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Quality of Coastal Towns

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

Merseyside Coast Visitor Research 2000

Volume 6a

Summary of All Hall Road, Crosby Marine Park and
Hightown Dunes

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

For example in question 1, 274 visitors from Hightown Dunes answered the question regarding what was the principal means of transport which they used to visit the area, with 38.0% stating they travelled to the site by car/van.

So sampling error $\pm 5.8\%$

So true percentage 38.0% $\pm 5.8\%$

(i.e. between 32.2% and 43.8%)

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 Sites

Hightown Dunes

The Hightown Dunes and Meadows lie to the south of the village of Hightown, itself immediately south of the River Alt. The site is primarily used by local people and is generally quiet. The site is managed by Sefton Council's Coast and Countryside Service. There is no car park associated with the site. Access is either from Hall Road in the south along the coastal footpath or from the Alt Centre and a number of paths from Hightown. The site has been modified by past use, in particular military use during both World Wars but now is recognised as an area of important wildlife habitat. The Alt Estuary is of international importance for wildfowl. The site adjoins the West Lancashire Golf Course. The Blundellsands Sailing Club maintains one of only a few tidal waters sailing clubs in Merseyside and the boats moored in the River Alt are an attractive site.

Hall Road

Hall Road, Crosby, is a gateway between the urban coastline of the docks and Crosby Marine Park to the dune coastline running northwards to Southport. Hall Road is popular with people wishing to see the sea; the car park runs along the promenade and sea wall and views of the beach are possible from inside the car. The seascapes and sunsets are particularly attractive. The Coastguard Station is a striking building giving the area a maritime character. The walk north from Hall Road towards Hightown is popular as a circular walk of some 2km. Hall Road, like all the sites along the Crosby Coastal Park is easily accessible by rail. Hall Road Station is a good starting point for walking the Sefton Coastal Footpath. There is an information board at the station (and all stations northwards to Hillside) with information on walks.

Crosby Marina

Crosby Marina is the southernmost public site on the Sefton Coast and is a popular recreation area. Key features are the marine lake and associated water-sports centre, children's playground and walks around the lake area, promenade and beach. The views across the Mersey are excellent and it is one of the best places along the Sefton Coast for watching ships. Plans are in hand for the redevelopment of the pub/restaurant and the provision of a visitor centre. The site is managed by Sefton Council's Leisure Services Department.

4: Summary of results for Hall Road, Crosby Marine Park and Hightown Dunes.

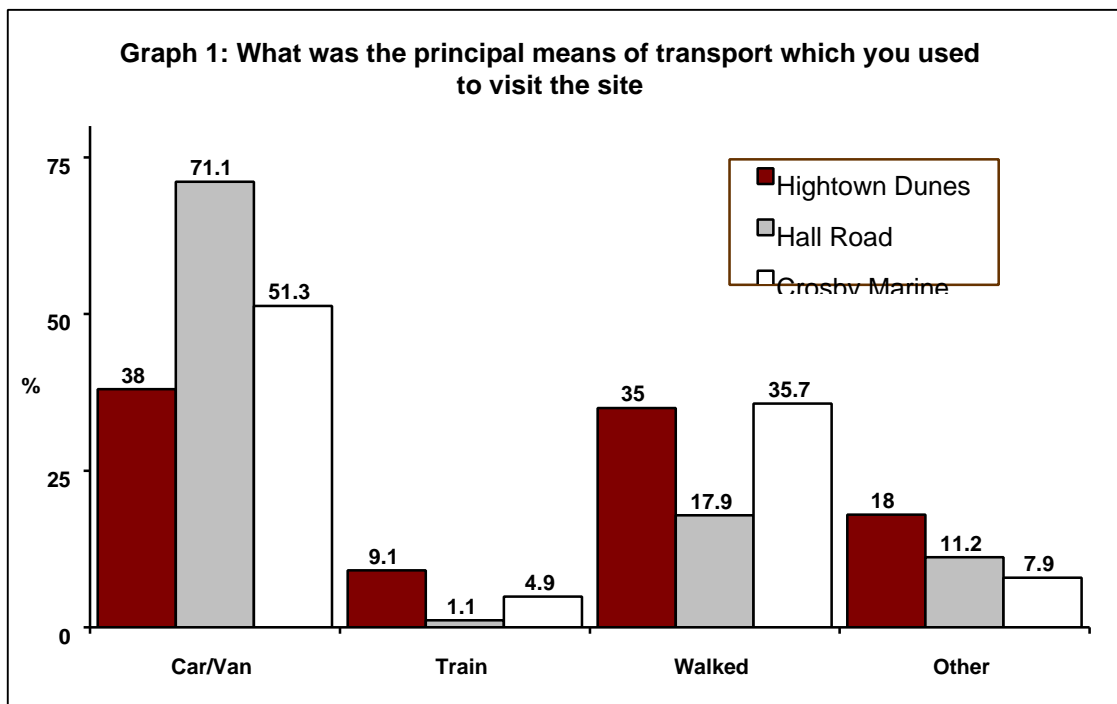
Many sites had a number of different sampling points which have been amalgamated for this summary report. These site-specific results have then been compared to the results from all the sites in Sefton or the Wirral (whichever set of data is appropriate) and then to the results from the whole of the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

Response to the survey

778 completed questionnaires, collected between May and August, have been analysed for this report at the following sites: Hightown Dunes, Hall Road and Crosby Marine Park.

