



Have your say

New Brighton Masterplan

Public Consultation Report



Consultation: 26 October to 16 November 2020

Report: 1 December 2020

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Key Findings

A masterplan is being developed for New Brighton which will set out a clear and shared vision for the area over the next 15 years.

People's views were invited on the issues the New Brighton Masterplan should address and the type of place New Brighton could be, as part of a public consultation which ran from 26 October 2020 to 16 November 2020. A summary of key findings is set out below:

- Most of the consultees described New Brighton using positive language (79%) and the word most associated with the town was 'potential', followed by terms such as 'vibrant', 'exciting' and 'up & coming'.
- Most consultees felt that New Brighton's Promenade and Coast was the most special and distinctive thing about the town (33%).
- 42% of consultees thought that "New Brighton is a great place to live, where residents can access all the benefits of being by the coast"; only 3% felt that it is "a major destination for events and happenings".
- The town's namesake, Brighton in Sussex was deemed to be the town that best sets an example for New Brighton (26%), with Llandudno in Wales highlighted as being next best (10%).
- When asked to prioritise what is most needed in New Brighton, leisure attractions were at the top of the list. Workspace was deemed least necessary.
- A lido (outdoor pool facility) was by far the most suggested idea for a land use/attraction/building in New Brighton with 60% of respondents suggesting this. The next most popular ideas were for a gym/spa/leisure centre and a pier (both 7%).
- The open space or street that the highest proportion of people (20%) thought could be improved was Tower Grounds, whilst the area or building that could most benefit from improvement was Marine Promenade (Lacy's to the Floral Pavilion) at 30%. This was closely followed by Fort Perch Rock (29%).
- Most people (61%) either strongly disagree or disagree with having some tall buildings in New Brighton. Only 12% agreed.

Travel & Transport

- Walking infrastructure was ranked as most important when travelling to and around New Brighton, followed by free car parking.
- 47% of people agreed that there is enough car parking in New Brighton. 29% disagreed.
- Most people (55%) agreed that enhancing the train station and its surroundings would improve the travel experience. 17% disagreed.
- Most people (67%) agreed that more room for pedestrians and cyclists would improve their travel experience to New Brighton. 12% disagreed.
- When asked to comment on how cyclists and pedestrians travelled together on the waterfront, the largest proportion of people (41%) felt better separation of the cycle and pedestrian lanes was needed, along with better enforcement of lane use and speed (24%).
- 41% of people agreed with the statement that better bus waiting facilities would enhance travel experience to New Brighton.
- In regard to general traffic and transport comments, 53% of the respondents mentioned parking. Specific issues were the need for dedicated parking for residents, and the need for better parking provision for the Victoria Quarter.
- Outside of parking issues 16% of respondents identified a need for more frequent and direct public transport that had a wider reach, both within Wirral and beyond.
- Also popular (15%) was the idea of a hop-on, hop-off mode of transport along the waterfront, perhaps extending to Seacombe Ferry. There were various suggestions of what form this may take, including tram, land train and electric bus.

The Lido

- The majority of respondents, 90%, either strongly agreed or agreed that a lido was generally a good idea for the masterplan.
- That it should provide a facility for local people's health and wellbeing was deemed the most important aspect of a lido by 20% of people.

- In addition to the lido itself, most respondents felt that the development should also include a sun terrace and/or space for outdoor events and activities (26%) and a café, bar, or restaurant (24%).
- 11% of the comments made using the 'lido' pins on the mapping tool mentioned the need for it to be an all season 'winterproof' facility.
- The most popular suggested site for a lido was the area around the original Derby Pool (now site of the Derby Pool public house), followed by The Dips.

New Brighton's Assets

New Brighton's top three assets were identified by respondents as

- Marine Promenade including its buildings and Marine Lake.
- The Dips.
- Tower Grounds.

New Brighton's Issues

The top issues presenting New Brighton were considered to be

- The derelict buildings and wasteland comprising Union Terrace, Lacy's and the Queen's Royal Hotel sites.
- Litter afflicting the area around the Marine Lake and Marine Point.

New Brighton's Opportunities

The most often highlighted opportunities for New Brighton by respondents were

- To convert Fort Perch Rock into an attraction.
- Utilise The Dips as an outdoor events arena.
- Improve/expand the skate park at Tower Grounds.

Methodology

A masterplan is being developed for New Brighton which will set out a clear and shared vision for the area over the next 15 years.

To help shape the Masterplan, a public consultation was carried out using Wirral Council's 'Have Your Say' consultation portal at www.haveyoursay.wirral.gov.uk, where there was a page dedicated to the New Brighton Masterplan. The consultation ran between 26 October 2020 and 16 November 2020. Key documents were published here, available for download alongside an online survey, as well as a mapping tool that allowed respondents to place 'pins' and make comments on specific geographic sites. Respondents were able to request paper copies of the survey, or submit additional comments via a dedicated email address, which was published on the Have Your Say site alongside the online survey. Public computers were available to book at New Brighton's Floral Pavilion, however this facility had to close part way through the consultation due to Covid-19 restrictions.

Email & written responses

16 responses were received via email. These were examined and the points raised aggregated into the survey results to ensure the views were represented in the final analysis.

The consultation was promoted in a number of ways, and key stakeholders who have been involved in the development of the Strategy were informed of the consultation. The COVID-19 virus continues to place limitations on our efforts to engage our local communities. However, in an effort to raise awareness amongst as many residents, stakeholders and businesses as possible, we instigated a full communications campaign, using all communications channels available to the council, to underpin the aims of the consultation process. This included issuing press releases to outline the purpose of the consultation and to direct people to our site, which were picked up by regional media outlets such as the Liverpool Echo and Wirral Globe, posting stories on Wirral View (the council's own wraparound news pages for its corporate website,) news items in the 20,000-subscriber council e-newsletter and in numerous posts on the council's social media channels (LinkedIn, Twitter, Facebook & Instagram.) This included issuing press releases to outline the purpose of the consultation and to direct people to our site, which were picked up by regional media outlets such as the

Liverpool Echo and Wirral Globe, posting a number of stories on Wirral View (the council's own wraparound news pages for its corporate website,) news items in the 20,000-subscriber council e-newsletter and in numerous posts on the council's social media channels (LinkedIn, Twitter, Facebook & Instagram.) In addition, we were also able to secure the support of interest groups, including peoplespool.co.uk, who acted as champions on behalf of the council to promote the consultation and encouraged people to take part.

Questionnaire design

The consultation questionnaire was developed to ascertain residents', businesses, and other stakeholder's views on what should be the key elements of the New Brighton Masterplan. In particular, the consultation invited views on:

- Key proposals of the masterplan, including the lido (outdoor pool facility) and travel and transport.
- Ideas for future use and development of land, open spaces, and streets.
- New Brighton's assets, opportunities, and issues

To enable further understanding, and in-depth analysis, respondents were invited to provide free text comments to expand on their ideas or concerns.

Interpretation of results

In terms of the results of the questionnaire it is important to note that:

- The public consultation is not representative of the overall population of Wirral or New Brighton but provides information, in particular, on the opinion of those residents who engaged with the Council, and an important indication of where there may be particular strength of feeling in relation to New Brighton's future.
- Where percentages do not add up to 100, this may be due to rounding, or the question is multi-coded. All free text questions that invited respondents to write in comments are multi-coded and therefore add up to more than 100 percent.
- In order that they can be summarised, all free text responses to the public consultation have been categorised using a 'tagging' system based on the

main themes arising from the comment. Comments may cover multiple themes, therefore there are more comment categories than comments.



Questionnaire results

Q1: What is your interest in New Brighton?

Most respondents to the survey either live in (46%) or visit (40%) New Brighton. Those falling in to the ‘other’ category included people who live on the periphery of New Brighton and those who are part of a special interest group, including the Active Travel Forum and Momentary Art Project.

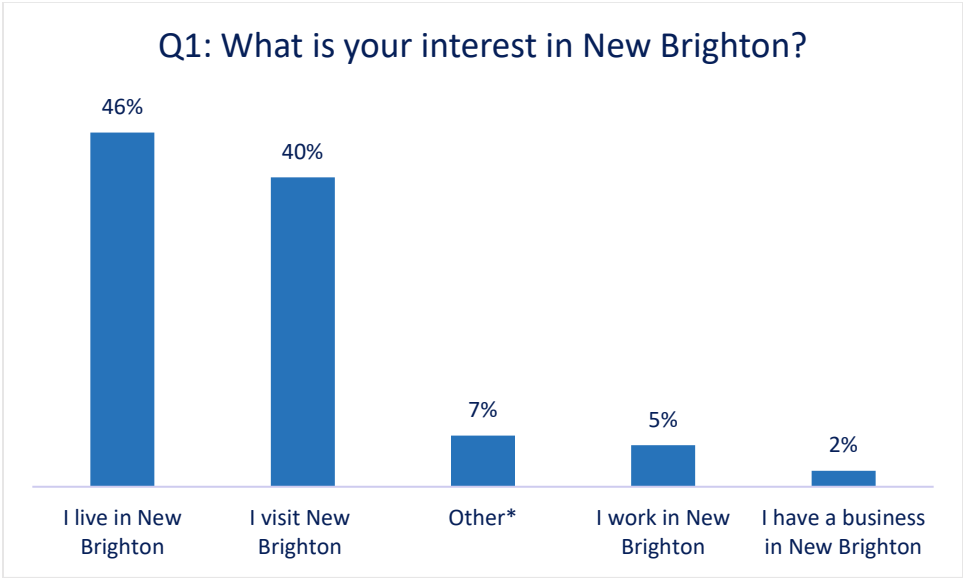


Figure 1: What is your interest in New Brighton?

*Some of the interests in the ‘other’ category responses related to the main selection options. Where this is the case, they have been aggregated into the appropriate category above.

Other (categorised)	Frequency
Periphery of New Brighton	8
Interest Group	3
Potential business owner in New Brighton	2
Previous resident	1
Total	15

Table 1: 'Other' responses to Question 1

Q2: If you had to describe New Brighton in one word, what would it be?

Most respondents used positive language when describing New Brighton (79%). 12% provided negative descriptions and 9% used neutral language (figure 2).

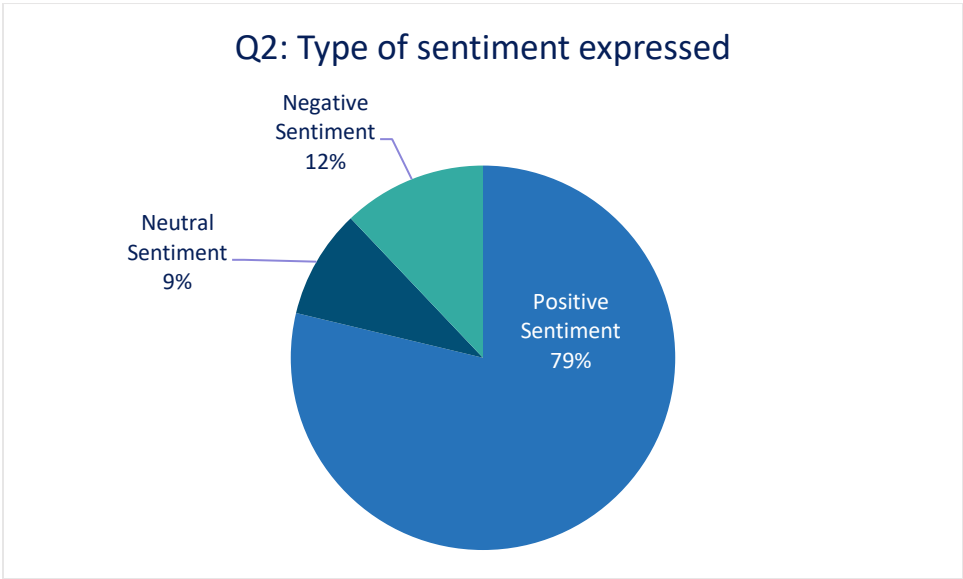


Figure 2: Chart showing the type of sentiments expressed about New Brighton

The words most often used to describe New Brighton refer to its potential, that it is ‘up and coming’ and has promise. People also often spoke of New Brighton’s vibrancy, using words such as ‘amazing’, ‘brilliant’, ‘wonderful’ and ‘exciting’ amongst others. Consultees also pointed out the scenic aspect of the town, and its association with the seaside.



