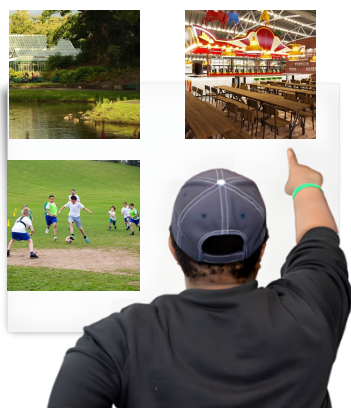




Sefton Visitor Economy Residents Survey.



Sefton Council is working with tourism and marketing specialists, Vivid to develop a new 10-year Visitor Economy Strategy for the borough.

As a local resident, we'd like to hear about the experiences you feel are important to Sefton's tourism offer, as well as the places you enjoy visiting with your friends and family, and why they are special.

This short survey will take around 5 minutes to complete. It will help to make sure we know about all the exciting things to do in Sefton as well as those areas where the experience can be improved.

You can complete the survey at [Your Sefton Your Say](#). Look for Visitor Economy Survey.

The consultation is open from Friday 4th April until Friday 2nd May 2025.

If you would like a chance to win a sets of family tickets (2 adults, 2 children) to the Southport Air Show (2 sets available). Please complete the questionnaire and give us your email address.

If you need support to get involved, please email: tourism@sefton.gov.uk





1. How long have you lived in Sefton?

- ☐ Less than 1 year.
- ☐ 1 - 5 years.
- ☐ 6 - 10 years.
- ☐ More than 10 years.

2. Which area of Sefton do you live in?

- ☐ South Sefton - near places like Bootle, Litherland or Aintree.
- ☐ East Sefton - near places like Maghull and Lydiate.
- ☐ West Sefton Coast - near places like Crosby, Formby and Ainsdale.
- ☐ North Sefton - near places like Southport, Birkdale and Meols.



3. How do you feel about Sefton?

- ☐ Love it.
- ☐ Like it.
- ☐ Neither like or dislike.
- ☐ Dislike.



4. Discovering your favourite spots in Sefton.



We'd love to know where you enjoy spending the most time in Sefton. (Please select all that apply).

☐ Nature Escapes: Parks, Beaches and outdoor spaces.



☐ Foodie Delights: Restaurants, Cafes.



☐ Shopping trips: Shopping Centres.



☐ Cultural Gems: Art Galleries / museums.



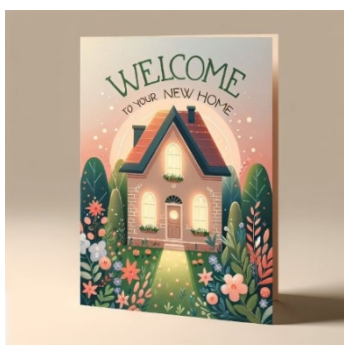
☐ Local Events or Festivals.



☐ Nightlife.



☐ Leisure Finds: Recreation Centres, Theme Parks.



5. If you were recommending your top 3 favourite spots to visit in Sefton to a new neighbour who has moved into the area where would you recommend?

1

2

3



6. What parts of Sefton do you love showing off to your friends and family when they visit?
(Please select all that apply).



☐ Parks, Beaches and outdoor spaces.



☐ Restaurants, Cafes.



☐ Shopping Centres.



☐ Art Galleries or museums.



☐ Local Events or Festivals.



☐ Nightlife.



☐ Recreation events/ activities.
(e.g. Walking, cycling, water sports).



☐ I take them outside of Sefton.

Other – please tell us:



A large, empty rounded rectangular box for providing additional information or suggestions.



7. Rank what you think the BEST FEATURE of Sefton is for Visitors. Put the number in the box - 1 for your 1st choice to 10 for your final choice.

1

☐

Coastal Towns. (e.g. Ainsdale, Birkdale, Crosby, Waterloo etc).

2

☐

The Sefton Coast. (Beaches, Nature & Open Spaces).

3

☐

Bootle & The Leeds and Liverpool Canal.

4

☐

Antony Gormley - Another Place.

☐

Southport town.

5

☐

Botanic Gardens, Churchtown.

6

☐

Cultural Attractions. (e.g. Museums, Galleries & Performance Venues).

7

☐

Southport Events. (e.g. The Southport Air Show, Musical Fireworks, Food and Drink Festival, The Flower Show).

8

☐

Championship Golf Courses & Competitions.

9

☐

The Grand National, Aintree Racecourse.

