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PROGRAMME
INTERREG IIC

Quality of Coastal Towns

An Interreg IIC Project to promote sustainable tourism
development in coastal areas.

Merseyside Coastal Visitor Research 2000

Visitor Profiles: Volume 6

Summary of All Crosby

The Quality of Coastal Towns project is a European funded initiative (Interreg IIC) addressing the need for sustainability in tourism development in coastal zones. The project brings together six coastal areas in Belgium, North Holland and the UK. The Merseyside partners consist of Sefton Council, Wirral Council, Dee Estuary Strategy, English Nature, Merseytravel and the Department of Environment, Transport and the Regions.

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1. Introduction.

Visitor Research

The Merseyside partners agreed to undertake a comprehensive programme of visitor research concentrating on the Sefton and Wirral coastal areas. The programme included visitor counts, residents' surveys, traffic counters, research on attitudes to public transport, birdwatching surveys, research on caravan site users, length of stay surveys and visitor profiles.

Visitor Profiles

Visitor profiling was undertaken throughout the summer of 2000 at 18 survey points in the district of Sefton, 7 survey points in the district of Wirral and 2 survey points in North Wales. Over 6300 interviews were undertaken with members of the public who were visiting at these sites. The aim of the profiling was to obtain personal information about visitors to coastal sites and their views on the site they were visiting.

2. Methodology.

A short questionnaire was devised and piloted. Visitors were able to respond to the questionnaire in a number of ways, depending on the site they were visiting. Some staff were recruited specifically to interview visitors and existing volunteer staff were asked to participate. All staff who interviewed visitors received training. Staff also distributed questionnaires for visitors to complete in their own time and return to Merseyside Information Service (MIS) using a pre-paid envelope. Some questionnaires were left in visitor centres/bird hides for visitors to complete themselves.

A copy of the questionnaire is included in Appendix 1.

Statement of Publication Purpose for map data.

Ordnance survey (OS) map data included in this report is provided by Merseyside Information Service (MIS) under license from the Ordnance Survey in order to fulfil its public function to support the Merseyside Local Authorities in the collation and dissemination of information. Persons viewing this mapping should contact Ordnance Survey copyright for advice where they wish to license Ordnance Survey map data for their own use.

Confidence Levels

(Range of answers in 95 cases out of 100)

PERCENTAGE WITH A CHARACTERISTIC

size of base	95 or 5	90 or 10	85 or 15	80 or 20	75 or 25	70 or 30	65 or 35	60 or 40	55 or 45	50
	+ or - %	+ or - %	+ or - %	+ or - %	+ or - %	+ or - %	+ or - %	+ or - %	+ or - %	+ or - %
30	7.8	10.7	12.8	14.3	15.5	16.4	17.1	17.5	17.8	17.9
40	6.8	9.3	11.1	12.4	13.4	14.2	14.8	15.2	15.4	15.5
50	6.0	8.3	9.9	11.1	12.0	12.7	13.2	13.6	13.8	13.9
60	5.5	7.6	9.0	10.1	11.0	11.6	12.1	12.4	12.6	12.7
70	5.1	7.0	8.4	9.4	10.1	10.7	11.2	11.5	11.7	11.7
80	4.8	6.6	7.8	8.8	9.5	10.0	10.5	10.7	10.9	11.0
90	4.5	6.2	7.4	8.3	8.9	9.5	9.9	10.1	10.3	10.3
100	4.3	5.9	7.0	7.8	8.5	9.0	9.3	9.6	9.8	9.8
125	3.8	5.3	6.3	7.0	7.6	8.0	8.4	8.6	8.7	8.8
150	3.5	4.8	5.7	6.4	6.9	7.3	7.6	7.8	8.0	8.0
175	3.2	4.4	5.3	5.9	6.4	6.8	7.1	7.3	7.4	7.4
200	3.0	4.2	4.9	5.5	6.0	6.4	6.6	6.8	6.9	6.9
225	2.8	3.9	4.7	5.2	5.7	6.0	6.2	6.4	6.5	6.5
250	2.7	3.7	4.4	5.0	5.4	5.7	5.9	6.1	6.2	6.2
275	2.6	3.5	4.2	4.7	5.1	5.4	5.6	5.8	5.9	5.9
300	2.5	3.4	4.0	4.5	4.9	5.2	5.4	5.5	5.6	5.7
350	2.3	3.1	3.7	4.2	4.5	4.8	5.0	5.1	5.2	5.2
400	2.1	2.9	3.5	3.9	4.2	4.5	4.7	4.8	4.9	4.9
500	1.9	2.6	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4
600	1.7	2.4	2.9	3.2	3.5	3.7	3.8	3.9	4.0	4.0
700	1.6	2.2	2.6	3.0	3.2	3.4	3.5	3.6	3.7	3.7
800	1.5	2.1	2.5	2.8	3.0	3.2	3.3	3.4	3.4	3.5
900	1.4	2.0	2.3	2.6	2.8	3.0	3.1	3.2	3.3	3.3
1000	1.4	1.9	2.2	2.5	2.7	2.8	3.0	3.0	3.1	3.1

For example in question 10, 911 visitors from all Crosby answered the question regarding what was the principal method of transport which was used to visit the site, with 55.8% stating they arrived at the site by car/van.

So sampling error $\pm 3.3\%$

So true percentage $55.8\% \pm 3.3\%$

(i.e. between 52.5% and 59.1%)

The range in which any of the percentages really lies may be estimated from the reported percentages and the number of respondents.

As the size of the base decreases so the confidence intervals widen, hence larger confidence intervals apply to results of questions that have been answered by a small number of people.

3. Brief Description of Site

The Crosby coastline runs from the Crosby Marine Park in the south to the Hightown Dunes in the north. The coastal strip is relatively narrow and lies seawards of the Liverpool-Southport railway. There is good access to the area from the four stations between Waterloo and Hightown and the main car parks at Crosby Marine lake, Mariner's Road and Hall Road. The total length of the Crosby coastline is over four miles. This gives excellent opportunities for walking along the coastal footpath and beach. The Crosby coastline offers superb views out to sea of shipping and of the Wirral and North Wales. The car park at Hall Road is one of the busiest on the Sefton Coast with many visitors coming to admire the view. The southernmost part of the Crosby coastline is semi-urban with fine coastal properties and gardens, a 1970s Marine Park and Lake, promenade and beach. North of Hall Road the character changes to a more rural feel with views to Formby Point and inland to Little Crosby. The River Alt enters the sea at Hightown and gives this part of the coast a special character. Sefton Council's Leisure Services Department are preparing a masterplan for the regeneration of the Crosby coastline.

