



**Cultural and Leisure Strategy Survey 2000/1
Appendix vii
Draft Report**

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Survey Background and Methodology

Introduction:

To inform the writing of the Cultural Strategy, the Metropolitan Borough of Wirral's Leisure Services Department commissioned a consultation exercise. The cultural strategy aims to:

- Be based on the needs and aspirations of the community
- Identify the existing gaps in leisure services
- Raise the profile of cultural activities
- Encourage 'joined up' working
- Create opportunities for new partnerships
- Support the creative industries
- Link up with other strategies
- Help to attract outside money for projects

Methodology:

A questionnaire was designed asking respondents about which activities they do within or outside the borough or Wirral, satisfaction with and suggested improvements to Wirral's cultural and leisure facilities, and about current barriers to more complete participation. The questionnaire was published in *Wirral Now* – a local free newspaper distributed to every household in the borough. The questionnaire could be returned by freepost, and prizes were offered to encourage greater response. In addition to this, school children were asked to complete the questionnaires to gauge the perceptions of younger people.

A total of 474 questionnaires were returned to Leisure Services where they were coded, and then analysed by the Policy Development section of Planning and Economic Development.

Presentation of Results:

In this report, the term 'valid respondents' is used and refers to the number of respondents that answered any given question. This is often not the total number of respondents overall, as not all the questions apply to each respondent and not every respondent answered each question. This differs to the term 'valid responses', whereby respondents could give more than one response. Valid responses is therefore derived from the sum of the number of responses for that question.

All percentages are subject to rounding, and therefore do not always sum 100.0%.

The methodology chosen was open to large levels of self selection. For this reason the data is not presented as statistically robust, it is instead indicative data. Therefore no regard to confidence intervals and confidence levels has been made.

Results

Q1. Which of the following activities do you take part in, either in Wirral or outside the borough?

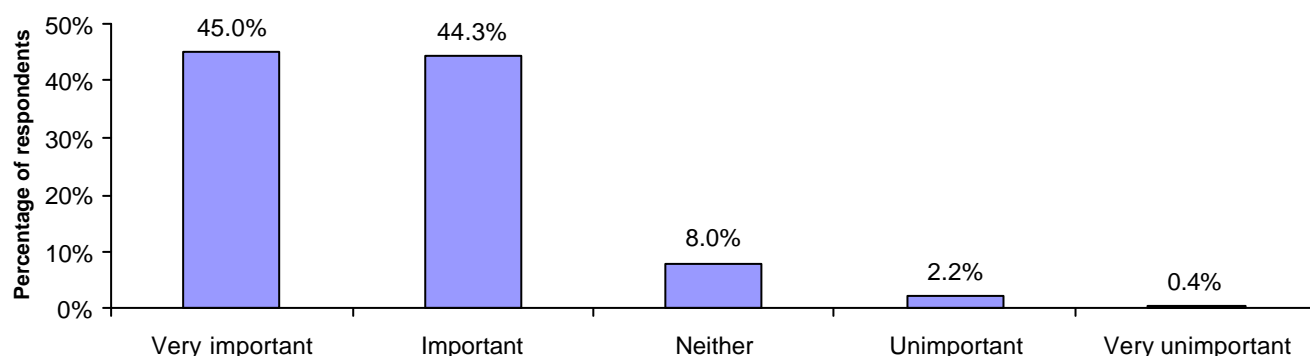
Valid Respondents: 474

	Number of respondents	Percentage of respondents
Watching TV	380	80.2
Shopping	375	79.1
Visiting friends	333	70.3
Going out/socialising	329	69.4
Cinema/museums	291	61.4
Reading IT/computing	252	53.2
Restaurants/cuisine	237	50.0
Indoor sports/leisure centres	233	49.2
Pubs/bars	232	48.9
Music/concerts	218	46.0
Coastal/country walks	216	45.6
Hobbies	197	41.6
Gardening	189	39.9
Theme parks/tourist attractions	181	38.2
Individual sports	179	37.8
Theatre/drama	174	36.7
Home improvement	158	33.3
Art/craft	134	28.3
Hill walking/rambling	126	26.6
Team sports	125	26.4
Gym/fitness suites	110	23.2
Adult education	97	20.5
Nature/bird watching	86	18.1
Health/beauty	81	17.1
Yoga/keep fit	68	14.3
Adventurous activities	64	13.5
Interpreting local history	60	12.7
Modern languages	31	6.5
Voluntary work	7	1.5
Water sports	5	1.1
Religion	5	1.1

Four out of five respondents (80.2%) took part in watching TV, while a similar proportion (79.1%) took part in shopping. Other activities which had high proportions of participants were visiting friends (70.3%), going out/socialising (69.4%) and cinema/museums (61.4%).

Q2. How important is it for your quality of life to take part in cultural and leisure activities?

Valid Respondents: 460



Nine out of ten respondents (89.3%) said that participating in cultural and leisure activities was important (44.3%) or very important (45.0%).

Q3a. Which activities do you do most inside Wirral borough boundaries?

Valid Responses: 1185

Valid Respondents: 456

	Number of responses	Percentage of responses
Walking	122	10.3
Shopping	104	8.8
Pubs /clubs/ social	91	7.7
Swimming	85	7.2
Cinema	73	6.2
Football – player	63	5.3
TV	47	4.0
Fitness suites	44	3.7
Reading	41	3.5
Restaurants	40	3.4
Visiting	40	3.4
Gardening	37	3.1
Cycling	29	2.4
Arts & crafts	26	2.2
Aerobics	22	1.9
Theatre	22	1.9
Adult education	22	1.9
IT	18	1.5
Golf	15	1.3
Home improvements	15	1.3
Concerts / music	13	1.1
Canoeing	13	1.1
Birdwatching	12	1.0
Running	12	1.0
Badminton	11	.9
Bowls	11	.9
Tennis	11	.9
Photography / films	11	.9
Football – supporter	9	.8
Team sports	9	.8
Dancing – modern	8	.7
Snooker	6	.5
Squash	6	.5
Individual sports	6	.5
Fishing	5	.4
History	5	.4
Martial arts	5	.4
School activities	5	.4
Genealogy	4	.3
Horse riding	4	.3
Rugby	4	.3
Sailing	4	.3
Voluntary work	4	.3
Yoga	4	.3
Church	4	.3
Dancing – line	3	.3

The activities participated in by most respondents within Wirral were walking (10.3% of responses), shopping (8.8%) and pubs/clubs and socialising (7.7%).

The following activities are activities participated in within Wirral and received either one or two responses:

<i>Canoeing</i>	<i>Religious worship</i>	<i>Table tennis</i>	<i>Cricket</i>	<i>Bridge</i>
<i>Camping</i>	<i>Disabled sports / clubs</i>	<i>Senior citizens clubs</i>	<i>Dancing – Scottish / country</i>	<i>Climbing – outdoor</i>
<i>Hobbies</i>	<i>Whist</i>	<i>Ski-ing</i>	<i>Netball</i>	<i>Museums</i>
<i>Model boats</i>	<i>Writing</i>	<i>Shooting</i>	<i>Orienteering</i>	<i>Dancing – tap</i>
<i>Sauna / sunbeds</i>	<i>Woodwork</i>	<i>Ten pin bowling</i>	<i>Outward bound</i>	<i>Family activities</i>
<i>Guides</i>	<i>Tourist attractions</i>	<i>Tai chi</i>	<i>Parks</i>	<i>Karate</i>
<i>Athletics</i>				

Q3b. Where in Wirral do you do these activities?

Valid Responses: 1188
Valid Respondents: 457

	Number of responses	Percentage of responses
Birkenhead	634	53.4
Wirral	139	11.7
Liverpool	104	8.8
Home	57	4.8
Williamson Art gallery	30	2.5
Park High School	29	2.4
Odeon Bromborough	28	2.4
Epic	23	1.9
Liverpool Uni. School	22	1.9
Wirral ladies golf club	14	1.2
Garden centres	11	.9
Melrose Hall	10	.8
Goodison Park	9	.8
Theatre Clwyd	7	.6
Northgate arena	4	.3
Warner village e/port	4	.3
Cloecianog Forest	3	.3
Wirral Met college	3	.3
Walker art gallery	3	.3
Fitness 200	3	.3

Responses received once or twice:

<i>Sandstone trail</i>	<i>Cheshire Oaks</i>	<i>Heswall src</i>	<i>Allotments</i>
<i>3Is centre</i>	<i>Gladstone Theatre</i>	<i>Leasowe SC</i>	<i>Byrne Ave Baths</i>
<i>Tranmere FC</i>	<i>G gap</i>	<i>WKC</i>	<i>Brackenwood golf course</i>
<i>Wirral girls GS</i>	<i>Heswall ltc</i>	<i>Tennis centre</i>	<i>B/H park</i>
<i>Wallasey Central Library</i>	<i>Hilbre Island</i>	<i>Arrowe Park</i>	<i>Canals</i>
<i>Wirral coast & c/side Bromborough</i>	<i>N Brighton RFC</i>	<i>Birkenhead Pk RC</i>	<i>Floral Pavilion</i>
	<i>Royden Park</i>	<i>Bebington High School</i>	<i>Grange Road West</i>

When asked where in Wirral respondents took part in their cultural and leisure activities, "Birkenhead" (53.4%) accounted for more than half the responses, almost an eighth (11.7%) said "Wirral", while "Liverpool" (which obviously is not in Wirral) was the third highest response (8.8%).

