



MASTERPLAN

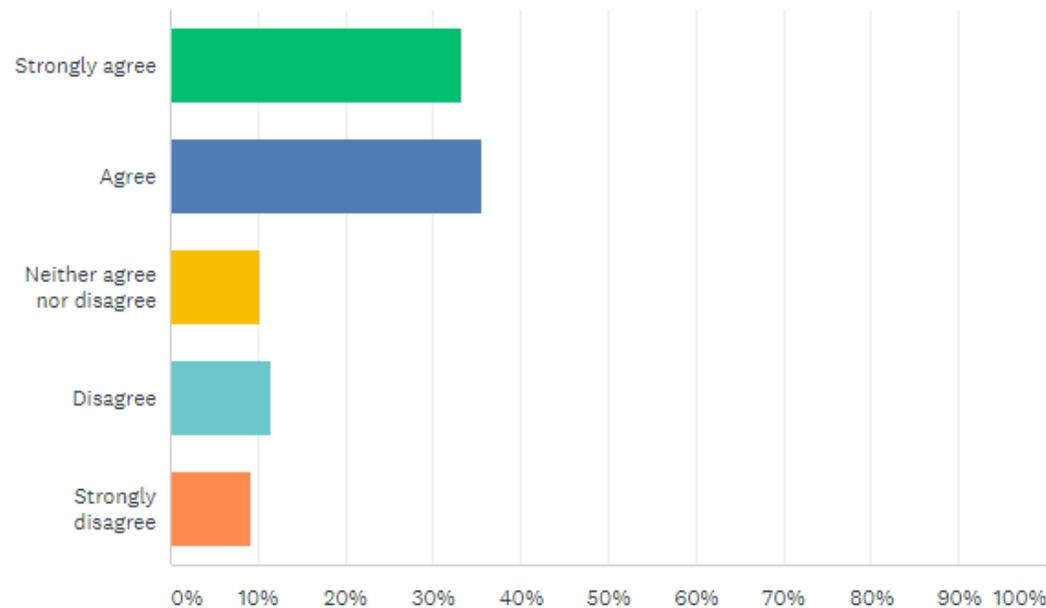
Public Consultation Analysis

Overview

- Consultation on the masterplan options took place between 12 October and 2 November 2020.
- Due to the ongoing impact of the COVID-19 pandemic all consultation was conducted in an online environment.
- From the website www.bdp.com/liscardmasterplan members of the public could access information about the masterplan including a YouTube video explaining the proposals and plans that could be downloaded in pdf form.
- A link to a SurveyMonkey questionnaire was provided from the website.
- There were 175 respondents to the questionnaire.
- Analysis of respondents' feedback is provided herein.

1. Overall Vision

Does the following vision for Liscard reflect your aspirations for an improved town centre: “Liscard Town Centre is loved by local people because it is a place: Where everyone feels welcome; Where people can live, work, and play; Where there is a strong sense of local identity; Where people can come together - Liscard is the heart of the community”.



The majority of respondents either Strongly Agree or Agree (69%)

