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INTERREG IIC

Quality of Coastal Towns

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

Merseyside Coast Visitor Research 2000

Volume 5

Summary of Lifeboat Road

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	90 or	85 or	80 or	75 or	70 or	65 or	60 or	55 or	50
	5	10	15	20	25	30	35	40	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 1, 620 visitors from Lifeboat Road answered the question regarding what was the principal method of transport used in arriving at the site, with 78.2% stating they arrived at the site by car/van.

So sampling error $\pm 3.2\%$

So true percentage $78.2\% \pm 3.2\%$
(i.e. between 75% and 81.4%)

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 Lifeboat Road dune area, managed by Sefton Council, is a gateway site to the southern part of Formby Point which includes the Lifeboat Road recreation area and the Ravenmeols Dunes and Woodlands Local Nature Reserve. A large central car park gives easy access to the Seaside Award winning Formby beach, the dunes and former asparagus fields, Wicks Lane Lake, scrub woodland and pine woods. The extensive footpath network is generally on level ground making the site very accessible. A boardwalk ramp gives access to the beach for prams and wheelchairs. The access paths at Kirklake Road and Wicks Lane are popular with local people as is the much quieter dune system at Ravenmeols. There is a seasonal charge for car-parking to support the costs of site management. The site is managed by the Coast and Countryside Service which includes the rangers, lifeguards and seasonal staff.

4: Summary of results for Lifeboat Road.

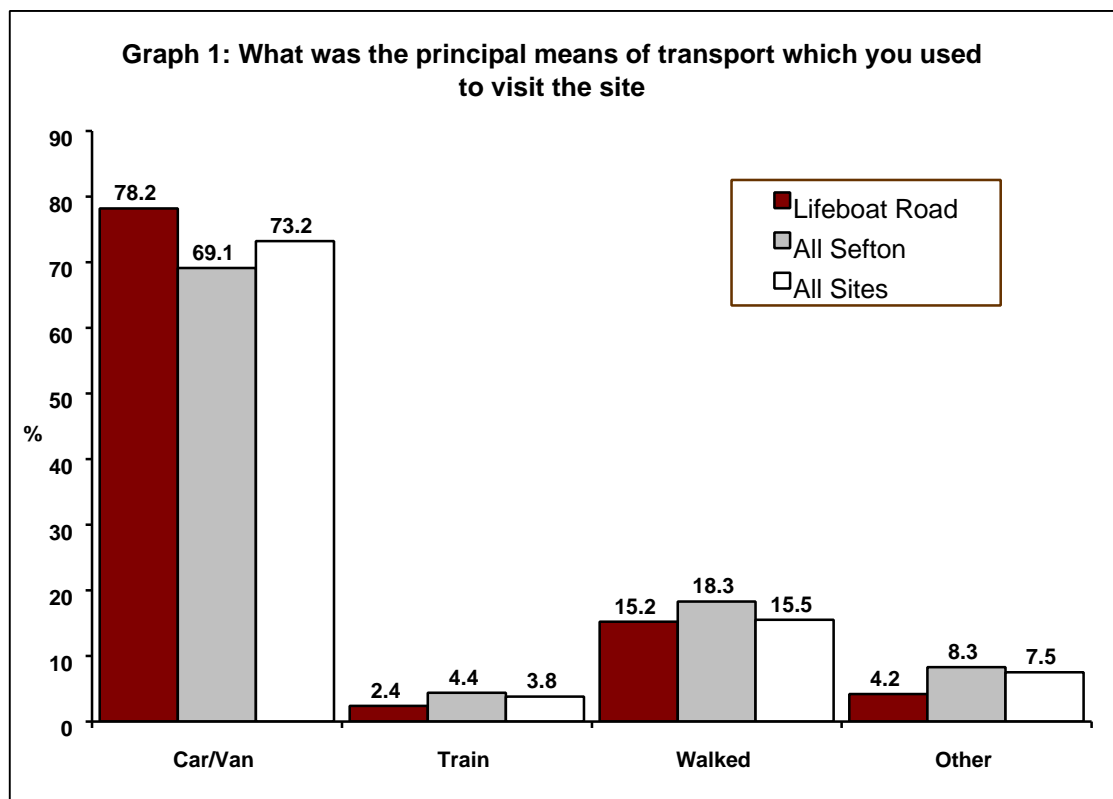
Many sites had a number of different sampling points which have been amalgamated for this summary report. These site-specific results have then been compared to the results from all the sites in Sefton or the Wirral (whichever set of data is appropriate) and then to the results from the whole of the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

Response to the survey

621 completed questionnaires, collected between May and August, have been analysed for this report at the following sites: Lifeboat Road Car Park area and Wicks Lane and Kirklake Path area.