Q4a. Which activities do you do most outside Wirral borough boundaries?

Valid Responses: 739

Valid Respondents: 340

	Number of responses	Percentage of responses
Shopping	119	16.1
Walking	93	12.6
Theatre	67	9.1
Pubs /clubs/ social	54	7.3
Visiting friends	49	6.6
Concerts / music	44	6.0
Restaurants	30	4.1
Theme parks	28	3.8
Ice skating	22	3.0
Museums	19	2.6
Tourist attractions	17	2.3
Cinema	16	2.2
Swimming	14	1.9
Cycling	13	1.8
Football – player	12	1.6
Adult education	11	1.5
Football – supporter	10	1.4
Fishing	9	1.2
Arts & crafts	7	.9
Caravaning	7	.9
National trust properties	7	.9
Sailing	6	.8
Birdwatching	5	.7
Martial arts	5	.7
Camping	4	.5
Fitness suites	4	.5
Golf	4	.5
Holidays	4	.5
Outward bound	4	.5
Aerobics	3	.4
Climbing – indoor	3	.4
Climbing – outdoor	3	.4
Horse riding	3	.4
Ski-ing	3	.4

Responses received once or twice:

<i>Ten pin bowling</i>	<i>Horse racing</i>	<i>Team sports</i>	<i>Canoeing</i>
<i>Zoo</i>	<i>History</i>	<i>Individual sports</i>	<i>Coach tours</i>
<i>Sauna / sunbeds</i>	<i>Karate</i>	<i>Hobbies</i>	<i>Genealogy</i>
<i>Church</i>	<i>Snooker</i>	<i>Athletics</i>	<i>Orienteering</i>
<i>Disabled sports / clubs</i>	<i>Squash</i>	<i>Special events</i>	<i>Running</i>
<i>Scouts/cadets / D of E</i>	<i>Shooting</i>	<i>Cricket</i>	<i>Rugby</i>
<i>School activities</i>	<i>Table tennis</i>	<i>Home improvements</i>	<i>Reading</i>
<i>Badminton</i>			

The activities participated in outside Wirral include: Shopping (16.1%), walking (12.6%), theatre (9.1%), pubs/clubs and socialising (7.3%), visiting friends (6.6%) and concerts/music (6.0%).

Q4b. Where outside Wirral do you do these activities?

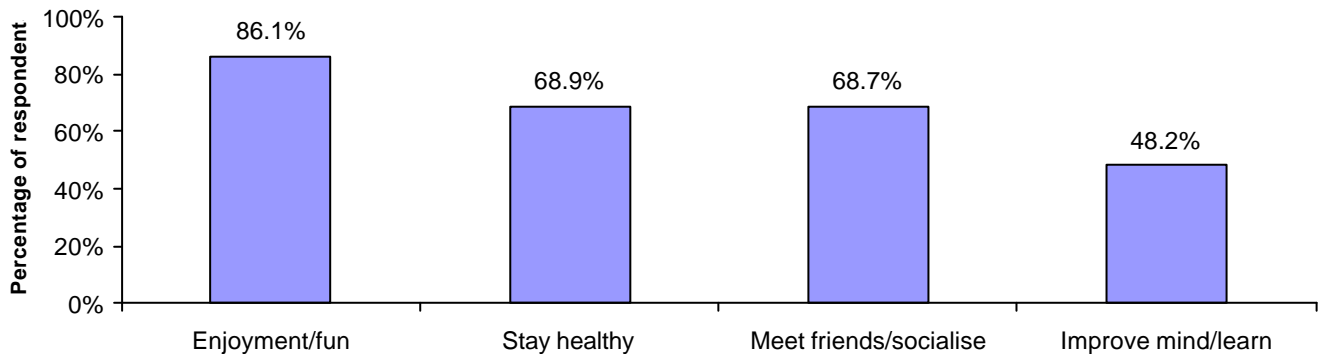
Valid Responses: 732
Valid Respondents: 336

	Number of responses	Percentage of responses
Liverpool	271	37.0
North Wales	106	14.5
Cheshire	90	12.3
North West	87	11.9
Britain	57	7.8
Manchester	33	4.5
South Wirral	31	4.2
Lake District	16	2.2
Staffs	13	1.8
London	6	.8
Europe	5	.7
Wirral	5	.7
World-wide	4	.5
Midlands	3	.4
Scotland	2	.3
South Wales	1	.1
Yorkshire	1	.1
Devon	1	.1

Most activities participated in outside Wirral were done in Liverpool (37.0%), North Wales (14.5%), Cheshire (12.3%) or other areas of the North West (11.9%).

Q5. What benefits do you get from cultural and leisure activities?

Valid Respondents: 469



When asked what benefits respondents gained from participating in cultural and leisure activities, almost nine out of ten (86.1%) said they gain enjoyment/fun, more than two thirds (68.9%) said they stay healthy, a similar proportion (68.7%) said they meet friends and socialise, while just less than half (48.2%) said it improves the mind or helps them learn something.

Q6. What leisure / cultural activities would you like to see improved or developed further in Wirral?

Valid Responses: 734
Valid Respondents: 377

	Number of responses	Percentage of responses
Arts /theatre /cinema	109	14.9
Sports activities	103	14.0
Sports centres / venues	63	8.6
Youth activities	50	6.8
Social activities	38	5.2
Adult education	36	4.9
Indoor pools	34	4.6
Tourist attractions	29	4.0
Cycling matters	26	3.5
Countryside environment	23	3.1
IT	20	2.7
Shopping	20	2.7
Libraries	18	2.5
Local facilities	14	1.9
Litter	13	1.8
Young activities	13	1.8
Parking / fees	10	1.4
50 +	9	1.2
Outdoor pools	9	1.2
Parks	9	1.2
Museums	9	1.2
Ice rink / skating	9	1.2
Vehicle security	7	1.0
Cultural activities	7	1.0
Public transport	5	.7
Water sports	5	.7
Disabled activities	5	.7
Ski-ing	5	.7
Quality	4	.5
Publicity	4	.5
Family activities	4	.5
Beach materials	4	.5
Community centres	4	.5
Yoga	3	.4
Childcare	2	.3
Vandalism	2	.3
Running	2	.3
Outward bound	2	.3
Investment	2	.3
Health & beauty	2	.3
Sauna	1	.1

The arts, theatre and cinema (14.9% of responses) were identified as being in need of improvement or development in Wirral. Sporting activities (14.0%) but also sports centres and venues (8.6%) were also mentioned as being in need of improvement. There was also concern about youth facilities and activities (6.8%).

Q7. What leisure / cultural activities would you like to see started / established in Wirral?