Feedback - overview

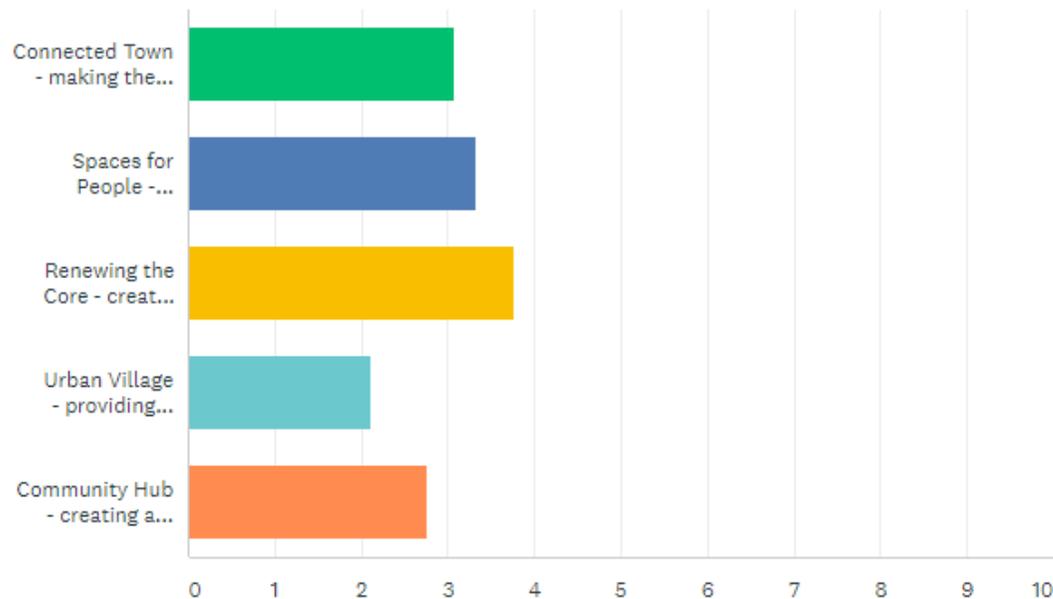
- Desire for an increased police presence in Liscard Town Centre
- **ALDI / LIDL** highly popular amongst respondents
- ‘Heart of Liscard’ group comprising local people and business owners
- Additional residential provision should be **affordable**
- **Lighting improvements** were welcomed by multiple respondents
- Addressing the climate emergency is high among multiple respondents’ priorities
- Desire for a **more diverse retail** offer, especially for **more independent** retailers
- Uncertainty surrounding the reversal of the gyratory
- Reservations about reducing car parking
- Liscard should aim higher – become the **main town centre in Wallasey**
- Community space should focus on **young people** (youth initiatives, crime prevention)
- Support for small local businesses (help shape the community)

Word cloud

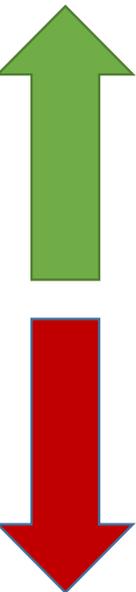
local people local new build town centre good will independent
people young people place people feel safe
community groups area retail Liscard park
shops free parking make part need years centre set
looks Perhaps Wallasey plans

2. Priorities

Which of the following do you think is most important for Liscard? Please rank from most important (1) to least important (5).

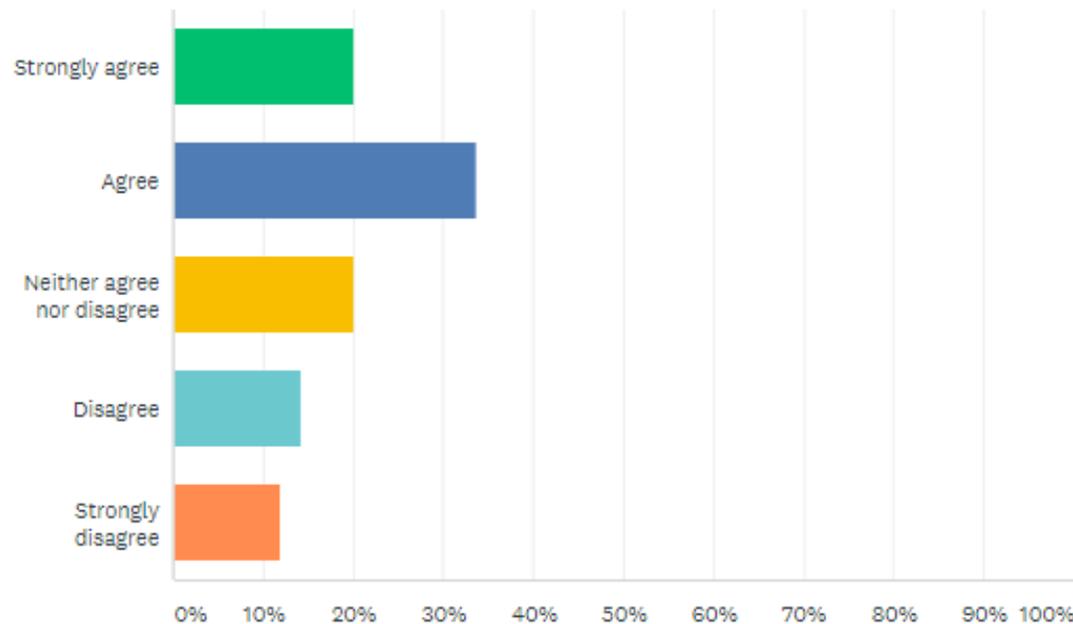


- **Renewing the Core** – 1 or 2 = 64%
 - Spaces for people – 1 or 2 = 48%
 - Connected Town – 1 or 2 = 40%
 - Community Hub 1 or 2 = 30%
 - Urban Village – 1 or 2 = 19%
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- Renewing the Core – 4 or 5 = 20%
 - Spaces for people – 4 or 5 = 25%
 - Connected Town – 4 or 5 = 35%
 - Community Hub 4 or 5 = 47%
 - **Urban Village** – 4 or 5 = 70%