Transport

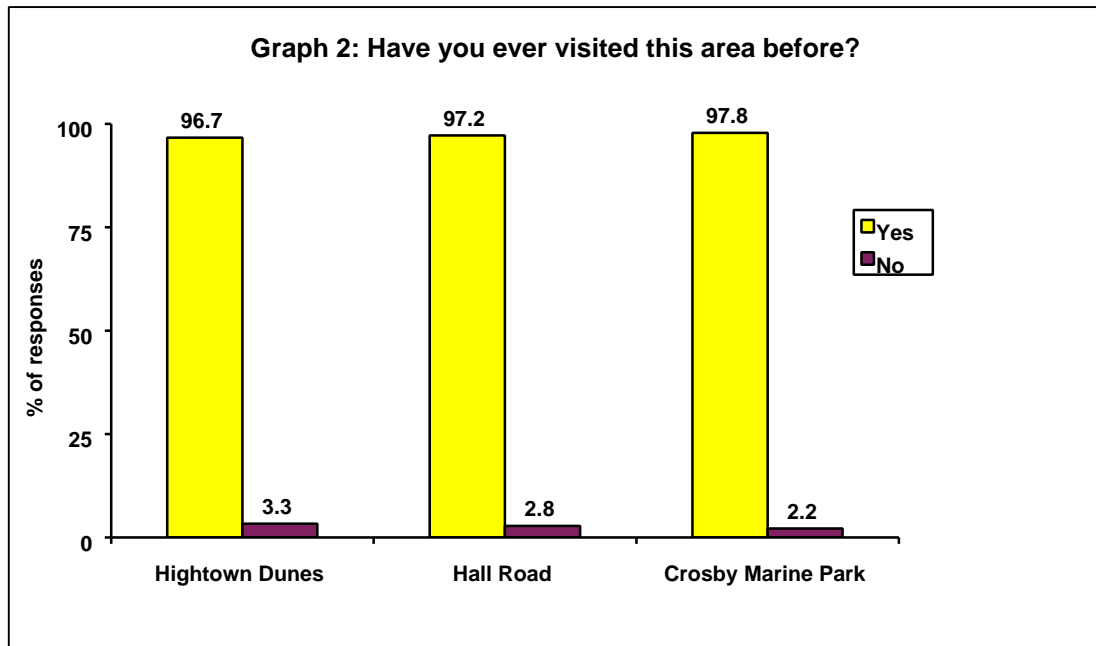
The car was the most popular means of transport to all Crosby sites but the level of use varied per site. Graph 1 below shows that those visiting the Hightown Dunes site were less likely to have driven to the site (38.0% of the visitors to the Hightown Dunes site drove compared to 71.1% from all Hall Road site visitors and 51.3% from Crosby Marine Park visitors). However, the visitors to Hall Road were less likely to have walked (17.9% from Hall Road compared with 35% from Hightown Dunes and 35.7% from Crosby Marine Park) to the site. The proportion of visitors using the train to travel to the site is greater at Hightown Dunes (9.1%) compared with visitors to Hall Road (1.1%) and Crosby Marine Park (4.9%).



Valid respondents: Hightown Dunes 274, Hall Road 280 and Crosby Marine Park 224.