Figure 3: Word cloud showing words most used to describe New Brighton

Where people expressed a negative sentiment about the town, it was predominantly in respect of the untapped potential of the town and the perception that it is run down. Similar sentiments have been grouped together into categories to provide an overview of how respondents described New Brighton. (Figure 4, Table 2)

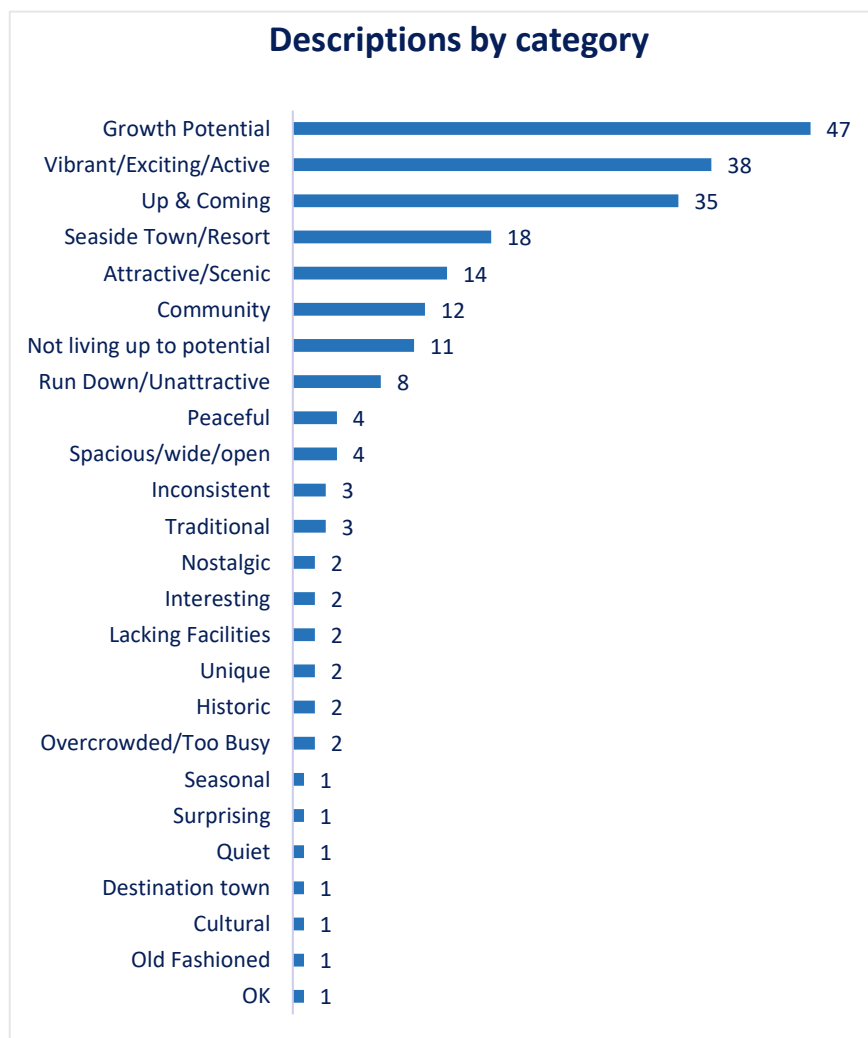


Figure 4: Chart showing top descriptions of New Brighton (categorised)

Key word (categorised)	Frequency
Growth Potential	47
Vibrant/Exciting/Active	38
Up & Coming	35
Seaside Town/Resort	18
Attractive/Scenic	14
Community	12
Not living up to potential	11
Run Down/Unattractive	8
Spacious/wide/open	4
Peaceful	4
Traditional	3
Inconsistent	3
Overcrowded/Too Busy	2
Historic	2
Unique	2
Lacking Facilities	2
Interesting	2
Nostalgic	2
OK	1
Old Fashioned	1
Cultural	1
Destination town	1
Quiet	1
Surprising	1
Seasonal	1

Table 2: Question 2 key words (categorised)

Q3: What is special or distinctive about New Brighton?

The survey indicates that most people feel that the promenade and coast make New Brighton special (33%). Greenspaces and parks (18%) and the Floral Pavilion (16%) are also features that people felt make the area special and distinctive (figure 5).

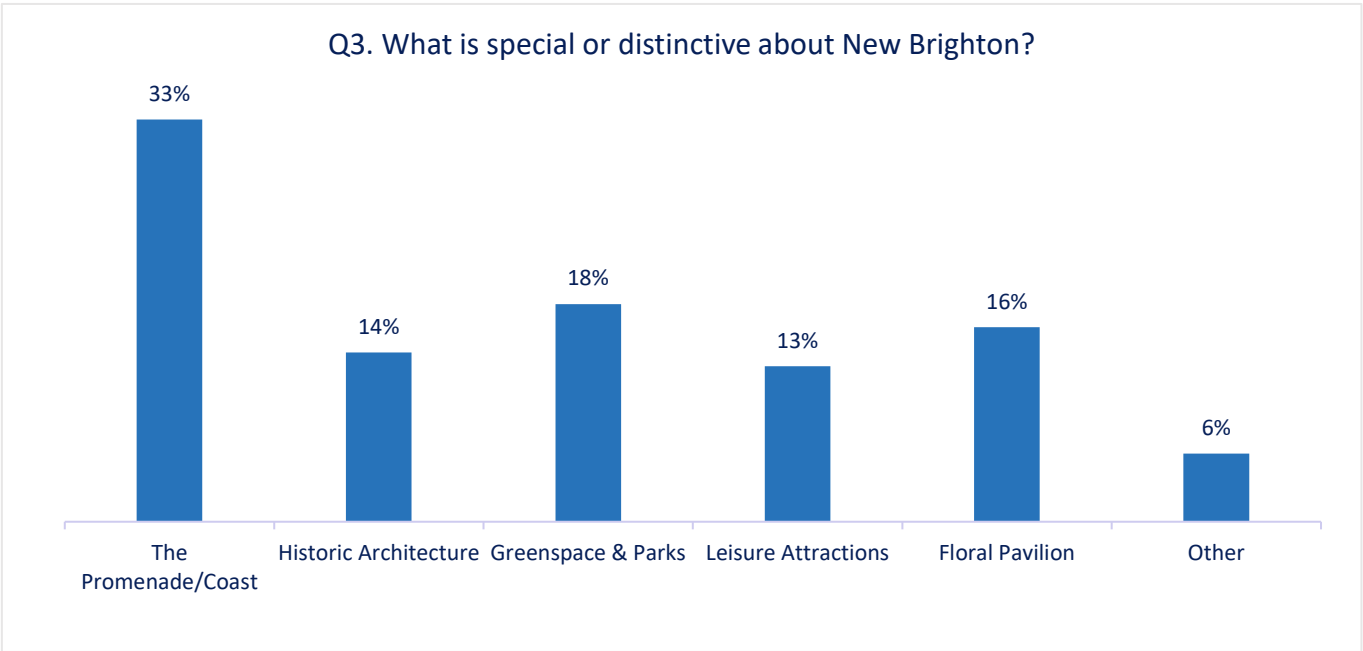


Figure 5: What is special or distinctive about New Brighton

In the 'Other' comments many people pointed to the local community as being something distinctive and unique about New Brighton. Independent businesses also featured highly, often mentioned in conjunction with the burgeoning 'Victoria Quarter'.

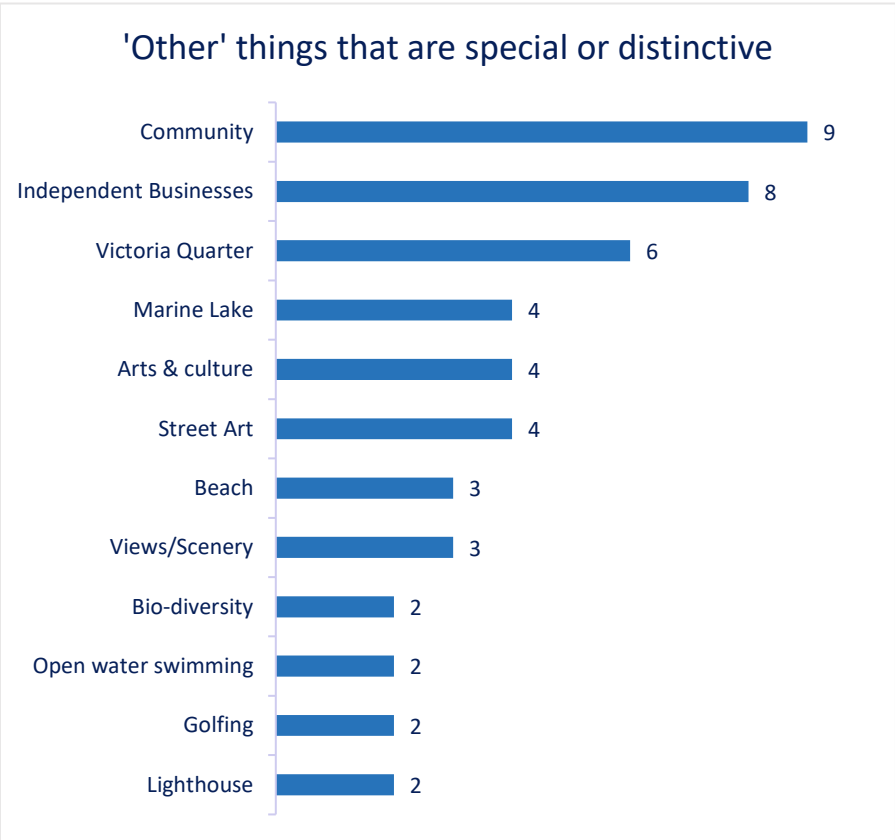


Figure 6: 'Other' things that are special and distinctive about New Brighton

Tables 3 & 4 contain the data upon which the above charts are based:

What is Special or distinctive about New Brighton	Frequency
The Promenade/Coast	207
Historic Architecture	87
Greenspace & Parks	112
Leisure Attractions	80
Floral Pavilion	100
Other	35
Total Responses	621

Table 3: What is special or distinctive about New Brighton

Other (Categorised)	Frequency
Community	9
Independent Businesses	8
Victoria Quarter	6
Street Art	4
Arts & culture	4
Marine Lake	4
Views/Scenery	3
Beach	3
Lighthouse	2
Golfing	2
Open water swimming	2
Biodiversity	2
Proximity to Liverpool	1
Sand Dunes	1
Fort Perch Rock	1
Traditional alongside modern	1
Transport Links	1
Pubs/Bars	1
Low cost/free activities	1
Windmill Sunsets	1
Dips	1
Formal Sport	1
Total Responses	59

Table 4: 'Other' things that are special about New Brighton (categorised)

Q4: Out of the below options, which do you think best describes New Brighton?

Respondents were offered four phrases and asked to select the one that they feel best describes New Brighton.

The phrases were:

- *New Brighton is a traditional seaside resort for day trips and sometimes longer stays.*
- *New Brighton is a great place to live, where residents can access all the benefits of being by the coast.*
- *New Brighton is a distinctive place with a strong independent spirit and cultural offer.*
- *New Brighton is a major destination for events and happenings.*

The phrase that most people, 42%, felt best described New Brighton was:

“New Brighton is a great place to live, where residents can access all the benefits of being by the coast”

Conversely relatively few people (3%) felt that “New Brighton is a major destination for events and happenings.”

Figure 7 illustrates the proportion of people who believe each phrase best describes New Brighton.



