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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 5a

Summary of Lifeboat Road car park area and Wicks  
Lane/Kirklake Path area

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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## Contents

	<b>Page</b>
<b>Contents</b>	<b>1</b>
<b>Introduction</b>	<b>2</b>
<b>Methodology</b>	<b>3</b>
<b>Site Description</b>	<b>5</b>
<b>Summary of Results for Lifeboat Road car park and Wick Land</b>	<b>6</b>
<b>Tabulated results for Lifeboat Road car park and Wicks Lane</b>	<b>20</b>
<b>Appendix 1: The Questionnaire</b>	

## **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.



### **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 car park and Wicks lane/Kirklake Path area.**

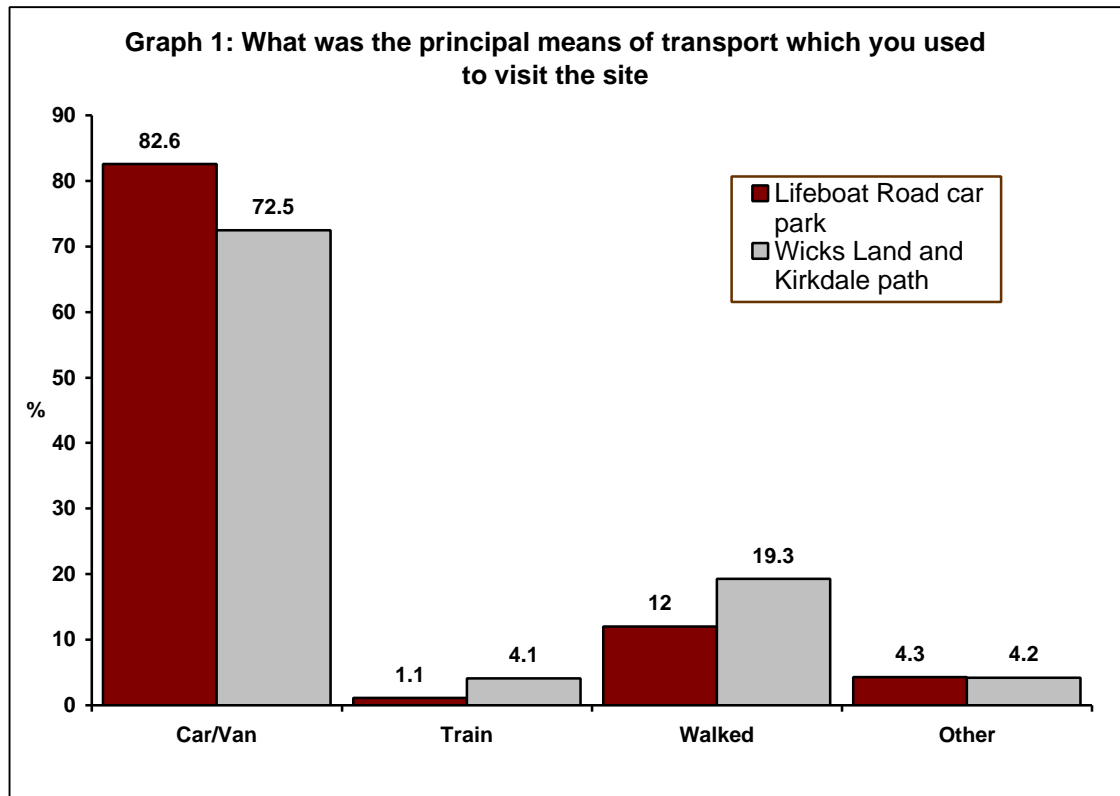
Many sites had a number of different sampling points which have been amalgamated for this summary report. These site-specific results have then been compared to the results from all the sites in Sefton or the Wirral (whichever set of data is appropriate) and then to the results from the whole of the 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 (352) and Wicks Lane and Kirklake Path (269) area.