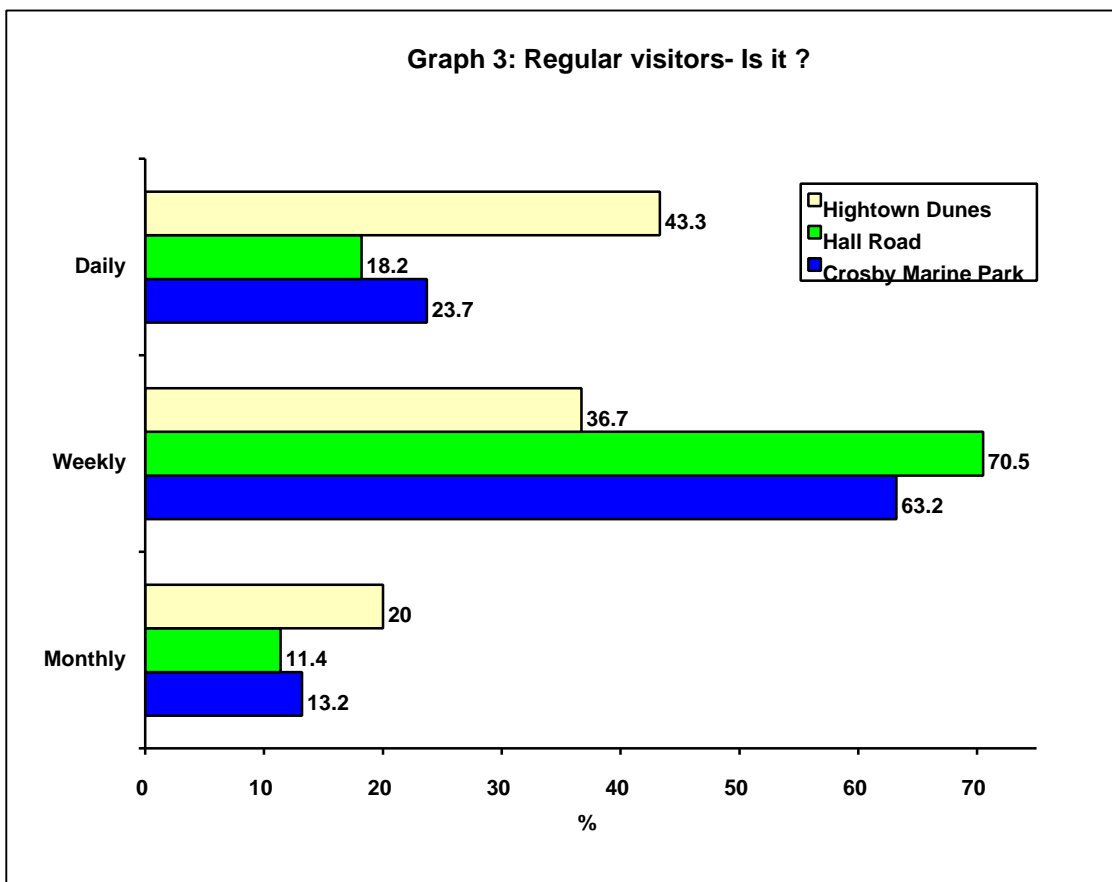
Frequency of Visits

Graph 2 below shows that the Hightown Dunes, Hall Road and Crosby Marine Park sites attracted a high level of repeat visitors. Nearly all (96.7%) of the Hightown Dunes site visitors stated that they had already visited the site. This figure was similar to these for visiting the Hall Road sites (97.2%) and for Crosby Marine Park visitors (97.8%).



Valid respondents: 274 for Hightown Dunes, 284 for Hall Road and 226 for Crosby Marine Park

Visitors to all Crosby sites tend to visit regularly. Visitors to the Hightown Dunes site were asked how many times they had visited the site in the last 12 months. The proportion of visitors which had visited the Hightown Dunes site eleven or more times in the last twelve months was slightly greater (77.0%) than Hall Road (66.7%) and Crosby Marine Park (65.0%). However, this does not necessarily mean they visit the site only once a month because, graph 3 below shows that of these 'regular visitors', 70.5% of the Hall Road visitors said they visit the site weekly (instead of monthly or daily). There is a similar pattern to regular visitors to the Crosby Marine Park site which had (63.2%) of visitors visiting the site weekly. The greatest proportion of Hightown Dunes visitors (43.3%) visited the site on a daily basis.



Note: A smaller sample was used for this question
Valid respondents: 30 from Hightown Dunes, 44 from Hall Road and 38 from Crosby Marine Park.

Group Size

The average size of a group of visitors to the Hightown Dunes site tends to be smaller than the average group of visitors for the Hall Road and Crosby Marine Park sites. The average number of people in personal groups were: Hightown Dunes (1.52), Hall Road (2.46) and Crosby Marine Park (2.44).

Description of Personal Group

Table 1 below shows that the greatest proportion of visitors to the Hightown Dunes site were visiting on their own, (63.1% were by themselves compared with 30.9% from the Hall Road site.) Although most visitors to Hall Road and Crosby Marine Park were visiting on their own, the sites also attracted high numbers of family groups, with children. (Hall Road 28.7%, Crosby Marine Park 29.9%, Hightown Dunes 10.6%).

Table 1: Description of Personal Group

	Hightown Dunes (%)	Hall Road (%)	Crosby Marine Park (%)
On Own	63.1	30.9	33.9
With Friends	12.4	16.3	20.1
With Family (inc children)	10.6	28.7	29.9
With Family (exc children)	10.6	16.3	10.3
With Friends and Family	2.2	5.3	3.1
With Club	1.1	0.7	0.9
With Partner	0	1.8	1.8
Valid Respondents	274	282	224

Length of Stay

Table 2 below shows that the most common response to the question on planned length of stay was between half an hour and 2 hours (this was stated by 69.1% of the visitors to the Hightown Dunes site, 69.4% from Hall Road and 74.9% from Crosby Marine Park).

Table 2: Length of Stay of the respondents

	Hightown Dunes (%)	Hall Road (%)	Crosby Marine Park (%)
Up to 15 minutes	1.1	1.8	2.2
16 – 30 minutes	6.3	6.5	5.8
31 – 60 minutes	32.0	30.2	34.5
1 hour – 2 hours	37.1	39.2	40.4
2 – 3 hours	14.3	15.5	11.7
3 – 4 hours	7.0	3.6	2.7
4 – 5 hours	1.1	1.4	0.9
Over 5 hours	1.1	1.8	1.8
Valid Respondents	272	278	223

Reason for Visit

Table 3: Reason for the respondents visit

Reason	Hightown Dunes (%)	Hall Road (%)	Crosby Marine Park (%)
Walk	46.7	45.4	44.2
Scenery	40.9	47.5	30.4
Dog Walking	39.8	22.3	22.8
Relaxation	28.5	47.2	46.0
Nature/Birdwatching	17.5	2.8	3.1
Other	13.1	22.3	28.6
Specific Activity	12.0	13.8	10.7
Beach	6.2	30.5	22.3
Lunch/Drink	1.5	1.1	7.1
Specific Event	0	0	0
Valid Respondents	274	282	224
Valid Responses	565	657	424

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 3 above shows that the most popular reason for visiting the Hightown Dunes site is for **walking** (46.7%). There was a greater proportion of visitors at the Hightown Dunes site stating **dog walking** as being a reason to visit the site than compared with Hall Road and Crosby Marine Park. The proportion of visitors at the Hightown Dunes site for **nature/birdwatching** was significantly more (17.5%) compared with visitors to the Hall Road (2.8%) and Crosby Marine Park site (3.1%).

