

# Visitor Surveys

Lydden and Temple Ewell Downs SAC and Dover  
to Kingsdown Cliffs SAC  
July – August 2021

For Dover District Council  
FINAL October 2021





# Contents

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Executive Summary.....	i
Summary of Main Findings.....	i
Introduction.....	1
Aims and Background .....	1
Lydden and Temple Ewell Downs SAC.....	1
Dover to Kingsdown Cliffs SAC.....	2
Method .....	6
Results .....	7
Visitor Groups .....	7
Origin of Visitors.....	9
Possible Zone of Influence Calculations .....	19
Lydden and Temple Ewell Downs SAC.....	20
Dover to Kingsdown Cliffs SAC.....	23
Holiday Makers.....	26
Frequency of Visits.....	27
Travel to the Sites .....	29
Duration of Visits .....	30
Seasonality of Visits .....	32
Awareness of Information on Wildlife Value.....	33
Reasons for Visiting .....	34
Main Activity.....	37
Visits with Dogs.....	38
Routes Taken on Visits.....	40
Lydden and Temple Ewell Downs SAC.....	40
Dover to Kingsdown Cliffs SAC.....	42

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# Executive Summary

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## Summary of Main Findings

The visitor surveys carried out at Lydden and Temple Ewell Downs SAC and Dover to Kingsdown Cliffs SAC Special Areas of Conservation (SACs) in the summer of 2021 revealed that these sites were very different in terms of visitation. There are significant differences between the sites across nearly all areas surveyed, including the origin of visitors, group composition, activity and frequency of visits. Table 1 shows a summary of statistics for each site to aid comparison.

### In summary at **Dover to Kingsdown Cliffs SAC:**

- The average party size was 2.2 people including under 18's;
- 52% of visitors travelled from home and 48% were on holiday;
- 51% of visitors travelling from originated from Dover district and the majority from somewhere in Kent (88% including those from Dover district), but may have come from further afield;
- 75% of the visitors from home to the White Cliffs National Trust had travelled 61.08 km or less; at St Margaret's at Cliffe they have travelled 31.77 km or less and at Kingsdown they have travelled 20.11 km or less;
- 9% of visitors were 'frequent' (visiting once a week or more often);
- 42% were first time visitors or had not visited within 12 months;
- 78% of visitors were walking without a dog;
- 84% of dogs were on a lead;
- 48% of visitors stayed for up to two hours (the remainder stayed longer than two hours);
- The main reason for visiting is to see the scenery and views, followed by choice of paths;
- 50% had seen information about the wildlife value of the site.

### In summary at **Lydden and Temple Ewell Downs SAC:**

- The average party size was 1.3 people including under 18's;
- 96% of visitors travelled from home and 4% were on holiday;
- 96% of visitors originated from Dover district and all visitors originated from somewhere in Kent;
- 75% of visitors from home originated from within 3 km of the site. This is comparable with the result of the 2010 visitor survey, which indicated that 75% of visitors originated from within 4km;<sup>1</sup>
- 74% of visitors were 'frequent' (visiting once a week or more often);
- 4% were first time visitors or had not visited within 12 months;
- 78% of visitors were walking with a dog;
- 83% of dogs were off the lead;
- 86% of visitors stayed for up to two hours (the remainder stayed longer than two hours);
- The main reason for visiting is that the site is close to home but also the scenery and views;
- 70% had seen information about the wildlife value of the site.

Although the two sites are designated for the same habitat, they are not comparable in terms of the function they provide for visitors. Lydden and Temple Ewell Downs SAC is a site which serves local people, primarily as their regular dog walking route. In contrast, Dover to Kingsdown Cliffs SAC is nationally iconic site, encompassing the White Cliffs of Dover, which is visited by people from further afield, either on day trips or on holiday. As a result the survey shows that visits are mostly less frequent than once a month, with a high proportion of first time visitors. Although there is some variation across the three survey locations at Dover to Kingsdown Cliffs SAC, this profile remains similar across the SAC. The numbers of visitors to Dover to Kingsdown Cliffs SAC is significantly higher than at Lydden and Temple Ewell Downs SAC, as evidenced by the numbers of groups surveyed for the same survey effort.

*Table 1: Summary of Main Findings - Lydden and Temple Ewell Downs SAC vs. Dover to Kingsdown Cliffs SAC*

	Lydden and Temple Ewell Downs SAC	Dover to Kingsdown Cliffs SAC		
Visitor groups surveyed	110	586		
Average party size (including under 18's)	1.3	2.2		
Percentage of under 18s in visitor groups	10%	22%		
Regular visitors (once a week or more)	74%	9%		
First time visitors or not visited in past year	4%	42%		
Visitors staying under two hours	86%	47%		
Visitors staying over two hours	14%	53%		
Visitors visiting equally all year	80%	30%		
Dog walking main activity	78%	14%		
Walking without a dog main activity	15%	78%		
Had seen information about wildlife value	70%	50%		
Dogs off leads	83%	16%		
75% or more of dog walking visits at this site	68%	11%		
Travelled from home	96%	52%		
Visitors from home originating from Kent	100%	88%		
Visitors from home originating from Dover District	96%	51%		
On holiday	4%	48%		
	Lydden and Temple Ewell Downs SAC	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown
Average distance travelled to site	2.91 km	41.93 km	27.33 km	22.40 km
Possible 'Zone of Influence'	2.53 km	61.08 km	31.77 km	20.11 km



# Introduction

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## Aims and Background

Lydden and Temple Ewell Downs SAC and Dover to Kingsdown Cliffs SAC are both important sites for nature conservation. Both sites are designated as SAC's due to their importance for chalk grassland.

The potentially detrimental impact of recreation on features of nature conservation importance is concern across many types of designated sites. Detrimental impacts can include, for example, trampling causing damage to rare plants and fragile ecosystems, or disturbance to ground-nesting birds, amongst other impacts. An increased population within Dover district, arising through development, may increase visitors to these sites and therefore may increase recreational pressure.

These visitor surveys were carried out primarily to determine the area from which visitors to the two SACs originate in order to inform the Dover District Council Local Plan review. It also explored frequency of visits, reasons for visits and awareness of wildlife importance of the sites.

The survey follows a similar format to the survey carried out at Sandwich Bay in early 2020. However, this survey was shortened due to Covid-19 restrictions and social distancing and the potential hesitation of visitors in completing lengthy surveys face-to-face. Covid-19 restrictions had largely been lifted during the time of the survey. From 17 May 2021 the only limit to visiting outdoor spaces was for groups over 30 people and remaining restrictions in England were lifted on the 19 July 2021.

### Lydden and Temple Ewell Downs SAC



*Lydden and Temple Ewell Downs SAC – view from close to A2, Temple Ewell*

Lydden and Temple Ewell Downs SAC (Plan 1) lies to the north west of Dover next to the village of Lydden and Temple Ewell Downs SAC. It is protected as a Site of Special Scientific Interest (SSSI), National Nature Reserve (NNR) and SAC.<sup>2</sup> It is owned and managed as a nature reserve by Kent Wildlife Trust.<sup>3</sup>

The site is designated as a SAC for its outstanding chalk grassland habitats. It supports a wide range of plants including several species of orchid. It is also outstanding for invertebrates and

supports an abundance of butterflies, some of which are very rare. These include the Silver-Spotted Skipper and Adonis Blue butterflies, and the Wart-biter Cricket.

The reserve is a dramatic and steep area of chalk grassland with far-reaching views over the Temple Ewell / Lydden valley to the west. There is parking available at Temple Ewell. The southern part of the reserve can be accessed from several public rights of way. The northern part of the site is accessed by a permissive path. There is permissive access across the whole site and it is possible to walk along the length of the reserve. There are seven entrance points to the reserve – six in the southern area and one into the northern area.

A visitor survey was carried out between March to August 2010<sup>4</sup> to gain more information on visitor use to inform the assessment of the potential impact of residential development within Whitfield Urban Expansion area.

### Dover to Kingsdown Cliffs SAC

Dover to Kingsdown Cliffs SAC (Plan 2) follows the coastline between Dover Port and Kingsdown. The coastline is a SSSI and SAC.<sup>5</sup> Most of the area is also a Heritage Coast.<sup>6</sup>

The site is designated as an SAC due to its chalk grassland habitat. There are several orchid species, including the rare Early Spider Orchid and Ox-tongue Broomrape, along with a wide range of other chalk grassland flora. It is also home to the Adonis Blue butterfly.

The white chalk cliff face of this coast is one of the most iconic and well known coastlines in the UK. The National Trust owns large sections of the cliffs and cliff top.<sup>7</sup> There is a visitor centre at the southern end of the designated area, overlooking the Port of Dover, with parking, shop, toilets and café. Midway along the designated area is St Margaret's at Cliffe. This is a popular beach and the location of the South Foreland Lighthouse, also owned by the National Trust.<sup>8</sup> The cliff top path continues to the north, where the designated area ends at Kingsdown Beach.

*White Cliffs of Dover, South Foreland Lighthouse in distance*

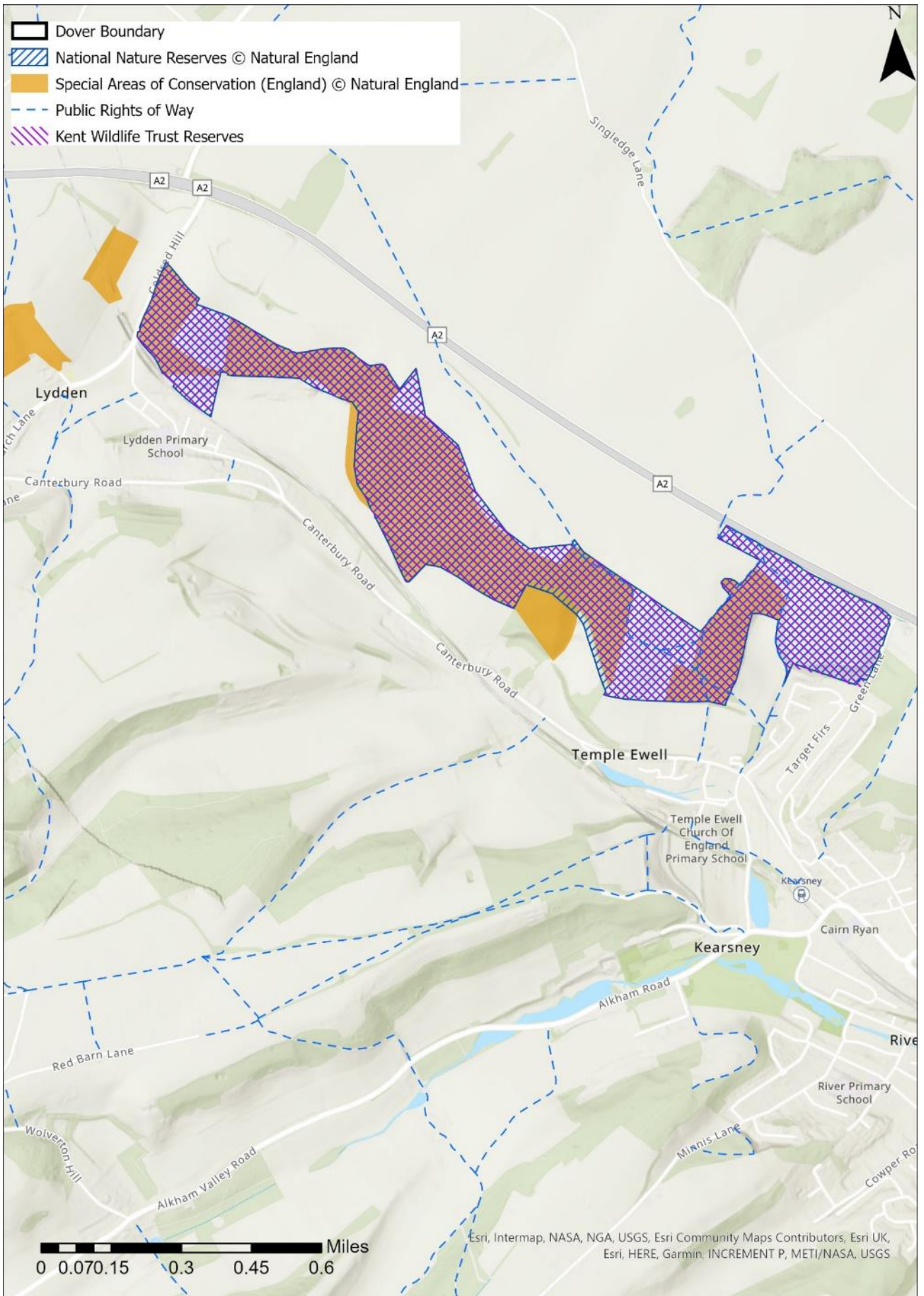


The England Coast Path follows the cliff top, mainly following the route of existing public rights of way. Around the White Cliffs Visitor Centre the cliff top is mainly accessed from the visitor centre area, although there is a route from the cliff bottom. Between here and South Foreland Lighthouse is

a linear route with no joining public rights of way. The designated area continues along the coastline at St Margaret's at Cliffe, where there are several access points – at South Foreland Lighthouse to the south of the village, at the Dover Patrol Memorial to the north and at various locations around St Margaret's Bay. The designation continues to Kingsdown, with the England Coast Path providing the only access route with no opportunities to join this route between the Dover Patrol Memorial and Kingsdown.

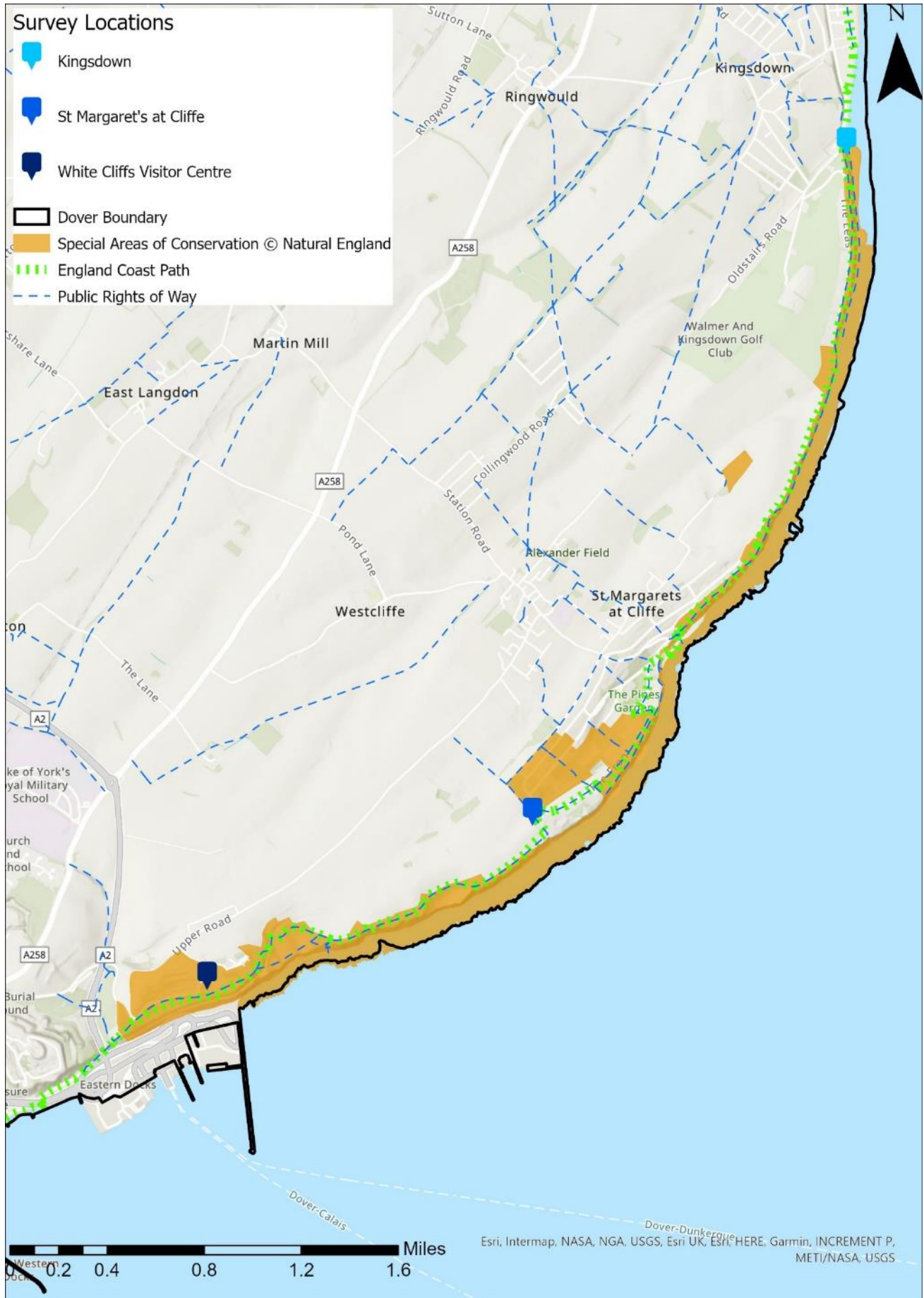


Plan 1: Lydden and Temple Ewell Downs SAC





Plan 2: Dover to Kingsdown Cliffs SAC



## Method

Five days of visitor surveys were carried out at both designated sites. These were carried out on weekend days and weekdays. Surveys were carried out on days when it was not raining.