## Transport

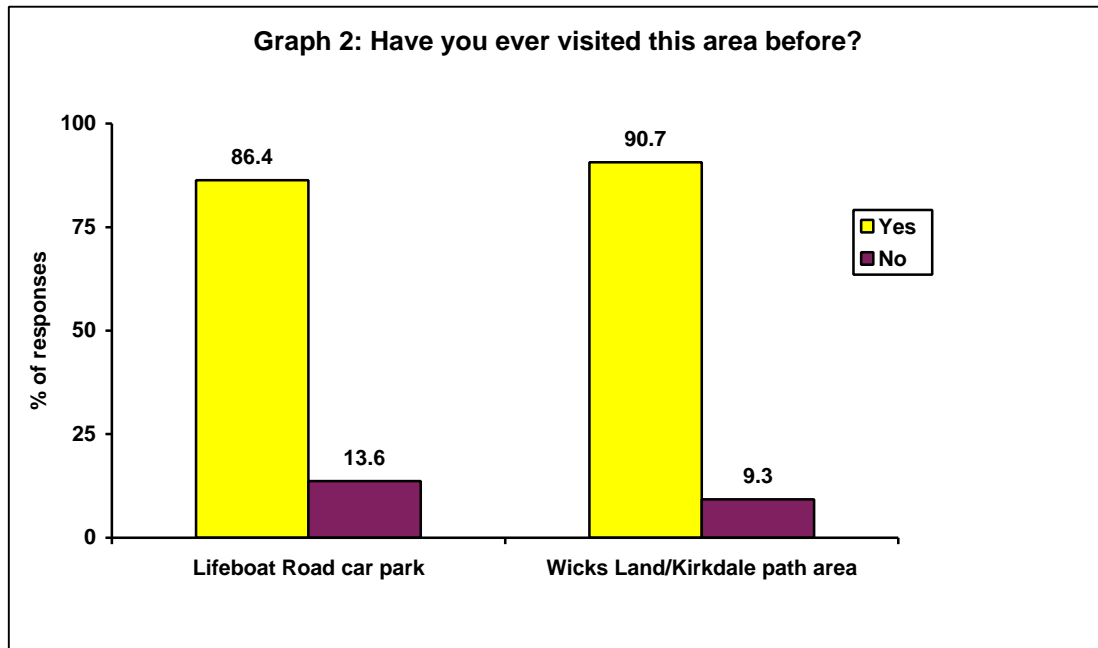
Graph 1 below shows that the visitors visiting the Lifeboat Road car park area are more likely to use a car in their visit to the site (82.6% at Lifeboat Road car park compared with 72.5% at Wicks Lane and Kirklake Path). However, the proportion of visitors visiting Wicks Lane and Kirklake Path by train was slightly higher than visitors from Lifeboat Road car park (4.1% from Wicks Lane and 1.1% from Lifeboat Road car park). This 'trend' was also shown by the number of visitors visiting the Wicks Lane site on foot – which was greater than at Lifeboat Road car park (19.3% compared with 12%).



Valid respondents: 351 from Lifeboat Road car park area and 269 from Wicks Lane/Kirklake Path.

## Frequency of Visits

Graph 2 below shows that the Lifeboat Road car park site attracted a slightly lower proportion of repeat visitors than at the Wicks Lane/Kirklake Path area (86.4% had visited Lifeboat Road car park before compared with 90.7% from Wicks Lane/Kirklake Path site). Lifeboat Road car park, therefore, was the main destination for people visiting the Lifeboat Road area for the first time.



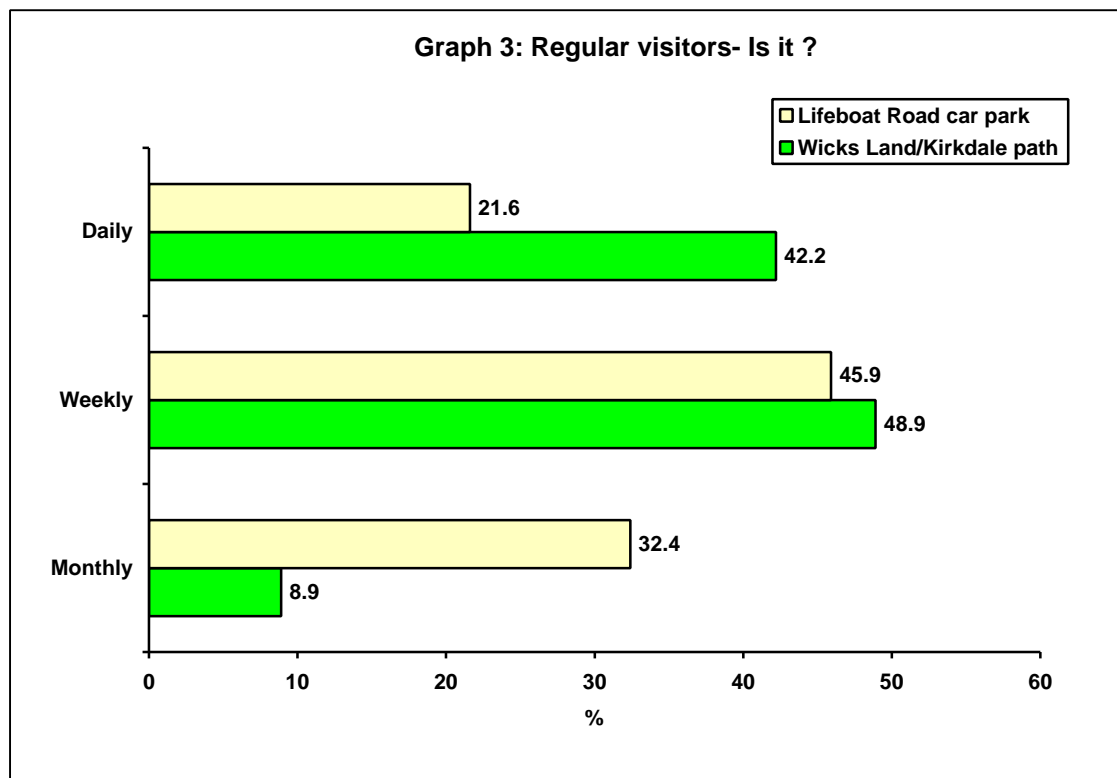
*Valid respondents: 352 from Lifeboat Road car park and 269 from Wicks Lane and Kirklake Path area*