At Hall Road, **scenery**, **relaxation** and **walking** were the most important reasons for visiting.

At Crosby Marine Park people mainly visit to **relax** and **walk**. **Scenery** is important but less so with Crosby Marine Park visitors than at the other two Crosby sites.

A notable difference is the proportion of visitors visiting the Hightown Dunes for the **beach** (6.2%) compared with Hall Road (30.5%) and Crosby Marine Park (22.3%).

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

Hightown Dunes	Hall Road	Crosby Marine Park
1. Walk 2. Scenery 3. Dog walking 4. Relaxation 5. Nature/birdwatching 6. Other	1. Scenery 2. Relaxation 3. Walk 4. Beach 5. Other 6. Specific Activity	1. Relaxation 2. Walk 3. Scenery 4. Other 5. Dog walking 6. Beach

Table 4 above shows that whilst there are similarities in the top 6 ranked factors from the Hightown Dunes, Hall Road and Crosby Marine Park sites, the main reason for visiting differs for each site. Significant here is that **nature/birdwatching** is ranked as the fifth most mentioned factor from the Hightown Dunes sites yet it is not mentioned in the top 6 reasons from either the Hall Road or Crosby Marine Park sites. Another point worth noting is that the reason **beach** is not in the top 6 ranked factors for Hightown Dunes yet it is ranked fourth most mentioned factor for Hall Road and sixth most mentioned factor for Crosby Marine Park. The reason **other** features in the top 6 reasons for all three sites surveyed. **Exercise** was the most mentioned reason under the umbrella of **other** with 60.9% of visitors from Hightown Dunes stating it, 67.7% from Hall Road and 40.9% from Crosby Marine Park. Under the 'other' category for Crosby, peacefulness and work were other main reasons for visiting.

Visitors' Likes

Table 5 below shows what visitors liked about the site they visited. **Peacefulness** was the most liked aspect of all Crosby sites, but particularly at the Marine Park. **Landscape** is also liked by visitors to all Crosby sites. A larger proportion of the visitors to the Hightown Dunes (14.9%) site stated that **environment/wildlife** was a 'like' of the site compared to visitors from Hall Road (3.6%) and Crosby Marine Park (5.0%). At Hall Road, **views** and **access** were both important compared with the other Crosby sites. The **facilities/management** of the Crosby Marine Park was mentioned by 14.2% of the visitors compared with 3.7% of the visitors at Hightown Dunes.

Table 5: Visitors likes

Visitors Likes	Hightown Dunes (%)	Hall Road (%)	Crosby Marine Park (%)
Peaceful	56.0	45.1	64.7
Landscape	40.7	42.5	34.9
Environment/Wildlife	14.9	3.6	5.0
Views	9.0	13.5	5.0
Walking	6.3	8.7	7.8
Access	4.9	11.6	7.3
Facilities/Management	3.7	9.8	14.2
Cycling	1.5	1.8	0.9
Nothing	1.5	0.4	0.9
Information	0.7	1.1	1.4
Good for dogs	0	3.3	3.2
Valid Respondents	268	275	218
Valid Responses	373	389	317

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.

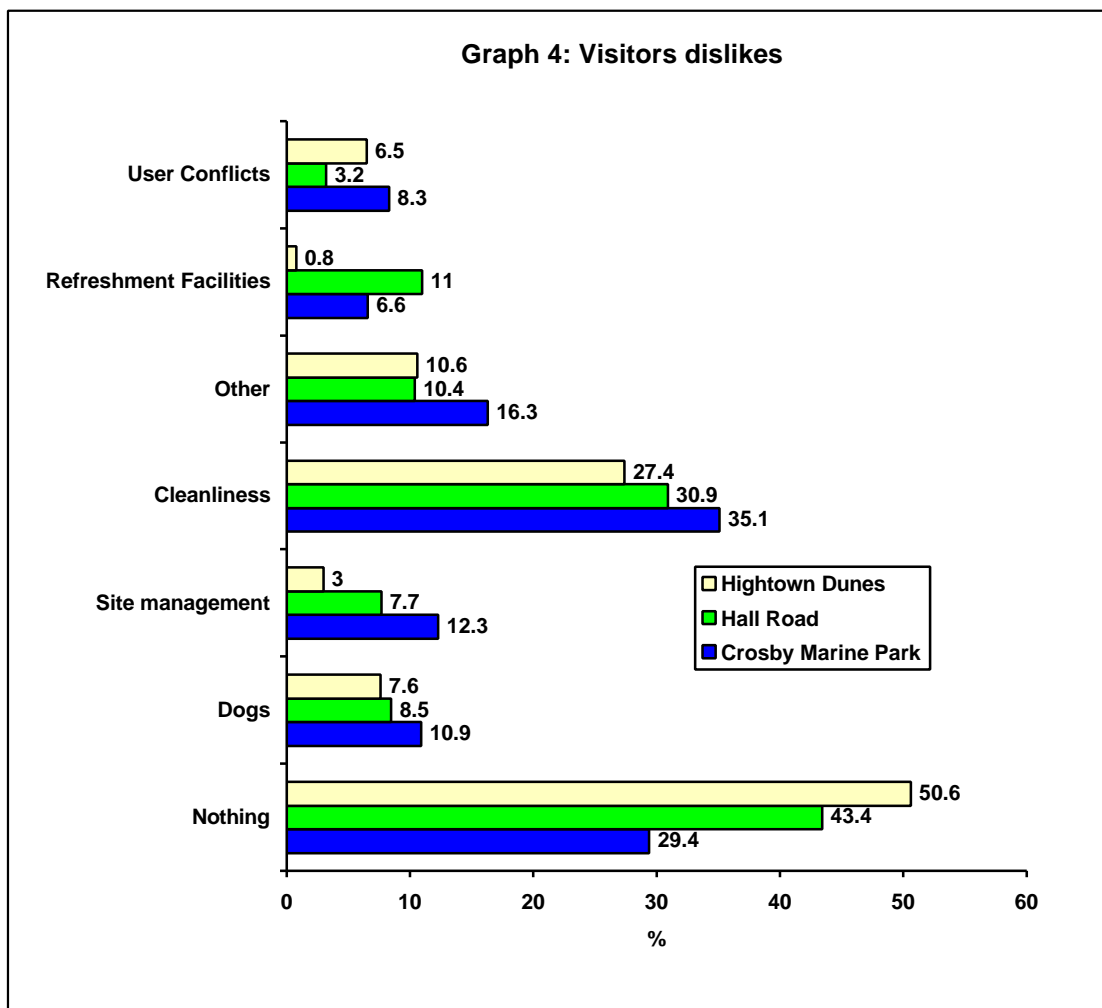
Table 6: Visitors likes (top 6, ranked in order of popularity)