4: Summary of results for all of Crosby.

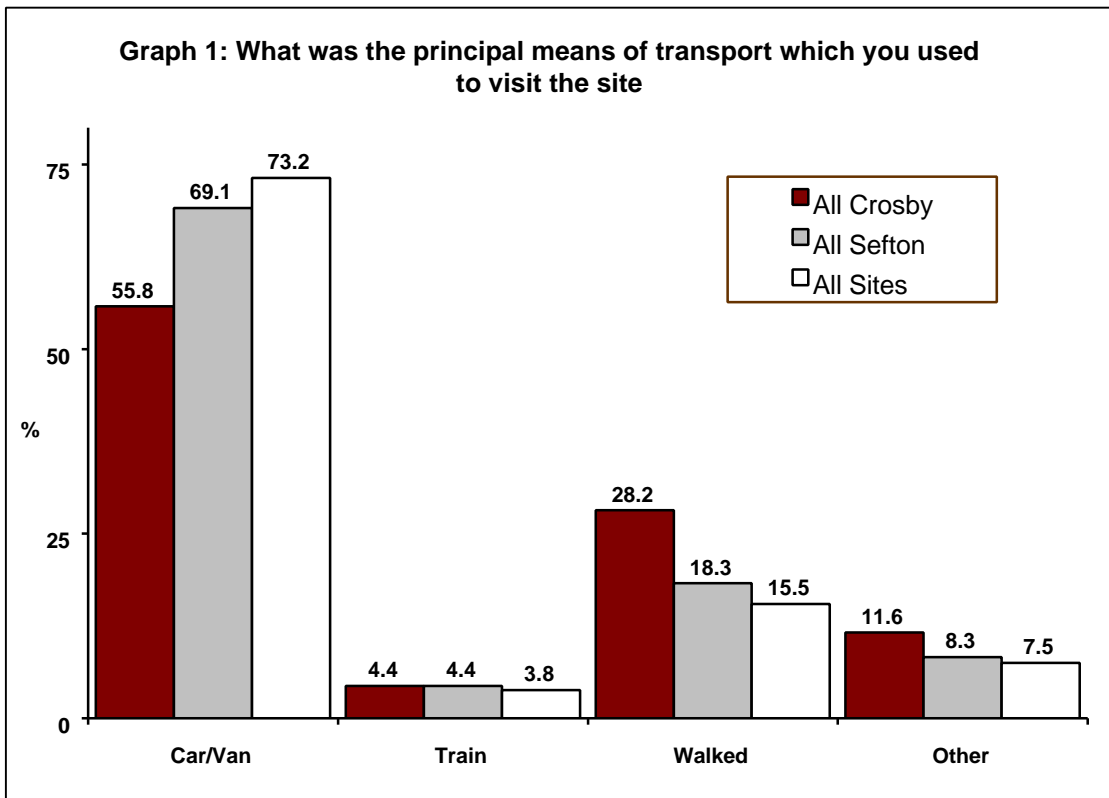
Many sites had a number of different sampling points which have been amalgamated for this summary report. These site-specific results have then been compared to the results from all the sites in Sefton or the Wirral (whichever set of data is appropriate) and then to the results from the whole of the survey (referred to as 'all sites' data).

Response to the survey

917 completed questionnaires, collected between May and August, have been analysed for this report at the following sites: Hightown Dunes, Hall Road, Mariners Road, Crosby Marine Park, North Crosby Beach and South Crosby Beach – all the sites fall within the boundary of the proposed Crosby Coastal Park.

Transport

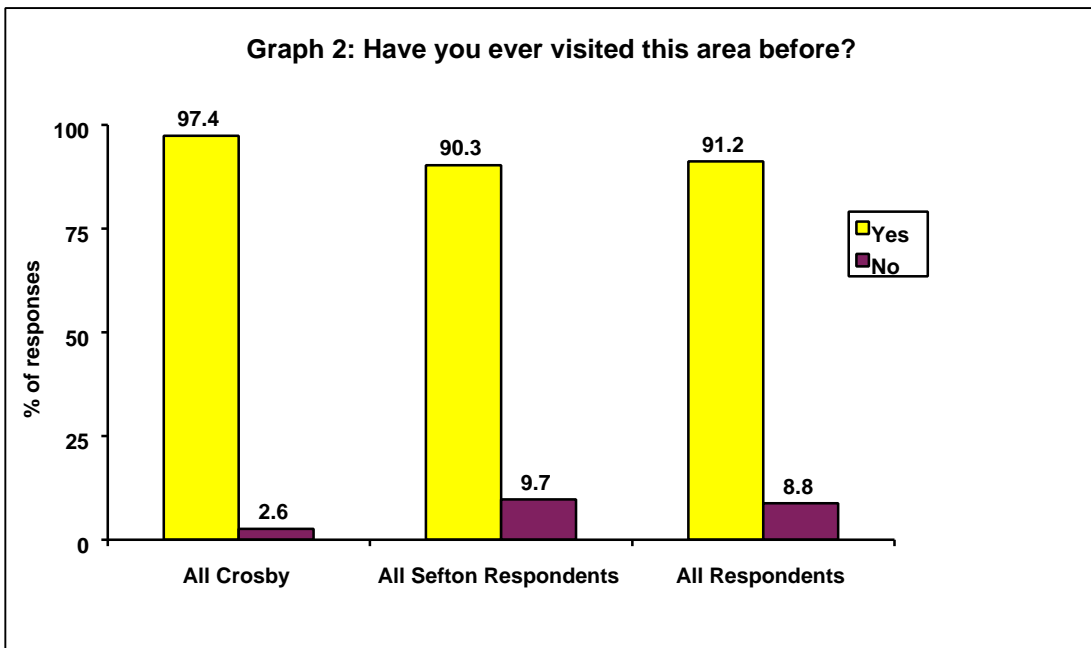
Graph 1 below shows that those visiting the Crosby sites were less likely to have driven to the site (55.8% of the visitors to the Crosby sites drove compared to 69.1% from all Sefton site visitors). However, the respondents were more likely to have walked (28.2% compared with 18.3%) to the site and the Crosby site visitors had the same amount of respondents arriving at the site by train as Sefton site visitors (4.4% arriving by train at the Crosby and Sefton sites).