Transport

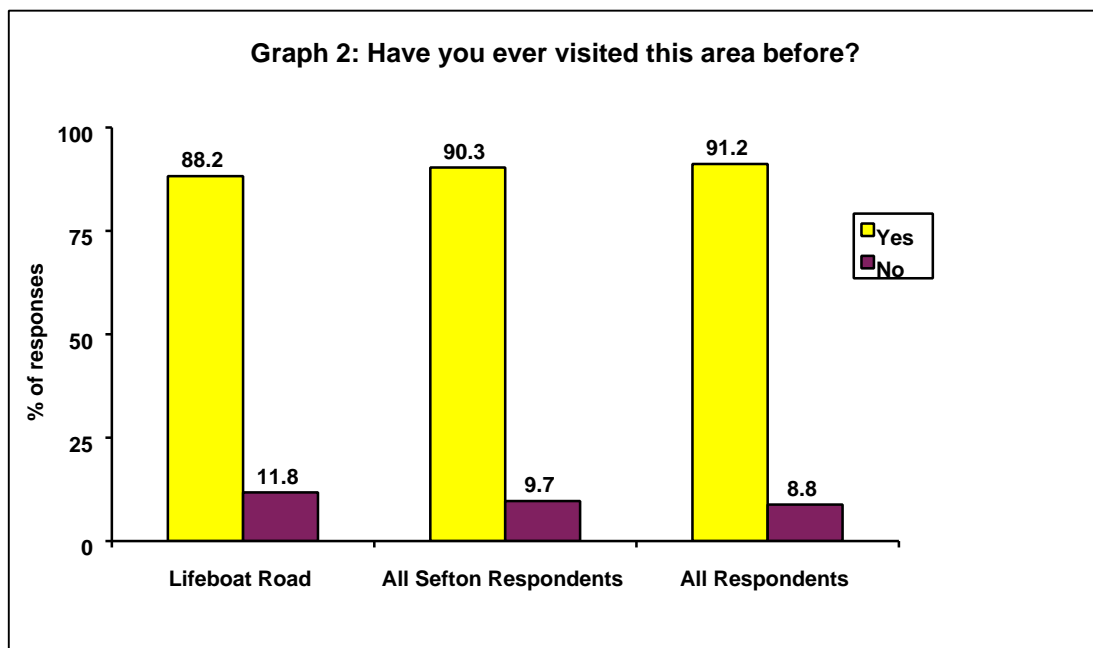
The car is the most common means of transport to the Lifeboat Road sites. Graph 1 below shows that visitors to the Lifeboat Road sites were more likely to have driven to the site (78.2% of the visitors to the Lifeboat Road site drove compared to 69.1% from all Sefton site visitors). Respondents were less likely to have walked (15.2% compared with 18.3%) and arrive by train than Sefton site visitors (2.4% arriving by train at the Lifeboat Road site and 4.4% arriving by train at the Sefton sites).



Valid respondents: 620 for Lifeboat Road, 3987 for Sefton, 6301 for all sites.

Frequency of Visits

Graph 2 below shows that, although Lifeboat Road attracted a high level of repeat visitors (88.2% of visitors had been before), this figure was slightly lower than for all Sefton sites (90.3%) and for all sites (91.2%). Lifeboat Road therefore attracts a higher percentage of first time visitors than many other coastal sites.

