



Have your say

Wirral Council Budget 2022-23 Public Consultation Report



Consultation: 2 November 2021 – 28 November 2021

Report: 6 December 2021

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1.0 Executive Summary

Wirral Council continues to face financial challenges as it moves ahead with setting a budget for 2022-23. The authority faces a potential maximum budget gap of around £30m between funding (from council tax, fees, and grants) and the cost of providing services at the current level.

The council must therefore plan to make any necessary savings in order to deliver a legal balanced budget.

At Policy and Resources committee on 25 October 2021 a stakeholder consultation programme was agreed. The objectives of the public consultation were to:

- Achieve a proportionate balance of responses which accurately reflects stakeholder make up
- Ensure external coverage is balanced in tone and content, with inaccuracies challenged
- Ensure residents and stakeholders understand the scale of the budget challenge, and feel able to contribute their views
- Provide an engagement plan that will:
- Allow residents to contribute strategically about what's important to them and their community
- Address the difficult budget choices/decisions that must be taken.

Through the consultation people were asked to tell us what their priorities are, what council services matter most to them, and where they believe the Council should be focusing its efforts to help develop the budget plan. The results of the consultation are provided in this report.

1.1 Key Findings

1.1.1 The Questionnaire

A total of 534 survey responses were received, 530 online responses and 4 paper copies. These responses have been amalgamated and are reported on as a whole.

- **Parks and Open Spaces** and **Children’s Services** were highlighted as being among the top 3 for both most valued services (Q1) and most important services to invest more resources in (Q2).
- Q1. The services that were most frequently placed as being most valued were:
 1. Children’s Services (46.1% of respondents)
 2. Parks and Open Spaces (42.5%)
 3. Adult Social care (40.0%)
- Q2. The services that were most frequently placed as most important to invest more resources in were:
 1. Parks & Open Spaces (39.2%)
 2. Museums (39.0%)
 3. Children’s Services (36.3%)
- Q3. **Safe and Pleasant Communities** was the priority most frequently placed as most important, by 46.2% of respondents.
 - Within the **Safe and Pleasant Communities** priority, working with partner agencies to reduce crime and tackle anti-social behaviour was the action was most frequently placed as most important, by 53.3% of respondents.
 - Within the **Sustainable Environment** priority, the protection of our local environment action was most frequently placed as most important, by 41.8% of respondents.
 - Within the **Brighter Futures** priority, ensuring our children and young people have equal access to education opportunities was the action was most frequently placed as most important, by 47.0% of respondents.
 - Within the **Inclusive Economy** priority, supporting local businesses and job creation was the action was most frequently placed as most important, by 47.0% of respondents.

- Within the **Active and Healthy Lives** priority, working collaboratively with our partner agencies to improve mental wellbeing was the action was most frequently placed as most important, by 34.6% of respondents.
- Suggestions and Ideas that appeared in-common on both the free text section of the questionnaire (Q4) and the ideas board were:
 - The council should have fewer consultants (32 comments/23 ideas).
 - The council should have fewer councillors (29 comments /38 ideas).

See below for a full summary of the free text responses to Question 4.

See section 1.1.2 for a full summary of the ideas board.

Q4. Respondents were invited to outline suggestions as to how the council could make additional savings or generate income.

- The most common themes that suggestions fell in to were:
 - Council workforce (136 people).
 - Council operation (54).
 - Suggestions for chargeable services (51).
- Overall the top specific suggestions were:
 - The council should have fewer consultants (32).
 - The council should have fewer councillors (29).
 - Reduce salaries within the council (26).

1.1.2 The Ideas Board

- 112 contributions were made to the ideas board by 78 participants. Contributions could be in the form of an idea (x80) or a comment on an idea (x32) and participants were able to make more than one submission.
- The most common themes that ideas fell in to were:
 - Council's operation and structure (score of 71).
 - Ideas relating to maintenance (57).
 - Ideas relating to golf courses (42).
- The most popular and 'liked' specific ideas were:

- The council should have fewer councillors (38).
- Hoylake Beach should be maintained (24).
- The council should use fewer consultants (23).

1.1.3 Demographics

- Most of the respondents (87.9%) classed themselves as local residents.
- The most represented Wirral Ward is Hoylake and Meols (11.3%), the least represented Wirral Ward was Bromborough (0.2%).
- Most Wirral respondents were in Decile 1 or decile 6 of the IMD (13.7% each), where decile 1 is the most deprived, and decile 10 is the least deprived.
- 59.3% of respondents were male; 36.4% were female.
- The most represented age group was 65–74-year-olds (24.7%).
- The least represented age group was 16–27-year-olds (0.8%).
- 93.4% of respondents were of white British ethnicity.
- 2.7% were of a non-white or 'other' ethnicity.
- 81.6% of respondents were heterosexual.

2.0 Methodology

Through the budget consultation people were asked to tell us what their priorities are, what council services matter most to them, and where they believe the Council should be focusing its efforts to help develop the budget plan.

Following the consultation, the feedback will be considered by the Policy and Resources Committee on 17 January 2022, where further budget consideration will be made. Full Council will have the final say on the authority's budget for the next year.

The consultation was carried out between 2 November – 28 November 2021. The approach used was an online public consultation through the 'Have your say' consultation portal at www.haveyoursay.wirral.gov.uk with a page dedicated to the Budget Consultation. A Budget Booklet, a Financial Strategy Document and an Easy Read Version of the consultation were published on the portal and available for download to provide key information about the consultation.

Two online tools were provided for residents to engage with:

- An online questionnaire – to respond to specific questions about budget proposals.
- An ideas board – for residents to post 'ideas' about the council budget.

Respondents were also able to request paper copies of the survey, including an easy read version, or submit additional comments via a dedicated email address, which was published on the 'Have your say' website alongside the online tool.

2.1 Questionnaire

The consultation questionnaire was developed on the themes of the Wirral Plan and enabled stakeholders to record their feedback and opinions on how the council budget could be allocated, and savings made according to their priorities and what matters to them most. To enable further understanding, and in-depth analysis, respondents were invited to provide free-text comments to expand on their ideas or concerns.

Following closure of the consultation, the responses to each of the direct questions were collated and the responses included in this report. For the free-text comment question, a text coding approach was used based on the reoccurring themes. This data was then collated and summarised in the report. Free text results are provided as a count, rather than as percentages. This is because one comment or idea may cover multiple themes, therefore there are considerably more themes than contributions. Percentages derived from this as a denominator are non-sensical and confusing so have been omitted

Four paper questionnaires were submitted. These responses were examined, and the points raised incorporated into the online questionnaire results to ensure the views were represented in the final analysis.

2.2 Ideas Board

The Ideas Board function was set up to allow respondents to submit their own ideas about the budget, these could be voted for ('liked') and commented on by other members of the public.

Ideas and comments were reviewed and categorised into themes. Those categories of ideas that were most prevalent and/or most 'liked' have been identified and highlighted.

Ideas Board results are provided as a score, rather than as percentages. This is because one comment or idea may cover multiple themes, therefore there are considerably more themes than contributions. Percentages derived from this as a denominator are non-sensical and confusing so have been omitted.

2.3 Staff Feedback

In addition to direct Manager/ Departmental Management Team communications, a specific area was set up on the council's new Intranet Platform. This included channels for questions, feedback, and ideas, as well as links to the Have Your Say platform. Regular staff briefings, member engagement, 'Exec view' messages and specific sessions for our harder to reach staff were also undertaken. All responses were reviewed and summarised for reporting.

2.5 Analysis of Respondents

Respondents to the online tools were provided with the option to provide demographic information about themselves. It must be noted that this is an option and that not all respondents included this information. This data allows the demographic results to be included in this report to enable analysis of the scope of responses and representation from different demographic groups.

2.6 Interpretation of Results

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

- The public consultation is not representative of the overall population but provides information on the opinion of those residents who engaged.
- For specific tools where percentages do not add up to 100, this may be due to rounding, or the question is multi-coded. All free-text questions and ideas that offered respondents the option to provide written feedback could have covered multiple

themes. Therefore, with free-text responses being categorised using a coding system, some comments will be multi-coded and therefore add up to more than 100 percent.

The Policy and Resources Committee requested that the engagement should aim to ‘Achieve a proportionate balance of responses which accurately reflects stakeholder make up’. To achieve responses from a representative sample of the Wirral population would require a range of targeted engagement to ensure the correct sample size, and coverage of response from the correct population demographics. Consultations designed to achieve this are often run in a range of stages based on analysis of the responses throughout the process and often use a range of engagement techniques such as contacting residents using a call centre. The time frame allowed to run this consultation did not allow this to be achieved. As noted above this consultation provides information on the opinion of residents who engaged.

2.7 Communication

A major social and digital media sub campaign was also carried out, which included regular messaging, targeted demographical and geographical communications, resident e-newsletters, and regular theme specific stories, linking with the narrative, and urging residents and stakeholders to take part in the consultation.

Through partnership agreements, we worked closely with Wirral Globe, Metro, and more local digital news channels. A mix of printed adverts and advertorials were placed to encourage participation, as well as digital click-through links and targeted news stories.

3.0 Results

3.1 Questionnaire Results

The questionnaire was responded to by 534 people, with 530 through the online portal and 4 paper copies submitted. No questions were mandatory so respondents could choose which questions to respond to.

Due to the size of data tables, the main tables for each of the closed questions are contained in [Appendix 1](#).

Council Services

Q1. Which Council Services do you value the most?

“We believe the services the council provides are all important. In planning for how we fund and deliver these services, we want to know more about which council services(s) you value the most”.

Please tell us how important these services are to you on a scale of 1-5 (1 being very important and 5 being of no importance at all).

