



Lake Windermere Services User Survey 2018

Analysis Report May – August 2018

This report analyses the results from the Lake Windermere Services – User Survey 2018 conducted via a self-completion and online survey carried out between 11 May and 31 August 2018.

Contents

Introduction	3
Method	3
Respondents	3
Your use of the Lake and SLDC facilities.....	4
Vessels and moorings	9
Safety and rescue.....	13
Registration and enforcement	17
Lake news and comments	20
About you	21

Introduction

The Lake Windermere Services User Survey 2018 was carried out by South Lakeland District Council (SLDC) as owners of the lake bed, providers of public slipways and swinging moorings with the Lake District National Park Authority (LDNPA) who has responsibility for the lake byelaws.

The aim of the survey was to gather information on lake usage. By taking part, lake users were given the opportunity to rate and comment on the services and facilities provided on and around the lake. The information gathered will be used to improve understanding of the needs of service users and inform SLDC's and LDNPA's decision making.

The results of the survey will be reported to the Lake Administration Committee and available to view on SLDC's website.

Method

The Lake Windermere Service Survey was open to all users of the Lake, which included mooring holders and other visitors who have used the lake for any leisure activity. It was advertised in the local press and launched in May 2018 at The Windermere Boat Show. Questionnaires were available for members of the public, and awareness of it communicated to the boat users and commercial businesses there.

It was also advertised on SLDC's and the Lake Warden's Facebook pages, as well as SLDC twitter pages to open it up to a wider population. The posts were shared each week with a link to the online survey. The online survey link was also advertised on the home pages of the SLDC and LDNPA websites to capture web traffic. Paper copies were held in the Lake Warden's office, which had a good uptake from customers directly at Ferry Nab. Paper copies were also held in South Lakeland House for SLDC staff and customers.

A link to the survey online was emailed directly out to user groups around Lake Windermere, such as the National Trust, boat and swimming groups. LDNPA Rangers and SLDC staff also shared the survey with customers and interested businesses face to face.

Posters advertising the survey were positioned on business premises around Ferry Nab and Bowness promenade. It was also displayed in public places such as Cockshott Point and Windermere Library. Posters were also displayed around council premises at South Lakeland House and the Town Hall in Kendal. A press release was issued a week before the survey ended to remind users to complete it as it continued to be shared on social media.

Respondents

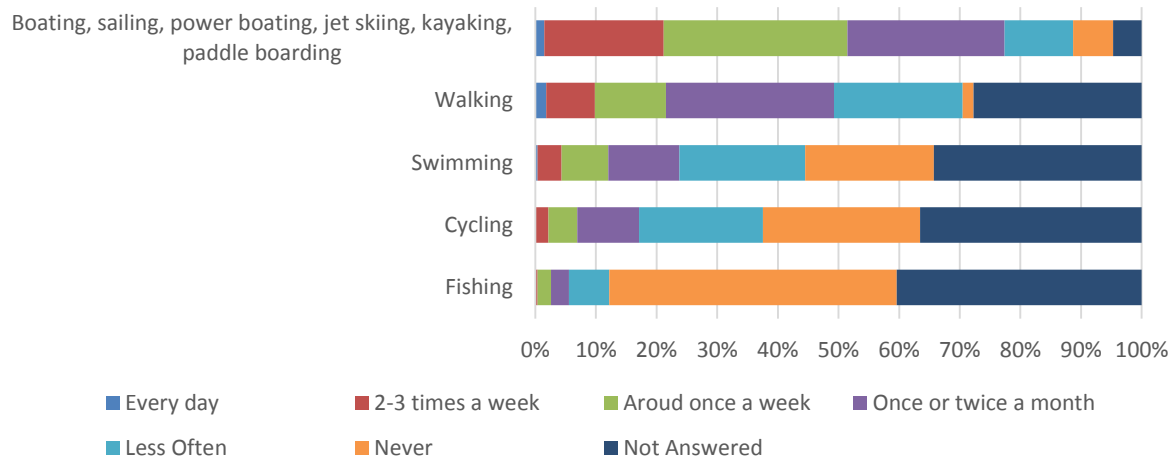
There were **274** complete responses to the survey. There was a significantly lower response rate compared to the 2014 Lake Windermere Service Survey, when the total responses stood at **529**. This must be taken into account when the two surveys are being compared throughout the report and in appendix 2.

Your use of the Lake and SLDC facilities

Question 1: What are your main activities around the lake?

Boating, sailing, power boating, jet skiing, kayaking and paddle boarding are the most popular activities on the lake with 30.3% of respondents reporting it as a weekly activity. Walking was the second most popular activity with 11.7% once a week, followed by swimming at 7.7% once a week.

There were an additional 25 comments to this question, which can be viewed in full in Appendix 1.

