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NORTH WESTERN
METROPOLITAN
AREA
PROGRAMME
INTERREG IIC

Quality of Coastal Towns

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

Merseyside Coast Visitor Research 2000

Visitor Profiles: Volume 2a

Summary of Birkdale Hills, ADC car park, Sands Lake and
Ainsdale Beaches

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	
	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, 353 visitors from Sands Lake answered the question regarding what was the principal method of transport used to visit the site, with 86.7% stating they arrived by Car/van.

So sampling error $\pm 3.7\%$

So true percentage 86.7% $\pm 3.7\%$

(i.e. between 83.0% and 90.4%)

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(s)

Ainsdale Discovery Centre

The Ainsdale Discovery Centre is being developed by Sefton Council as a gateway to the Ainsdale and Birkdale Sandhills Local Nature Reserve and associated beaches. The building is part of a 1930s Lido-style bathing complex and will serve as a small visitor centre, meeting area and base for coastal staff. Future plans include proposals for a more substantial visitor attraction in the vicinity. From near the Centre paths lead into the Ainsdale Sandhills, one of the finest areas of open duneland on the Sefton Coast. The site is managed by the Coast and Countryside Service for nature conservation. Access includes the popular 'dune trail' circular walk as well as longer routes linking to the Ainsdale Sand Dunes National Nature Reserve. Information on the site is available.

Birkdale Sandhills

The Birkdale Sandhills lie to both sides of the coast road between Ainsdale and Southport. The dunes are mainly used by local people for walks and dog-walking. The coastal footpath runs close to the coastal road with a spur leading directly through the dunes to Hillside Station. The Trans-Pennine trail cycle route runs beside the main road. Access to the Birkdale sandhills is from a number of points, including the Sands Lake car park, car parks off Waterloo Road and the beach at Ainsdale and Weld Road, Birkdale. There is no specific car park for the reserve. A site leaflet is available. The site is managed by Sefton Council's Coast and Countryside Service. A nature trail, the 'velvet trail' runs from the beach car park at Weld Road.

Sands Lake

The Sands Lake is a natural water body in the dunes formerly deepened as a recreational site. Visitors come for the Sands Lake Pub, to walk around the lake and associated nature trails and to feed the large numbers of ducks and swans. It is especially popular with families with young children. The car park can also be used as a starting point for excursions into the Ainsdale and Birkdale Sandhills Local Nature Reserve.

Ainsdale Beaches

There are three main access points to the beaches between Ainsdale and Southport. The main site is at Shore Road, Ainsdale where most visitors arrive by car. Beach car parking is controlled to a marked area along about 2km of foreshore. The Pontin's Holiday Village complex is adjacent to the beach. The second beach access point is at Weld Road, Birkdale where a small car park is marked out on the beach. This is extended in the summer months. The third car park, at Southport Beach, was not part of this survey. Information is provided at all beach entrances and the whole area is managed by Sefton Council's Coast and Countryside Service which includes the rangers, beach patrol and lifeguard unit and seasonal staff.

4. Summary of results for Birkdale Hills, ADC car park, Sands Lake and Ainsdale Beaches.

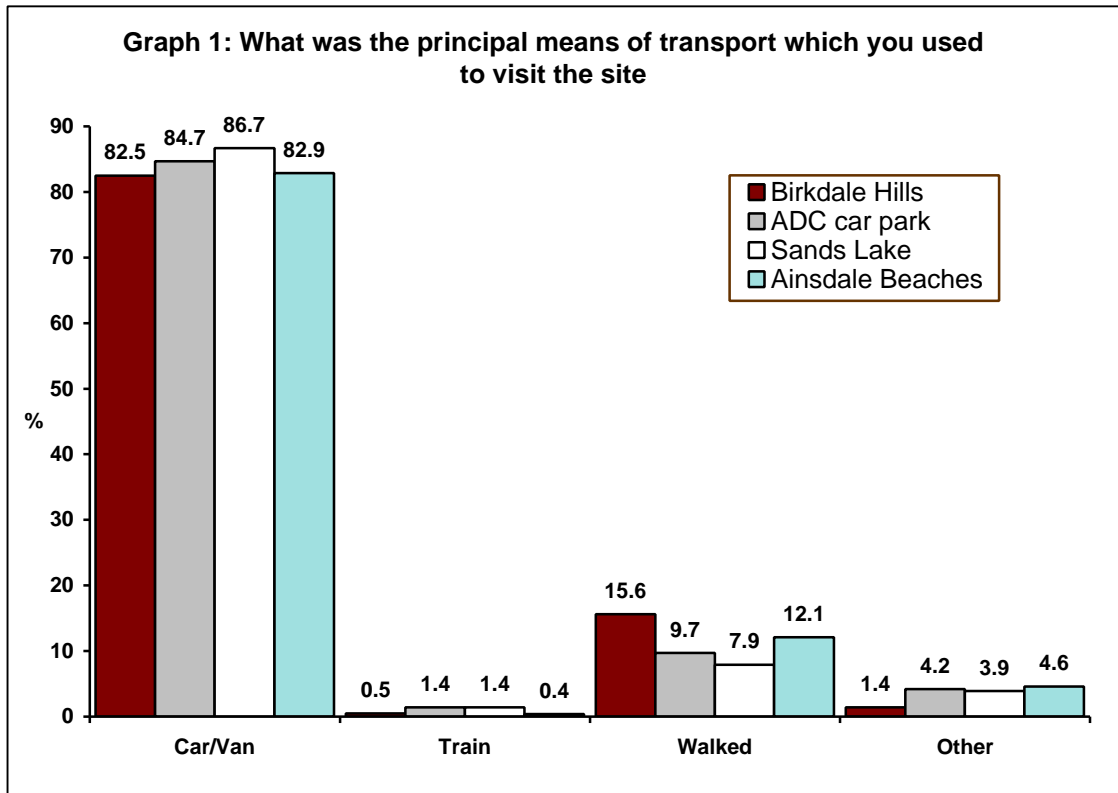
Many sites had a number of different sampling points which have been amalgamated for this summary report. These site-specific results have then been compared to the results from all the sites in Sefton or the Wirral (whichever set of data is appropriate) and then to the results from the whole of the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

Response to the survey

951 completed questionnaires, collected between May and August, have been analysed for this report at the following sites: Birkdale Hills, ADC Car Park, North Ainsdale Beach, Sands Lake and Ainsdale Beach.

