

Overview and Scrutiny Report

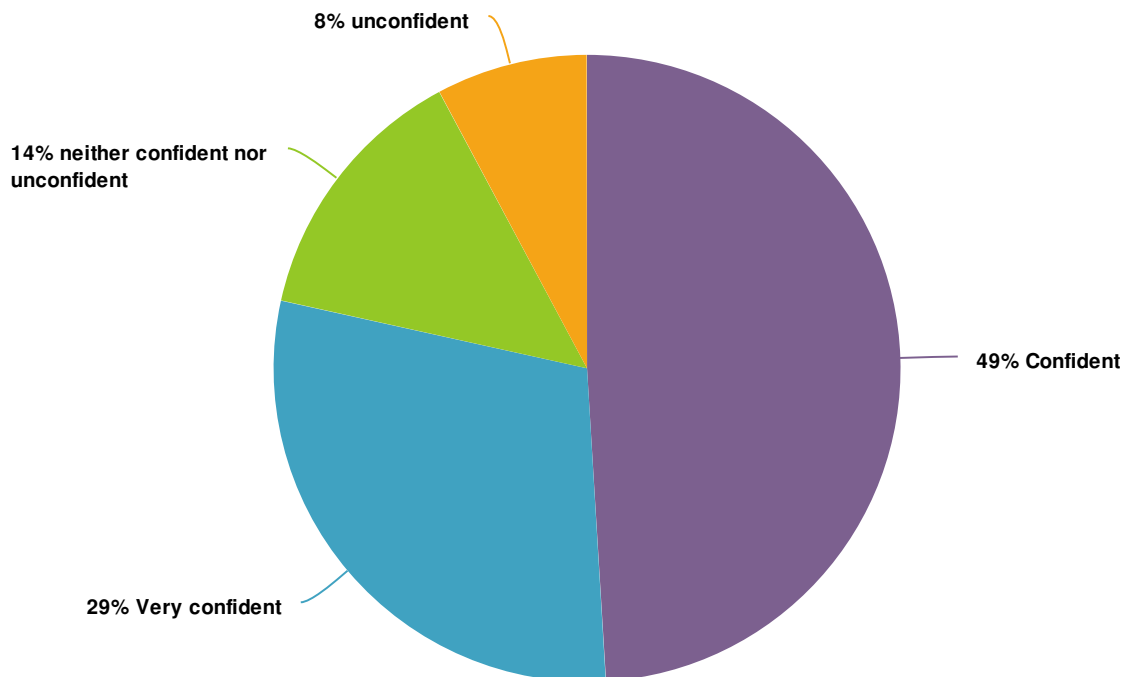
Visitors to Wyre survey, 2021





Response Counts



Totals: 51

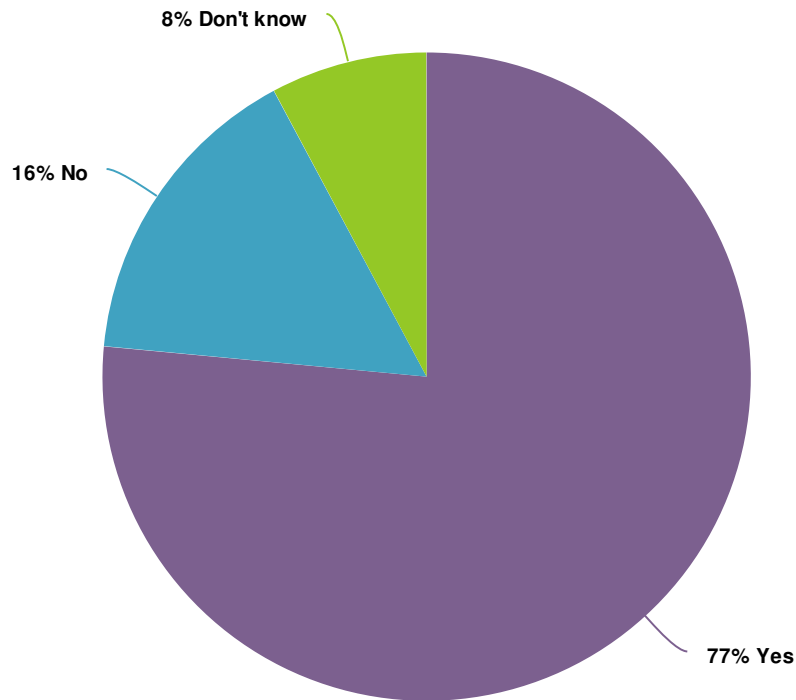
1. As lockdown has eased, how confident are you with going out and about? Please select one