Figure 7: Chart illustrating which statement best describes New Brighton?

Table 5 contains the data upon which the above chart is based:

Out of the below options, which do you think best describes New Brighton?	Frequency
New Brighton is a traditional seaside resort for day trips and sometimes longer stays	51
New Brighton is a great place to live, where residents can access all the benefits of being by the coast	84
New Brighton is a distinctive place with a strong independent spirit and cultural offer	61
New Brighton is a major destination for events and happenings	5
Total Responses	201

Table 5: Number of responses to each statement

Q5: Can you name another town in the UK or elsewhere that sets a good example for New Brighton?

When asked to provide an example of a town that sets a good example for New Brighton, the highest number of responders (26%) pointed to Brighton in Sussex (figure 8). 10% identified Llandudno in North Wales as a good example. Other towns near to the top of the list were Abersoch, Scarborough, Southport and St Ives.

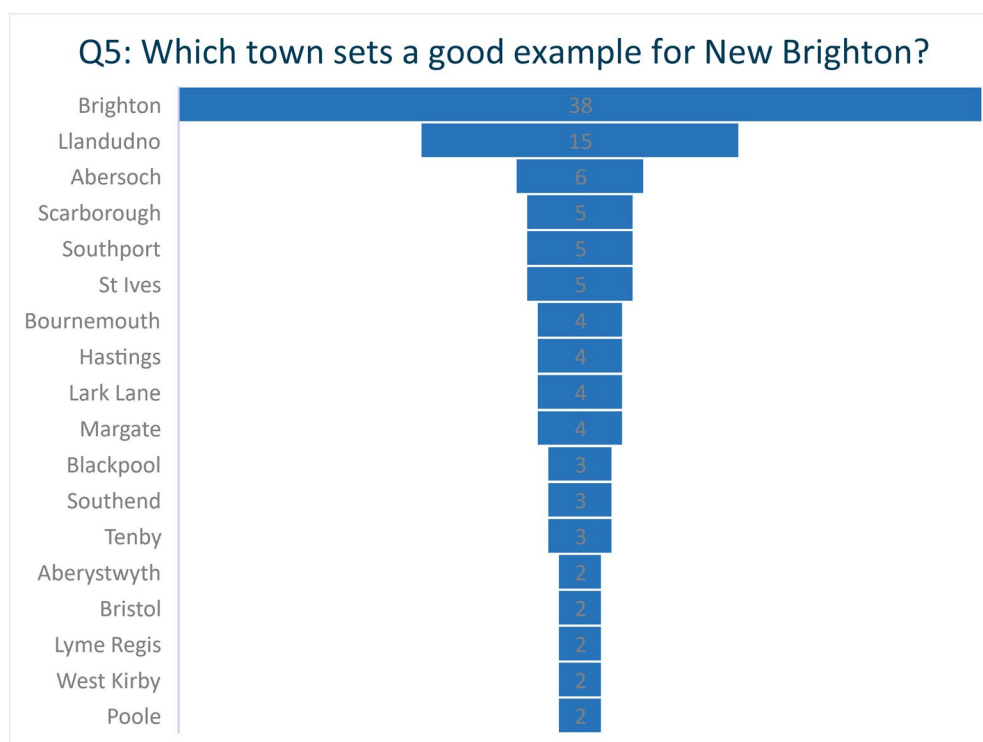


Figure 8: Which town sets a good example for New Brighton?

Place	Pivot
Brighton	38
Llandudno	15
Abersoch	6
Scarborough	5
Southport	5
St Ives	5
Bournemouth	4
Hastings	4
Lark Lane	4
Margate	4
Blackpool	3
Southend	3
Tenby	3
Aberystwyth	2
Bristol	2
Lyme Regis	2
West Kirby	2
Poole	2

Table 6: Data table of top places that set a good example for New Brighton

Q6: Can you prioritise what is needed most in New Brighton?

Respondents were asked to rank from 1 to 6 the offered options according to what they felt is most needed in New Brighton. As a result, the options were returned in the below priority order, based on their average rank:

- 1 Leisure attractions**
- 2 Retail (including cafes and restaurants)**
- 3 Open Space**
- 4 Hotels**
- 5 Housing**
- 6 Workspace (e.g. offices)**

Figure 9: Prioritised list of what is needed in New Brighton

Leisure attractions are deemed to be most needed in New Brighton, followed by retail establishments including dining, then open spaces. Ranked fourth and fifth were hotels and housing. Workspace was considered to be least in demand.

Q7: Do you have an idea for a particular attraction / land use / building / open space that would enhance New Brighton?

When asked for ideas for an attraction, land use or building that would enhance New Brighton the majority, 60%, of respondents suggested a lido. Other popular ideas were a leisure, gym or spa, or a combination of these (7%). A further 7% of people thought a pier would enhance New Brighton, often mentioned in conjunction with re-introducing a ferry service to Liverpool.

Other top 10 most popular ideas were bringing Fort Perch Rock back in to use as an attraction, some suggested allowing Historic England to take it over. The idea that more independent businesses should be encouraged was amongst the top 10, sometimes mentioned in conjunction with supporting the Victoria Quarter. The below chart illustrates the top 10 most popular ideas as categorised.

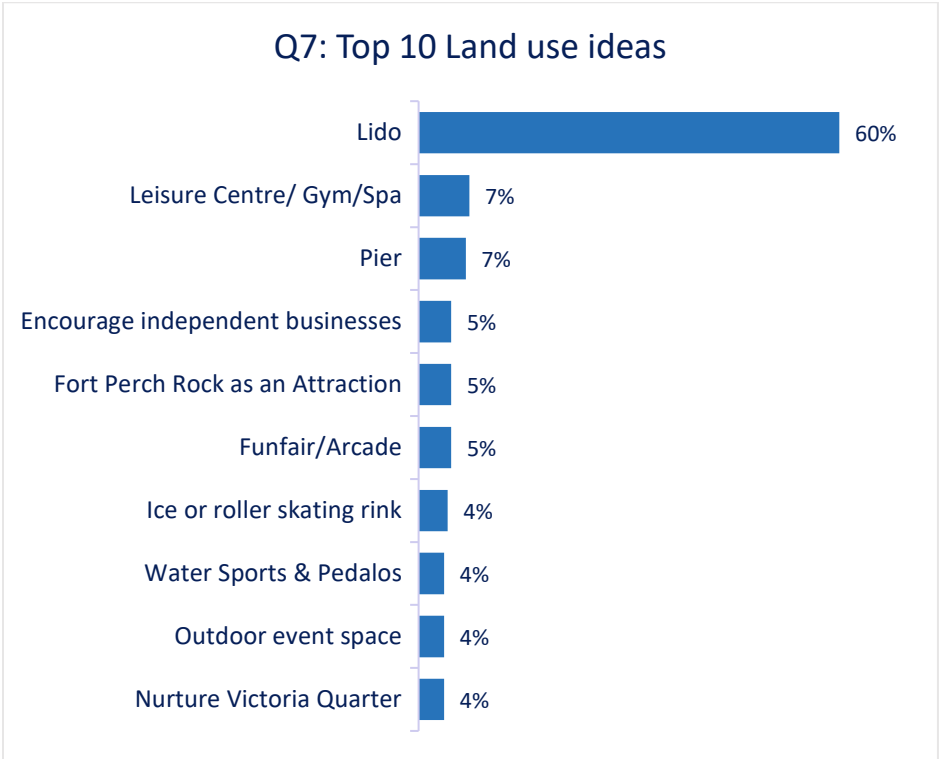


Figure 10: Top 10 land use ideas in New Brighton

Idea	Frequency
Lido	118
Leisure Centre/ Gym/Spa	15
Pier	14
Funfair/Arcade	11
Fort Perch Rock as an Attraction	10
Encourage independent businesses	9
Ice or roller skating rink	8
Nurture Victoria Quarter	7
Outdoor event space	7
Water Sports & Pedalos	7
Creative/Arts hub - studio & exhibition space	7
Ferry to Liverpool	7
Skatepark	6
Rescue/Redevelop historic facades/buildings	5
Cafe Culture - encourage	5
Plant Trees	5
Sustainable/green infrastructure	5
Iconic Landmark/gateway	5
Land train/tram/shuttle bus along prom and/or to Seacombe Ferry	4
Rebuild Tower	4
Indoor Water Park	4
Adventure playground	4
Beach Huts	4
Ablutions block for beach/water sports users	4
Hotel accommodation	4
Historical preservation	3
Public toilets	3
Trampoline Park	3
Community Centre	3
Nightlife	3
3g football pitches	3
Fine Dining	3
Wardens to enforce litter/parking/safety	3
Viewing platform	2
Market	2
Independent businesses - cafes	2
Pedestrianise Victoria Road	2
Attractive Floral/ Planting Displays	2
Picnic Areas	2
Exercise stations	2
Splash Park outdoors	2
Marina	2
Outdoor games (chess /table tennis /volleyball /tennis etc)	2
Train Station as community hub	2
Street vendors/kiosks	2

Idea	Frequency
Mixed development	2
Create more open green spaces	2
Parking - Seabank Road	1
Businesses serving local residents - banks/post offices	1
Dedicated camper van parking	1
Campsite	1
Live Music Venue	1
Naturist Beach	1
Casino	1
Community Orchard	1
Beach Facilities	1
Refurbish Victorian Shelters	1
Improved signage - visitor information	1
Maritime Attractions	1
Skydiving Centre	1
Miniature Golf	1
Flexible workspace	1
Botanical Gardens in Dips	1
Seaside Town/Resort	1
Children's Activities	1
Illuminations	1
High end retail	1
visitor centre	1
museum	1
Cycle infrastructure	1
Pedestrianise	1
5k running track	1
No Change necessary	1
Landscaping/Greenery	1
Paint sea wall	1
Holiday Park - caravans/chalets	1
Coach Park/station with facilities	1
Palm House/Conservatory	1
Climbing Wall	1
Active Design	1
Enlarge Marine Lake	1
Zip Wire	1
Beachfront dining	1
Man made reef (surfing)	1
Congestion Charge	1
Remodel Floral Pavilion	1
Calendar of events	1
Dedicated dog friendly and dog free areas	1
Total	372

Table 7: Table of categorised ideas for an attraction/land use/building or open space that would enhance New Brighton

Q8: In what areas could accessibility in New Brighton be improved?

Consultees were asked in what ways accessibility in New Brighton could be improved. Most respondents (27%) felt that car parking provisions could be improved, closely followed by public transport (25%) and cycling provisions (22%). 13% felt walking infrastructure could be improved.

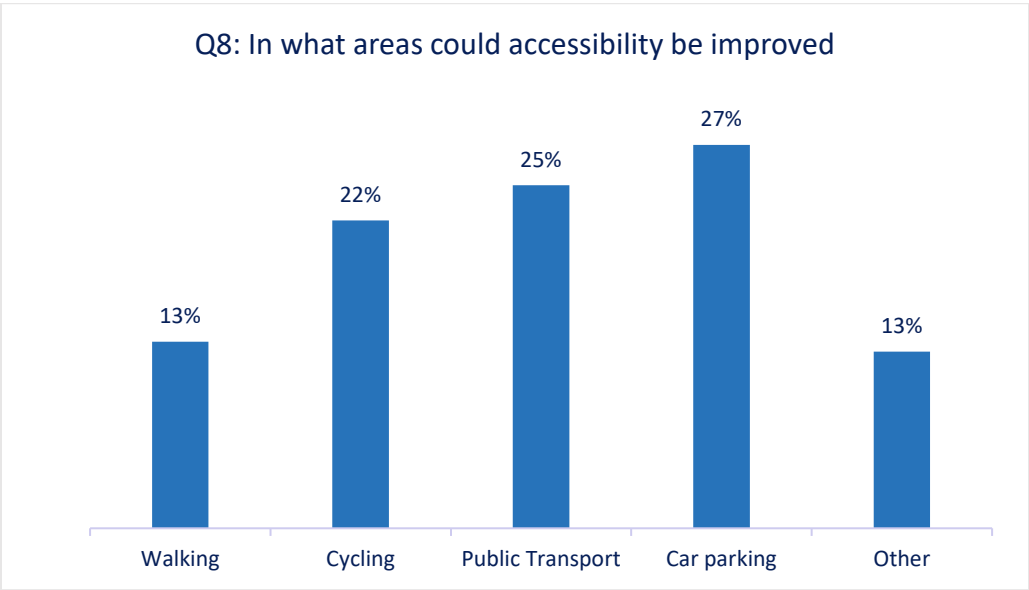


Figure 11:: What areas of accessibility could be improved in New Brighton?