Transport

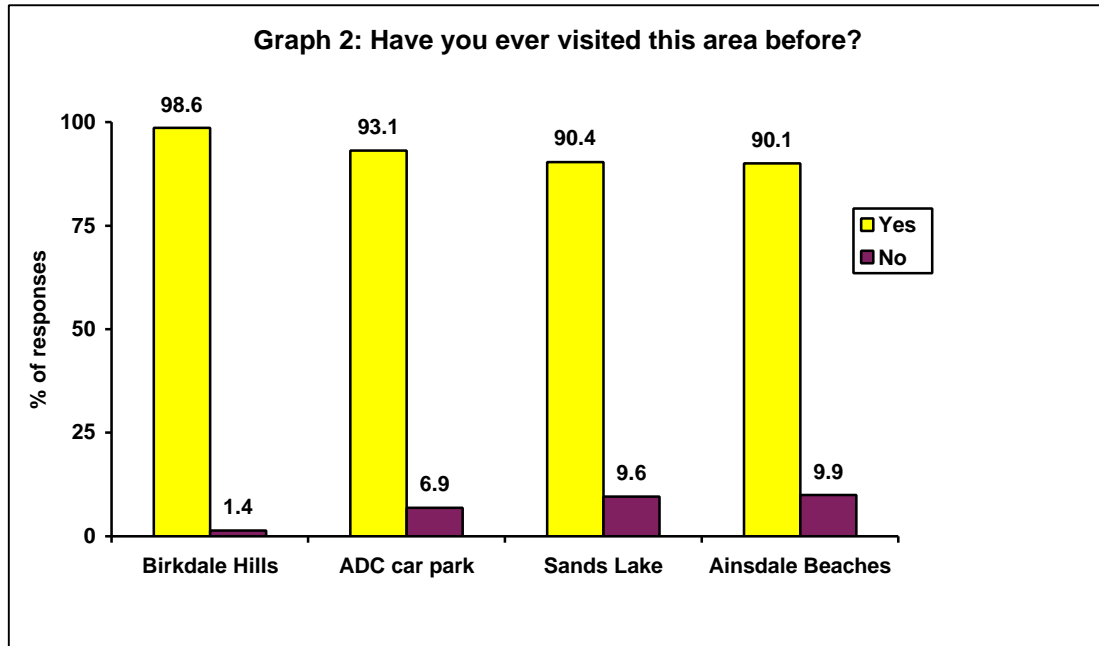
The car was the most means of transport at all four sites. The proportions of visitors using a car/van to arrive at the site are relatively similar throughout the four sites (Birkdale Hills – 82.5%, ADC car park – 84.7%, Sands Lake – 86.7% and Ainsdale Beaches – 82.9%). The greatest proportion of visitors which stated they walked to the site were from the Birkdale Hills site (15.6%) whereas the smallest proportion was from Sands Lake (7.9%). The use of the train is low at all four sites.



Valid respondents: 212 for Birkdale Hills, 144 for ADC car park, 353 for Sands lake and 240 for Ainsdale Beaches.

Frequency of Visits

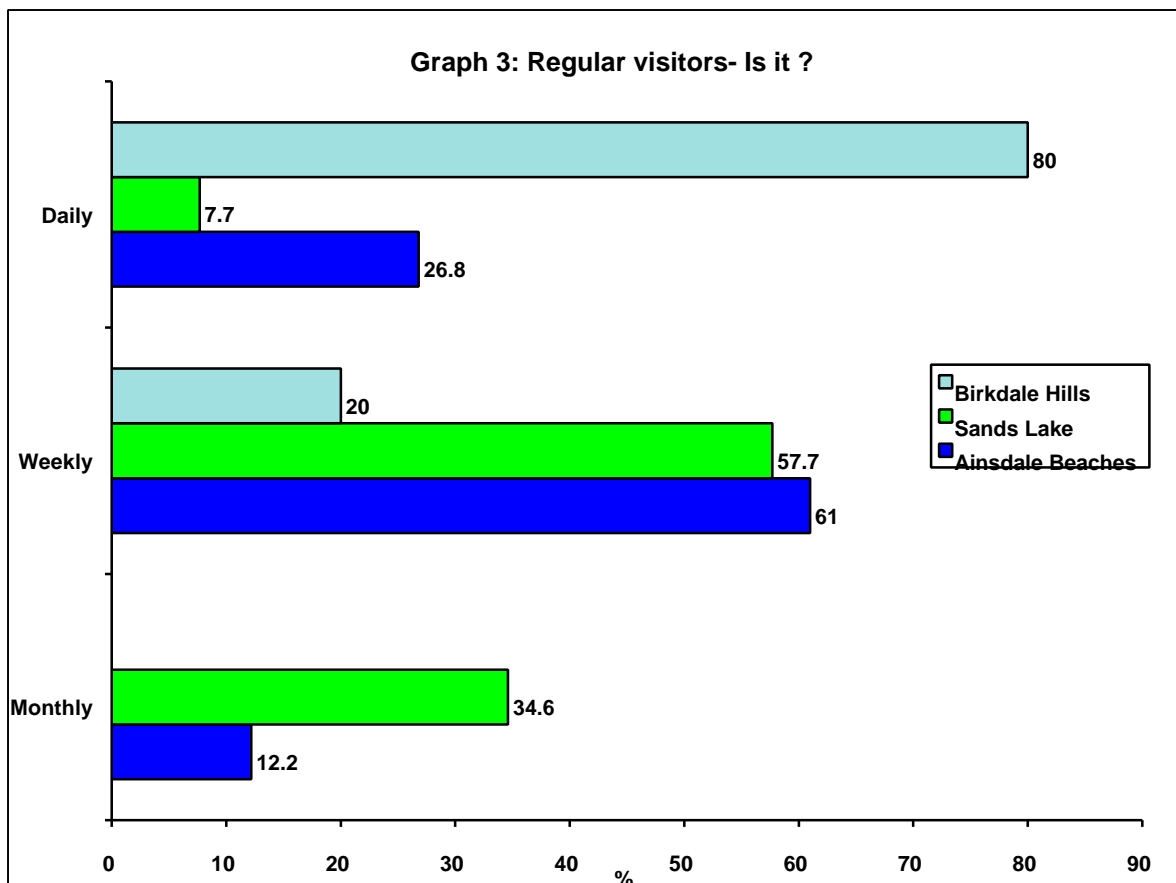
Graph 2 below shows that the Birkdale Hills site attracted nearly all repeat visitors (98.6% of the Birkdale Hills visitors stated they had been to the site before). The ADC car park, Sands Lake and Ainsdale Beaches sites all attracted over nine tenths repeat visitors, however they were slightly lesser than that of Birkdale Hills visitors (ADC car park – 93.1%, Sands Lake – 90.4% and Ainsdale Beaches – 90.1%).