Value		Percent	Responses
Confident		49.0%	25
Very confident		29.4%	15
neither confident nor unconfident		13.7%	7
unconfident		7.8%	4

Totals: 51

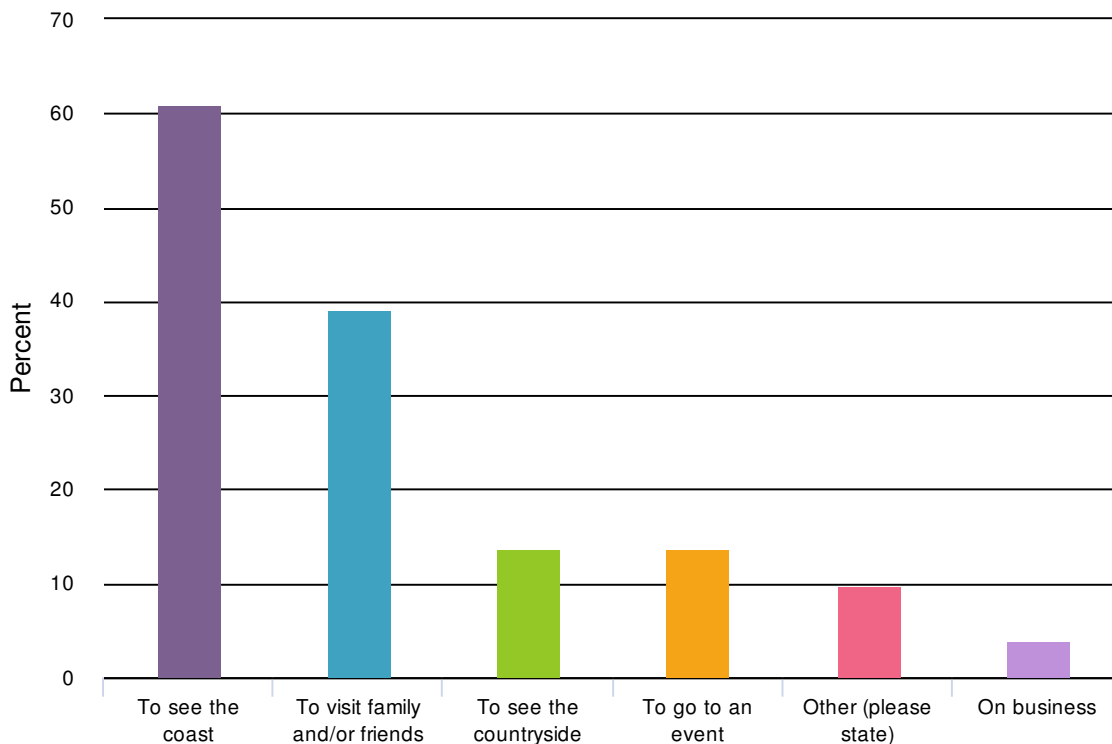
2. Has the Covid-19 pandemic made you more likely to choose a staycation in Britain, rather than travel abroad? Please select one









Value		Percent	Responses
Yes		76.5%	39
No		15.7%	8
Don't know		7.8%	4

Totals: 51

3. What was the main reason/s for your visit to Wyre? Please tick all that apply



Value		Percent	Responses
To see the coast		60.8%	31
To visit family and/or friends		39.2%	20
To see the countryside		13.7%	7
To go to an event		13.7%	7
Other (please state)		9.8%	5
On business		3.9%	2

Other (please state)	Count
Caravanning	1
Shopping	1
To celebrate a birthday	1
To see Fleetwood	1
day visit	1
Totals	5