Hightown Dunes	Hall Road	Crosby Marine Park
1. Peaceful	1. Peaceful	1. Peaceful
2. Landscape	2. Landscape	2. Landscape
3. Environment/wildlife	3. Views	3. Facilities/Management
4. Views	4. Access	4. Walking

When visitors to the Crosby sites were asked what they liked most about their visit, most of their responses related to **peacefulness** and the **landscape**. Significant here is that **environment/wildlife** only features in the top 4 ranked 'likes' at Hightown Dunes. **Access** is only in the top 4 at Hall Road and **walking** only in the top 4 at Crosby Marine Park.

Visitors' Dislikes

Graph 4 below shows that when visitors to the Hightown Dunes site were asked what they disliked about the site, the most common response was 'nothing' (50.6%) compared with a slightly lower proportion at Hall Road (43.4%) and considerably less visitors to the Crosby Marine Park (29.4%). This suggests a higher level of dissatisfaction at the Marine Park compared with the other Crosby sites. **Cleanliness/pollution** was another frequently mentioned 'dislike' with visitors to all Crosby sites, with visitors to Crosby Marine Park being most concerned about this (35.1%), compared with 30.9% at Hall Road and 27.4% from Hightown Dunes.



Valid Respondents/Responses: 263/280 for Hightown Dunes, 272/313 for Hall Road and 211/251 for Crosby Marine Park.

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:

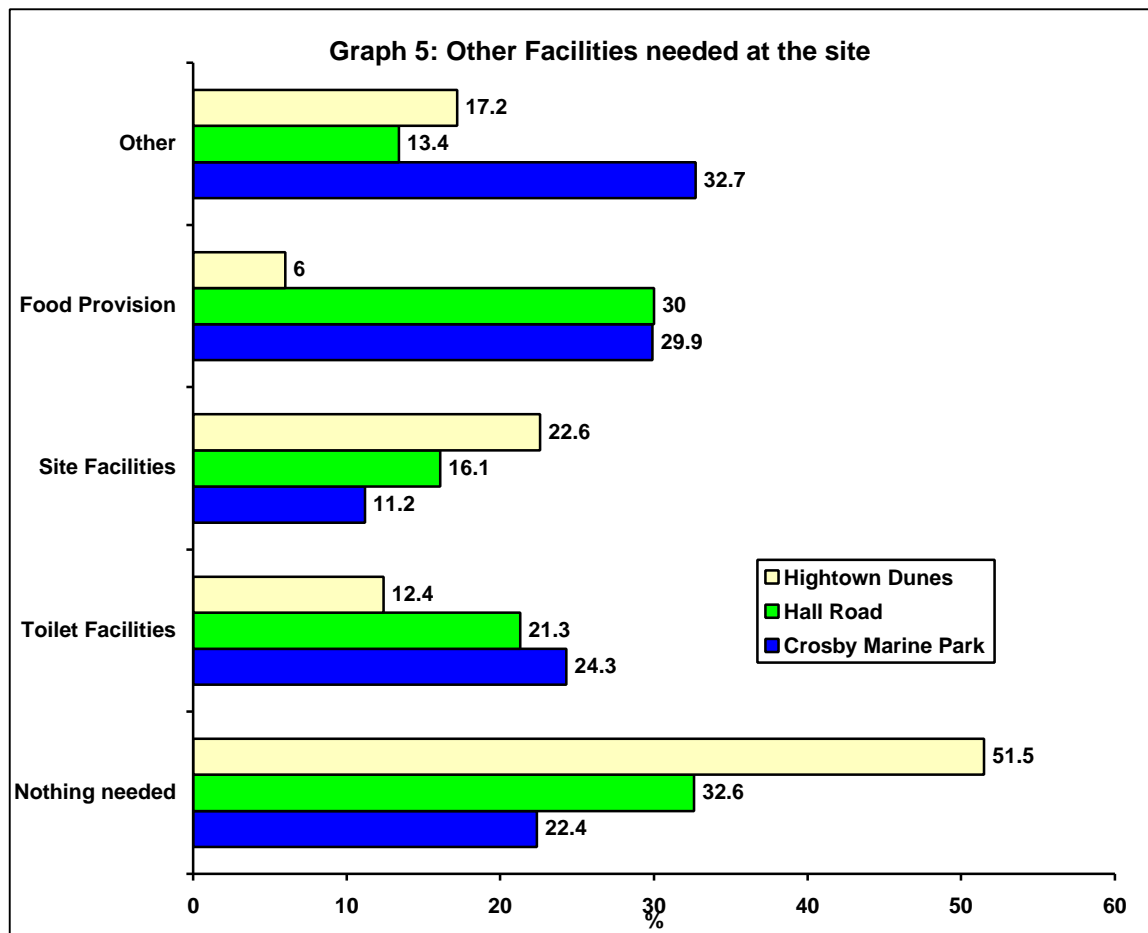
Hightown Dunes: Litter (15.6%), dogs (7.6%), pollution/glass on beach (5.3%) and rubble on the beach (4.9%).

