

Appendix 5
Long distance
swimming in the sea



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Table A5.1: Summary of sample confidence levels

Responses	Spatial data	Questionnaire data
<30	Very low sample – interpret spatial data with great care	Very low sample – do not analyse questionnaire results
30 – 60	Low sample –interpret spatial data with care	Low sample –analyse questionnaire results with caution
60 -100	Medium sample – good spatial data	Medium sample – analyse questionnaire results with care
>100	Robust sample	Robust sample

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 was designed to gather information on long distance swimming in the sea. Shorter swims are included in the ‘General marine and coastal recreation’ category. No definition of long distance swimming was imposed on respondents, so this group is to some extent self-defining.

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 import. They were asked a series of questions relating to their participation in these activities.
3. A total of **79** people provided spatial information on long distance swimming, representing around 3% of the total sample. This is a reasonable sample, meaning that confidence in the analysis of spatial information is good. This does not mean the data are fully comprehensive, particularly in parts of Scotland where the host population and visitors are relatively low.
4. **17** people identified longer distance swimming as one of their most important activities, representing less than 1% of the total sample. This is a very small sample, meaning that confidence in the analysis of responses is very low. Analysis of the responses would not produce statistically significant results. Reporting is, therefore, limited to presentation of spatial data.
5. Around 21% of those who provided spatial data on longer distance swimming identified it as one of their most important activities.
6. Based on the sample of people who provided spatial information, around 62% of respondents lived within a mile of the Scottish coastline, 14% between one and five

miles and 20% more than five miles. The remaining 4% of respondents came from outside Scotland. This suggests that people living close to the Scottish coastline are more likely to be long distance swimmers and that comparatively few visitors take to the water.

Spatial data

7. People completing the survey identified 159 routes they had been long distance swimming. This information has been used to generate a heat map showing the concentration of long distance swimming activity around the Scottish coast (see **Map A5.1**). This map is available on Marine Scotland’s National Marine Plan Interactive (NMPI) website (<https://marinescotland.atkinsgeospatial.com/nmpi/>).
8. **Figure A5.1** shows the percentage distribution of long distance swimming across Marine Regions. It suggests a focus of activity within the Forth Tay and to a less extent the Argyll, Clyde and Shetland Marine Regions. Relatively low levels of activity are recorded for West Highland, Moray, the North East Coast and (compared with the whole survey sample) Clyde Marine Regions.