Surveys were carried out on:

- Wednesday 14<sup>th</sup> July 2021 – Dover to Kingsdown Cliffs SAC
- Saturday 17<sup>th</sup> July 2021 – Dover to Kingsdown Cliffs SAC
- Saturday 31<sup>st</sup> July 2021 – Lydden and Temple Ewell Downs SAC
- Tuesday 3<sup>rd</sup> August 2021 – Lydden and Temple Ewell Downs SAC
- Tuesday 10<sup>th</sup> August 2021 – Dover to Kingsdown Cliffs SAC
- Tuesday 11<sup>th</sup> August 2021 – Dover to Kingsdown Cliffs SAC
- Friday 13<sup>th</sup> August 2021 – Dover to Kingsdown Cliffs SAC
- Wednesday 18<sup>th</sup> August 2021 – Lydden and Temple Ewell Downs SAC
- Wednesday 25<sup>th</sup> August 2021 – Lydden and Temple Ewell Downs SAC
- Bank Holiday Monday 30<sup>th</sup> August 2021 – Lydden and Temple Ewell Downs SAC

Standard surveys days were between 9am and 4pm or 8am to 3pm. However, due to the low numbers of visitors at Lydden and Temple Ewell Downs SAC some of the survey days were staggered, either started earlier (at 6am) or finishing later (at 7pm). Three surveyors were stationed between Dover and Kingsdown on the same day, and two surveyors at Lydden and Temple Ewell Downs SAC.

Surveyors were stationed at three sites between Dover and Kingsdown:

- White Cliffs National Trust - near the visitor centre, at the exit of the car park where the path along the cliff top begins);
- St Margaret's at Cliffe – the first surveys were carried out with days split between the Dover Patrol Memorial and South Foreland Lighthouse. However, visitor numbers were low at the Dover Patrol Memorial and therefore for the final three survey days the surveyor was stationed at the South Foreland Lighthouse;
- Kingsdown – the surveyor was stationed on the cliff top path near to the golf course.

Surveyors were stationed at two locations at Lydden and Temple Ewell Downs SAC:

- At the permissive entrance at Lydden and Temple Ewell Downs SAC north (near railway line on Coldred Hill);
- At various locations near all entrances at Lydden and Temple Ewell Downs SAC south (surveyor rotated to cover all entrances).

There were very low numbers of visitors at Lydden and Temple Ewell Downs SAC north. Therefore the surveyor would be stationed in this location for a few hours (early morning and later evening) and would then move to Lydden and Temple Ewell Downs SAC south. The surveyors would move around Lydden and Temple Ewell Downs SAC south to cover all entrances.

Visitor groups were approached at random. Due to the face-to-face survey method, only English speaking visitors were surveyed. The data therefore does not include non-English speaking tourists.

# Results

## Visitor Groups

- 696 visitor groups were surveyed across both sites;
- 110 visitor groups were surveyed at Lydden and Temple Ewell Downs SAC and 586 at Dover to Kingsdown Cliffs SAC;
- This represented 1,415 adults across both sites – 148 at Lydden and Temple Ewell Downs SAC and 1,267 at Dover to Kingsdown Cliffs SAC;
- The average party size at Lydden and Temple Ewell Downs SAC was 1.3 (including under 18s);
- The average party size at Dover to Kingsdown Cliffs SAC was 2.2 (including under 18s).

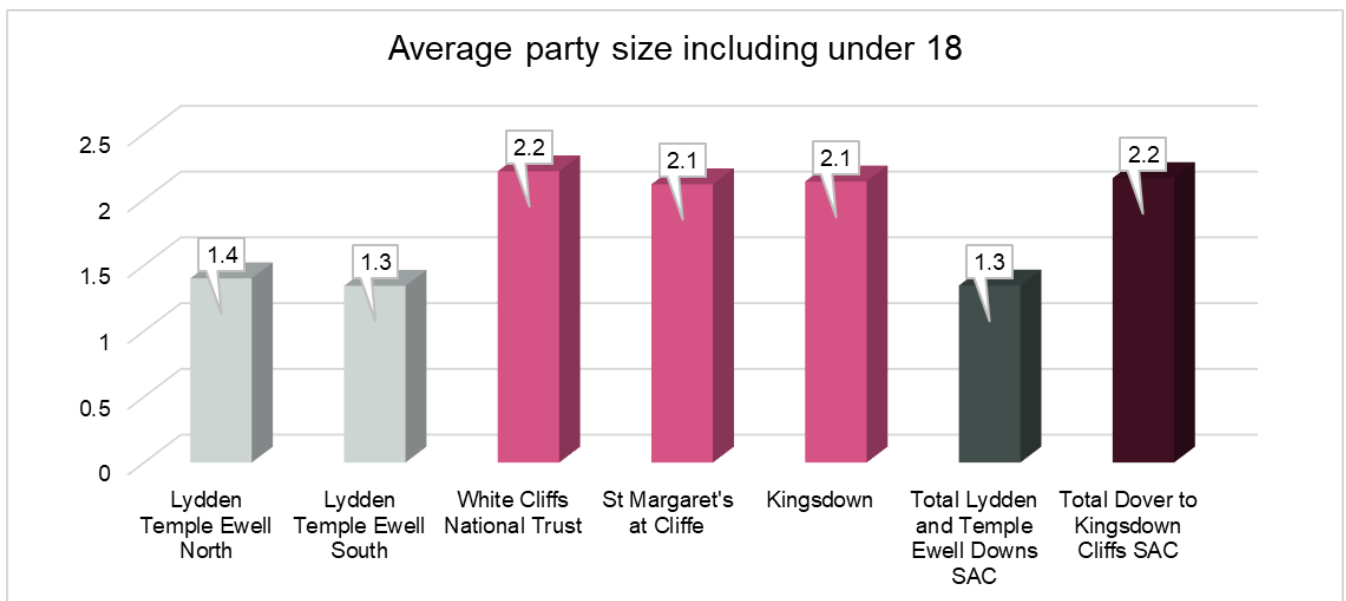
Table 2: Number of Surveys

Survey Date	Lydden and Temple Ewell Downs SAC North	Lydden and Temple Ewell Downs SAC South	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC
<b>Total Visitor Groups</b>	<b>5</b>	<b>105</b>	<b>243</b>	<b>182</b>	<b>161</b>	<b>110</b>	<b>586</b>
<b>Percentage of site total</b>	<b>5%</b>	<b>95%</b>	<b>41%</b>	<b>31%</b>	<b>27%</b>		
Wednesday 14th July			48	30	23		101
Saturday 17th July			53	36	49		138
Saturday 31st July	0	13				13	
Tuesday 3rd August	3	25				28	
Tuesday 10th August			48	43	31		122
Tuesday 11th August			41	37	29		107
Friday 13th August			53	36	29		118
Wednesday 18th August	0	21				21	
Wednesday 25th August	2	30				32	
Bank Holiday Monday 30th August	0	16				16	

Table 3: Group Size, Adults and Under 18s

Visitor Group Profile	Lydden and Temple Ewell Downs SAC North	Lydden and Temple Ewell Downs SAC South	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC
Visitor groups	5	105	243	182	161	110	586
Total number of visitors including under 18	7	163	651	461	396	170	1508
Number of adults	7	141	538	385	344	148	1267
Number of male adults	2	72	262	170	171	74	603
Number of female adults	5	69	276	215	173	74	664
Number of under 18	0	22	113	76	52	22	241
Average party size including under 18	1.4	1.3	2.2	2.1	2.1	1.3	2.2
1 adult group	3	2	3	3	2	0	0
2 adults group	2	3	53	7	0	0	0
3 adults group	0	1	4	0	0	0	0
4 adults group	0	0	0	0	0	0	0
5 or more adults in group	0	0	0	1	0	0	1
Number of groups with under 18s	0	11	63	37	27	11	127
Percentage of groups with under 18s	0%	10%	26%	20%	17%	10%	22%

Chart 1: Average Size of Visitor Groups





## Origin of Visitors

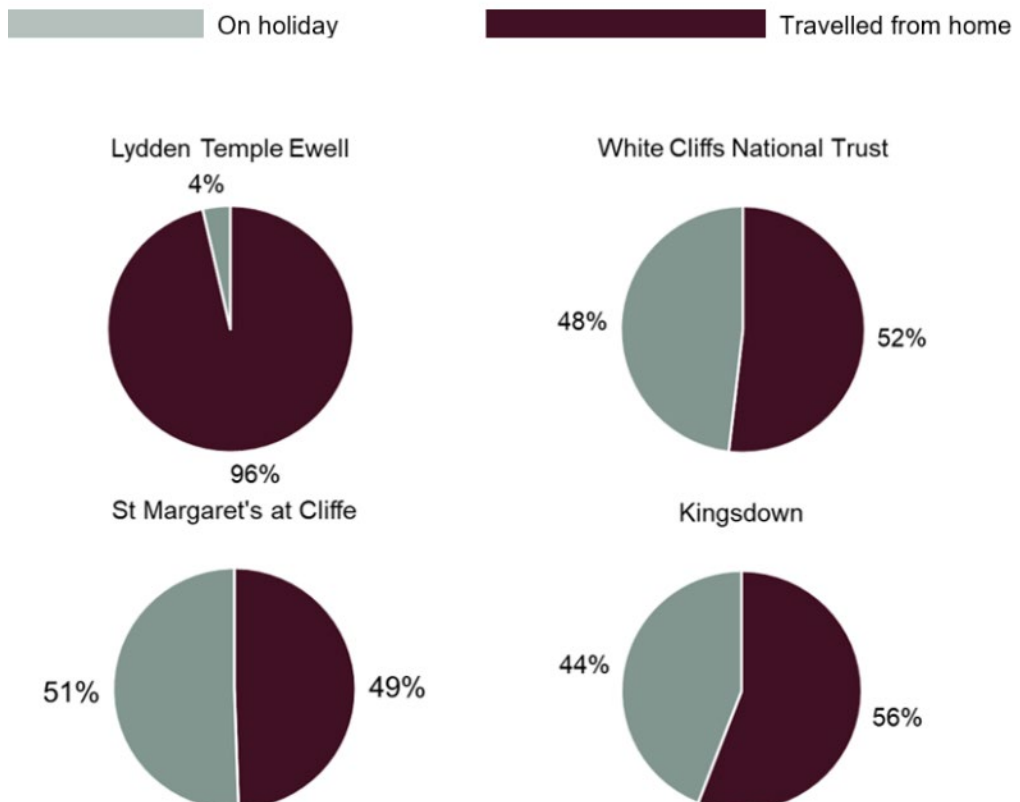
The home postcode of day visitors was collected. Those who were visiting on holiday were not asked to give a postcode.

- 96% of visitors to Lydden and Temple Ewell Downs SAC travelled from home for their visit;
- 52% of visitors to Dover to Kingsdown Cliffs SAC travelled from home for their visit.

Table 4: Visitors from Home or on Holiday

From home or on holiday	Lydden and Temple Ewell Downs SAC North	Lydden and Temple Ewell Downs SAC South	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC
Travelled from home	5	101	126	90	90	106	306
Percentage travelled from home	100%	96%	52%	49%	56%	96%	52%
On holiday	0	4	117	92	71	4	280
Percentage on holiday	0%	4%	48%	51%	44%	4%	48%

Chart 2: On Holiday or Travelled from Home



Full postcodes were geocoded to a home location:

- 100% of visitors from home at Lydden and Temple Ewell Downs SAC gave full home postcodes which could be geocoded to a location;
- 78% of visitors from home at Dover to Kingsdown Cliffs SAC gave full home postcodes which could be geocoded to a location;
- The home locations which could not be precisely geocoded were due to:
  - 27 gave partial postcodes or postcodes given were invalid;
  - 31 preferred to give a town or village location.

Table 5: Full Postcodes Provided

Geocoded	Lydden and Temple Ewell Downs SAC North	Lydden and Temple Ewell Downs SAC South	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC
Number of responses which could be geocoded (travelled from home only)	5	101	100	78	62	106	240
Percentage of responses which could be geocoded (travelled from home only)	100%	100%	79%	87%	69%	100%	78%

A straight-line distance from the three survey points at Dover to Kingsdown Cliffs SAC and from one point at Lydden and Temple Ewell Downs SAC to the respondent's home address was calculated. Only those visitors who gave full (and valid) postcodes were used for this calculation. The average distance travelled from home to the site was:

- Lydden and Temple Ewell Downs SAC – 2.91km;
- White Cliffs National Trust – 41.93km;
- St Margaret's at Cliffe – 27.33km;
- Kingsdown – 22.40km.

The distribution of distance travelled as cumulative distance by 1km bands is shown in Chart 3 and Table 6.

The percentage of day visitors from home who originated from less than 20km from the site was:

- Lydden and Temple Ewell Downs SAC – 98.1%;
- White Cliffs National Trust – 42%;
- St Margaret's at Cliffe – 61.5%;
- Kingsdown – 74.2%.