Hall Road: Litter (22.8%), toilets (9.4%), dogs (8.5%), sand on the promenade (6.2%) and pollution/glass on the beach (3.3%).

Crosby Marina: Litter (26.4%), dogs (10.9%), sand on the promenade (7.4%), toilets (6.2%), pollution/glass on the beach (3.7%) and gangs of kids (3.7%).

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, differed at all the sites (51.5% from Hightown Dunes stated **nothing** compared with 32.6% at Hall Road and considerably less at Crosby Marine Park). The most important priority for Hall Road and Crosby Marine Park visitors was **food provision** followed by **toilets**. Hightown Dune visitors had a greater proportion of visitors stating **site facilities** (22.6%) compared to Hall Road (16.1%) and Crosby Marine Park (11.2%).



Valid respondents/responses: 266/308 for Hightown Dunes, 267/305 for Hall Road and 211/251 for Crosby Marine Park

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:

Hightown Dunes: seats (15.0%), toilets (12.4%), cycle paths (4.1%) and bins (4.1%).

Hall Road: refreshments (30.0%), toilets (21.3%) and seats (11.6%).

Crosby Marine Park: refreshments (29.9%), toilets (24.3%) and seats (10.4%).

Age

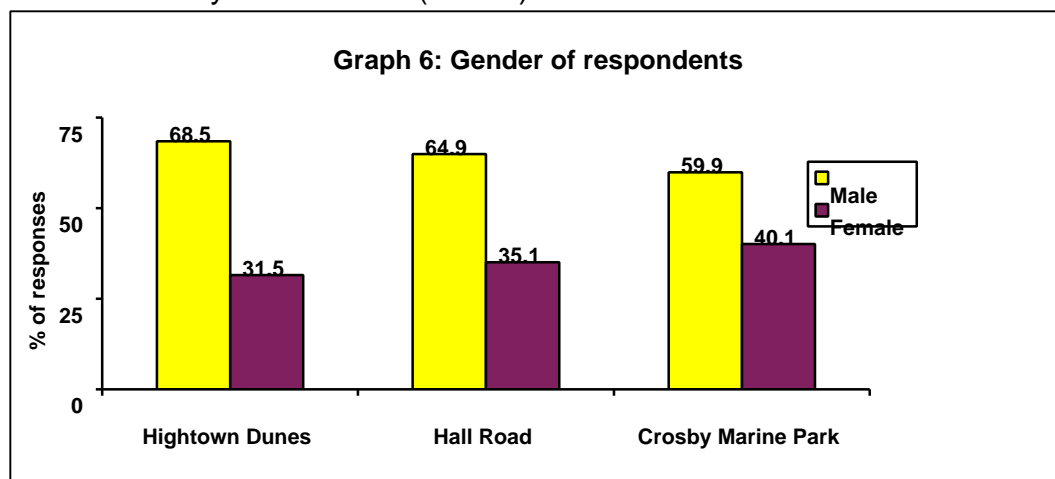
Table 7 below shows that the dominant age category for the Hightown Dunes, Hall Road and Crosby Marine Park sites was **>55 yrs.** The proportion of visitors in this age group was slightly higher at Hightown Dunes than at Crosby Marine Park (44.2% at Hightown Dunes, 40.8% at Hall Road and 26.3% at Crosby Marine Park). Overall, the average age of visitors to the Hightown Dunes and Hall Road site seems to be **slightly higher** than the average across the Crosby Marine Park sites. There was a greater proportion of visitors **<25** at the Crosby Marine Park compared with the other sites.