Valid respondents: 911 for Crosby, 3987 for Sefton, 6301 for all sites.

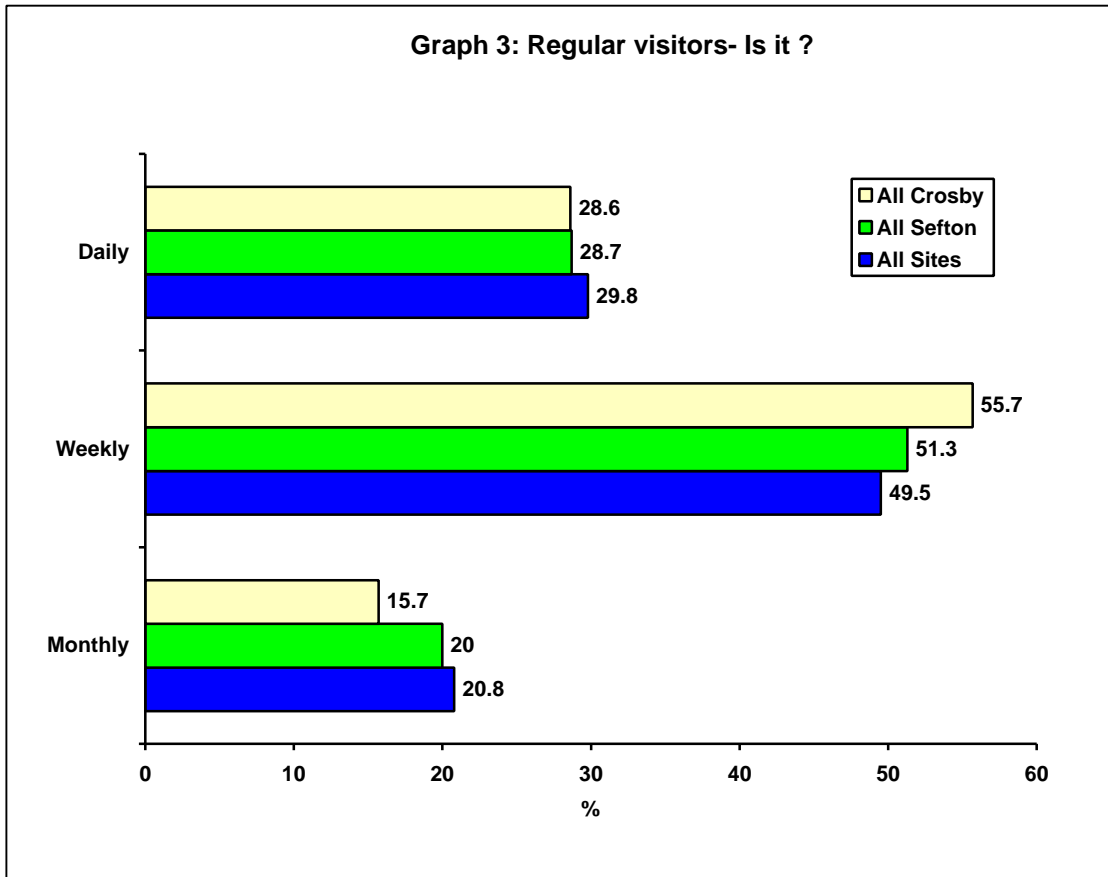
Frequency of Visits

Graph 2 below shows that the Crosby site attracted a high level of repeat visitors. Nearly all (97.4%) of the Crosby site visitors stated that they had already visited the site. This figure was slightly higher than at all Sefton sites (90.3%) and for all site visitors (91.2%).



Valid respondents: 917 for Crosby, 3997 for Sefton, 6314 for all sites.

Visitors to the Crosby sites were asked how many times they had visited the site in the last 12 months, seven in ten visitors (70.3%) had visited eleven or more times in the last year. This is a high level of regular visitors compared with other Sefton sites (49.8%) and visitors from all sites (47.6%). However, this does not necessarily mean they visit the site only once a month because, graph 3 below shows that of these 'regular visitors', over a half (55.7%) said they visit the site weekly (instead of monthly or daily). There is a similar pattern to regular visitors to all Sefton sites.



Note: A smaller sample was used for this question
Valid respondents: 140 for Crosby, 380 for Sefton, 665 for All sites

Group Size

The average size of a group of visitors to the Crosby sites tends to be smaller than the average group of visitors for all Sefton sites and all sites. The average number of people in personal groups were: Crosby (2.16), Sefton sites (2.79), all sites (3.12).

Description of Personal Group

Table 1 below shows that most visitors to the Crosby sites were visiting on their own, (41.2% were by themselves compared with 30.6% from all Sefton sites.) There was also a high percentage of visitors visiting the site with their family and children. Compared with other Sefton and all sites, there were fewer respondents attending the site with their family and children.

Table 1: Description of Personal Group

	All Crosby (%)	All Sefton (%)	All Sites (%)
On Own	41.2	30.6	25.0
With Family (inc children)	22.5	31.2	34.8
With Friends	15.7	12.8	13.1
With Family (exc children)	13.5	15.6	16.2
With Friends and Family	3.6	3.5	4.7
With Partner	2.7	4.4	4.3
With Club	0.9	1.8	1.9
Valid Respondents	913	3982	6292

Length of Stay

Table 2 below shows that the most common response to the question on planned length of stay was between 1 and 2 hours (this was stated by 38.3% of the visitors to the Crosby sites).

Visitors to the Crosby sites, were less likely to plan slightly longer visits than respondents at all sites surveyed. A larger percentage of visitors to the Crosby sites (37.4%) stated that their visit would last between 16 minutes to 60 minutes compared to visitors to all sites (29.7%).