3. Connected Town

*Do you think that the following Connected Town proposals are the most effective way to improve accessibility in Liscard?
Project CT01 Liscard Gyratory - Reducing road space to create more pedestrian and public space. Project CT02 Cycle Route - Creating a high quality off road cycle route through the town centre. Project CT03 Car Parking - Retaining the Liscard Crescent, Liscard Village and Cherry Tree car parks, creating short stay parking on St Albans Road and creating electric charging points.*



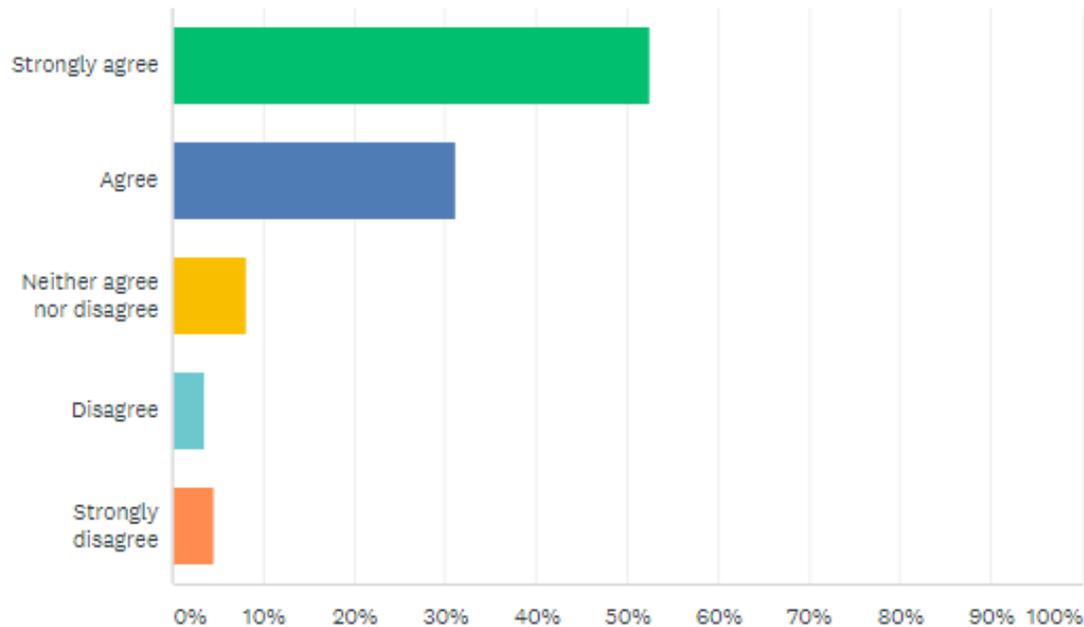
- A small majority of respondents Strongly Agree and Agree at 54%
- 20% of respondents Neither Agree nor Disagree

Feedback

- Concern about cyclists travelling through the centre, especially Liscard Way – space preferred for pedestrians
- Multiple calls for **cycle lanes** to be scrapped / design overhauled
- Concerns over the **reduction in parking provision** across the Town Centre, as this is seen as a pull factor – multiple calls for free parking
- Bus stops: **Gyratory Option B** would mean buses idling next to new public space due to reduction in space for buses / Dominick House stop is mainly used for school drop off, so should remain on school side to negate the need for parents & children to cross the road
- Concerns over **reduction in road space** on the gyratory

4. Spaces for People

Do you think the following Spaces for People proposals are the most effective way to improve the environmental quality in Liscard? Project SP01 Liscard Way - Redesigning Liscard Way with new paving, lighting and street furniture. Project SP02 Mother Redcap Place - Creating an enhanced civic square around the Mother Redcap statue (outside McDonalds). Project SP03 Gateways - Creating two enhanced public spaces at either ends of Liscard Way (junction with Seaview Road and the junction with Liscard Road). Project SP04 Tower Place - Forming a new pedestrianised street and square alongside Cherry Square (Cherry Tree Centre atrium). Project SP05 Wallasey Road - Creating more space for outdoor café seating. Project SP06 Lighting Strategy - Incorporating feature lighting in the town centre. Project SP07 Green Infrastructure Interventions - Planting more greenery in the town centre.