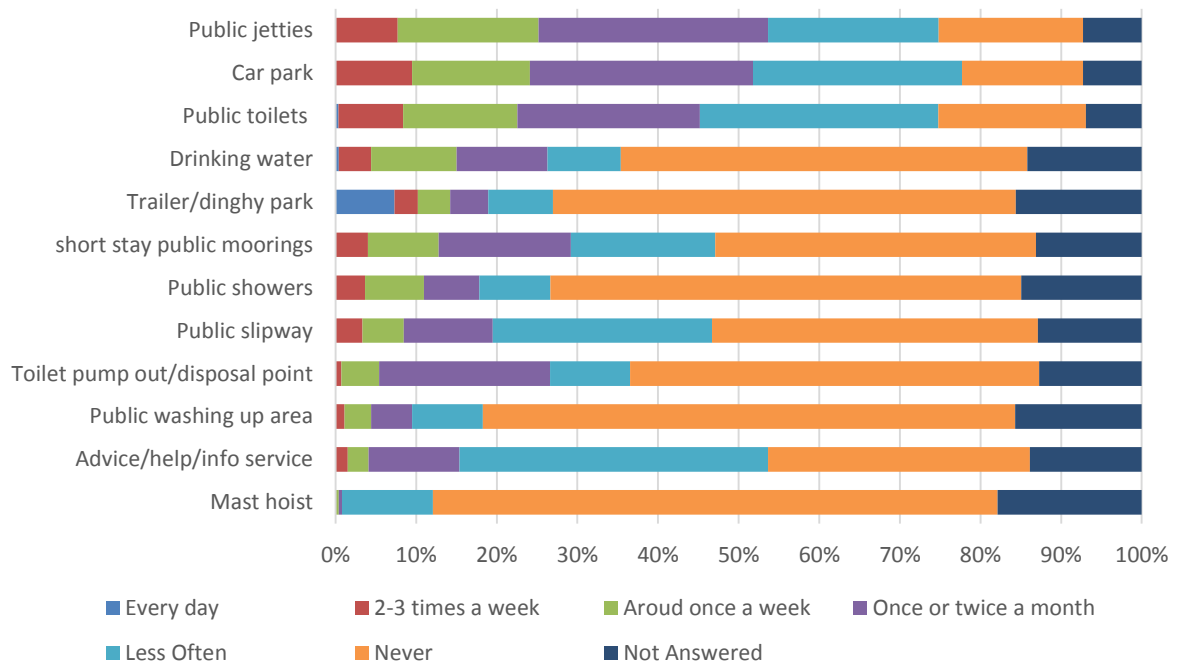


	Every day		2-3 times a week		Around once a week		Once or twice a month		Less Often		Never		Not Answered	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
Boating, sailing, power boating, jet skiing, kayaking, paddle boarding	4	1.5%	54	19.7%	83	30.3%	71	25.9%	31	11.1%	18	6.6%	13	4.7%
Walking	5	1.8%	22	8.0%	32	11.7%	76	27.7%	58	21.2%	5	1.8%	76	27.7%
Swimming	1	0.4%	11	4.0%	21	7.7%	32	11.7%	57	20.8%	58	21.2%	94	34.3%
Cycling	0	0%	6	2.2%	13	4.7%	28	10.2%	56	20.4%	71	25.9%	100	36.5%
Fishing	0	0%	1	0.4%	6	2.2%	8	2.9%	18	6.6%	129	49.1%	112	40.9%

Question 2: How often have you used the following facilities over the last year?

The top five facilities used at least once a week are; public jetties (25.2%), car park (24.1%), public toilets (22.6%), drinking water (15.0%) and the trailer/dinghy park (14.2%).

The least popular are the mast hoist (70.1% never used) and public washing area (66.1%).