Valid respondents: 212 for Birkdale Hills, 144 for ADC car park, 353 for Sands Lake and 242 for Ainsdale Beaches.

Visitors to the Ainsdale sites were asked how many times they had visited the site in the last 12 months. Respondents at Birkdale Hills tend to visit regularly. Nine tenths (90%) of Birkdale Hills visitors stated they had visited the site eleven or more times, this is compared to significantly fewer proportions from the other three sites, (ADC car park – 42.3%, Sands Lake – 48.2% and Ainsdale Beaches – 36.7%). Although regular visitors are common at all sites, ADC car park, Sands Lake and Ainsdale beaches also had reasonable numbers of respondents who only visited once a year. (ADC car park –26.8%, Sands Lake-15.0%, Ainsdale beaches –22.8%).

However, this does not necessarily mean that the visitors who have visited the site eleven or more times have visited the site only once a month because, graph 3 below shows that of these ‘regular visitors’ to the Birkdale Hills, four fifths (80.0%) said they visit the site daily (instead of monthly or weekly). Regular visitors to Sands Lake and Ainsdale beaches were more likely to visit weekly.



Note: A smaller sample was used for this question
Valid respondents: 15 for Birkdale Hills, 26 for Sands Lake and 41 for Ainsdale Beaches

Group Size

Average group size varies across the four sites with Birkdale Hills attracting the smallest groups and Ainsdale beaches the largest. The average number of visitors are: Birkdale Hills – 1.49, ADC car park – 2.17, Sands Lake – 2.82 and Ainsdale Beaches 3.16.

Description of Personal Group

Table 1 below shows that the greatest proportion of visitors to the Birkdale Hills site were visiting the site on their own - 69.3% compared with ADC car park (37.5%), Sands Lake (19.5%) and Ainsdale Beach (22.8%). Families with children were more likely to go to Ainsdale Beach and Sands Lake. (Birkdale Hills – 7.1%, ADC car park – 27.1%, Sands Lake – 39.1% and Ainsdale Beaches – 45.1%)

Table 1: Description of Personal Group

	Birkdale Hills (%)	ADC car park (%)	Sands Lake (%)	Ainsdale Beach (%)
On Own	69.3	37.5	19.5	22.8
With Friends	12.7	6.3	10.5	9.3
With Family (exc children)	9.4	23.6	23.5	11.8
With Family (inc children)	7.1	27.1	39.1	45.1
With Friends & Family	1.4	4.9	3.1	4.6
With Partner	0	0	2.5	5.5
With Club	0	0.7	1.7	0.8
Valid Respondents	212	144	353	237

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 40.6% of the visitors to the Birkdale Hills site and 35.4% from the ADC car park), whereas the most common response from Sands Lake was 31-60 minutes (28.9%). The Ainsdale Beaches visitors stated that the average length of stay was between 3-4 hours (22.2%).

Visitors to the Ainsdale Beaches sites were more likely to plan longer visits than compared with visitors to the other sites. The proportion of visitors visiting the Ainsdale Beach site for 2-4 hours is 41%, this is compared with: Birkdale Hills - 9%, ADC car park – 17.3%, Sands Lake – 13%.

Table 2: Length of Stay of the respondents

	Birkdale Hills (%)	ADC car Park (%)	Sands Lake (%)	Ainsdale Beaches (%)
Up to 15 minutes	0	2.8	1.7	0.4
16 – 30 minutes	7.5	9.7	24.4	3.8
31 – 60 minutes	42.5	25.7	28.9	14.2
1 hour – 2 hours	40.6	35.4	26.1	18.8
2 – 3 hours	8.5	10.4	8.2	18.8
3 – 4 hours	0.5	6.9	4.8	22.2
4 – 5 hours	0	8.3	1.1	11.3
Over 5 hours	0.5	0.7	4.8	10.5
Valid Respondents	212	144	353	239

Reason for Visit

Table 3: Reason for the respondents visit

Reason	Birkdale Hills (%)	ADC car Park (%)	Sands Lake (%)	Ainsdale Beaches (%)
Dog walking	82.4	41.0	12.2	29.7
Relaxation	35.7	70.8	82.7	38.5
Scenery	29.5	54.2	67.7	27.6
Walk	22.4	52.8	40.2	32.2
Nature/birdwatching	11.4	29.9	87.0	9.2
Beach	4.8	61.8	33.4	52.7
Other	3.3	12.5	18.1	15.9
Lunch/drink	2.4	6.3	46.2	14.6
Specific activity	1.0	4.9	1.4	4.2
Specific event	0	1.4	0.3	0.4
Valid Respondents	210	144	353	239
Valid Responses	405	483	1374	538

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 Birkdale Hills site was for **dog walking**. **Relaxation** and the **beach** are important for visitors to the ADC car park. **Nature/birdwatching** and **relaxation** are the main reasons for visiting Sands Lake. The **beach** is the main attraction at Ainsdale beach. **Relaxation** and **walking** are also important at this site.