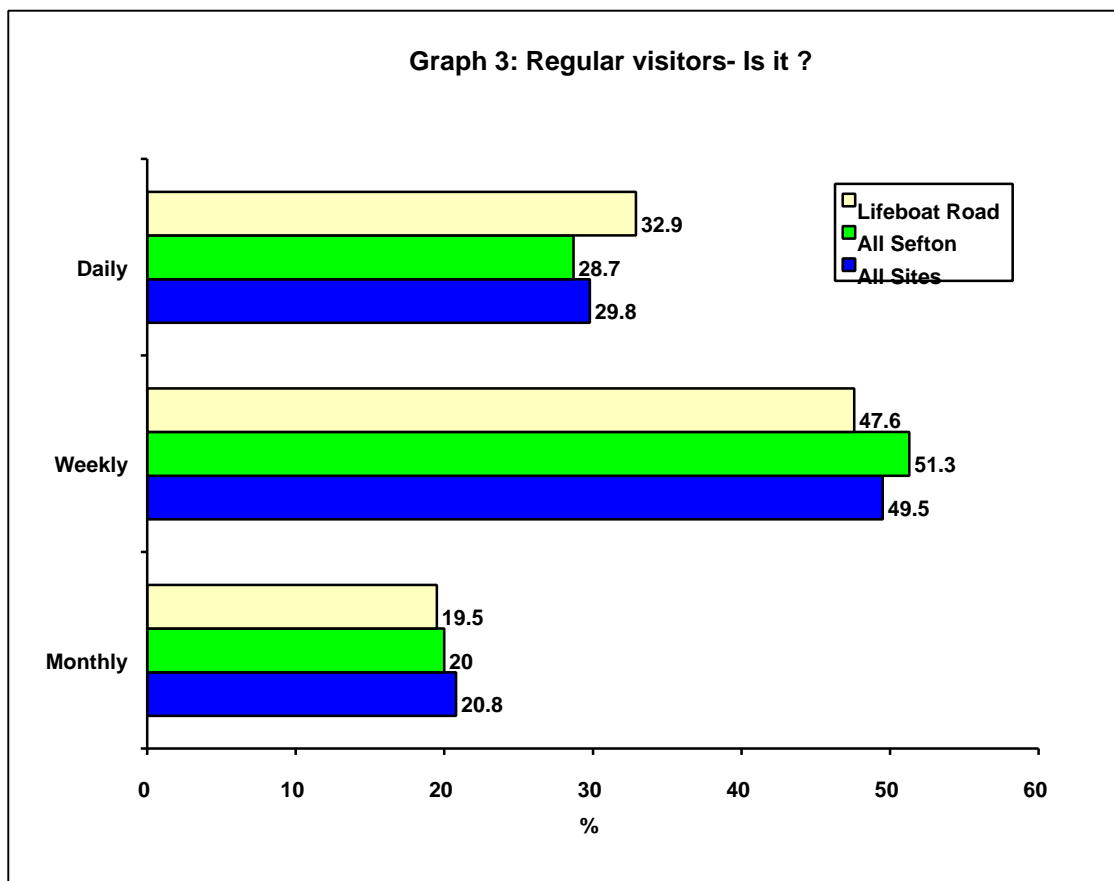


Valid respondents: 621 for all Lifeboat Road, 3997 for Sefton, 6314 for all sites.

Visitors to the Lifeboat Road sites were asked how many times they had visited the site in the last 12 months, the greatest proportion of visitors stated they had visited the site eleven or more times in the last 12 months (47.5%), compared with 49.8% from all Sefton sites.

Just over one fifth (20.7%) of Lifeboat Road visitors stated they had visited the site once in the last 12 months compared with 16.5% at all Sefton sites.

This does not necessarily mean that the visitors who had visited the site 11 or more times in the last 12 months visit the site only once a month because, graph 3 below shows that of these 'regular visitors', nearly half (47.6%) said they visit the site weekly (instead of monthly or daily). There is a similar pattern to regular visitors to all Sefton sites. There were slightly more visitors visiting the Lifeboat Road site on a daily time scale than visitors to all Sefton sites (32.9% at Lifeboat Road compared with 28.7% from All Sefton).



Note: A smaller sample was used for this question
Valid respondents: 82 for Lifeboat Road, 380 for Sefton, 665 for All sites

Group Size

The average size of a group of visitors to the Lifeboat Road sites tends to be larger than the average group of visitors for all Sefton sites and all sites. The average number of people in personal groups were: Lifeboat Road (3.41), Sefton sites (2.79), all sites (3.12).

Description of Personal Group

Table 1 below shows that the greatest proportion of visitors to the Lifeboat Road sites were visiting with family including children, (37.4% were with the family and children compared with 31.2% from all Sefton sites.) Compared with other Sefton and all sites, there was a slightly greater proportion of visitors attending the site with their family and children. There were less visitors at the Lifeboat Road attending the site by themselves (21.9%) compared with visitors attending the all Sefton sites (30.6%).

Table 1: Description of Personal Group

	Lifeboat Road (%)	All Sefton (%)	All Sites (%)
With Family (inc children)	37.4	31.2	34.8
On Own	21.9	30.6	25.0
With Family (exc children)	14.7	15.6	16.2
With Friends	9.5	12.8	13.1
With Partner	8.9	4.4	4.3
With Friends and Family	4.8	3.5	4.7
With Club	2.7	1.8	1.9
Valid Respondents	620	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 (33.8% of the visitors to the Lifeboat Road sites).

Visitors to the Lifeboat Road sites, were more likely to plan slightly longer visits than visitors at all sites surveyed. A larger percentage of visitors to the Lifeboat Road sites (20.5%) stated that their visit would last between 3 hours to 5 hours compared to visitors to all sites (12.7%).

Table 2: Length of Stay of the respondents

	Lifeboat Road (%)	All Sefton (%)	All Sites (%)
Up to 15 minutes	1.0	1.5	1.9
16 – 30 minutes	4.0	9.1	7.3
31 – 60 minutes	18.6	24.7	22.4
1 hour – 2 hours	33.8	33.1	34.8
2 – 3 hours	18.3	15.7	16.0
3 – 4 hours	13.4	8.5	9.2
4 – 5 hours	7.1	4.2	4.4
Over 5 hours	3.7	3.3	4.0
Valid Respondents	618	3975	6281

Reason for Visit

Table 3: Reason for the respondents visit

Reason	Lifeboat Road (%)	All Sefton (%)	All Sites (%)
Walk	60.3	46.3	41.7
Beach	56.4	30.7	26.0
Relaxation	49.6	42.6	36.4
Scenery	44.4	37.7	29.8
Dog walking	42.8	28.8	25.2
Nature/birdwatching	22.4	31.9	24.1
Lunch/drink	10.7	9.7	10.2
Other	6.8	12.6	19.6
Specific activity	6.0	6.5	4.8
Specific event	1.5	0.5	0.8
Valid Respondents	617	3982	6294
Valid Responses	1856	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.