Valid Responses: 338

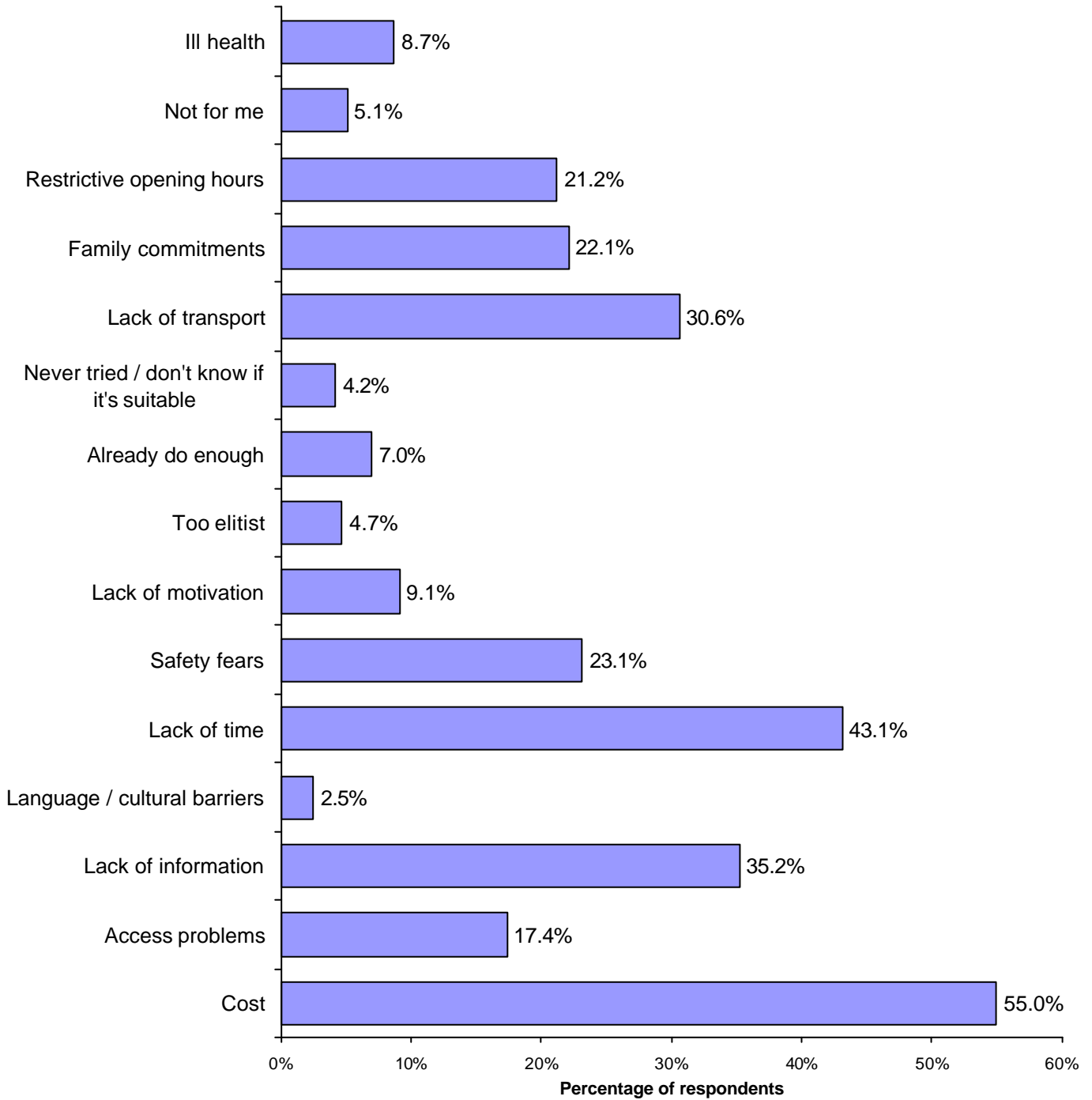
Valid Respondents: 223

	Number of responses	Percentage of responses
Arts /theatre /cinema	44	13.0
Youth activities	31	9.2
Sports activities	30	8.9
Tourist attractions	29	8.6
Ice rink / skating	28	8.3
Sports centres / venues	26	7.7
IT	21	6.2
Social activities	16	4.7
Adult education	12	3.6
Countryside environment	10	3.0
Cultural activities	10	3.0
Indoor pools	8	2.4
50 +	6	1.8
Cycling matters	6	1.8
Water sports	6	1.8
Outdoor pools	5	1.5
Young activities	5	1.5
Family activities	4	1.2
Outward bound	4	1.2
Local facilities	4	1.2
Shopping	3	.9
Libraries	3	.9
Parks	3	.9
Publicity	2	.6
Public transport	2	.6
Childcare	2	.6
Community centres	2	.6
Doe courses	2	.6
Ski-ing	2	.6
Heritage / history	1	.3
Litter	1	.3
Parking / fees	1	.3
Vehicle security	1	.3
Vandalism	1	.3
Beach materials	1	.3
Disabled activities	1	.3
Yoga	1	.3
Investment	1	.3
Equal opportunity	1	.3
Sauna	1	.3
Stress relief	1	.3

As in Q6 the arts/theatre and cinema (13.0%) was identified as activities that need to be started or established in Wirral. Again there was concern about youth activities and facilities (9.2%), and sports activities (8.9%) and sports venues (7.7%). However, tourist attractions (8.6%) were also identified as being in need of establishment in Wirral, as was an ice rink (8.3%).

Q8. What barriers currently stop you participating more in cultural / leisure activities?

Valid Respondents: 474



Respondents were asked what barriers currently stop them from participating more in cultural and leisure activities. The biggest problem identified was to do with cost (55.0% of the respondents said that this is a barrier). Other important barriers are lack of time (43.1%), lack of information (35.2%), lack of transport (30.6%), fears about safety (23.1%), family commitments (22.1%) and restrictive opening hours (21.2%).

Q9. What could be done to make it easier for you to take part more in leisure / cultural activities?

Valid Responses: 556

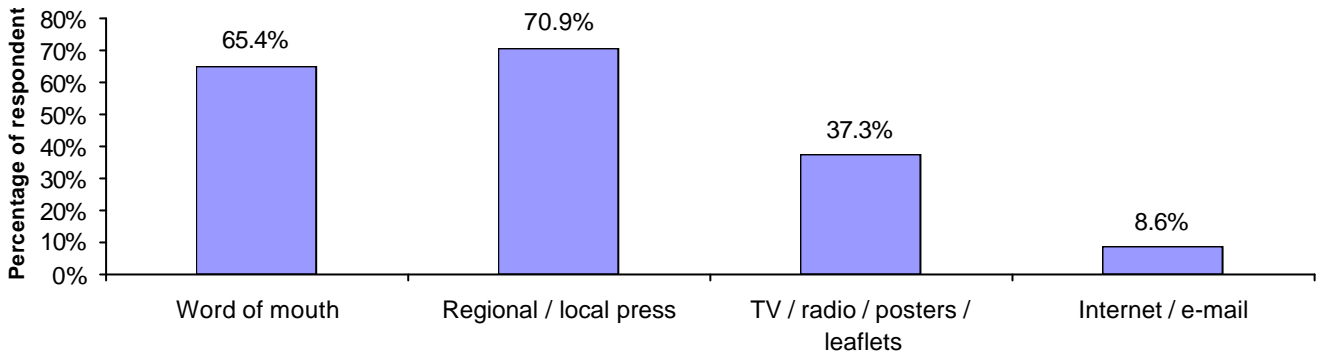
Valid Respondents: 334

	Number of responses	Percentage of responses
Cheaper access	100	18.0
Transport	94	16.9
Publicity / promotion	66	11.9
Local facilities	59	10.6
Opening hours	52	9.4
Safety	28	5.0
Support groups	16	2.9
Disabled access	13	2.3
Crèche / childcare	11	2.0
Parking / fees	11	2.0
Improve environment	11	2.0
Clubs	11	2.0
Family activities	9	1.6
Disabled access	9	1.6
Passport matters	8	1.4
Youth activities	8	1.4
Cycle paths	7	1.3
Bridleways / footpaths	5	.9
Clubs / society directory	5	.9
Quality	5	.9
Rowdy-ism	4	.7
Coaching	4	.7
Vehicle security	3	.5
Monthly leisure magazine	3	.5
Flood lights	3	.5
Mobility	2	.4
50 + activities	2	.4
IT	2	.4
Arts / theatre	2	.4
Self motivation	2	.4
Road safety	1	.2

Cheaper access (18.0%), an improvement to transport facilities (16.9%), better publicity or promotions (11.9%), more local facilities (10.6%) and less restrictive opening hours (9.4%) were the most frequently stated ways of making it easier for respondents to participate in cultural and leisure activities.

Q10. How do you currently find out about leisure / cultural activities?