In what areas could accessibility in New Brighton be improved?	Frequency
Walking	37
Cycling	61
Public Transport	68
Car parking	76
Other	35
Total	240

Table 8: Table showing what areas of accessibility could be improved in New Brighton

A further 13% had suggestions for other ways in which accessibility could be improved. Of these several users suggested the idea of hop-on hop-off transport along the prom, which was also a popular suggestion amongst the comments pinned to the places map tool. Also mentioned multiple times was the re-introduction of a ferry service. A park and ride scheme was suggested by a number of users, as well as subsidised and more frequent and far reaching public transport to new Brighton.

'Other' ways in which accessibility can be improved

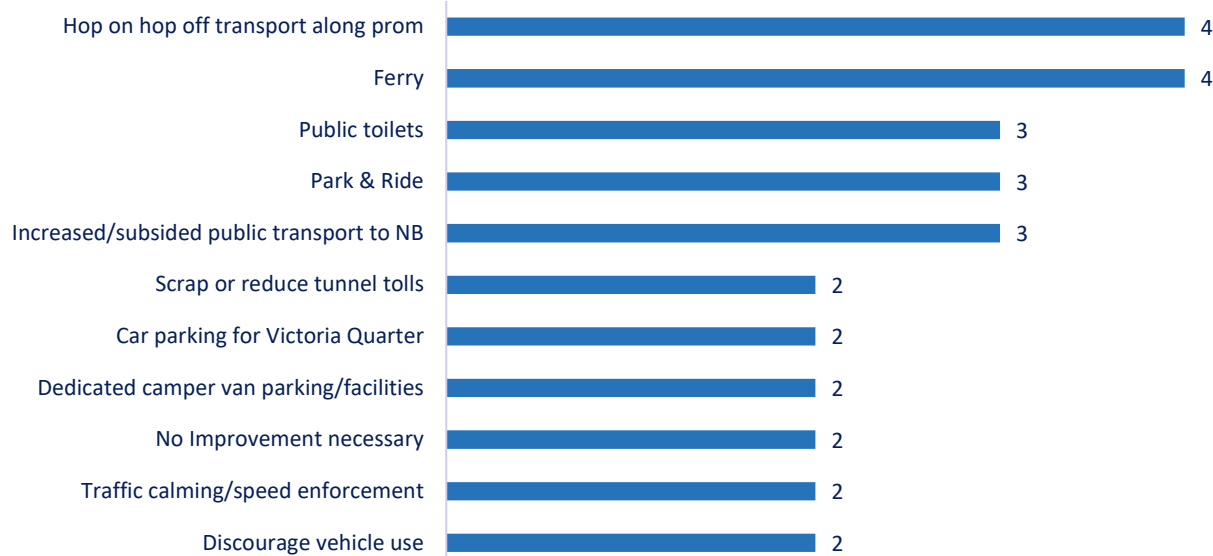


Figure 12: 'Other' ways in which accessibility can be improved in new Brighton

Other (Categorised)	Frequency
Ferry	4
Hop-on hop-off transport along prom	4
Increased/subsided public transport to NB	3
Park & Ride	3
Public toilets	3
Discourage vehicle use	2
Traffic calming/speed enforcement	2
No Improvement necessary	2
Dedicated camper van parking/facilities	2
Car parking for Victoria Quarter	2
Scrap or reduce tunnel tolls	2
Steps from shore to riverside	1
Essential Services - e.g. banks, post office	1
Engaging activities for visitors and residents	1
Cycle Lanes	1
Skate Park	1
Prohibit Motorhomes/camper vans	1
Running track	1
Modernise but retain traditional feel	1
Accessibility for mobility scooters	1
Litter management	1

Table 9: 'Other' way in which accessibility can be improved - categorised.

Other (Categorised)	Frequency
Promote area	1
Dedicated resident's parking	1
EV Charge points	1
Disability friendly bike/buggies for hire	1
Parking away from residential areas	1
Taxi accessibility	1
Independent businesses	1
Ice Skating rink	1
Maintain pavement & dropped kerbs	1
Total	48*

*Some respondents mentioned more than one idea, hence more responses than responders.

Q9: Which streets and open spaces in New Brighton could be improved?

When asked which of New Brighton's streets and open spaces could be improved, most people pointed to Tower Grounds (20%). The Dips, the Promenades and Seabank Road followed, with similar numbers of people feeling these areas needed improvement – between 16% - 18% of respondents.

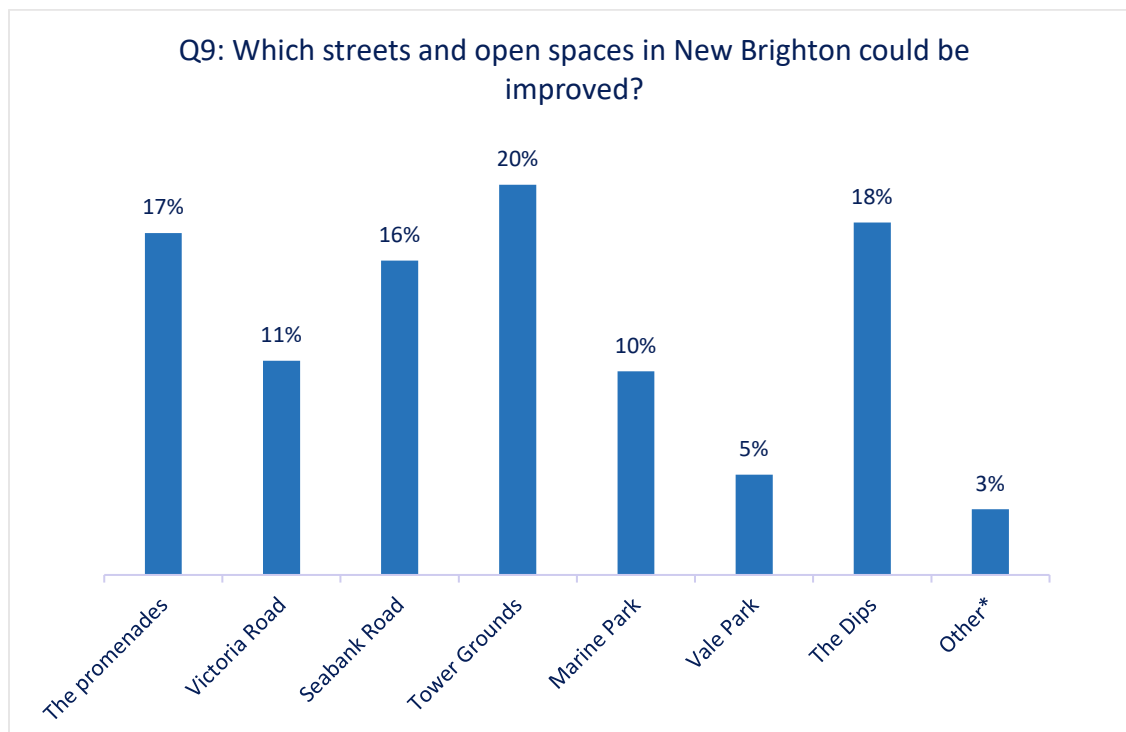


Figure 13: Which streets and open spaces could be improved?

*Some of the streets and open spaces indicated in the 'other' category responses related to the main selection options. Where this is the case, they have been aggregated into the appropriate category above.

Which streets and open spaces in New Brighton could be improved?	Frequency
The promenades (includes x7 from the 'other' category)	99
Victoria Road (includes x3 from the 'other' category)	62
Seabank Road (includes x1 from the 'other' category)	91
Tower Grounds	113
Marine Park	59
Vale Park	29
The Dips	102
Other*	19
Total	574

Table 10: Data table showing which streets and open spaces could be improved.

The below table illustrates the other streets and open spaces that respondents feel could be improved, that did not form part of the main selection options.

Three people mentioned that public toilet provisions could be improved. Other areas that more than one person felt could be improved were Fort Perch Rock, litter bin provision and cycle infrastructure.

Other (Categorised)	Frequency
Public toilets	3
Fort Perch Rock	2
Bins	2
Cycle infrastructure	2
Beach	1
Outside train station	1
Marine Lake	1
All streets	1
Lighthouse	1
Arts & culture	1
Union Terrace	1
Queens Royal Hotel	1
Grand Hotel site	1
Travelodge service area	1
Total	19

Table 11: 'Other' streets and open spaces that could be improved (categorised)

Q10: Which areas and buildings in New Brighton could benefit from development and/or refurbishment?

Most respondents feel that the area of Marine Promenade between Lacy's to the Floral Pavilion (30%) could benefit from redevelopment or refurbishment, and a similar proportion (29%) thought that Fort Perch Rock and the lighthouse could.

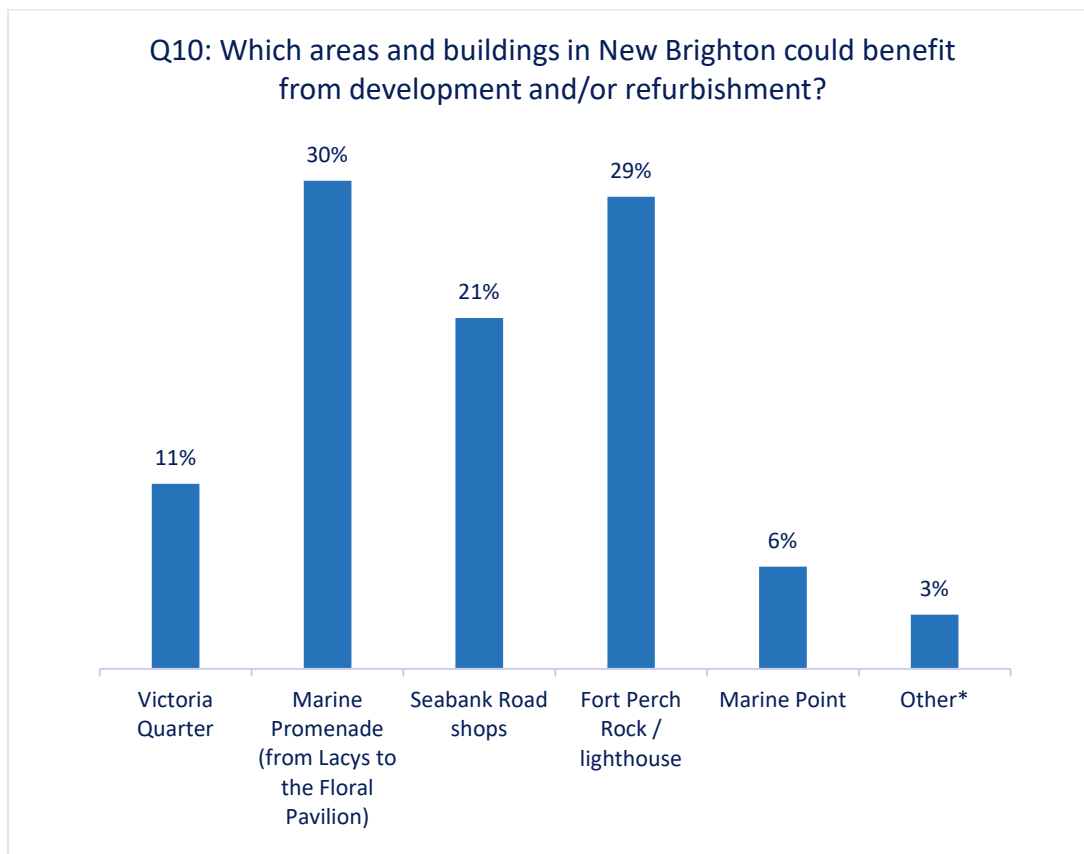


Figure 14: Which areas and buildings could benefit from development or refurbishment?