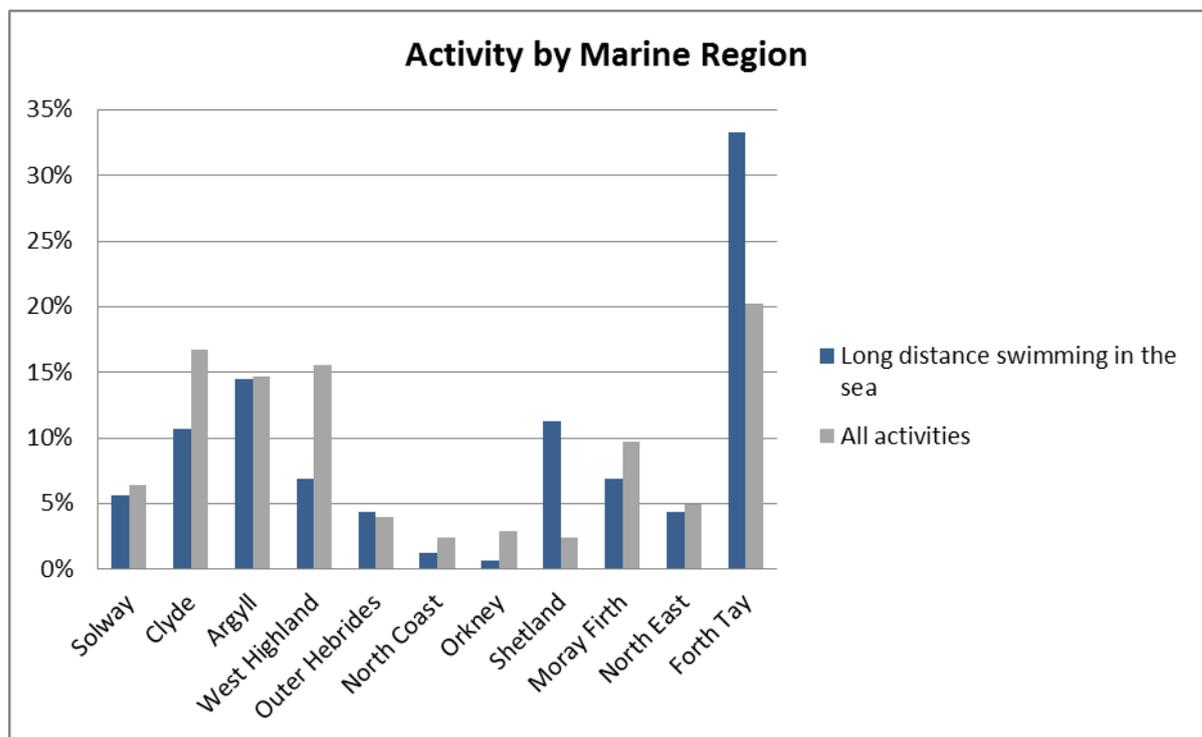
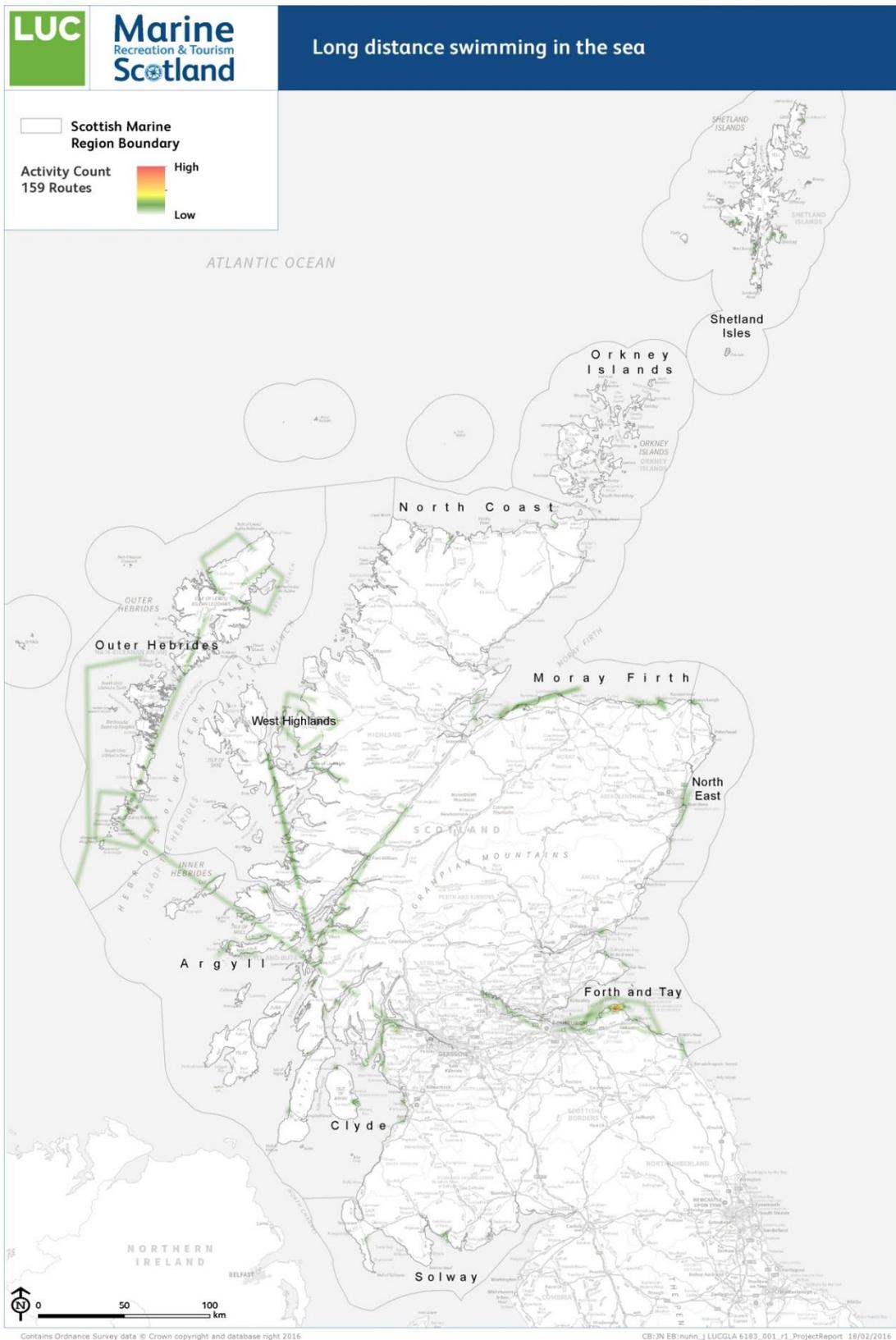