Chart 3: Cumulative Distance Travelled from Home to Site

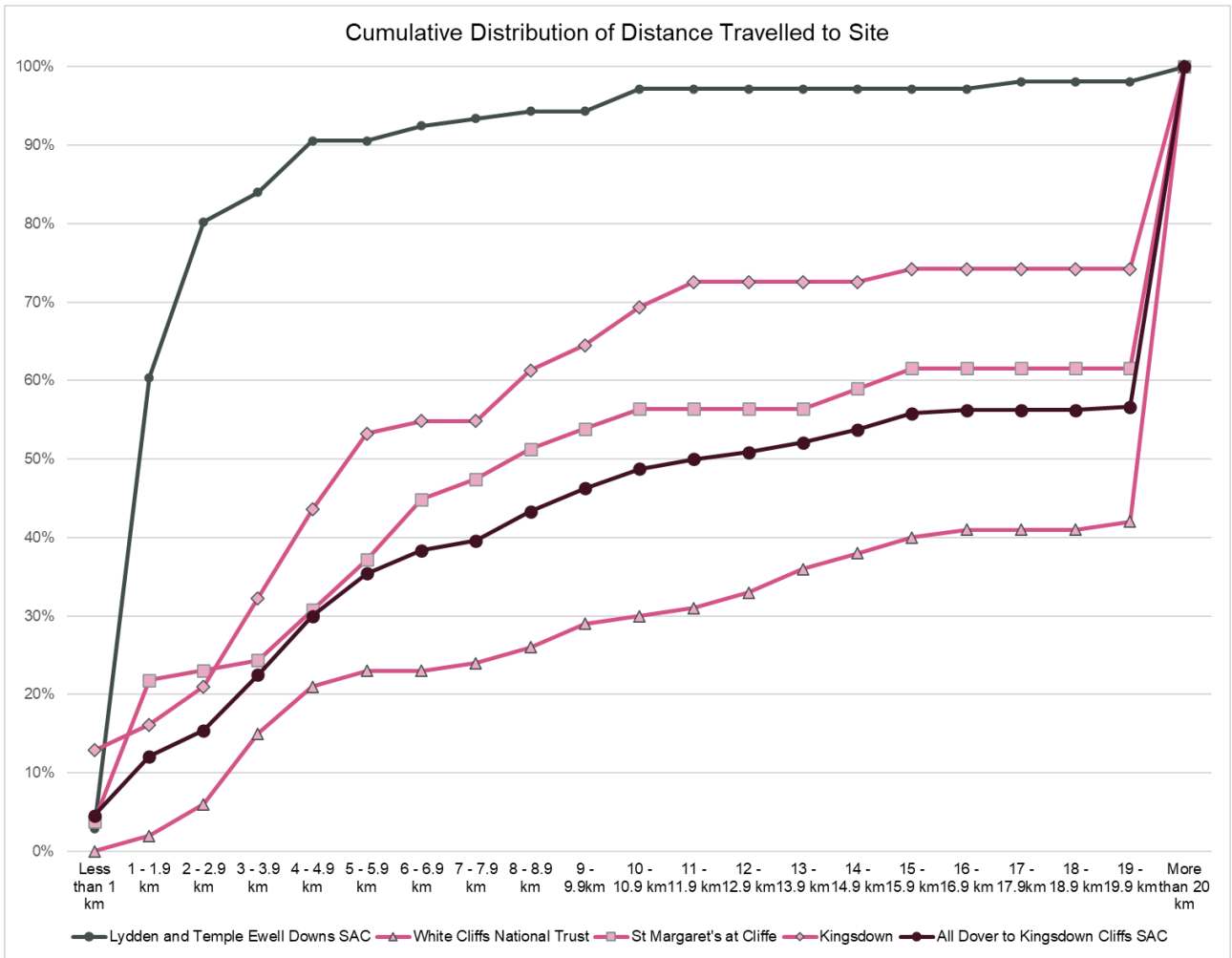


Table 6: Distance Travelled to Site - Visitors from Home

	Lydden and Temple Ewell Downs SAC		White Cliffs National Trust		St Margaret's at Cliffe		Kingsdown		Total Dover to Kingsdown Cliffs SAC	
	No.	Cum. %	No.	Cum. %	No.	Cum. %	No.	Cum. %	No.	Cum. %
Less than 1 km	3	2.8%	0	0.0%	3	3.8%	8	12.9%	11	4.6%
1 - 1.9 km	61	60.4%	2	2.0%	14	21.8%	2	16.1%	18	12.1%
2 - 2.9 km	21	80.2%	4	6.0%	1	23.1%	3	21.0%	8	15.4%
3 - 3.9 km	4	84.0%	9	15.0%	1	24.4%	7	32.3%	17	22.5%
4 - 4.9 km	7	90.6%	6	21.0%	5	30.8%	7	43.5%	18	30.0%
5 - 5.9 km	0	90.6%	2	23.0%	5	37.2%	6	53.2%	13	35.4%
6 - 6.9 km	2	92.5%	0	23.0%	6	44.9%	1	54.8%	7	38.3%
7 - 7.9 km	1	93.4%	1	24.0%	2	47.4%	0	54.8%	3	39.6%
8 - 8.9 km	1	94.3%	2	26.0%	3	51.3%	4	61.3%	9	43.3%
9 - 9.9km	0	94.3%	3	29.0%	2	53.8%	2	64.5%	7	46.3%
10 - 10.9 km	3	97.2%	1	30.0%	2	56.4%	3	69.4%	6	48.8%
11 - 11.9 km	0	97.2%	1	31.0%	0	56.4%	2	72.6%	3	50.0%
12 - 12.9 km	0	97.2%	2	33.0%	0	56.4%	0	72.6%	2	50.8%
13 - 13.9 km	0	97.2%	3	36.0%	0	56.4%	0	72.6%	3	52.1%
14 - 14.9 km	0	97.2%	2	38.0%	2	59.0%	0	72.6%	4	53.8%
15 - 15.9 km	0	97.2%	2	40.0%	2	61.5%	1	74.2%	5	55.8%
16 - 16.9 km	0	97.2%	1	41.0%	0	61.5%	0	74.2%	1	56.3%
17 - 17.9km	1	98.1%	0	41.0%	0	61.5%	0	74.2%	0	56.3%
18 - 18.9 km	0	98.1%	0	41.0%	0	61.5%	0	74.2%	0	56.3%
19 - 19.9 km	0	98.1%	1	42.0%	0	61.5%	0	74.2%	1	56.7%
More than 20 km	2	100.0%	58	100.0%	30	100.0%	16	100.0%	104	100.0%

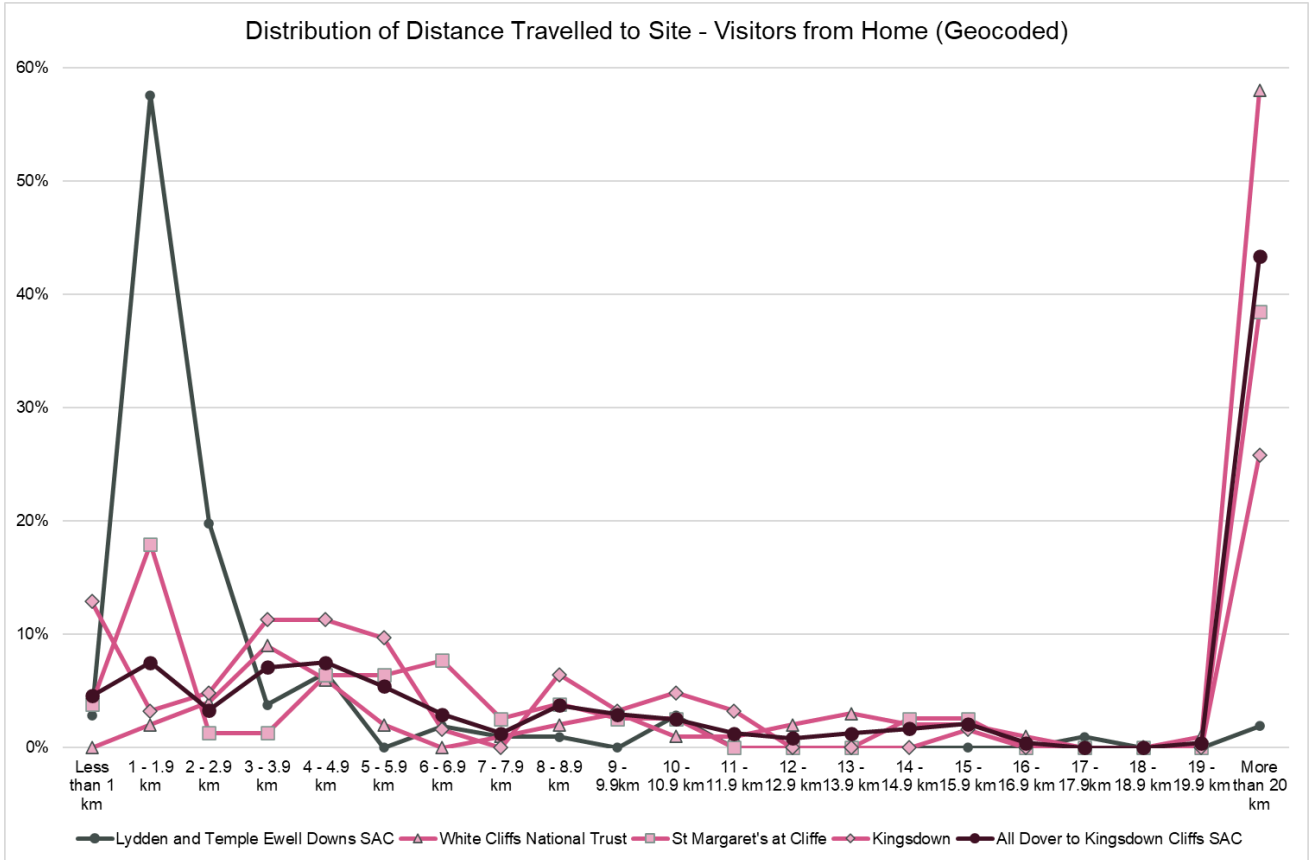
A summary of distances travelled from home to the sites is shown in Table 7 and Chart 4.

Table 7: Average, Minimum and Maximum Distances Travelled from Home

Distance from site in km	Lydden and Temple Ewell Downs SAC	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	All Dover to Kingsdown Cliffs SAC
Average distance travelled to site	2.91	41.93	27.33	22.40	32.14
Maximum distance travelled to site	27.25	163.46	171.28	150.42	171.28
Minimum distance travelled to site	0.39	1.24	0.94	0.09	0.09
Standard Deviation	4.11	39.66	37.40	38.82	35.6



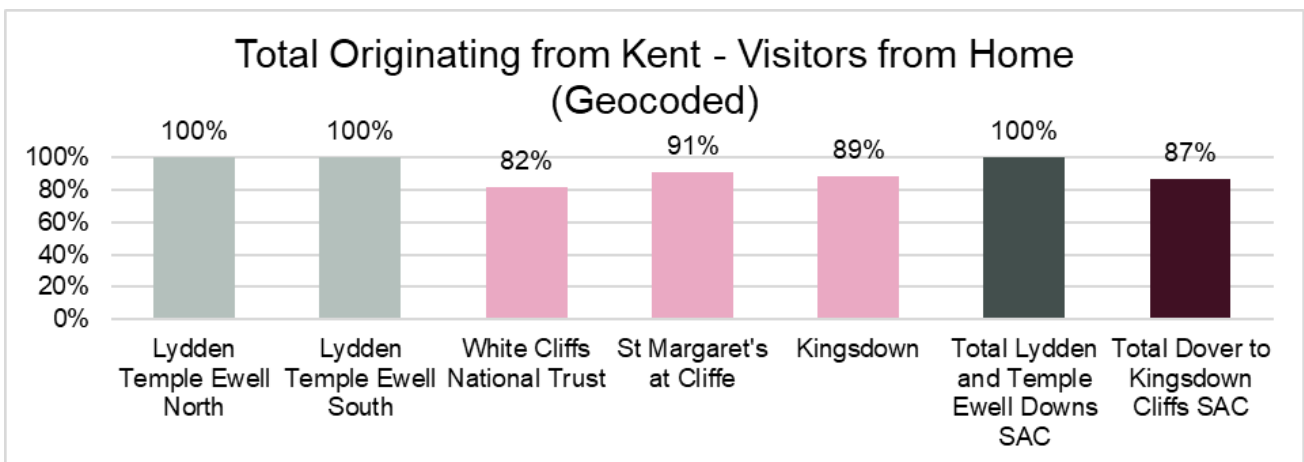
Chart 4: Distribution of Distance Travelled to Site



For both sites, the majority of visitors from home originated from Kent (see Chart 5):

- Lydden and Temple Ewell Downs SAC – 100% of visitors originated from Kent;
- Dover to Kingsdown Cliffs SAC all sites – 87% of visitors originated from Kent.

Chart 5: Total Originating from Kent – Geocoded Visitors from Home

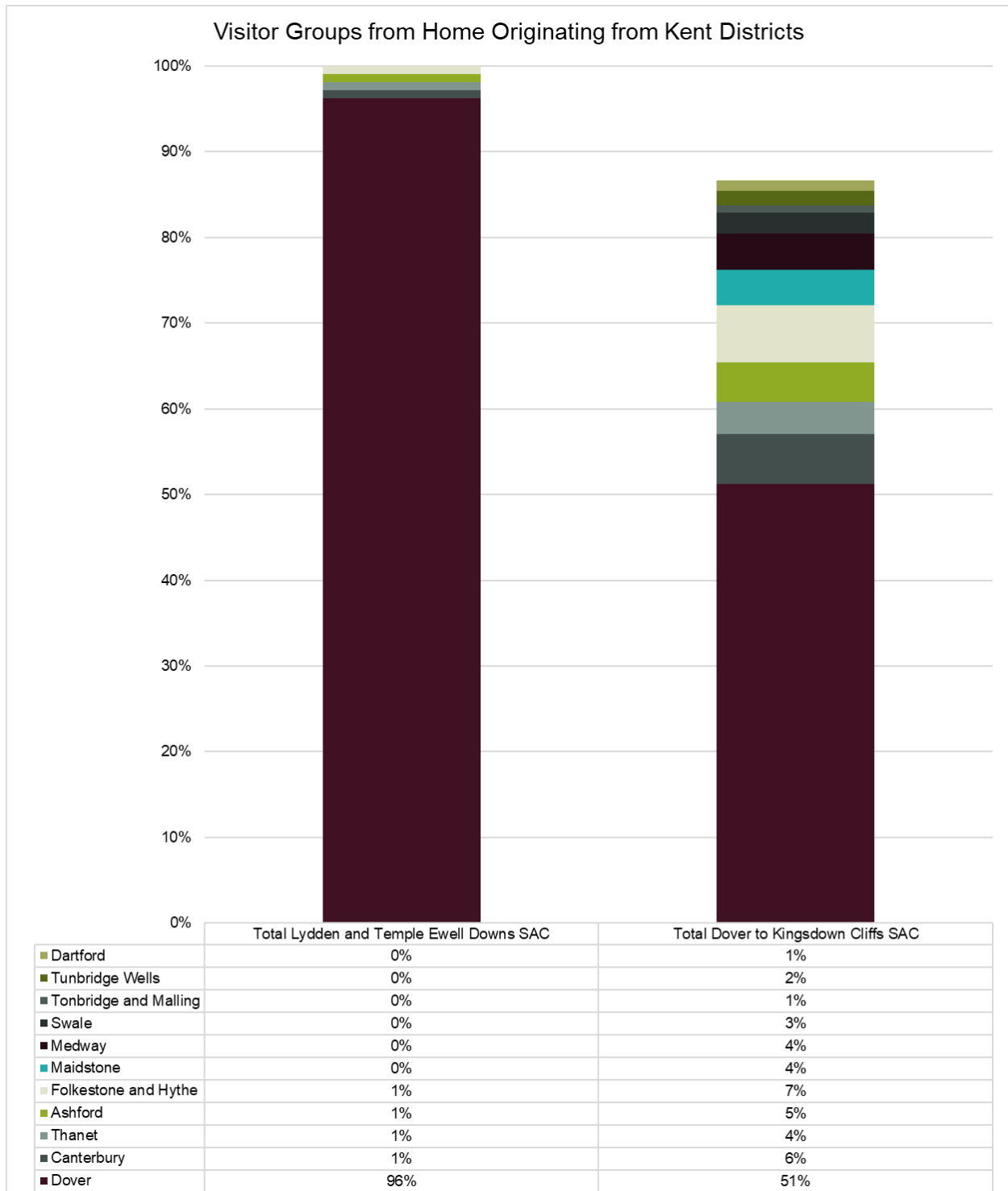


The district from which most visitors originated was Dover, for both sites (Chart 6):

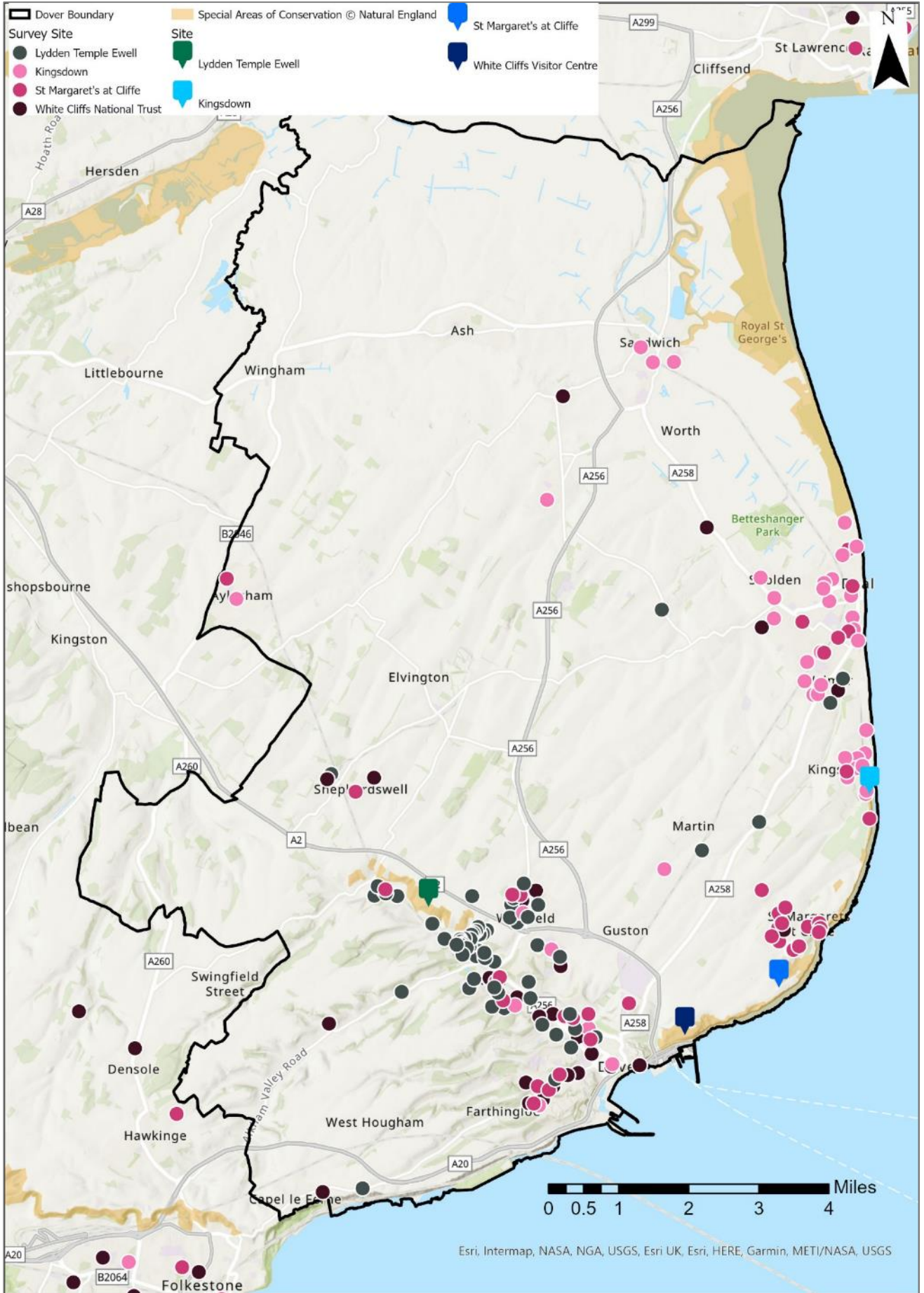
- Lydden and Temple Ewell Downs SAC – 96% of visitors from home (geocoded) were from Dover district;
- Dover to Kingsdown Cliffs SAC all sites – 51% of visitors from home (geocoded) were from Dover district.