Table 2: Length of Stay of the respondents

	All Crosby (%)	All Sefton (%)	All Sites (%)
Up to 15 minutes	1.7	1.5	1.9
16 – 30 minutes	6.9	9.1	7.3
31 – 60 minutes	30.5	24.7	22.4
1 hour – 2 hours	38.3	33.1	34.8
2 – 3 hours	14.3	15.7	16.0
3 – 4 hours	4.8	8.5	9.2
4 – 5 hours	2.3	4.2	4.4
Over 5 hours	1.3	3.3	4.0
Valid Respondents	904	3975	6281

Reason for Visit

Table 3: Reason for the respondents visit

Reason	All Crosby(%)	All Sefton(%)	All Sites(%)
Walk	49.0	46.3	41.7
Relaxation	41.3	42.6	36.4
Scenery	40.2	37.7	29.8
Dog walking	27.8	28.2	25.2
Beach	21.1	30.7	26.0
Other	19.3	13.4	19.6
Specific Activity	11.7	6.5	4.8
Nature/Birdwatching	8.2	31.9	24.1
Lunch/Drink	3.5	9.7	10.2
Specific event	0.1	0.5	0.8
Valid Respondents	913	3982	6294
Valid Responses	1959	9847	13764

Please Note: Percentages are proportions of visitors, who gave this reason, and more than one response was allowable. Therefore, percentages sum to more than 100% in each column.

The most popular reason for visiting the Crosby sites is for **walking**, followed by **relaxation**. There were slightly more visitors stating that walking was their main reason for the visit to the Crosby sites compared with visitors to the Sefton sites (49% at Crosby and 46.3% at Sefton). The proportion of visitors at the Crosby sites for **nature/birdwatching** was significantly less compared with visitors to all Sefton sites (8.2% compared with 31.9%).

Table 4: Main reasons for visit (top 6, ranked in order of popularity)

All Crosby	All Sefton	All Sites
1. Walk	1. Walk	1. Walk
2. Relaxation	2. Relaxation	2. Relaxation
3. Scenery	3. Scenery	3. Scenery
4. Dog walking	4. Nature/birdwatching	4. Beach
5. Beach	5. Beach	5. Dog walking
6. Other	6. Dog walking	6. Nature/birdwatching

Table 4 above shows that whilst the top 6 main reasons for visiting a site are the same throughout all Sefton sites and all sites, the main reasons for visiting Crosby sites differ slightly. Significant here is that **nature/birdwatching** is not ranked in the top 6 popular reasons for visiting the Crosby sites yet it features in the top 6 for all Sefton sites and all sites. **nature/birdwatching** is replaced by **other** by the Crosby visitors – being mentioned by (19.3%) of the visitors. The most popular reason given under the ‘umbrella’ term of **other** (mentioned by 19.3% of Crosby visitors) is exercise, mentioned by over a half (56%) of the Crosby site visitors which stated **other**.

Visitors' Likes

Table 5 below shows what visitors liked about the site they visited. **Peacefulness** and the **landscape** were the most popular answers. A larger proportion of the visitors to the Crosby site stated that **views** were a like of the site compared to visitors to all Sefton sites (10.7% compared to 2.9%). The proportion of visitors to the Crosby site which stated that **environment/wildlife** was a 'like' of the site was significantly less compared with visitors from all Sefton sites (7.3% compared with 21.1%).

Table 5: Visitors likes

Visitors Likes	All Crosby (%)	All Sefton(%)	All Sites (%)
Peaceful	54.7	51.1	49.1
Landscape	39.4	40.6	40.9
Views	10.7	2.9	5.1
Facilities/Management	9.1	14.3	16.2
Walking	8.7	10.0	11.2
Access	8.4	5.2	5.9
Environment/Wildlife	7.3	21.1	16.2
Good for Dogs	2.4	2.3	2.3
Cycling	1.2	0.6	0.6
Nothing	0.9	0.5	0.5
Dogs controlled	0	0	0.7
Valid Respondents	890	3875	6148
Valid Responses	1281	5837	9422

Please Note: Percentages are proportions of visitors, who gave this reason, and more than one response was allowable. Therefore, percentages sum to more than 100% in each column.

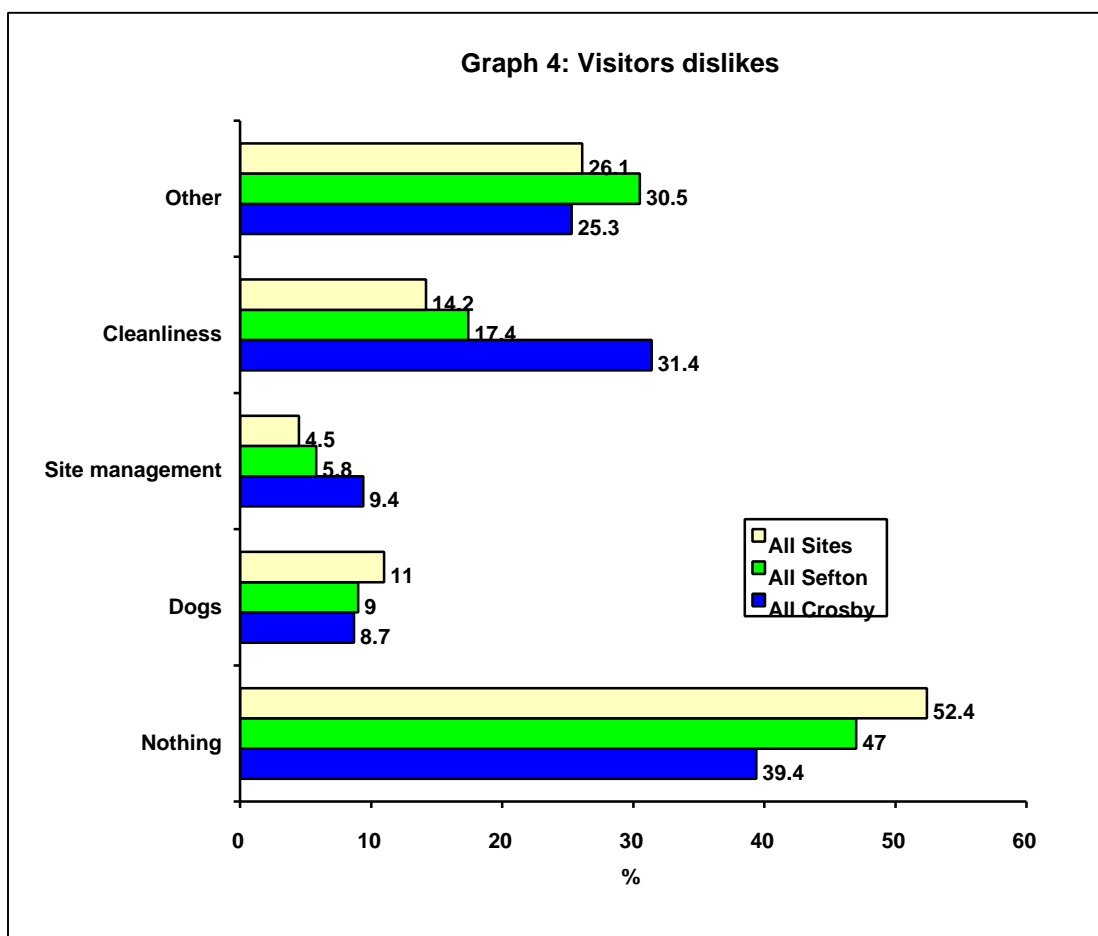
Table 6: Visitors likes (top 4, ranked in order of popularity)

