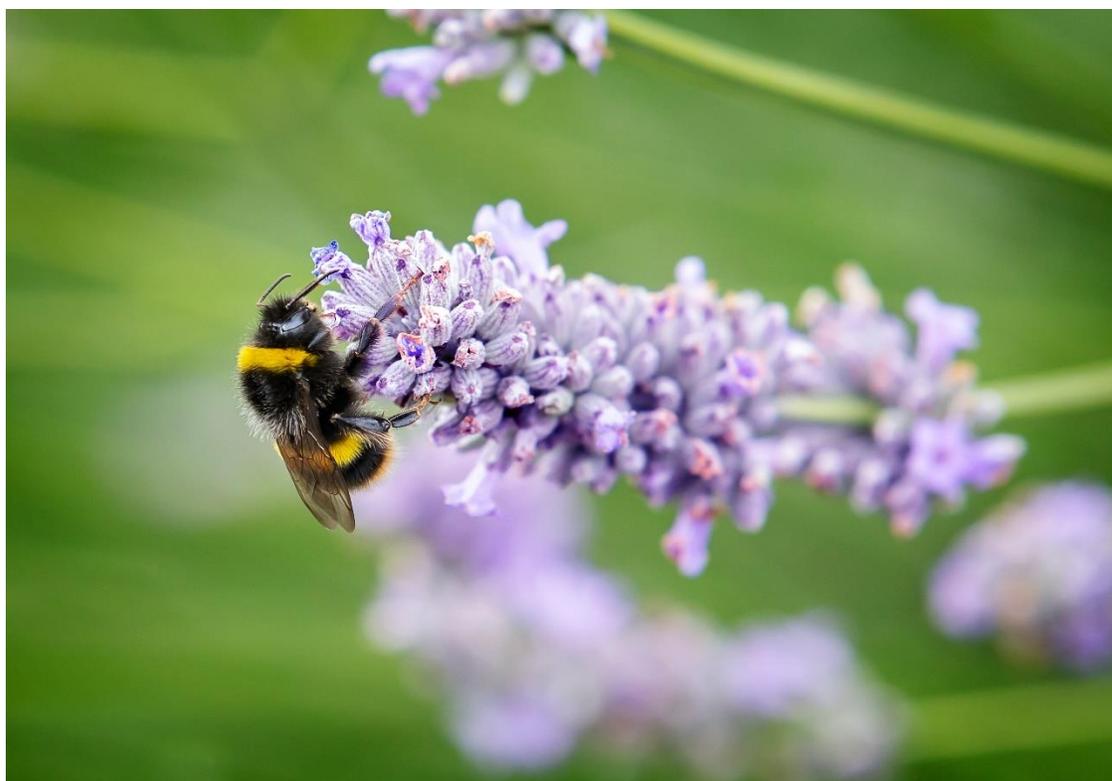




Have your say

Wirral Pollinator Strategy Consultation Report



Consultation: 1 September – 3 October 2022

Report: 6 October 2022

Contents

- 1.0 Executive Summary..... 3
 - 1.1 Key Findings..... 4
- 2.0 Methodology..... 6
 - 2.1 Questionnaire..... 6
 - 2.2 Mapping Tool 7
 - 2.3 Analysis of Respondents 8
 - 2.4 Interpretation of Results 8
 - 2.5 Communication 8
- 3.0 Results..... 8
 - 3.1 The Questionnaire..... 9
 - 3.2 The Mapping Tool 20
- 4.0 Demographics and Site Traffic 24
 - 4.1 Demographics..... 24
 - 4.2 Have your say - Site Traffic..... 29
- 5.0 Appendix 1 Mapping Tool Detail 30



1.0 Executive Summary

Wirral Council is seeking to produce a Pollinator strategy that addresses the decline in pollinators and supports the local commitment to tackle the declared climate emergency. The Pollinator Strategy Consultation is to be developed with the “ambition to increase the number of pollinators, make space for them in our green and open spaces, protect pollinator habitats and provide information on the importance of doing this.”

The consultation sought the views of Wirral residents and other stakeholders to support with the direction of the strategy and gather comments and ideas. These findings will be considered at the November 2022 meeting of the Environment, Climate Emergency Committee.