There were many popular reasons for visiting Lifeboat Road suggesting the site fulfils a variety of needs. The most popular reason is **walking**, followed by the **beach**. There were considerably more visitors stating that **walking** was the reason for their visit to the Lifeboat Road sites compared with visitors to the Sefton sites (60.3% at Lifeboat Road and 46.3% at Sefton). **Relaxation**, **scenery** and **dog walking** were also more likely to be given as a main reason at Lifeboat Road than at other Sefton sites. The proportion of visitors at the Lifeboat Road sites for **nature/birdwatching** was significantly lower than at all Sefton sites (22.4% compared with 31.9%).

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

Lifeboat Road	All Sefton	All Sites
1. Walk	1. Walk	1. Walk
2. Beach	2. Relaxation	2. Relaxation
3. Relaxation	3. Scenery	3. Scenery
4. Scenery	4. Nature/birdwatching	4. Beach
5. Dog walking	5. Beach	5. Dog walking
6. Nature/birdwatching	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 the surveyed sites the ordering of the reasons differ slightly. Significant here is that **beach** is ranked as the second most mentioned reason from the Lifeboat Road visitors yet it is ranked fifth among all Sefton site visitors.

Visitors' Likes

Table 5 below shows what visitors liked about the site they visited. The most popular answer at Lifeboat Road was **peacefulness** followed by **landscape**. A higher proportion of visitors to Lifeboat Road said **peacefulness** and **landscape** were 'likes' compared with other sites. Visitors to Lifeboat Road were less likely to mention **environment/wildlife** as something they liked.

Table 5: Visitors likes

Visitors Likes	Lifeboat Road (%)	All Sefton (%)	All Sites (%)
Peaceful	55.2	51.1	49.1
Landscape	48.5	40.6	40.9
Facilities/Management	19.7	14.3	18.3
Environment/Wildlife	16.8	21.1	16.2
Walking	13.5	10.0	11.2
Access	3.4	5.2	5.9
Good for dogs	2.4	2.3	2.3
Information	1.2	1.8	2.5
Views	0.7	2.9	5.1
Nothing	0	0.5	0.5
Dogs controlled	0	0	0.7
Cycling	0	0.6	0.6
Valid Respondents	594	3875	6148
Valid Responses	958	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)

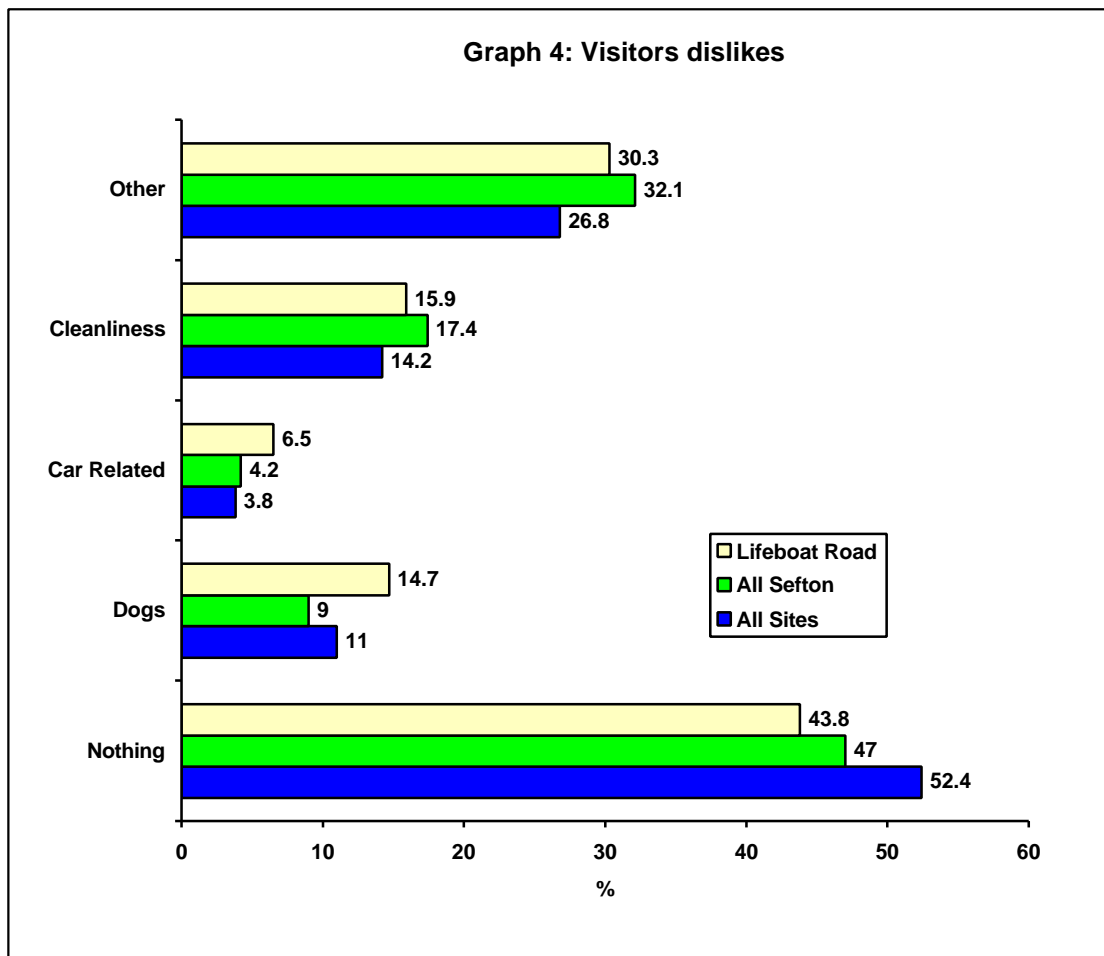
Lifeboat Road	All Sefton	All Sites
1. Peaceful	1. Peaceful	1. Peaceful
2. Landscape	2. Landscape	2. Landscape
3. Facilities/Management	3. Environment/wildlife	3. Facilities/Management
4. Environment/wildlife	4. Facilities/Management	4. Environment/wildlife