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

Birkdale Hills	ADC Car Park	Sands Lake	Ainsdale Beaches
Dog walking	Relaxation	Nature/birdwatching	Beach
Relaxation	Beach	Relaxation	Relaxation
Scenery	Scenery	Scenery	Walk
Walk	Walk	Lunch/Drink	Dog walking
Nature/birdwatching	Dog walking	Walk	Scenery
Beach	Nature/birdwatching	Beach	Other

Table 4 above shows that the reasons for visiting the sites differ slightly in order, but on the whole they are the same in content. Significant here is that **Nature/birdwatching** which appears in Birkdale Hills, ADC car park and Sands Lake does not appear in Ainsdale Beaches, it is replaced by **other**. Under the umbrella of **other** – the most common response from Ainsdale Beach site visitors was **exercise** (60.9% of other responses). Birkdale Hills is also distinctive in being a key site for **dog walking**.

Visitors' Likes

Table 5 below, shows the main visitor likes for each of the sites. At Birkdale Hills, ADC car park and Ainsdale Beaches, **peacefulness** was the most important 'like'. At Sands Lake, **landscape** is more important to visitors.

Table 5: Visitors likes

Visitors Likes	Birkdale Hills (%)	ADC Car Park (%)	Sands Lake (%)	Ainsdale Beaches (%)
Peaceful	49.1	73.6	51.8	60.7
Facilities/ Management	25.0	15.3	24.9	23.1
Landscape	24.5	38.2	55.5	32.5
Walking	17.5	7.6	1.4	9.0
Good for dogs	13.7	3.5	0.8	1.7
Information	9.4	1.4	1.1	0
Environment/ Wildlife	8.5	11.8	38.2	9.4
Access	2.4	6.3	5.7	12.8
Views	0.5	0	0.6	1.7
Nothing	0	2.1	0	2.1
Cycling	0	0	0.6	0.4
Dogs controlled	0	0	0	0.4
Valid Respondents	212	144	353	234
Valid Responses	319	228	638	360

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.

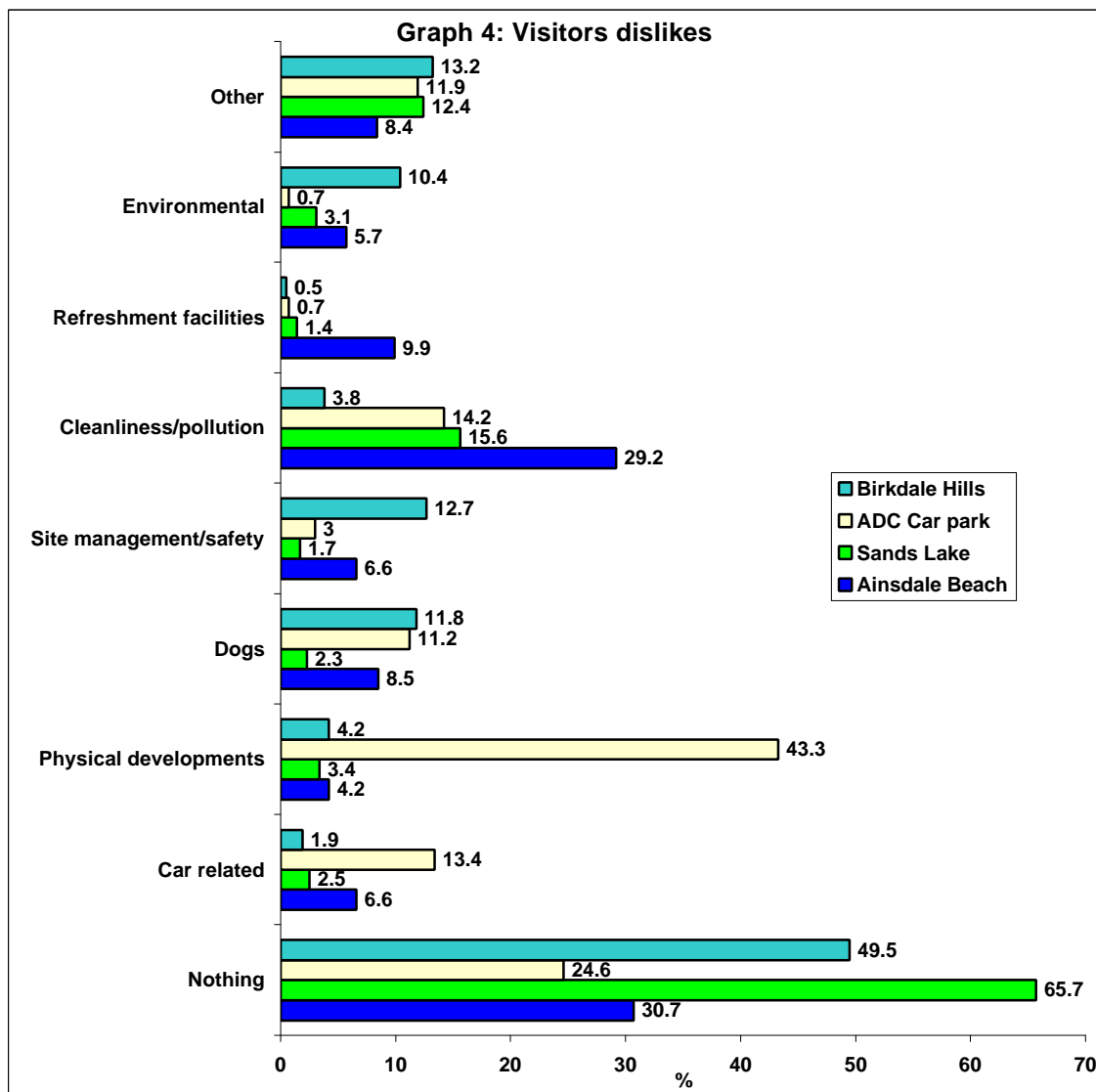
Table 6: Visitors likes (top 4, ranked in order of popularity)

