

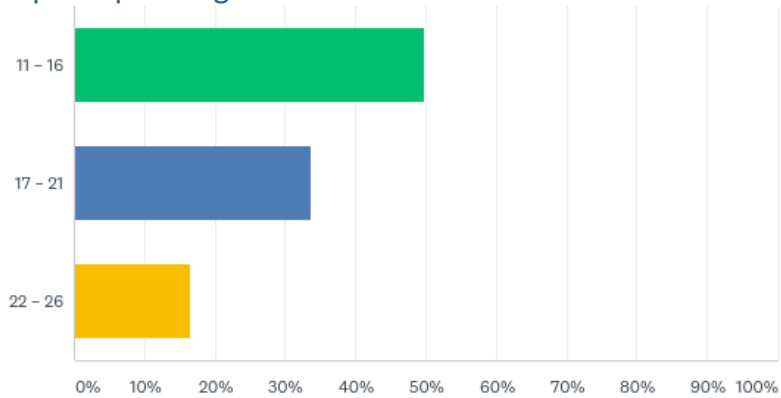


Sea Scotland 2018 YOUTH SURVEY KEY MESSAGES

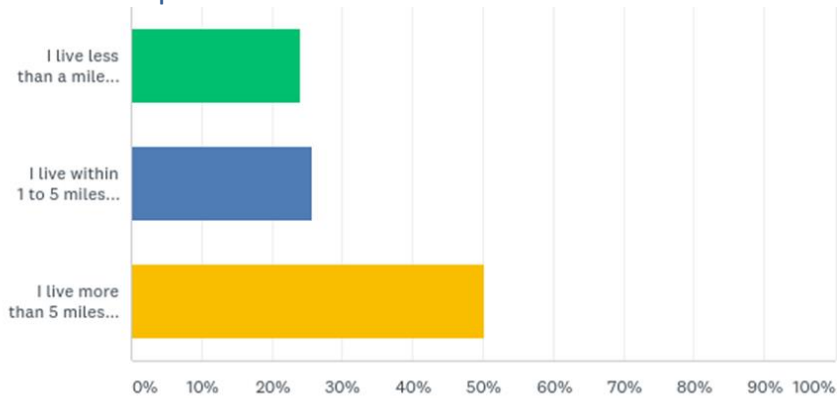
Duration/timing of survey: 2 weeks in May 2018

Number of responses: 342

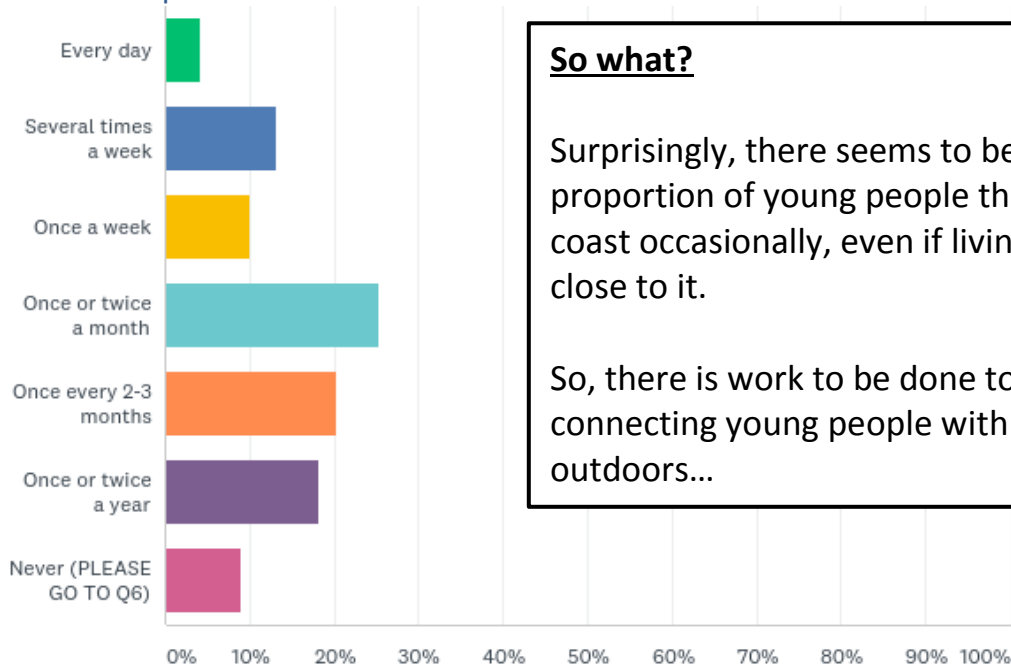
Age groups responding:



How close respondents live to the coast:



How often respondents visit the coast:



So what?

Surprisingly, there seems to be a large proportion of young people that only visit the coast occasionally, even if living relatively close to it.

So, there is work to be done to help connecting young people with nature and the outdoors...

What many (>20%) young people do at the beach	What many (>20%) young people would like to do more of at the beach
Walking	Walking
Time with family	Running / jogging
Hanging out / socialising	Swimming
Running / jogging	Horse riding
Swimming	Hanging out / socialising
Bird/wildlife watching	Time with family
	Bird/wildlife watching
	Climbing, bouldering or coasteering
	Beach cleaning
	Other volunteering activities
	Diving or snorkelling
	Surfing, windsurfing or kite surfing
	Water skiing or wakeboarding
	Paddle boarding
	Canoeing or kayaking
	Rowing or sculling
	Sailing
	Motorboat cruising

So what?:

There is potential to get many young people more involved in activities at the coast, including volunteering.

Level of agreement with the following statements:

Most agreed that:

- Visiting Scotland's coasts and seas is an important part of their life (approx. 67%)
- The **traditions and stories** of Scotland's seas should be kept alive (approx. 87%)
- Our seas are important for our **economy** (approx. 95%)
- **Science** is important in helping us understand the issues affecting our seas (approx. 93%)
- Scotland's seas should be protected (approx. 97%)
- More effort is needed to help look after Scotland's seas (approx. 84%)
- I'd like to do more personally to help look after Scotland's seas (approx. 71%)

Mixed views on:

- Scotland's seas are well looked after (approx.. 35% agree / 46% disagree / 19% don't know)
- I feel well-informed about the issues affecting Scotland's seas (approx.. 42% agree / 47% disagree / 11% don't know)
- I feel optimistic about the future of Scotland's seas (approx.. 56% agree / 21% disagree / 23% don't know)

So what?

Young people value our seas and coasts for their personal well-being, Scotland's cultural heritage and Scotland's economy.

Young people recognise the important role of science. They believe our seas should be protected and that we should do more. They are willing to do more themselves.

There are mixed views on how well we are looking after our seas... most feel we could do more, although many are also optimistic about the future.

We could do more to help our young people feel well-informed about Scotland's Seas.

Importance of issues

Most thought that the following are important challenges to address:

- Climate change
- Plastic pollution/litter
- Contaminated water from the land going into the sea
- Damage to the seabed
- Over-fishing
- The decline of traditional industries
- Underwater noise and boats disturbing sea life
- Damage to native marine wildlife from invasive species
- Poverty and poor health in some coastal communities
- Ensuring sufficient money is available to help look after our seas
- Ensuring politicians understand and want to protect our seas

So what?

Young people are concerned with impacts upon the marine environment, but also with the well-being of coastal communities and vibrancy of traditional industries.