Table 7: Visitors age

Age Category	Hightown Dunes (%)	Hall Road (%)	Crosby Marine Park (%)
<25	4.1	5.3	11.6
25-34	8.6	13.1	14.7
35-44	17.5	20.9	22.3
44-54	25.7	19.9	25.0
>55	44.2	40.8	26.3
Valid Respondents	269	282	224

Gender

Graph 6 below shows that there were more male visitors at the Hightown Dunes site (68.5%) than female visitors (31.5%). This trend was also shown in the Hall Road and Crosby Marine Park sites with slightly more males than females answering the questionnaire - Hall Road (64.9%) of the visitors were male and Crosby Marine Park (59.9%) of the visitors were male.



Valid Respondents: 273 for Hightown Dunes, 279 for Hall Road and Crosby Marine Park 212.

Disabled Visitors

Table 8 below shows that compared with Hightown Dunes and Crosby Marine Park sites, there are more disabled visitors at the Hall Road site. (16.7% of visitors at the Hall Road site described themselves as having a disability compared with 13.8% from the Hightown Dunes site).

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

	Hightown Dunes (%)	Hall Road (%)	Crosby Marine Park (%)
Yes	13.8	16.7	14.2
No	86.2	83.3	85.8
Valid Respondents	269	281	219

Table 9 below shows that unfortunately, only 1 disabled visitor answered the question on whether their disability had affected their visit to the Hightown Dunes site, this disabled visitor answered 'no'. There were slightly more visitors answering this question at Hall Road and Crosby Marine Park sites (12 visitors at both sites). Only (8.3%) of the Crosby Marine Park visitors stated that their disability affected their visit to the site.

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

	Hightown Dunes (%)	Hall Road (%)	Crosby Marine Park (%)
Yes	0	0	8.3
No	100	100	91.7
Valid Respondents	1	12	12

The results suggest that people with disabilities consider the Crosby sites as relatively accessible.

Membership of other Organisations

Visitors to the Hightown Dunes site were **less likely** to be members of the National Trust than visitors to the Hall Road site (9.2% compared with 10.9%) yet **more likely** to be a member of the RSPB than visitors at the Hall Road and Crosby Marine Park sites (11.3% from Hightown Dunes compared with 6.7% from Hall Road and 6.3% from Crosby Marine Park).

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

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
What was the principal means of transport which you used to visit the area?	Car/van	104	38.0	199	71.1	115	51.3
	Motor cycle	1	.4	3	1.1	1	.4
	Train	25	9.1	3	1.1	11	4.9
	Bicycle	41	15.0	22	7.9	7	3.1
	Private coach	1	.4				
	Public bus	1	.4			9	4.0
	Walked	96	35.0	50	17.9	80	35.7
	Other	5	1.8	3	1.1	1	.4
Total		274	100	280	100.0	224	100.0

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
other form of transport specified	yacht						
	horse						
	mini bus			1	33.3		
	ran	5	100	2	66.7		
	taxi					1	100.0
	disabled vehicle/power wheel chair						
	campervan ferry						
Total		5	100	3	100.0	1	100.0

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Have you ever visited this area before?	yes	265	96.7	276	97.2	221	97.8
	no	9	3.3	8	2.8	5	2.2
Total		274	100.0	284	100	226	100.0

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Regular visitors - is it	Monthly	6	20.0	5	11.4	5	13.2
	weekly	11	36.7	31	70.5	24	63.2
	Daily	13	43.3	8	18.2	9	23.7
Total		30	100	44	100	38	100.0

Note that a smaller sample were approached for this question

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
How many times have you visited this area in the last 12 months?	one	18	6.6	15	5.3	12	5.3
	two	7	2.6	9	3.2	14	6.2
	three	5	1.8	3	1.1	6	2.7
	four	4	1.5	7	2.5	3	1.3
	five	3	1.1	1	.4	4	1.8
	six or seven	18	6.6	19	6.7	17	7.5
	eight to ten	8	2.9	40	14.2	23	10.2
	eleven or more	211	77.0	188	66.7	147	65.0
Total		274	100	282	100.0	226	100

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
size of group	1	173	64.1	87	31.2	76	34.1
	2	75	27.8	85	30.5	62	27.8
	3	16	5.9	40	14.3	45	20.2
	4	4	1.5	39	14.0	15	6.7
	5	1	.4	21	7.5	18	8.1
	6			2	.7	3	1.3
	7			4	1.4	3	1.3
	8			1	.4		
	9						
	10						
	>10	1	.4			1	.4
Total		270	100	279	100	223	100

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

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Description of personal group travelling with on this trip	on own	173	63.1	87	30.9	76	33.9
	with family (including children)	29	10.6	81	28.7	67	29.9
	with club	3	1.1	2	.7	2	.9
	with friend(s)	34	12.4	46	16.3	45	20.1
	with family (excluding children)	29	10.6	46	16.3	23	10.3
	with friends and family	6	2.2	15	5.3	7	3.1
	with partner			5	1.8	4	1.8
Total		274	100	282	100.0	224	100

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
How long do you think you will stay here today?	up to 15 minutes	3	1.1	5	1.8	5	2.2
	16 - 30 minutes	17	6.3	18	6.5	13	5.8
	31 - 60 minutes	87	32.0	84	30.2	77	34.5
	1 hour - 2 hours	101	37.1	109	39.2	90	40.4
	2 - 3 hours	39	14.3	43	15.5	26	11.7
	3 - 4 hours	19	7.0	10	3.6	6	2.7
	4 - 5 hours	3	1.1	4	1.4	2	.9
	over 5 hours	3	1.1	5	1.8	4	1.8
Total		272	100	278	100	223	100

Q8: “Visitors main reason for their visit.”