*Some of the areas and buildings indicated in the 'other' category responses related to the main selection options. Where this is the case, they have been aggregated into the appropriate category above.

Which areas and buildings could benefit from development and/or refurbishment?	Frequency
Victoria Quarter (includes x1 from 'other' section)	58
Marine Promenade (from Lacy's to the Floral Pavilion)	153
Seabank Road shops (includes x1 from 'other' section)	110
Fort Perch Rock / lighthouse (includes x1 from 'other' section)	148
Marine Point (includes x3 from 'other' section)	32
Other	17
Total	518

Table 12: 'Other' areas & buildings that could benefit from re-development

The below table illustrates the other areas & buildings that respondents feel could be refurbished and/or redeveloped, that did not form part of the main selection options.

3 people mentioned that Marine Point and the casino may benefit from a refurbishment. Other areas that more than one person felt could be redeveloped or refurbished were The Dips, the train station, the beach, and the art deco amusement arcade facade.

Other (Categorised)	Frequency
The Dips	2
Train Station	2
Beach	2
Amusement Arcades	2
Floral Pavilion	1
Redevelopment over demolition	1
Grand hotel	1
Fort Perch Rock/lighthouse	1
Waste Handling station, bottom Victoria Road	1
Victorian shelters	1
Old co-op Building	1
Total	20

Table 13: data table showing which 'other' areas & building could benefit from refurbishment or development.

Q11: What do you think about having some tall buildings (8 or more storeys) in New Brighton?

Most people (61%) either strongly disagree (38%) or disagree (23%) with having some tall buildings in New Brighton. Only 12% agreed, 7% strongly so.



Figure 15: Chart to illustrate proportion of respondents who agree with tall buildings in New Brighton

Q12: When travelling to and around New Brighton, what is most important to you in order of importance?

Respondents were asked to rank from 1 to 5 the offered options according to what they feel is most important to them when travelling to and around New Brighton. As a result, the options were returned in the below priority order, based on their average rank:

1 Walking infrastructure

2 Free car parking

3 Cycling infrastructure

4 Railway links

5 Bus links

Figure 16: Ranked list of what is most important when travelling to and around New Brighton.

Walking infrastructure, such as the promenade is deemed to be most important when travelling to and around New Brighton, followed by free car parking. Cycling infrastructure and railway links were closely ranked third and fourth, with only 0.3 difference between their average rank. Bus links are considered to be least important.

Questions 13 to 16 – Travel to and around New Brighton

Respondents were presented with statements relating to various aspects of travel to and around New Brighton and asked to what extent they agreed with them. Questions related to car parking, train and bus transport and space for cyclists and pedestrians.

Figure 17: Q13: There is enough car parking in New Brighton and I can usually find a space where I want



Figure 18: Q14: An enhanced train station and/or its surroundings would improve my travel experience.



Figure 19: Q15: More room for pedestrians and cyclists will improve my travel experience around New Brighton

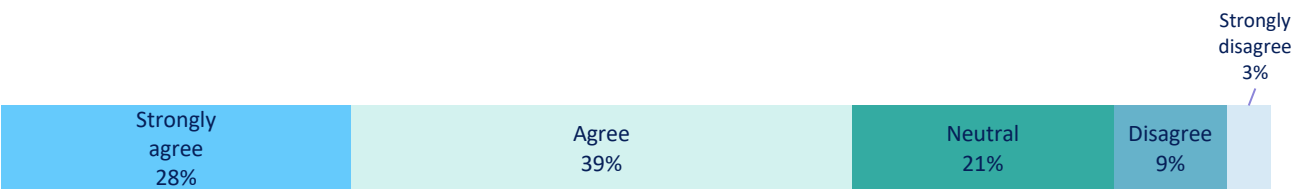


Figure 20: Q17: Improved bus waiting facilities would improve my travel experience.



Overall, more people agreed with each of the statements than disagreed. Of the 4 statements, the one that garnered most agreement was that more room for pedestrians and cyclists would improve their travel experience to New Brighton (figure 19) where 67% of people either agreed (39%) or strongly agreed (28%) with the statement. Further comments around this were garnered in question 16, which are detailed in the next section.

A relatively high proportion of people (55%) agreed that enhancing the train station would improve the travel experience (figure 18), whilst 47% agreed that there was enough parking in New Brighton (figure 17). The statement that improved bus waiting facilities would enhance the travel experience (figure 20) is the only one where more people had a neutral response (49%) than those in agreement (41%).

The statement that garnered the most disagreement was that there is enough parking, with 29% disagreeing, against 47% in agreement.

Q16: Do you have any comments on how pedestrians and cyclists travel together along the waterfront?

As noted above, 68% of respondents believed that more room for pedestrians and cyclists would improve their travel experience to and around New Brighton.

When asked to comment on how pedestrians and cyclists travel together on the waterfront the predominant theme was that better separation is required between cyclist and pedestrian lanes. 41% of respondents mentioned this. Also mentioned often was a need to enforce lane use and speed on the waterfront (24%). The temporary cycle lane implemented during the lockdown earlier in 2020 was popular and 15% felt that this should be permanently re-instated. A relatively high proportion of people felt that the current arrangements were working well.

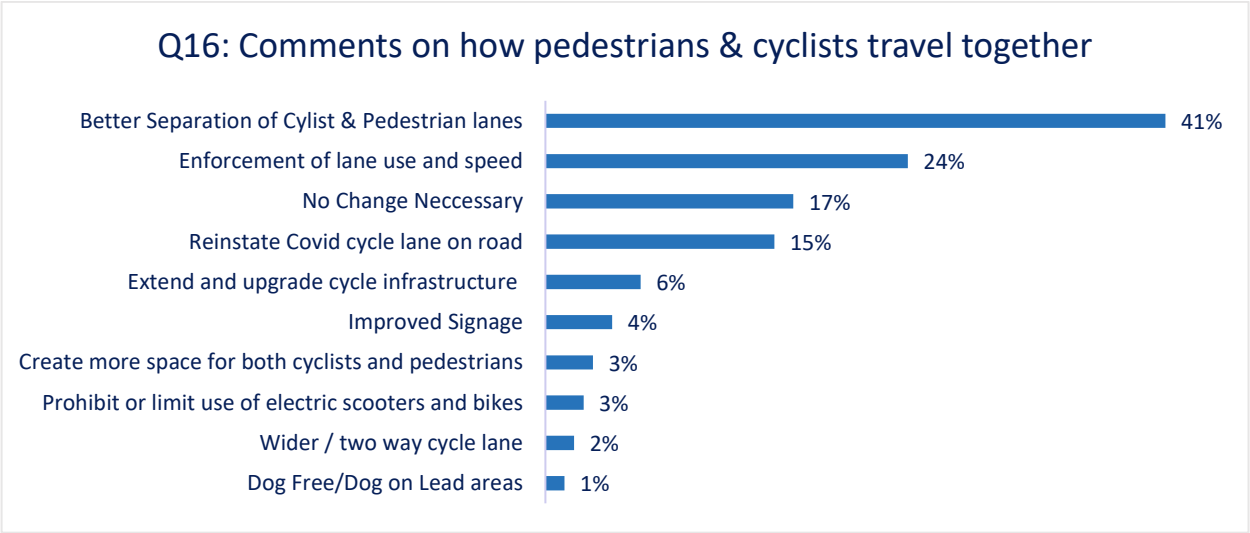


Figure 21: Chart illustrating top types of comments about pedestrians and cyclists travel together.

Comment	Value
Better Separation of Cyclist & Pedestrian lanes	65
Enforcement of lane use and speed	38
No change necessary	26
Reinstate Covid cycle lane on road	24
Extend and upgrade cycle infrastructure	10
Improved signage	7
Create more space for both cyclists and pedestrians	5
Prohibit or limit use of electric scooters and bikes	4
Wider / two-way cycle lane	3
Dog Free/Dog on Lead areas	2
One-way system on Prom	1
Prohibit campervans/motorhomes from Kings Parade	1
Speed calming measures for cyclists	1
Prohibit vehicles from driving & parking on prom alongside enforcement	1
Blown sand obscures cycle lane	1
Accessible/disability friendly path	1
Ferry to Liverpool	1
Vehicle speed enforcement	1
Better Lighting/Streetlighting	1
Secure Bicycle Storage	1
Total	194

Table 14: Data table of categorised comments about how pedestrians and cyclists travel together

Q18: Are there any other general traffic or transport matters you would like to see improved?

When asked about other traffic and transport matters that they would like to see improved parking in some form accounted for 53% of the comments raised. Top of the parking issues was a desire for dedicated resident’s parking, with residents finding themselves unable to park during peak times (figure 22). There is also a call for dedicated parking/facilities for camper vans, which is felt would alleviate parking problems along the waterfront and provide somewhere safe for the camper vans with appropriate waste disposal.

One of the top emerging themes was the need to nurture the Victoria Quarter including by improving the parking provision to the area to support the businesses there. It is suggested that the disused Co-op site may become a car park serving this area, perhaps multi-storey. Also suggested were signposting the area from the train station and having buses stop there.

There were several suggestions that a Park & Ride scheme might create improvements, with Derby Pool, Seacombe and Coastal Drive being suggested areas.

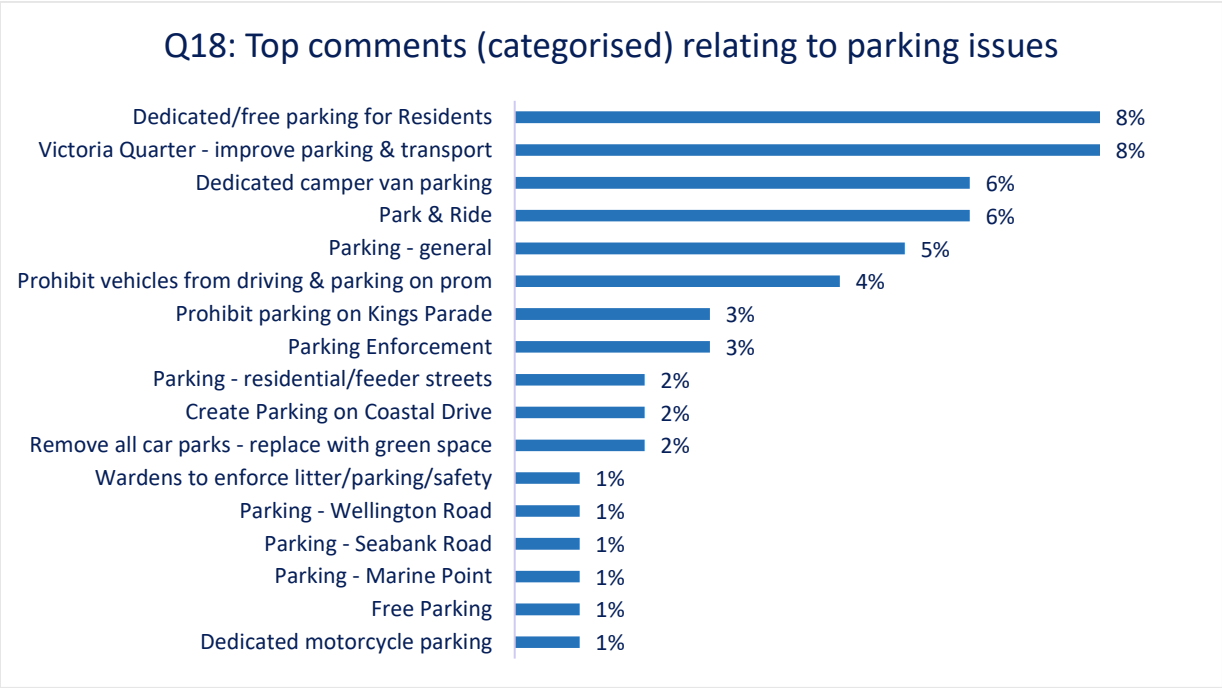


Figure 22: Chart illustrating top types of comments about parking issues in New Brighton

Other than parking issues, 16% of respondents identified a need for more frequent and direct public transport that had a wider reach, both within Wirral and beyond (figure

23). Several people pointed to the lack of direct bus to routes to the area, particularly from the West of the peninsula, as well as a lack of direct trains to Birkenhead.