Although the top four 'likes' were the same for all sites. Facilities/management was ranked higher at Lifeboat Road than at other Sefton sites.

Apart from the general 'likes', regarding the landscape and atmosphere, respondents at Lifeboat Road gave the following specific 'likes': clean site (10.6%), good, well planned walks (4.5%) and freedom to roam (4.2%).

Visitors' Dislikes

Graph 4 below shows that when visitors to the Lifeboat Road sites were asked what they disliked about the site, the most common response was **'nothing'** (43.8%). **Cleanliness/pollution** and **dogs** were another two **common dislikes** at the Lifeboat Road site and across all sites. The percentage of Lifeboat Road visitors citing **cleanliness/pollution** was slightly lower than at the Sefton sites (with 15.9% stating this compared with 17.4% from Sefton). Visitors at Lifeboat Road are more likely to have **car related** dislikes compared with respondents at all Sefton sites.



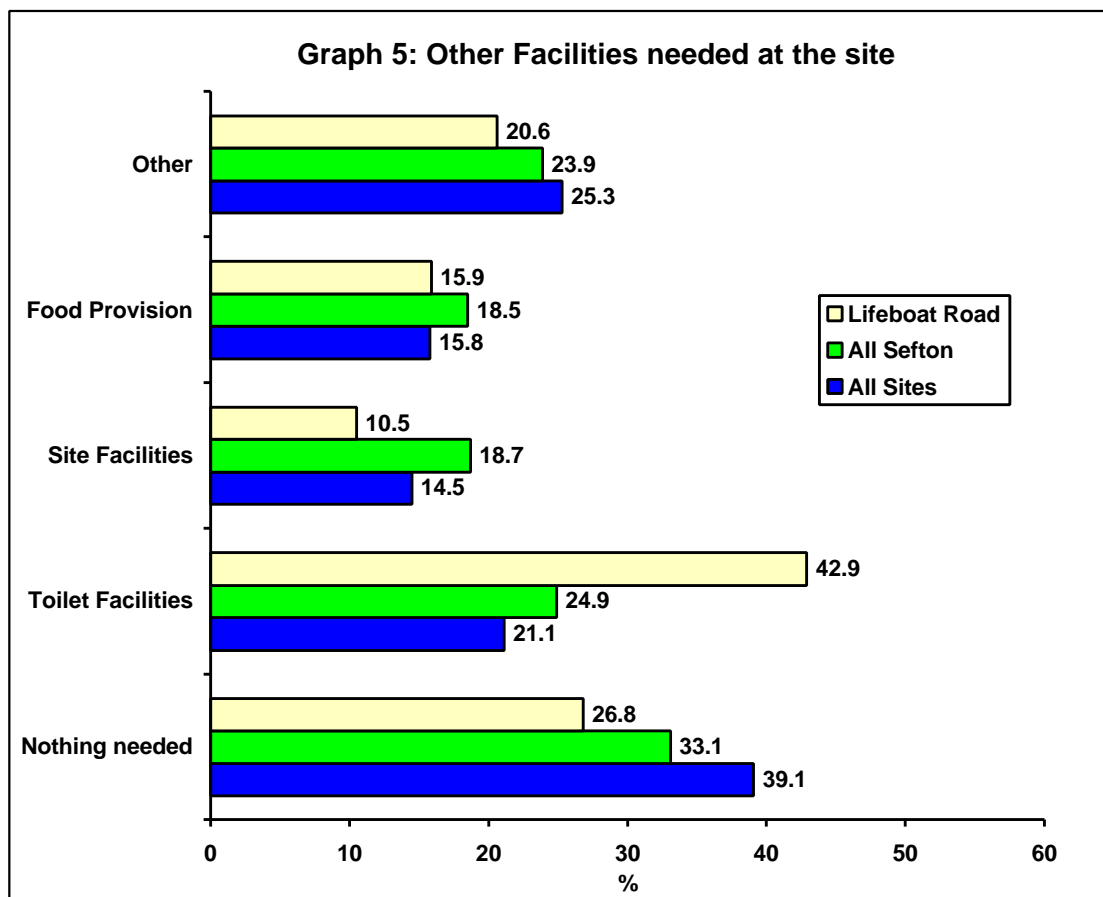
Valid Respondents/Responses: 523/581 for Lifeboat Road, 3505/3845 for Sefton, 5605/6066 for all sites

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, respondents at Lifeboat Road mentioned dogs (14.7%), litter (9.2%), toilets (8.6%), parking costs (5.4%) and pollution /glass on the beach (4.8%).