10

Other – please tell us:





8. Rank in order of importance how you think Sefton can IMPROVE THE VISITOR EXPERIENCE.

1

2

3

4

5

6

☐

Give more information about the range of things to do.

☐

Increase investment in cleanliness and management of public open spaces.

☐

Provide more local amenities e.g. public toilets, litter bins, signage, parking, and visitor information services.

☐

Provide more attractions.

☐

Provide more accommodation.

☐

Place more emphasis on making visitors feel welcome.

Other – please tell us:





9. Would you recommend your town to others as a place to visit?

- ☐ Yes.
- ☐ No.
- ☐ Maybe.



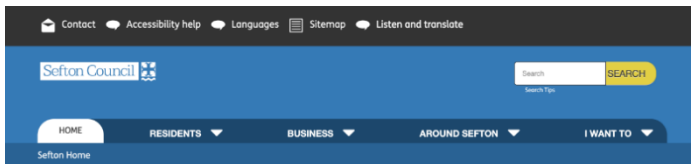
10. Where do you go to get information to plan a visit or day out in Sefton?

**VISIT
SOUTHPORT**

0 SEARCH MENU

WHERE TO STAY THINGS TO DO EVENTS

☐ Visit Southport Website.



☐ Sefton Council Website.



☐ Visit Southport Social Media.

Other – please tell us:





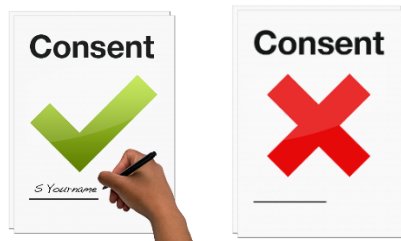
11. Do you agree to providing consent to be entered into the Prize Draw?

The prize is 2 sets of family tickets (2 adults, 2 children) to the Southport Air Show.

By select 'agree', this tells us that:

- You have read the information in the Privacy Notice.
- You agree to provide your details in relation to the prize draw.
- You are at least 18 years of age.

If you do not wish to be included in the prize draw, please select 'do not agree'.



☐ Agree. ☐ Do not agree.



12. If you agree to being entered into the prize draw, please provide your email address (clearly).

Some Questions About You.



You don't have to answer these questions if you don't want to. All your answers are kept secret. We put all the answers together. Your answers cannot tell us who you are.

We want to make sure we include everyone. So, your answers are very helpful to us.



1. Are you okay with giving your details as explained in the privacy notice?

Yes. ☐ No. ☐

2. How old are you?



Under 18. ☐ 18-29. ☐ 30 – 39. ☐
40 – 49. ☐ 50 -59. ☐ 60 – 69. ☐
79 – 79. ☐ 80 -84. ☐ 85+. ☐
Prefer not to say. ☐

3. Sex.

☐

Male.

☐

Female.

☐

Prefer not to say.



4. Is the gender you identify with the same as your sex registered at birth?

☐

Yes.

☐

No.

☐

Prefer not to say.



5. Do you currently live as your birth sex?

☐

Yes.

☐

No.

☐

Prefer not to say.



If no, please tell us your gender identity?

6. Relationships - How would you describe your sexual orientation?

☐

Heterosexual or straight.

☐

Gay/Lesbian.

☐

Bisexual.

☐

I identify differently.

☐

Prefer not to say.



Please tell us how you identify.



Children and young people become cared for (sometimes known as looked after) when they cannot stay with the family they lived with, so the Council takes on the responsibility of looking after them as a parent would.



7. Are you cared for by Sefton Council?

☐

Yes.

☐

No.

☐

Prefer not to say.



8. Have you ever been cared for as a child by Sefton Council or any other council?

☐

Yes.

☐

No.

☐

Prefer not to say.



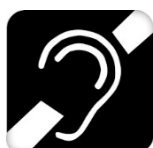
9. Disability - Do you have any of the following?



Physical Impairment.

☐

Visual Impairment.

☐

Hearing impairment or Deaf.

☐



Learning difficulty.

☐

Learning disabilities.

☐

Autism Spectrum Conditions.

☐

Long-term illness that affects you daily life.

☐

Dementia.

☐

Mental Health Condition.

☐

Prefer not to say.

☐

If you have Cancer, diabetes, or HIV this is seen as a disability under the Equalities Law. Or you have selected any of the boxes in question 9.

10. Do you think of yourself as disabled?

☐

Yes.

☐

No.

☐

Prefer not to say.