The services that were most frequently placed as being most valued were:

1. Children’s Services (46.1% of respondents)
2. Parks and Open Spaces (42.5%)
3. Adult Social care (40.0%)

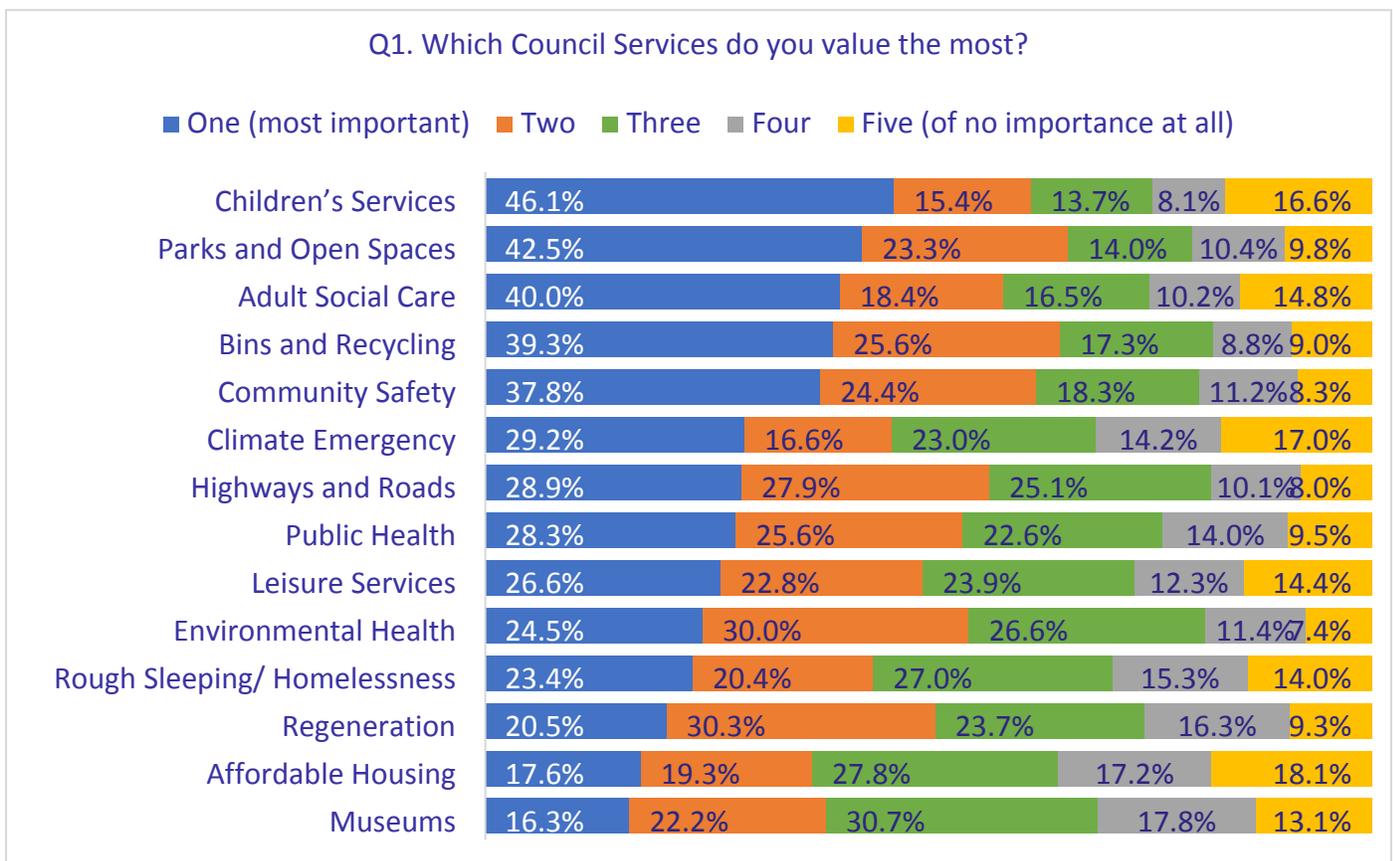


Figure 1: Chart showing which Council Services respondents value the most

Those services most frequently placed as least valued were:

4. Affordable Housing (18.1%)
5. Climate Emergency (17.0%)
6. Children’s Services (16.6%)

Q2. Tell us which services you believe the council needs to invest more resources into.

The services that were most frequently placed as most important to invest more resources in were:

1. Parks & Open Spaces (39.2%)
2. Museums (39.0%)
3. Children’s Services (36.3%)

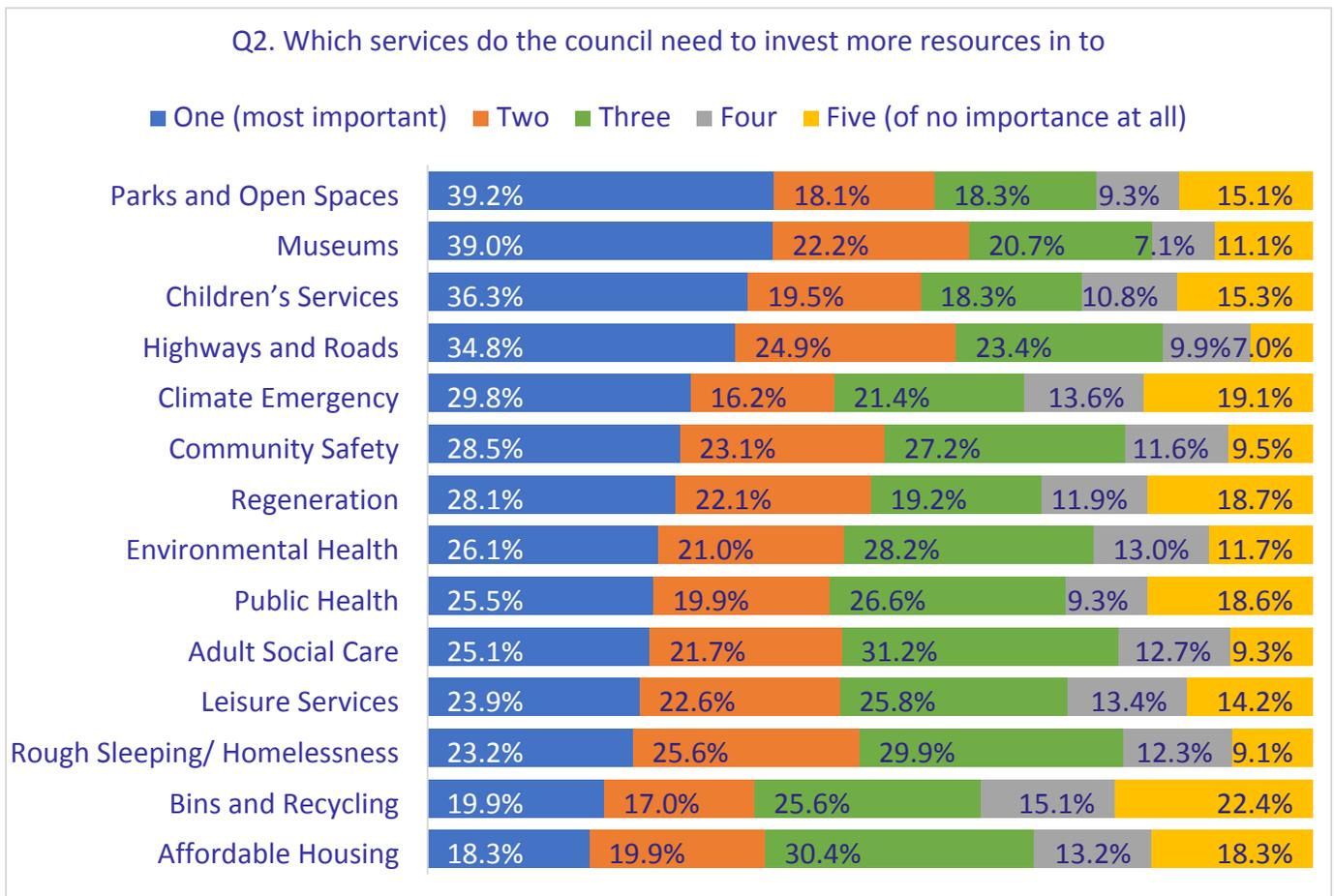


Figure 2: Chart showing which services respondents feel that the council needs to invest more resources into

Those services that were most frequently placed as of no importance at all to invest more resources in were:

1. Bins and Recycling (22.4%)
2. Climate Emergency (19.1%)

The Wirral Plan and the council budget

Q3. Please tell us how important these priorities are to you on a scale of 1-5.

Safe and Pleasant Communities was the priority most frequently placed as most important, by 46.2% of respondents.

Active and Healthy Lives (31.8%), Brighter Futures (31.4%) and a Sustainable Environment (31.3%) were all similarly placed in importance.

A Sustainable Environment was the priority most frequently placed as of no importance at all (13.1%).

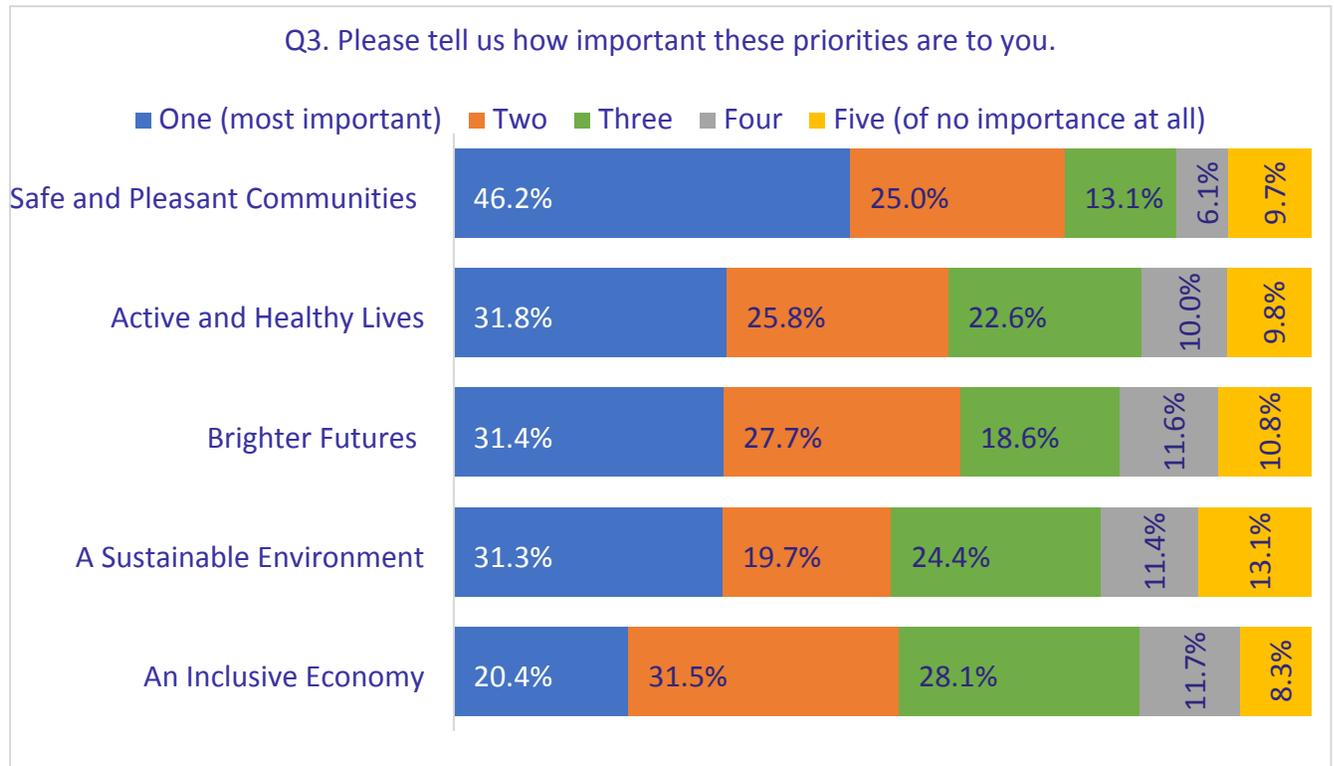


Figure 3: Chart showing how important these priorities are to respondents

Q4. Sustainable Environment: How important are these actions?