Birkdale Hills	ADC Car Park	Sands Lake	Ainsdale Beaches
Peaceful	Peaceful	Landscape	Peaceful
Facilities/Management	Landscape	Peaceful	Landscape
Landscape	Facilities / Management	Environment/Wildlife	Facilities / Management
Walking	Environment/ wildlife	Facilities / Management	Access

The table above shows that while peacefulness, landscape and site facilities/management are important to visitors at all Ainsdale sites, **walking** is also important at Birkdale Hills, **environment/wildlife** at the ADC car park and Sands Lake and **access** at the Ainsdale beaches.

Visitors' Dislikes

The site showing the greatest level of satisfaction among visitors is Sands Lake where 65.7% said there was **nothing** they disliked about their visit. The lowest satisfaction rating is at the ADC car park where only 24.6% of visitors said there was **nothing** they didn't like. The most common dislike at the ADC car park is **physical developments** (43.3% compared with around 4% at the other Ainsdale sites.) At Birkdale Hills, the most common dislikes are **site management/safety, dogs** and **environmental issues**. At Sands Lake and Ainsdale beaches the most common dislike is **cleanliness/pollution**. (29.2% at Ainsdale beaches 15.6% at Sands Lake).



Valid Respondents/Responses: 212/229 for Birkdale Hills, 134/165 for ADC car park, 353/382 for Sands Lake and 212/233 for Ainsdale Beaches

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.

Specific dislikes at each of the sites are:

Birkdale Hills: dogs/dog fouling (11.8%), sheep enclosure (8.5%), midges/biting insects (5.7%)

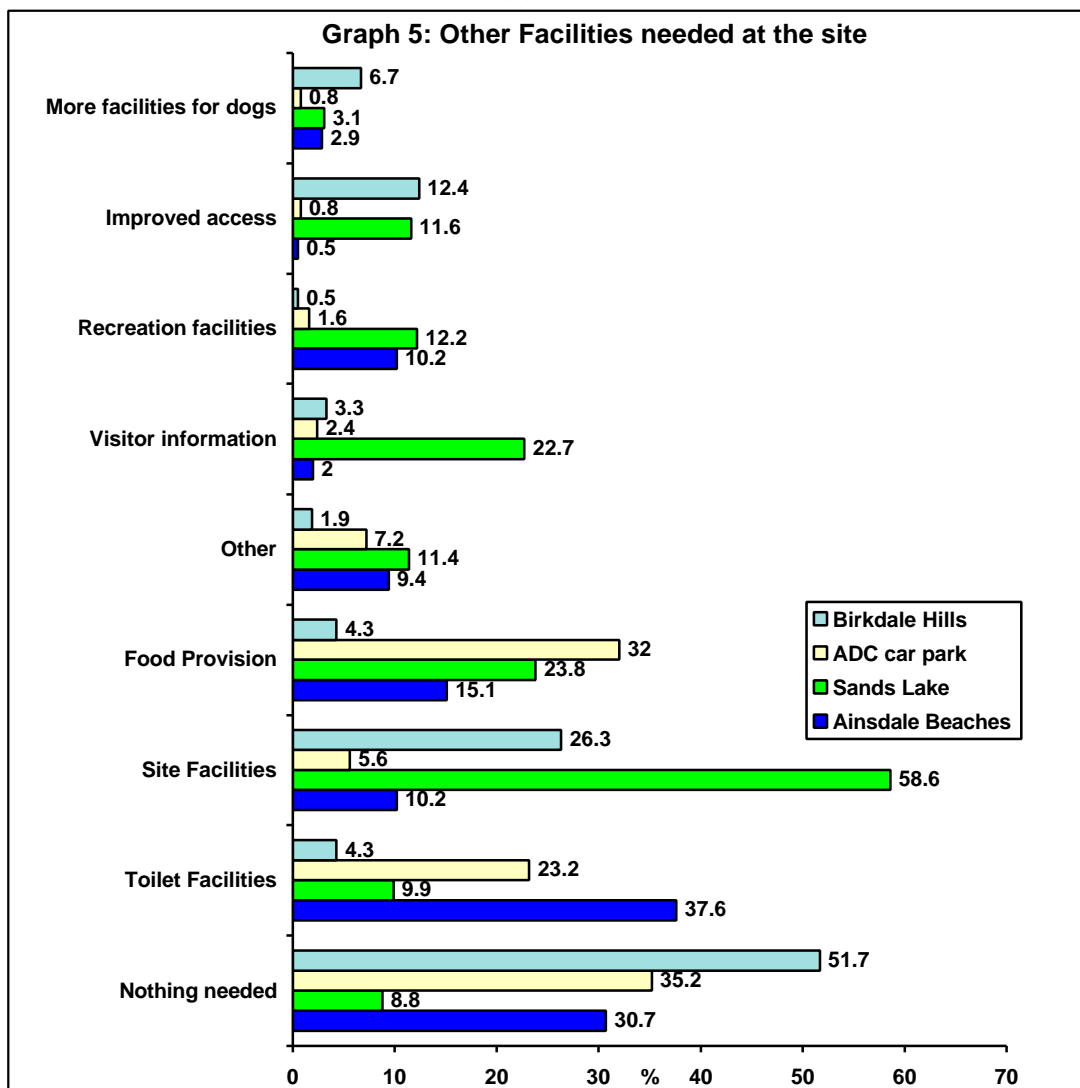
ADC car park: derelict lido (31%), dogs/dog fouling (11%), parking costs (11%), litter (11%). The ADC car park is one of the few sites where 'nothing' is not the top 'dislike'.