Regarding 'the decline of traditional industries': the majority of young people were concerned about this, but the level of concern was noticeably less than for other issues – **young people may be more open to the prospect of change in our maritime industries.**

A free-text box allowed respondents to identify other important issues, including:

- Getting more people (the public) involved / interested in the sea (i.e. volunteering opportunities)
- Reaching inland/urban communities – help them understand how their actions and choices impact our seas.
- Ensuring protections continue post-Brexit
- Sand-dredging
- Education (all ages) about the importance of marine life
- Decaying industrial landscapes at the coast
- Balancing protection with the needs of remote communities
- Fuel/oil spills
- Other development impacts: fish farms and offshore energy
- Fisheries bycatch & discards
- Access to beaches (e.g. free parking)
- Research funding

Who should get a say in decisions about Scotland's seas?

Most agreed that all of the following should have a say:

- The Government
- Local Authorities/Councils
- Coastal communities
- Environmental groups
- Business interests
- Recreational users

However, 10 to 15% of responses did not agree that the government (national), business interest and recreational groups should have a say.

So what?

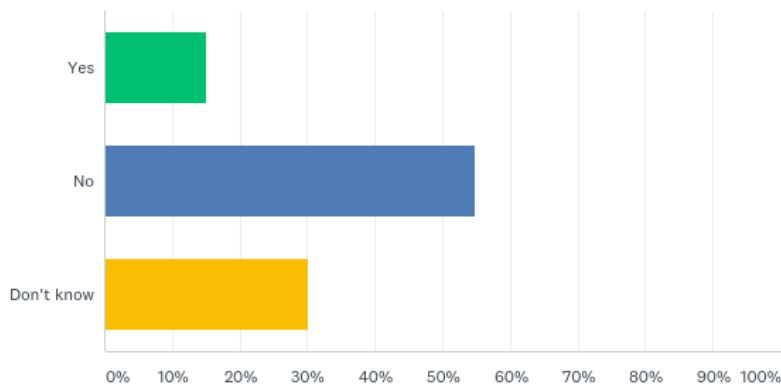
Young people generally seem to support all interested parties having an influence on decisions, but some put the emphasis more on local authorities, communities and environmental groups.

A free-text box allowed respondents to identify others that should have say in decisions, including:

- Young people
- Universities & scientific experts
- The EU & UK governments
- Community councils
- Tourists who visit our coasts
- Islanders
- Trump (!)

Including the views of young people in marine decisions:

Are the views of young people currently well represented?



Ideas for how the views of young people could be collected:

- More surveys (likened this, but also in schools)
- Keep voting age at 16
- Stronger role for Scottish Youth Parliament
- Social media, phone-apps & online forums
- Increasing awareness of issues to encourage engagement,
- Public meetings, conferences & events only for young people
- Target junior members of sailing clubs, etc.
- Through university societies and courses
- Youth employment opportunities (i.e. in government)
- Wider advertisement of public events/meetings
- Offer incentives for participation (e.g. Young Scot Rewards)

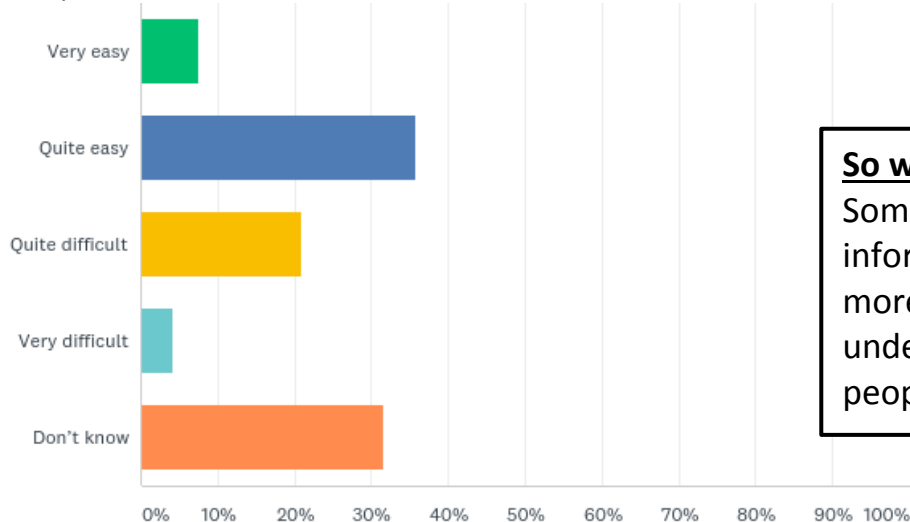
So what?