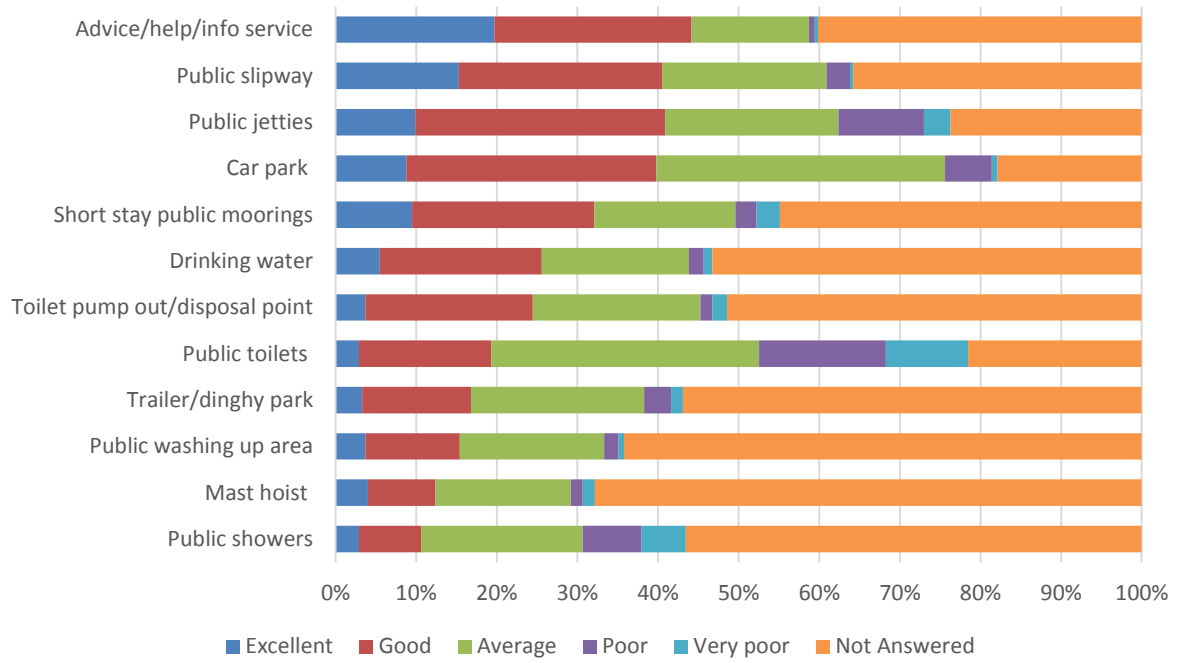
	Every day		2-3 times a week		Around once a week		Once or twice a month		Less Often		Never		Not Answered	
Public jetties	0	0%	21	7.7%	48	17.5%	78	28.5%	58	21.2%	49	17.9%	20	7.3%
Car park	0	0%	26	9.5%	40	14.6%	76	27.7%	71	25.9%	41	15.0%	20	7.3%
Public toilets	1	0.4%	22	8.0%	39	14.2%	62	22.6%	81	29.6%	50	18.3%	19	6.9%
Drinking water	1	0.4%	11	4.0%	29	10.6%	31	11.3%	25	9.1%	138	50.4%	39	14.2%
Trailer/dinghy park	20	7.3%	8	2.9%	11	4.0%	13	4.7%	22	8.0%	157	57.3%	43	15.7%
short stay public moorings	0	0%	11	4.0%	24	8.8%	45	16.4%	49	17.9%	109	39.8%	36	13.1%
Public showers	0	0%	10	3.7%	20	7.3%	19	6.9%	24	8.8%	160	58.4%	41	15.0%
Public slipway	0	0%	9	3.3%	14	5.1%	30	11.0%	74	27.0%	112	40.9%	35	12.8%
Toilet pump out/disposal point	0	0%	2	0.7%	13	4.7%	58	21.2%	27	9.9%	139	50.7%	35	12.8%
Public washing up area	0	0%	3	1.1%	9	3.3%	14	5.1%	24	8.8%	181	66.1%	43	15.7%
Advice/help/info service	0	0%	4	1.5%	7	5.6%	31	11.3%	105	38.3%	89	32.5%	38	13.9%
Mast hoist	0	0%	0	0%	1	0.4%	1	0.4%	31	11.3%	192	70.1%	49	17.9%

When comparing the answers to the same question in the 2014 survey, the public jetties, toilets and car park were also the most popular facilities then. The mast hoist was also the least popular (the public washing area was not an option in 2014).

Question 3: What has been your experience of the facilities provided?

When asked about their experience of using the facilities, the five receiving the highest levels of satisfaction (excellent/good) are; advice/help/info service (44.2%), public slipway (40.5%), public jetties (40.9%), car park (39.8%), and short stay public moorings (32.1%). The facility that received the worst feedback was public toilets, with a quarter (25.9%) of respondents having a poor/very poor experience when using them.

Again, the results to this question were similar in the 2014 survey.



	Excellent		Good		Average		Poor		Very poor		Not Answered	
Advice/help/info service	54	19.7%	67	24.5%	40	14.6%	2	0.7%	1	0.4%	110	40.2%
Public jetties	27	9.9%	85	31.0%	59	21.9%	29	10.6%	9	3.3%	65	23.7%
Public slipway	42	15.3%	69	25.2%	56	20.4%	8	2.9%	1	0.4%	98	35.8%
Car park	24	8.8%	85	31.0%	98	35.8%	16	5.8%	2	0.7%	49	17.9%
Short stay public moorings	26	9.5%	62	22.6%	48	17.5%	7	2.6%	8	2.9%	123	44.9%
Drinking water	15	5.5%	55	20.1%	50	18.3%	5	1.8%	3	1.1%	146	53.3%
Toilet pump out/disposal point	10	3.7%	57	20.8%	57	20.8%	4	1.5%	5	1.8%	141	51.5%
Public toilets	8	2.9%	45	16.4%	91	33.2%	43	15.7%	28	10.2%	59	21.5%
Trailer/dinghy park	9	3.3%	37	13.5%	59	21.5%	9	3.3%	4	1.5%	156	56.9%
Public washing up area	10	3.7%	32	11.7%	49	17.9%	5	1.8%	2	0.7%	176	64.2%
Mast hoist	11	4.0%	23	8.4%	46	16.8%	4	1.5%	4	1.5%	186	67.9%
Public showers	8	2.9%	21	7.7%	55	20.1%	20	7.3%	15	5.5%	155	56.6%

Question 4: If we install any new public jetties, where would you like to see them?

Respondents were given the opportunity to recommend where they would like to see new public jetties installed, with 171 doing so. Waterhead at Ambleside was the most popular opinion, with 36% of those who gave suggestions recommending this location. Bowness Bay (18%), Lakeside and the southern shore (both around 12%) were the other most popular areas recommended for new public jetties.

All comments to this question can be viewed in full in Appendix 1.

Question 5: Would you like more short stay public mooring buoys provided?

One in two respondents (50%) would like more short stay public mooring buoys provided on the lake, while just one in ten (11.3%) would not. Just under a third (29.9%) are unsure.