Sands Lake: pollution/glass on the beach (10.2%), litter (4.2%), quality of paths/poor maintenance of paths (4.0%)

Ainsdale beaches: litter (15.6%), pollution/glass on beach (10.8%), toilets (9.4%)

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, differed from all surveyed sites. Over half (51.7%) of Birkdale Hills visitors stated that nothing was needed whereas only 8.8% of Sands Lake visitors stated that nothing was needed. **Toilet facilities, site facilities** and **food provision** were all commonly mentioned facilities which visitors thought should be needed at the site. There was significantly more visitors from Sands Lake stating that **site facilities** were a needed facility at the site. **Visitor information** was also a common suggestion at this site.



Valid Respondents/Responses: 209/233 for Birkdale Hills, 125/136 for ADC car park, 353/572 for Sands Lake and 205/243 for Ainsdale Beaches

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.

Specific suggestions for improvements at each site are:

Birkdale Hills: more bins (13.9%), improve walkways/paths (12.4%), more seats (8.1%)

ADC car park: refreshments (31.2%), toilets (21.6%), more bins (4.0%)

Sands Lake: more seats (34.0%), more bins (23.2%), more information signs (15.0%), water tap for humans (13.0%), toilets (8.8%), new play area for children (8.2%)

Ainsdale Beaches: toilets (36%), refreshments (11%), more bins (5.9%)

Age

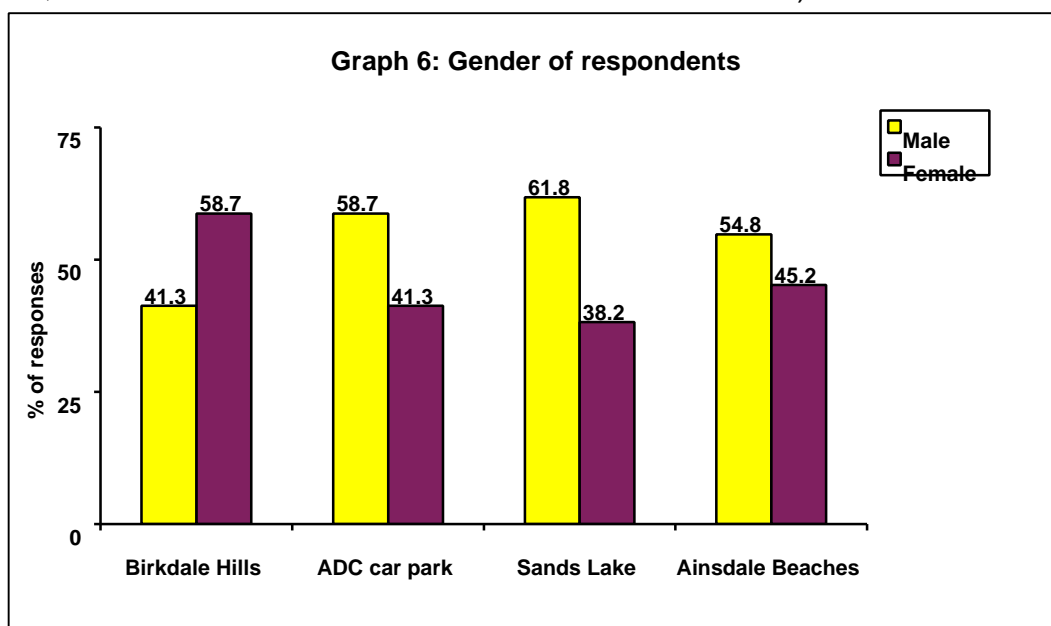
Table 7 below shows that the dominant age category for all the four sites was **>55 yrs.** The older age group was particularly prevalent at Sands Lake and Ainsdale beaches.

Table 7: Visitors age

Age Category	Birkdale Hills (%)	ADC Car Park (%)	Sands Lake (%)	Ainsdale Beaches (%)
<25	4.3	2.8	4.2	5.0
25-34	6.2	16.7	19.0	12.5
35-44	27.6	25.7	15.6	25.4
44-54	31.0	21.5	18.4	14.2
>55	31.0	33.3	42.8	42.9
Valid Respondents	210	144	353	240

Gender

Graph 6 below shows that there were less male visitors in the Birkdale Hills site (41.3% were male) compared to the other three sites (58.7% ADC car park, 61.8% Sands Lake and 54.8% at Ainsdale Beaches).



Valid Respondents: 208 for Birkdale Hills, 143 for ADC car park, 351 for Sands Lake and 239 for Ainsdale Beaches

Disabled Visitors

Table 8 below shows that compared with other sites, there are more disabled visitors at the Ainsdale beaches and Sands Lake sites. On both sites the car parks are both immediately adjacent to the attraction allowing easy access and visitors to view the site without leaving their vehicle.

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

	Birkdale Hills (%)	ADC Car Park (%)	Sands Lake (%)	Ainsdale Beaches (%)
Yes	9.1	5.6	15.1	15.4
No	90.9	94.4	84.9	84.6
Valid Respondents	197	143	351	234

Table 9 below shows that unfortunately, only a small sample of disabled visitors answered the question on whether their disability had affected their visit to the site but, of these, (63.6%) answered ‘yes’ from Sands Lake and 23.1% answered ‘yes’ from Ainsdale Beaches. There were only 2 disabled visitors from Birkdale Hills answering this question and both visitors stated ‘yes’.