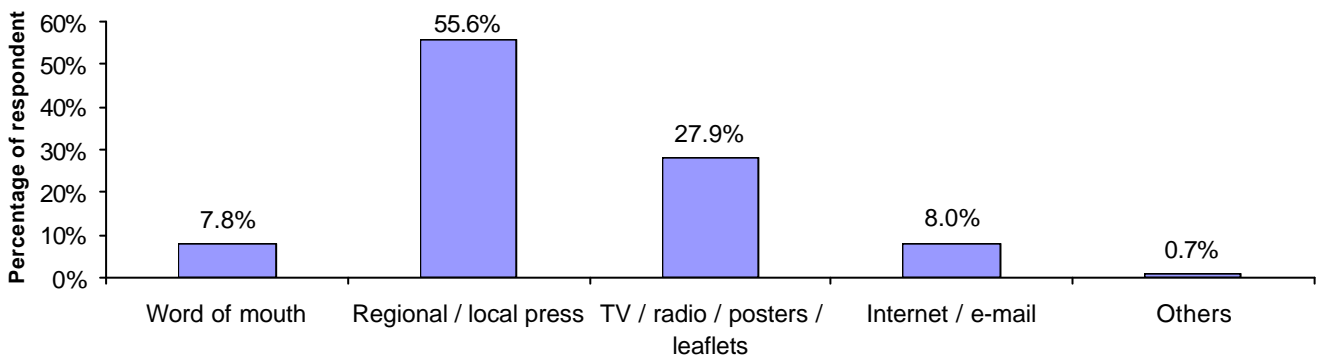
Valid Respondents: 474



Seven in ten respondents (70.9%) currently use the local or regional press to find out about cultural and leisure facilities. Almost two thirds (65.4%) also use word of mouth, while a third (37.3%) find out via TV, the radio, posters or leaflets.

Q11. Which of the methods in Q10 would you find most useful in finding out about leisure / cultural activities?

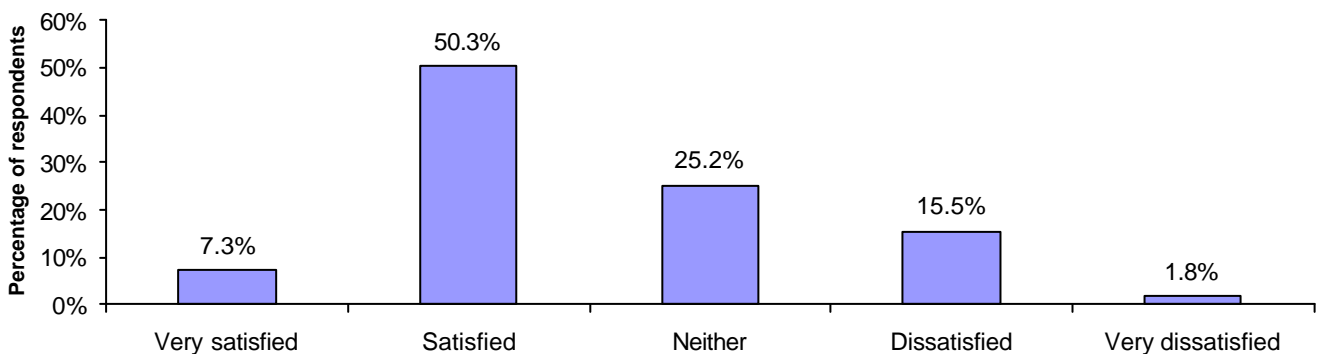
Valid Respondents: 412



When asked which one method respondents would find most useful in finding out about cultural and leisure activities, more than half (55.6%) said regional or local press, while more than a quarter (27.9%) said via the TV, radio, posters or leaflets.

Q12. How satisfied are you generally with leisure / cultural facilities in Wirral?

Valid Respondents: 453



Overall, almost three fifths (57.6%) of the respondents said that they were satisfied (50.3%) or very satisfied (7.3%) with leisure and cultural facilities in Wirral. More than one in six respondents (17.3%) were either dissatisfied (15.5%) or very dissatisfied (1.8%).

Q13. How can the leisure / cultural services that are offered be improved?

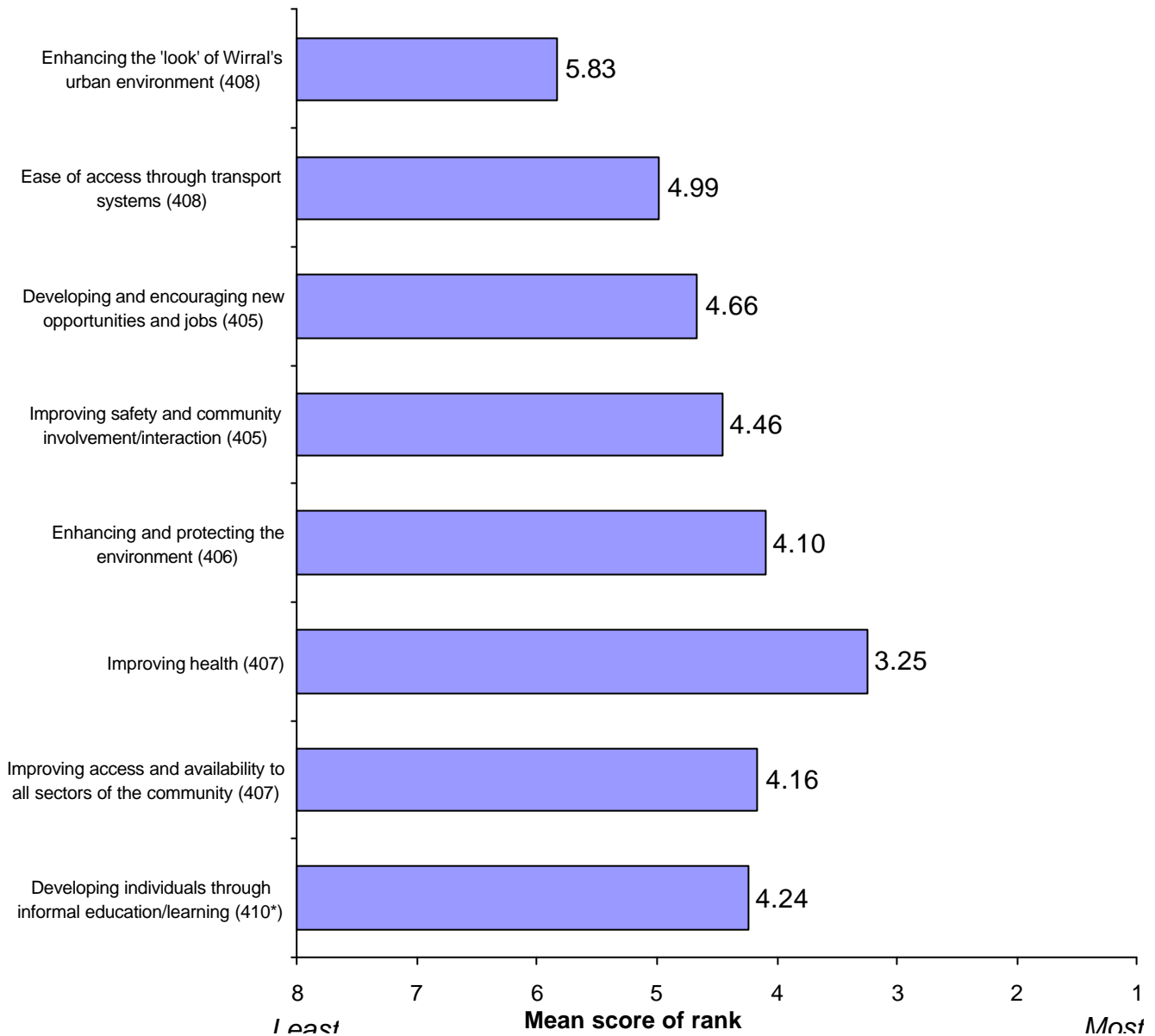
Valid Responses: 534

Valid Respondents: 361

	Number of responses	Percentage of responses
Cheaper access	192	36.0
More variety	118	22.1
Higher quality	53	9.9
Condition buildings / equip	19	3.6
Opening hours	18	3.4
Investment / development	18	3.4
Transport costs	13	2.4
Security / safety	12	2.2
Publicity / promotion	10	1.9
50+	8	1.5
Local facilities	8	1.5
Parking / fees	7	1.3
Standard of instruction	6	1.1
Free passes	6	1.1
Toilet / babychange	6	1.1
Publicity / promotion	5	.9
Art / theatre	5	.9
Transport	4	.7
Youth appeal	4	.7
Intimidation	3	.6
Disabled assistance	3	.6
Water temperature	2	.4
Passport eligibility	2	.4
Disabled access	2	.4
Club grants	1	.2
Unemployed access	1	.2
Pubs / clubs / restaurants	1	.2
Self motivation	1	.2
IT	1	.2
Public consultation	1	.2
Conservation	1	.2

When asked how Wirral's cultural and leisure services could be improved, more than a third (36.0%) of the responses called for cheaper access, more than a fifth (22.0%) wanted more variety, while one in ten (9.9%) asked for services to be of a higher quality.

Q14. Please rank the following eight key issues in order of importance to you (with one being the most important to you and eight being the least important).



*The number of respondents is given in brackets.