Visitors were asked how many times they had visited the sites in the last 12 months. Just over one quarter (25.7%) of Lifeboat Road car park visitors stated they visited the site just once in the last 12 months compared with 14% of Wicks Lane/Kirklake Path visitors.

The greatest proportion of Lifeboat Road car park visitors stated they had visited the site eleven or more times in the last 12 months (38.6% from Lifeboat Road car park), this is compared with a significantly greater proportion from the Wicks Lane/Kirklake Path sites (59.2%).

However, this does not necessarily mean that the visitors who had visited the site at least 11 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 (48.9%) of the Wicks Lane/Kirklake Path visitors said they visited the site weekly (instead of monthly or daily). There is a similar pattern to regular visitors to Lifeboat Road car park site visitors.

There were considerably more visitors visiting the Wicks Lane/Kirklake Path site on a daily time scale than visitors to Lifeboat Road car park site (42.2% at Wicks Lane/Kirklake Path compared with 21.6% from Lifeboat Road car park).



**Note:** A smaller sample was used for this question  
*Valid respondents: 37 from Lifeboat Road car park area and 45 from Wicks Lane/Kirklake Path area.*

## Group Size

The average size of a group of visitors to the Lifeboat Road car park site is larger than the average group of visitors for the Wicks Lane/Kirklake Path sites. The average number of people in personal groups were: Lifeboat Road car park (4.09) and Wicks Lane/Kirklake Path site (2.51).

## Description of Personal Group

Table 1 below shows that the greatest proportion of visitors to the Lifeboat Road car park sites were visiting with family including children, (40.6% were with the family and children compared with 33.2% from Wicks Lane/Kirklake Path site.) Compared with the Lifeboat Road car park site, there was a significantly greater proportion of visitors attending the Wicks Lane/Kirklake Path site alone (13.9% at the Lifeboat Road car park site and 32.5% from Wicks Lane).

**Table 1: Description of Personal Group**

	<b>Lifeboat Road car park (%)</b>	<b>Wicks Lane/ Kirklake Path (%)</b>
With Family ( inc children )	40.6	33.2
With Family ( exc children )	15.9	13.1
On Own	13.9	32.5
With Friend(s)	10.2	8.6
With Partner	9.4	8.2
With Friends & Family	6.0	3.4
With Club	4.0	1.1
<b>Valid Respondents</b>	<b>352</b>	<b>268</b>

## 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 31.6% of the visitors to the Lifeboat Road car park site and 36.7% at Wicks Lane).

Visitors to the Lifeboat Road car park site, were more likely to plan slightly longer visits than visitors at Wicks Lane/Kirklake Path site. A larger percentage of visitors to the Lifeboat Road car park site (23.1%) stated that their visit would last between 3 hours to 5 hours compared to visitors to Wicks Lane/ Kirklake Path (17.3%).

**Table 2: Length of Stay of the respondents**

	<b>Lifeboat Road car park (%)</b>	<b>Wicks Lane/ Kirklake Path (%)</b>
Up to 15 minutes	0.9	1.1
16 – 30 minutes	2.8	5.6
31 – 60 minutes	16.0	22.1
1 hour – 2 hours	31.6	36.7
2 – 3 hours	20.8	15.0
3 – 4 hours	16.5	9.4
4 – 5 hours	6.6	7.9
Over 5 hours	4.8	2.2
<b>Valid Respondents</b>	<b>351</b>	<b>267</b>

## Reason for Visit

**Table 3: Reason for the respondents visit**

Reason	Lifeboat Road car park (%)	Wicks Lane/ Kirklake Path (%)
Beach	59.8	51.9
Walk	55.6	66.5
Relaxation	50.1	48.9
Scenery	41.6	48.1
Dog walking	37.0	50.4
Nature/birdwatching	19.7	25.9
Lunch/drink	12.3	8.6
Specific activity	8.3	3.0
Other	7.7	5.6
Specific event	1.7	1.1
<b>Valid Respondents</b>	<b>351</b>	<b>266</b>
<b>Valid Responses</b>	<b>1031</b>	<b>825</b>

**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 Lifeboat Road car park site is for the **beach**, followed by **walking**. There were considerably fewer visitors stating that **dog walking** was their reason for the visit to the Lifeboat Road car park site compared with visitors to the Wicks Lane/Kirklake Path site (37.0% at Lifeboat Road and 50.4% at Wicks Lane/Kirklake Path). The proportion of visitors at the Lifeboat Road site for **walking** was significantly lower than visitors to Wicks Lane/Kirklake site (55.6% compared with 66.5%). **Walking, the beach** and **dog walking** were the main reasons for visiting Wicks Lane/Kirklake Path.