Within the Sustainable Environment priority, the protection of our local environment action was most frequently placed as most important, by 41.8% of respondents.

The continue to respond to the climate emergency action was most frequently placed as of 'no importance at all' (14.9%).

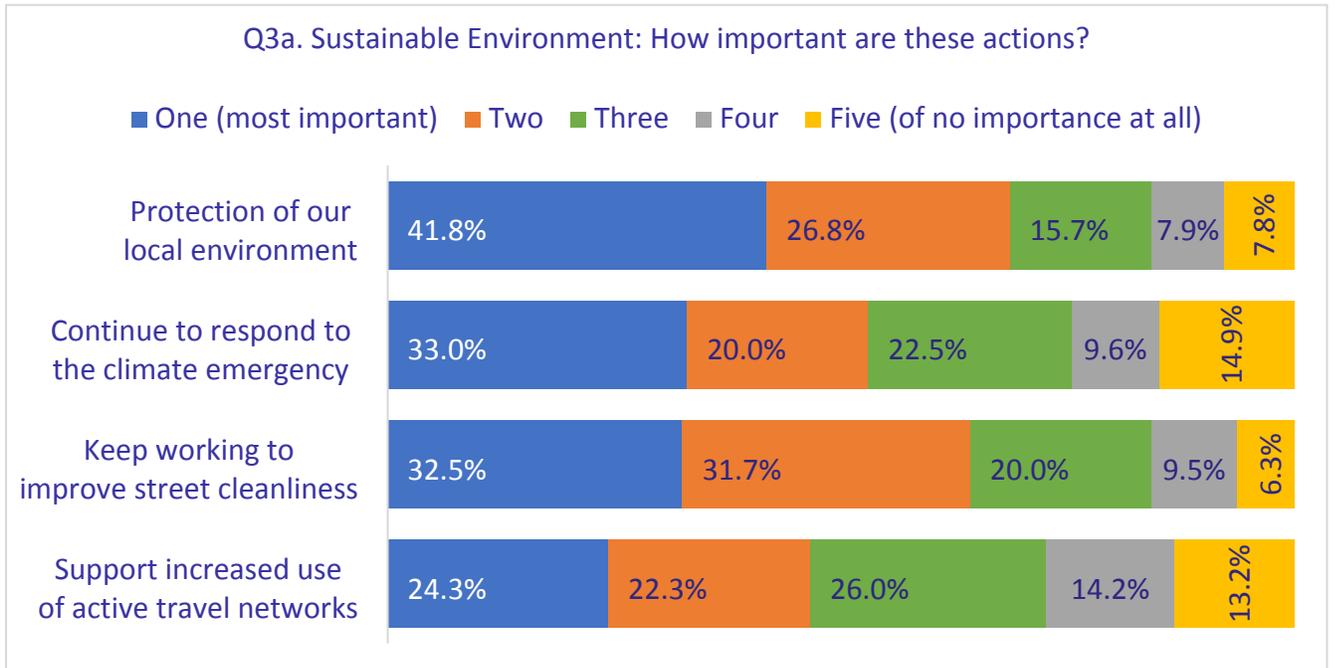


Figure 4: Chart showing how important the Sustainable Environment actions are to respondents

Q5. Brighter futures: How important are these actions?

Within the Brighter Futures priority, ensuring our children and young people have equal access to education opportunities was the action most frequently placed as most important, by 47.0% of respondents. This was also the action most frequently placed as being of 'no importance at all'.

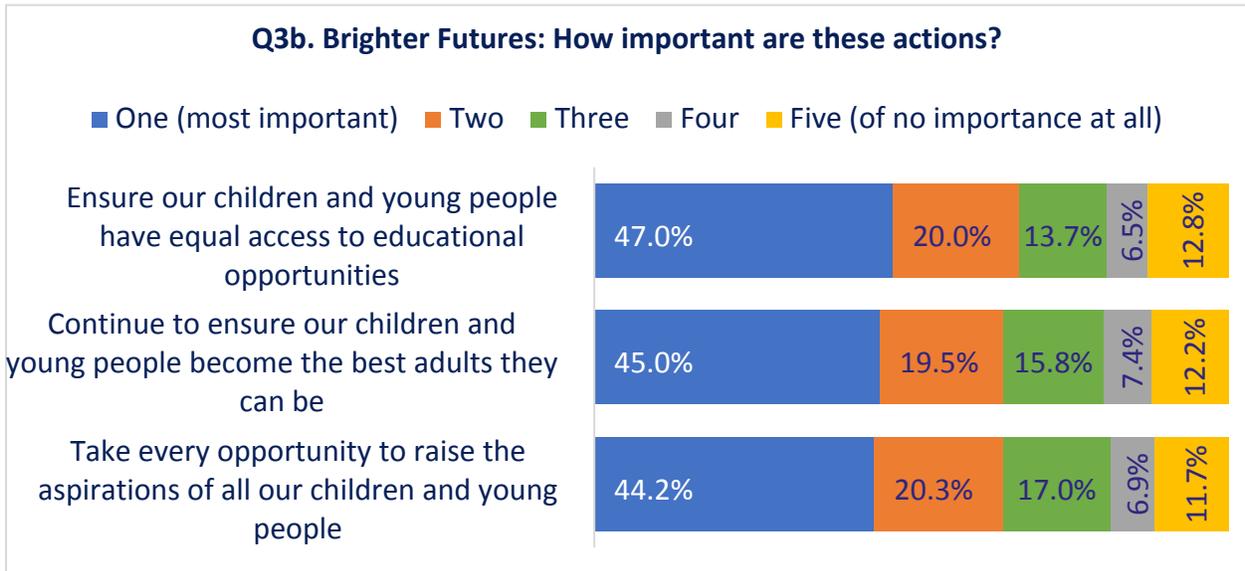


Figure 5: Chart showing how important the Brighter Futures actions are to respondents

Q6. Inclusive Economy: How important are these actions?

Within the Inclusive Economy priority, supporting local businesses and job creation was the action was most frequently placed as most important, by 47.0% of respondents.

Developing quality, affordable, sustainable homes was most frequently placed as of 'no importance at all' (13.7%).

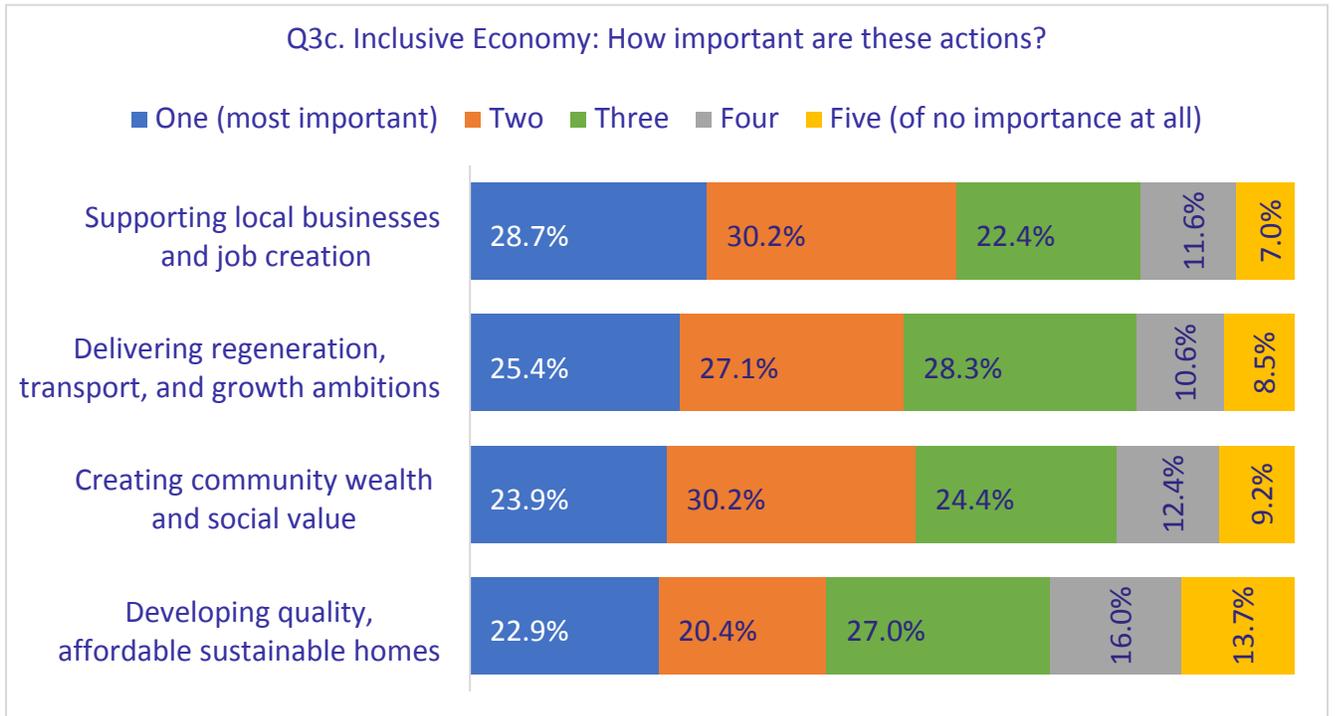


Figure 6: Chart showing how important the Inclusive Economy actions are to respondents

Q7. Safe and Pleasant Community: How important are these actions?

Within the Safe and Pleasant Community priority, working with partner agencies to reduce crime and tackle anti-social behaviour was the action was most frequently placed as most important, by 53.3% of respondents.

Tackling rough sleeping and homelessness was most frequently placed as of 'no importance at all' (13.7%).

