



Maritime and Coastguard Agency

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## **Research Project 608 - Customer Population Survey in the Sports and Recreational Sector**

### **Notice to all Recreational Sector Stakeholders**

*This MIN replaces MIN 329*

*This MIN expires 17th June 2010*

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#### **PLEASE NOTE:-**

Where this document provides guidance on the law it should not be regarded as definitive. The way the law applies to any particular case can vary according to circumstances - for example, from vessel to vessel and you should consider seeking independent legal advice if you are unsure of your own legal position.

#### **Summary**

For the last four years the MCA, as part of a Consortium of recreational sector stakeholders, have commissioned Arkenford Ltd to conduct surveys to deliver participation rates for 21 leisure activities. These results are available in the form of annual reports for each year of the project. The previous three years of the project were known as RP548. The project is being continued next year.

### **1. Introduction/ Background**

- 1.1 The Maritime and Coastguard Agency (MCA) is tasked with reducing the frequency and severity of incidents within the UK Search and Rescue region (UKSRR). As part of their remit the MCA are monitoring the scale and nature of the leisure use of British coastal water sites and a number of key inland sites. Because of a lack of suitable primary and secondary data sources on the number of people participating in leisure activities in coastal waters, this study was commissioned in 2004 as RP533 (and continued in 2005, 2006 and 2007 as RP548 and now in 2008 as RP608) to provide the necessary data.
- 1.2 Based on their experience of providing the Royal Yachting Association (RYA) British Marine Federation (BMF) and other sponsors with a credible measure of boating activity in the UK for the last 4 years, Arkenford Ltd were appointed to design and implement a replicable methodology that would deliver robust participation estimates for 21 leisure based beach and coastal water activities.
- 1.3 The rigorous and systematic collection of participation data has enabled the MCA to provide participation estimates and to derive estimates of equivalent fatality rates (EFRs) for these activities. The establishment of accurate EFRs will continue to assist the MCA to prioritise and influence the allocation of prevention resources targeting those activities and areas that pose the most significant risks.

## 2. Methodology

2.1 The adopted approach is based on a nationally representative sample of the population of Great Britain and Northern Ireland (UK), recording leisure activities and when and where they take place. This data set is based on a sample of 12,000 members of the UK public aged 16+. From 2005-2007 this survey was managed by a Consortium with the British Marine Federation (BMF), Royal National Lifeboat Institution (RNLI), the Royal Yachting Association (RYA) and Sunsail. In 2008 IPC Media replaced Sunsail. This cooperation allowed the survey to double its sample size compared to the research in 2004.

## 3. Outputs

3.1 An annual report summarising the results of the survey and providing trend analysis is produced and is available for viewing on the MCA's website as well as the websites for the NWSF, the RYA and the BMF. The link to the MCA webpage is <http://www.mcga.gov.uk/c4mca/ds-newpage-28.htm>

3.2 In addition to the participation rates the MCA include a 'safety question' in the survey which asks whether people wear lifejackets when participating in their activity. This data will allow the MCA to measure the success of their Lifejacket Awareness Campaign, by monitoring wear rates for an upward trend.

## 4. Continuation

4.1 The Consortium has commissioned Arkenford to continue the surveys until at least 2010; the MCA has currently signed up for a further year of surveys under the heading of RP608.

## More Information

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