4. Where in Wyre did you come to visit/stay?

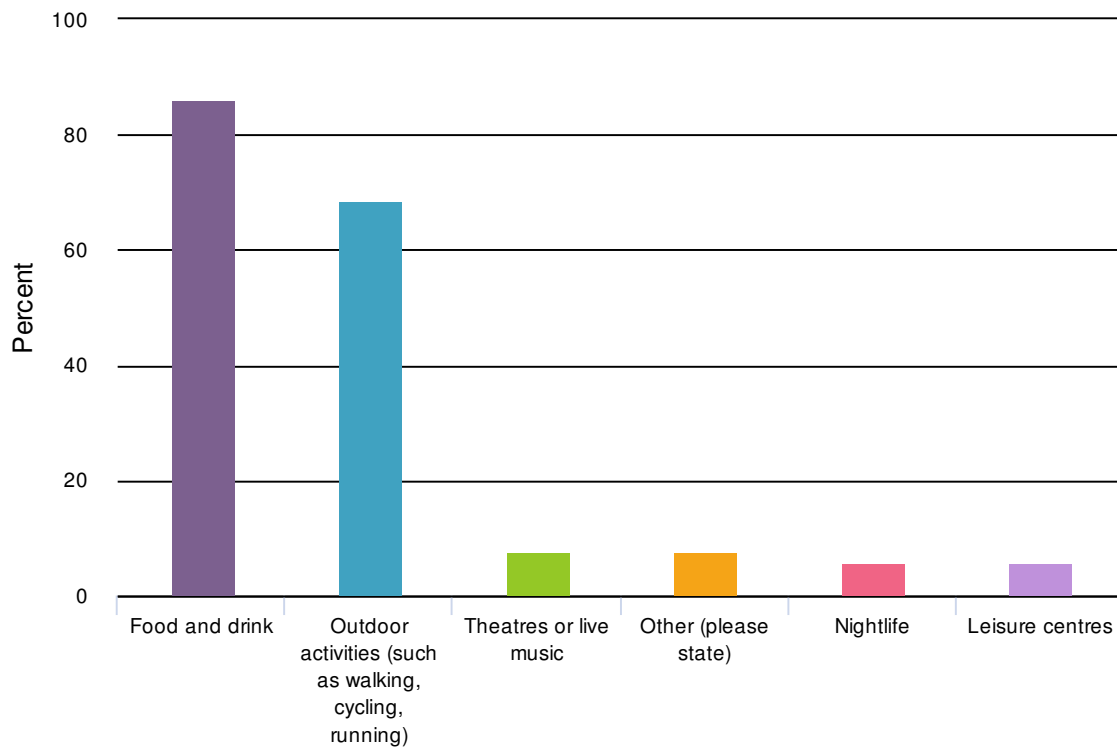


ResponseID	Response
15	Pilling
16	Thornton
17	Poulton
18	St Anne's
19	Fleetwood
20	Blackpool and Fleetwood yacht club.

ResponseID	Response
21	Fleetwood
22	Cleveleys, Fleetwood
24	Local Resident
25	Cleveleys
29	Garstang, Poulton, fleetwood
30	Fleetwood
31	Cleveleys
33	Cleveleys
34	Poulton
35	Poulton
36	Blackpool, Poulton, Freeport and Fleetwood
37	Lots of Different places loved them all
38	Fleetwood
39	Guy's Thatched Hamlet
40	Fleetwood
41	Cleveleys
42	Fleetwood
44	Poulton
45	Knott End
46	Cleveleys
47	Fleetwood
49	Fleetwood
50	Fleetwood
52	Fleetwood

ResponseID	Response
53	Fleetwood
54	Fleetwood
55	Fleetwood
56	Fleetwood
57	Fleetwood
58	Fleetwood
59	Cleveleys
60	Cleveleys
61	Cleveleys
62	Cleveleys
63	Cleveleys
64	Cleveleys
65	Cleveleys
66	Cleveleys
67	Cleveleys
68	Fleetwood/Cleveleys
69	Cleveleys
70	Staying in Blackpool but visiting Cleveleys
71	Fleetwood
72	Cleveleys
73	Cleveleys/Garstang