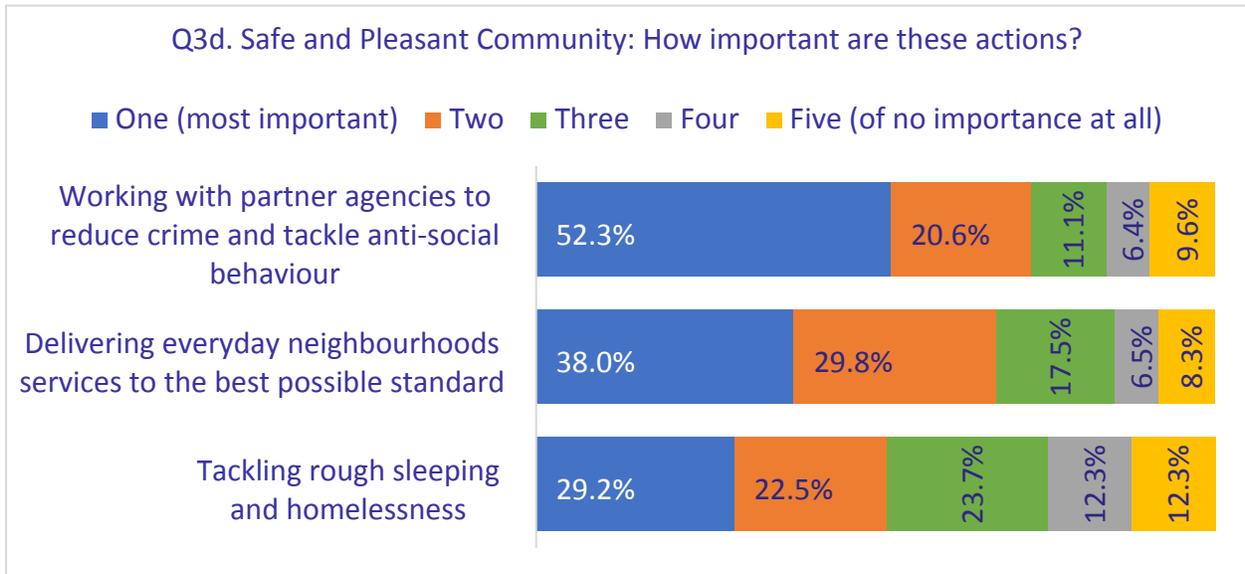


Figure 7: Chart showing how important the Safe and Pleasant Community actions are to respondents

Q8. Active and Healthy Lives: How important are these actions?

Within the Active and Healthy Lives priority, working collaboratively with our partner agencies to improve mental wellbeing was the action was most frequently placed as most important, by 34.6% of respondents. This action was also most frequently placed as of 'no importance at all' (11.8%).

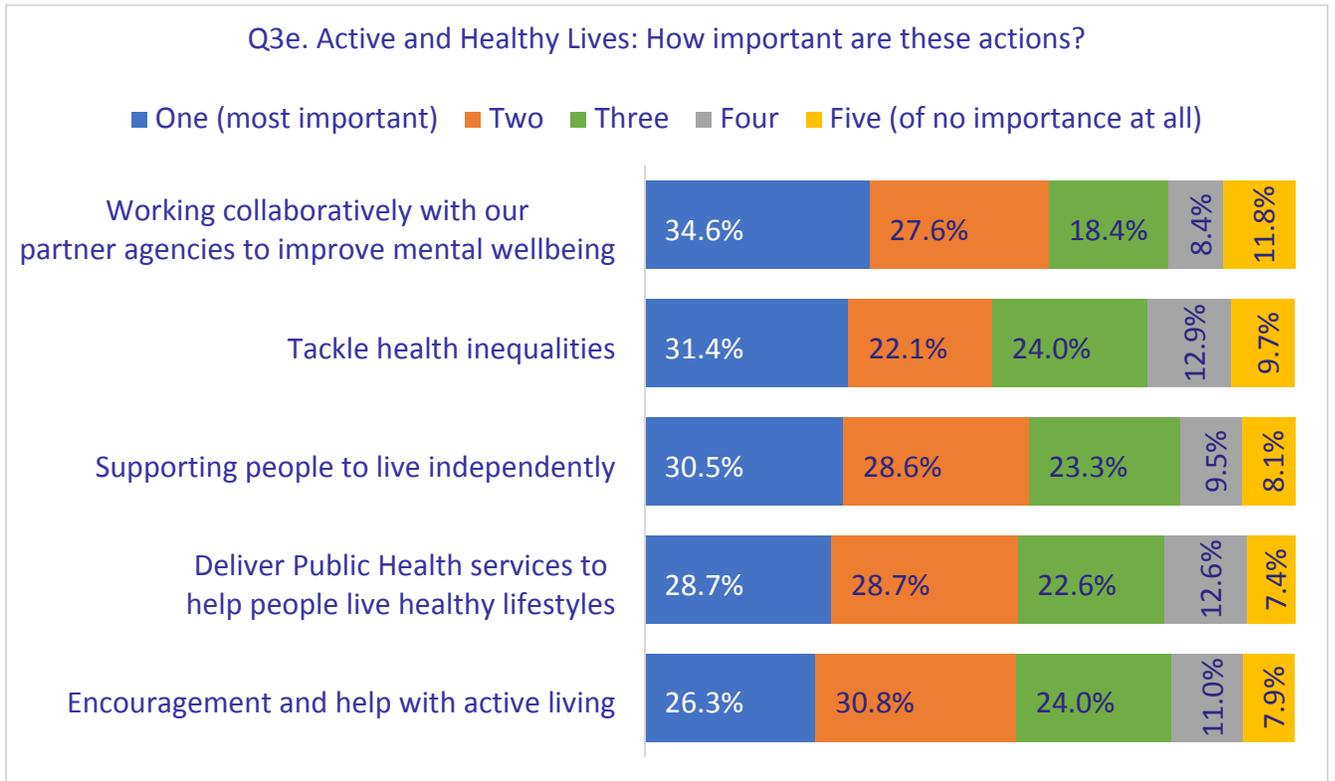


Figure 8: Chart showing how important the Active and Healthy Lives actions are to respondents

Q9. Please outline any suggestions you may have for how the council can make additional savings or potential sources of income.

The most common themes that suggestions fell in to were:

1. Council workforce (136).
2. Council operation (54).
3. Suggestions for chargeable services (51).



Figure 9: Top categories of suggestions

Main Category	Count
Council Workforce	136
Council Operation	54
Chargeable Service suggestions	51
Regeneration	46
Assets	42
Service closure/reduction	36
Maintenance	30
Leisure Services	29
Fines and enforcement	26
Climate Emergency	25
Golf Courses	20

Table 1: Top categories of suggestion.

Overall the top specific suggestions:

1. The council should have fewer consultants (32).
2. The council should have fewer councillors (29).
3. Reduce salaries within the council (26).



Figure 10: Top suggestions

Category	Subcategory	Total
Council Workforce	Fewer consultants	32
Council Workforce	Fewer councillors	29
Council Workforce	Reduce salaries within council	26
Assets	Sell council buildings	22
Regeneration	Cease existing projects - no new projects	21
Chargeable Services	Parking charges - support	16
Chargeable Services	Parking charges - oppose	14
Maintenance	Hoylake Beach - Rake/clean up	14

Table 2: Top suggestions



Below is a summary of those suggestions that were put forward more than 10 times.

1. **The council should employ fewer consultants (32).** Council workforce.

32 people put this forward as a suggestion. It is felt that the functions carried out by consultants should be carried out in-house, and that a workforce should be recruited that have the necessary skills.

2. **Reduce the number of Councillors serving Wirral (29).** Council workforce

29 people put forward this suggestion. Most commonly, people suggested that there should be only 1 or 2 councillors per ward, and that expenses paid should be reduced.

3. **Reduce salaries paid (26).** Council workforce

26 people put forward this suggestion. It is felt that salaries, particularly amongst upper management should be reduced or capped.

4. **Sell council-owned buildings (22).** Assets

22 people put forward this suggestion as a way of potentially generating revenue and saving costs in maintaining older buildings. There were 4 counter suggestions, where people were against selling off buildings, particularly the town halls.

5. **Curtail regeneration projects and do not embark on new ones (21)** Regeneration

21 people suggested that the various regeneration projects do not represent value for money and often do not reach fruition. It is felt that money should be spent on essential services and/or where there will be an immediate impact. 7 of the suggestions specifically mentioned that regeneration in Birkenhead in particular should cease.

6. **Parking charges - for (16) and against (14)** Chargeable services

Parking charges divided opinion amongst the suggestions.

16 people suggested that parking charges should be retained, or introduced, in order to increase revenue and/or deter car use. Some suggest all car parking should be charged, others that specific types should be chargeable such as on-street parking, parking at retail parks, workplace parking and non-resident parking.

There were 14 counter suggestions to this, suggesting that to charge for parking at smaller town and village high streets would have a detrimental effect on the businesses there, result in closures, and encourage people to out of town retail parks instead. It is also highlighted that removing parking charges at beauty spots would encourage people to be active and improve health and wellbeing.

7. **Hoylake Beach - Rake/clean-up (14)** Maintenance

14 people suggested that maintenance resume at Hoylake beach, and that it be returned to an 'amenity beach. The prevalent feeling in regard to this is that beach is no longer usable for leisure and recreation by the community, nor is an attraction to visitors. It is felt this will have a detrimental effect on health and wellbeing and the local economy. In addition, it is thought that the unmaintained beach will attract vermin.

3.2 Ideas Board Results

Ideas were examined and sorted into categories and given a 'score' based on the frequency that the idea was put forward and how many likes they received. Counter comments have been taken into account, and where someone disagrees with an idea, or submits an opposing idea, the score was adjusted (reduced) accordingly.

The score was calculated by adding the number of submissions and number of combined likes and subtracting the number of counter comments.

Where one individual has made multiple submissions saying the same thing, these are combined to one submission per category discussed. Any 'likes' accrued across the submissions are combined and retained.

The most popular type of ideas were those relating to the

1. Council's operation and structure (score of 71).
2. Ideas relating to maintenance (57).
3. Ideas relating to golf courses (42).