The origin of visitors from home is shown in Plans 3 to 6.

Chart 6: Visitor Groups from Home Originating from Kent Districts

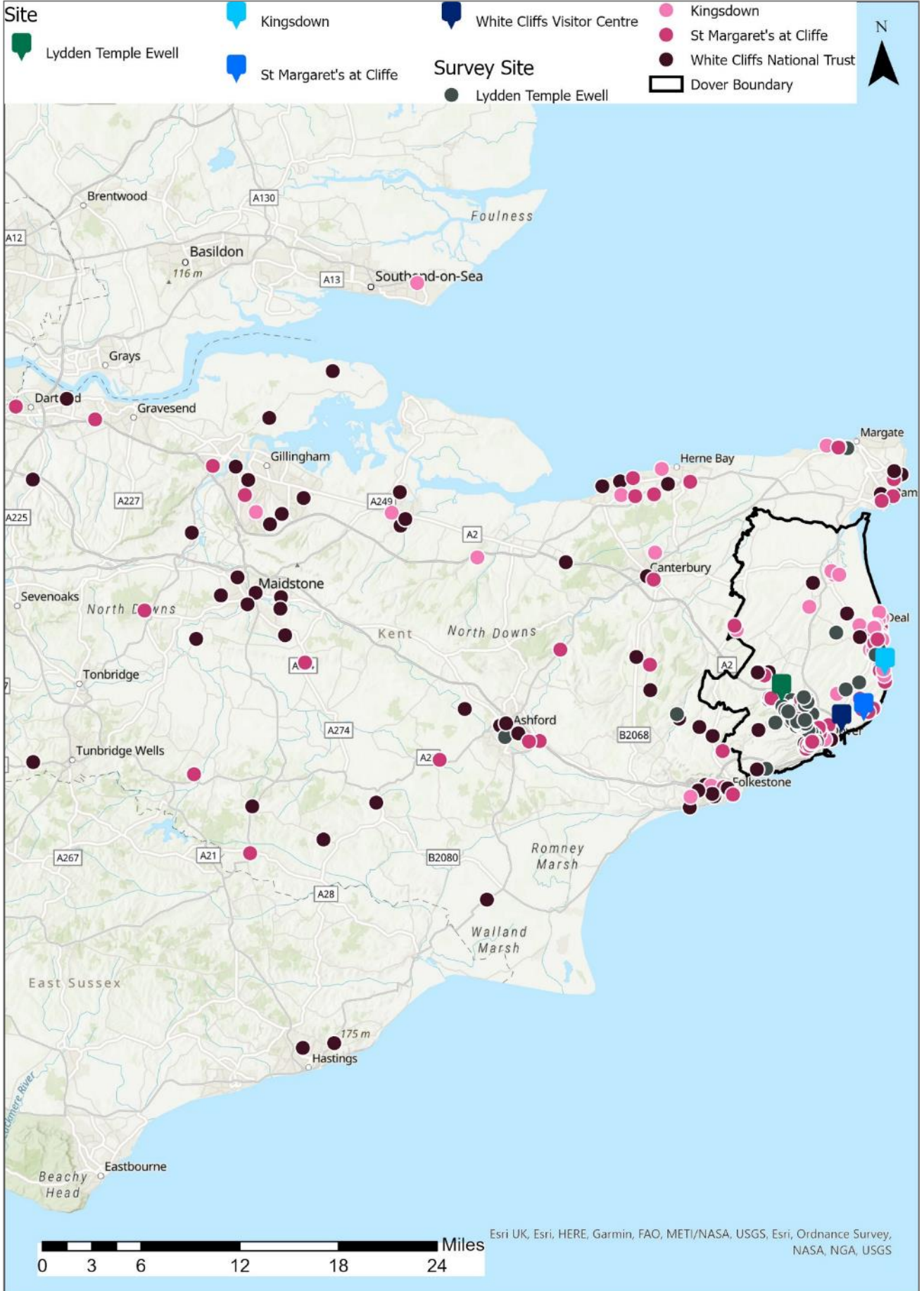


Plan 3: Visitors from Home - Dover District Area



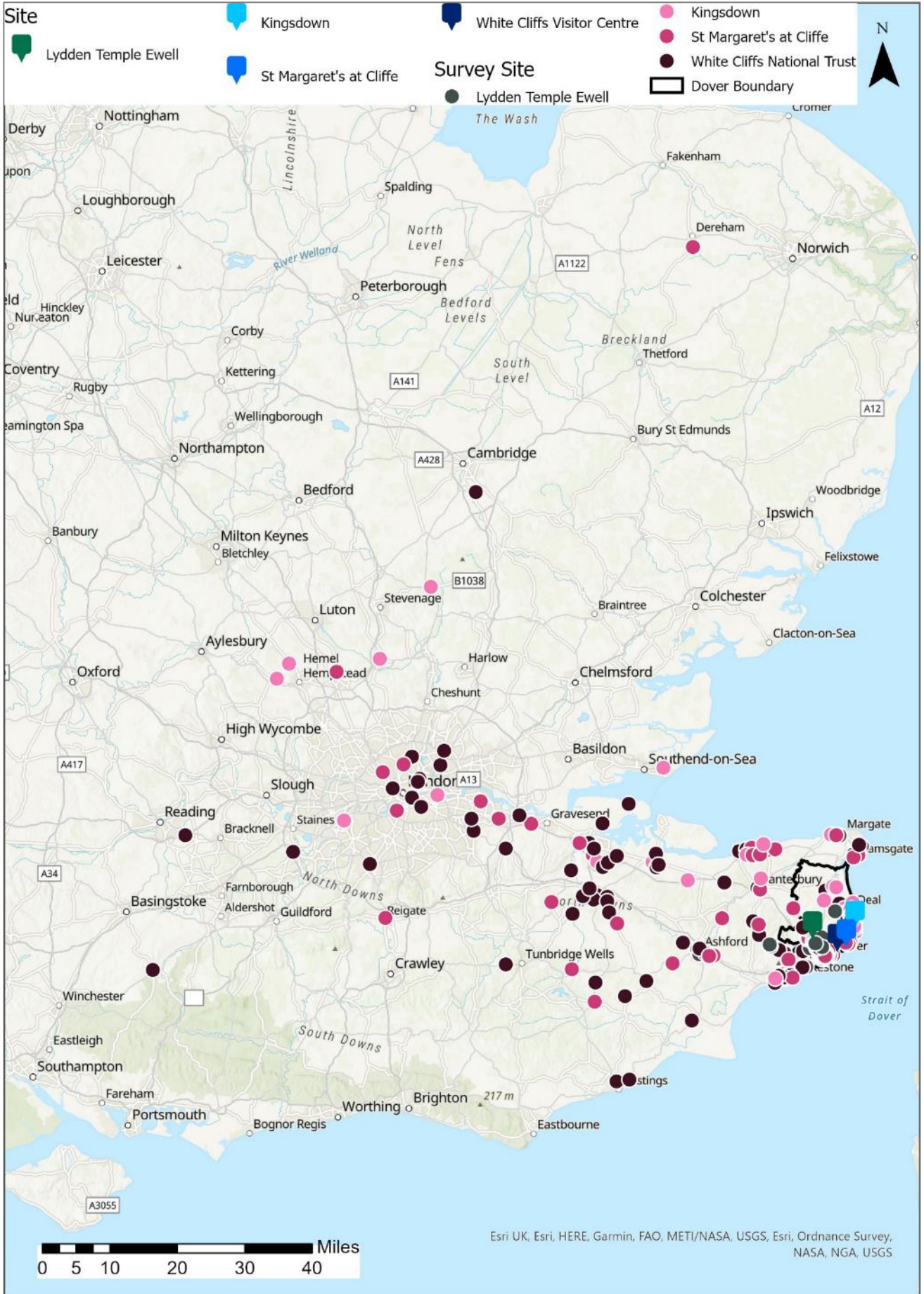


Plan 4: All Sites – Kent Visitors from Home

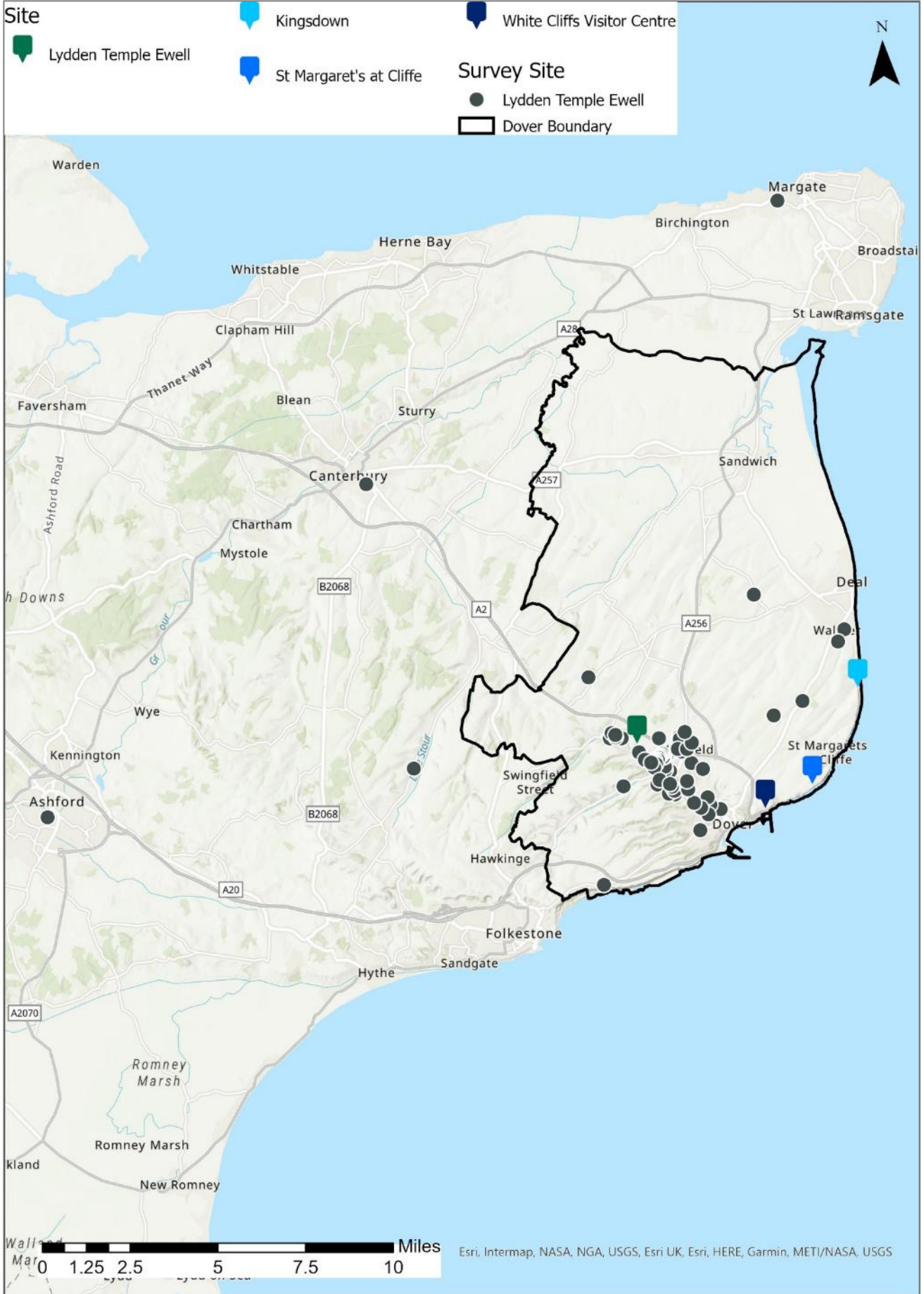




Plan 5: All Sites, Full Extent of Visitors from Home



Plan 6: Full Extent of Lydden and Temple Ewell Downs SAC Visitors from Home





## Possible Zone of Influence Calculations

A zone of influence is the area within which it is considered that an impact on the interest of a designated Special Protection Area or Special Area of Conservation<sup>9</sup> (European sites) It defines the geographic area within which potential impacts need to be avoided or mitigated for.

European site strategic mitigation schemes for recreational pressure tend to use visitor surveys to define a zone of influence. Visitor surveys reveal where people who visit the site live. Generally, a core visitor area can be identified, albeit with some outliers of visitors from further afield.

There is no standardised method to identify the zone of influence for a particular site. The zone of influence should take into account the visitor patterns, physical features of the site, current housing and other relevant local features. The exercise is one of pragmatism; identifying a boundary which seems logical and representative of visitor patterns. However, a common approach to determine a zone of influence is to base the zone on the area from which 75% of visitors originate.

Two common methods to calculate a possible zone of influence are:

- The area from which 75% of all visitors originate;
- The area from which 90% of regular visitors originate.

The data have been analysed in line with these methods, see Table 8. Whilst the Zone of Influence using both methods is similar for Lydden and Temple Ewell Downs SAC, there is a large difference between using 75% of all visitors and 90% of regular visitors for the Dover to Kingsdown Cliffs SAC sites. However, there is a low sample size for the calculation using regular visitors. For the White Cliffs National Trust Visitor Centre site only 9% of geocoded visitor group samples were used in the calculation of the origin of 90% of regular visitors. This sample size is not large enough from which to draw robust conclusions. It is also not representative of the type of visitor to the Dover to Kingsdown Cliffs SAC sites, which have a low percentage of people who visit once a week or more often (see later, Table 10).

*Table 8: Zone of Influence Calculations*

Zone of Influence - Km	Lydden and Temple Ewell Downs SAC	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown
<b>75% of all visitors</b>	<b>2.53 km</b>	<b>61.08 km</b>	<b>31.77 km</b>	<b>20.11 km</b>
Records	106	100	78	62
<b>90% of regular visitors</b>	<b>2.87 km</b>	<b>15.98 km</b>	<b>6.49 km</b>	<b>5.02 km</b>
Records	81	9	23	17
Percentage of data samples used in calculation	76%	9%	29%	27%

Lydden and Temple Ewell Downs SAC

The possible Zones of Influence for Lydden and Temple Ewell Downs SAC is shown on Plan 7, with Plan 8 including the Regulation 18 Local Plan allocations.

The 2010 survey reported that 50% of visitors travelled less than 2 km to the site “as the crow flies” and three quarters travelled less than 4 km. The survey report did not state that a Zone of Influence was calculated and it did not distinguish between regular and all visitors. It is not possible to carry out any further analysis of the 2010 survey data as this is not available in the report in a format to confidently analyse the data.<sup>10</sup> The 2010 report also does not state from which point the distance was calculated. A chart from the 2010 table is shown below.

Given the above points and the inability to interrogate the 2010 data more fully it would appear, however, that the catchment area derived from both surveys is similar.