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 lower at the Lifeboat Road compared with all Sefton sites (26.8% at the Lifeboat Road sites and 33.1% at the Sefton sites). This suggests a lower level of satisfaction with the facilities available on the site. The most important priority for Lifeboat Road visitors was **toilet facilities** followed by **food provision**. The proportion of Lifeboat Road visitors stating **toilet facilities** was a needed facility at the site was significantly greater than visitors at all Sefton sites (42.9% compared with 24.9%). The proportion of visitors suggesting improved food provision and site facilities were lower than at all Sefton sites.



Valid respondents/responses: 540/590 for Lifeboat Road, 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 at Lifeboat Road would like to see the following: toilets (42.9%), refreshments (15.9%), more facilities for dogs/dog bins (5.4%), more seats (4.9%) and more bins (4.9%).

Age

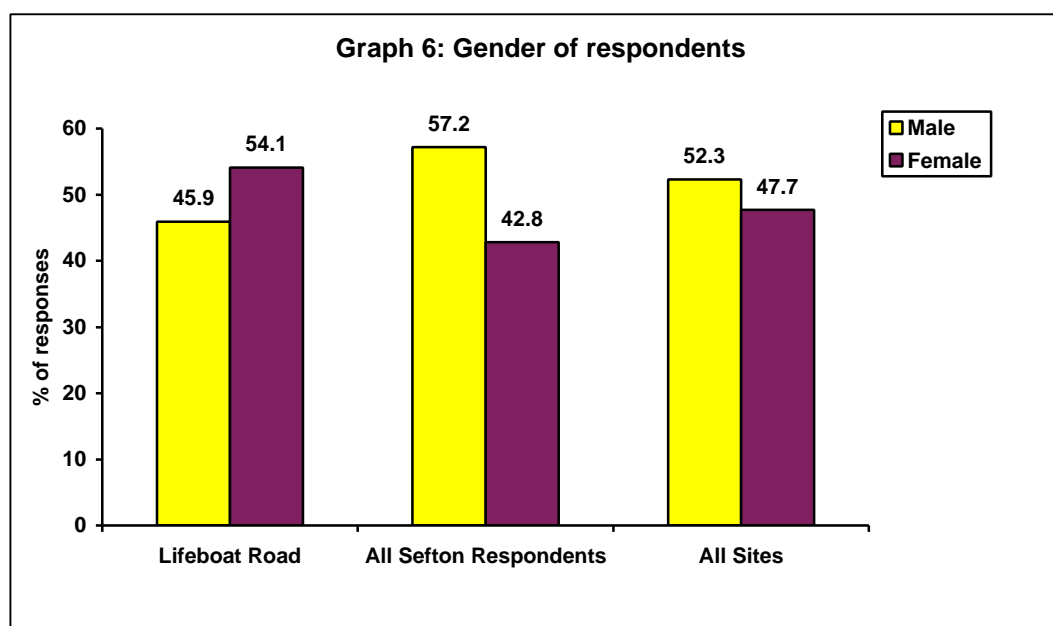
Table 7 below shows that the dominant age category for Lifeboat Road was **>55 yrs.** The proportion of visitors in this age group was similar to other sites.

Table 7: Visitors age

Age Category	Lifeboat Road	All Sefton	All Sites
<25	4.2	6.3	8.4
25-34	15.4	13.5	14.4
35-44	22.5	21.6	21.2
44-54	21.4	21.3	19.1
>55	36.6	37.4	36.9
Valid Respondents	618	3978	6268

Gender

Graph 6 below shows that there were less male visitors in Lifeboat Road (45.9%) than female visitors (54.1%). This trend was not shown in the other sites with slightly more males than females answering the questionnaire (Sefton 57.2% and all sites 52.3%).



Valid Respondents: 599 for Lifeboat Road, 3901 for all Sefton and 6138 for all Sites

Disabled Visitors

Table 8 below shows that compared with other sites, there are similar numbers of disabled visitors at the Lifeboat Road site. (8.9% of visitors at the Lifeboat Road site described themselves as having a disability compared with 10.4% from all sites).

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

	Lifeboat Road	All Sefton	All Sites
Yes	8.9	10.2	10.4
No	91.1	89.8	89.6
Valid Respondents	605	3905	6164

Table 9 below shows that unfortunately, only 16 disabled visitors answered the question on whether their disability had affected their visit to the site but, of these, (62.5%) answered 'yes'. Although the sample is small, compared with all Sefton there was a considerably 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?'

	Lifeboat Road	All Sefton	All Sites
Yes	62.5	37.8	32.5
No	37.5	62.2	67.5
Valid Respondents	16	111	166

Membership of other Organisations

Visitors at the Lifeboat Road sites 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.

Under 1 in 5 visitors were members of the National Trust (16.5% compared with 19.3 in Sefton).

Just under 1 in 10 visitors were members of the RSPB (9% compared with 14.5% in Sefton).