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question 8	Was coming to walk a main reason for coming to this site today?	128	46.7	128	45.4	99	44.2
	Was coming to walk the dog a main reason for coming to this site today?	109	39.8	63	22.3	51	22.8
	Was visiting the beach a main reason for coming to this site today?	17	6.2	86	30.5	50	22.3
	Was for nature-birdwatching a main reason for coming to this site today?	48	17.5	8	2.8	7	3.1
	Was the scenery a main reason for coming to this site today?	112	40.9	134	47.5	68	30.4
	Was relaxation a main reason for coming to this site today?	78	28.5	133	47.2	103	46.0
	Was coming for lunch-a drink a main reason for coming to this site today?	4	1.5	3	1.1	16	7.1
	Was attending a specific event a main reason for coming to this site today?						
	Was a specific activity a main reason for coming to this site today?	33	12.0	39	13.8	24	10.7
	Was something else a main reason for coming to this site today?	36	13.1	63	22.3	64	28.6
Total	274	100	282	100	224	100	

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

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Other main reason for coming to the site today	environment/wildlife			4	6.2	4	9.1
	exercise	28	60.9	44	67.7	18	40.9
	work related	2	4.3	3	4.6	5	11.4
	visit tourist facility					1	2.3
	general visit to the area	1	2.2	1	1.5	3	6.8
	buy something					1	2.3
	live locally/used to live locally	2	4.3			2	4.5
	peaceful	3	6.5	3	4.6	6	13.6
	weather	3	6.5	3	4.6	3	6.8
	landscape/scenery						
	specific activity/event	7	15.2	7	10.8		
other					1	2.3	
Total		46	100	65	100	44	100

Q9: "Visitors likes of the site which they were visiting."

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a9	environment/wildlife	40	14.9	10	3.6	11	5.0
	cycling	4	1.5	5	1.8	2	.9
	good for dogs			9	3.3	7	3.2
	dogs controlled						
	peaceful	150	56.0	124	45.1	141	64.7
	landscape	109	40.7	117	42.5	76	34.9
	walking	17	6.3	24	8.7	17	7.8
	access	13	4.9	32	11.6	16	7.3
	information	2	.7	3	1.1	3	1.4
	facilities/management	10	3.7	27	9.8	31	14.2
	views	24	9.0	37	13.5	11	5.0
nothing	4	1.5	1	.4	2	.9	
Total		268	100	275	100	218	100

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

Q10: “Visitors dislikes about the site they visited.”

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a10	nothing	133	50.6	118	43.4	62	29.4
	car related			3	1.1	3	1.4
	physical developments	4	1.5	4	1.5	5	2.4
	dogs	20	7.6	23	8.5	23	10.9
	site management/safety facilities	8	3.0	21	7.7	26	12.3
	cleanliness/pollution	5	1.9	14	5.1	16	7.6
	access	72	27.4	84	30.9	74	35.1
	refreshment facilities	8	3.0	2	.7	4	1.9
	environmental	2	.8	30	11.0	14	6.6
	user conflicts	7	2.7	3	1.1	6	2.8
	information/interpretation	17	6.5	10	3.7	18	8.5
	Total	4	1.5	1	.4		
	263	100	272	100	211	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.”

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a11	nothing needed	137	51.5	87	32.6	48	22.4
	toilet facilities	33	12.4	57	21.3	52	24.3
	environmental improvements			5	1.9	3	1.4
	visitor information	2	.8			3	1.4
	recreation facilities	7	2.6	18	6.7	38	17.8
	site facilities	60	22.6	43	16.1	24	11.2
	food provision	16	6.0	80	30.0	64	29.9
	improved access	19	7.1			5	2.3
	better dog control			2	.7	1	.5
	more facilities for dogs	7	2.6	3	1.1	8	3.7
	more staff/security	8	3.0	7	2.6	9	4.2
	site improvements/renovations			1	.4		
	better access to site management	3	1.1	2	.7	3	1.4
	Total	266	100	267	100	214	100

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

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Would you describe yourself as having a disability?	yes	37	13.8	47	16.7	31	14.2
	no	232	86.2	234	83.3	188	85.8
Total		269	100	281	100	219	100

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Gender	male	187	68.5	181	64.9	127	59.9
	female	86	31.5	98	35.1	85	40.1
Total		273	100	279	100	212	100

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
newage	<25	11	4.1	15	5.3	26	11.6
	25-34	23	8.6	37	13.1	33	14.7
	35-44	47	17.5	59	20.9	50	22.3
	45-54	69	25.7	56	19.9	56	25.0
	>55	119	44.2	115	40.8	59	26.3
Total		269	100	282	100	224	100

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Are you a member of the National Trust	yes	25	9.2	31	10.9	21	9.3
	no	248	90.8	253	89.1	204	90.7
Total		273	100	284	100	225	100

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
does your disability affect your visit to the site?	Yes					1	8.3
	No	1	100	12	100	11	91.7
Total		1	100	12	100	12	100

Note that a smaller sample were approached for this question

		Hightown Dunes		Hall Road		Crosby Marine Park	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Are you a member of RSPB	yes	31	11.3	19	6.7	14	6.3
	no	243	88.7	265	93.3	209	93.7
Total		274	100	284	100	223	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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