Chart 7: Straight-line Distances Travelled by Visitors 2010 Lydden and Temple Ewell Downs SAC Visitor Survey

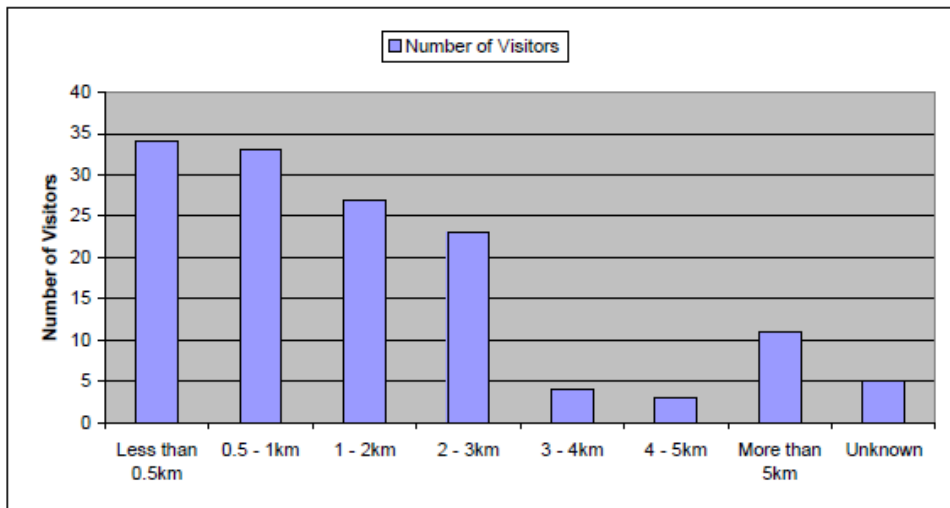
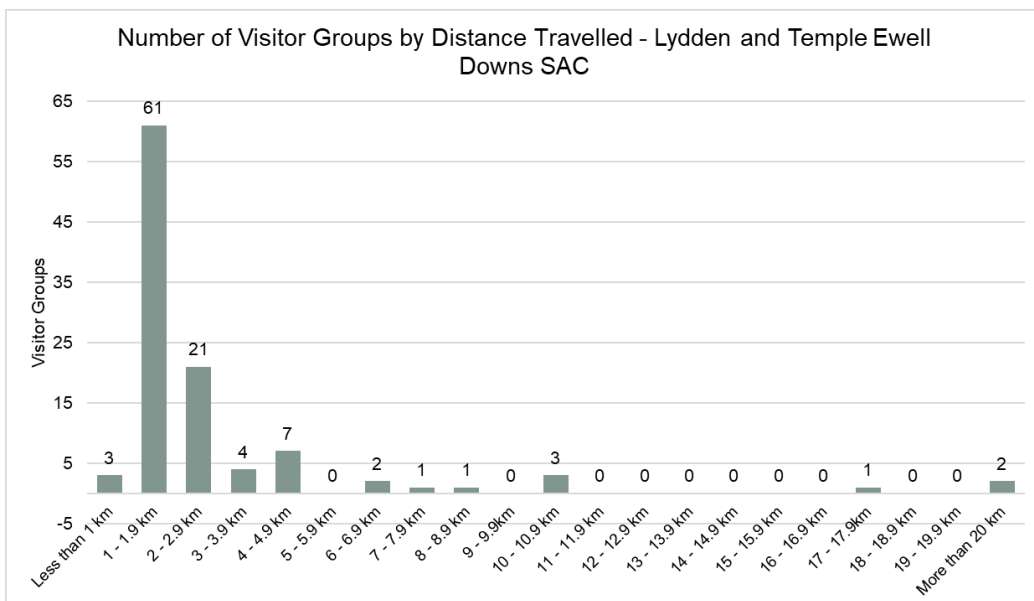


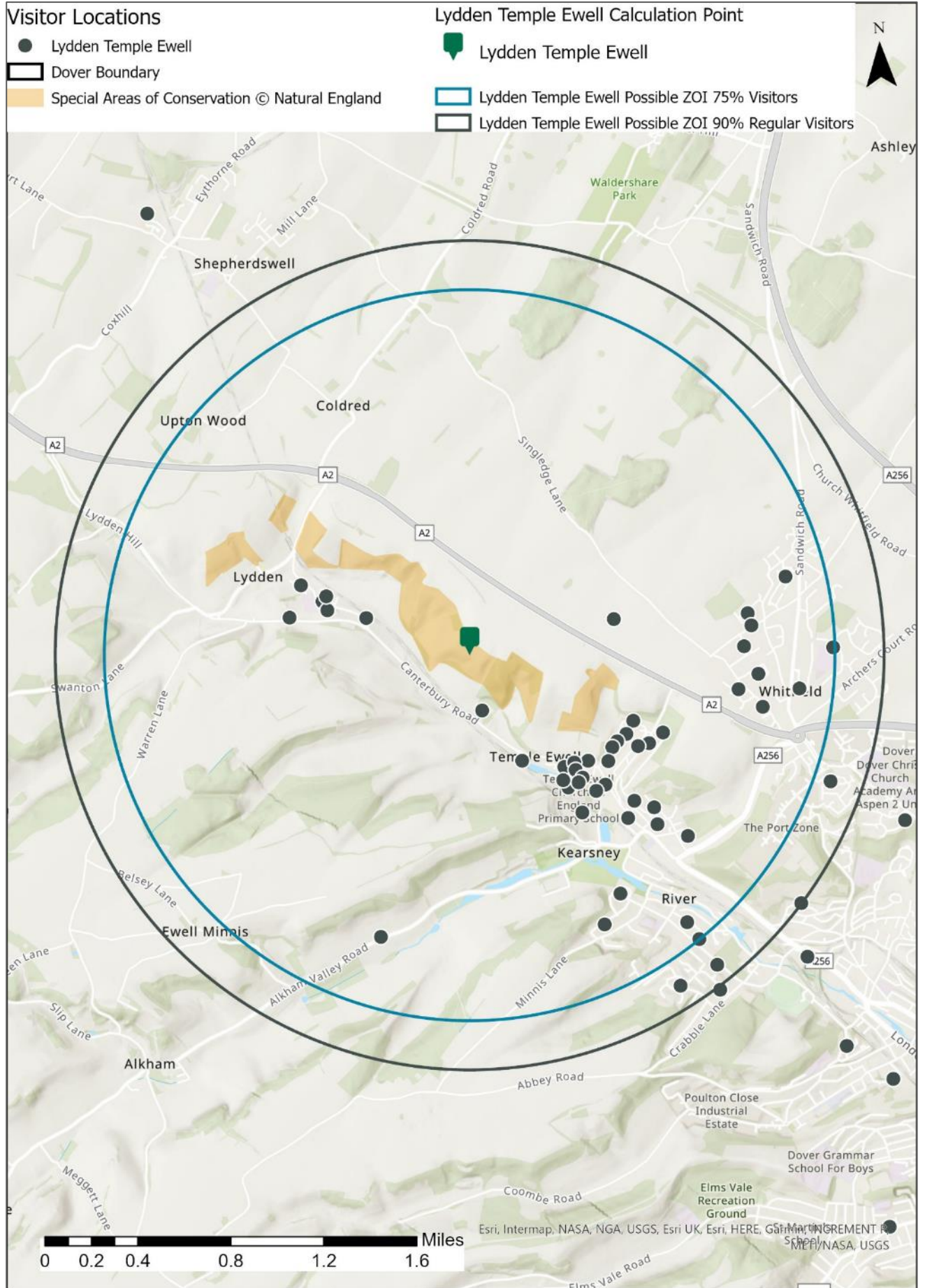
Fig.6. Straight-line distances travelled by visitors to NNR /SAC

Chart 8: Number of Visitor Groups by Distance Travelled Lydden and Temple Ewell Downs SAC 2021



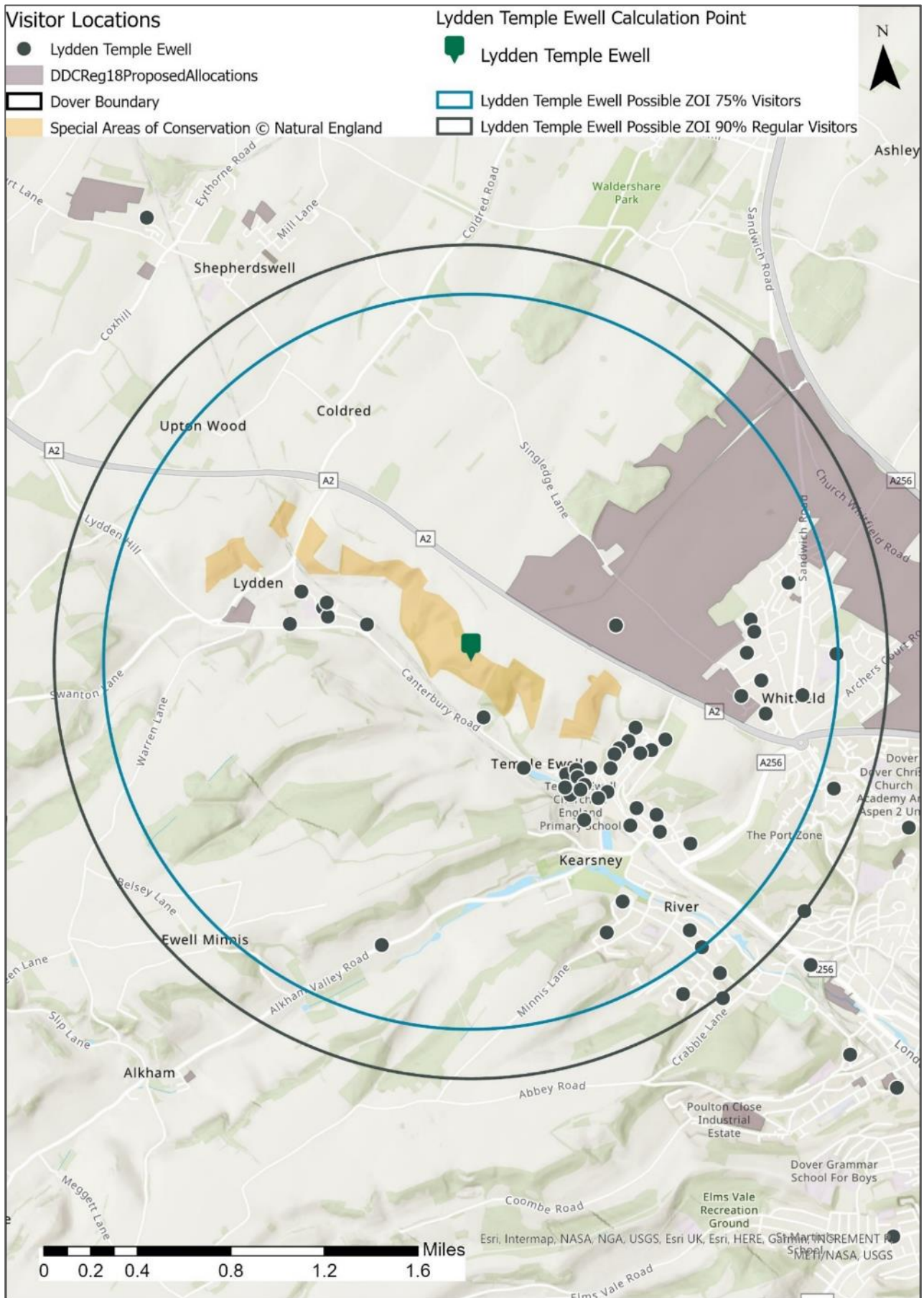


Plan 7: Possible Zone of Influence Lydden and Temple Ewell Downs SAC



Esri, Intermap, NASA, NGA, USGS, Esri UK, Esri, HERE, Garmin, UNICOM, LPS, USA, USGS

Plan 8: Possible Zone of Influence Lydden and Temple Ewell Downs SAC plus Regulation 18 Potential Allocations



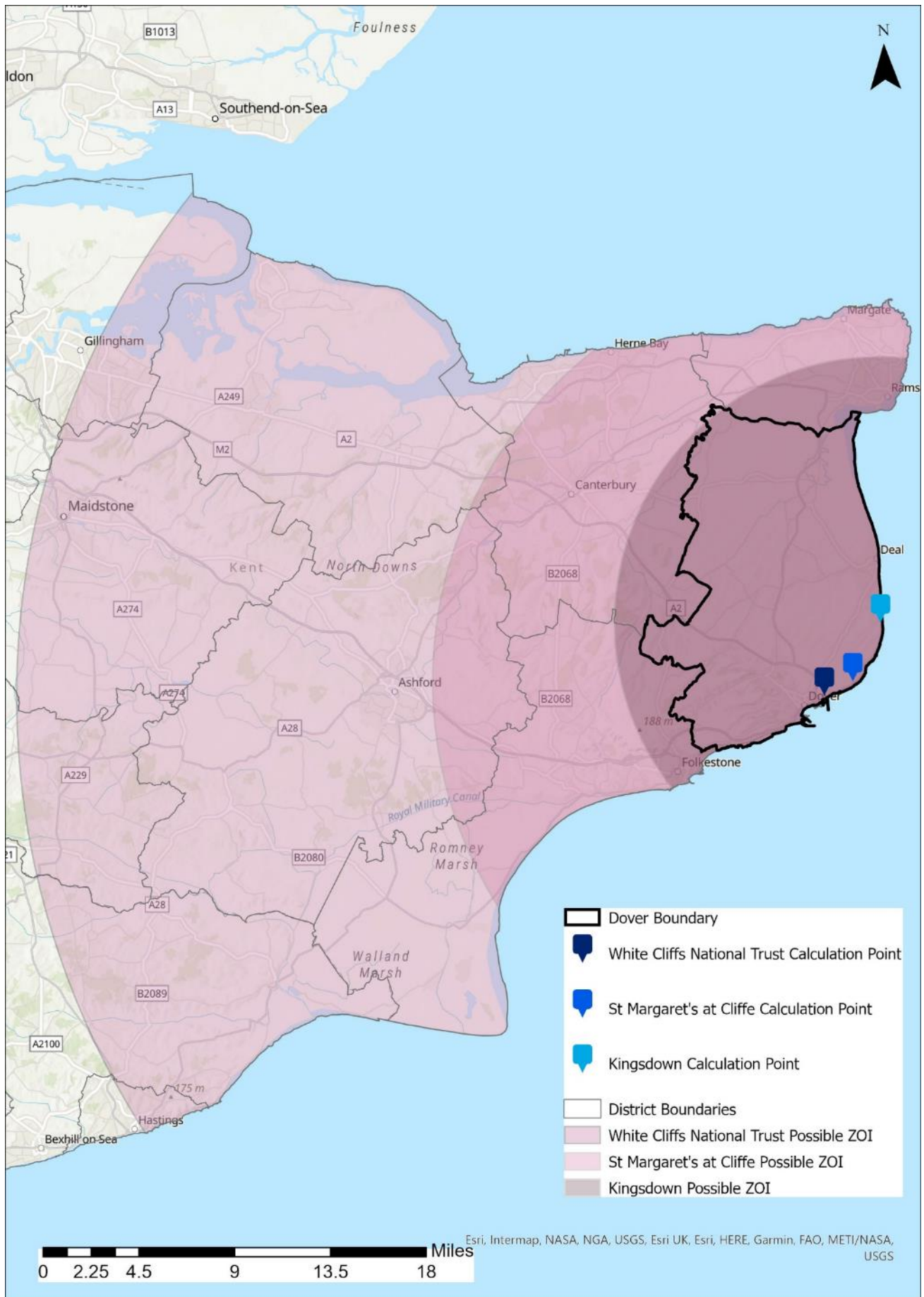
### Dover to Kingsdown Cliffs SAC

The possible Zone of Influence for Dover to Kingsdown Cliffs SAC is shown in Plan 9. The possible Zones of Influence for both Kingsdown and St Margaret's at Cliffe both extend beyond the Dover district boundary. The possible Zone of Influence for White Cliffs National Trust extends across all of east Kent to mid/west Kent and into East Sussex.

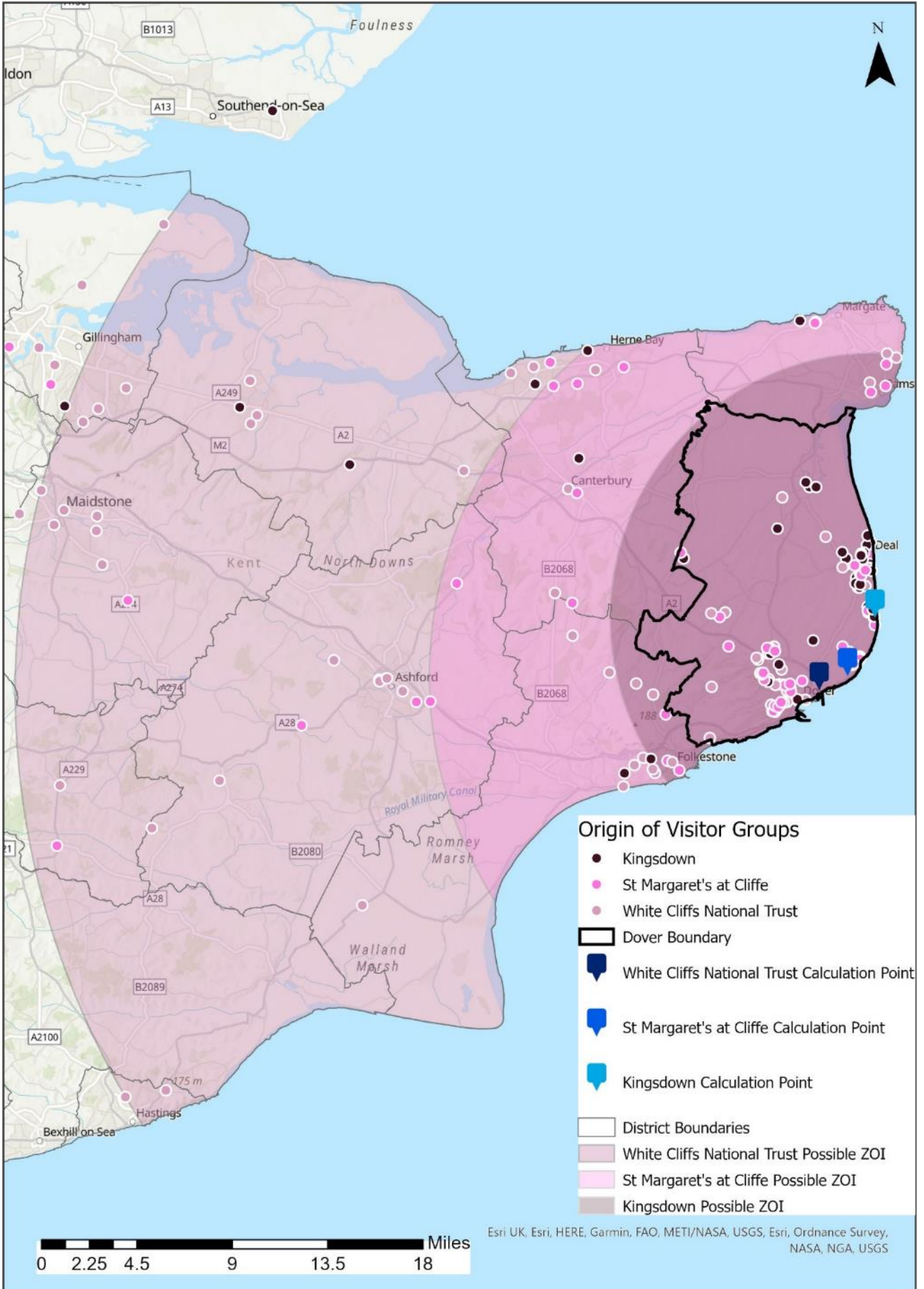
The possible Zone of Influence derived for the Dover to Kingsdown Cliffs SAC shows that this site serves visitors from beyond Dover district. The smaller zones for St Margaret's at Cliffe and Kingsdown demonstrate that these sites have a draw across east Kent. The large possible zone for White Cliffs National Trust reflects the draw of visitors to the site across South East England and beyond.