1.1 Key Findings

- The Pollinator engagement generated 172 responses.
- 81.4% of respondents strongly agreed that the council should increase the number of areas that support pollinators to thrive, and 7.6% strongly disagreed. (Question 1)
- 85.3% strongly agreed that the council should reduce the impact, where possible, of pesticides on pollinators. 5.9% strongly disagreed. (Question 2)
- 67.8 % feel aware of what they can do in their local area to help increase and support pollinators. 11.7% do not feel aware. (Question 3)
- 62.4% strongly agree that the council needs to do more to educate people on the importance of pollinators. In total, 87.1% were in agreement and 4.7% were in disagreement. (Question 4)
- 94.1% of respondents feel aware of what they can do in their local area to help increase and support pollinators. However, 3.5% do not feel aware. (Question 5)
- 64% strongly agree that “The council should look to involve more volunteer groups and support them in the pollinator conservation work.” 3.5% strongly disagree. (Question 6)
- 87.0% believe the council should monitor the number of pollinators to track changes to pollinator populations. However, 5.9% strongly disagreed, and 0.6% disagreed. (Question 7)
- 95.8% of respondents agreed that the council should consider pollinators and their habitats in all future planning, with 3.5% disagreement. (Question 8)
- When asked if there was anything else that the respondents would like to tell us about pollinators, the most common category of response was that there was a need for education about pollinators. Respondents also believed the council should create an effective plan for pollinators to thrive and that the council should take a holistic view when creating a pollinator strategy, for it to be a success. Additionally, many would like to see a rewilding process to allow pollinators to thrive. (Question 9)
- When asked to provide any concerns regarding the increase of pollinators, 56% did not have any concerns. However, some were concerned that some maintenance would still be needed. 4.5% of respondents believed that a pollinator strategy alone is not enough, and that more action should be taken to benefit the environment due to its importance. However, another concern was that a pollinator strategy may be misinterpreted by the public and lead to opposition from residents. There was also a concern that without proper planning, a pollinator strategy may be ineffective. (Question 10)

- The mapping tool received 48 submissions from 19 individuals. Nine of Wirral's wards received recommendations. A site located at 80 School Lane, Wallasey, CH45 8PU, received a recommendation from two individuals.



2.0 Methodology

Through the Pollinator strategy consultation people were asked to tell us about their views on pollinators and what we can do to further look after them in Wirral.

The consultation was carried out between 1 September – 3 October 2022. The approach used was an on online public consultation through the ‘Have your say’ consultation portal at www.haveyoursay.wirral.gov.uk with a page dedicated to the Pollinator strategy Consultation. Useful information provided on the site included links to maps of the current Pollinator and Rewilding sites, photo examples of pollinator sites and an informative video.

An online questionnaire was provided for residents to engage with. Respondents were also able to request paper copies, help completing the questionnaire, or submit additional comments via a dedicated email address, which was published on the ‘Have your say’ website alongside the online tool.

Additionally, residents were able to identify areas that they would like to see transformed into pollinator friendly sites, by placing pins on the mapping tool provided. Once a pin had been placed, the mapping tool allowed people to leave detail regarding their pin, through a comment or an optional photo.

Following the consultation, the feedback will be considered at a meeting of the Environment, Climate Emergency Committee in November 2022.

2.1 Questionnaire

The consultation questionnaire was developed around understanding stakeholder views on the following five key areas:

- Pollinator habitats and the threat of potential extinction of species.
- Awareness of pollinators and support for their habitats.
- Pollinator conservation on council land.
- Knowledge and understanding of pollinators.
- Addressing the needs of pollinators in local plans, policy making and guidance.

To enable further understanding, and in-depth analysis, respondents were invited to provide free-text comments to expand on their ideas or concerns. Survey takers were also asked if they would like to adopt council land for a conservation project or volunteer as part of the pollinator strategy.

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 questions, a text coding approach was used based on the reoccurring themes. This data was then collated and summarised in the report.

2.2 Mapping Tool

The mapping tool was developed to allow local stakeholders to identify areas that could be transformed into pollinator friendly sites. To enable this collaboration, respondents were able to explore Wirral on a map, with the ability to navigate using a mouse or by inputting an address and zoom in close enough to identify sites. Instructions were provided to help respondents use this tool.

The map used a hybrid satellite / street view, which allowed for the identification of areas through local landmarks such as roads, while the photo realism of the satellite aided respondents to select the appropriate piece of land. Once a pin had been placed, respondents were able to add a comment, and optionally add an image. To increase collaboration, the map shows the pins of previous submissions for all viewers.