Respondents were also given the opportunity to recommend where they'd like to see more public moorings, with 116 doing so. As with question 4, Waterhead at Ambleside was the most popular choice, with other popular areas being; Lakeside, the southern shore, Fellfoot, Wray Castle and Bowness Bay.

All comments to this question can be viewed in full in Appendix 1.

	Total	Percent
Yes	137	50.0%
No	31	11.3%
Don't know	82	29.9%
Not Answered	24	8.8%

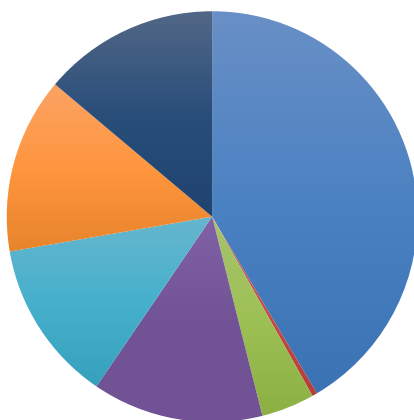
Vessels and moorings

Question 6: If you use a vessel, what type do you use?

The most popular vessels used on the lake are sailing boats, with two fifths (41.6%) of respondents using them. There was a similar response rate from users of motorboats (13.9%), canoe/kayaks (13.5%) and powerboats (12.8%). Sailing boats were also the most popular vessel used by respondents to the 2014 survey.

Respondents were given the opportunity to state what other types of vessel they use, with 33 doing so. The main theme coming from the comments was that a number of respondents use multiple vessels on the lake, while other vessels include paddle boards and canoes.

All comments to this question can be viewed in full in Appendix 1.



Type of vessel	Total	Percent
Sailing boat	114	41.6%
Rowing boat	1	0.4%
Dinghy	11	4.0%
Canoe/Kayak	37	13.5%
Powerboat	35	12.8%
Motorboat	38	13.9%
Not Answered	38	13.9%

Question 7: Do you launch your vessel from a slipway, if so, where?

Just over a quarter of respondents (27.0%) launch their vessels from Ferry Nab, with just 5.5% launching from Waterhead slipway. The percentage launching from Ferry Nab is down significantly when compared to the results from the 2014 survey, when 52% of respondents launched from this slipway.

Respondents were able to state other areas they launch their vessels from, with 89 doing so. Fell Foot was the other most popular area from where respondents launch their vessels, with the other main launching areas being Windermere Aquatics and private launches.

All comments to this question can be viewed in full in Appendix 1.

	Total	Percent
Ferry Nab	74	27.0%
Waterhead	15	5.5%
Not Answered (Inc. elsewhere)	194	70.8%

Question 8: Is your vessel kept...?

The majority of respondent's vessels are kept on a marina (30.3%), with just under a quarter (22.3%) keeping theirs on a swinging mooring and one in five (19.7%) keeping theirs at home. When comparing the results to the 2014 survey, the percentage of responses from lake users keeping their vessels on a swinging mooring has reduced from 45.0%.

Respondents were able to state other places that their vessels are kept, with 50 doing so. Private boating clubs/boathouses etc. and Fell Foot were the other most popular areas that vessels are kept.

All comments to this question can be viewed in full in Appendix 1.

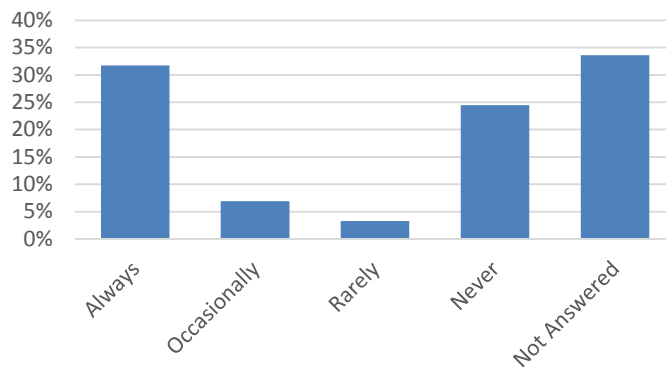
	Total	Percent
On a swinging mooring	61	22.3%
On a marina	83	30.3%
At home	54	19.7%
Not Answered (Inc. elsewhere)	78	28.5%

Question 9: Do you wash your boat and equipment between visiting different water courses? (To prevent the introduction of invasive non-native plants and animals)

The majority of respondents did not answer this question. It is likely that many of these do not move their boat away from the lake so this question is not applicable to them.

However, just under a third (31.8%) said that they always wash their boat and equipment between visiting different water course, with 6.9% doing so occasionally and 3.3% rarely doing so. On the other hand, a quarter (24.5%) said that they never wash their boat between different water courses.

In comparison with the 2014 survey results, there has been a significant increase of almost 20% in respondents that never wash their boat between different water courses, while there has been a slight increase of 4% that always do so.



	Total	Percent
Always	87	31.8%
Occasionally	19	6.9%
Rarely	9	3.3%
Never	67	24.5%
Not Answered	92	33.6%

Question 10: What would help you to do this more often?