All Crosby	All Sefton	All Sites
1. Peaceful	1. Peaceful	1. Peaceful
2. Landscape	2. Landscape	2. Landscape
3. Views	3. Environment/wildlife	3. Facilities/Management
4. Facilities/Management	4. Facilities/Management	4. Environment/wildlife

Significant here is that **environment/wildlife** was not in the top 4 ranked likes by the Crosby visitors yet it featured in both the Sefton and all visitors responses. Environment/Wildlife was replaced by **views** in the Crosby visitors top four ranked likes.

Visitors' Dislikes

Graph 4 below shows that when visitors to the Crosby sites were asked what they disliked about the site, the most common response was 'nothing' (39.4%) compared with larger proportions from visitors to the all Sefton sites (47%) and visitors to all sites (52.4%). This suggests that Crosby visitors are less satisfied with their coastal sites than respondents at other sites. **Cleanliness/pollution** and **site management/safety** were another two common dislikes at the Crosby site and across all sites. The percentage of Crosby visitors citing cleanliness/pollution was considerably higher than at the Sefton sites (with 31.4% stating this compared with 17.4% from Sefton).



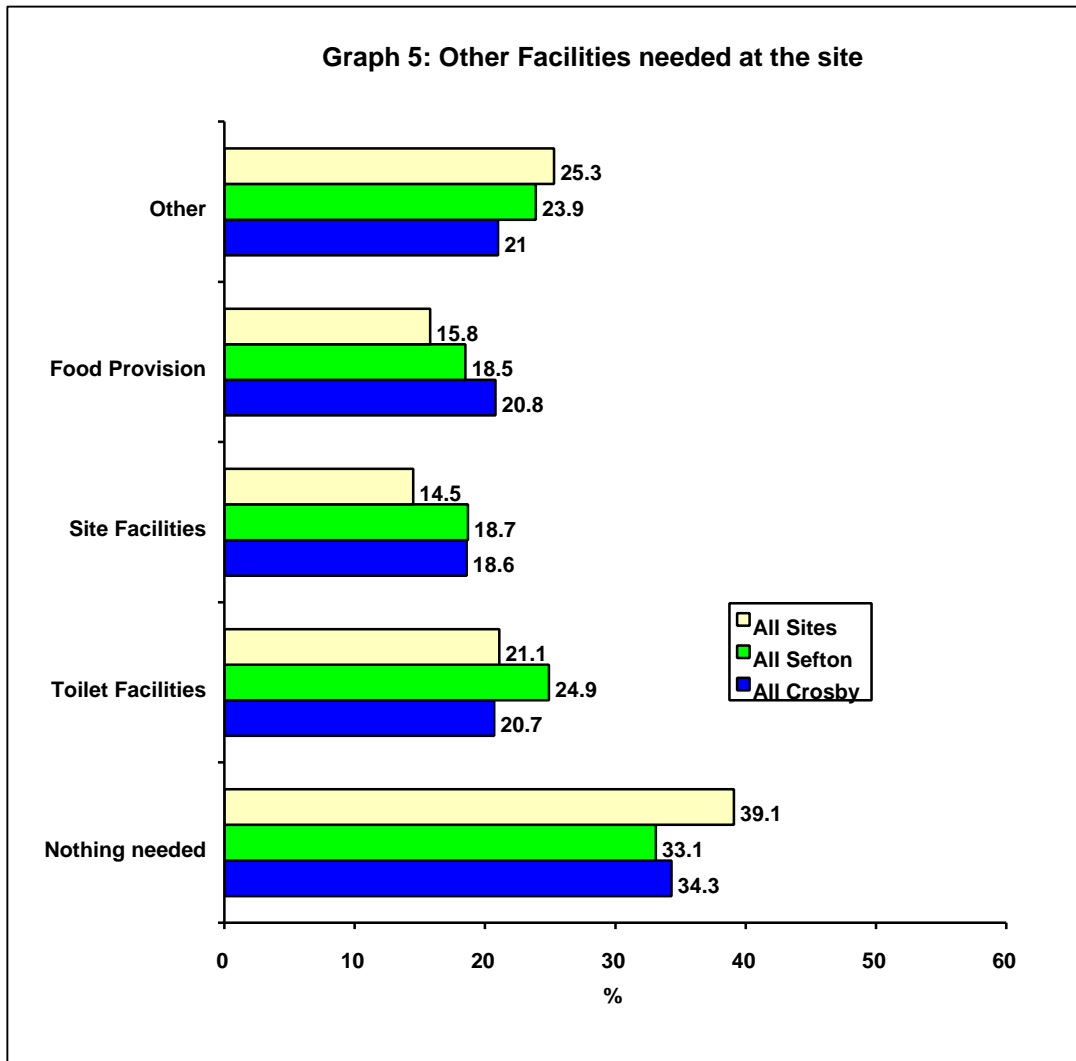
Valid Respondents/Responses: 866/987 for Crosby, 3505/3845 for Sefton, 5605/6066 for all sites

Please Note: Percentages are proportions of visitors, who gave this reason, and more than one response was allowable. Therefore, percentages sum to more than 100% in each column.