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

Lifeboat Road car park	Wicks Lane/ Kirklake Path
1. Beach	1. Walk
2. Walk	2. Beach
3. Relaxation	3. Dog walking
4. Scenery	4. Relaxation
5. Dog walking	5. Scenery
6. Nature/birdwatching	6. Nature/birdwatching

Significant here is that **dog walking** is ranked as the fifth most mentioned reason from the Lifeboat Road car park visitors yet it features as the third most mentioned reason for Wicks Lane/Kirklake Path site visitors.

## Visitors' Likes

Table 5 below shows what visitors liked about the site they visited. **Peacefulness** was the top answer at both Lifeboat Road sites followed by **landscape**.

**Table 5: Visitors likes**

<b>Visitors Likes</b>	<b>Lifeboat Road car park (%)</b>	<b>Wicks Lane/ Kirklake Path (%)</b>
Peaceful	54.9	55.6
Landscape	51.6	44.4
Facilities/Management	20.6	18.5
Environment/Wildlife	16.4	17.4
Walking	11.3	16.2
Access	4.2	2.3
Information	1.8	0.4
Good for dogs	1.5	3.5
Views	1.2	0
<b>Valid Respondents</b>	<b>335</b>	<b>259</b>
<b>Valid Responses</b>	<b>548</b>	<b>410</b>

**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.

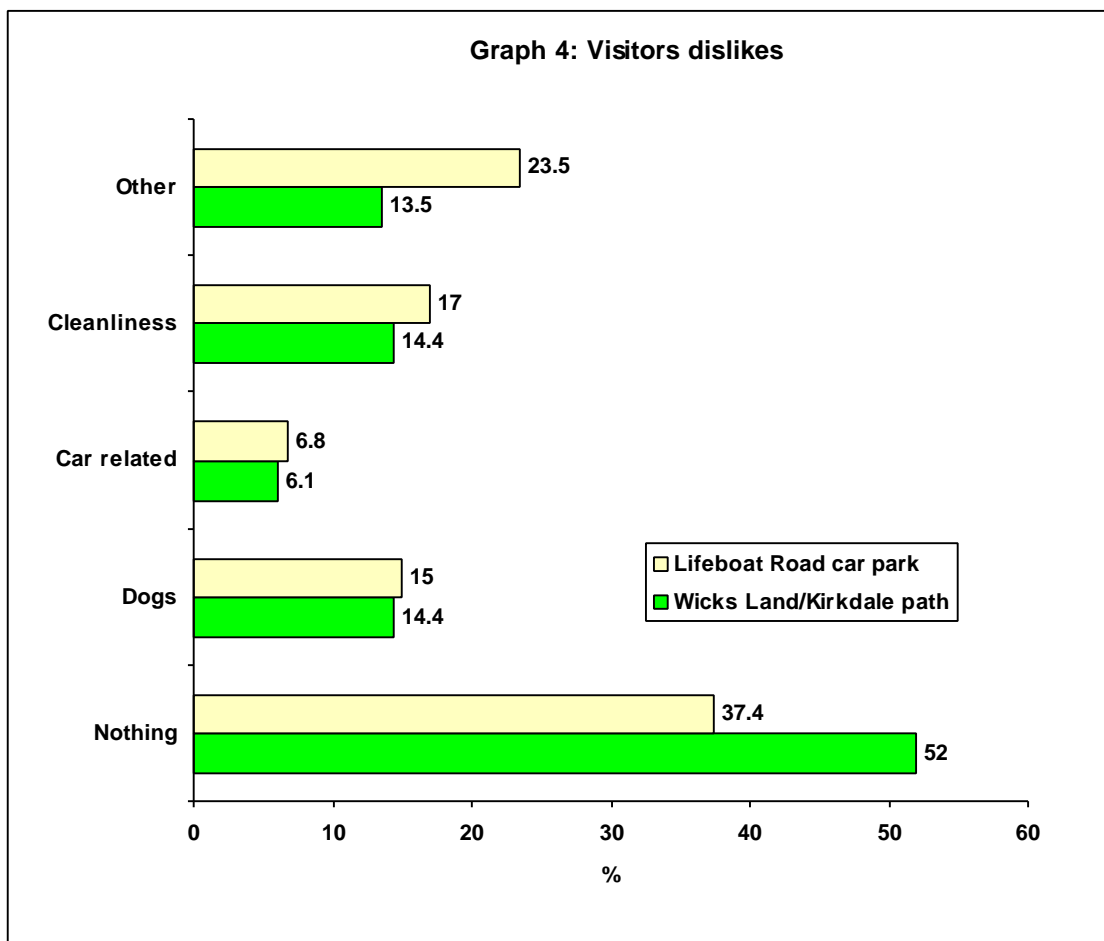
**Table 6: Visitors likes (top 4, ranked in order of popularity)**