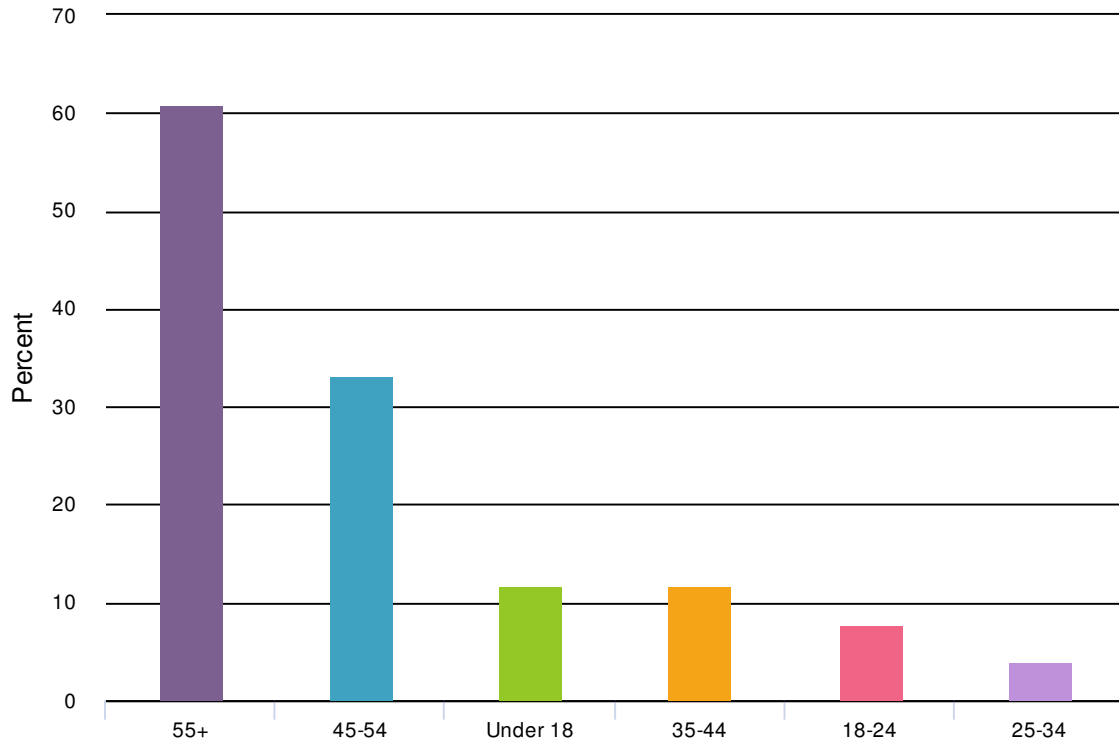
5. What activities have you enjoyed during your visit? Please tick all that apply









Value	Percent	Responses
Food and drink	86.3%	44
Outdoor activities (such as walking, cycling, running)	68.6%	35
Theatres or live music	7.8%	4
Other (please state)	7.8%	4
Nightlife	5.9%	3
Leisure centres	5.9%	3

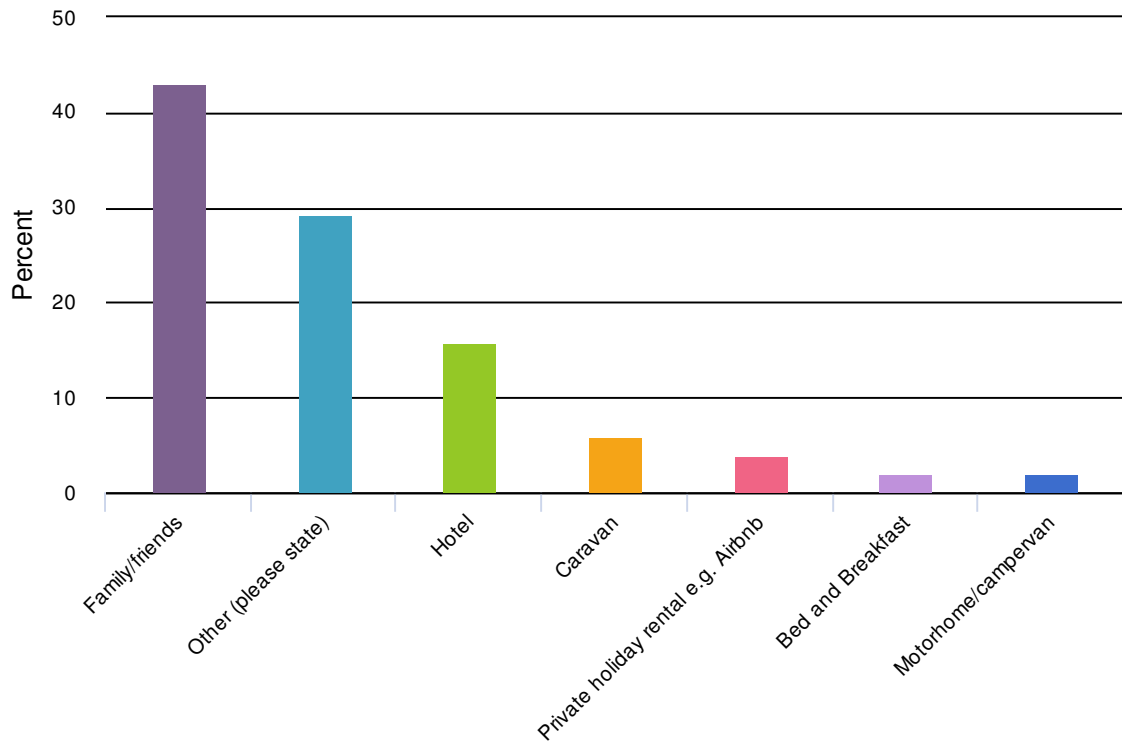
Other (please state)	Count
Art Gallery, Blackpool, Museum	1
Beach	1
Freeborn shopping	1
Friends Visit	1
Totals	4