In terms of specific dislikes, a relatively high level of respondents mentioned litter (22.4%) followed by dogs (8.7%), toilets (5.3%) and blown sand on the promenade (4.7%).

Other Facilities

Visitors were asked if there were any other facilities that they would like to see provided in the area. The proportion of visitors which stated that **nothing** was needed, was comparable with all the sites (34.3% at the Crosby sites and 33.1% at the Sefton sites). The most important priority for Crosby visitors was **food provision** and **toilet facilities**.



Valid respondents/responses: 864/999 for Crosby, 3595/4291 for Sefton, 5700/6601 for all sites

Please Note: Percentages are proportions of visitors, who gave this reason, and more than one response was allowable. Therefore, percentages sum to more than 100% in each column.

In terms of specific suggestions, respondents would like to see refreshments (20.8%), toilets (20.7%) and more seats (12.4%).

Age

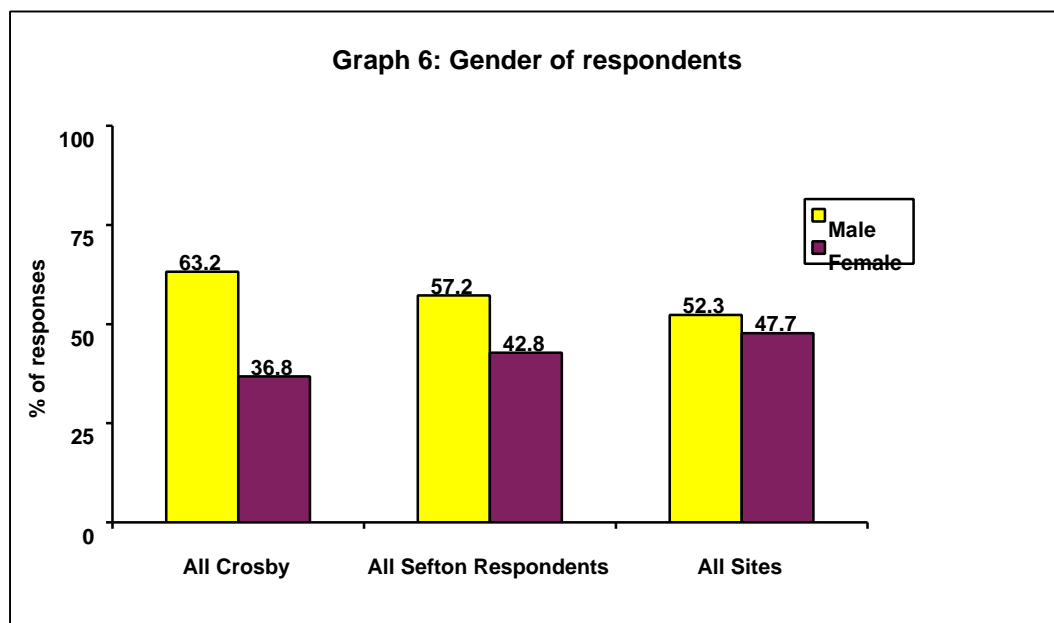
Table 7 below shows that the dominant age category for Crosby was **>55 yrs.** The proportion of visitors in this age group was slightly higher than at other sites. (40.0% Crosby, 37.4% Sefton, 36.9% all sites).

Table 7: Visitors age

Age Category	All Crosby	All Sefton	All Sites
<25	6.4	6.3	8.4
25-34	12.1	13.5	14.4
35-44	18.9	21.6	21.2
44-54	22.6	21.3	19.1
>55	40.0	37.4	36.9
Valid Respondents	908	3978	6268

Gender

Graph 6 below shows that there were more male visitors in Crosby (63.2%) than female visitors (36.8%). This trend was also shown in the other sites with slightly more males than females answering the questionnaire (Sefton 57.2% and all sites 52.3%).



Valid Respondents: 891 for Crosby, 3901 for all Sefton and 6138 for all Sites

Disabled Visitors

Table 8 below shows that compared with other sites, there are more disabled visitors at the Crosby site. (15.9% of visitors at the Crosby site described themselves as having a disability compared with 10.4% from all sites).

Table 8: 'Do you describe yourself as having a disability?'

	All Crosby	All Sefton	All Sites
Yes	15.9	10.2	10.4
No	84.1	89.8	89.6
Valid Respondents	900	3905	6164

Table 9 below shows that unfortunately, only 35 disabled visitors answered the question on whether their disability had affected their visit to the site but, of these, 4 (11.4%) answered 'yes'. Although the sample is small, compared with all Sefton there was a slightly lower figure of just over 1 in 3 (37.8%) – but there was however a larger sample of 111 disabled visitors used from all Sefton sites.

Table 9: 'Does your disability affect your visit to the site?'

	All Crosby	All Sefton	All Sites
Yes	11.4	37.8	32.5
No	88.6	62.2	67.5
Valid Respondents	35	111	166

The results suggest that disabled people view Crosby as a relatively accessible coastal site.

Membership of other Organisations

Visitors at the Crosby site were ***less likely to be members of the National Trust*** and ***less likely to be members of the RSPB*** than visitors across all Sefton sites.

Around 1 in 10 visitors were members of the National Trust (9.7% compared with 19.3 in Sefton).

Less than 1 in 10 visitors were members of the RSPB (7.6% compared with 14.5% in Sefton).

Tabulated Results comparing the results from visitors to Crosby Coastal Park, All Sefton and All respondents.