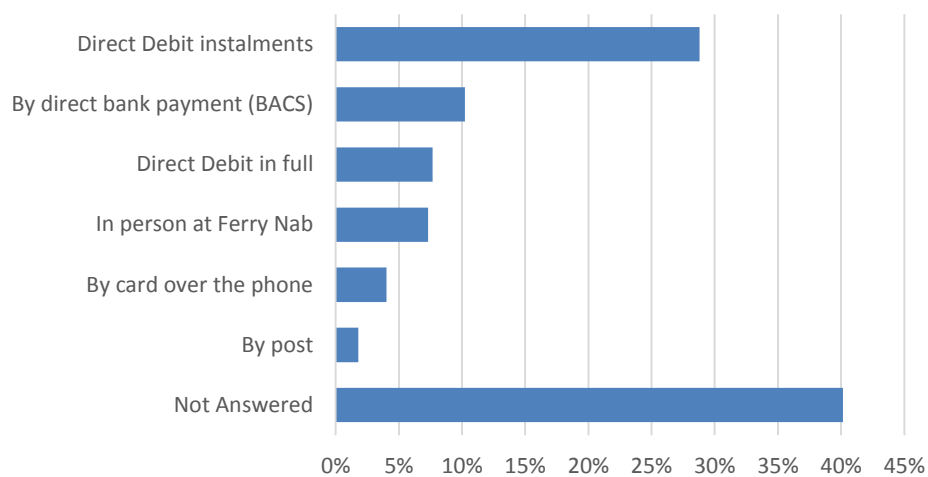
Respondents who answered other than always to the previous question (Q9) were asked what would help them to clean their boats more often between different water courses, with 46 doing so. The main points coming from the comments were suggestions to improve the availability of washing facilities, provision of information or that this wasn't applicable as their boat doesn't leave the lake.

All comments to this question can be viewed in full in Appendix 1.

Question 11: How would you prefer to pay for your mooring (including dinghy rack, parking permit and winter storage)?

Unfortunately, the majority of respondents (40.2%) did not provide an answer to this question. This will be partly due to those who answered the survey but don't have a boat on the lake. However, direct debit instalments was the preferable method of payment for the majority that did provide an answer (28.8% of total responses). By post is the least

preferable method (1.8%).



	Total	Percent
Direct Debit instalments	79	28.8%
By direct bank payment (BACS)	28	10.2%
Direct Debit in full	21	7.7%
In person at Ferry Nab	20	7.3%
By card over the phone	11	4.0%
By post	5	1.8%
Not Answered	110	40.2%

Question 12: Have you provided an authorised emergency contact with your mooring application pack, in case the Wardens can't get hold of you?

Again, the majority of respondents (43.8%) did not provide an answer to this question. However two in five respondents (39.8%) have provided an authorised emergency contact, while just 16.4% have not.

Those who answered no were asked to comment, with the majority implicating that this is not applicable to them.

All comments to this question can be viewed in full in Appendix 1.

	Total	Percent
Yes	109	39.8%
No	45	16.4%
Not Answered	120	43.8%

Safety and rescue

Question 13: Do you know who to contact in the event of an emergency on the lake?

One in five respondents do not know who to contact in the event of an emergency on the Lake. However the majority (77.7%) do know, with almost all of these saying either the lake wardens or the coastguard.

	Total	Percent
Yes	213	77.7%
No	53	19.3%
Not Answered	8	2.9%

Respondents to the survey were asked to complete questions 14 to 17 only if they have needed rescue or recovery after 2014. If not they were asked to skip to question 18.

Question 14: Have you contacted any of the following, as a result of an emergency on the lake?

The overall majority of respondents (85%) have not needed rescue or recovery on the lake after 2014. Of the 43 that have, 90.7% contacted the Lake Wardens.

		Total	Percent
Not needed assistance		233	85.0%
Needed assistance	999 Coastguard	2	4.7%
	Lake Wardens	39	90.7%
	Lake Rangers	2	4.7%

Question 15: Has your boat ever broken free from its mooring or required emergency attention?

Of those that have needed assistance since 2014, a quarter (26.8%) of these respondent's boats have broken free from its mooring or required emergency attention. Of these, the overall majority said that they were provided with enough information for them to decide what action to take.

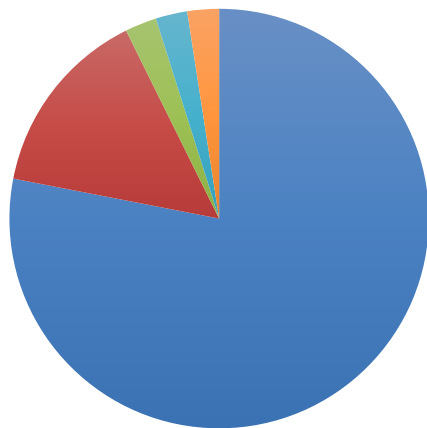
		Total	Percent
Boat broken free from mooring or required emergency attention	Yes	11	26.8%
	No	27	65.9%
	Not Answered	3	7.3%

If yes, did we provide enough information	Yes	10	90.9%
	No	1	9.1%

Question 16: How do you rate the rescue and recovery service?

The majority of respondents (78.1%) that have needed assistance since 2014 rate the rescue or recovery service as excellent, with 14.6% rating it as good. Just one respondent said that the service was very poor.

There was a similarly positive response to the service in the 2014 survey.