Plan 9: Possible Zone of Influence Dover to Kingsdown Cliffs SAC



Plan 10: Possible Zone of Influence with Visitor Origin Locations





## Holiday Makers

Visitors on holiday were not asked for their home postcode but were asked which town or village they were staying in on holiday. Only four visitors to Lydden and Temple Ewell Downs SAC were on holiday. These were staying in Canterbury, Capel Le Ferne, Ashford and one preferred not to say. The holiday locations of holiday-makers visiting Dover to Kingsdown Cliffs SAC are shown in Table 9.

Table 9: Accommodation Locations - Holiday Makers Visiting Dover to Kingsdown Cliffs SAC

White Cliffs National Trust	No.	White Cliffs National Trust (cont'd)	No.	St Margaret's at Cliffe	No.	Kingsdown	No.
Dover	22	Botany Bay	1	Dover	20	Kingsdown	25
Canterbury	8	Cranbrook	1	St Margaret's at Cliffe	17	Deal	11
Folkestone	7	Grays	1	Deal	13	Walmer	9
St Margaret's at Cliffe	7	Hastings	1	Canterbury	5	St Margaret's at Cliffe	6
Densole	5	Hastings	1	Unknown	5	Unknown	4
Ashford	4	Isle Of Sheppey	1	Folkestone	4	Canterbury	3
Hythe	4	Manston	1	Martin Mill	3	Folkestone	2
Sandwich	4	Martin Mill	1	Walmer	3	Sandwich	2
Broadstairs	3	New Romney	1	Ashford	2	Chatham	1
Chatham	3	Rhodes Minnis	1	Broadstairs	2	Dover	1
Deal	3	Rye	1	Lade	2	Eastry	1
Lyminge	3	Seasalter	1	Lyminge	2	London	1
Maidstone	3	Stelling Minnis	1	Sandwich	2	Lydd	1
Walmer	3	Tunbridge Wells	1	Whitstable	2	Ramsgate	1
Dymchurch	2	Unknown	1	Barham	1	Tunbridge Wells	1
Kingsdown	2	West Hythe	1	Birchington	1	Whitstable	1
London	2	West Malling	1	Faversham	1	Wye	1
Margate	2	Westerham	1	Gravesend	1		
Ramsgate	2	Woking	1	Hythe	1		
Whitstable	2	Wye	1	Kingsdown	1		
Alkham	1	Yalding	1	Sandhurst	1		
Ash	1	Herne Hill	1	Tenterden	1		
Bearsted	1			West Hythe	1		
Birchington	1			Woodchurch	1		

## Frequency of Visits

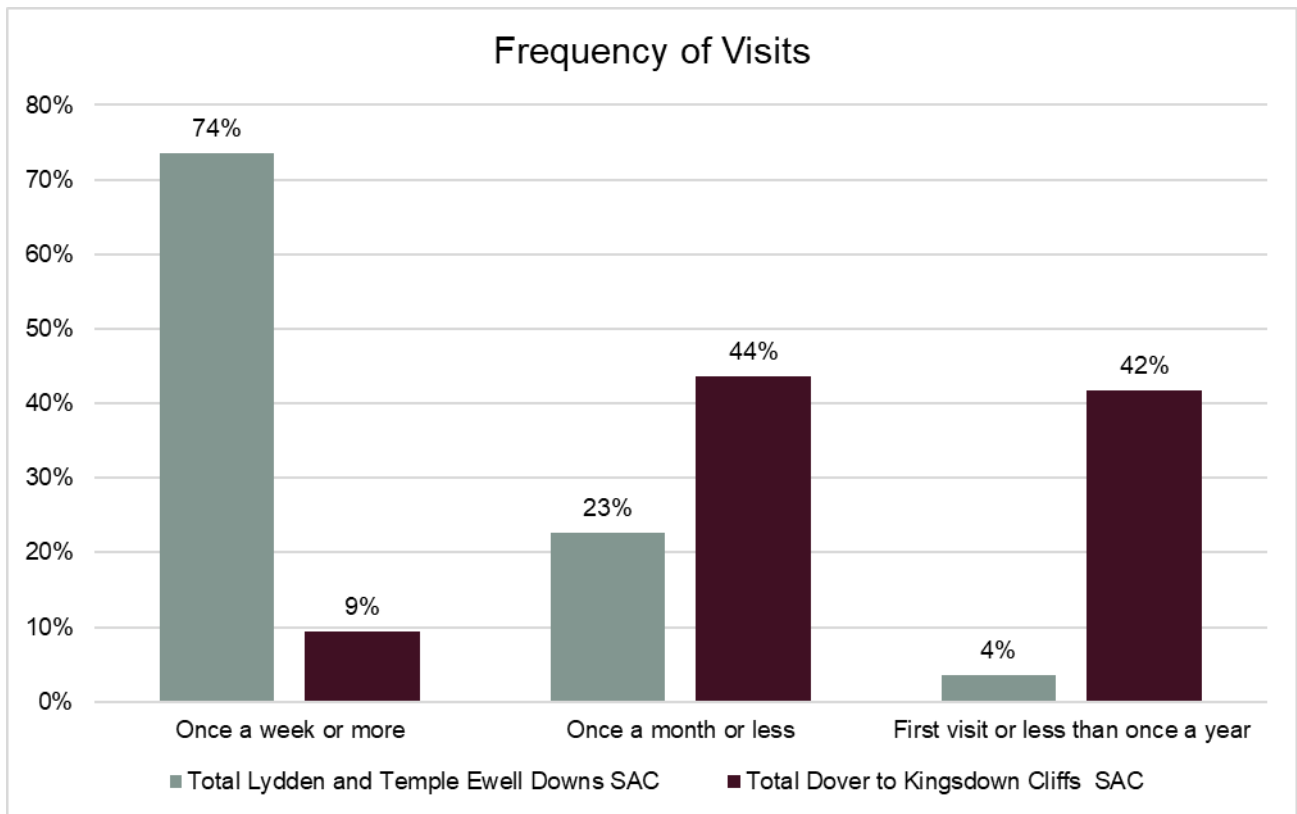
Visitors were asked how often they had visited that site in the past 12 months. Respondents could only give one answer to this question.

- 74% of visitors to Lydden and Temple Ewell Downs SAC visited once a week or more frequently;
- 9% of visitors to Dover to Kingsdown Cliffs SAC visited once a week or more frequently;
- The site with the lowest percentage of regular visitors was White Cliffs National Trust at 5%;
- 42% of visitors to Dover to Kingsdown Cliffs SAC were first time visitors or had not visited within 12 months;
- The site with the highest percentage of first time visitors was White Cliffs National Trust at 55%.

Table 10: Frequency of Visits

Frequency of Visits	Lydden and Temple Ewell Downs SAC North	Lydden and Temple Ewell Downs SAC South	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC
More than once a day (over 365 visits per year)	1	9	1	5	0	10	6
Daily (300 - 365 visits)	0	31	1	2	2	31	5
Most days (180 - 300 visits)	2	19	4	3	5	21	12
1 to 3 times a week (40 – 180 visits)	2	17	6	14	12	19	32
Once a week or more	5	76	12	24	19	81	55
Percentage once a week or more	100%	72%	5%	13%	12%	74%	9%
2 to 3 times a month (15 – 40 visits)	0	9	8	10	10	9	28
Once a month (6 – 15 visits)	0	7	15	8	13	7	36
Less than once a month (2 – 5 visits)	0	9	103	24	65	9	192
Percentage once a month or less	0%	24%	52%	23%	55%	23%	44%
First visit	0	2	83	90	26	2	199
Once a year or less (but not first visit)	0	2	18	10	18	2	46
First visit or less than once a year	0%	4%	42%	55%	27%	4%	42%
Don't know / other	0	0	4	16	10	0	30

Chart 9: Frequency of Visits



## Travel to the Sites

Visitors were asked how they had travelled to the site that day. Respondents could give more than one answer to this question to reflect a combination of travel modes (e.g. train then taxi to site).

- 74% of visitors to Lydden and Temple Ewell Downs SAC arrived on foot;
- 32% of visitors to Dover to Kingsdown Cliffs SAC arrived on foot;
- 90% of visitors to the White Cliffs National Trust arrived by car.

Table 11: Mode of Travel to Site

Travel to the Site	Lydden and Temple Ewell Downs SAC North	Lydden and Temple Ewell Downs SAC South	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC
On foot	5	76	23	63	99	81	185
Percentage on foot	100%	72%	9%	35%	61%	74%	32%
Bicycle	0	0	1	6	5	0	12
Percentage bicycle	0%	0%	0%	3%	3%	0%	2%
By car/van	0	30	218	114	58	30	390
Percentage by car/van	0%	29%	90%	63%	36%	27%	67%
Train	0	1	10	9	13	1	32
Percentage by train	0%	1%	4%	5%	8%	1%	5%
Bus	0	0	1	2	2	0	5
Percentage by bus	0%	0%	0%	1%	1%	0%	1%
Other	0	0	1	0	0	0	1
Percentage other	0%	0%	0%	0%	0%	0%	0%

## Duration of Visits

Visitors were asked how long they had spent on Respondents could give more than one answer to this question.

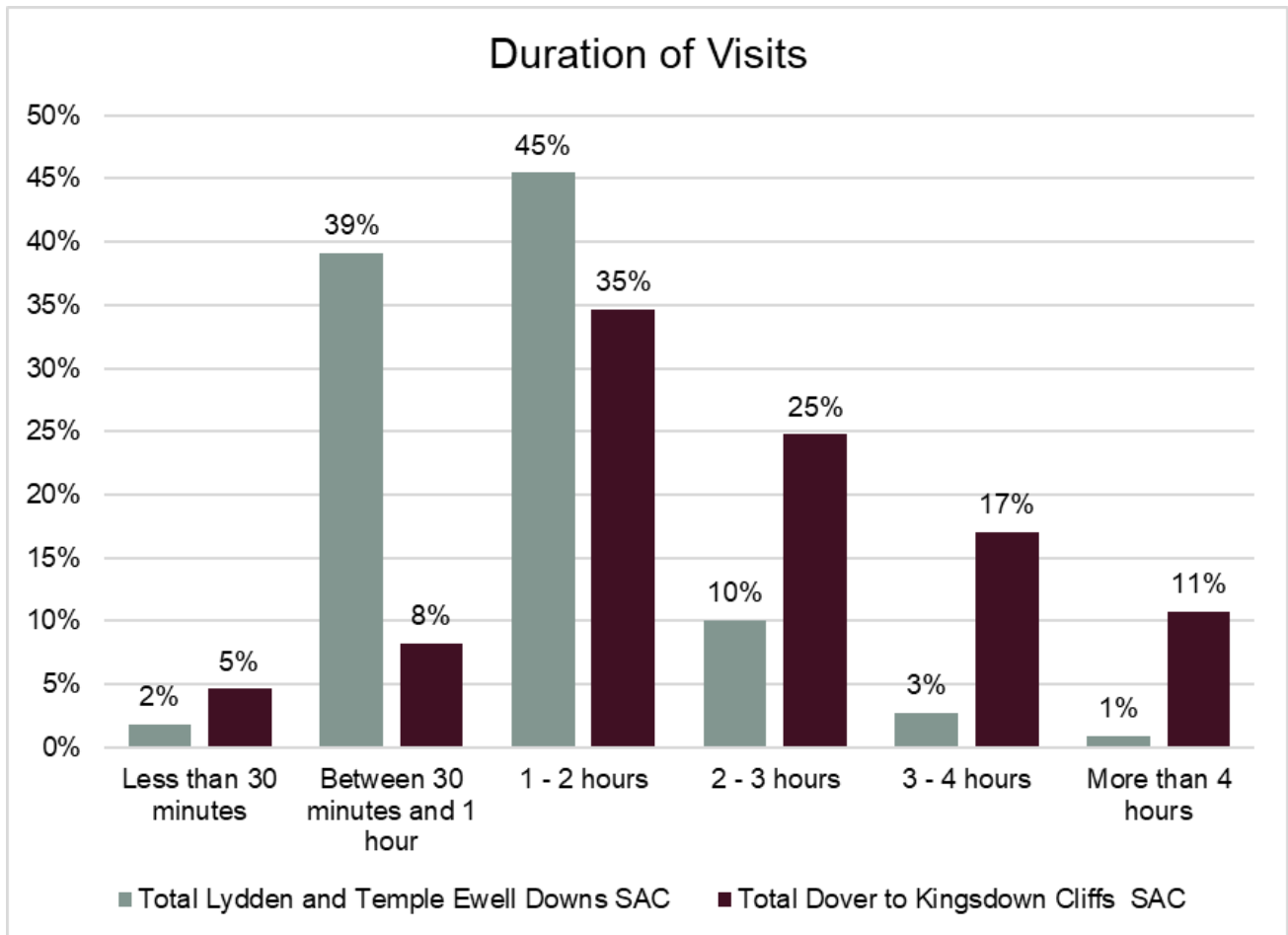
- 86% of visitors to Lydden and Temple Ewell Downs SAC stayed for 2 hours or less;
- 47% of visitors to Dover to Kingsdown Cliffs SAC stayed for 2 hours or less;
- 14% of visitors to Lydden and Temple Ewell Downs SAC stayed for more than 2 hours;
- 53% of visitors to Dover to Kingsdown Cliffs SAC stayed for more than 2 hours.

Table 12: Duration of Visit

Duration of Visit	Lydden and Temple Ewell Downs SAC North	Lydden and Temple Ewell Downs SAC South	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC
Less than 30 minutes	0	2	8	2	17	2	27
Percentage less than 30 minutes	0%	2%	3%	1%	11%	2%	5%
Between 30 minutes and 1 hour	0	43	29	6	13	43	48
Percentage between 30 minutes and 1 hour	0%	41%	12%	3%	8%	39%	8%
1 - 2 hours	3	47	91	63	49	50	203
Percentage 1 - 2 hours	60%	45%	37%	35%	30%	45%	35%
2 - 3 hours	1	10	79	51	15	11	145
Percentage 2 - 3 hours	20%	10%	33%	28%	9%	10%	25%
3 - 4 hours	1	2	18	35	47	3	100
Percentage 3 - 4 hours	20%	2%	7%	19%	29%	3%	17%
More than 4 hours	0	1	18	25	20	1	63
Percentage more than 4 hours	0%	1%	7%	14%	12%	1%	11%



Chart 10: Duration of Visits



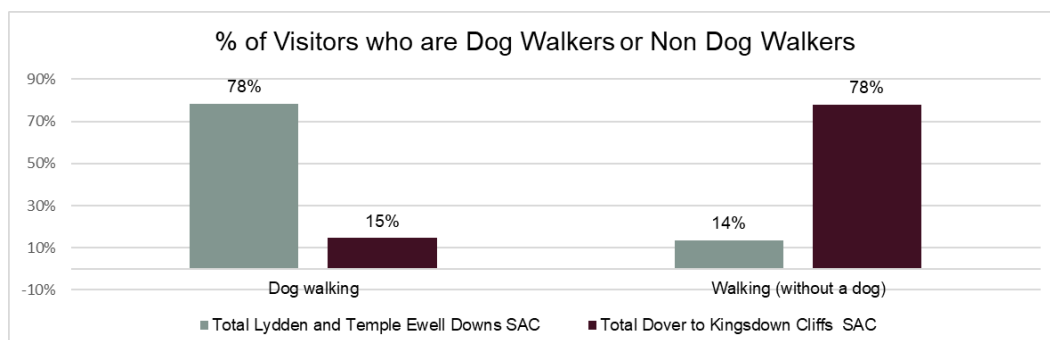
## Seasonality of Visits

- Most visitors to Lydden and Temple Ewell Downs SAC visited equally all year (80%);
- 30% of visitors to Dover to Kingsdown Cliffs SAC visited equally all year;
- 48% of visitors to Dover to Kingsdown Cliffs SAC visited infrequently or were first time visitors and could not give an opinion on preferred seasons of their visits.