**Tabulated Results comparing the results from visitors to
Lifeboat Road, All Sefton and All respondents.**

Frequency Tables for Lifeboat Road

Lifeboat Road

		Lifeboat Road		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	485	78.2	2755	69.1	4610	73.2
	Motor cycle	10	1.6	25	.6	30	.5
	Train	15	2.4	174	4.4	238	3.8
	Bicycle	8	1.3	231	5.8	305	4.8
	Private coach	5	.8	27	.7	46	.7
	Public bus	2	.3	22	.6	58	.9
	Walked	94	15.2	730	18.3	978	15.5
	Other	1	.2	23	.6	36	.6
Total		620	100	3987	100	6301	100

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
other form of transport specified	yacht					1	2.8
	horse	1	100	5	21.7	8	22.2
	mini bus			3	13.0	9	25.0
	ran			10	43.5	10	27.8
	taxi			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		1	100	23	100	36	100

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Have you ever visited this area before?	yes	548	88.2	3611	90.3	5761	91.2
	no	73	11.8	386	9.7	553	8.8
Total		621	100	3997	100	6314	100

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Regular visitors - is it	Monthly	16	19.5	76	20.0	138	20.8
	weekly	39	47.6	195	51.3	329	49.5
	Daily	27	32.9	109	28.7	198	29.8
Total		82	100	380	100	665	100

Note that a smaller sample were approached for this question

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
How many times have you visited this area in the last 12 months?	one	127	20.7	652	16.5	1026	16.5
	two	68	11.1	389	9.9	635	10.2
	three	28	4.6	206	5.2	342	5.5
	four	30	4.9	187	4.7	328	5.3
	five	21	3.4	107	2.7	184	3.0
	six or seven	28	4.6	238	6.0	419	6.8
	eight to ten	21	3.4	201	5.1	318	5.1
	eleven or more	292	47.5	1964	49.8	2950	47.6
Total		615	100	3944	100	6202	100

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
size of group	1	136	22.2	1221	31.2	1570	25.3
	2	220	35.9	1261	32.3	2009	32.4
	3	84	13.7	550	14.1	942	15.2
	4	83	13.6	431	11.0	761	12.3
	5	37	6.0	215	5.5	407	6.6
	6	16	2.6	88	2.3	195	3.1
	7	11	1.8	44	1.1	107	1.7
	8	5	.8	24	.6	45	.7
	9	3	.5	11	.3	28	.5
	10	3	.5	12	.3	25	.4
	>10	14	2.3	52	1.3	111	1.8
Total		612	100	3909	100	6200	100

			Mean	Minimum	Maximum
Lifeboat Road			3.41	1	90
Lifeboat Road car park area			4.09	1	90
Wicks Land and Kirklake path area			2.51	1	12
All Sefton			2.79	1	90
All	Respondents	Number of people in personal group today	3.12	1	130

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Description of personal group travelling with on this trip	on own	136	21.9	1220	30.6	1571	25.0
	with family (including children)	232	37.4	1244	31.2	2192	34.8
	with club	17	2.7	72	1.8	117	1.9
	with friend(s)	59	9.5	510	12.8	827	13.1
	with family (excluding children)	91	14.7	622	15.6	1018	16.2
	with friends and family	30	4.8	140	3.5	296	4.7
	with partner	55	8.9	174	4.4	271	4.3
Total		620	100	3982	100	6292	100

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
How long do you think you will stay here today?	up to 15 minutes	6	1.0	59	1.5	121	1.9
	16 - 30 minutes	25	4.0	362	9.1	460	7.3
	31 - 60 minutes	115	18.6	981	24.7	1409	22.4
	1 hour - 2 hours	209	33.8	1316	33.1	2186	34.8
	2 - 3 hours	113	18.3	624	15.7	1002	16.0
	3 - 4 hours	83	13.4	336	8.5	577	9.2
	4 - 5 hours	44	7.1	167	4.2	277	4.4
	over 5 hours	23	3.7	130	3.3	249	4.0
Total		618	100	3975	100	6281	100

Lifeboat Road

		Lifeboat Road		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?	372	60.3	1843	46.3	2625	41.7
	Was coming to walk the dog a main reason for coming to this site today?	264	42.8	1146	28.8	1589	25.2
	Was visiting the beach a main reason for coming to this site today?	348	56.4	1223	30.7	1639	26.0
	Was for nature-birdwatching a main reason for coming to this site today?	138	22.4	1269	31.9	1515	24.1
	Was the scenery a main reason for coming to this site today?	274	44.4	1502	37.7	1875	29.8
	Was relaxation a main reason for coming to this site today?	306	49.6	1698	42.6	2292	36.4
	Was coming for lunch-a drink a main reason for coming to this site today?	66	10.7	386	9.7	642	10.2
	Was attending a specific event a main reason for coming to this site today?	9	1.5	20	.5	52	.8
	Was a specific activity a main reason for coming to this site today?	37	6.0	257	6.5	303	4.8
	Was something else a main reason for coming to this site today?	42	6.8	503	12.6	1232	19.6
Total		617	100	3982	100	6294	100