6. What are the age ranges of the people in your party? Please tick all that apply.



Value		Percent	Responses
55+		60.8%	31
45-54		33.3%	17
Under 18		11.8%	6
35-44		11.8%	6
18-24		7.8%	4
25-34		3.9%	2

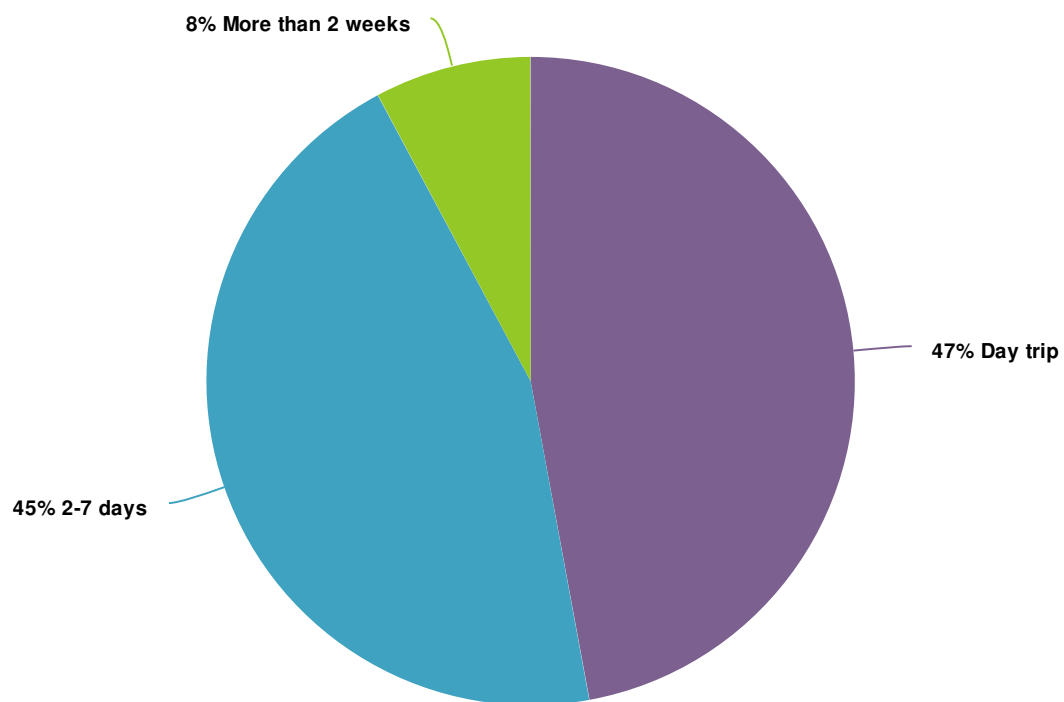
7. On your most recent visit, where did you stay? Please tick all that apply






Value	Percent	Responses
Family/friends	43.1%	22
Other (please state)	29.4%	15
Hotel	15.7%	8
Caravan	5.9%	3
Private holiday rental e.g. Airbnb	3.9%	2
Bed and Breakfast	2.0%	1
Motorhome/campervan	2.0%	1

Other (please state)	Count
Day visit	11
Apartments	1
Day trip	1
N/A	1
Totals	14

8. What was the duration of your visit? Please select one



Value		Percent	Responses
Day trip		47.1%	24
2-7 days		45.1%	23
More than 2 weeks		7.8%	4
			Totals: 51

9. Please tell us the area you have travelled from



ResponseID	Response
16	Barrow in Furness
17	Pendle
18	Ashton under Lyne
19	Cumbria
20	Lytham
22	London
24	Poulton
25	Scotland
29	Oxfordshire
30	Chorley
31	Preston
33	Merseyside
34	Blackpool
35	London
36	South Ribble, Lancashire