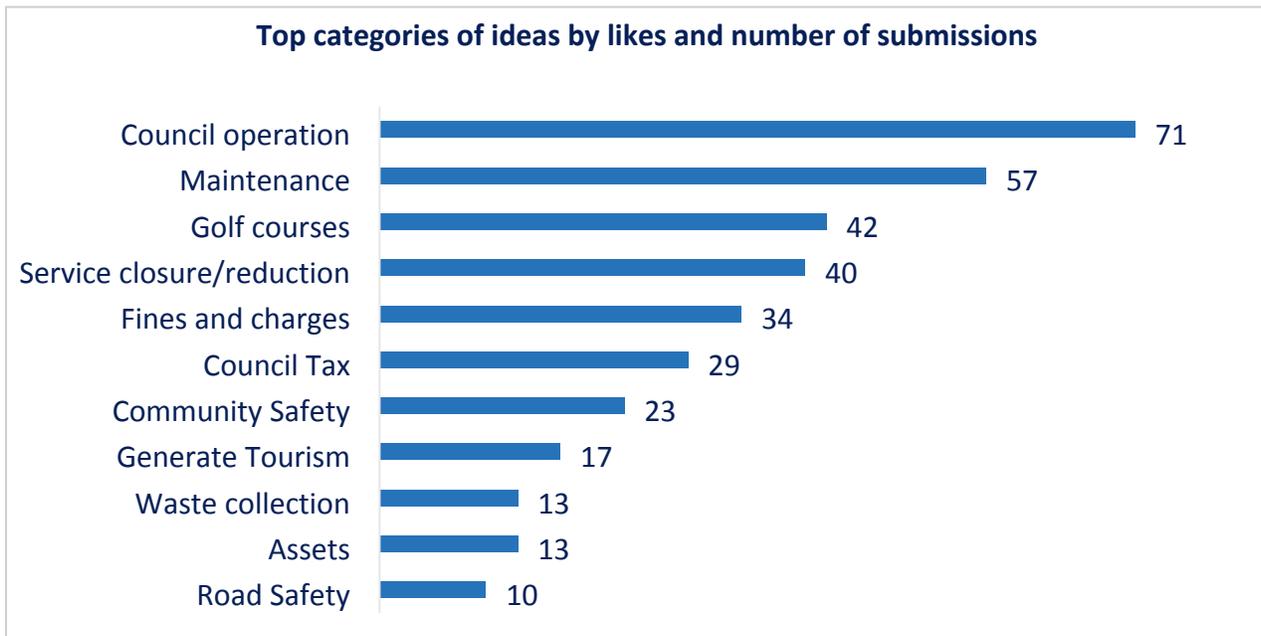


Figure 11: Top idea categories

Category	Sum of Likes	Submissions	Total approval
Council operation	58	13	71
Maintenance	41	16	57
Golf courses	24	18	42
Service closure/reduction	26	14	40
Fines and charges	24	10	34
Council Tax	21	8	29
Community Safety	17	6	23
Generate Tourism	15	2	17
Waste collection	11	2	13
Assets	9	4	13
Road Safety	8	2	10

Table 3: Top idea categories – score matrix

The most popular and ‘liked’ specific ideas were:

1. The council should have fewer councillors (38).
2. Hoylake Beach should be maintained (24).
3. The council should use fewer consultants (23).

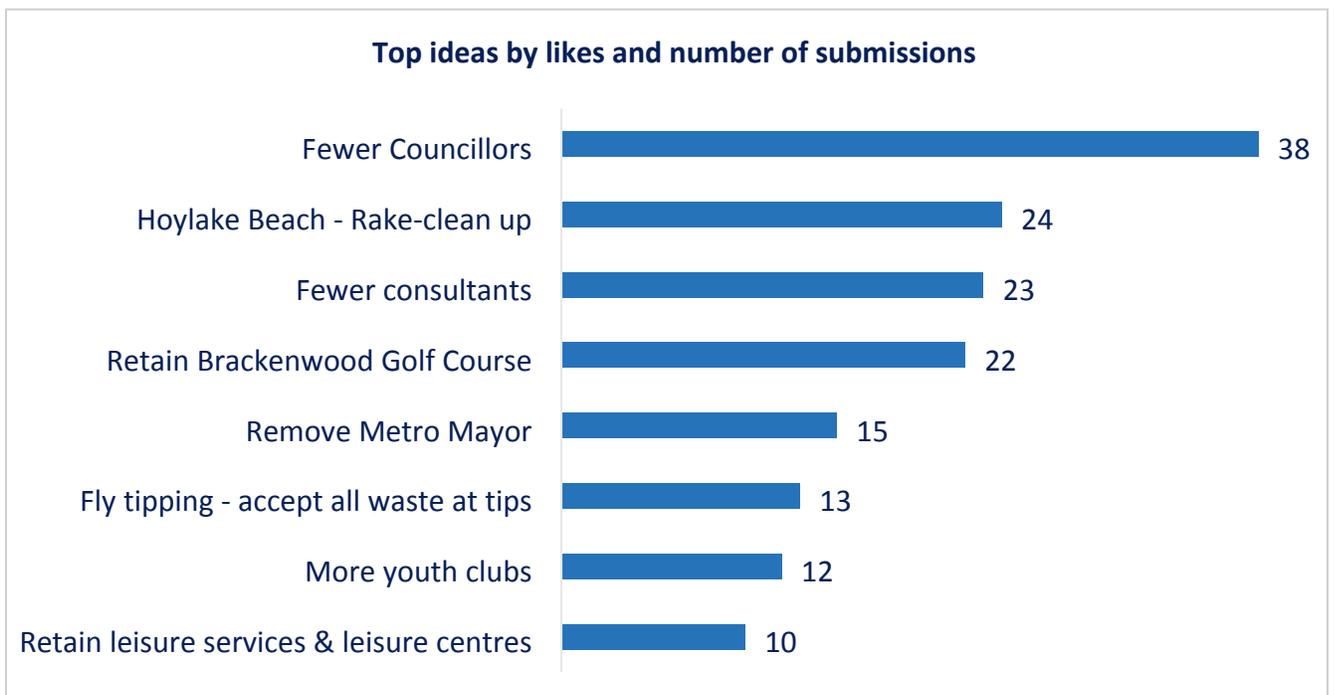


Figure 12: Top individual ideas

Row Labels	Sum of Likes	Submissions	Counter Comment	Total approval
Fewer Councillors	33	5		38
Hoylake Beach - Rake-clean up	25	7	8	24
Fewer consultants	20	3		23
Retain Brackenwood Golf Course	17	5		22
Remove Metro Mayor	14	2	1	15
Fly tipping - accept all waste tips	11	2		13
More youth clubs	10	2		12
Retain leisure services & leisure centres	7	3		10

Table 4: Top individual ideas – score matrix

Below is a summary of those ideas that achieved a frequency and popularity score of more than 10:

1. **Reduce the number of Councillors serving Wirral (38).** Council Operation and Structure

Five people put forward submissions mentioning this as an idea, which between them garnered 33 ‘likes’. Most commonly, people suggested that there should be only 1 councillor per ward, not 3.

One of these submissions was the joint most popular idea on the ideas board and received 14 ‘likes’:

Reduce the number of Wirral Councillors

I feel we could cut the number of councillors in each ward. Pensby, Thingwall & Irby has 3. Totally unnecessary. Whilst ward councillors do not receive a salary they do receive allowances, are loaned computer equipment when required. Every little helps.

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1 Comment

14 

2. **Resume maintenance of Hoylake Beach (24)** Maintenance

Seven people put forward submissions relating to this, which between them garnered 25 ‘likes’. There were also contrary opinions about this (8), that the beach should be returned to nature, which have been taken into account in the final scoring.

The feeling is that beach is no longer usable for leisure and recreation by the community, nor is an attraction to visitors. It is felt this will have a detrimental effect on health and wellbeing and the local economy.

The counter argument is that it would be environmentally beneficial to see the beach returned to nature and would attract wildlife and thus wildlife enthusiasts. It saves maintenance costs and stabilises the sand.

3. **Council to employ fewer consultants (23)** Council Operation and Structure

Three ideas to this effect were submitted, which garnered 23 'likes'. The prevalent feeling is that consultants were expensive and unnecessary. It is felt that the work should be carried out in-house and staff employed who could carry out the roles currently outsourced.

4. **Retain Brackenwood Golf Course (22)** Golf

Five people submitted ideas and comments to this effect, which were 'liked' by 17 people.

Brackenwood Golf Course is predominantly mentioned in terms of courses that should be retained, Hoylake golf course and the plans for an Arrowe Park golf resort were mentioned as those that could be sold or scrapped.

5. **Remove metro mayor charge from council tax (15)** Council Tax

Two people submitted ideas or comments to this effect, garnering 14 likes. It is felt that this function does not benefit Wirral.

One of these submissions was the joint most popular idea on the ideas board and received 14 'likes':

Scrap metro mayor tax from council tax.

It's a pointless greedy tax, that does not benefit Wirral

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2 Comments

14 

There was a counter comment to this submission which stated that a metro mayor afforded the ability to make regional decisions independent of Westminster, and that funding was attached to role.

6. **Reduce fly tipping by accepting all waste at tips and making kerbside collections cheaper (13)** Waste Collection

Two people submitted ideas or comments to this effect, garnering 11 likes.



By accepting all types of waste, and commercial waste at Wirral recycling centres fly-tipping would be greatly reduced or eliminated thus saving the cost of clearance. Similarly, if kerb-side bulk waste collection services were cheaper, this would lead to a reduction in fly tipping.

7. More youth clubs (12) Community safety and crime prevention

Two people submitted ideas or comments to this effect, garnering 10 likes.

It is noted that there is little for young people to do, and this can lead to anti-social behaviour born of boredom. The Hive in Birkenhead is highlighted as being a success and it is suggested that specifically West Kirby youth club should re-open.

8. Retain services and leisure centres (10) Health & wellbeing

Three people submitted ideas or comments to this effect, garnering 7 likes.

The benefits of sport and leisure on physical and mental health are highlighted as particularly important following COVID-19 restrictions. It is specifically queried as to why Woodchurch Leisure Centre is not open.

3.3 Staff Engagement

There were five staff responses fed back through the channel set up within the Council. The key areas in the feedback included:

Ideas for cost savings:

- Income generation in services such as cemeteries and crematorium.
- Reduce spending on buildings by reducing the Councils assets or bringing more services together to share buildings.
- Reducing the number of inappropriate jobs created in some parts of the Council. Inappropriate jobs relate to those established without consultation, ring fenced to certain individuals, lack of job evaluation and manager level pay with no management responsibility.
- To have a more inclusive curriculum and education system with support within schools and colleges utilising learning bases so a lot of money doesn't have to be spent on alternative curriculum for young people.
- Utilising the services that already exist including third sector to support instead of creating new services.
- Utilising tourists' spots to bring money in.

- Having more courses and educational opportunities in the Wirral so people don't have to travel out or move away.

What the Council priorities should be:

- Vulnerable Adults and Children
- Front line services e.g., bins, streetlighting, schools, social services.
- Use of the intelligence we have.
- Valuing and utilising the skills of the experienced staff we have.
- Senior management listening to ideas from staff not just once a year at budget time.
- Investing in young people, more opportunities and youth workers in the communities where young people are.

4.0 Demographics and Site Traffic

4.1 Demographics

Registration was required to engage in the online Budget Consultation. The registration form included questions regarding demographics including gender, age group, ethnicity, and sexual orientation, however not all questions in the registration form were compulsory and respondents could choose to select ‘prefer not to say’ or skip the question. The demographics results are summarised below.

Most of the respondents (87.9%) classed themselves as local residents.



Figure 13: Who are you registering as?