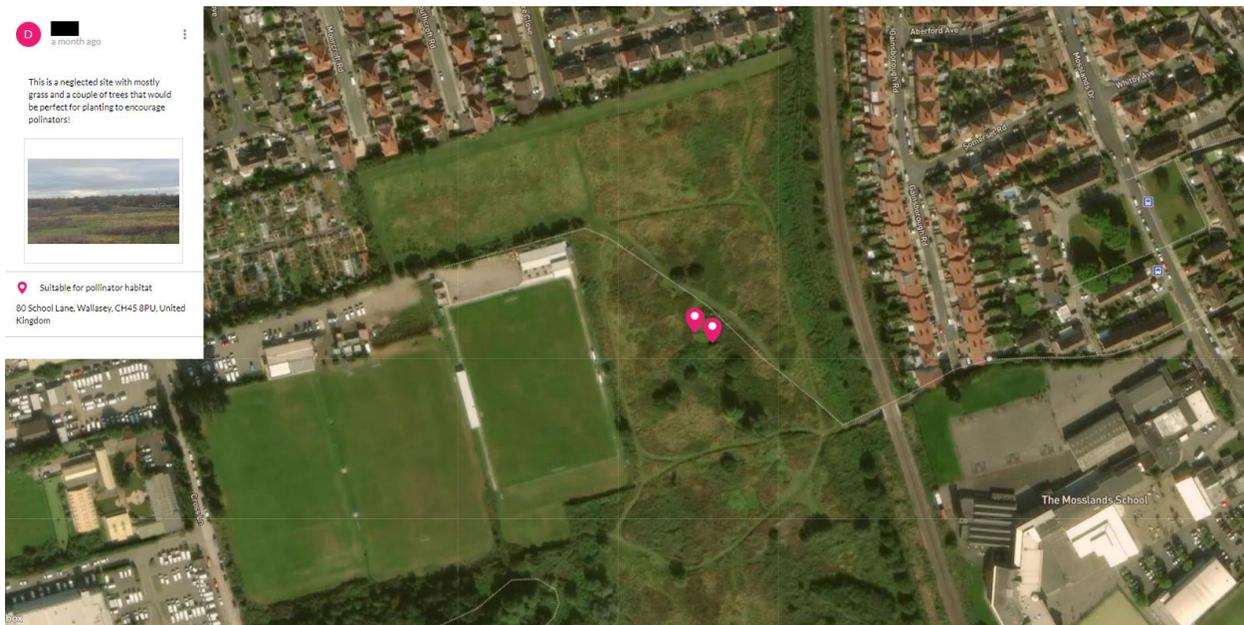


Figure 1: Mapping tool - Two pins from separate respondents recommending a Pollinator site. This screenshot has been taken at maximum zoom. The highlighted pin has attached a photo alongside a comment.

2.3 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.

2.4 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.

2.5 Communication

The consultation was promoted through the council's corporate digital communication channels. This included:

- Organic social media (video and photographic content shared across Facebook, Instagram and Twitter)
- Media release issued to local print and digital media (covered in Birkenhead News and Wirral Globe)
- Wirral View news article
- Resident Email (inclusion in 4 editions)
- Resident Email – Environment and Climate Emergency

3.0 Results

3.1 The Questionnaire

The questionnaire was responded to by 172 people. All responses came through the online portal, no paper copies were requested. No questions were mandatory so respondents could choose which questions to respond to.

3.1.1 Question 1: The council should increase the number of areas that support pollinators to thrive

Respondents selected one option indicating their level of agreement with the statement. 172 people responded to this question. 81.4% of respondents strongly agreed with the statement, and in total 90.1% were in agreement that the council should increase the number of areas that support pollinators to thrive. However, 7.6% strongly disagreed.

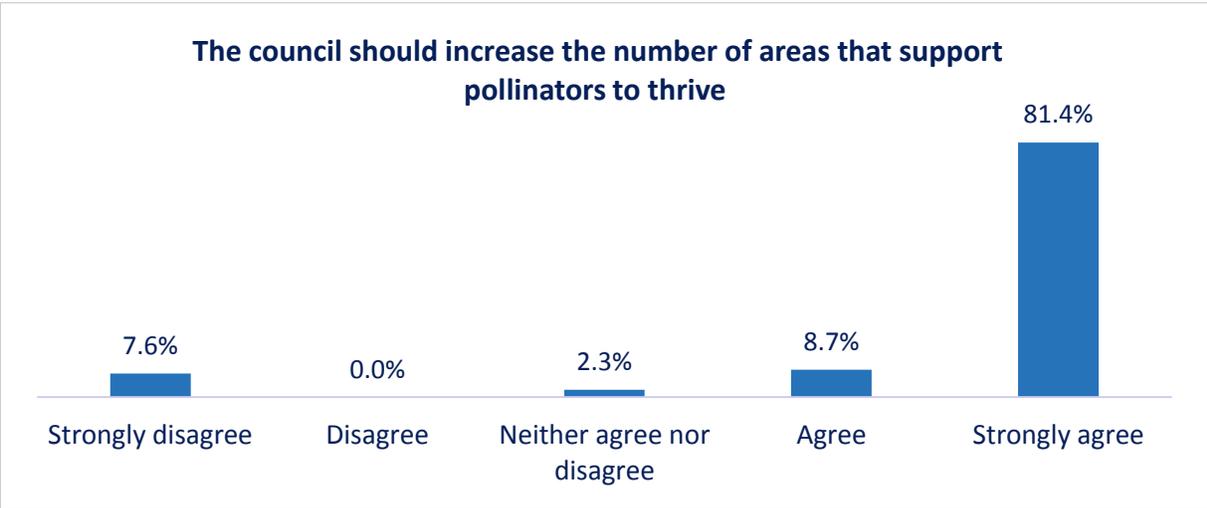


Figure 2: Chart displaying results to “The council should increase the number of areas that support pollinators to thrive”