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

	Birkdale Hills (%)	ADC Car Park (%)	Sands Lake (%)	Ainsdale Beaches (%)
Yes	100.0		63.6	23.1
No			36.4	76.9
Valid Respondents	2		11	26

These figures are interesting as they suggest that, although both Sands Lake and Ainsdale beaches attract a similar proportion of visitors with disabilities, there seem to be some issues at Sands Lake where a much higher percentage of disabled visitors said their disability affected their visit.

Membership of other Organisations

Visitors at the Birkdale Hills sites were *more likely to be members of the National Trust* and *more likely to be members of the RSPB* than visitors across the ADC car park, Sands Lake and Ainsdale Beach sites.

Over a quarter of visitors were members of the National Trust (26.9% compared with 16.7 for ADC car park, 12.8% for Sands lake and 11.7% for Ainsdale Beaches).

Just over 1 in 5 visitors were members of the RSPB (22.2% compared with 12.5% for the ADC car park, 9.6% for Sands Lake and 7.6% for Ainsdale Beaches).

Tabulated Results comparing the results from visitors to All Ainsdale, All Sefton and All respondents.

Frequency Tables for Birdale Hills, ADC car park, Sands Lake and Ainsdale Beaches

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
What was the principal means of transport which you used to visit the area?	Car/van	175	82.5	122	84.7	306	86.7	199	82.9
	Motor cycle			1	.7	1	.3	1	.4
	Train	1	.5	2	1.4	5	1.4	1	.4
	Bicycle	3	1.4	3	2.1	7	2.0	7	2.9
	Private coach			2	1.4	3	.8		
	Public bus								
	Walked	33	15.6	14	9.7	28	7.9	29	12.1
	Other					3	.8	3	1.3
Total		212	100	144	100	353	100	240	100

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
other form of transport specified	yacht								
	horse					2	66.7		
	mini bus					1	33.3		
	ran							2	66.7
	taxi								
	disabled vehicle/power wheel chair								
	campervan							1	33.3
Total						3	100	3	100

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
Have you ever visited this area before?	yes	209	98.6	134	93.1	319	90.4	218	90.1
	no	3	1.4	10	6.9	34	9.6	24	9.9
Total		212	100	144	100	353	100	242	100

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
Regular visitors - is it	Monthly					9	34.6	5	12.2
	weekly	3	20.0			15	57.7	25	61.0
	Daily	12	80.0			2	7.7	11	26.8
Total		15	100			26	100	41	100

Note that a smaller sample were approached for this question

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
How many times have you visited this area in the last 12 months?	one	4	1.9	38	26.8	53	15.0	54	22.8
	two	4	1.9	11	7.7	33	9.3	25	10.5
	three	1	.5	4	2.8	21	5.9	23	9.7
	four	2	.9	6	4.2	22	6.2	14	5.9
	five	1	.5	4	2.8	13	3.7	9	3.8
	six or seven	6	2.8	13	9.2	28	7.9	14	5.9
	eight to ten	3	1.4	6	4.2	13	3.7	11	4.6
	eleven or more	190	90.0	60	42.3	170	48.2	87	36.7
Total		211	100	142	100	353	100	237	100

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
size of group	1	147	69.3	54	38.3	69	19.7	54	22.3
	2	37	17.5	53	37.6	131	37.3	68	28.1
	3	20	9.4	18	12.8	64	18.2	27	11.2
	4	5	2.4	9	6.4	47	13.4	35	14.5
	5	3	1.4	5	3.5	18	5.1	30	12.4
	6			1	.7	4	1.1	15	6.2
	7					5	1.4	5	2.1
	8					4	1.1	6	2.5
	9					3	.9		
	10					1	.3		
>10			1	.7	5	1.4	2	.8	
Total		212	100	141	100	351	100	242	100

			Mean	Minimum	Maximum
All of Ainsdale			2.51	1	25
Birkdale Hills			1.49	1	5
ADC car park			2.17	1	25
Sands Lake			2.82	1	13
Ainsdale Beach			3.16	1	20
All Sefton			2.79	1	90
All	Respondents	Number of people in personal group today	3.12	1	130

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
Description of personal group travelling with on this trip	on own	147	69.3	54	37.5	69	19.5	54	22.8
	with family (including children)	15	7.1	39	27.1	138	39.1	107	45.1
	with club			1	.7	6	1.7	2	.8
	with friend(s)	27	12.7	9	6.3	37	10.5	22	9.3
	with family (excluding children)	20	9.4	34	23.6	83	23.5	28	11.8
	with friends and family	3	1.4	7	4.9	11	3.1	11	4.6
	with partner					9	2.5	13	5.5
Total		212	100	144	100	353	100	237	100

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
How long do you think you will stay here today?	up to 15 minutes			4	2.8	6	1.7	1	.4
	16 - 30 minutes	16	7.5	14	9.7	86	24.4	9	3.8
	31 - 60 minutes	90	42.5	37	25.7	102	28.9	34	14.2
	1 hour - 2 hours	86	40.6	51	35.4	92	26.1	45	18.8
	2 - 3 hours	18	8.5	15	10.4	29	8.2	45	18.8
	3 - 4 hours	1	.5	10	6.9	17	4.8	53	22.2
	4 - 5 hours			12	8.3	4	1.1	27	11.3
over 5 hours	1	.5	1	.7	17	4.8	25	10.5	
Total		212	100	144	100	353	100	239	100

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
all answers to question 8	Was coming to walk a main reason for coming to this site today?	47	22.4	76	52.8	142	40.2	77	32.2
	Was coming to walk the dog a main reason for coming to this site today?	173	82.4	59	41.0	43	12.2	71	29.7
	Was visiting the beach a main reason for coming to this site today?	10	4.8	89	61.8	118	33.4	126	52.7
	Was for nature-birdwatching a main reason for coming to this site today?	24	11.4	43	29.9	307	87.0	22	9.2
	Was the scenery a main reason for coming to this site today?	62	29.5	78	54.2	239	67.7	66	27.6
	Was relaxation a main reason for coming to this site today?	75	35.7	102	70.8	292	82.7	92	38.5
	Was coming for lunch-a drink a main reason for coming to this site today?	5	2.4	9	6.3	163	46.2	35	14.6
	Was attending a specific event a main reason for coming to this site today?			2	1.4	1	.3	1	.4
	Was a specific activity a main reason for coming to this site today?	2	1.0	7	4.9	5	1.4	10	4.2
	Was something else a main reason for coming to this site today?	7	3.3	18	12.5	64	18.1	38	15.9
Total		210	100	144	100	353	100	239	100