The mean scores of the rankings show that respondents ranked improving health (mean score of 3.25) as the most important issue. More than two fifths (44.2%) of the respondents ranked improving health as either the most important or the second most important issue. Enhancing and protecting the environment (4.10), improving access and availability to all sectors of the community (4.16) and developing individuals through informal education and learning (4.24) were the ranked the next most important issues – all scoring a mean rank of a little over 4. The issue ranked least important was enhancing the 'look' of Wirral's urban environment (5.83)

Q15. In your opinion, what is unique/special about Wirral?

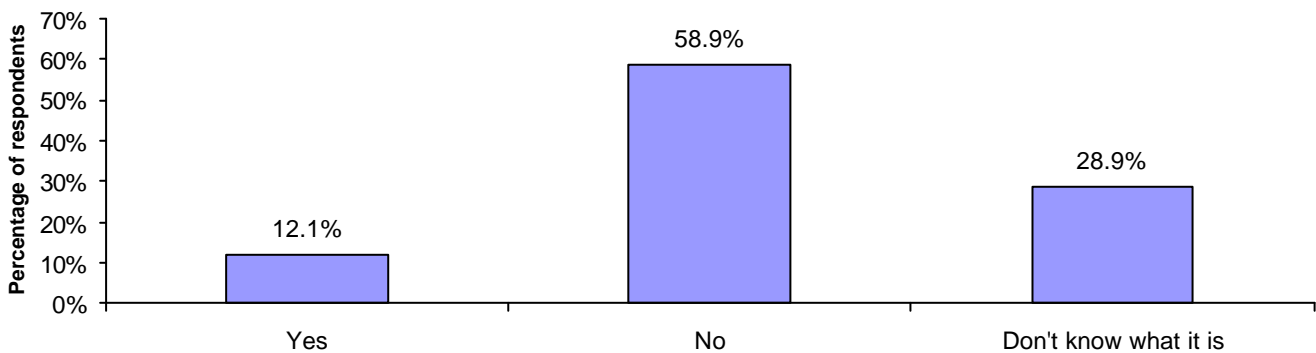
Valid Responses: 335
Valid Respondents: 298

	Number of responses	Percentage of responses
Country / coast	78	23.3
Coast	55	16.4
Location	45	13.4
All / everything	41	12.2
Country / wildlife	28	8.4
People	22	6.6
History	12	3.6
Nothing	12	3.6
Heritage	10	3.0
Qty leisure centres	6	1.8
Lack of variety	4	1.2
Cultural activities	4	1.2
Over developed	4	1.2
Variety	4	1.2
Parks	3	.9
Unemployment levels	2	.6
Good transport	2	.6
Health	2	.6
Theatre / concert venues	1	.3

The natural environment featured prominently in respondents views as to what is unique or special about Wirral. Responses such as ‘the country and coast’ (23.3), ‘the coast’ (16.4%) and ‘the country / wildlife’ (8.4%) accounted for almost half (48.1%) of the responses to this question. Wirral’s location (13.4%) accounted for more than an eighth of the responses to this question.

Q16. Are you a Wirral Leisure Passport Scheme Holder?

Valid Respondents: 470



Almost three in five respondents (58.9%) were not Wirral Leisure Passport Scheme holders, while more than a quarter (28.9%) did not know what it is.

Q17. Other comments about leisure/cultural activities in Wirral:

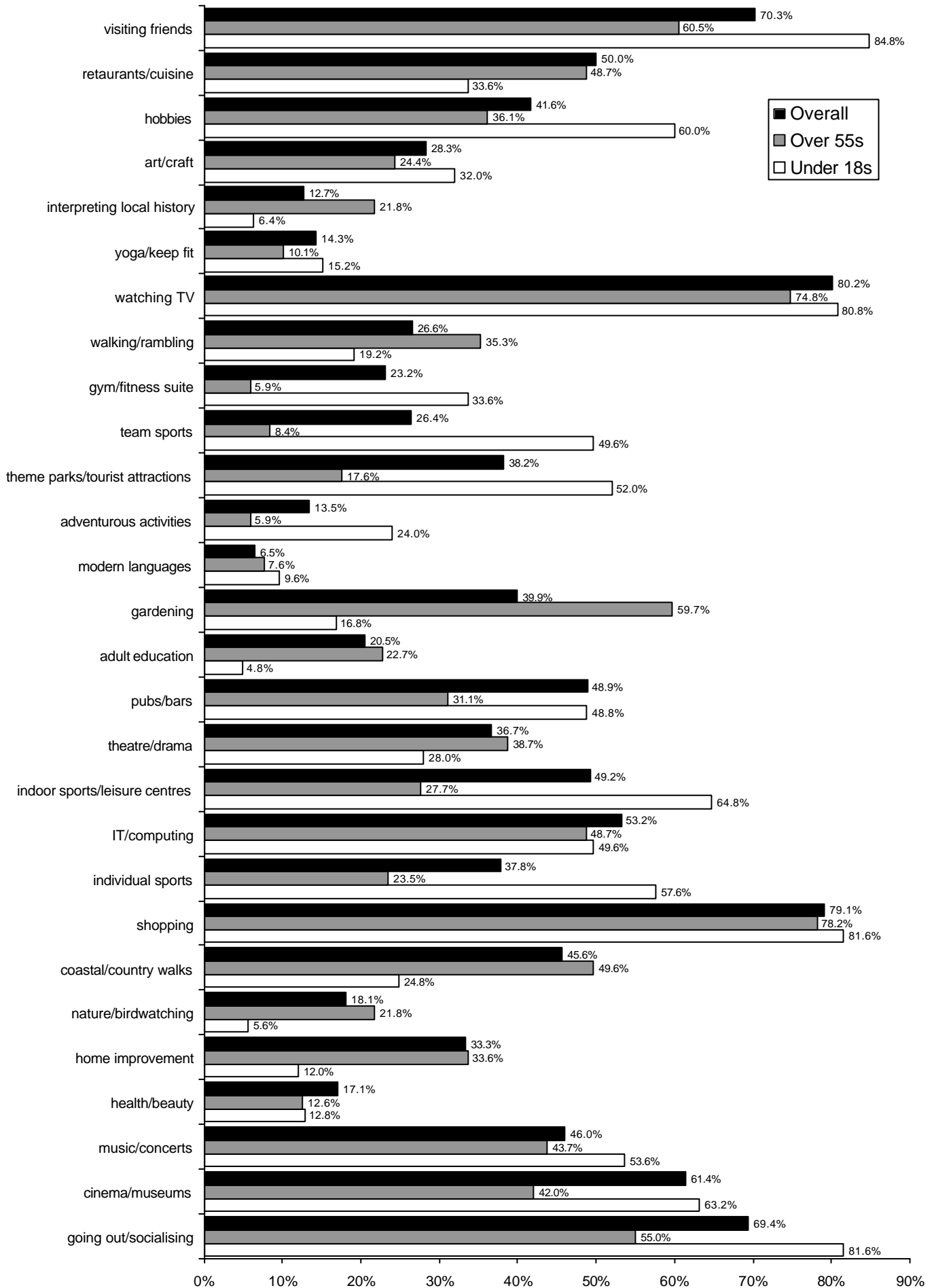
Valid Responses: 135

Valid Respondents: 120

	Number of responses	Percentage of responses
Youth activities	15	11.1
Improve environment	12	8.9
Accessibility	12	8.9
Leisure activities	10	7.4
Improve buildings	8	5.9
Investment / development	8	5.9
Cheaper access	6	4.4
Investment / development	6	4.4
Staff / attitude & quality	5	3.7
Family activities	5	3.7
Publicity	5	3.7
Sports facilities	5	3.7
50+	4	3.0
Travel costs	3	2.2
Museums	3	2.2
Passport eligibility	3	2.2
Opening hours	3	2.2
Parks / countryside	3	2.2
Adult education	3	2.2
Culture / history	2	1.5
Opening hours	2	1.5
Disabled / age assistant	2	1.5
Vandalism	2	1.5
Publicity	2	1.5
Theatre	1	.7
Arts / theatre	1	.7
Club grants	1	.7
Staff attitude	1	.7
Young activities	1	.7
Local activities	1	.7

Appendix 1: Further Analysis

Which of the following activities do you currently take part in (either within or outside Wirral)?