The council should increase the number of areas that support pollinators to thrive	Total	%
Strongly agree	140	81.4%
Agree	15	8.7%
Neither agree nor disagree	4	2.3%
Disagree	0	0.0%
Strongly disagree	13	7.6%
Total	172	100.0%

Table 1: Table displaying the results to “The council should increase the number of areas that support pollinators to thrive”

3.1.2 Question 2: The council should reduce the impact, where possible, of pesticides on pollinators (this refers to how pesticides are applied and used)

Respondents selected one option indicating their level of agreement with the statement. The most common response was 'strongly agree', selected by 85.3% of the 170 respondents to this question. In total, 91.2% of respondents were in agreement with the statement. However, 5.9% strongly disagreed that the council should reduce the impact, where possible, of pesticides on pollinators. In total, 7.1% disagreed with the statement.

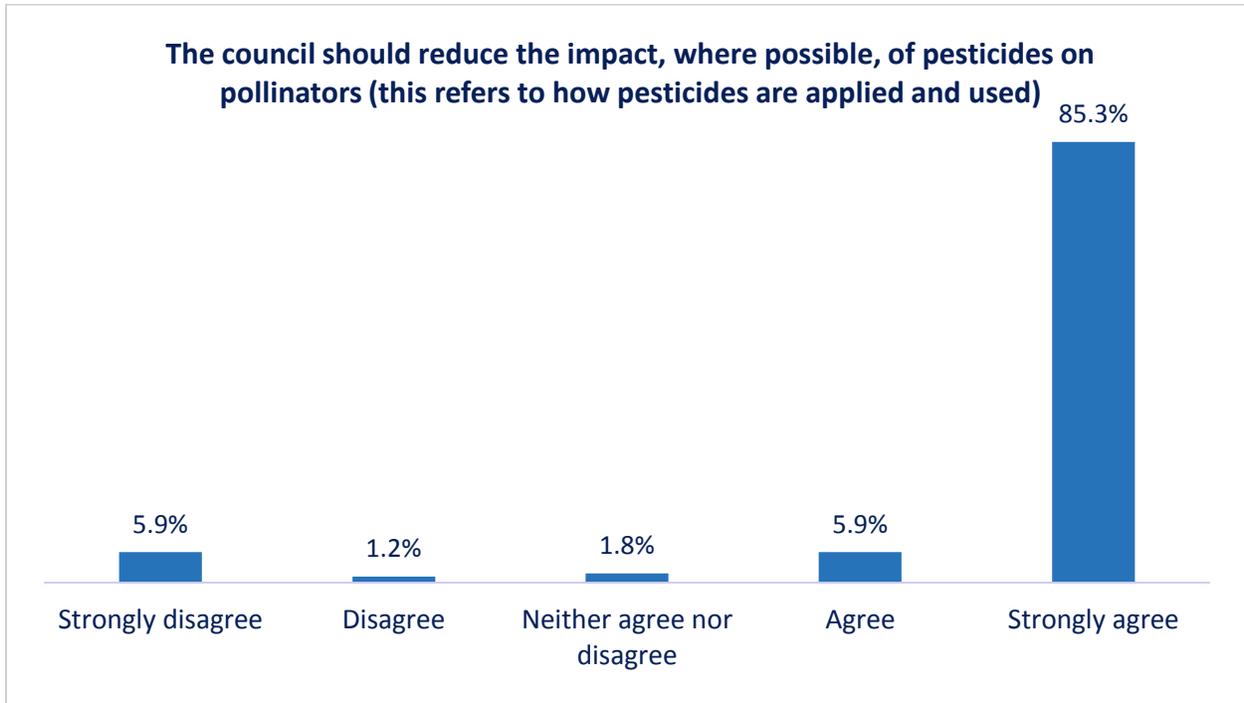


Figure 3: Chart displaying results to “The council should reduce the impact, where possible, of pesticides on pollinators (this refers to how pesticides are applied and used)”

The council should reduce the impact, where possible, of pesticides on pollinators (this refers to how pesticides are applied and used)	Total	%
Strongly agree	145	85.3%
Agree	10	5.9%
Neither agree nor disagree	3	1.8%
Disagree	2	1.2%
Strongly disagree	10	5.9%
Total	170	100.0%

Table 2: Table displaying the results to “The council should reduce the impact, where possible, of pesticides on pollinators (this refers to how pesticides are applied and used)”

3.1.3 Question 3: I feel aware of what I can do in my local area to help increase and support pollinators

Respondents selected one option indicating their level of agreement with the statement. 171 individuals responded to this question, and the most common answer was 'agree,' selected by 36.8% of respondents. In total, 67.8% believed that they were aware of what they can do in their local area to help increase and support pollinators. However, 2.9% strongly disagreed, and in total 11.7% disagreed (disagreed or strongly disagreed) with the statement. The number of respondents who neither agreed or disagreed (20.5%) in response was noticeably high.