11. What is your religion or belief?



No religion or belief.

☐

Christian.

☐

Hindu.

☐

Muslim.

☐

Jewish.

☐

Sikh.

☐

Buddhist

☐

Prefer not to say.

☐

Other.

☐

Please tell us:

12. Race and ethnicity - do you identify as:



Prefer not to say.

☐

White.

☐

English.
Welsh.
Scottish.
Northern Irish.
British.

☐

Irish.

☐

Gypsy, Irish Traveller, or Roma.

☐

Polish .

☐

Portuguese.

☐

Latvian.

☐

Lithuanian.

Mixed and Multiple Ethnic groups.

☐

White and Black Caribbean.

☐

White and Black African.

☐

White and Asian.

Asian or Asian British.

☐

Indian.

☐

Bangladeshi.

☐

Pakistani.

☐

Chinese.

Black or Black British.

☐

African.

☐

Caribbean.

Other Ethnic Group.

☐

Arab.

☐

Other Ethnic background. Please tell us.



Thank you for filling in this form.

This information will **not** be able to tell us who you are but it will help us to understand if we are missing people out.

Sefton Visitor Economy Strategy Consultation

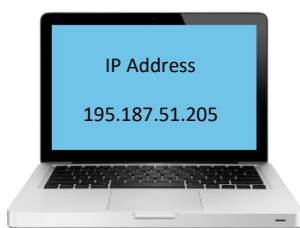
Privacy Notice

Sefton Council would like to tell you about our Privacy Notice for the Sefton Visitor Economy Strategy consultation.



This Easy Read privacy notice for the Sefton Visitor Economy Strategy consultation will explain **the personal information we collect**.

In this questionnaire we will collect information about:



- IP addresses (this is a computer code to show what computer the information comes from).
- Equality questions.
- Email address for prize draw.



What personal information we collect.

In this consultation we collect

- IP address.
- Age.
- Sexuality.
- Gender.

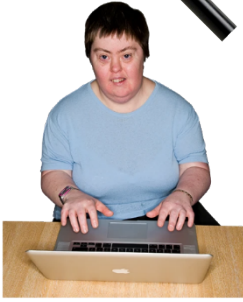




- Disability.
- Religion.
- Race or ethnicity.

Why we collect and use this information.

Sefton Council are asking people to have their say about the SEND services they receive.



IP addresses that identify computers.



- The IP addresses are collected to make sure only one response per resident is received.
- Once this is checked the IP address information is deleted.



Personal information.

- Email address.

If you want to enter the prize draw, this will help the Council to contact you if you are one of the three winners.

- Once the winners have been selected, the email address will be deleted.



Equalities Questions.

These are collected to show what groups of people are responding to the questionnaire.

This also lets us know if we need to use different ways to contact groups of people who are not responding.





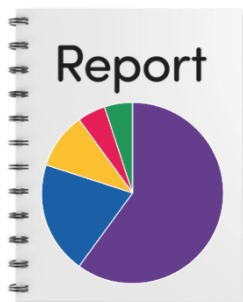
How long we keep your information.

The IP address will be deleted immediately after the checks are done.

The email addresses after the prize draw winners are selected.

The equalities and postcode information will be kept until the information has been looked at and a report written.

How we use the information and who we share the information with.



The information collected in this questionnaire will only be used as numbers in the report and to look at themes.

No information is collected that tells us who you are.



Storing the information.

All information is kept safe.

Sefton Council follows the laws around data protection.

The laws.

We need to make sure we

- Only ask the questions we need to in the questionnaire.



- Ask the equalities questions.



The law says we must ask and act on this information.

It helps us to know what groups of people are responding to the questionnaire.

It also helps us to know that we are not missing groups of people.

Confidential.



Your answers will not tell us who you are.

The answers will be collected to help us know what people think.

Who will we share this information with?

Your information will not say who you are.

The consultation report will not be shared.

Asking to see your personal information.

You can ask to see what personal information we keep about you.

Be aware there are some rules about why some information cannot be shared.

You can refuse to answer any questions in the questionnaire.

If you want to ask to see your personal information you can. Use the Council [website to complete a request form.](#)





Or you can call Sefton Council on
0345 140 0845

Contacts

For more information about this privacy
notice please contact:



Jayne Vincent

0151 934 3733



Sefton's Data Protection Officer

info.information@sefton.gov.uk

0345 140 0845



Contact for the Sefton Visitor Economy Strategy consultation is

yourseftonyoursay@sefton.gov.uk