Respondents were asked which activities they participated in most frequently both within and outside Wirral. Some of the most frequently stated responses were:

Under 18s – activities done inside Wirral:

Valid Respondents: 118. Valid Responses: 286

	Number of responses	Percentage of responses
Playing football	40	14.0
Pubs/clubs/socialising	27	9.4
Shopping	23	8.0
The cinema	21	7.3
Swimming	21	7.3
Visiting friends	15	5.2
Fitness suites	14	4.9
TV	10	3.5

Overall – activities done inside Wirral:

Valid Respondents: 456. Valid Responses: 1185

	Number of responses	Percentage of responses
Walking	122	10.3
Shopping	104	8.8
Pubs/clubs/socialising	91	7.7
Swimming	85	7.2
The cinema	73	6.2
Playing Football	63	5.3
TV	47	4.0
Reading	41	3.5
Restaurants	40	3.4
Visiting Friends	40	3.4
Gardening	37	3.1

The activities participated in most within Wirral (for under 18s) include playing football (14.0%), pubs/clubs and socialising (9.4%) and shopping (8.0%). Overall, the most frequently stated activities were walking (10.3%), shopping (8.8%) and pubs/clubs and socialising (7.7%).

Under 18s – activities done outside Wirral:

Valid Respondents: 85. Valid Responses: 158

	Number of responses	Percentage of responses
Shopping	38	24.1
Theme Parks	14	8.9
Pubs/clubs/socialising	13	8.2
Ice skating	13	8.2
Walking	12	7.6
Visiting Friends	10	6.3
Playing football	8	5.1
Football supporter	5	3.2
Theatre	5	3.2

Overall – activities done outside Wirral:

Valid Respondents: 340. Valid Responses: 739

	Number of responses	Percentage of responses
Shopping	119	16.1
Walking	93	12.6
Theatre	67	9.1
Pubs/clubs/socialising	54	7.3
Visiting Friends	49	6.6
Music/concerts	44	6.0
Restaurants	30	4.1
Theme parks	28	3.8
Ice skating	22	3.0

The activities most under 18s participated in outside the borough included shopping (24.1%), theme parks (8.9%), pubs/clubs and socialising (8.2%) and ice skating (8.2%). The activities most frequently stated by the overall respondents were shopping (16.1%), walking (12.6%) and theatre (9.1%).

Under 18s – what activities would you like to see developed/improved in Wirral?

Valid Respondents: 106. Valid Responses: 201

	Number of responses	Percentage of responses
Sports activities	40	19.9
Arts/theatre/cinema	29	14.4
Youth activities	22	10.9
Sports centres/venues	21	10.4
Social activities	16	8.0
Indoor pools	11	5.5
Tourist attractions	8	4.0

Overall – what activities would you like to see developed/improved in Wirral?

Valid Respondents: 377. Valid Responses: 734

	Number of responses	Percentage of responses
Arts/theatre/cinema	109	14.9
Sports activities	103	14.0
Sports centres/venues	63	8.6
Youth activities	50	6.8
Social activities	38	5.2
Adult education	36	4.9
Indoor pools	34	4.6
Tourist attractions	29	4.0

The activities/facilities that were most frequently stated as in need of improvement by the under 18 year olds were sports activities (19.9%), arts/theatre/cinema (14.4%), youth activities (10.9%) and sports centres/venues (10.4%). The same four activities/facilities were also most frequently stated as those in need of improvement by the overall respondents.

Under 18s – what activities would you like to see started/established in Wirral?

Valid Respondents: 70. Valid Responses: 107

	Number of responses	Percentage of responses
Ice rink/skating	15	14.0
Sports activities	12	11.2
Youth activities	12	11.2
Tourist attractions	11	10.3
Arts/theatre/cinema	10	9.3
Sports centres/venues	9	8.4
IT	7	6.5
Cultural activities	6	5.6

Overall – what activities would you like to see started/established in Wirral?

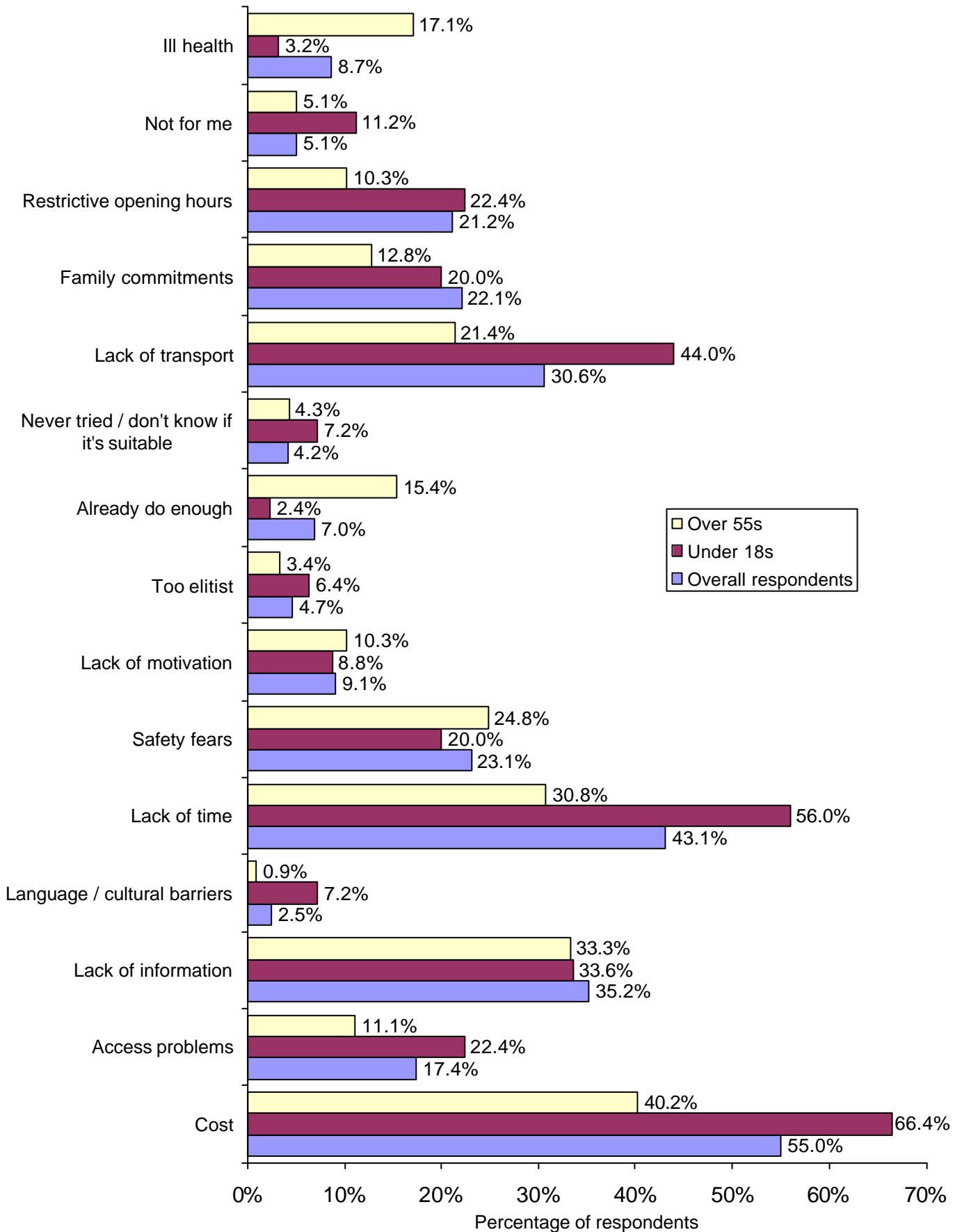
Valid Respondents: 223. Valid Responses: 338

	Number of responses	Percentage of responses
Arts/theatre/cinema	44	13.0
Youth activities	31	9.2
Sports activities	30	8.9
Tourist attractions	29	8.6
Ice rink/skating	28	8.3
Sports centres/venues	26	7.7
IT	21	6.2
Social activities	16	4.7

The facilities/activities most frequently stated as needing establishment in Wirral by the under 18s, were ice skating (14.0%), sports activities (11.2%), youth activities (11.2%) and tourist attractions (10.3%). Overall, the facilities most frequently stated as needing establishment in Wirral were the arts/theatre/cinema (13.0%), youth activities (9.2%), sports activities (8.9%) and tourist attractions (8.6%).