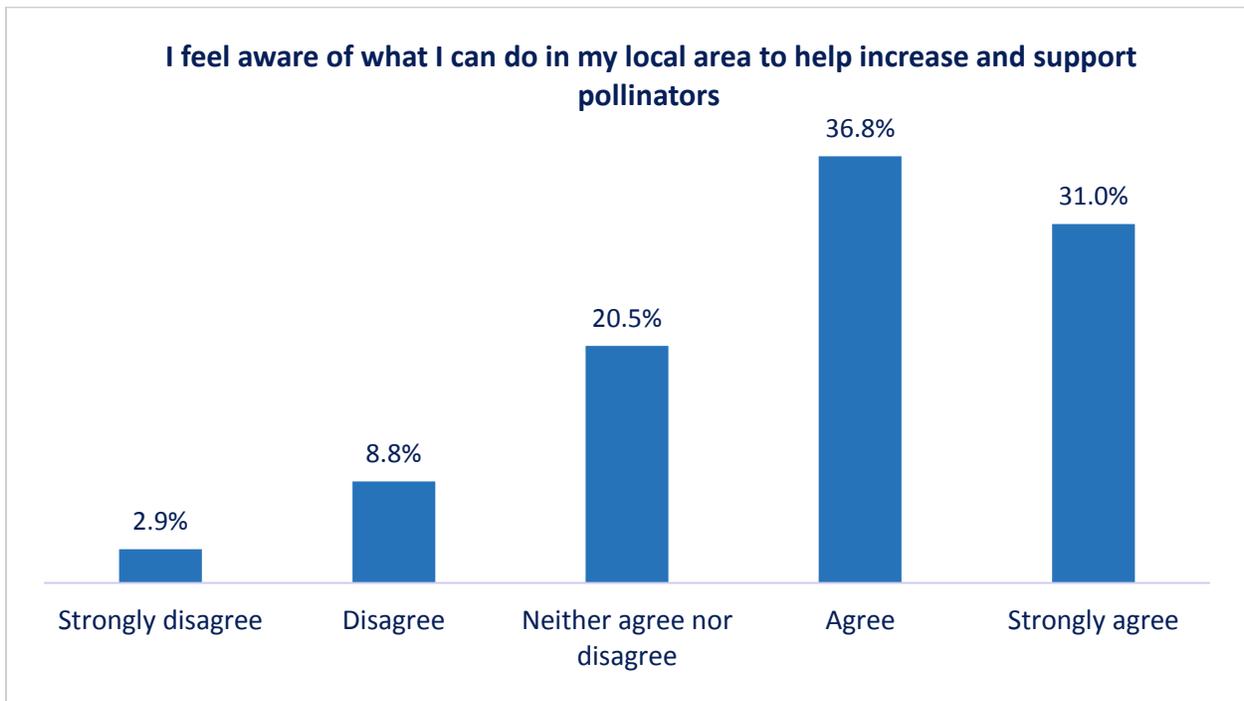


Figure 4: Chart displaying results to “I feel aware of what I can do in my local area to help increase and support pollinators”

I feel aware of what I can do in my local area to help increase and support pollinators	Total	%
Strongly agree	53	31.0%
Agree	63	36.8%
Neither agree nor disagree	35	20.5%
Disagree	15	8.8%
Strongly disagree	5	2.9%
Total	171	100.0%

Table 3: Table displaying the results to “I feel aware of what I can do in my local area to help increase and support pollinators”

3.1.4 Question 4: The council needs to do more to educate people on the importance of pollinators

Respondents selected one option indicating their level of agreement with the statement. 170 people responded to this question; the most common answer was ‘strongly agree’ (62.4%). In total, 87.1% agreed that the council should do more to educate people on the importance of pollinators. However, 4.1% strongly disagreed and 0.6% disagreed. Additionally, 8.2% neither agreed or disagreed.