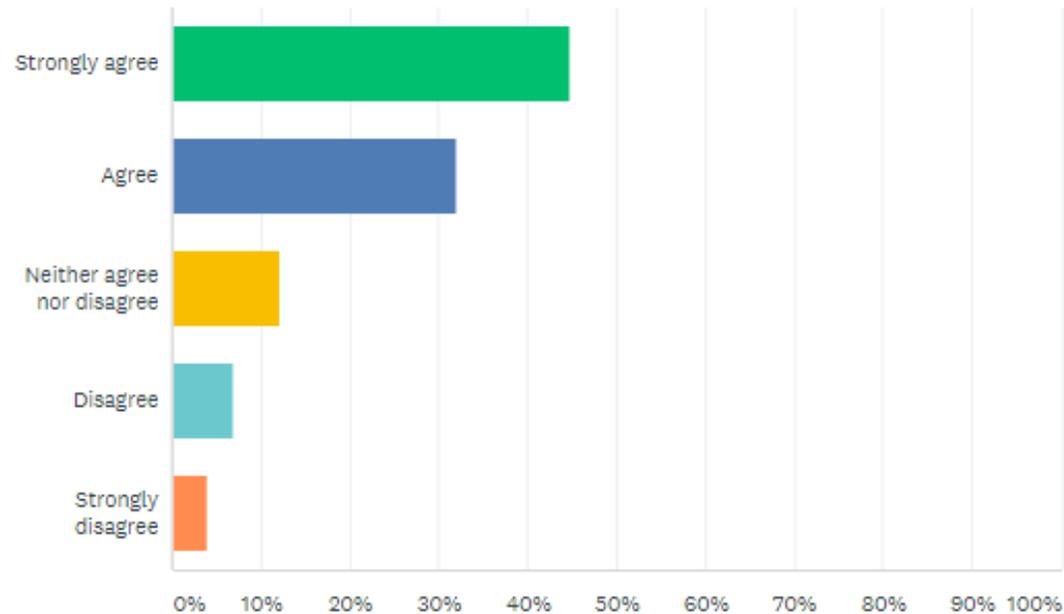
The overwhelming majority of respondents Strongly Agree and Agree at 84%

Feedback

- Many respondents commented that the priority should be getting occupiers in the **vacant shop units** to revitalise the core – THEN enhancing public realm
- **Trees and greenery** high on the agenda
- Mother Redcap Place not to reduce bus stop capacity
- **Internal upgrades to Cherry Tree Centre** preferred over ‘European-style’ outdoor cafes
- New **paving and lighting** very popular amongst respondents
- Focus on sustainability (e.g. materials / planting)
- Support for **greening** of public space
- Support for community events
- Point raised that **funding for the maintenance** of any physical interventions is important so that it doesn’t fall into disrepair (e.g. maintaining planting, etc.)
- Suggestion of a **community volunteer group** to assist with maintenance
- Outdoor café seating not supported due to the weather in England, focus should be on **inside Cherry Tree Centre** for example
- Consider **sustainability** credentials of proposals – be an exemplar

5. Renewing the Core

Do you think the following Renewing the Core proposals are the most effective way to create a diverse town centre? Project TC01 Cherry Tree Centre - Redeveloping the surface car park to create new space for a food store and other commercial, business and service uses with residential above. Project TC02 Dominick House - Conversion, refurbishment or redevelopment of Dominick House for residential, commercial or community uses. Project TC03 Mother Redcap Place - Redeveloping some of the buildings on Liscard Way for new commercial, business and service uses potentially with residential above. Project TC04 Former HSBC building - Refurbishing the building for new commercial, business and service uses. Project TC05 Former Manweb building - Refurbishing the building for new commercial, business and service uses. Project TC06 Retail frontages - Improving shop fronts on the main routes into the town centre.