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

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
Other main reason for coming to the site today	environment/wildlife					10	20.8	1	4.3
	exercise	3	60.0	5	26.3	6	12.5	14	60.9
	work related			7	36.8	6	12.5		
	visit tourist facility			2	10.5	1	2.1		
	general visit to the area							1	4.3
	buy something					21	43.8		
	live locally/used to live locally	1	20.0					1	4.3
	peaceful	1	20.0			3	6.3	1	4.3
	weather			3	15.8	1	2.1	5	21.7
	landscape/scenery								
	specific activity/event			2	10.5				
other									
Total		5	100	19	100	48	100	23	100

'Likes' of the site

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
all answers to question a9	environment/wildlife	18	8.5	17	11.8	135	38.2	22	9.4
	cycling					2	.6	1	.4
	good for dogs	29	13.7	5	3.5	3	.8	4	1.7
	dogs controlled							1	.4
	peaceful	104	49.1	106	73.6	183	51.8	142	60.7
	landscape	52	24.5	55	38.2	196	55.5	76	32.5
	walking	37	17.5	11	7.6	5	1.4	21	9.0
	access	5	2.4	9	6.3	20	5.7	30	12.8
	information	20	9.4	2	1.4	4	1.1		
	facilities/management	53	25.0	22	15.3	88	24.9	54	23.1
	views	1	.5			2	.6	4	1.7
nothing			3	2.1			5	2.1	
Total		212	100.0	144	100	353	100	234	100

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

'Dislikes' of the site

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
all answers to question a10	nothing	105	49.5	33	24.6	232	65.7	65	30.7
	car related	4	1.9	18	13.4	9	2.5	14	6.6
	physical developments	9	4.2	58	43.3	12	3.4	9	4.2
	dogs	25	11.8	15	11.2	8	2.3	18	8.5
	site management/safety facilities	27	12.7	4	3.0	6	1.7	14	6.6
		3	1.4	3	2.2	4	1.1	2	.9
	cleanliness/pollution	8	3.8	19	14.2	55	15.6	62	29.2
	access	4	1.9	2	1.5	21	5.9	3	1.4
	refreshment facilities	1	.5	1	.7	5	1.4	21	9.9
	environmental	22	10.4	1	.7	11	3.1	12	5.7
	user conflicts	18	8.5	11	8.2	13	3.7	13	6.1
	information/interpretation	3	1.4			6	1.7		
Total		212	100	134	100	353	100	212	100

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

Other needed facilities

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
all answers to question a11	nothing needed	108	51.7	44	35.2	31	8.8	63	30.7
	toilet facilities	9	4.3	29	23.2	35	9.9	77	37.6
	environmental improvements	3	1.4			5	1.4	2	1.0
	visitor information	7	3.3	3	2.4	80	22.7	4	2.0
	recreation facilities	1	.5	2	1.6	43	12.2	21	10.2
	site facilities	55	26.3	7	5.6	207	58.6	21	10.2
	food provision	9	4.3	40	32.0	84	23.8	31	15.1
	improved access	26	12.4	1	.8	41	11.6	1	.5
	better dog control	1	.5			2	.6	3	1.5
	more facilities for dogs	14	6.7	1	.8	11	3.1	6	2.9
	more staff/security			1	.8	8	2.3	9	4.4
	site improvements/renovations			2	1.6	2	.6		
	better access to site management			5	4.0	16	4.5	3	1.5
				1	.8	7	2.0	2	1.0
Total		209	100	125	100	353	100	205	100

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

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
Would you describe yourself as having a disability?	yes	18	9.1	8	5.6	53	15.1	36	15.4
	no	179	90.9	135	94.4	298	84.9	198	84.6
Total		197	100	143	100	351	100	234	100

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
Gender	male	86	41.3	84	58.7	217	61.8	131	54.8
	female	122	58.7	59	41.3	134	38.2	108	45.2
Total		208	100	143	100	351	100	239	100

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
newage	<25	9	4.3	4	2.8	15	4.2	12	5.0
	25-34	13	6.2	24	16.7	67	19.0	30	12.5
	35-44	58	27.6	37	25.7	55	15.6	61	25.4
	45-54	65	31.0	31	21.5	65	18.4	34	14.2
	>55	65	31.0	48	33.3	151	42.8	103	42.9
Total		210	100	144	100	353	100	240	100

All of Ainsdale

		Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach	
		Respondents		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%	Number	%
Are you a member of the National Trust	yes	50	26.9	24	16.7	45	12.8	28	11.7
	no	136	73.1	120	83.3	307	87.2	212	88.3
Total		186	100	144	100	352	100	240	100

All of Ainsdale

	Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach		
	Respondents				Respondents		Respondents		
	Number	%	Number	%	Number	%	Number	%	
does your disability affect your visit to the site?	Yes	2	100			7	63.6	6	23.1
	No					4	36.4	20	76.9
Total		2	100			11	100	26	100

Note that a smaller sample were approached for this question

All of Ainsdale

	Birkdale Hills		ADC car park		Sands Lake		Ainsdale Beach		
	Respondents		Respondents		Respondents		Respondents		
	Number	%	Number	%	Number	%	Number	%	
Are you a member of RSPB	yes	42	22.2	18	12.5	34	9.6	18	7.6
	no	147	77.8	126	87.5	319	90.4	218	92.4
Total		189	100	144	100	353	100	236	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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