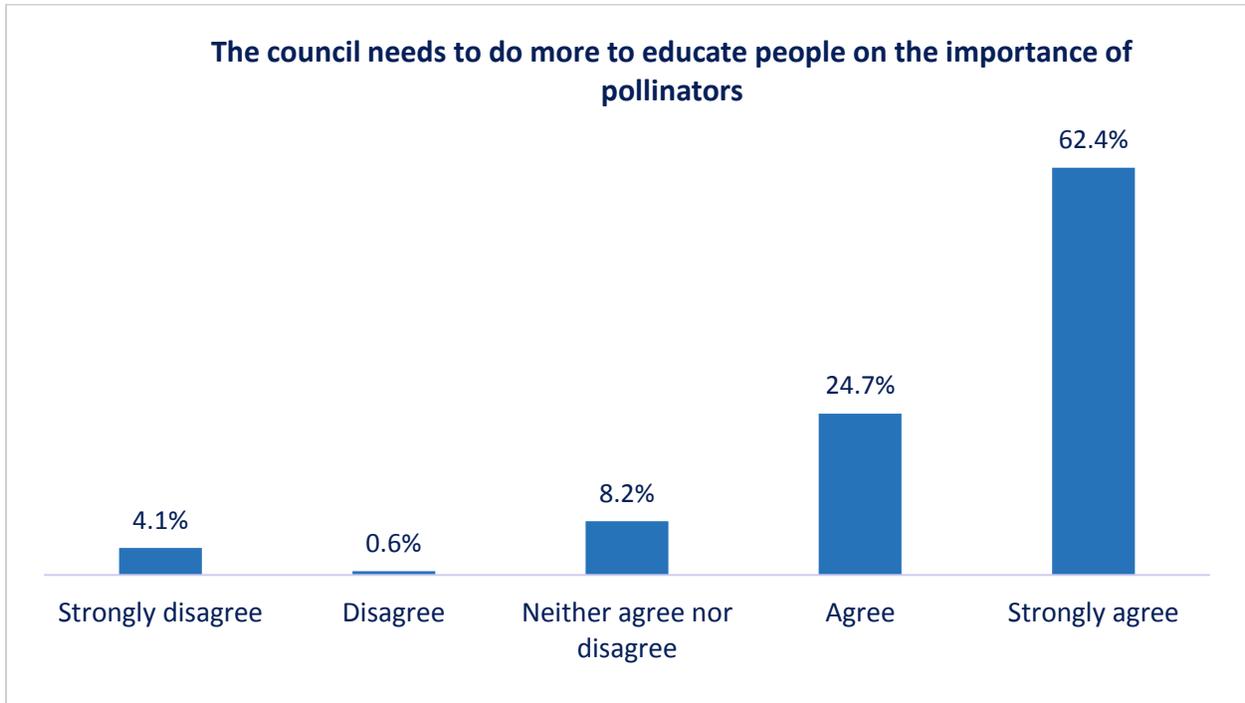


Figure 5: Chart displaying results to “The council needs to do more to educate people on the importance of pollinators”

The council needs to do more to educate people on the importance of pollinators	Total	%
Strongly agree	106	62.4%
Agree	42	24.7%
Neither agree nor disagree	14	8.2%
Disagree	1	0.6%
Strongly disagree	7	4.1%
Total	170	100.0%

Table 4: Table displaying the results to “The council needs to do more to educate people on the importance of pollinators”

3.1.5 Question 5: I feel aware of what I can do in my local area to help increase and support pollinators

Respondents selected one option indicating their level of agreement with the statement. Of the 172 who responded to this question, 83.1% strongly agreed and 11% agreed, indicating that 94.1% of respondents feel aware of what they can do in their local area to help increase and support pollinators. However, 2.9% strongly disagreed and 0.6% disagreed.