Table 13: Seasonality of Visits

Seasonality of Visit	Lydden and Temple Ewell Downs SAC North	Lydden and Temple Ewell Downs SAC South	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC
Spring (March - May)	0	2	5	3	16	2	24
Percentage Spring (March - May)	0%	2%	2%	2%	10%	2%	4%
Summer (June - August)	0	13	37	32	60	13	129
Percentage Summer (June - August)	0%	12%	15%	18%	37%	12%	22%
Autumn (September - November)	0	3	2	8	8	3	18
Percentage Autumn (September - November)	0%	3%	1%	4%	5%	3%	3%
Winter (December - February)	0	1	1	0	2	1	3
Percentage Winter (December - February)	0%	1%	0%	0%	1%	1%	1%
Equally all year	5	83	60	60	54	88	174
Percentage equally all year	100%	79%	25%	33%	34%	80%	30%
Percentage first visit or infrequent visitor (less than once a year)	0	8	144	90	50	8	284
First visit or infrequent visitor (less than once a year)	0%	8%	59%	49%	31%	7%	48%

Chart 11: Percentage of Visitors who are Dog Walkers or Non Dog Walkers



## Awareness of Information on Wildlife Value

- 65% of visitors to Lydden and Temple Ewell Downs SAC had seen information on site boards;
- 44% of visitors to Dover to Kingsdown Cliffs SAC had seen information on site boards;
- Few people had seen information on websites. The highest was 16% of Lydden and Temple Ewell Downs SAC visitors who had viewed information on wildlife on Kent Wildlife Trust's website. 10% of visitors to the White Cliffs National Trust had viewed information on the National Trust website.
- Response recorded under 'other' included
  - Paper
  - Local knowledge worked for Natural England or National Trust
  - Kingsdown fishing site
  - Used to live here / live locally / just know
  - National Trust magazine
  - Guided walks
  - Trip Advisors
  - From campsite or hotel
  - Google

Table 14: Awareness of Information on Wildlife Value of Site

Seen Information about Wildlife Value - all groups	Lydden and Temple Ewell Downs SAC North	Lydden and Temple Ewell Downs SAC South	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC
Percentage no I have not seen any information	2	31	132	73	86	33	291
No I have not seen any information	40%	30%	54%	40%	53%	30%	50%
Information on site / notice boards	3	69	90	103	64	72	257
Percentage information on site / notice boards	60%	66%	37%	57%	40%	65%	44%
Kent Wildlife Trust website	1	17	8	4	6	18	18
Percentage Kent Wildlife Trust website	20%	16%	3%	2%	4%	16%	3%
Dover District Council website	0	1	0	1	4	1	5
Percentage Dover District Council website	0%	1%	0%	1%	2%	1%	1%
National Trust website	0	0	24	19	10	0	53
Percentage National Trust website	0%	0%	10%	10%	6%	0%	9%
Other	0	3	6	6	12	3	24
Percentage other	0%	3%	2%	3%	7%	3%	4%

## Reasons for Visiting

Visitors were asked why they had chosen to visit the site. Respondents could give more than one answer to this question.

- The highest scoring answer at Lydden and Temple Ewell Downs SAC was 'close to home' – 57% gave this as one of their responses;
- Other high scoring responses for Lydden and Temple Ewell Downs SAC were 'views' given by 51% of respondents, 'my dog enjoys it' given by 43% of people and 'choice of paths / routes' and 'quiet /peaceful' both given by 35% of respondents;
- The highest scoring answer at Dover to Kingsdown Cliffs SAC was 'scenery / views' – 79% gave this as one of their responses;
- Other high scoring responses for Dover to Kingsdown Cliffs SAC were 'rural feel / wild landscape' given by 29% of respondents and 'wildlife interest' and 'good place for the activity I am doing' both given by 17% of respondents;
- 92% of visitors to the White Cliffs National Trust came for the scenery / views;
- At all sites some visitors were surveyed passing through the site as part of a longer walk;
- Reasons under 'other' included (Table 15):

Table 15: Other Reasons for Visiting

Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC	
	White Cliffs National Trust	St Margaret's at Cliffe
To see the silver-spotted skipper / butterflies (x5)	To see the cliffs / bucket list / iconic	To view heritage / World War heritage
Safe / good for dog (x5)	To see the port	National Trust members
	En route to ferry	
	Combined visit with Dover Castle	
	National Trust members	
	Free parking as National Trust member	
	To view heritage / World War heritage	

Table 16: Reasons for Visiting (1<sup>st</sup> and 2<sup>nd</sup> highest highlighted)

Reason for visiting	Lydden and Temple Ewell Downs SAC North	Lydden and Temple Ewell Downs SAC South	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC
Close to home	4	59	25	17	49	63	91
Percentage close to home	80%	56%	10%	9%	30%	57%	16%
No need to use car	0	10	2	2	6	10	10
Percentage no need to use car	0%	10%	1%	1%	4%	9%	2%
Parking available	0	5	52	0	3	5	55
Percentage parking available	0%	5%	21%	0%	2%	5%	9%
Choice of paths / routes	3	35	65	43	26	38	134
Percentage choice of paths / routes	60%	33%	27%	24%	16%	35%	23%
Quiet / peaceful	3	35	23	67	33	38	123
Percentage quiet / peaceful	60%	33%	9%	37%	20%	35%	21%
Not many people	1	4	1	8	8	5	17
Percentage not many people	20%	4%	0%	4%	5%	5%	3%
Scenery / views	0	56	223	124	114	56	461
Percentage scenery / views	0%	53%	92%	68%	71%	51%	79%
Rural feel / wild landscape	0	33	43	84	44	33	171
Percentage rural feel / wild landscape	0%	31%	18%	46%	27%	30%	29%
Habit / my usual place / I always come here	1	2	7	5	7	3	19
Percentage habit / my usual place / I always come here	20%	2%	3%	3%	4%	3%	3%
For its wildlife interest	0	24	24	22	53	24	99
Percentage for its wildlife interest	0%	23%	10%	12%	33%	22%	17%
Its a good place for the activity I am doing	1	14	45	12	40	15	97
Percentage its a good place for the activity I am doing	20%	13%	19%	7%	25%	14%	17%
Don't know / others in party chose	0	1	1	0	2	1	3
Percentage don't know / others in party chose	0%	1%	0%	0%	1%	1%	1%
My dog enjoys it / good place to walk my dog	1	46	6	10	3	47	19
Percentage my dog enjoys it / good place to walk my dog	20%	44%	2%	5%	2%	43%	3%
Other*	0	22	119	66	15	22	200
Percentage other	0%	21%	49%	36%	9%	20%	34%





## Main Activity

Visitors were asked what their main activity was on their visit that day. Respondents could only give one answer to this question.

- The main activity at Lydden and Temple Ewell Downs SAC was walking with at dog (78%);
- The main activity at Dover to Kingsdown Cliffs SAC was walking without a dog (78%);

Table 17: Main Activity

Main Activity	Lydden and Temple Ewell Downs SAC North	Lydden and Temple Ewell Downs SAC South	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC
Dog walking	4	82	34	29	17	86	80
Percentage dog walking	80%	78%	14%	16%	11%	78%	14%
Walking (without a dog)	1	15	198	133	126	16	457
Percentage walking (without a dog)	20%	14%	81%	73%	78%	15%	78%
Jogging / running / power walking / nordic walking	0	0	0	0	1	0	1
Percentage jogging / running / power walking / nordic walking	0%	0%	0%	0%	1%	0%	0%
Cycling	0	0	0	5	0	0	5
Percentage cycling	0%	0%	0%	3%	0%	0%	1%
Wildlife / bird watching	0	3	5	2	7	3	14
Percentage wildlife / bird watching	0%	3%	2%	1%	4%	3%	2%
Photography / art / filming	0	1	4	6	2	1	12
Percentage photography / art / filming	0%	1%	2%	3%	1%	1%	2%
Other	0	4	2	7	8	4	17
Percentage other	0%	4%	1%	4%	5%	4%	3%
Other		Looking for butterflies (x2)	Quick view as part of bike journey	Looking at the sea and ferries	Have a look at the top as husband is elderly and down on the beach		
		Mushroom picking	Kites	Swimming	Fishing (prawns)		
		To visit allotment and walk			Channel rescue		
		Wildlife Artist			Body boarding		

## Visits with Dogs

Visitors with dogs were asked supplementary questions. The surveyor also observed whether dogs were on or off the lead when the visitor proceeded on their walk after being surveyed.

- At Lydden and Temple Ewell Downs SAC, 78% of visitors had a dog with them;
- At Dover to Kingsdown Cliffs SAC, 14% of visitors had a dog with them;
- The average number of dogs per visitor group was similar for both sites (1.5 per group at Lydden and Temple Ewell Downs SAC and 1.4 per group at Dover to Kingsdown Cliffs SAC);
- Most dogs (83%) were off lead at Lydden and Temple Ewell Downs SAC;
- Most dogs (84%) were on the lead at Dover to Kingsdown Cliffs SAC.

Table 18: Summary of Numbers of Dog Walkers and Dogs

	Lydden and Temple Ewell Downs SAC North	Lydden and Temple Ewell Downs SAC South	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC
Number of visitor groups walking dogs	4	82	34	29	17	86	80
Percentage of visitor groups walking dogs	80%	78%	14%	16%	11%	78%	14%
Number of dogs	7	125	42	42	27	132	111
Average dogs per visitor group with a dog	1.8	1.5	1.2	1.4	1.6	1.5	1.4
Average number of dogs per all visitor groups	1.4	1.2	0.2	0.2	0.2	1.2	0.2
Number of dogs off lead	6	104	1	16	1	110	18
Percentage of dogs off lead	86%	83%	2%	38%	4%	83%	16%

Visitors were asked how many of their weekly dog walks were taken at the site. Only one response could be given.

- 67% of dog walkers at Lydden and Temple Ewell Downs SAC took three-quarters or more of their dog walks at the site;
- 10% of dog walkers at Dover to Kingsdown Cliffs SAC took three-quarters or more of their dog walks at the site;
- Due to the high number of first time or irregular visitors to the Dover to Kingsdown Cliffs SAC sites this question was not very applicable (66%).

Table 19: Weekly Dog Visits at Site

Number of Weekly Dog Visits Taken Here	Lydden and Temple Ewell Downs SAC North	Lydden and Temple Ewell Downs SAC South	White Cliffs National Trust	St Margaret's at Cliffe	Kingsdown	Total Lydden and Temple Ewell Downs SAC	Total Dover to Kingsdown Cliffs SAC
100% of my visits, nowhere else	0	23	0	1	1	23	2
Percentage - 100% of my visits, nowhere else	0%	28%	0%	3%	6%	27%	3%
75% or more my visits	1	34	0	6	0	35	6
Percentage - 75% or more my visits	25%	41%	0%	21%	0%	41%	8%
50 - 74% of my visits	2	4	4	1	1	6	6
Percentage - 50 - 74% of my visits	50%	5%	12%	3%	6%	7%	8%
25% - 49% of my visits	1	8	0	0	1	9	1
Percentage - 25% - 49% of my visits	25%	10%	0%	0%	6%	10%	1%
Less than 25% of my visits	0	9	5	2	5	9	12
Percentage less than 25% of my visits	0%	11%	15%	7%	29%	10%	15%
Not sure / first visit / on holiday / other	0	5	25	19	9	5	53
Percentage not sure / first visit / on holiday / other	0%	6%	74%	66%	53%	6%	66%



## Routes Taken on Visits

Visitors were asked to describe or show on a map the route they had taken or were intending to take.

### Lydden and Temple Ewell Downs SAC

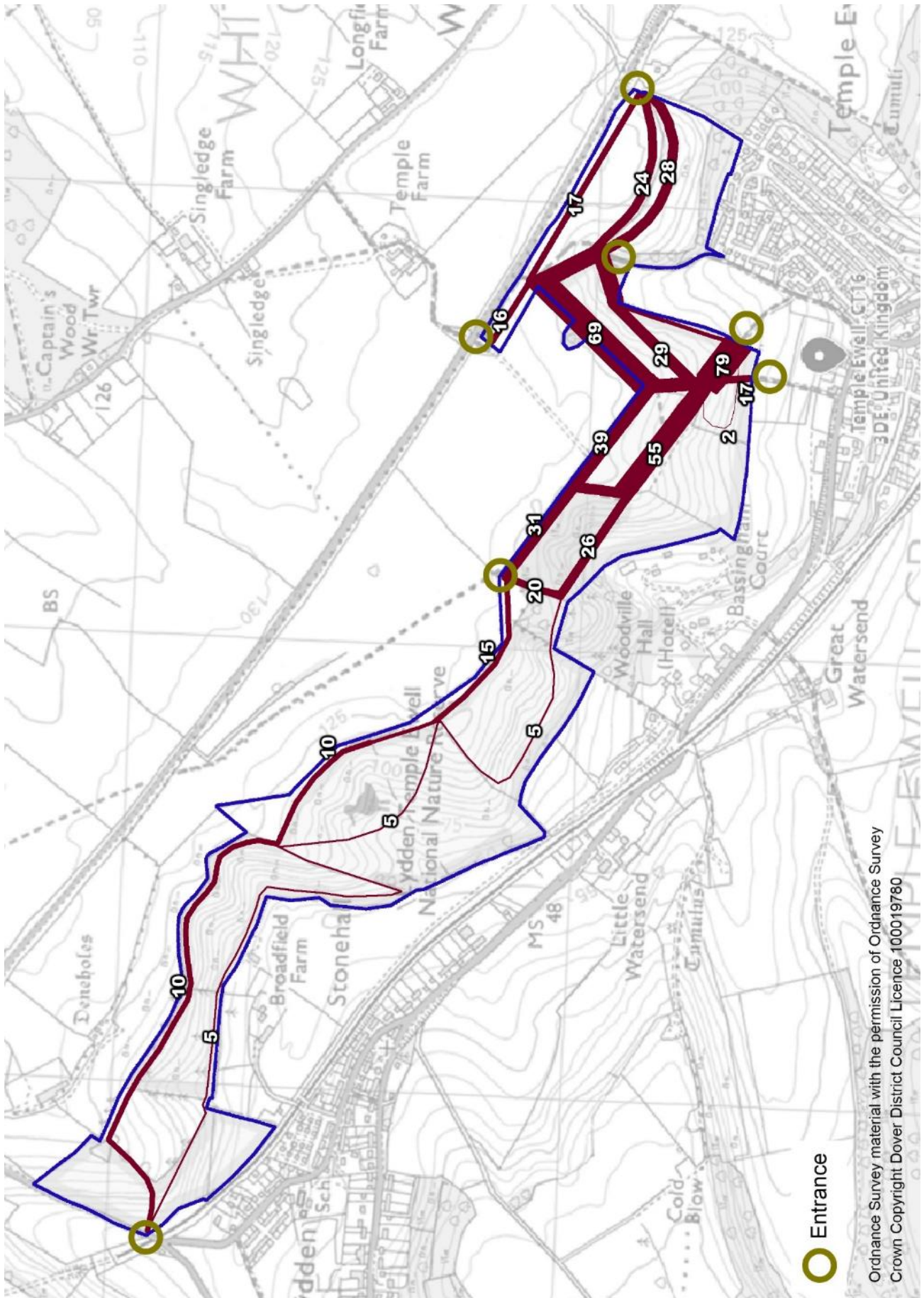
There are several regularly used paths at Lydden and Temple Ewell Downs SAC. Some of these follow public rights of way while others are desire lines / permitted paths. It is possible to walk through the entire reserve from the north to the south. There are seven entrance points to the reserve.

Most people followed a circular route through the reserve. This circular route was sometimes within the reserve but often also included the fields to the north of the allotments, therefore entering through one entrance and leaving the reserve by another. The routes taken outside of the reserve are not shown. Ten people walked the entire length of the reserve on a through route as part of a longer walk.

Plan 11 shows the routes and the relative 'busyness' of each route. The figures are the number of times the route was walked.

The busiest area was around Temple Ewell. In particular the route at the top of the hill alongside the arable field featured in many of the circular route variations, as well as the entrance route which is reached from Dragon Wood car park.