<b>Lifeboat Road Car park</b>	<b>Wicks Lane/ Kirklake Path</b>
1. Peaceful	1. Peaceful
2. Landscape	2. Landscape
3. Facilities/Management	3. Facilities/Management
4. Environment/wildlife	4. Environment/wildlife

Visitors gave very similar 'likes' at both Lifeboat Road car park and Wicks Lane/Kirklake Path.

## Visitors' Dislikes

Graph 4 below shows that when visitors to the Lifeboat Road car park site were asked what they disliked about the site, the most common response was 'nothing' (37.4%) compared with considerably lower proportions from visitors to the Wicks Lane/Kirklake Path site (52%). **Cleanliness/pollution** and **dogs** were another two common dislikes at the Lifeboat Road car park site and Wicks Lane/Kirklake Path site. The percentage of Lifeboat Road visitors citing **cleanliness/pollution** was slightly greater than at the Wicks Lane/Kirklake Path sites (with 17.0% stating this compared with 14.4% from Wicks Lane).



*Valid Respondents/Responses: 294/331 for Lifeboat Road car park and 229/250 for Wicks Lane/Kirklake Path*

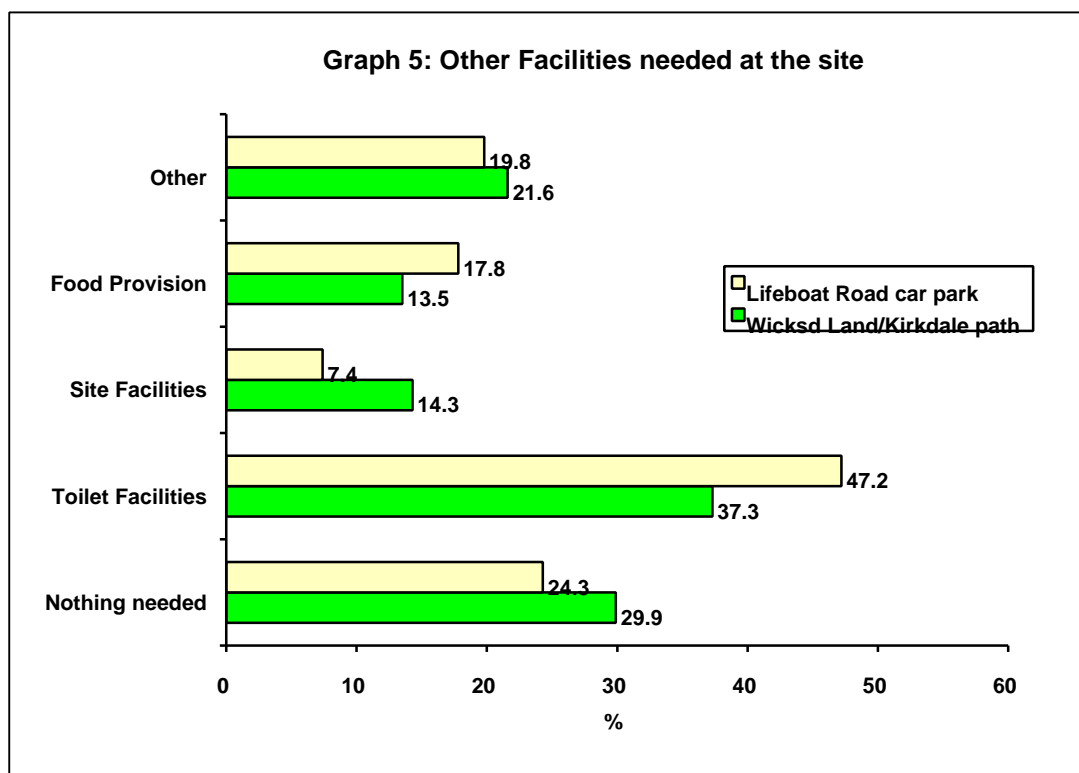
**Please Note:** Percentages are proportions of visitors, who gave this reason, and more than one response was allowable. Therefore, percentages sum to more than 100% in each column.