Are you registering as:	Count	%
A local resident	494	87.9%
An employee of Wirral Council	32	5.7%
A member of a voluntary or community organisation	21	3.7%
A local Business	7	1.2%
Other	6	1.1%
An elected Member of Wirral Council	2	0.4%
Total	562	100.0%

Table 5: Who are you registered as?

The most represented Wirral Ward is Hoylake and Meols (11.3%), the least represented Wirral Ward was Bromborough (0.2%). Most Wirral respondents were in Decile 1 or decile 6 of the IMD (13.7% each), where decile 1 is the most deprived, and decile 10 is the least deprived.

Parts of Seacombe and Bidston and St. James were most represented in decile 1. Parts of Hoylake and Meols ward was most represented in decile 6.

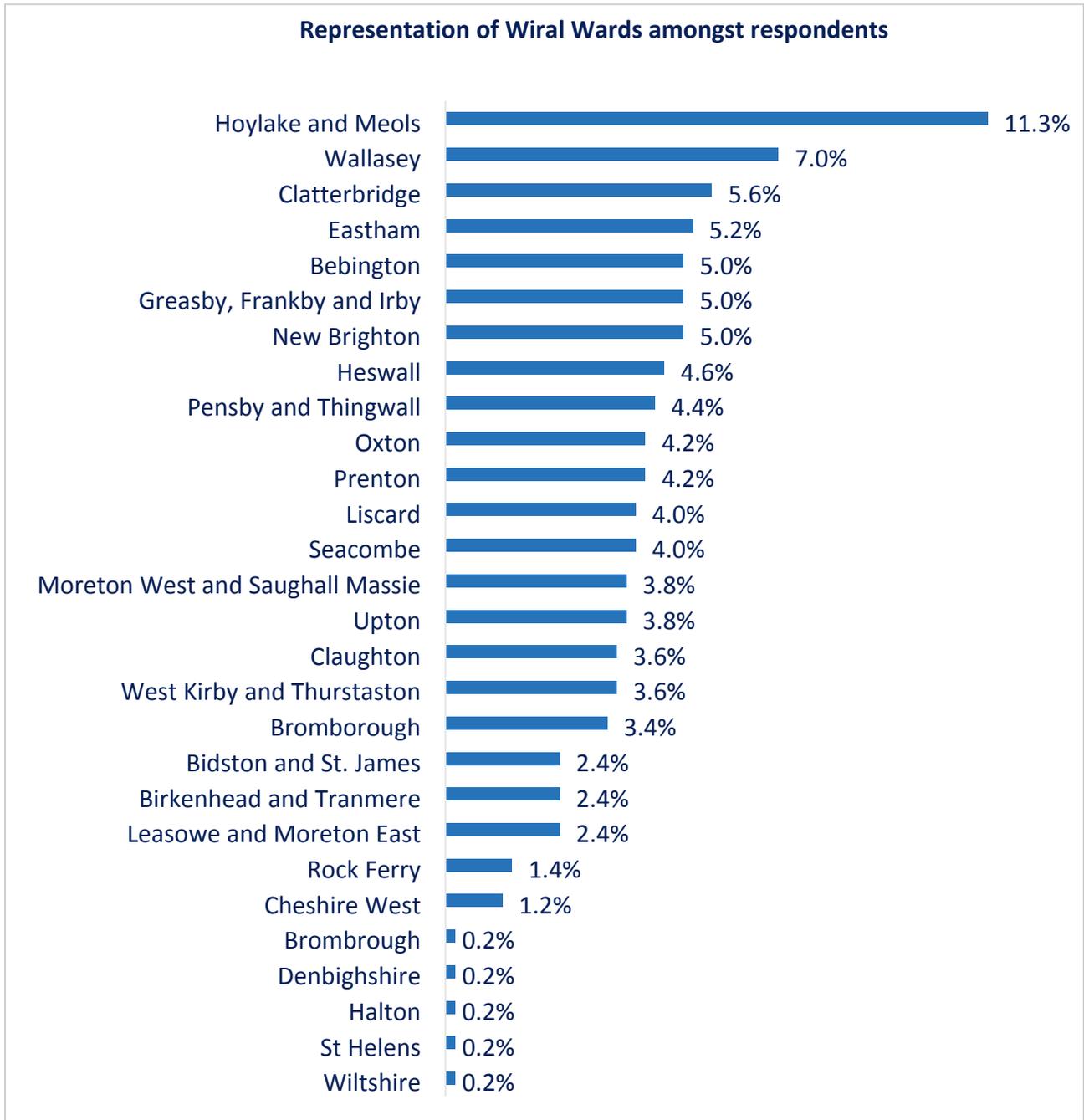


Chart 1: Respondent location by ward

Ward Name	Count	%
Hoylake and Meols	57	11.3%
Wallasey	35	7.0%
Clatterbridge	28	5.6%
Eastham	26	5.2%
Bebington	25	5.0%
Greasby, Frankby and Irby	25	5.0%
New Brighton	25	5.0%
Heswall	23	4.6%
Pensby and Thingwall	22	4.4%
Oxton	21	4.2%
Prenton	21	4.2%
Liscard	20	4.0%
Seacombe	20	4.0%
Moreton West and Saughall Massie	19	3.8%
Upton	19	3.8%
Claughton	18	3.6%
West Kirby and Thurstaston	18	3.6%
Bromborough	17	3.4%
Bidston and St. James	12	2.4%
Birkenhead and Tranmere	12	2.4%
Leasowe and Moreton East	12	2.4%
Rock Ferry	7	1.4%
Cheshire West	6	1.2%
Bromborough	1	0.2%
Denbighshire	1	0.2%
Halton	1	0.2%
St Helens	1	0.2%
Wiltshire	1	0.2%
Uncategorised	10	2.0%
Total	503	100.0%

Table 6: Respondent location by ward.

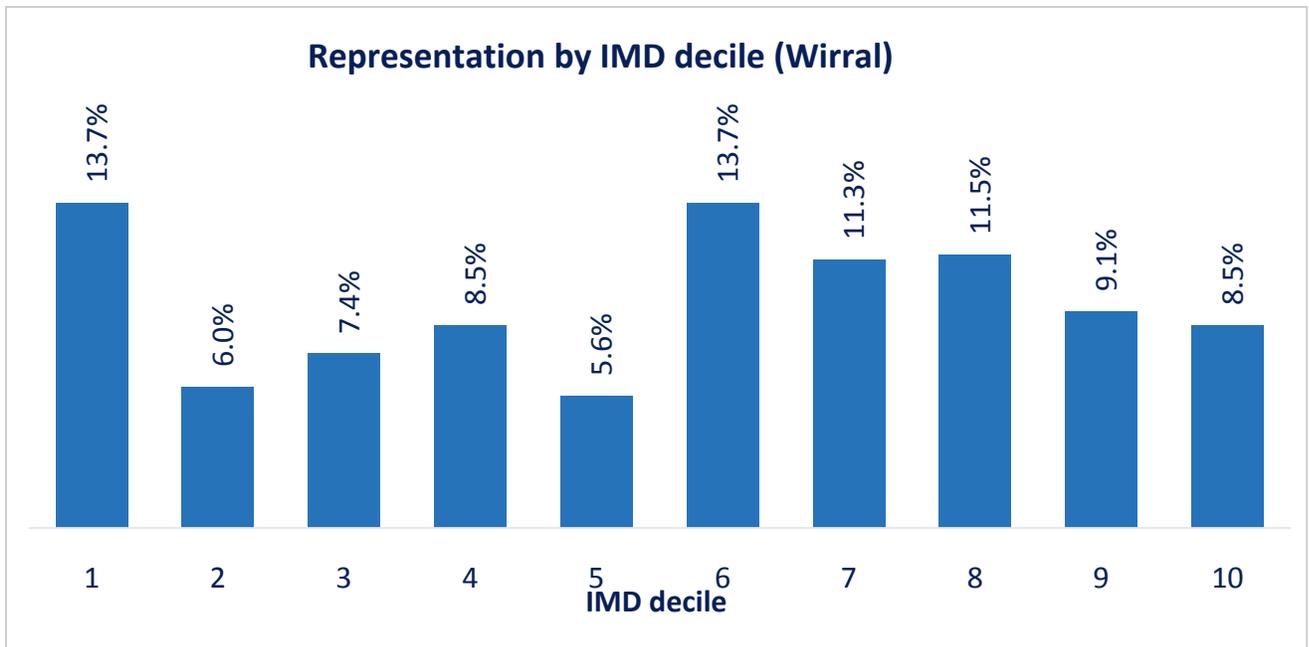


Figure 14: Representation by IMD decile

IMD Decile	Count	%
1	69	13.7%
2	30	6.0%
3	37	7.4%
4	43	8.5%
5	28	5.6%
6	69	13.7%
7	57	11.3%
8	58	11.5%
9	46	9.1%
10	43	8.5%
Outside Wirral	10	2.0%
Unavailable	13	2.6%
Total	503	100.0%

Table 7: Representation by IMD decile

The gender of respondents was 59.3% male, 36.4% female, with 3.5% preferring not to say and 0.8% preferring their own term.

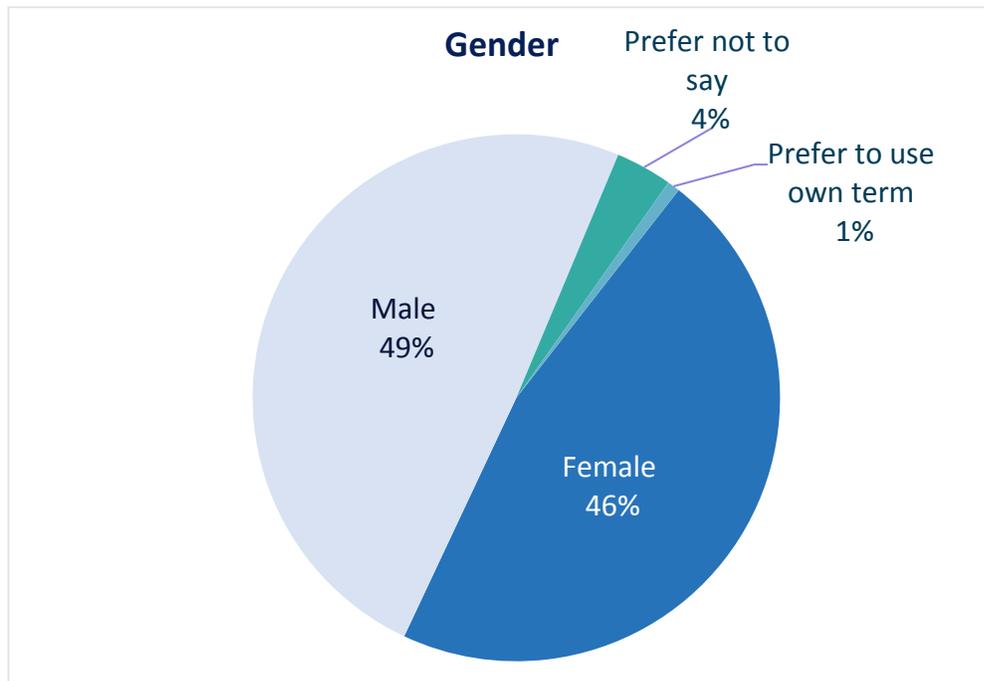


Chart 2: Gender of respondents

The age group profile is illustrated with the most common age groups were 65-74 years (24.7%), followed by 55-64 years (23.1%) and 45-54 years (20.4%). The least represented groups were 16-24 years (0.8%) and over 75s (7.6%).