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

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Other main reason for coming to the site today	environment/wildlife	1	2.3	23	5.9	29	3.9
	exercise	12	27.9	166	42.8	227	30.3
	work related	6	14.0	44	11.3	56	7.5
	visit tourist facility	2	4.7	15	3.9	39	5.2
	general visit to the area	1	2.3	8	2.1	42	5.6
	buy something			23	5.9	31	4.1
	live locally/used to live locally	8	18.6	18	4.6	38	5.1
	peaceful	3	7.0	21	5.4	29	3.9
	weather	8	18.6	41	10.6	192	25.7
	landscape/scenery					7	.9
	specific activity/event			25	6.4	46	6.1
	other	2	4.7	4	1.0	12	1.6
	Total		43	100	388	100	748

Q9: 'Likes' of the site

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a9	environment/wildlife	100	16.8	819	21.1	996	16.2
	cycling			24	.6	34	.6
	good for dogs	14	2.4	88	2.3	142	2.3
	dogs controlled			1	.0	41	.7
	peaceful	328	55.2	1982	51.1	3019	49.1
	landscape	288	48.5	1575	40.6	2515	40.9
	walking	80	13.5	388	10.0	687	11.2
	access	20	3.4	203	5.2	363	5.9
	information	7	1.2	68	1.8	154	2.5
	facilities/management	117	19.7	554	14.3	1128	18.3
	views	4	.7	114	2.9	311	5.1
	nothing			21	.5	32	.5
	Total		594	100	3875	100	6148

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

Q10: 'Dislikes' of the site

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all	nothing	229	43.8	1647	47.0	2937	52.4
answers	car related	34	6.5	148	4.2	213	3.8
to	physical developments	5	1.0	141	4.0	161	2.9
question	dogs	77	14.7	317	9.0	616	11.0
a10	site management/safety	13	2.5	205	5.8	255	4.5
	facilities	19	3.6	110	3.1	155	2.8
	cleanliness/pollution	83	15.9	609	17.4	794	14.2
	access	26	5.0	114	3.3	165	2.9
	refreshment facilities	51	9.8	165	4.7	196	3.5
	environmental	11	2.1	101	2.9	137	2.4
	user conflicts	23	4.4	230	6.6	364	6.5
	information/interpretation	10	1.9	58	1.7	73	1.3
Total		523	100	3505	100	5605	100

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

Q11: Other facilities needed at the site

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a11	nothing needed	148	26.8	1190	33.1	2227	39.1
	toilet facilities	237	42.9	896	24.9	1202	21.1
	environmental improvements	5	.9	30	.8	55	1.0
	visitor information	24	4.3	159	4.4	219	3.8
	recreation facilities	24	4.3	216	6.0	435	7.6
	site facilities	58	10.5	674	18.7	825	14.5
	food provision	88	15.9	664	18.5	903	15.8
	improved access	12	2.2	145	4.0	199	3.5
	better dog control	2	.4	12	.3	26	.5
	more facilities for dogs	32	5.8	134	3.7	228	4.0
	more staff/security	8	1.4	73	2.0	99	1.7
	site improvements/renovations			5	.1	12	.2
	better access to site	7	1.3	81	2.3	157	2.8
	management			12	.3	14	.2
Total		553	100	3595	100	5700	100

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

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Would you describe yourself as having a disability?	yes	54	8.9	397	10.2	644	10.4
	no	551	91.1	3508	89.8	5520	89.6
Total		605	100	3905	100	6164	100

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Gender	male	275	45.9	2233	57.2	3213	52.3
	female	324	54.1	1668	42.8	2925	47.7
Total		599	100	3901	100	6138	100

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
newage	<25	26	4.2	249	6.3	526	8.4
	25-34	95	15.4	537	13.5	902	14.4
	35-44	139	22.5	858	21.6	1326	21.2
	45-54	132	21.4	847	21.3	1200	19.1
	>55	226	36.6	1487	37.4	2314	36.9
Total		618	100	3978	100	6268	100

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Outside Merseyside		217	34.9	1182	29.6	2044	32.4
Liverpool		68	11.0	327	8.2	471	7.5
Sefton		308	49.6	2367	59.2	2388	37.8
Knowsley		14	2.3	57	1.4	72	1.1
St Helens		6	1.0	19	.5	25	.4
Wirral		8	1.3	47	1.2	1318	20.9
Total		621	100	3999	100	6318	100

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Are you a member of the National Trust	yes	102	16.5	761	19.3	1084	18.2
	no	518	83.5	3177	80.7	4867	81.8
Total		620	100	3938	100	5951	100

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
does your disability affect your visit to the site?	Yes	10	62.5	42	37.8	54	32.5
	No	6	37.5	69	62.2	112	67.5
Total		16	100	111	100	166	100

Note that a smaller sample were approached for this question

Lifeboat Road

		Lifeboat Road		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Are you a member of RSPB	yes	55	9.0	570	14.5	743	12.5
	no	556	91.0	3370	85.5	5201	87.5
Total		611	100	3940	100	5944	100

Appendix 1: The Questionnaire

LOCATION:.....

DATE:.....

Office use only

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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