In terms of specific dislikes, at Lifeboat Road car park, visitors disliked dogs (15.0%), toilets (11.6%), litter (7.5%), pollution/glass on beach (7.5%) and parking costs (5.1%).

At Wicks Lane/Kirklake Path, the main 'dislikes' are: dogs (14.4%), litter (11.4%), parking costs (5.7%) and toilets (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 less at the Lifeboat Road car park site than compared with all Wicks Lane/Kirklake Path sites (24.3% at the Lifeboat Road sites and 29.9% at the Wicks Lane/Kirklake Path sites). This suggests visitors to the car park area were less satisfied by their visit. The most important priority for Lifeboat Road car park visitors was **toilet facilities** followed by **food provision**. The proportion of Lifeboat Road car park visitors stating **toilet facilities** was a needed facility at the site was significantly greater than visitors at Wicks Lane/Kirklake sites (47.2% compared with 37.3%). The Wicks Lane/Kirklake Path visitors gave a greater response to **site facilities** than visitors at Lifeboat Road car park (14.3% compared with 7.4%).



*Valid respondents/responses: 540/590 for Lifeboat Road, 244/285 for Wicks Lane/Kirklake Path*

**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.

At Lifeboat Road car park, visitors specifically requested toilets (47.2%) and refreshments (17.8%).

At Wicks Lane/Kirklake Path, visitors specifically requested toilets (37.3%), more facilities for dogs/dog bins (9.8%), refreshments (9.0%), more bins (8.2%) and more seats (6.1%).

## Age

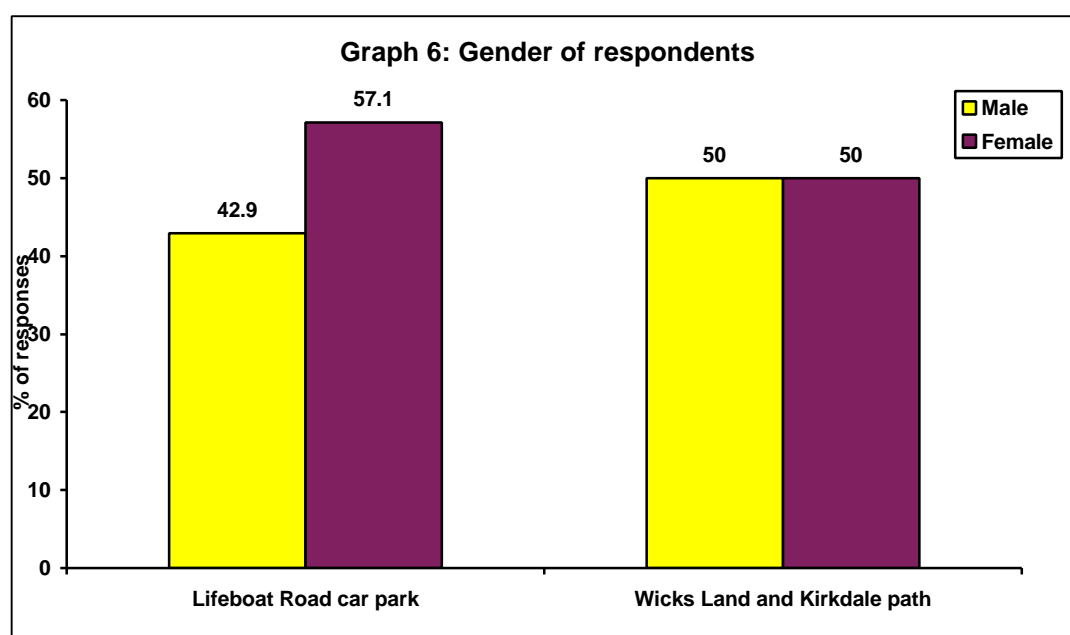
Table 7 below shows that the dominant age categories for Lifeboat Road car park and the Wicks Lane/Kirklake Path sites were **>55 yrs.** (37.0% Lifeboat Road and 36.0% at Wicks Lane).

**Table 7: Visitors age**

Age Category	Lifeboat Road car park (%)	Wicks Lane/ Kirklake Path (%)
<25	3.7	4.9
25-34	14.0	17.2
35-44	24.5	19.9
44-54	20.8	22.1
>55	37.0	36.0
<b>Valid Respondents</b>	<b>351</b>	<b>267</b>

## Gender

Graph 6 below shows that there were less male visitors in Lifeboat Road site (42.9%) than female visitors (57.1%). This trend was not shown in the other sites where there were slightly more males than females answering the questionnaire at Wicks Lane (male 50.0% and female 50.0%).



*Valid Respondents: Lifeboat Road car park 343 and Wicks Lane/Kirklake Path 256*

## Disabled Visitors

Table 8 below shows that compared with other sites, there were similar numbers of disabled visitors at the Lifeboat Road sites.