Figure A5.1: Long distance swimming – spread of activity across Marine Regions (%)



Map A5.1: Long distance swimming (79 responses)

Socio-economic profile

Age and gender

9. The age and gender composition of people taking part in long distance swimming (as distinct from those identifying it as one of their main activities) differs from the survey sample as a whole. There are higher proportions of people between the ages of 25 and 44 and fewer people aged over 45 (particularly women).
10. The small sample size of those identifying long distance swimming as a main activity means their age and gender has not been analysed.

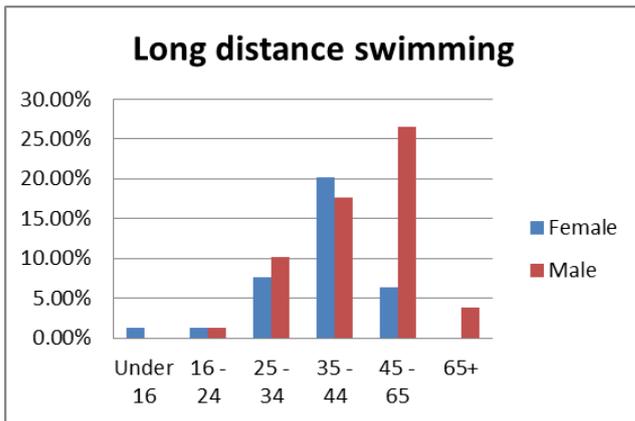


Figure A5. 2: Age and gender profile of all people undertaking long distance swimming

Household income

11. Analysis of respondents' household income suggests around 65% of people taking part in long distance swimming 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.
12. The sample of those identifying long distance swimming as one of their main activities is low, so figures for that groups' household income are not reliable.

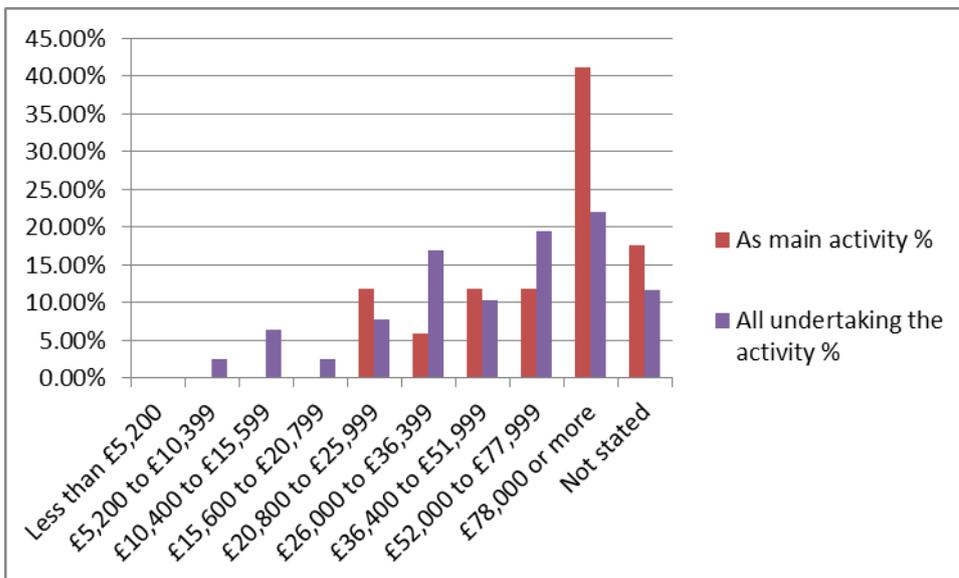


Figure A5.3: Long distance swimming – household income

Business survey findings

- 16 of the 279 respondents in the business survey stated that their business served long distance swimming in the sea. **Figure A5.4** 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.