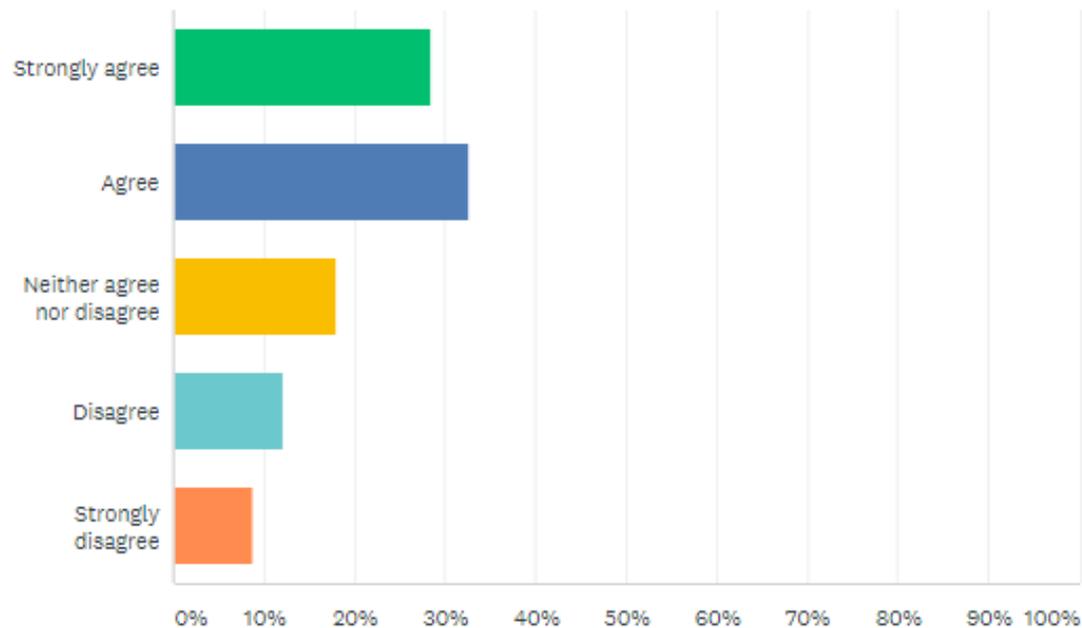
The overwhelming majority of respondents Strongly Agree and Agree at 78%

Feedback

- Support for **community use** at ground level in Dominick House
- Support for vacant shop units on routes into the centre to be converted into residential – focus retail offer in the centre
- Restore and preserve Manweb building & shop fronts to **reflect the history** of Liscard retail core
- Focus on **restoring / redeveloping existing** before building new
- Support for **residential above retail in centre** – provide businesses with more customers
- Indoor food market (pop-up?) for small retailers / family businesses
- Huge support for **lower rents** for businesses – support start ups, SMEs, etc.
- Ensure **responsibility** of commercial property owners for **upkeep** of adjacent spaces, etc.
- Fewer charity / low-end shops (e.g. vape outlets)
- Directly target businesses / users, instead of ‘refurbish and hope’
- Concerns over whether a large supermarket would hinder the smaller businesses (e.g. greengrocer, butcher, etc.)

6. Urban Village

Do you think the following Urban Village proposals are the most effective way to create a more 'lived in' town centre? Project UV01 Seaview Road Car Park / Municipal Buildings - Redeveloping the car park and empty buildings for new housing. Project UV02 Seaview Road West - Redeveloping car showroom and service uses for residential. Project UV03 Capitol Buildings - Developing housing to the rear of Capitol Buildings. Project UV04 Residential conversion - Providing enhanced guidelines should empty retail property outside of the main core be converted to housing.



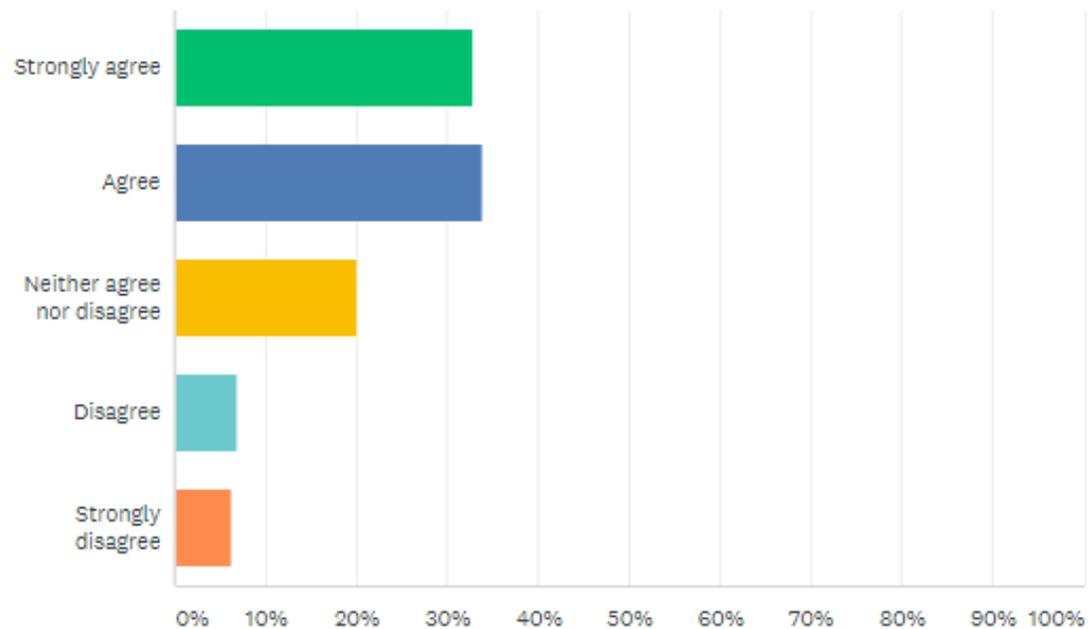
The majority of respondents Strongly Agree and Agree at 61%