Length of stay	Total	Percent
Excellent	32	78.1%
Good	6	14.6%
Average	1	2.4%
Poor	0	0%
Very poor	1	2.4%
Not Answered	38	13.9%

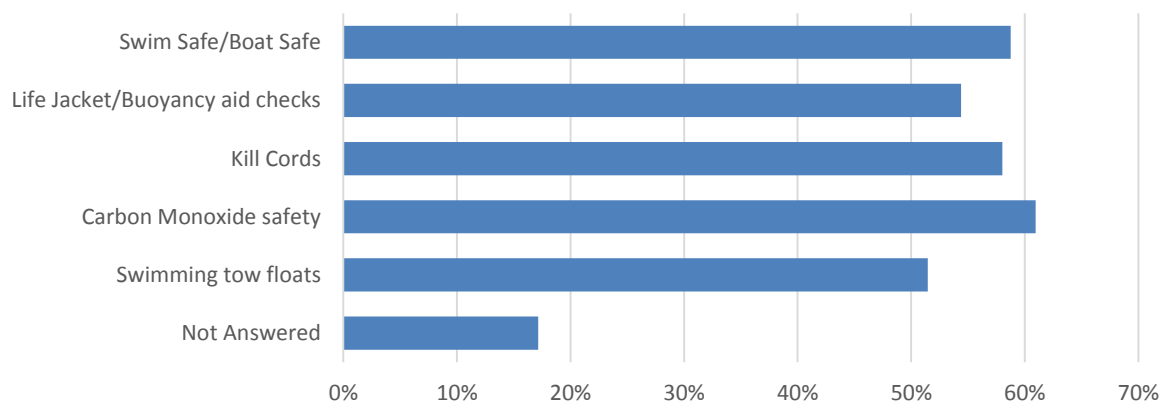
Question 17: What, if anything, could be better about the rescue and recovery service we provide?

There were just 13 responses to this question from respondents who have needed assistance since 2014. As the previous question illustrates, the majority feel that the service of the lake wardens is already excellent and needs no improvements.

All comments to this question can be viewed in full in Appendix 1.

Question 18: Are you aware of the following safety campaigns?

Respondents could choose all options that applied. All five safety campaigns had fairly good levels of awareness. Carbon monoxide safety (61.0%), Swim Safe/Boat Safe (58.8%) and Kill Cords (58.0%) had slightly higher levels of awareness than the other two.



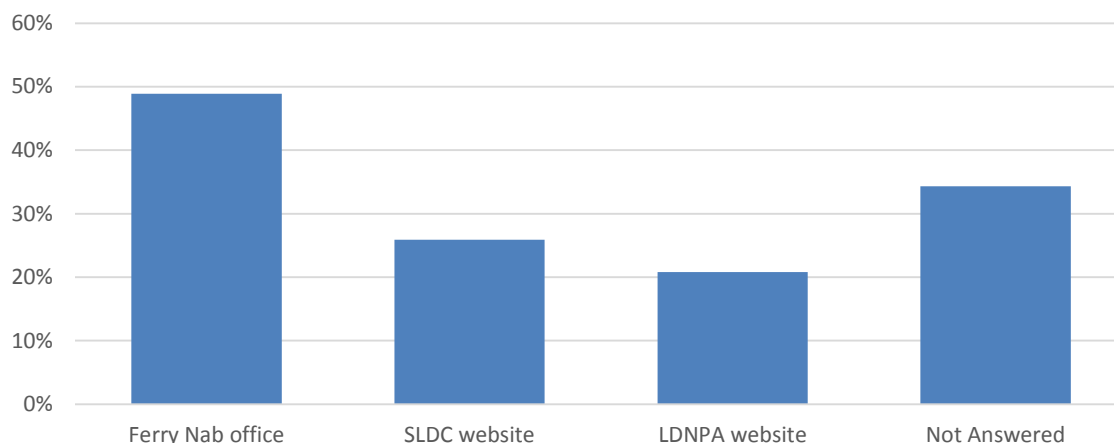
	Total	Percent
Safe Swim/Boat Safe	161	58.8%
Life Jacket/Buoyancy aid checks	149	54.4%
Kill Cords	159	58.0%
Carbon Monoxide safety	167	61.0%
Swimming tow floats	141	51.5%
Not Answered	47	17.2%

Question 19: Where do you access lake safety information?

Respondents could choose all options that applied. Almost half (48.9%) access lake safety information at the Ferry Nab office, a quarter (25.9%) on the SLDC website and a fifth (20.8%) on the LDNPA website.

Respondents were also able to comment about other places they access lake safety information, with 48 doing so. Sailing/boating clubs (SWSC etc.), social media and the internet were the other popular places to access this type of information.

All comments to this question can be viewed in full in Appendix 1.



	Total	Percent
Ferry Nab office	134	48.9%
SLDC website	71	25.9%
LDNPA website	57	20.8%
Not Answered	94	34.3%

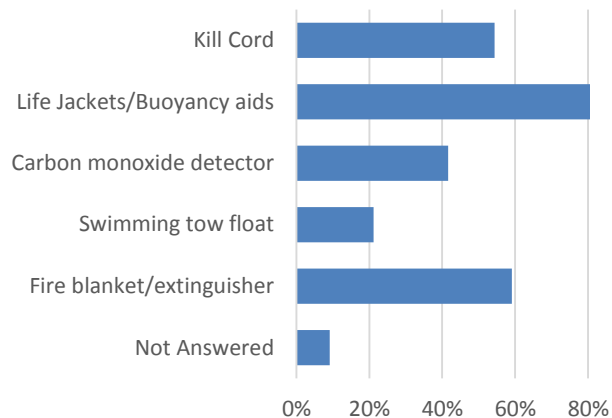
Question 20: Please tell us about any safety equipment you have?