Plan 11: Routes (Times Route Walked) Lydden and Temple Ewell Downs SAC



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### Dover to Kingsdown Cliffs SAC

The coastal path is linear with a few public rights of way linking into the route. Often visitor groups were, therefore, walking between two points, for example to the South Foreland Lighthouse or to St Margaret's at Cliffe village, and back along the same route.

In order to analyse the relative 'busyness' of the coast path the route was split into sectors which describe the most commonly walked routes.

It should be noted that:

- Some visitors did not know the point to which they were walking (e.g. stating they were walking for x minutes or intended to reach a certain point but weren't sure if they would). These were allocated to the most sensible sector end point;
- Most of the routes taken by visitor groups were along the cliff path and back by the same route. However there were 41 visitor groups who were walking the entire length of the SAC and not returning. There were also a small number at Kingsdown who completed an inland circular walk;
- The sector covering St Margaret's at Cliffe village and beach could encompass many routes through the village. Not all of these visitors used the coast path;
- Routes recorded at all survey locations have been combined. Most routes could have been started at either end – e.g. the route between White Cliffs Visitor Centre to South Foreland Lighthouse includes those starting at the visitor centre and those starting at the lighthouse.

The routes and sectors are shown in Plan 12. The number of visitor groups for each route and sector are shown in Table 20, Chart 12 and Plan 13. NB: the totals shown for Dover to Kingsdown Cliffs SAC are the number of visitor groups using that route – therefore most of the numbers could be doubled to arrive at the total number of times the route was walked.

- The route between South Foreland Lighthouse and the White Cliffs Visitor Centre was the most popular route (147 visitor groups);
- The second most popular route was between the White Cliffs Visitor Centre and the first viewpoint / Langdon Hole (68 visitor groups);
- Third were three routes – those who walked the entire length of the SAC (41 groups), White Cliffs to St Margaret's at Cliffe village / beach (42 groups) and Kingsdown to St Margaret's at Cliffe village / beach (42 groups);
- A linear walk from Dover to Deal using the train line to return was popular for the groups walking the whole coast.



Plan 12: Dover to Kingsdown Cliffs SAC Routes (Number of Visitor Groups) and Sectors

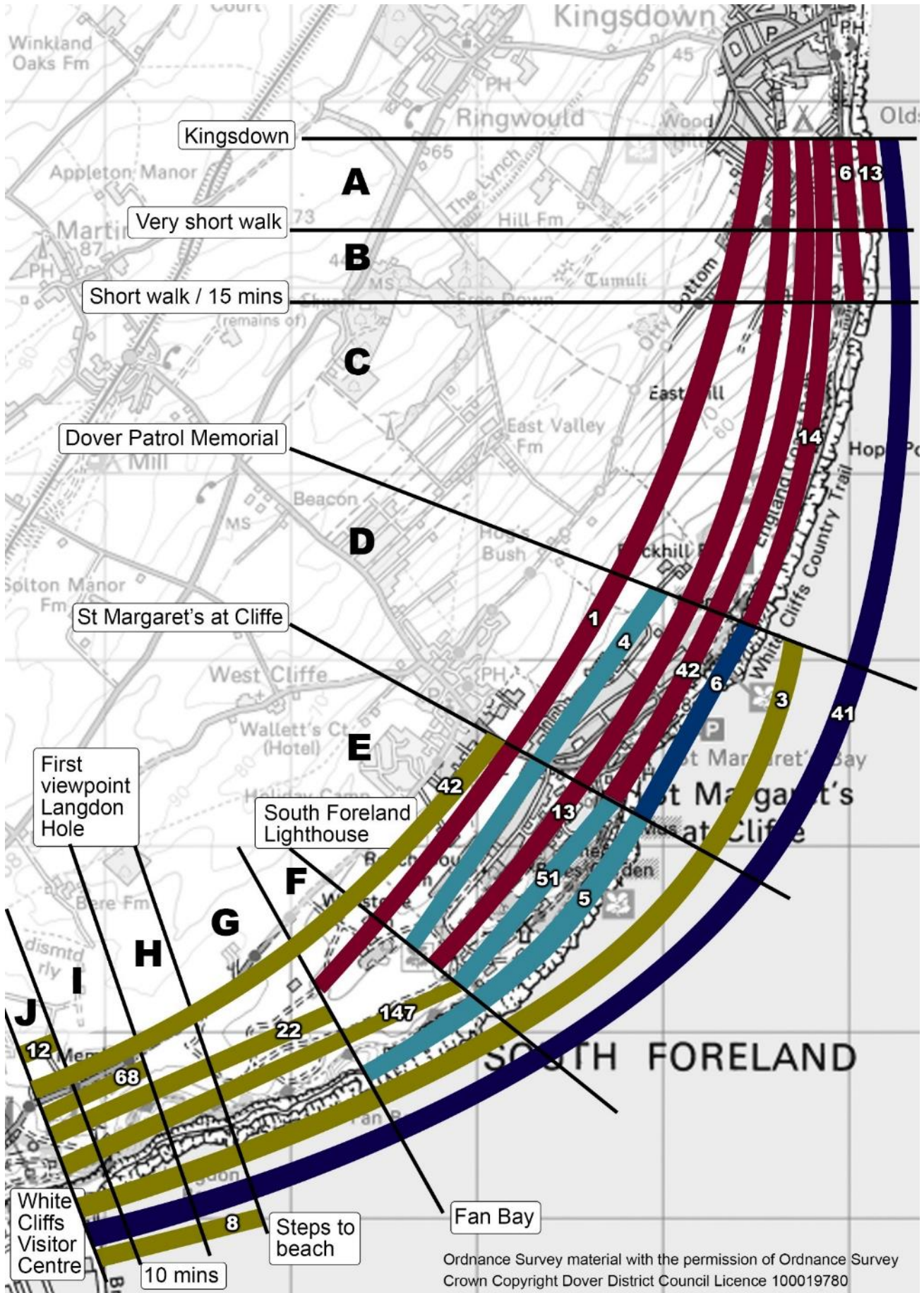
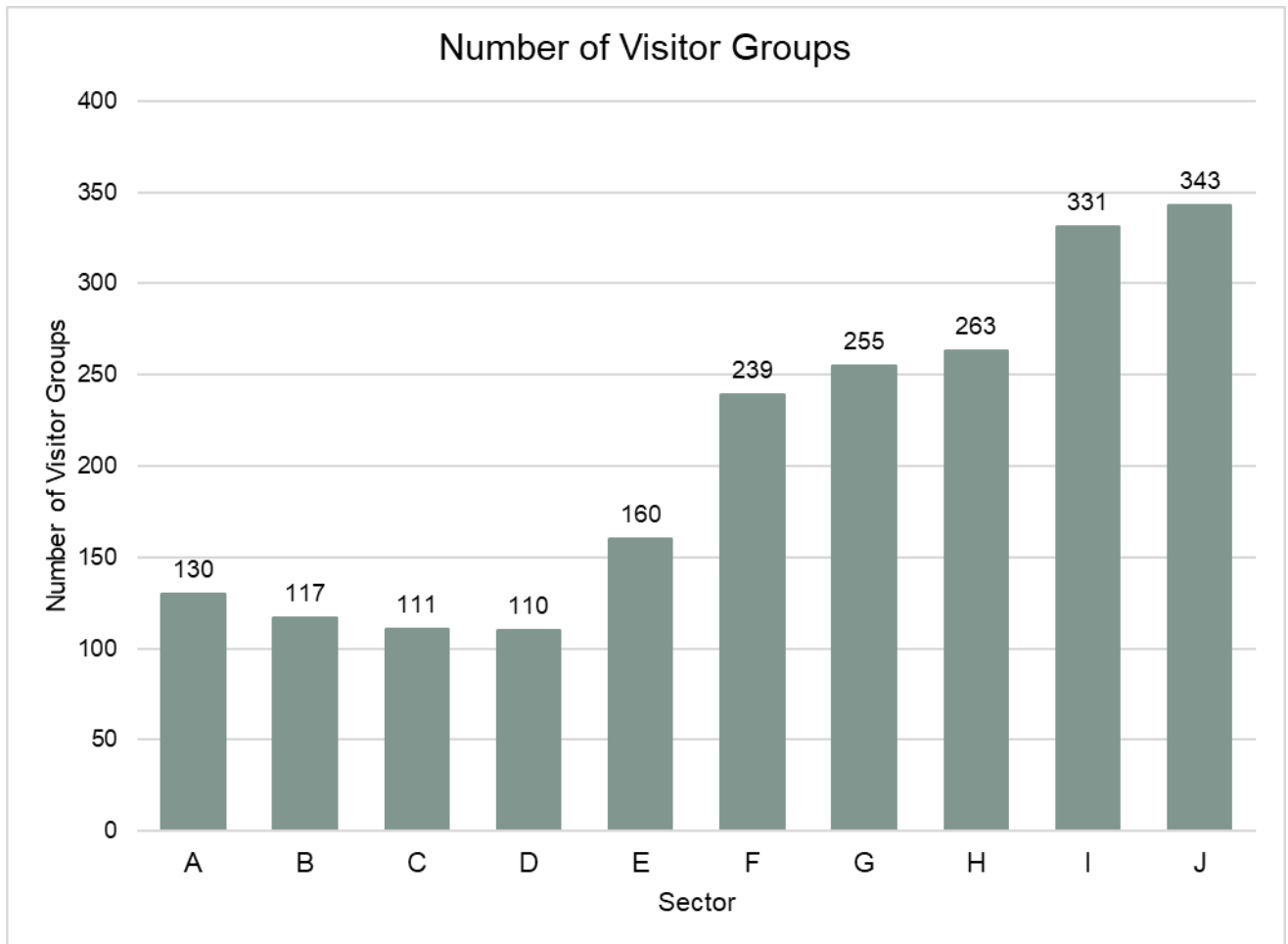


Table 20: Routes, Sectors and Visitor Groups - Dover to Kingsdown Cliffs SAC

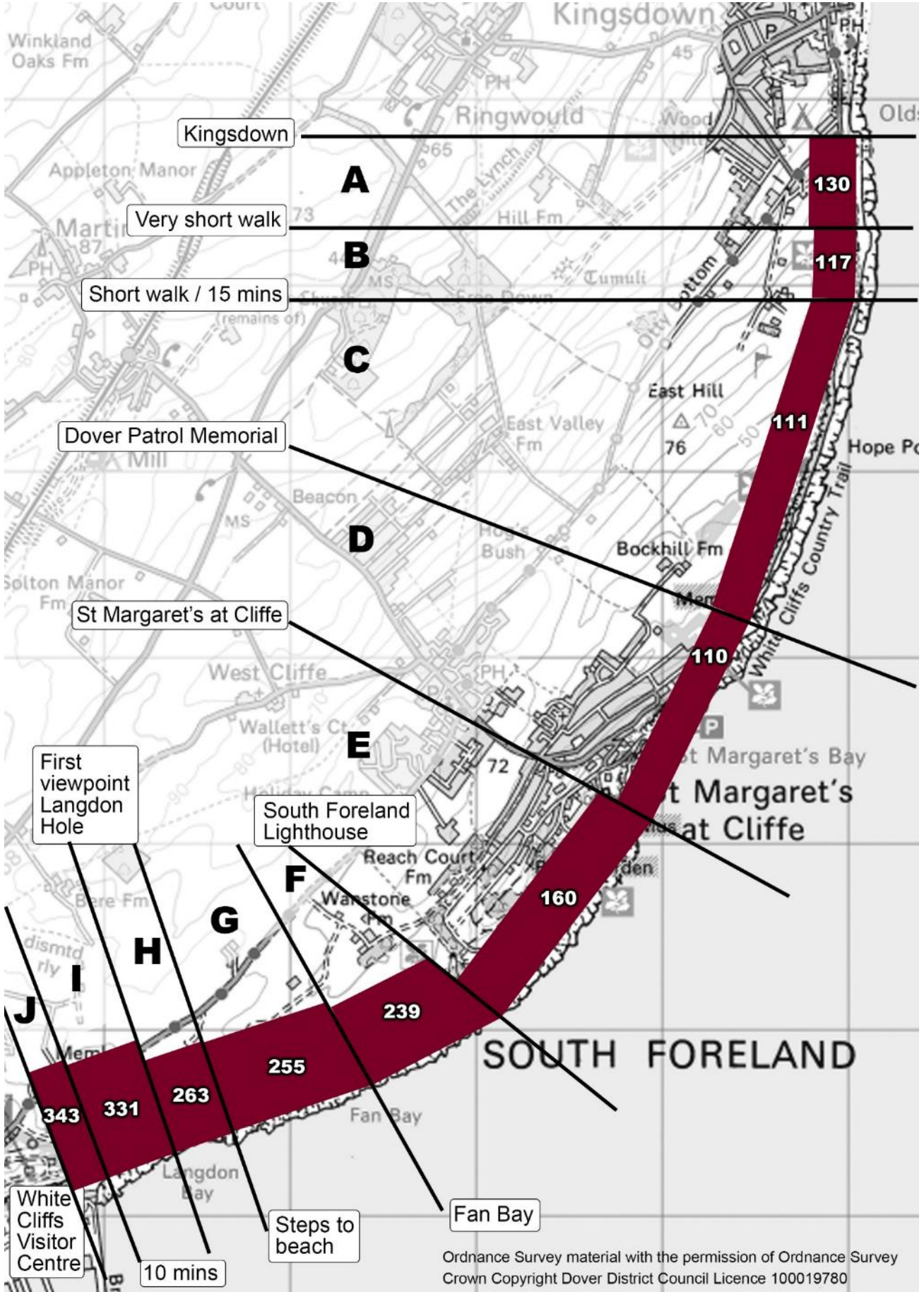
Between		Number	Sector									
			A	B	C	D	E	F	G	H	I	J
Kingsdown	Very short walk (line at end of A)	13	13									
Kingsdown	Short walk / 15 minutes (line at end of B)	6	6	6								
Kingsdown	Dover Patrol Memorial	14	14	14	14							
Kingsdown	St Margaret's at Cliffe	42	42	42	42	42						
Kingsdown	South Foreland Lighthouse	13	13	13	13	13	13					
Kingsdown	Fan Bay	1	1	1	1	1	1	1				
Dover Patrol Memorial	South Foreland Lighthouse	4				4	4					
Dover Patrol Memorial	St Margaret's at Cliffe	6				6						
Dover Patrol Memorial	White Cliffs Visitor Centre	3				3	3	3	3	3	3	3
St Margaret's Village	South Foreland Lighthouse	51					51					
St Margaret's Village	Fan Bay	5					5	5				
St Margaret's Village	White Cliffs Visitor Centre	42					42	42	42	42	42	42
White Cliffs Visitor Centre	South Foreland Lighthouse	147						147	147	147	147	147
White Cliffs Visitor Centre	Fan Bay	22							22	22	22	22
White Cliffs Visitor Centre	First Viewpoint / Langdon Hole	68									68	68
White Cliffs Visitor Centre	Steps to beach	8								8	8	8
White Cliffs Visitor Centre	10 minutes / very short walk	12										12
Kingsdown	White Cliffs Visitor Centre	41	41	41	41	41	41	41	41	41	41	41
Total		498	130	117	111	110	160	239	255	263	331	343



Chart 12: Routes, Sectors and Visitor Groups - Dover to Kingsdown Cliffs SAC



Plan 13: Total Visitor Groups by Sector, Dover to Kingsdown Cliffs SAC



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<sup>1</sup> See note 4 and page 19.

<sup>2</sup> Lydden and Temple Ewell Downs SSSI and SAC (all of the SAC is also SSSI) and Lydden Temple Ewell NNR. The NNR is not entirely SSSI. The NNR is the same extent as the Kent Wildlife Trust reserve.

<sup>3</sup> <https://www.kentwildlifetrust.org.uk/nature-reserves/lydden-temple-ewell-james-teacher-reserve>

<sup>4</sup> Aspect Ecology. (2010). Lydden and Temple Ewell Downs SAC and NNR Visitor Study.

<sup>5</sup> Dover to Kingsdown Cliffs SAC and SSSI. The SSSI extent is greater than the SAC.

<sup>6</sup> South Foreland Heritage Coast.

<sup>7</sup> <https://www.nationaltrust.org.uk/the-white-cliffs-of-dover>

<sup>8</sup> <https://www.nationaltrust.org.uk/south-foreland-lighthouse>

<sup>9</sup> Designations originating from European Union directives – Birds Directive (Directive 2009/147/EC) (SPA) or Habitats Directive (Directive 92/43/EEC) (SAC).

<sup>10</sup> Although survey results are included in the appendix, the number of surveys provided in the report (140) does not correlate with the stated number of visitor groups surveyed (194). Therefore it would appear that some records are not included in the appendix. This makes it impossible to use the primary 2010 data to recalculate statistics which would enable closer comparison between the 2010 and 2021 surveys. The graphs in the report do not report numbers and therefore it is not possible to accurately determine figures from these either.