Feedback

- **Affordable housing / social housing** is high on the agenda
- Concerns over reduction in **car parking** (e.g. Seaview Road) and increase in residential capacity
- Concern that office to residential conversion will result in **low quality** units
- Residential only when **retail is considered first** – Liscard needs to remain a retail centre for Wallasey
- Support for residential above Capitol Buildings
- Distil retail down to Cherry Tree Centre and surrounding area, **conversion** of other retail units
- Develop housing to **suit the needs of the current demographic** (i.e. social renters and elderly)

7. Community Hub

Does the aspiration to create a community hub or hubs reflect the potential to create a focal point in the town centre?



- The majority of respondents Strongly Agree and Agree at 67%
- A significant proportion of respondents Neither Agree nor Disagree, at 20%

Feedback

- Facility should include some sort of **workshops, skills share, training element**
- Effectual entrepreneurship / social enterprise – catalyst for innovation, local business, etc.
- Community allotment would be a good way for local people **to learn skills** and promote care for other green/public spaces
- Quite a lot of respondents suggest this project is unrealistic (funding) or unnecessary (retail centre)
- **Existing groups** in Liscard could use this space to come together and share ideas in one location as a focal point for the community
- A community hub serving the entirety of Wallasey supported – “Liscard is the Heart of Wallasey”
- Focus on culture, art, etc.
- Space for the ageing population to attend classes (e.g. dance)
- A **mixed-use** hub with education, support services, and informal interaction space is supported (uses to be carefully thought out)

8. Other Ideas

Are there any additional ideas you would like to see considered as part of the masterplan proposals?

- CCTV / security concerns
- Public art – murals, sculpture (e.g. Victoria Road in New Brighton)
- Multi-storey car park
- Cycle routes not needed
- Facilities / services aimed at young people
- Increase the availability of independent retailers
- In-built sustainability in all proposals
- Use exemplars (Victoria Road, New Brighton / Aigburth Road, Liverpool) to guide development, but make it unique to Liscard (e.g. history and heritage)
- Don't neglect the inside of Cherry Tree Centre, which needs updating
- LIDL / ALDI
- Community gym / dance studio (community hub)
- Further education facility – apprenticeship hub (focus on skills)
- Support local – funding streams and businesses involved in the plans
- Maintenance and responsibility – plan?

Conclusions

- Strongest support for 'Renewing the Core' proposals with 64% ranking it 1st or 2nd priority.
- Weakest support for 'Urban Village' proposals with 70% ranking it 4th or 5th priority.
- The proposal for a low-cost supermarket (ALDI / LIDL) has strong support.
- Multiple concerns raised around the cycle route proposals (LCWIP) – this will need to be revisited.
- Proposals for vehicular traffic should consider the interface with public space (e.g. buses idling next to Mother Redcap Place).
- Community Hub needs to be a more thought through proposal: how will it align with existing groups? What exactly will be offered and, most importantly, how will it be funded?
- How will Tower Place function in adverse weather? The inside of the Cherry Tree Centre needs a facelift too.
- A focus on independent / local retailers was clearly a priority.
- A parking strategy is needed for new residential units, especially in central locations.
- Commercial strategy for retail units (i.e. rental schemes to support local businesses).
- Support for condensing the retail to the core, but residential conversions must be of high quality and aimed at the local housing need.