ResponseID	Response
37	Chorley Lancashire
39	London
40	Gloucester
41	Manchester
42	Fleetwood
44	Lancashire
45	Rochdale
46	Stockport (Greater Manchester)
47	Preston
49	Bradford
50	Car
52	Cheshire
53	Bury
54	Vancouver island
55	Chorley
56	Middleton Manchester
57	Ecclestone
58	Kendal
59	Preston
60	Nelson
61	Burnley
62	Bury
63	Manchester
64	Accrington

ResponseID	Response
65	Wakefield
66	Rochdale
67	Manchester
68	Manchester
69	Bolton-le-Sands
70	Scotland
71	Oldham
72	Bolton
73	Leyland

10. Please tell us how you have travelled: select all that apply

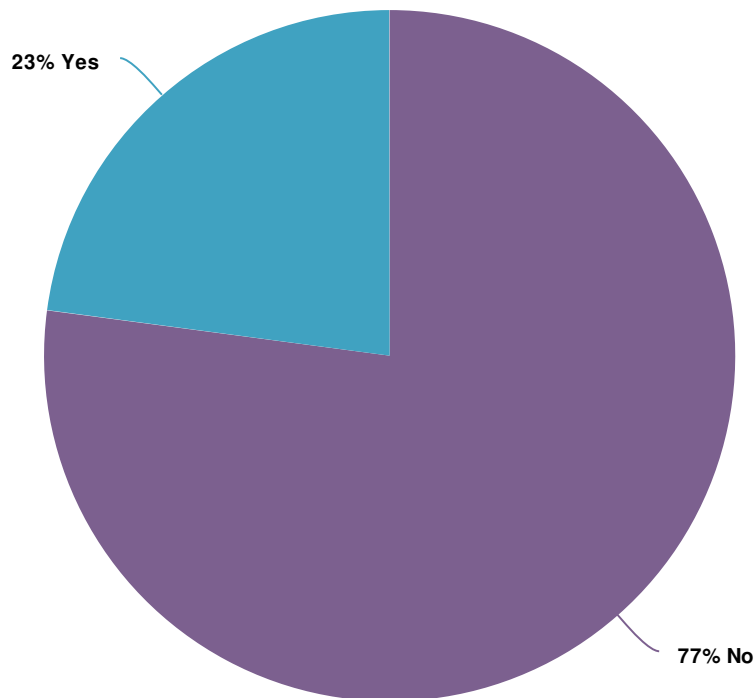
	Car	Train	Bus	Tram	Motorcycle	Pedal bike	Coach	Other (please state)	Total Checks
Getting to and from Wyre Checks Row Check %	45 88.2%	3 5.9%	1 2.0%	0 0.0%	1 2.0%	0 0.0%	1 2.0%	0 0.0%	51
In and around Wyre Checks Row Check %	42 66.7%	4 6.3%	5 7.9%	8 12.7%	1 1.6%	0 0.0%	0 0.0%	3 4.8%	63
Total Checks Checks % of Total Checks	87 76.3%	7 6.1%	6 5.3%	8 7.0%	2 1.8%	0 0.0%	1 0.9%	3 2.6%	114 100.0%

