279 respondents in the business survey stated that their business serves power boating. Figure A19.17 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 A19.18 shows the services provided by businesses serving power boating.