A popular comment (15%) was the need for a hop-on, hop-off mode of transport along the waterfront with various suggestions of what form this may take, including tram, land train and electric bus.

Several people also suggested this should extend to Seacombe, or there should be some other form of direct transport from Seacombe Ferry to take advantage of potential visitors arriving on the ferry.

As raised in Q16, the reinstatement of the temporary Covid cycle lane was also raised as a potential area for improvement here.

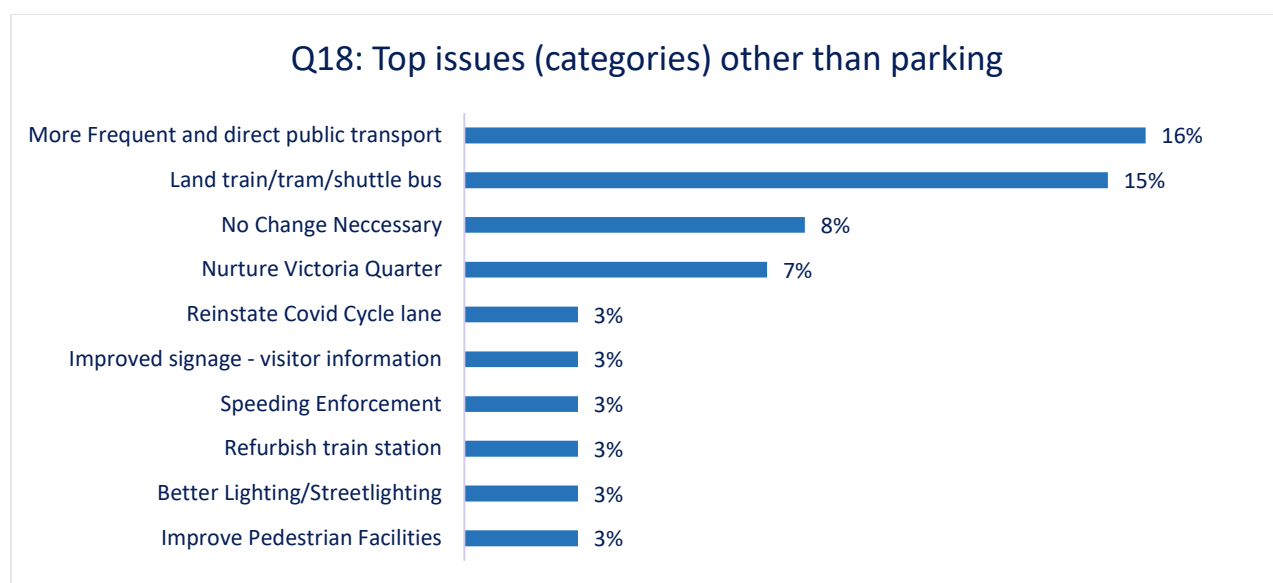


Figure 23: Chart to illustrate the top types of comments, other than parking, in New Brighton

Comment	Frequency
More Frequent and direct public transport to wider Wirral and Liverpool	18
Land train/tram/shuttle bus along prom and/or to Seacombe Ferry	13
Dedicated/free parking for Residents	9
No Change necessary	9
Victoria Quarter - improve parking provision & public transport reach to support this area	9
Nurture Victoria Quarter	8
Park & Ride	7
Dedicated camper van parking	7
Prohibit vehicles from driving & parking on prom alongside enforcement	5

Comment	Frequency
Parking (general)	6
Direct transport from Seacombe Ferry	4
Improve Pedestrian Facilities	3
Better Lighting/Streetlighting	3
Refurbish train station	3
Speeding Enforcement	3
Parking Enforcement	3
Improved signage - visitor information	3
Prohibit parking on Kings Parade	3
Reinstate Covid Cycle lane	3
Parking - residential/feeder streets	2
Create more space for both cyclists and pedestrians	2
Increased traffic calming on feeder streets	2
EV charge points	2
Pedestrianise	2
Create Parking on Coastal Drive	2
Traffic management	2
Parking - Marine Point	1
Parking - Seabank Road	1
Ferry to Liverpool	1
Secure Bicycle Storage	1
Free Parking	1
Traffic management - Harrison Drive	1
Tunnel tolls	1
Sustainable/green infrastructure	1
Dropped kerbs	1
Improved signage - traffic	1
Pedestrian crossing between Station & Morrison's	1
Parking - Wellington Road	1
Discourage vehicle use	1
Cycle infrastructure	1

Comment (continued)	Frequency
Remove cycle lanes	1
Re-introduce 4 wheeled social cycles	1
One-way system around Vale Park	1
Reduce Speed Limit to 20mph	1
Remove speed bumps	1
Confusing traffic lights	1
Prioritise cycle/pedestrian & public transport infrastructure over vehicles	1
Dedicated motorcycle parking	1
Vehicle speed enforcement	1
Wardens to enforce litter/parking/safety	1
Traffic management - Seabank Road	1
Traffic management - Dips	1
No more cycle lanes	1
Ablutions block for beach/water sports users	1
Bike hire	1
Improve road surfacing	1
Total	163

Table 15: Categorised data table of traffic or transport matters that could be improved.

Q19 – Q21 The Lido (outdoor pool) proposal

The majority of respondents, 90%, either strongly agreed or agreed that a lido was generally a good idea for the masterplan. Only 3% disagreed. (figure 24)

Q19: The lido is generally a good idea for the masterplan

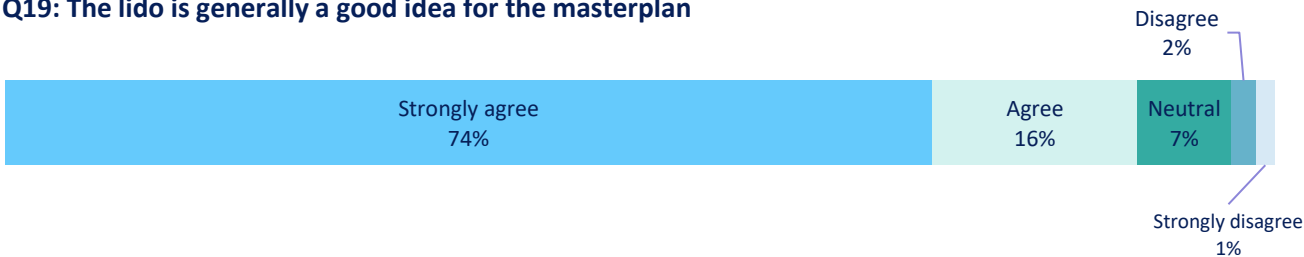


Figure 24: chart to show the proportion of people who agree or disagree that the lido is a good idea.

When thinking about a lido (Q20), the thing that people felt was most important to them was that it would provide a facility for local people’s health and wellbeing, 20% of people felt this was important. It was then considered important that it would be an attraction that serves the Liverpool City Region and attracts visitors, with 17% of people feeling this is important. Least important, but not unimportant, was considered to be the lido’s role in creating jobs and business opportunities.

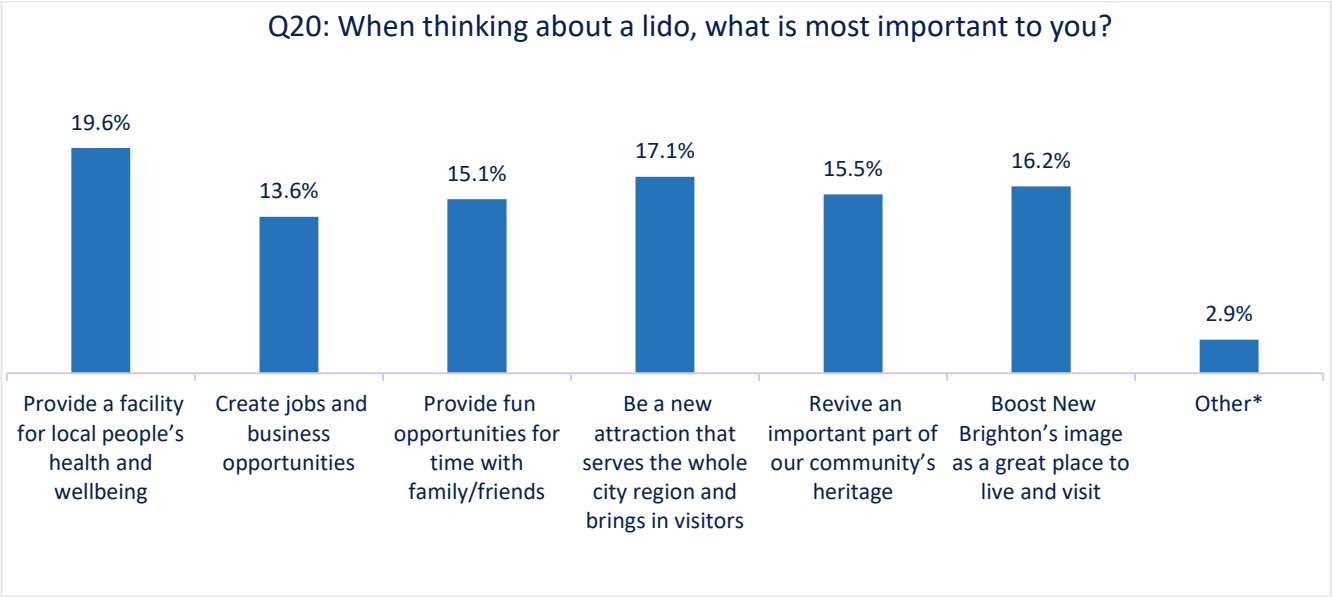


Figure 25: chart to show what is most important to people when thinking about the lido.

*Some of the suggestions indicated in the ‘other’ category responses related to the main selection options. Where this is the case, they have been aggregated into the appropriate category above.

Other things that were felt to be important were for a lido to be usable all seasons and ‘winterproof’ with heating and/or a retractable cover to enable it to be used year-round (table 13). Some people had concerns about the knock-on effects regarding the additional volumes of people and cars that a lido would attract and felt it important that these be mitigated before a lido is considered. Others highlighted the importance of using sustainable energy sources in the construction and operation of the lido, and to ensure that it provided value to the local community during mid-week or off season periods, such as in the form of a community space.

When thinking about a lido, what is most important to you?	Frequency
It will provide a facility for local people’s health and wellbeing	141
It will create jobs and business opportunities (includes x2 from ‘other’)	96
It will provide fun opportunities for time with family/friends	109
It will be a new attraction that serves the whole city region and brings in visitors (Includes x4 from ‘other’ category)	119
It will revive an important part of our community’s heritage	112
It will boost New Brighton’s image as a great place to live and visit	117
Other (please specify)	21
Total	715

Table 16: Data table showing what is important when thinking about a lido.

Other (Categorised)*	Frequency
Winterproof e.g. retractable cover/heating	8
Side effect - excessive cars/pollution	3
Side effect - over crowding	3
Sustainable - renewable energy	2
Value to local people mid-week/off season - community hub	2
Iconic design - architecture	1
New Brighton welcomes innovation and investment from various sources	1
Sufficiently profitable	1
Side effect - loss of green space	1
Side effect - public toilet provision	1
View of coast from pool	1
Year-round facility - convert to ice rink	1
Total	25**

Table 17: Data table showing the type of ‘other’ things that are important when thinking about a lido.