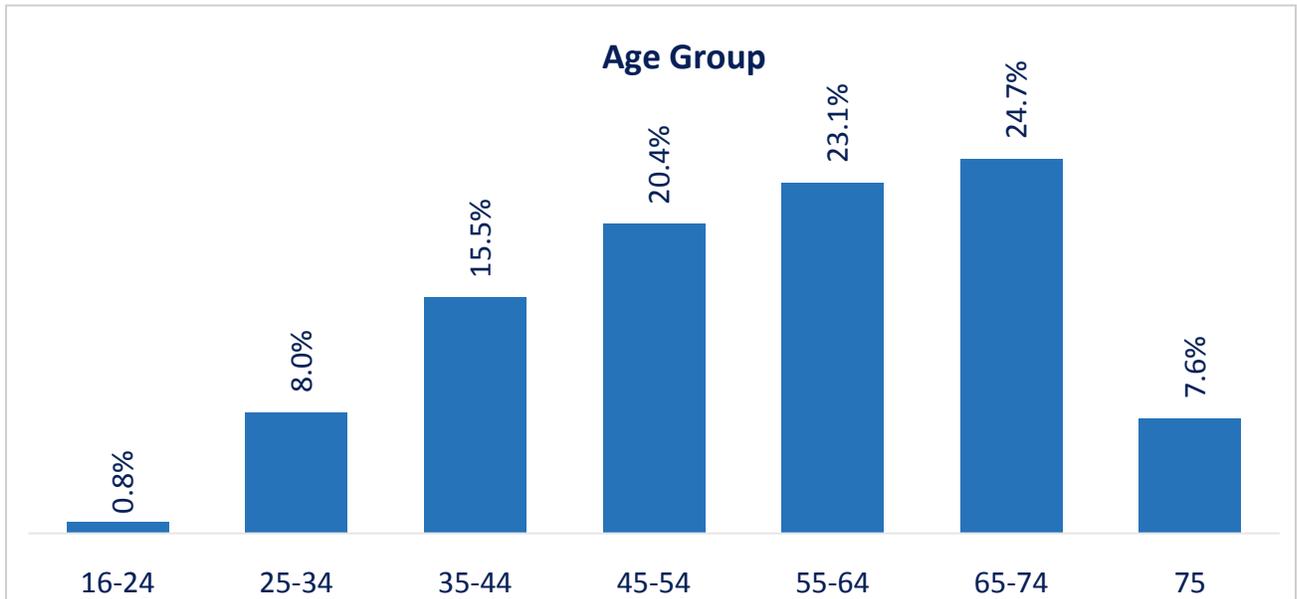


Chart 3: Age group of respondents

93.4% of respondents were white British, with only 14 (2.7%) respondents were of a non-white or other ethnicity.

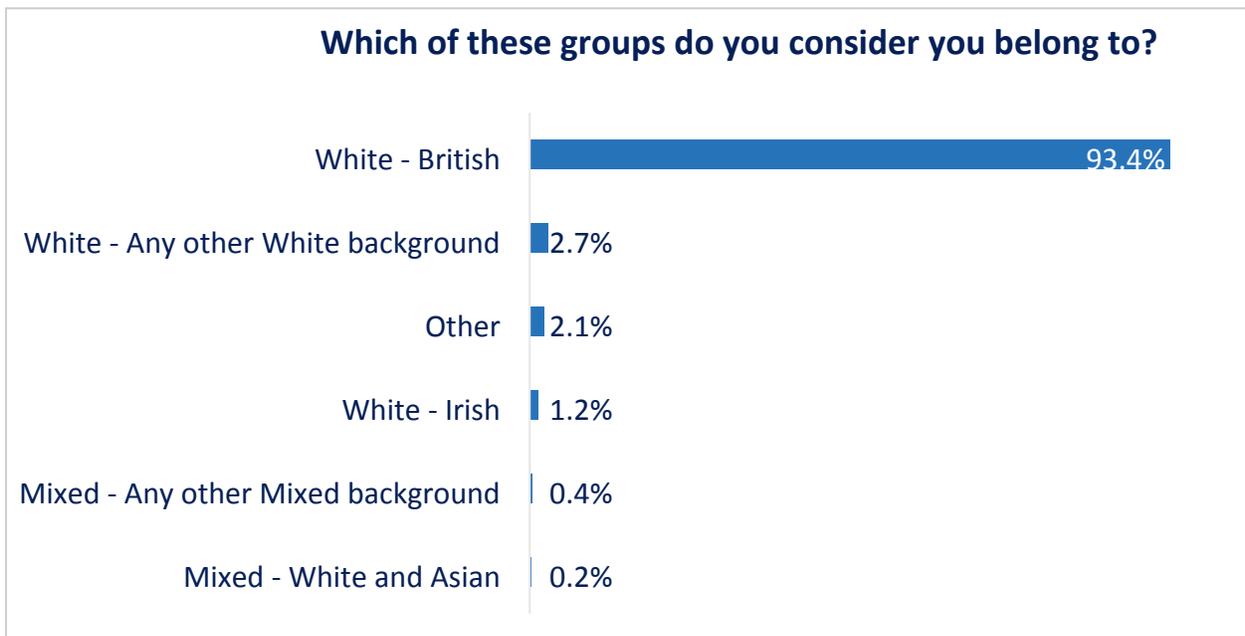


Chart 4: Ethnicity of respondents

81.6% of respondents were heterosexual, 3.6% were gay/ lesbian, 1.4% bisexual and 13.5% preferred not to say.



Chart 30: Sexual orientation of respondents



4.2 Have your say - Site Traffic

Reviewing the site activity, visits, and how people visit the site can be useful to evaluate if people are aware of the site, as well as to ensure engagement activities are deployed effectively, and to a wide range of different people – enhancing public engagement in the future.

Site registration allows us to confirm the number of engaged participants through the completion of the questionnaire or ideas board; 530 people completed the survey and 78 people contributed 112 ideas to the board.

2,710 visited the Budget Consultation page of the Have Your Say site, of these 182 downloaded a document, 530 people completed the survey and 78 people contributed 112 ideas to the board.

These figures cannot be viewed as definitive as they are based on site tracking through ‘cookies’ and there are a number of factors that can impact on this. These include that cookies may be disabled or deleted, individuals may access the site multiple times through different devices or different browsers. However, the figures can be used to gauge how much interest has been generated in individual projects through the rate of engaged participants.

The route that people access the site is known as the traffic source. The ‘Have your say’ portal allows analysis to be carried out on traffic source, and if they lead to engagement in the site tools such as the questionnaire. This analysis allows a greater understanding of which communication and promotional tools to use to optimise engagement.

For this project a range of traffic sources have been reviewed and summarised in the table below. Most visits to the site were direct visits (2,006 visits) where people have either pasted or typed the URL in to their browser; these generated high rate of engagement with 32.5% of visits resulting in completion of the survey and/or ideas board.

Compared to this, whilst social media accounted for the second highest volume of traffic (1,120 visits) it generated the lowest rate of engagement - 11.8%.

TRAFFIC CHANNEL	AWARE VISITS	INFORMED VISITS (%)	ENGAGED VISITS (%)
DIRECT	2,006	70.0%	32.5%
SOCIAL MEDIA	1,120	61.3%	11.8%
EMAIL	199	63.3%	15.6%
SEARCH ENGINE	135	57.0%	19.3%
REFERRALS	67	67.2%	14.9%
.GOV SITES	9	66.7%	33.3%

Table 8: Site traffic sources

Appendix 1: Data Tables

Q1 Which council services do you value the most? data table

Importance	Online responses	Paper responses	Total responses	Percent
Adult Social Care				
One	209	4	213	40.0%
Two	98		98	18.4%
Three	88		88	16.5%
Four	54		54	10.2%
Five	79		79	14.8%
Total	528	4	532	100.0%
Children's Service				
One	242	3	245	46.1%
Two	82		82	15.4%
Three	72	1	73	13.7%
Four	43		43	8.1%
Five	88		88	16.6%
Total	527	4	531	100.0%
Bins and Recycling				
One	207	2	209	39.3%
Two	134	2	136	25.6%
Three	92		92	17.3%
Four	47		47	8.8%
Five	48		48	9.0%
Total	528	4	532	100.0%
Affordable Housing				
One	90	3	93	17.6%
Two	101	1	102	19.3%
Three	147		147	27.8%
Four	91		91	17.2%
Five	96		96	18.1%
Total	525	4	529	100.0%
Highways and Roads				
One	152		152	28.9%
Two	144	3	147	27.9%
Three	131	1	132	25.1%
Four	53		53	10.1%
Five	42		42	8.0%
Total	522	4	526	100.0%
Climate Emergency				
One	154	1	155	29.2%

Importance	Online responses	Paper responses	Total responses	Percent
Two	87	1	88	16.6%
Three	120	2	122	23.0%
Four	75		75	14.2%
Five	90		90	17.0%
Total	526	4	530	100.0%
Community Safety (Including Antisocial Behaviour)				
One	197	3	200	37.8%
Two	128	1	129	24.4%
Three	97		97	18.3%
Four	59		59	11.2%
Five	44		44	8.3%
Total	525	4	529	100.0%
Rough Sleeping and Homelessness				
One	122	2	124	23.4%
Two	107	1	108	20.4%
Three	142	1	143	27.0%
Four	81		81	15.3%
Five	74		74	14.0%
Total	526	4	530	100.0%
Regeneration (Including Economic Growth and Job Creation)				
One	108		108	20.5%
Two	158	2	160	30.3%
Three	124	1	125	23.7%
Four	86		86	16.3%
Five	48	1	49	9.3%
Total	524	4	528	100.0%
Public Health (Including addressing Health Inequalities)				
One	146	3	149	28.3%
Two	134	1	135	25.6%
Three	119		119	22.6%
Four	74		74	14.0%
Five	50		50	9.5%
Total	523	4	527	100.0%
Environmental Health				
One	128	1	129	24.5%
Two	155	3	158	30.0%
Three	140		140	26.6%
Four	60		60	11.4%
Five	39		39	7.4%
Total	522	4	526	100.0%
Leisure Services (Including Leisure Centres and Golf Courses)				