11. Please state

car
walking

ResponseID	Response
40	Walking
55	Car

12. Do you, or someone in your travelling party that you care for, have accessibility needs?



Value	Percent	Responses
No	77.1%	37
Yes	22.9%	11
		Totals: 48

13. How would you rate the following for accessibility? please tick all that apply

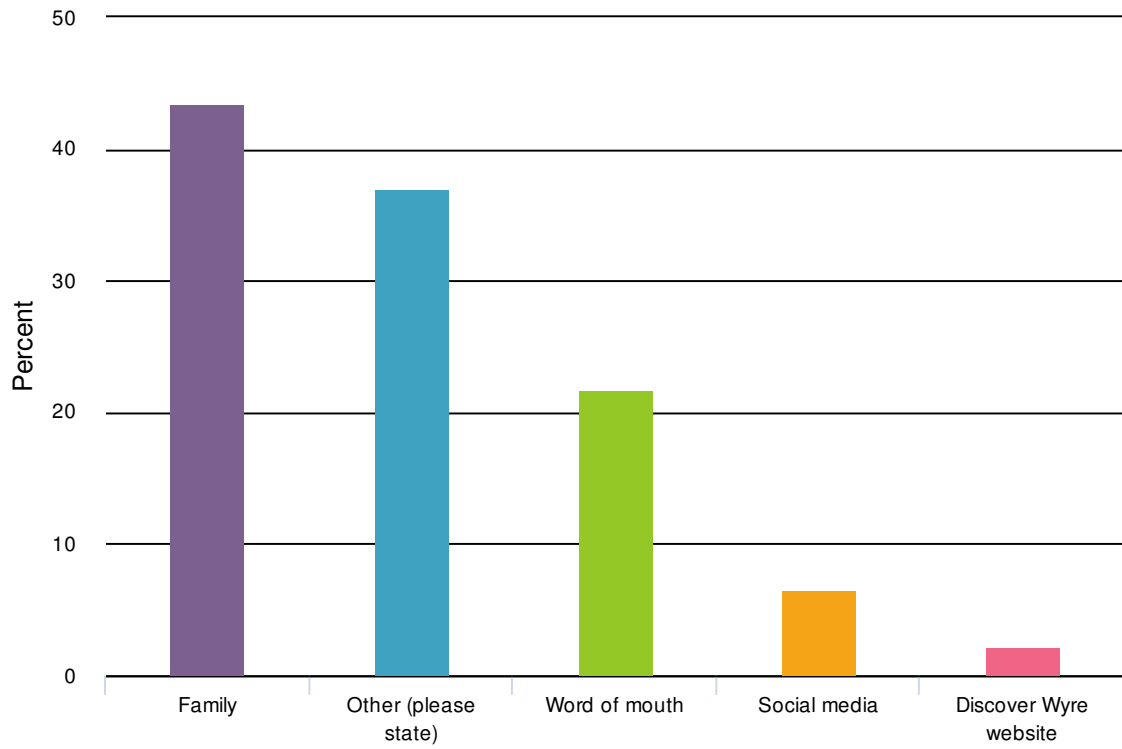
	Excellent	Good	Okay	Not great	Terrible	Not used	Total Checks
Public transport Checks	1	3	2	1	0	2	9
Row Check %	11.1%	33.3%	22.2%	11.1%	0.0%	22.2%	
Accommodation Checks	2	2	2	0	0	4	10
Row Check %	20.0%	20.0%	20.0%	0.0%	0.0%	40.0%	
Tourism facilities Checks	3	3	2	0	0	2	10
Row Check %	30.0%	30.0%	20.0%	0.0%	0.0%	20.0%	
Outdoor trips and activities Checks	2	4	2	0	0	1	9
Row Check %	22.2%	44.4%	22.2%	0.0%	0.0%	11.1%	
Restaurants, cafes and bars Checks	1	6	3	0	0	1	11
Row Check %	9.1%	54.5%	27.3%	0.0%	0.0%	9.1%	
Cultural activities such as theatres, shows and live music Checks	1	1	1	1	0	5	9
Row Check %	11.1%	11.1%	11.1%	11.1%	0.0%	55.6%	
Total Checks Checks	10	19	12	2	0	15	58
% of Total Checks	17.2%	32.8%	20.7%	3.4%	0.0%	25.9%	100.0%






14. Are there any other experiences regarding accessibility that affected your stay in Wyre? If so please tell us more:

disabled
areas
main catered
parking

ResponseID	Response
36	Not enough disabled parking near to main areas
37	No
53	No, really well catered for
55	None

15. How did you find out about Wyre? Please select all that apply.



Value		Percent	Responses
Family		43.5%	20
Other (please state)		37.0%	17
Word of mouth		21.7%	10
Social media		6.5%	3
Discover Wyre website		2.2%	1

Other (please state)	Count
Previous visit	4
Regular visitors	4
Been before	1
Chatted up a bird about 60 years ago	1
Google beaches	1
Google search	1
Have visited before	1
Previously lived nearby	1
Radio	1
Used to live locally	1
Used to live there	1
Totals	17