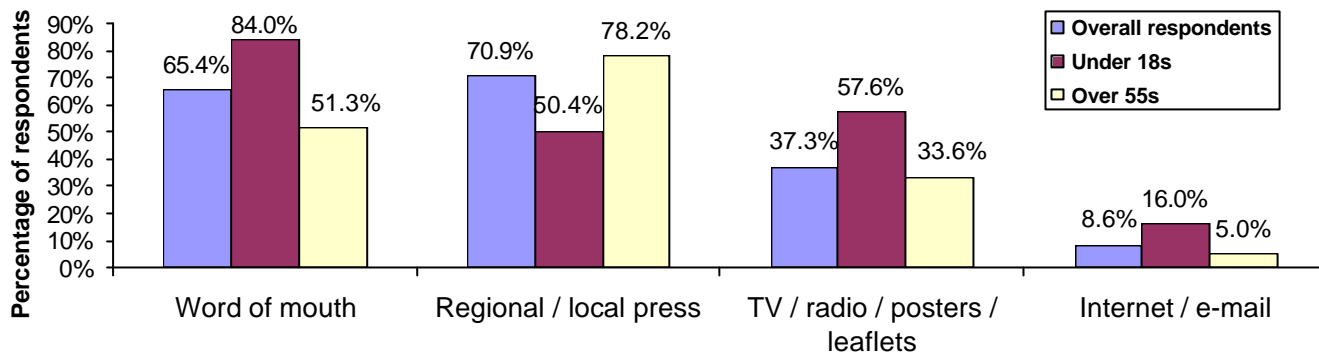
Q8. What barriers currently stop you participating more in cultural / leisure activities?

Valid Respondents: 474



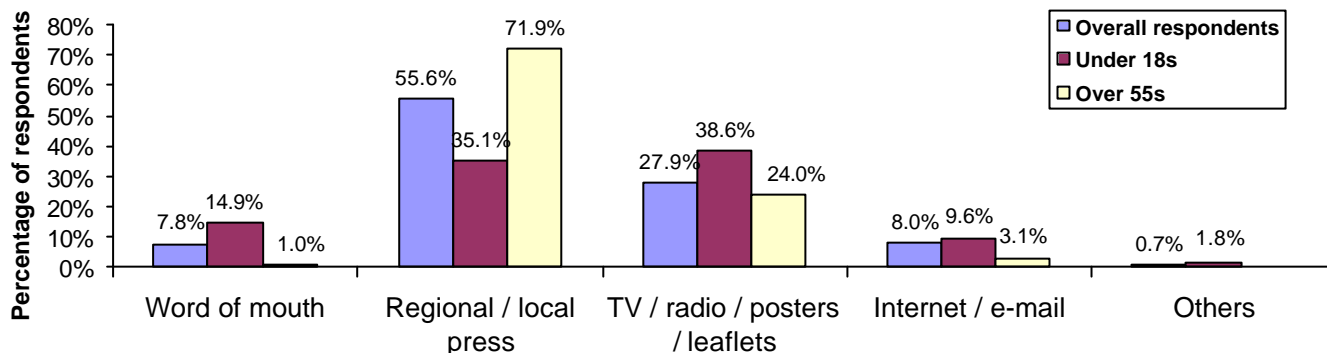
Q10. How do you currently find out about leisure / cultural activities?

Valid Respondents: 474



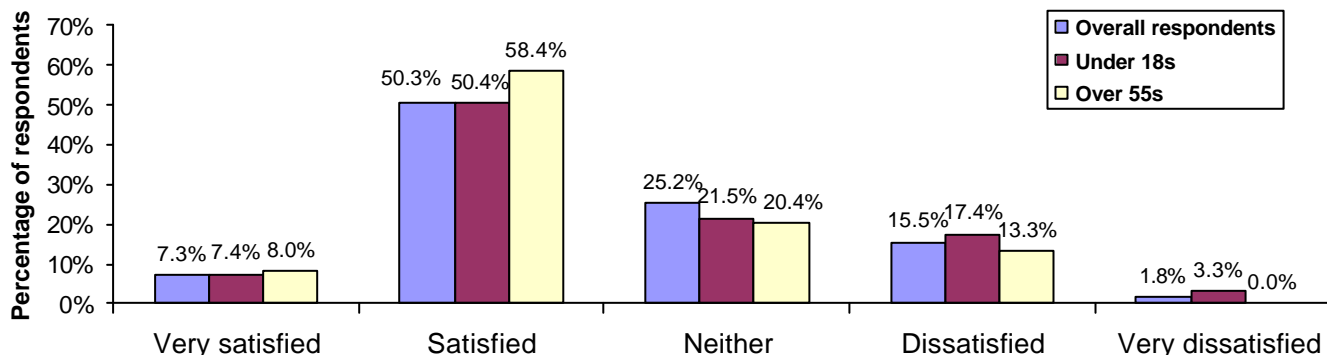
Q11. Which of the methods in Q10 would you find most useful in finding out about leisure / cultural activities?

Valid Respondents: 412

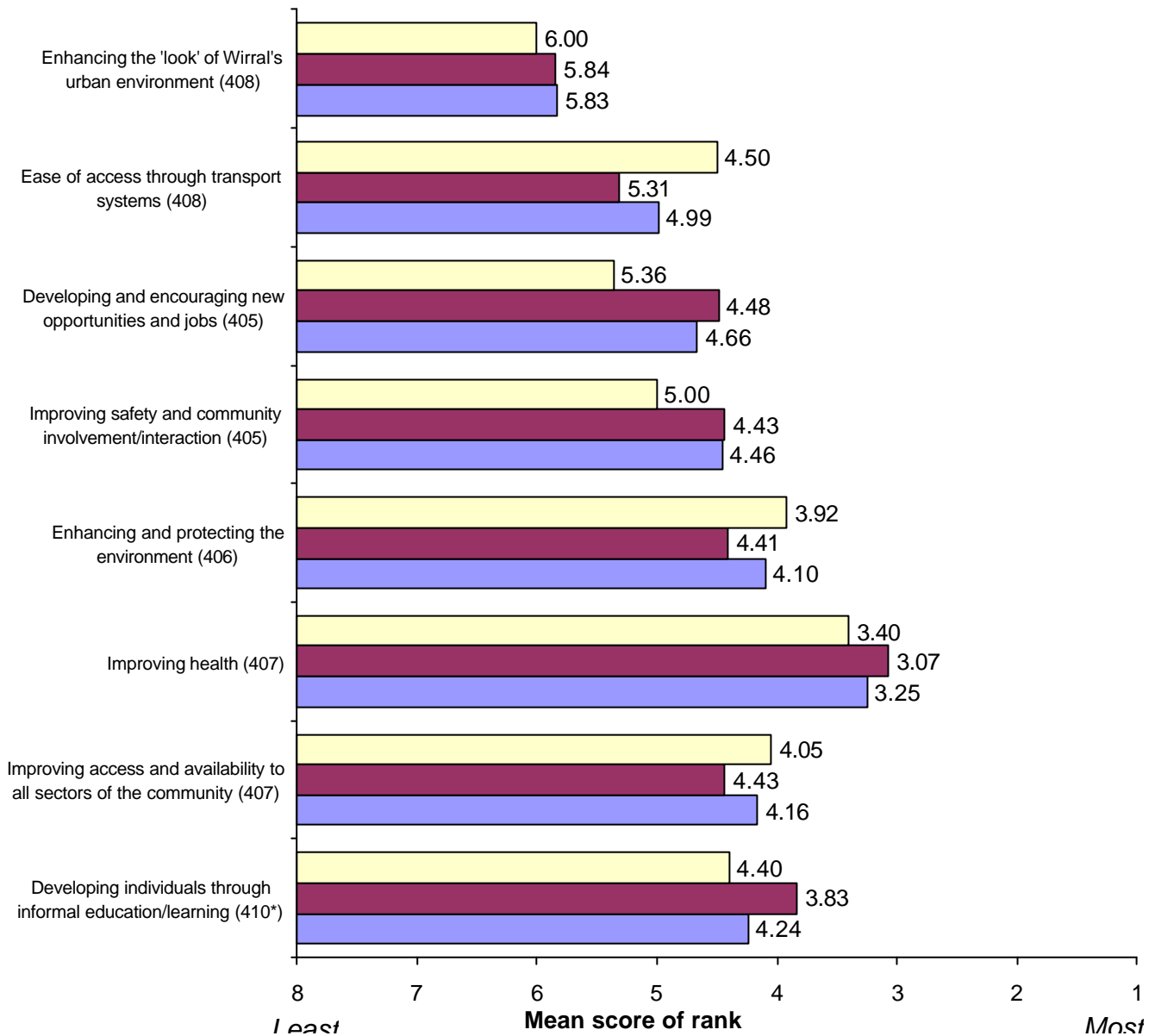


Q12. How satisfied are you generally with leisure / cultural facilities in Wirral?