Importance	Online responses	Paper responses	Total responses	Percent
One	139	1	140	26.6%
Two	118	2	120	22.8%
Three	126		126	23.9%
Four	65		65	12.3%
Five	75	1	76	14.4%
Total	523	4	527	100.0%
Museums				
One	85	1	86	16.3%
Two	116	1	117	22.2%
Three	161	1	162	30.7%
Four	94		94	17.8%
Five	68	1	69	13.1%
Total	524	4	528	100.0%
Parks and Open Spaces				
One	223	2	225	42.5%
Two	122	1	123	23.3%
Three	74		74	14.0%
Four	55		55	10.4%
Five	51	1	52	9.8%
Total	525	4	529	100.0%

Q2 Which Services do the council need to invest more resources in data table

Importance	Online responses	Paper responses	Total responses	Percent
Adult Social Care (including Domestic Abuse, Safeguarding and Independent Living)				
One	141	4	145	36.3%
Two	78		78	19.5%
Three	73		73	18.3%
Four	43		43	10.8%
Five	61		61	15.3%
Total	396	4	400	100.0%
Children's Services (Including Education, Safeguarding, Early Help and SEND)				
One	153	3	156	39.2%
Two	72		72	18.1%
Three	72	1	73	18.3%
Four	37		37	9.3%
Five	60		60	15.1%
Total	394	4	398	100.0%
Bins and Recycling				
One	93	2	95	25.1%
Two	80	2	82	21.7%

Importance	Online responses	Paper responses	Total responses	Percent
Three	118		118	31.2%
Four	48		48	12.7%
Five	35		35	9.3%
Total	374	4	378	100.0%
Affordable Housing				
One	72	2	74	19.9%
Two	62	1	63	17.0%
Three	94	1	95	25.6%
Four	56		56	15.1%
Five	83		83	22.4%
Total	367	4	371	100.0%
Highways and Roads (Including Streetlights, Parking and Street Cleaning)				
One	108	3	111	28.5%
Two	89	1	90	23.1%
Three	106		106	27.2%
Four	45		45	11.6%
Five	37		37	9.5%
Total	385	4	389	100.0%
Climate Emergency				
One	113	1	114	29.8%
Two	61	1	62	16.2%
Three	80	2	82	21.4%
Four	52		52	13.6%
Five	73		73	19.1%
Total	379	4	383	100.0%
Community Safety (Including Antisocial Behaviour)				
One	131	3	134	34.8%
Two	95	1	96	24.9%
Three	90		90	23.4%
Four	38		38	9.9%
Five	27		27	7.0%
Total	381	4	385	100.0%
Rough Sleeping and Homelessness				
One	93	3	96	25.5%
Two	75		75	19.9%
Three	99	1	100	26.6%
Four	35		35	9.3%
Five	70		70	18.6%
Total	372	4	376	100.0%
Regeneration (Including Economic Growth and Job Creation)				
One	91		91	23.9%

Importance	Online responses	Paper responses	Total responses	Percent
Two	84	2	86	22.6%
Three	97	1	98	25.8%
Four	51		51	13.4%
Five	53	1	54	14.2%
Total	376	4	380	100.0%
Public Health (Including addressing Health Inequalities)				
One	95	3	98	26.1%
Two	78	1	79	21.0%
Three	106		106	28.2%
Four	49		49	13.0%
Five	44		44	11.7%
Total	372	4	376	100.0%
Environmental Health				
One	86	1	87	23.2%
Two	93	3	96	25.6%
Three	112		112	29.9%
Four	46		46	12.3%
Five	34		34	9.1%
Total	371	4	375	100.0%
Leisure Services (Including Leisure Centres and Golf Courses)				
One	107	1	108	28.1%
Two	83	2	85	22.1%
Three	74		74	19.2%
Four	46		46	11.9%
Five	71	1	72	18.7%
Total	381	4	385	100.0%
Museums				
One	67	1	68	18.3%
Two	72	2	74	19.9%
Three	113		113	30.4%
Four	49		49	13.2%
Five	67	1	68	18.3%
Total	368	4	372	100.0%
Parks and Open Spaces				
One	153	2	155	39.0%
Two	87	1	88	22.2%
Three	82		82	20.7%
Four	28		28	7.1%
Five	43	1	44	11.1%
Total	393	4	397	100.0%

Q3 How important are these priorities? - data table

Importance	Online responses	Paper responses	Total responses	Percent
A Sustainable Environment – e.g., tackling climate crisis				
One	165	2	167	31.3%
Two	104	1	105	19.7%
Three	129	1	130	24.4%
Four	61		61	11.4%
Five	70		70	13.1%
Total	529	4	533	100.0%
Brighter Futures – e.g., helping children and families				
One	163	3	166	31.4%
Two	146		146	27.7%
Three	97	1	98	18.6%
Four	61		61	11.6%
Five	57		57	10.8%
Total	524	4	528	100.0%
An Inclusive Economy – e.g., supporting jobs and businesses				
One	106	2	108	20.4%
Two	165	2	167	31.5%
Three	149		149	28.1%
Four	62		62	11.7%
Five	44		44	8.3%
Total	526	4	530	100.0%
Safe and Pleasant Communities – e.g., being safe where we live				
One	241	3	244	46.2%
Two	131	1	132	25.0%
Three	69		69	13.1%
Four	32		32	6.1%
Five	51		51	9.7%
Total	524	4	528	100.0%
Active and Healthy Lives – e.g., helping people live independently				
One	166	3	169	31.8%
Two	136	1	137	25.8%
Three	120		120	22.6%
Four	53		53	10.0%
Five	52		52	9.8%
Total	527	4	531	100.0%

Q4 Sustainable Environment data table

Importance	Online responses	Paper responses	Total responses	Percent
Continue to respond to the climate emergency				
One	174	1	175	33.0%
Two	105	1	106	20.0%
Three	118	1	119	22.5%
Four	51		51	9.6%
Five	79		79	14.9%
Total	527	3	530	100.0%
Protection of our local environment				
One	220	1	221	41.8%
Two	140	2	142	26.8%
Three	83		83	15.7%
Four	42		42	7.9%
Five	41		41	7.8%
Total	526	3	529	100.0%
Keep working to improve street cleanliness				
One	169	2	171	32.5%
Two	166	1	167	31.7%
Three	105		105	20.0%
Four	50		50	9.5%
Five	33		33	6.3%
Total	523	3	526	100.0%
Support increased use of active travel (walking and cycling) networks				
One	128	1	129	24.3%
Two	117	1	118	22.3%
Three	137	1	138	26.0%
Four	75		75	14.2%
Five	70		70	13.2%
Total	527	3	530	100.0%



Q5 Stronger & brighter futures data table

Importance	Online responses	Paper responses	Total responses	Percent
Continue to ensure our children and young people become the best adults they can be				
One	235	1	236	45.0%
Two	101	1	102	19.5%
Three	82	1	83	15.8%
Four	39		39	7.4%
Five	64		64	12.2%
Total	521	3	524	100.0%
Ensure our children and young people have equal access to educational opportunities				
One	245	2	247	47.0%
Two	104	1	105	20.0%
Three	72		72	13.7%
Four	34		34	6.5%
Five	67		67	12.8%
Total	522	3	525	100.0%
Take every opportunity to raise the aspirations of all our children and young people				
One	229	2	231	44.2%
Two	105	1	106	20.3%
Three	89		89	17.0%
Four	36		36	6.9%
Five	61		61	11.7%
Total	520	3	523	100.0%



Q6 Inclusive Economy data table

Importance	Online responses	Paper responses	Total responses	Percent
Creating community wealth and social value				
One	124	1	125	23.9%
Two	156	2	158	30.2%
Three	128		128	24.4%
Four	65		65	12.4%
Five	48		48	9.2%
Total	521	3	524	100.0%
Supporting local businesses and job creation				
One	150	1	151	28.7%
Two	157	2	159	30.2%
Three	118		118	22.4%
Four	61		61	11.6%
Five	37		37	7.0%
Total	523	3	526	100.0%
Developing quality, affordable sustainable homes				
One	118	2	120	22.9%
Two	106	1	107	20.4%
Three	142		142	27.0%
Four	84		84	16.0%
Five	72		72	13.7%
Total	522	3	525	100.0%
Delivering regeneration, transport, and growth ambitions				
One	133	1	134	25.4%
Two	141	2	143	27.1%
Three	149		149	28.3%
Four	56		56	10.6%
Five	45		45	8.5%
Total	524	3	527	100.0%

Q7 Safe & Pleasant Communities data table

Importance	Online responses	Paper responses	Total responses	Percent
Working with partner agencies to reduce crime and tackle anti-social behaviour				
One	275	2	277	52.3%
Two	108	1	109	20.6%
Three	59		59	11.1%
Four	34		34	6.4%
Five	51		51	9.6%
Total	527	3	530	100.0%
Tackling rough sleeping and homelessness				
One	152	2	154	29.2%
Two	119		119	22.5%
Three	124	1	125	23.7%
Four	65		65	12.3%
Five	65		65	12.3%
Total	525	3	528	100.0%
Delivering everyday neighbourhoods services to the best possible standard				
One	199	1	200	38.0%
Two	155	2	157	29.8%
Three	92		92	17.5%
Four	34		34	6.5%
Five	44		44	8.3%
Total	524	3	527	100.0%

Q8 Active and Healthy Lives data table

Importance	Online responses	Paper responses	Total responses	Percent
Working collaboratively with our partner agencies to improve mental wellbeing				
One	179	3	182	34.6%
Two	144	1	145	27.6%
Three	97		97	18.4%
Four	44		44	8.4%
Five	62		62	11.8%
Total	526		526	100.0%
Encouragement and help with active living				
One	137	2	139	26.3%
Two	162	1	163	30.8%
Three	127		127	24.0%
Four	57	1	58	11.0%
Five	42		42	7.9%
Total	525	4	529	100.0%
Supporting people to live independently				
One	158	3	161	30.5%
Two	150	1	151	28.6%
Three	123		123	23.3%
Four	50		50	9.5%
Five	43		43	8.1%
Total	524	4	528	100.0%
Deliver Public Health services to help people live healthy lifestyles				
One	148	4	152	28.7%
Two	152		152	28.7%
Three	120		120	22.6%
Four	67		67	12.6%
Five	39		39	7.4%
Total	526	4	530	100.0%
Tackle health inequalities				
One	161	4	165	31.4%
Two	116		116	22.1%
Three	126		126	24.0%
Four	68		68	12.9%
Five	51		51	9.7%
Total	522	4	526	100.0%