Respondents could choose all options that applied and more than four out of five (84.3%) have life jackets/buoyancy aids. The other two most common types of safety equipment possessed by respondents are fire blanket/extinguishers (59.1%) and kill cords (54.4%). The least common was swimming tow floats (21.2%).

Respondents were also given the opportunity to state any other safety equipment they have, with 27 doing so. The other main ones were throw lines and mobile phones/Vhf radios.

All comments to this question can be viewed in full in Appendix 1.

	Total	Percent
Kill Cords	149	54.4%
Life Jacket/Buoyancy aids	231	84.3%
Carbon Monoxide Detector	114	41.6%
Swimming tow float	58	21.2%
Fire blanket/extinguisher	162	59.1%
Not Answered	25	9.1%



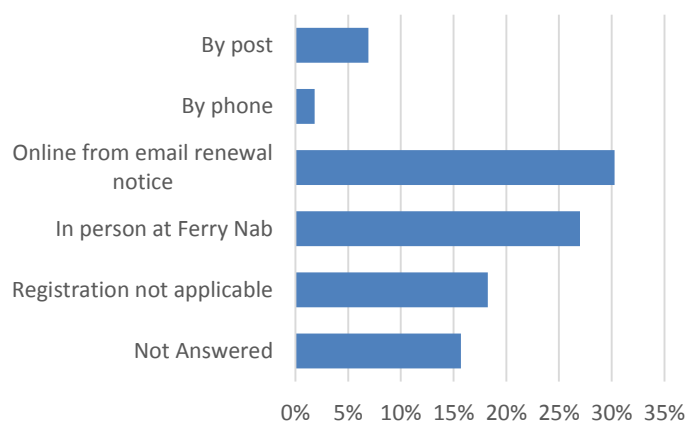
Registration and enforcement

Question 21: How did you register your vessel for the 2018 season?

Online from an email renewal notice (30.3%) and in person at Ferry Nab (27.0%) were the most common methods respondents used to register their vessel for the 2018 season. By phone and post were far less often used.

When comparing results with those from the 2014 survey, it is noticeable that registering by post is far less common now than it was then (a drop of 15% since 2014).

	Total	Percent
By post	19	6.9%
By phone	5	1.8%
Online from email renewal notice	83	30.3%
In person at Ferry Nab	74	21.0%
Registration not applicable	50	18.3%
Not Answered	43	15.7%



Question 22: Was your application dealt with promptly?

Of those that answered, the vast majority (62.4% of the total, 95% of those that answered) felt that their application was dealt with promptly.

	Total	Percent
Yes	171	62.4%
No	9	3.3%
Not Answered	94	34.3%

Question 23: Are you aware of the Lake byelaws?

Four out five respondents (79.9%) are aware of the Lake byelaws, while just under one in ten (8.6%) are not.

Compared to the 2014 survey, the proportion of respondents aware of the Lake byelaws has dropped from 97%.

	Total	Percent
Yes	219	79.9%
No	24	8.8%
Not Answered	31	11.3%

Question 24: Do you know how to contact a LDNPA Lake Ranger if you want to report a byelaw offence?

Half of all respondents (51.5%) know how to contact a LDNPA Lake Ranger, while two fifths (40.2%) do not know.

	Total	Percent
Yes	141	51.5%
No	110	40.2%
Not Answered	23	8.4%

Question 25: Have you ever been stopped or warned for any byelaw offence?

12.4% of respondents to the survey have been stopped or warned for a byelaw offence, while the overall majority (78.8%) have not.

Of those that have been stopped or warned, 82.4% felt the Lake Ranger clearly explained the offence committed. Half of them (50.0%) received a letter confirming the warning, 47% did not. The majority (8.2%) that did receive the warning letter felt that it clearly explained the offence that had been committed.

Similar results were seen in the 2014 survey.

		Total	Percent
Stopped or warned for byelaw offence?	Yes	34	12.4%
	No	216	78.8%
	Not Answered	24	8.8%
If yes, did person who stopped you clearly explain offence committed?	Yes	28	82.4%
	No	5	14.7%
	Not Answered	1	2.9%
Received a letter confirming warning?	Yes	17	50.0%
	No	16	47.1%
	Not Answered	1	2.9%
Warning letter (if received) clearly explained offence that had been committed?	Yes	15	88.2%
	No	2	11.8%
	Not Answered	0	0%

Question 26: How can we improve our Lake byelaws management service?

There were 102 comments to this question. For analytical purposes the comments have been grouped into similar themes. Looking through the comments it is clear that there are two main themes being raised in regards to the Lake byelaws management service.

The main one is in relation to speeding. There were numerous comments indicating that this is the biggest problem on the Lake when it comes to byelaw management, and that enforcement of the speed limit needs to be improved. Wakeboarding boats flouting the speed limit, especially in the evening, was mentioned in a number of comments. On the other hand, there were also respondents that feel the speed limit should be scrapped, or at least areas of the Lake where boats can exceed it (which in turn would remedy the problem of speeding in other parts of the Lake).