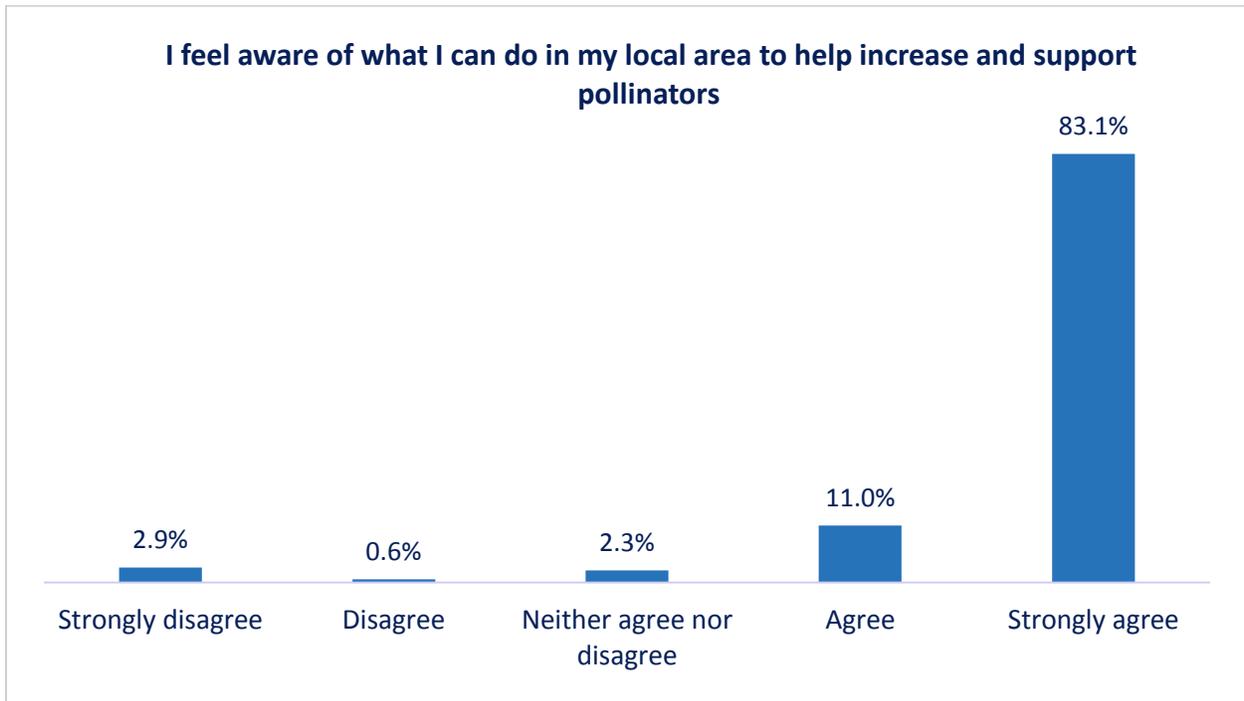


Figure 6: Chart displaying results to “I feel aware of what I can do in my local area to help increase and support pollinators”

The council should consider all of its land and assets when thinking about pollinators (including buildings, other structures and urban spaces)	Total	%
Strongly agree	143	83.1%
Agree	19	11.0%
Neither agree nor disagree	4	2.3%
Disagree	1	0.6%
Strongly disagree	5	2.9%
Total	172	100.0%

Table 5: Table displaying the results to “I feel aware of what I can do in my local area to help increase and support pollinators”

3.1.6 Question 6: The council should look to involve more volunteer groups and support them in the pollinator conservation work

Respondents selected one option indicating their level of agreement with the statement. The most common answer was ‘strongly agree,’ selected by 64.0% of the 172 respondents. 26.7% agreed that the council should look to involve more volunteer groups and support them in the pollinator conservation work. However, 3.5% strongly disagreed with the statement and 0.6% disagreed.

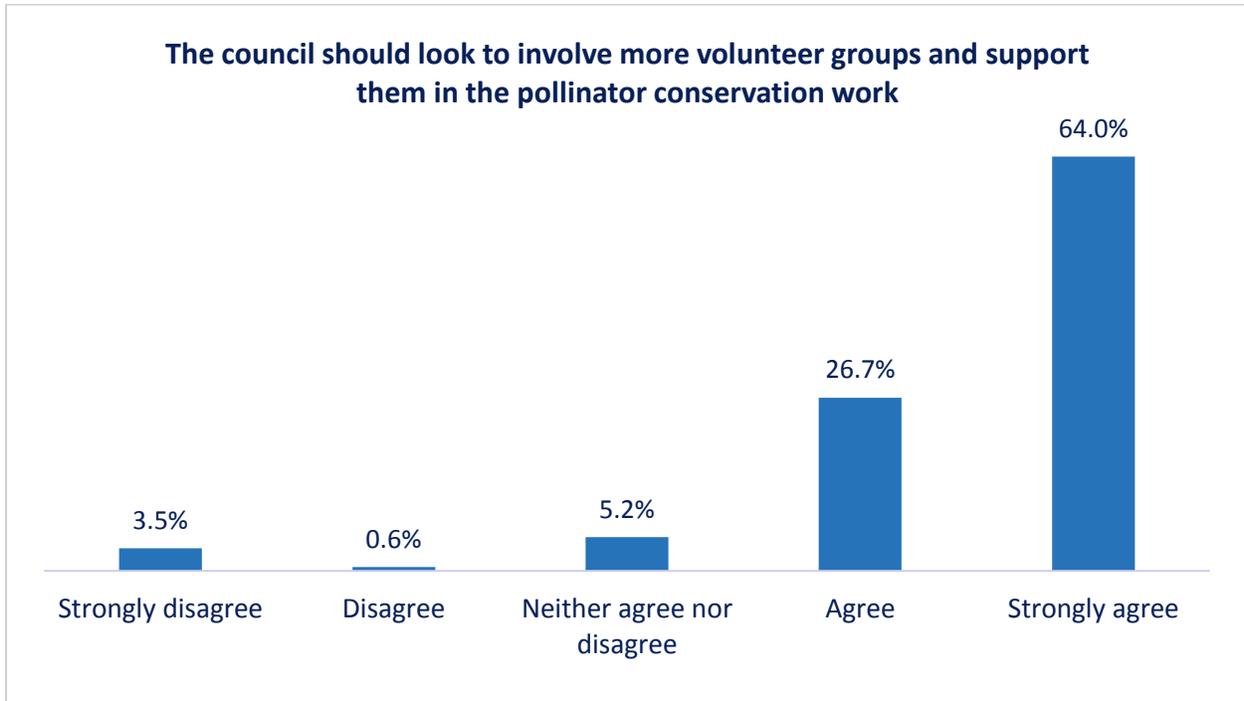


Figure 7: Chart displaying results to “The council should look to involve more volunteer groups and support them in the pollinator conservation work”