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

	<b>Lifeboat Road Car park (%)</b>	<b>Wicks Lane/ Kirklake Path (%)</b>
Yes	8.5	9.5
No	91.5	90.5
<b>Valid Respondents</b>	<b>341</b>	<b>264</b>

Table 9 below shows that unfortunately, only 11 disabled visitors answered the question on whether their disability had affected their visit to the Lifeboat Road car park site but, of these, (63.6%) answered 'yes'. Although the sample is small, compared with all Wicks Lane/Kirklake Path there was a slightly lower figure of (60.0%) – but there was however a smaller sample of 5 disabled visitors used from the Wicks Lane/Kirklake Path sites.

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

	<b>Lifeboat Road Car park (%)</b>	<b>Wicks Lane/ Kirklake Path (%)</b>
Yes	63.6	60.0
No	36.4	40.0
<b>Valid Respondents</b>	<b>11</b>	<b>5</b>

## Membership of other Organisations

Visitors at the Lifeboat Road car park sites were *less likely to be members of the National Trust* and *more likely to be members of the RSPB* than visitors from the Wicks Lane/Kirklake Path sites.

Under 1 in 5 visitors were members of the National Trust (15.1% compared with 18.3 from Wicks Lane/Kirklake Path).

Just over 1 in 10 visitors were members of the RSPB (10.1% compared with 7.5% from Wicks Lane/Kirklake Path).

## **Tabulated Results comparing the results from visitors to Lifeboat Road car park and Wicks Lane/Kirklake Path sites**

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## Frequency Tables for Lifeboat Road car park area and Wicks Lane and Kirklake Path.

**Lifeboat Road**

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
What was the principal means of transport which you used to visit the area?	Car/van	290	82.6	195	72.5
	Motor cycle	6	1.7	4	1.5
	Train	4	1.1	11	4.1
	Bicycle	3	.9	5	1.9
	Private coach	4	1.1	1	.4
	Public bus	1	.3	1	.4
	Walked	42	12.0	52	19.3
	Other	1	.3		
Total		351	100	269	100

**Lifeboat Road**

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
other form of transport specified	yacht				
	horse				
	mini bus				
	ran				
	taxi				
	disabled vehicle/power wheel chair				
	campervan				
ferry					
Total		1	100		

**Lifeboat Road**

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
Have you ever visited this area before?	yes	304	86.4	244	90.7
	no	48	13.6	25	9.3
Total		352	100	269	100

### Lifeboat Road

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
Regular visitors - is it	Monthly	12	32.4	4	8.9
	weekly	17	45.9	22	48.9
	Daily	8	21.6	19	42.2
Total		37	100	45	100

Note that a smaller sample were approached for this question

### Lifeboat Road

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
How many times have you visited this area in the last 12 months?	one	90	25.7	37	14.0
	two	41	11.7	27	10.2
	three	16	4.6	12	4.5
	four	23	6.6	7	2.6
	five	12	3.4	9	3.4
	six or seven	19	5.4	9	3.4
	eight to ten	14	4.0	7	2.6
	eleven or more	135	38.6	157	59.2
Total		350	100	265	100

### Lifeboat Road

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
size of group	1	49	14.1	87	32.8
	2	134	38.6	86	32.5
	3	50	14.4	34	12.8
	4	55	15.9	28	10.6
	5	24	6.9	13	4.9
	6	10	2.9	6	2.3
	7	5	1.4	6	2.3
	8	3	.9	2	.8
	9	3	.9		
	10	2	.6	1	.4
	>10	12	3.5	2	.8
Total		347	100	265	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	3.12	1	130

#### Lifeboat Road

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
Description of personal group travelling with on this trip	on own	49	13.9	87	32.5
	with family (including children)	143	40.6	89	33.2
	with club	14	4.0	3	1.1
	with friend(s)	36	10.2	23	8.6
	with family (excluding children)	56	15.9	35	13.1
	with friends and family	21	6.0	9	3.4
	with partner	33	9.4	22	8.2
Total		352	100	268	100

#### Lifeboat Road

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
How long do you think you will stay here today?	up to 15 minutes	3	.9	3	1.1
	16 - 30 minutes	10	2.8	15	5.6
	31 - 60 minutes	56	16.0	59	22.1
	1 hour - 2 hours	111	31.6	98	36.7
	2 - 3 hours	73	20.8	40	15.0
	3 - 4 hours	58	16.5	25	9.4
	4 - 5 hours	23	6.6	21	7.9
	over 5 hours	17	4.8	6	2.2
Total		351	100	267	100