**Some responses covered more than one area of importance

In addition to the lido itself, most respondents felt that the proposal should also include a sun terrace and/or space for outdoor events and activities (26%) and a café, bar, or restaurant (24%).

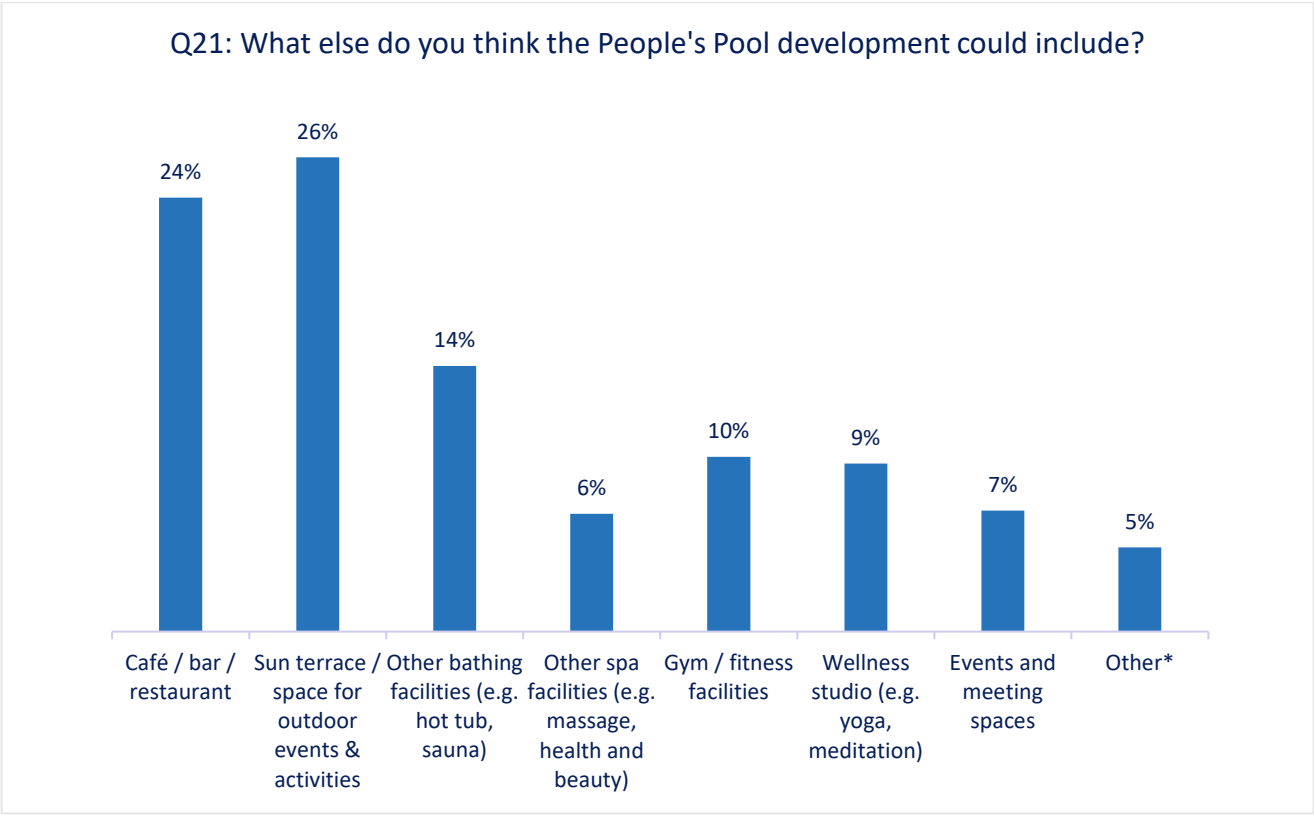


Table 18: Chart to show what else the People's Pool development could include.

*Some of the streets & open spaces indicated in the 'other' category responses related to the main selection options. Where this is the case, they have been aggregated into the appropriate category above.

Other suggestions that the lido development should include were that there should be a diverse programme of aquatic activities. Examples given were family activities, children's swimming lessons, scuba diver training, and provision for clubs to operate at the pool, such as competitive swimming and canoeing. Several people mentioned that the development should use sustainable energy.

Other suggestions that were put forward more than once were the addition of a water park, ice rink and skate park. Some users cautioned against too many extra facilities and felt that the development should focus on simply providing a good quality outdoor pool with a view.

What else do you think the lido development could include (choose up to 3)?	Frequency
Café / bar / restaurant	129
Sun terrace / space for outdoor events & activities	141
Other bathing facilities (e.g. hot tub, sauna)	79
Other spa facilities (e.g. massage, health and beauty)	35
Gym / fitness facilities (includes x2 from 'other' section)	50
Wellness studio (e.g. yoga, meditation) (includes x2 from 'other' section)	48
Events and meeting spaces	36
Other (please specify)	25
Total	543

Table 19: Data table showing what else the lido development could include.

Other (Categorised)	Frequency
Programme of aquatic activities/classes/clubs/naturist session	7
Sustainable energy	3
Pop up café encouraging diverse businesses	2
Skate Park	2
Ice rink	2
No extra facilities	2
Water park	2
Live music venue	1
Affordable/Value for Money	1
Grassed area	1
Autism friendly sessions	1
Adequate parking	1
Children's playground	1
Dog friendly area	1
Separate lane and leisure pools	1
Band stand - encourage buskers	1
Total	29

Table 20: Data table showing the type of 'other' things that the lido development could include.

Places tool responses

Users were invited to place pins on a map show where they believe New Brighton's opportunities, assets and issue lie, as well as the best potential site for a lido. Users could choose one or more pins for each category, and had the option to add a comment associated to each pin.

Assets

Figure 27 illustrates where most pins were placed to highlight New Brighton's assets.

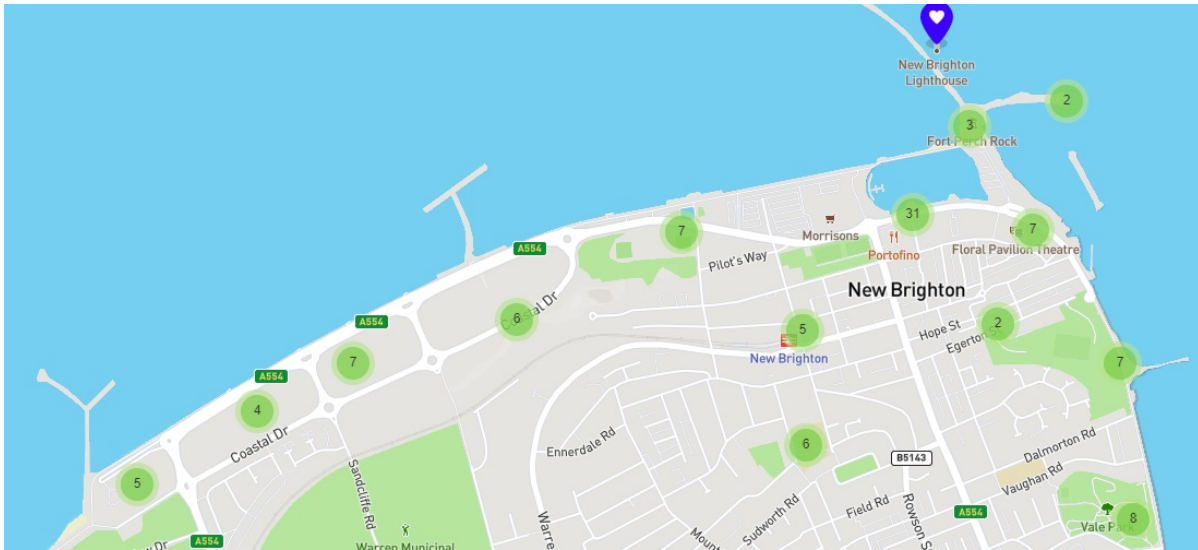


Figure 26: Map showing the locations of New Brighton's assets

The assets most highlighted are:

Marine Promenade 31 pins: This takes in several assets – the top five being, in order of number of pins assigned:

1. The Marine Lake (x10)
2. The Queen's Royal Hotel (x6)
3. The New Palace Amusement Arcade and funfair (x5)
4. The Floral Pavilion (x4)
5. Fort Perch Rock (x3)

Other areas considered to be an asset are:

The Dips 16 pins

Tower Grounds including the Black Pearl (8 pins) and Vale Park (8 pins)

St Peter and Paul Catholic Church (6 pins)

The boating lake on Kings Parade (4 pins).

Issues

Figure 29 illustrates where most pins were placed to highlight New Brighton's issues:

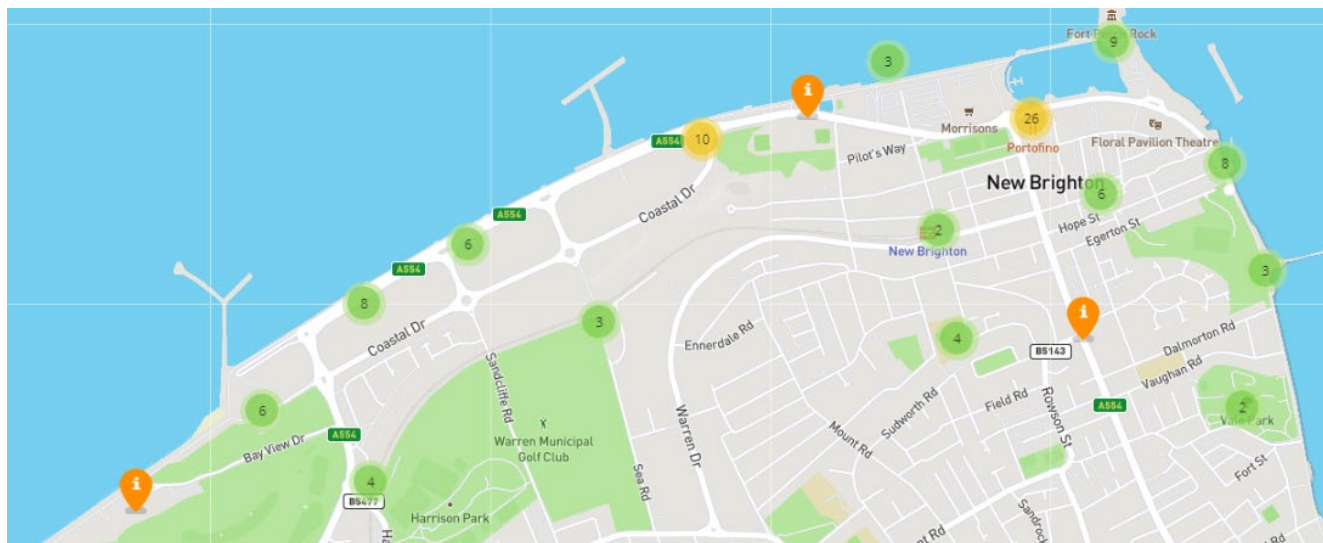


Figure 27: Map showing locations of issues in New Brighton.

- **Marine Promenade** – 25 pins main issues are:

Union Terrace/Lacey's/Queen's Royal hotel Site – These derelict buildings and surrounding land are eyesores. Most believe the Queen's Royal building should be rescued and redeveloped rather than demolished.

Litter problems due to wind, seagulls, fast food packaging. Make businesses accountable. Victorian shelters are in need of renovation.