Many young people don't feel well-represented, or aren't sure if they are...

However, they have plenty of ideas for how their views could be better captured and represented!

Getting young people well-informed

How easy is it to find information about our seas?



So what?

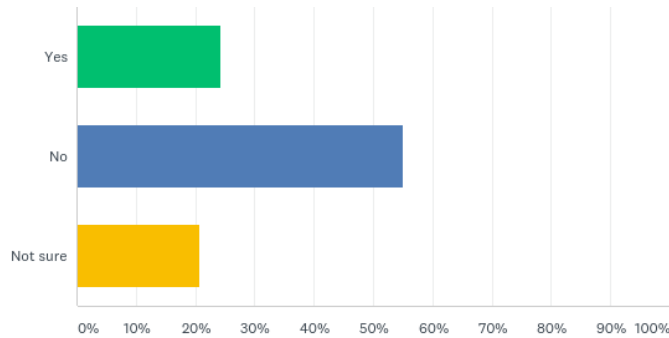
Some know where to find information, but we could do more to make it accessible and understandable for young people.

Ideas for how to better inform young people:

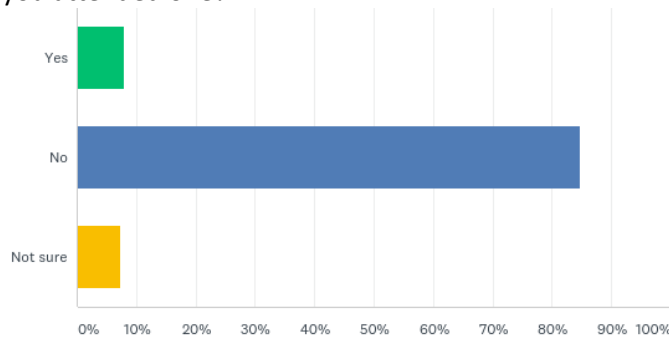
- Online, social media, apps, magazines (youth-specific information resources)
- School events and curriculum
- TV & adverts
- Volunteering opportunities with Young Scot Rewards for incentives
- Youth conferences
- Plain-English summaries of scientific papers
- Schools 'sponsorship' of stretches of coast

Awareness of & interest in local public events about proposals for marine development or protection:

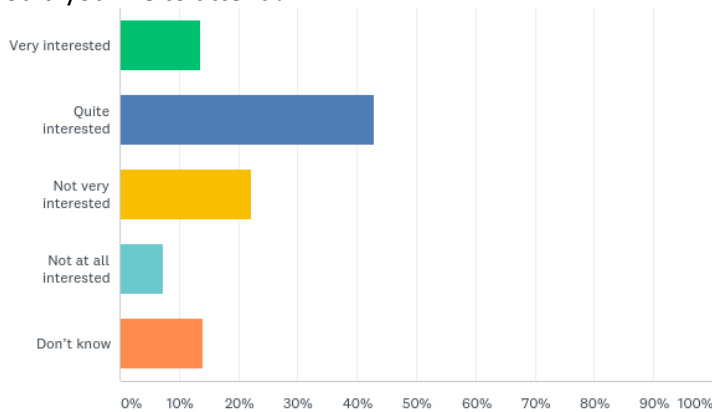
Awareness of:



Have you attended one?:



Would you like to attend?