### Lifeboat Road

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
all answers to question 8	Was coming to walk a main reason for coming to this site today?	195	55.6	177	66.5
	Was coming to walk the dog a main reason for coming to this site today?	130	37.0	134	50.4
	Was visiting the beach a main reason for coming to this site today?	210	59.8	138	51.9
	Was for nature-birdwatching a main reason for coming to this site today?	69	19.7	69	25.9
	Was the scenery a main reason for coming to this site today?	146	41.6	128	48.1
	Was relaxation a main reason for coming to this site today?	176	50.1	130	48.9
	Was coming for lunch-a drink a main reason for coming to this site today?	43	12.3	23	8.6
	Was attending a specific event a main reason for coming to this site today?	6	1.7	3	1.1
	Was a specific activity a main reason for coming to this site today?	29	8.3	8	3.0
	Was something else a main reason for coming to this site today?	27	7.7	15	5.6
Total		351	100	266	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 car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
Other main reason for coming to the site today	environment/wildlife	1	3.7		
	exercise	6	22.2	6	37.5
	work related	5	18.5	1	6.3
	visit tourist facility	1	3.7	1	6.3
	general visit to the area	1	3.7		
	buy something				
	live locally/used to live locally	7	25.9	1	6.3
	peaceful	2	7.4	1	6.3
	weather	2	7.4	6	37.5
	landscape/scenery				
	specific activity/event				
other	2	7.4			
Total		27	100	16	100

### Likes of the site

#### Lifeboat Road

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
all answers to question a9	environment/wildlife	55	16.4	45	17.4
	cycling				
	good for dogs	5	1.5	9	3.5
	dogs controlled				
	peaceful	184	54.9	144	55.6
	landscape	173	51.6	115	44.4
	walking	38	11.3	42	16.2
	access	14	4.2	6	2.3
	information	6	1.8	1	.4
	facilities/management	69	20.6	48	18.5
	views	4	1.2		
nothing					
Total		335	100	259	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

### Lifeboat Road

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
all	nothing	110	37.4	119	52.0
answers	car related	20	6.8	14	6.1
to	physical developments	2	.7	3	1.3
question	dogs	44	15.0	33	14.4
a10	site management/safety	9	3.1	4	1.7
	facilities	15	5.1	4	1.7
	cleanliness/pollution	50	17.0	33	14.4
	access	17	5.8	9	3.9
	refreshment facilities	38	12.9	13	5.7
	environmental	7	2.4	4	1.7
	user conflicts	13	4.4	10	4.4
	information/interpretation	6	2.0	4	1.7
Total		294	100	229	100

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

## Other facilities needed

### Lifeboat Road

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
all answers to question a11	nothing needed	75	24.3	73	29.9
	toilet facilities	146	47.2	91	37.3
	environmental improvements	2	.6	3	1.2
	visitor information	17	5.5	7	2.9
	recreation facilities	15	4.9	9	3.7
	site facilities	23	7.4	35	14.3
	food provision	55	17.8	33	13.5
	improved access	8	2.6	4	1.6
	better dog control	2	.6		
	more facilities for dogs	7	2.3	25	10.2
	more staff/security	7	2.3	1	.4
	site improvements/renovati ons				
	better access to site management	3	1.0	4	1.6
	Total	309	100	244	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 car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
Would you describe yourself as having a disability?	yes	29	8.5	25	9.5
	no	312	91.5	239	90.5
Total		341	100	264	100

### Lifeboat Road

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
Gender	male	147	42.9	128	50.0
	female	196	57.1	128	50.0
Total		343	100	256	100

### Lifeboat Road

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
newage	<25	13	3.7	13	4.9
	25-34	49	14.0	46	17.2
	35-44	86	24.5	53	19.9
	45-54	73	20.8	59	22.1
	>55	130	37.0	96	36.0
Total		351	100	267	100

### Lifeboat Road

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
Outside Merseyside		158	44.9	59	21.9
Liverpool		39	11.1	29	10.8
Sefton		140	39.8	168	62.5
Knowsley		6	1.7	8	3.0
St Helens		3	.9	3	1.1
Wirral		6	1.7	2	.7
Total		352	100	269	100

### Lifeboat Road

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
Are you a member of the National Trust	yes	53	15.1	49	18.3
	no	299	84.9	219	81.7
Total		352	100	268	100

**Lifeboat Road**

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
does your disability affect your visit to the site?	Yes	7	63.6	3	60.0
	No	4	36.4	2	40.0
Total		11	100	5	100

Note that a smaller sample were approached for this question

**Lifeboat Road**

		Lifeboat Road car park area		Wicks Land and Kirklake path area	
		Respondents		Respondents	
		Number	%	Number	%
Are you a member of RSPB	yes	35	10.1	20	7.5
	no	310	89.9	246	92.5
Total		345	100	266	100

## **Appendix 1: The Questionnaire**

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LOCATION:..... DATE:.....

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

Office use only

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)

.....


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)

.....

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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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