Valid Respondents: 453



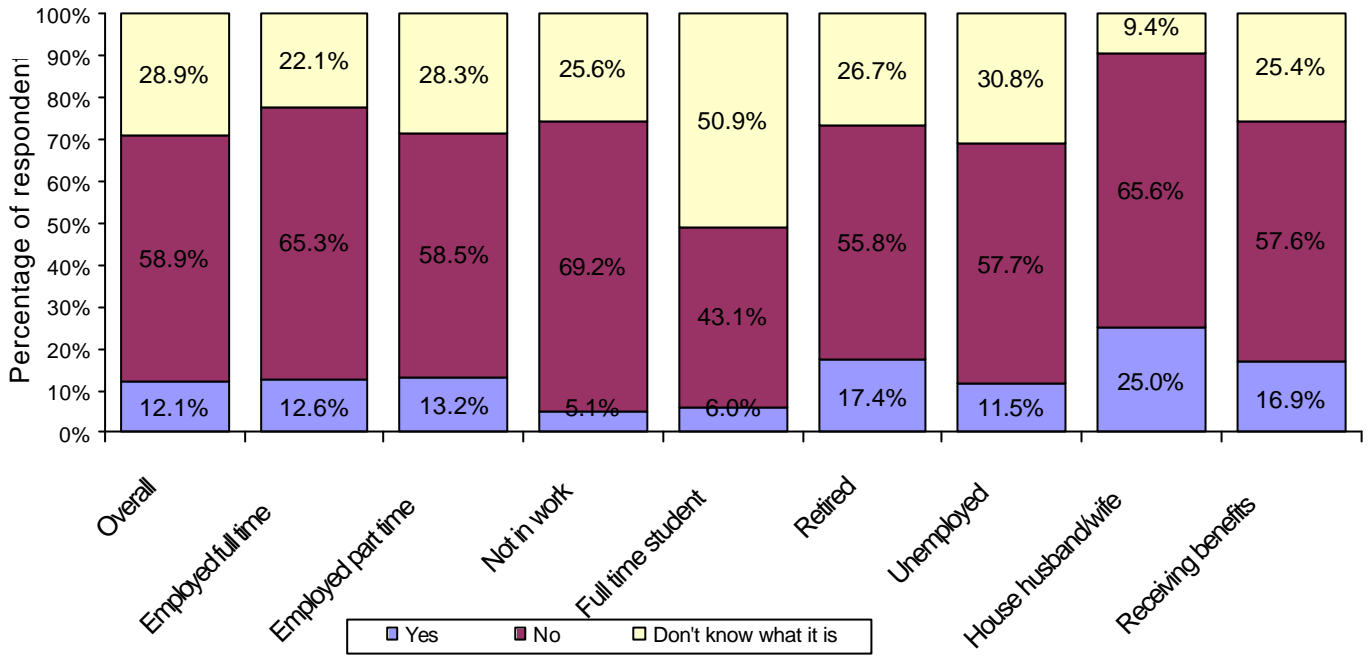
Q14. Please rank the following eight key issues in order of importance to you (with one being the most important to you and eight being the least important).



*The number of respondents is given in brackets.

Q16. Are you a Wirral Leisure Passport Scheme Holder?

Valid Respondents: 470

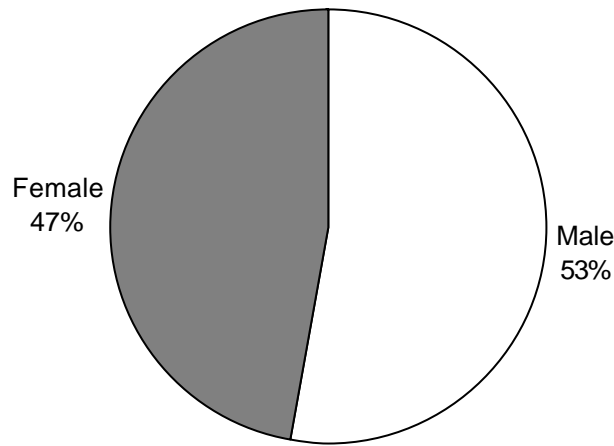


Appendix 2: Respondent Profile

Respondent Profile:

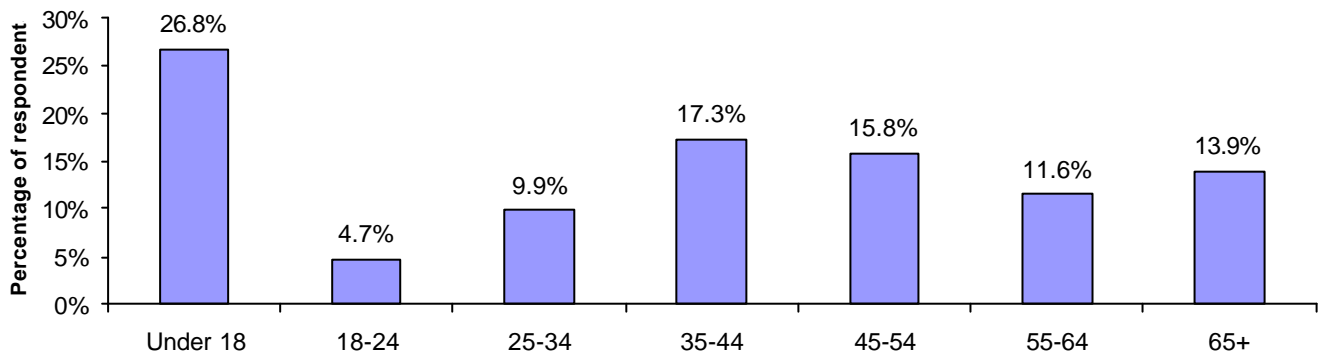
Gender:

Valid Respondents: 468



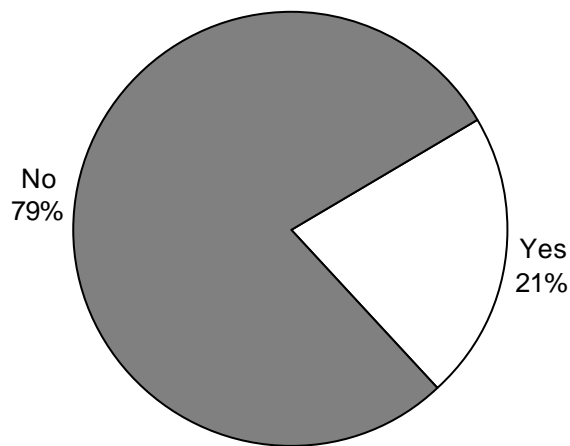
Age:

Valid Respondents: 467



Do you have a disability?

Valid Respondents: 414



Employment status:*Valid Respondents: 473*

	Number of respondents	Percentage of respondents
Full time student	116	24.5
Employed full time	96	20.3
Retired	87	18.4
Receiving benefits	60	12.7
Employed part time	53	11.2
Not in work	39	8.2
Full time house husband/wife	33	7.0
Unemployed	27	5.7
Self employed	20	4.2
On a training scheme	7	1.5

Are you..?*Valid Respondents: 459*

	Number of respondents	Percentage of respondents
White UK	445	96.9
Irish	5	1.1
Indian	3	0.7
Black UK	3	0.7
Chinese	3	0.7

Where in Wirral do you live?

Valid Respondents: 467

	Number of respondents	Percentage of respondents
WALLASEY	140	30.0
BIRKENHEAD	61	13.1
BEBBINGTON	28	6.0
WEST KIRBY	24	5.1
UPTON	22	4.7
HOYLAKE	20	4.3
MORETON	20	4.3
BROMBOROUGH	15	3.2
HESWALL	12	2.6
IRBY	12	2.6
WOODCHURCH	12	2.6
TRANMERE	11	2.4
PRENTON	10	2.1
ROCK FERRY	9	1.9
OXTON	8	1.7
EASTHAM	6	1.3
GREASBY	6	1.3
NEW BRIGHTON	6	1.3
PENSBY	6	1.3
BIDSTON	5	1.1
LISCARD	5	1.1
MEOLS	4	.9
SEACOMBE	4	.9
LEASOWE	2	.4
THINGWALL	2	.4
NOCTORUM	2	.4
SPITAL	2	.4
BARNSTON	2	.4
BEECHWOOD	1	.2
NESTON	1	.2
NEW FERRY	1	.2
PORT SUNLIGHT	1	.2
GAYTON	1	.2
CHESHIRE	1	.2
RABY	1	.2
CLAUGHTON	1	.2
CALDY	1	.2
THORNTON HOUGH	1	.2
SOUTH WIRRAL	1	.2