Frequency Tables for all Crosby

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
What was the principal means of transport which you used to visit the area?	Car/van	508	55.8	2755	69.1	4610	73.2
	Motor cycle	5	.5	25	.6	30	.5
	Train	40	4.4	174	4.4	238	3.8
	Bicycle	77	8.5	231	5.8	305	4.8
	Private coach	1	.1	27	.7	46	.7
	Public bus	14	1.5	22	.6	58	.9
	Walked	257	28.2	730	18.3	978	15.5
	Other	9	1.0	23	.6	36	.6
Total		911	100.0	3987	100.0	6301	100.0

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
other form of transport specified	yacht					1	2.8
	horse			5	21.7	8	22.2
	mini bus	1	11.1	3	13.0	9	25.0
	ran	7	77.8	10	43.5	10	27.8
	taxi	1	11.1	2	8.7	3	8.3
	disabled vehicle/power wheel chair			2	8.7	3	8.3
	campervan			1	4.3	1	2.8
	ferry					1	2.8
Total		9	100.0	23	100.0	36	100.0

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Have you ever visited this area before?	yes	893	97.4	3611	90.3	5761	91.2
	no	24	2.6	386	9.7	553	8.8
Total		917	100.0	3997	100	6314	100.0

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Regular visitors - is it	Monthly	22	15.7	76	20.0	138	20.8
	weekly	78	55.7	195	51.3	329	49.5
	Daily	40	28.6	109	28.7	198	29.8
Total		140	100.0	380	100.0	665	100.0

Note that a smaller sample were approached for this question

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
How many times have you visited this area in the last 12 months?	one	49	5.4	652	16.5	1026	16.5
	two	34	3.7	389	9.9	635	10.2
	three	19	2.1	206	5.2	342	5.5
	four	21	2.3	187	4.7	328	5.3
	five	12	1.3	107	2.7	184	3.0
	six or seven	62	6.8	238	6.0	419	6.8
	eight to ten	75	8.2	201	5.1	318	5.1
	eleven or more	643	70.3	1964	49.8	2950	47.6
Total		915	100.0	3944	100.0	6202	100.0

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
size of group	1	376	41.6	1221	31.2	1570	25.3
	2	274	30.3	1261	32.3	2009	32.4
	3	121	13.4	550	14.1	942	15.2
	4	66	7.3	431	11.0	761	12.3
	5	44	4.9	215	5.5	407	6.6
	6	9	1.0	88	2.3	195	3.1
	7	8	.9	44	1.1	107	1.7
	8	1	.1	24	.6	45	.7
	9			11	.3	28	.5
	10	1	.1	12	.3	25	.4
	>10	3	.3	52	1.3	111	1.8
Total		903	100.0	3909	100.0	6200	100.0

				Mean	Std Deviation	Minimum	Maximum
Crosby Coastal Park				2.16	1.59	1	21
Hightown Dunes				1.52	1.23	1	18
Hall Road				2.46	1.45	1	8
Mariners Road				1.96	1.45	1	10
Crosby Marine Park				2.44	1.88	1	21
North Crosby Beach				2.41	1.26	1	6
South Crosby Beach				2.89	2.10	1	11
All Sefton				2.79	4.20	1	90
All	Respondents	Number of people in personal group today		3.12	4.79	1	130

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Description of personal group travelling with on this trip	on own	376	41.2	1220	30.6	1571	25.0
	with family (including children)	205	22.5	1244	31.2	2192	34.8
	with club	8	.9	72	1.8	117	1.9
	with friend(s)	143	15.7	510	12.8	827	13.1
	with family (excluding children)	123	13.5	622	15.6	1018	16.2
	with friends and family	33	3.6	140	3.5	296	4.7
	with partner	25	2.7	174	4.4	271	4.3
Total		913	100.0	3982	100.0	6292	100.0

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
How long do you think you will stay here today?	up to 15 minutes	15	1.7	59	1.5	121	1.9
	16 - 30 minutes	62	6.9	362	9.1	460	7.3
	31 - 60 minutes	276	30.5	981	24.7	1409	22.4
	1 hour - 2 hours	346	38.3	1316	33.1	2186	34.8
	2 - 3 hours	129	14.3	624	15.7	1002	16.0
	3 - 4 hours	43	4.8	336	8.5	577	9.2
	4 - 5 hours	21	2.3	167	4.2	277	4.4
	over 5 hours	12	1.3	130	3.3	249	4.0
Total		904	100.0	3975	100.0	6281	100.0

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question 8	Was coming to walk a main reason for coming to this site today?	447	49.0	1843	46.3	2625	41.7
	Was coming to walk the dog a main reason for coming to this site today?	254	27.8	1146	28.8	1589	25.2
	Was visiting the beach a main reason for coming to this site today?	193	21.1	1223	30.7	1639	26.0
	Was for nature-birdwatching a main reason for coming to this site today?	75	8.2	1269	31.9	1515	24.1
	Was the scenery a main reason for coming to this site today?	367	40.2	1502	37.7	1875	29.8
	Was relaxation a main reason for coming to this site today?	377	41.3	1698	42.6	2292	36.4
	Was coming for lunch-a drink a main reason for coming to this site today?	32	3.5	386	9.7	642	10.2
	Was attending a specific event a main reason for coming to this site today?	1	.1	20	.5	52	.8
	Was a specific activity a main reason for coming to this site today?	107	11.7	257	6.5	303	4.8
	Was something else a main reason for coming to this site today?	176	19.3	503	12.6	1232	19.6
Total	913	100	3982	100.0	6294	100.0	

Note that percentages are based on the number of respondents, not responses and therefore sum to more than 100% in each column

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Other main reason for coming to the site today	enironment/wildlife	10	6.0	23	5.9	29	3.9
	exercise	94	56.0	166	42.8	227	30.3
	work related	11	6.5	44	11.3	56	7.5
	visit tourist facility	1	.6	15	3.9	39	5.2
	general visit to the area	5	3.0	8	2.1	42	5.6
	buy something	1	.6	23	5.9	31	4.1
	live locally/used to live locally	4	2.4	18	4.6	38	5.1
	peaceful	12	7.1	21	5.4	29	3.9
	weather	12	7.1	41	10.6	192	25.7
	landscape/scenery					7	.9
	specific activity/event	17	10.1	25	6.4	46	6.1
	other	1	.6	4	1.0	12	1.6
Total		168	100.0	388	100.0	748	100.0

Q.A9: Respondents likes of the site

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a9	environment/wildlife	65	7.3	819	21.1	996	16.2
	cycling	11	1.2	24	.6	34	.6
	good for dogs	21	2.4	88	2.3	142	2.3
	dogs controlled			1	.0	41	.7
	peaceful	487	54.7	1982	51.1	3019	49.1
	landscape	351	39.4	1575	40.6	2515	40.9
	walking	77	8.7	388	10.0	687	11.2
	access	75	8.4	203	5.2	363	5.9
	information	10	1.1	68	1.8	154	2.5
	facilities/management	81	9.1	554	14.3	1128	18.3
	views	95	10.7	114	2.9	311	5.1
	nothing	8	.9	21	.5	32	.5
Total		890	100.0	3875	100.0	6148	100.0