- **Coastal Drive junction with King's Parade** 10 pins – main issue is **Clown sculpture**; replace with something iconic that recognisably represents New Brighton.
- **Victoria Road** 6 pins – main issue is that there is **insufficient parking** here creating congestion. Pedestrianise and utilise co-op site for parking.
- **Western end of King's Parade** 6 pins - The cycle path is covered in sand and unusable, motorhomes parked improperly

Opportunities

The below map illustrates where most pins were placed to highlight New Brighton's opportunities:

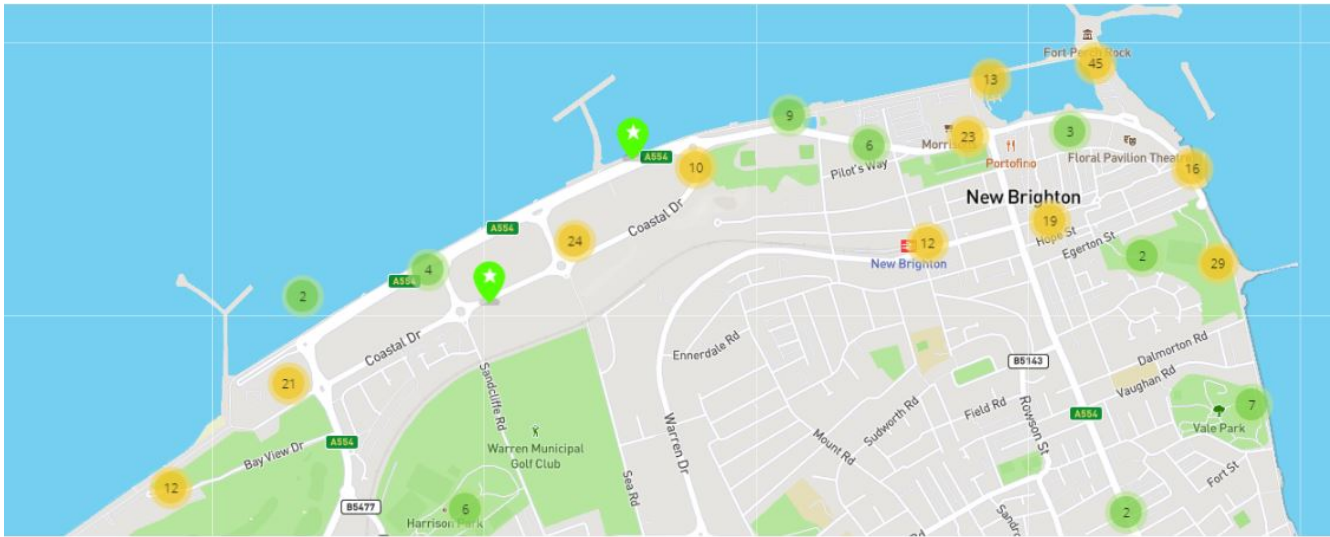


Figure 28: Map showing locations of potential opportunities in New Brighton.

The commonly highlighted areas and their most popular suggestions are:

- **Fort Perch Rock as an attraction** 24 pins
- **The Dips – utilise as open-air arena/event space** 24pins
- **Tower Grounds -skate park/BMX track and/or open-air event space** 22 pins
- **Victoria Quarter – Pedestrianise, utilise co-op site for an artisan market or car parking.** 19 pins
- **Ian Fraser Walk (prom) behind Marine Point is ugly – landscape, add greenery, markets/art exhibits on prom** 18 pins
- **Land between Kings Parade and Coastal drive as camper van/motor home parking with facilities** 13 pins
- **Hop-on hop-off transport along waterfront (tram/land train/shuttle bus)** 12 pins
- **Beach area at Bay View Drive - beach huts and ablution block for beach users** 12 pins
- **Pumping Station as site for a Pier** 8 pins
- **Casino site as a gym –** 7 pins

Lido

57 (10%) of the total pins placed on the map related to the lido. Figure 26 illustrates the area where 'lido' pins were most commonly placed.

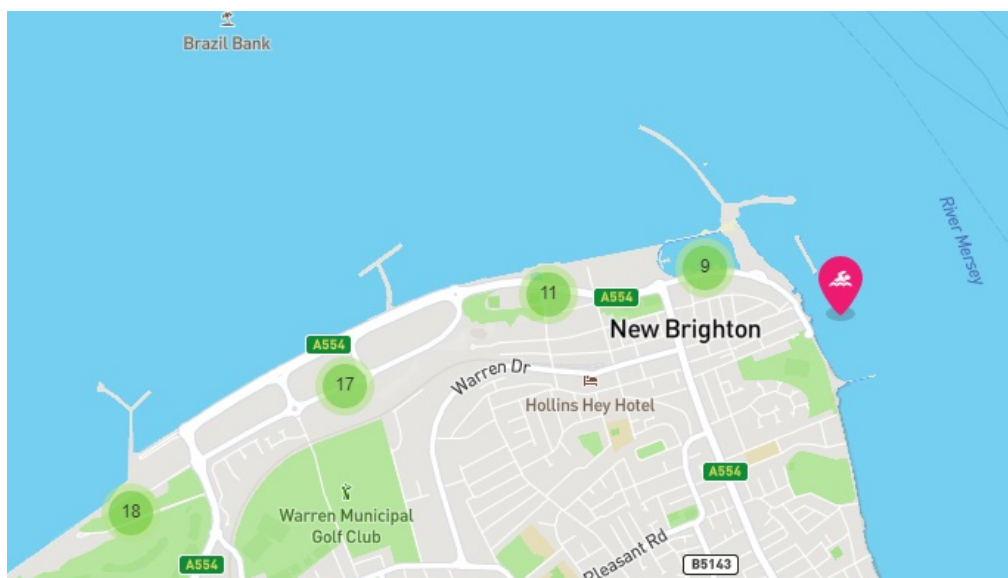


Figure 29: Map illustrating potential lido site locations

Four broad locations have been highlighted by respondents as potentially suitable for a lido:

1. The area around the original Derby Pool (now site of the Derby Pool public house)
2. Coastal Drive around 'The Dips'
3. Kings Parade in the vicinity of Bubbles playcentre
4. The Marine Lake.

The comments submitted alongside the pins have been analysed and common themes identified (figure 30). The top themes are represented in the below chart. 10% of comments concerned the lido, the next most common theme (4%) was to bring Fort Perch Rock as an attraction. A further 4% felt that preservation not development should take place. Of the comments made around the lido, 11% mentioned the need to ‘winterproof’ the pool, so that it can be used all year round, possibly with a retractable roof or heating.

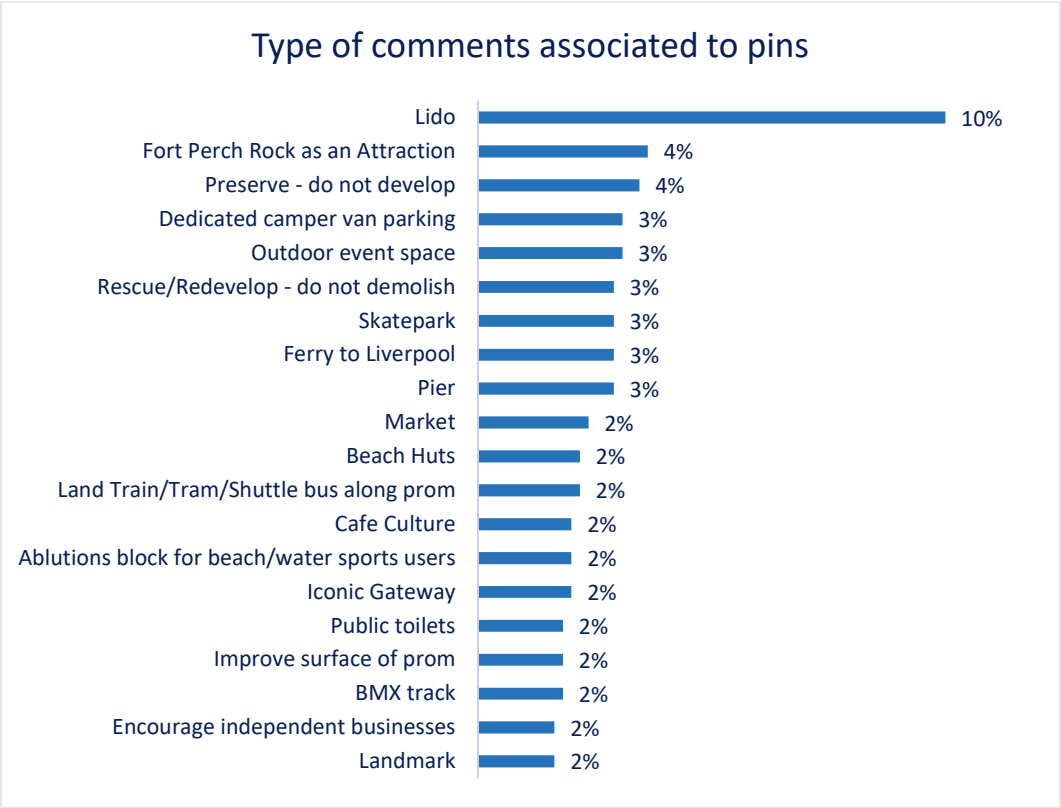


Figure 30: Chart to illustrate the top types of comments associated to the pins.

Demographics and Site Traffic

Demographics

Registration was required to complete the survey, however not all questions in the registration form were compulsory. Only the question requesting the participant's postcode was mandatory, the remaining questions users could choose to select 'prefer not to say' or skip the question altogether.

According to postcode, 90% of participants were Wirral based. Of the Wirral based respondents 57% were from New Brighton and 12% from adjacent Wallasey.

Responses were also received from Liverpool, Cheshire West, Southport, Loughborough and Leeds. Of those who chose to say, 85% of respondents stated they were local residents.

Most respondents were female, the most common age group was 45-54 years. Only 2% were aged 16-24 years.

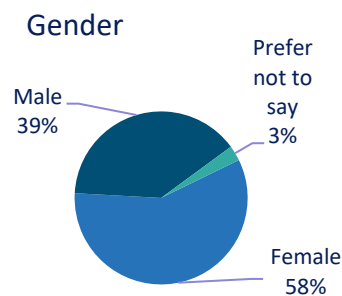


Figure 31: Gender of respondents

93% of respondents were white British. Only 8 (4%) respondents were of a non-white or other ethnicity. 80% were heterosexual.

Respondents age group

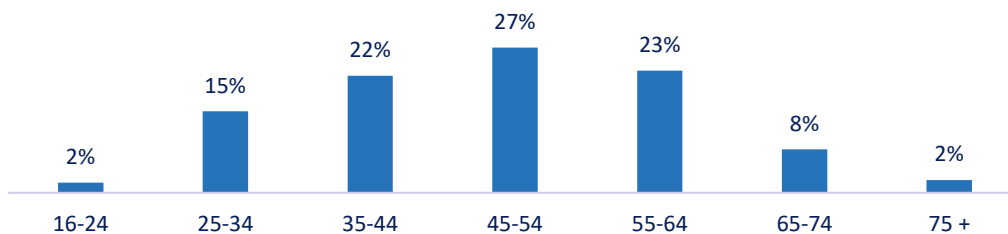


Figure 32: Sexual orientation of respondents

Traffic

A total of 3,891 people visited the New Brighton Masterplan consultation page during the consultation period. Out of these 282 people either took the survey and/or used the places tool. 213 people participated in the survey and 107 people placed 560 pins on the map.

Traffic Source	Page Visits	% of total	Engagement Rate
DIRECT	2954	76%	9.8%
SOCIAL MEDIA	578	15%	1.9%
EMAIL	21	1%	47.6%
SEARCH ENGINE	37	1%	5.4%
REFERRALS	301	8%	6.0%

Table 21: Consultation traffic sources

Most visits to the site were direct visits, and these also generated the highest rate of engagement with 9.8% visits resulted in survey completion. However, a high number of site visits generated by a traffic source does not necessarily always translate into a high engagement rate. Whilst social media accounted for 15% of traffic compared to the 8% generated by referrals (from other websites), the social media visits only generated 1.8% engagement, compared to 6% engagement from referrals.

Of the visits from social media 87% came via Facebook.

64% of referrals to the site came via the People's Pool website peoplespool.co.uk.