The other main theme was the need to improve the publication and education of the Lake byelaws. Examples of which include; better signage on the Lake, handing out byelaw

leaflets/information with registration documents, more information at slipways and increased education in using the lake.

Finally, there were also a number of comments stating that byelaw management should be handed back to the Lake Wardens.

All comments to this question can be viewed in full in Appendix 1.

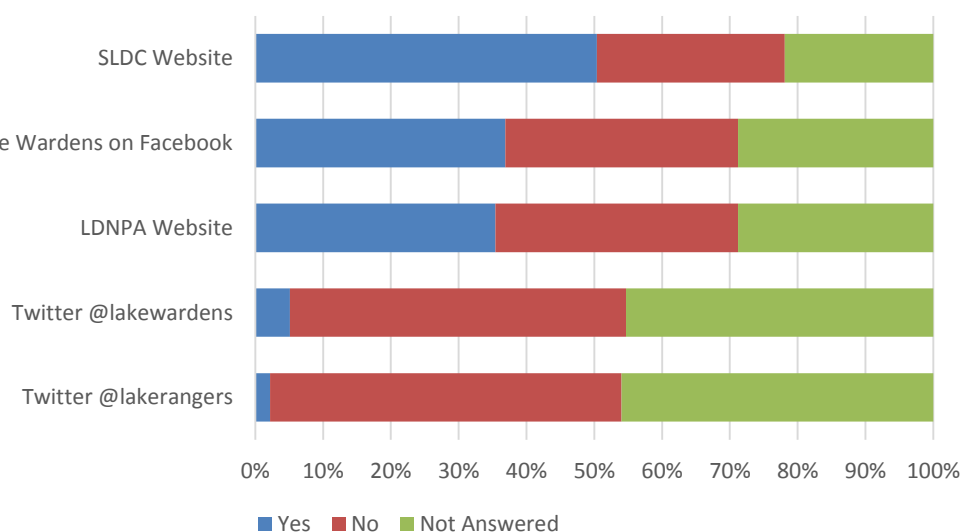
Lake news and comments

Question 27: Have you used any of the following to access information, news and updates about the lake?

The three most popular ways that respondents like to access information, news and updates about the lake are; the SLDC website (50.4%), Windermere Lake Wardens on Facebook (36.9%), and the LDNPA website (35.4%). The two Twitter accounts were used by very few respondents.

Respondents were also able to state other information platforms they use, with 16 doing so. The Lake Warden’s office and private sailing clubs were other places they accessed lake information.

All comments to this question can be viewed in full in Appendix 1.



	Yes		No		Not Answered	
SLDC Website	138	50.4%	76	27.7%	60	21.9%
LDNPA Website	97	35.4%	98	35.8%	79	28.8%
Windermere Lake Wardens on Facebook	101	36.9%	94	34.3%	79	28.8%
Twitter @lakewardens	14	5.1%	136	49.6%	124	45.3%
Twitter @lakerangers	6	2.2%	142	51.8%	126	46.0%

Question 28: Do you have any

other comments about the service offered at the lake by SLDC or LDNPA?

There were 107 comments to this question. For analytical purposes the comments have been grouped into similar themes. Looking through the comments it is clear to see there are three main themes the majority of comments can be grouped under.

Firstly, there were numerous comments commending the work of the Lake Wardens and Rangers, with many feeling that they perform a good service on the lake and are courteous and helpful when interacting with them. However there were a few negative comments regarding the Lake Rangers, mainly around their lack of a presence on the Lake at times.

The facilities at Ferry Nab were another main theme running through the comments, most notably the issues surrounding the lack of public toilets and the state of the shower/toilet facilities. Many feel that the public toilets should be reopened to alleviate the burden on the toilets used by the lake users. There were also issues with the public jetties at Ferry Nab, with a number of comments highlighting that the fingers are too close together. The state of other jetties around the Lake was also seen as an issue.

The other main theme was around the speed limit on the lake (as seen in question 26). Again there were comments from both sides, some feeling that enforcement of the speed limit needs tightening while others feel it should be abolished. The introduction of 'speed zones' was again recommended by a number of respondents.

All comments to this question can be viewed in full in Appendix 1.

About you

Question 29: Are you...?

The majority, two thirds of respondents (65%), were male. This was the case in the 2014 survey, however the proportion of female respondents has increase by 25% in this year's survey.

	Total	Percent
Male	178	65.0%
Female	84	30.7%
Prefer not to say	10	3.7%
Not Answered	4	1.5%

Question 30: What was your age at your last birthday?

Half of the responses (52.2%) to the survey came from those in the 51-65 year age group, while in total most respondents were over the age of 36. This was also the case in 2014.

	Total	Percent
Under 16	0	0%
16-25	6	2.2%
26-35	9	3.3%
36-50	78	28.5%
51-65	143	52.2%
66-80	32	11.7%
Over 80	1	0.4%
Not Answered	5	1.8%

Question 31: What is your postcode?

The data collected from this question has been used to identify that there was a fairly even split of responses from lake users from outside the South Lakeland district (53%), and those more local (within the South Lakeland district (47%).