Note that percentages are based on the number of respondents, not responses and therefore sum to more than 100% in each column

Q.A10: Respondents dislikes of the site

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a10	nothing	341	39.4	1647	47.0	2937	52.4
	car related	7	.8	148	4.2	213	3.8
	physical developments	15	1.7	141	4.0	161	2.9
	dogs	75	8.7	317	9.0	616	11.0
	site management/safety facilities	81	9.4	205	5.8	255	4.5
	facilities	44	5.1	110	3.1	155	2.8
	cleanliness/pollution	272	31.4	609	17.4	794	14.2
	access	18	2.1	114	3.3	165	2.9
	refreshment facilities	55	6.4	165	4.7	196	3.5
	environmental	17	2.0	101	2.9	137	2.4
	user conflicts	55	6.4	230	6.6	364	6.5
	information/interpretation	7	.8	58	1.7	73	1.3
Total		866	100.0	3505	100.0	5605	100.0

Note that percentages are based on the number of respondents, not responses and therefore sum to more than 100% in each column

Q.A11: Other facilities needed at the site

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a11	nothing needed	296	34.3	1190	33.1	2227	39.1
	toilet facilities	179	20.7	896	24.9	1202	21.1
	environmental improvements	9	1.0	30	.8	55	1.0
	visitor information	7	.8	159	4.4	219	3.8
	recreation facilities	76	8.8	216	6.0	435	7.6
	site facilities	161	18.6	674	18.7	825	14.5
	food provision	180	20.8	664	18.5	903	15.8
	improved access	26	3.0	145	4.0	199	3.5
	better dog control	3	.3	12	.3	26	.5
	more facilities for dogs	20	2.3	134	3.7	228	4.0
	more staff/security	33	3.8	73	2.0	99	1.7
	site improvements/renovations	1	.1	5	.1	12	.2
	better access to site management	8	.9	81	2.3	157	2.8
	Total	864	100.0	3595	100.0	5700	100.0

Note that percentages are based on the number of respondents, not responses and therefore sum to more than 100% in each column

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Would you describe yourself as having a disability?	yes	143	15.9	397	10.2	644	10.4
	no	757	84.1	3508	89.8	5520	89.6
Total		900	100.0	3905	100.0	6164	100.0

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Gender	male	563	63.2	2233	57.2	3213	52.3
	female	328	36.8	1668	42.8	2925	47.7
Total		891	100.0	3901	100.0	6138	100.0

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
newage	<25	58	6.4	249	6.3	526	8.4
	25-34	110	12.1	537	13.5	902	14.4
	35-44	172	18.9	858	21.6	1326	21.2
	45-54	205	22.6	847	21.3	1200	19.1
	>55	363	40.0	1487	37.4	2314	36.9
Total		908	100.0	3978	100.0	6268	100

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Are you a member of the National Trust	yes	89	9.7	761	19.3	1084	18.2
	no	825	90.3	3177	80.7	4867	81.8
Total		914	100.0	3938	100.0	5951	100.0

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
does your disability affect your visit to the site?	Yes	4	11.4	42	37.8	54	32.5
	No	31	88.6	69	62.2	112	67.5
Total		35	100.0	111	100	166	100.0

Note that a smaller sample were approached for this question

Crosby Coastal Park

		Crosby Coastal Park		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Are you a member of RSPB	yes	69	7.6	570	14.5	743	12.5
	no	842	92.4	3370	85.5	5201	87.5
Total		911	100	3940	100.0	5944	100.0

Appendix 1: The Questionnaire

Please complete this questionnaire and return it to the surveyor or the Census point at the exit when you leave.

A1 Have you ever visited this area before? (please tick one box) Yes No

A2 How many times have you visited this area in the last 12 months (including today's visit)?

(please tick one box only)

- one (Go to A4)
 two (Go to A4)
 three (Go to A4)
 four (Go to A4)
 five (Go to A4)
 six or seven (Go to A4)
 eight to ten (Go to A4)
 eleven or more (Go to A3)

A3 If you have visited this area eleven or more times in the last 12 months, would you say you visit the area.....?

(please tick one box only) monthly weekly daily

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A4 Which of the following activities are the main reasons for you coming to this site today?

(please tick all that apply)

- to walk to walk the dog to visit the beach for nature/birdwatching
 for the scenery for relaxation for lunch /a drink to attend a specific event
 for a specific activity (write in) Other (write in)

A5 What do you like about this area? (please write in below)

A6 Any dislikes about this area? (please write in below)

.....

.....

A7 Are there any other facilities would you like to see provided in this area? (please write in)

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A8 How many people are there in your personal group today? (By that we mean your family, close friends and other immediate travelling companions) (please write in)

.....

A9 Which of these phrases best describes the personal group you are travelling with on this trip?

(please tick one box only)

- on own with family (including children) with club/school with partner
 with friend(s) with family (excluding children) with friends & family

A10 How long do you think you will stay here today? (please tick one box only)

- Up to 15 minutes 16 – 30 minutes 31 – 60 minutes 1 hour –2 hours
 2 – 3 hours 3 – 4 hours 4 – 5 hours over 5 hours

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A11 What was the principal means of transport which you used to visit the area today? (please tick one box only)

- Car / van Motor cycle Train Bicycle
 Private coach Public bus Walked Other (write in below)

A12 Where do you live? (please write in) Town:.....

Postcode:.....

A13 Are you...? (tick one box for A13 and one for A14) Male Female

A14 Would you describe yourself as having a disability? Yes (Go to A15) No (Go to A16)

A15 Does your disability affect your visit to the site? Yes No

A16 Which of these age groups are you in? (please tick one box)

- under 25 25 - 34 35 - 44 45 - 54 55 - 64 65 and over

A17 Are you a member of the National Trust?

A18 Are you a member of RSPB?

(please tick one box for A17 and one for A18) Yes No Yes No

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