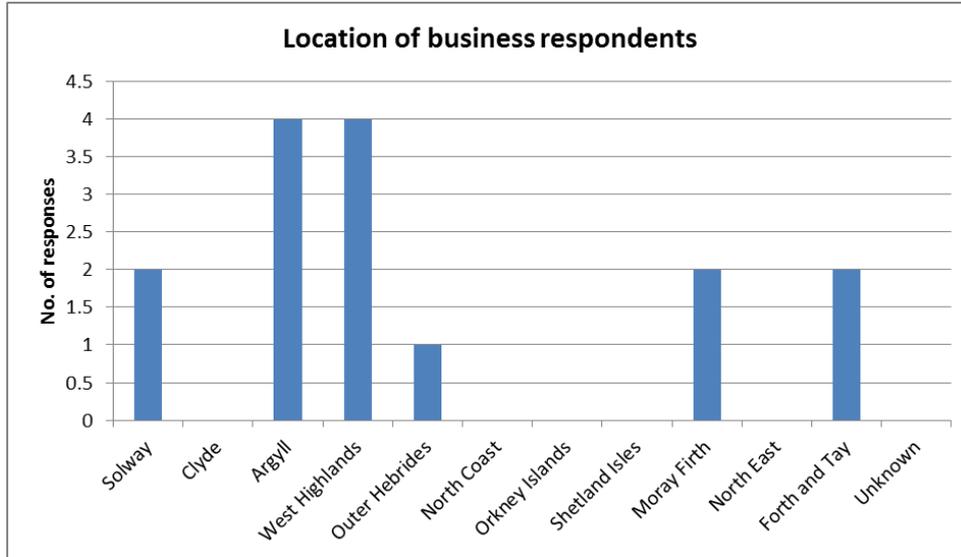


Figure A5.4: Distribution of the businesses across Marine Regions

- Business respondents were asked to indicate the kinds of services they provide. **Figure A5.5** shows the services provided by businesses serving long distance swimming.

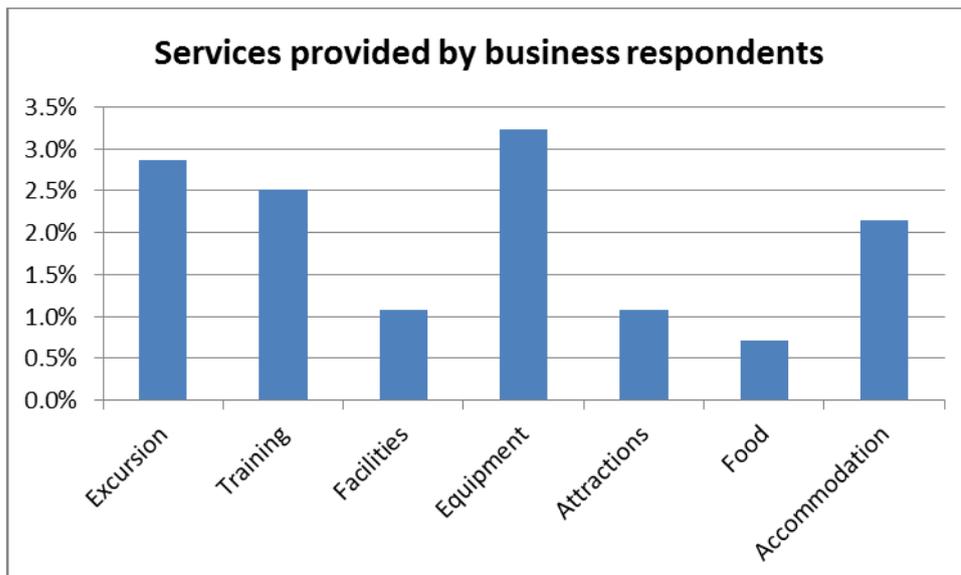


Figure A5.5: Services provided by businesses serving long distance swimming