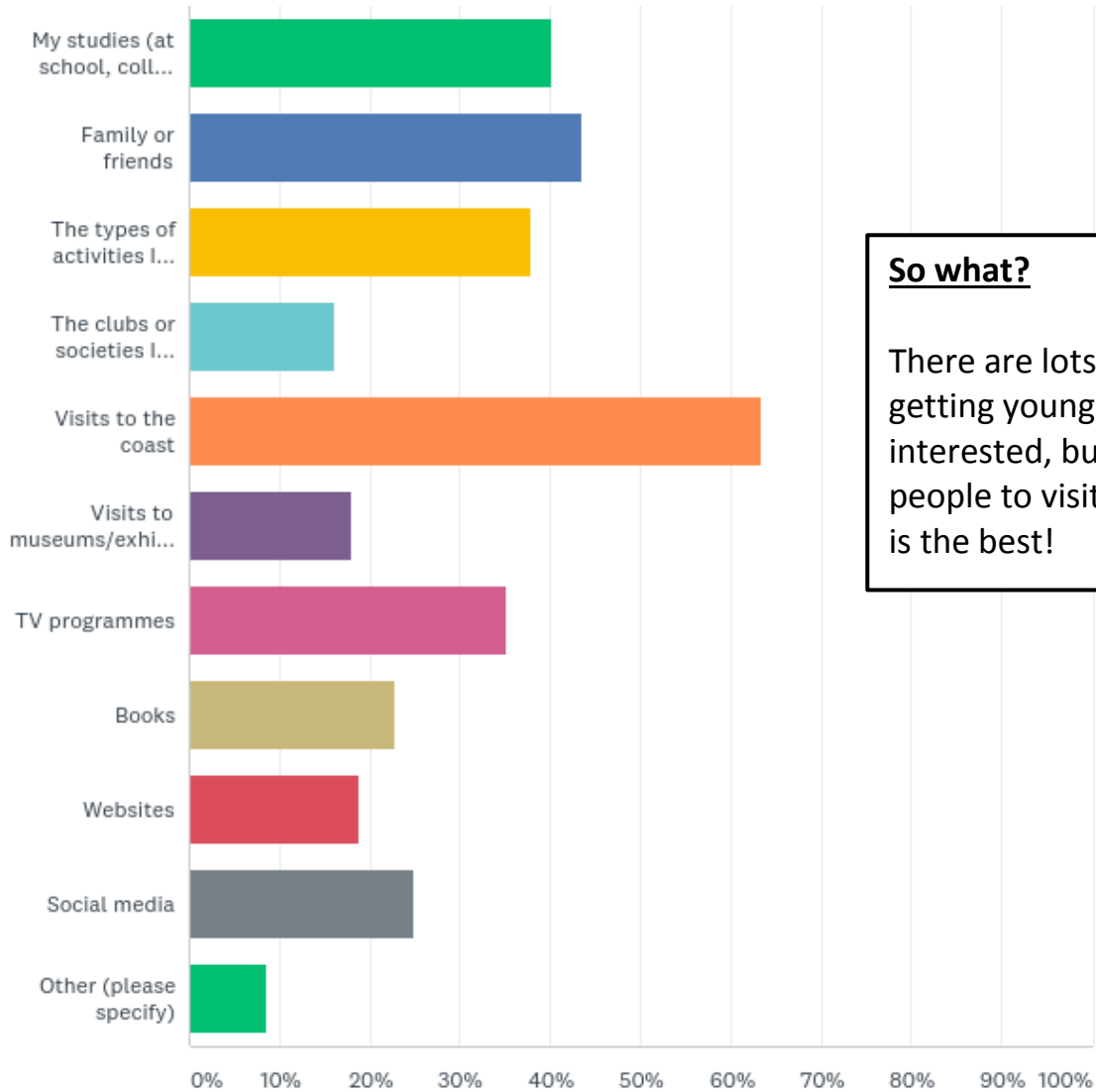


So what?

Most are not aware of local public events about marine issues and few have attended.

However, many young people would be interested in attending.

What gets young people interested in the sea?



So what?

There are lots of ways of getting young people interested, but getting people to visit the beach is the best!