16. Is there anything that could be improved from your most recent visit to Wyre?



ResponseID Response

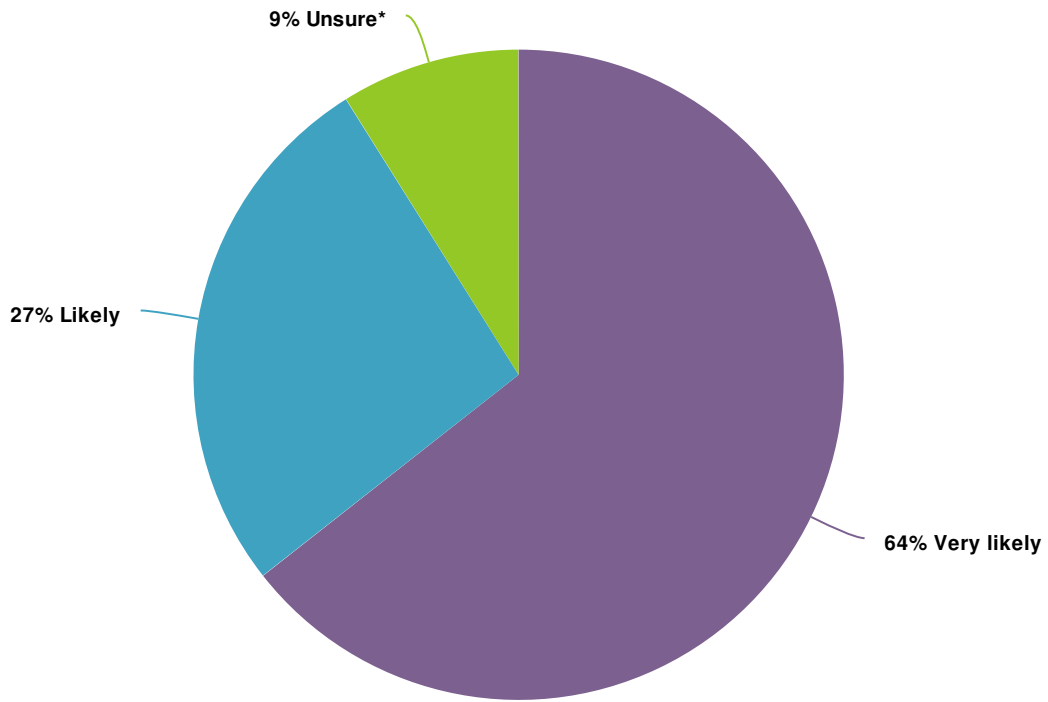
weekend

19	Lord Street. Needs more shops to re-open or be opened. Lower rents and business rates would help. There is too much emphasis on Fleetwood market. The Wyre Lounge at the Marine Hall is also under-utilised. It has stunning views and access to the lower promenade and should be a cafe.
20	Transport infrastructure! Negotiating the current Windy harbour to Skippool roundabout project was a nightmare with needless lane closures despite no work taking part at the weekend and the existing infrastructure still in place! Poor management of this project must be putting off a lot of people from visiting the area.
22	More things to do by the sea front. More restaurants/cafes staying open in the evening
29	More disabled parking spaces please
33	No
39	Improved social media.
42	Facilities in Fleetwood it looks like it has been forgotten
45	The bus service from Blackpool to Wyre is atrocious. The service finishes too early to spend an evening out with family and friends in the week and why is the Saturday service reduced? It makes no sense at all, do you not understand the ages of people who have moved to Wyre over the last 10 years. You have more and more families who need to get out at the weekend. Not everyone wants to rely on a car or the extremely expensive village taxi service. We had to cut our days short and meet in Poulton for an early evening meal rather than have an enjoyable last night together with friends and family.
46	N/a
47	Need more attractions along the beach.
50	No very happy
52	No very happy
53	No not all
55	None
56	No
57	No

ResponseID Response

58	Signage on the roads and around the town in general.
59	No
60	Issues with bikes on the promenade
61	No
62	No
63	No
64	No
66	Nothing
67	No
68	No
69	No
70	No - this is a lovely place
71	More dog friendly venues. Would like to see more accommodation that would accept dogs.
72	Accommodation that was pet friendly
73	Dog fouling along cleveleys prom

17. How likely are you to recommend a visit to Wyre to others? Please select one



Value	Percent	Responses
Very likely	64.4%	29
Likely	26.7%	12
Unsure*	8.9%	4

Totals: 45

18. Please tell us why you have selected this answer:

ResponseID Response

53	Excellent facilities, great parking, clean,
56	Word of mouth, easy to park, easy to find, loos, brews
57	Like Fleetwood, Marine Hall, nice drive over
58	Bring friends, the people, quirky place
59	Easy parking and the promenade walk is fantastic
60	More peaceful than Blackpool
61	Peaceful
62	Close to where we live and there is a lovely seaside.
63	Litter free, nice beach and great shops.
64	Quieter than Blackpool
65	Great promenade
66	Loves Cleveleys and the people are friendly
67	Peaceful and the people are friendly
68	Relaxed atmosphere
69	Clean, friendly and peaceful
70	Wyre is better than Blackpool and there is a good atmosphere