The council should look to involve more volunteer groups and support them in the pollinator conservation work	Total	%
Strongly agree	110	64.0%
Agree	46	26.7%
Neither agree nor disagree	9	5.2%
Disagree	1	0.6%
Strongly disagree	6	3.5%
Total	172	100.0%

Table 6: Table displaying the results to “The council should look to involve more volunteer groups and support them in the pollinator conservation work”

3.1.7 Question 7: The council should monitor the number of pollinators to track changes to pollinator populations

Respondents selected one option indicating their level of agreement with the statement. The most popular answer, selected by 59.4% of the 170 respondents was ‘Strongly agree,’ followed by ‘agree,’ selected by 27.6% of respondents. In total, 87.0% believe the council should monitor the number of pollinators to track changes to pollinator populations. However, 5.9% strongly disagreed, and 0.6% disagreed.

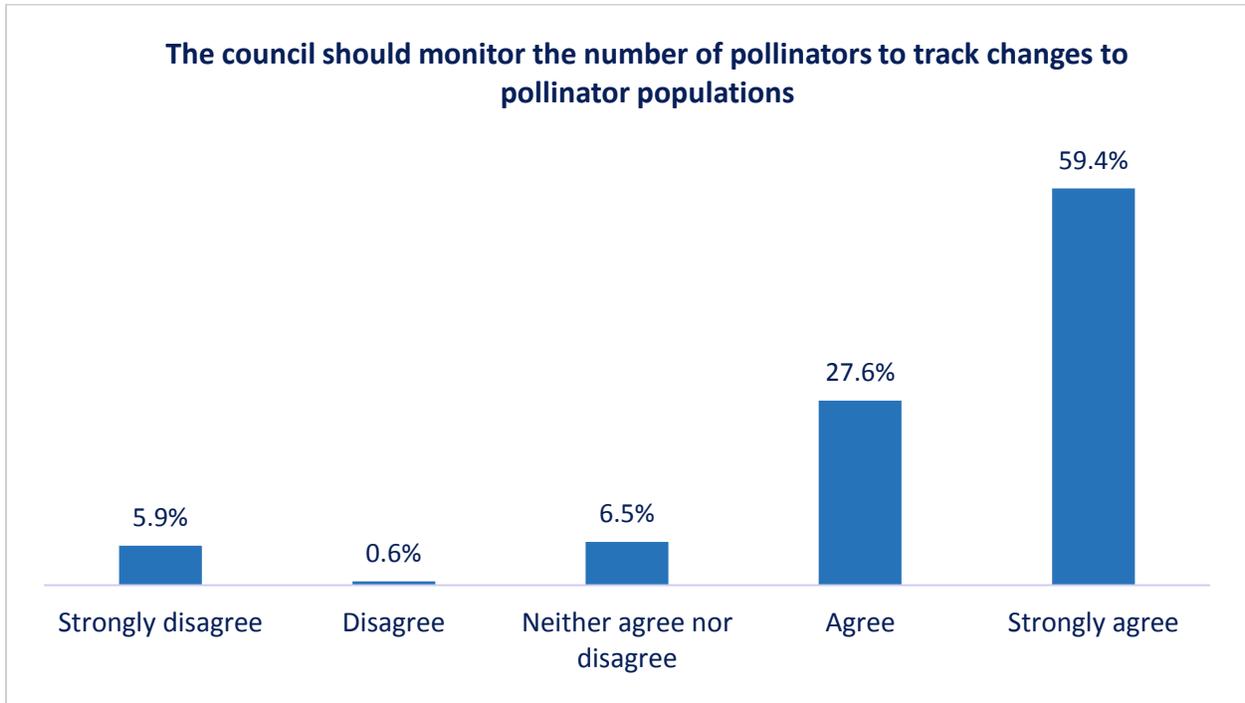


Figure 8: Chart displaying results to “The council should monitor the number of pollinators to track changes to pollinator populations”

The council should monitor the number of pollinators to track changes to pollinator populations	Total	%
Strongly agree	101	59.4%
Agree	47	27.6%
Neither agree nor disagree	11	6.5%
Disagree	1	0.6%
Strongly disagree	10	5.9%
Total	170	100.0%

Table 7: Table displaying the results to “The council should monitor the number of pollinators to track changes to pollinator populations”

3.1.8 Question 8: The council should consider pollinators and their habitats in all future planning (new developments, Local Plan, new policies)

Respondents selected one option indicating their level of agreement with the statement. 170 individuals responded to this question and only 3.5% were in disagreement, 2.9% strongly disagreed and 0.6% disagreed. However, the majority of respondents were in agreement with the statement (95.8%), with 82.9% strongly agreeing, and 12.9% agreeing.

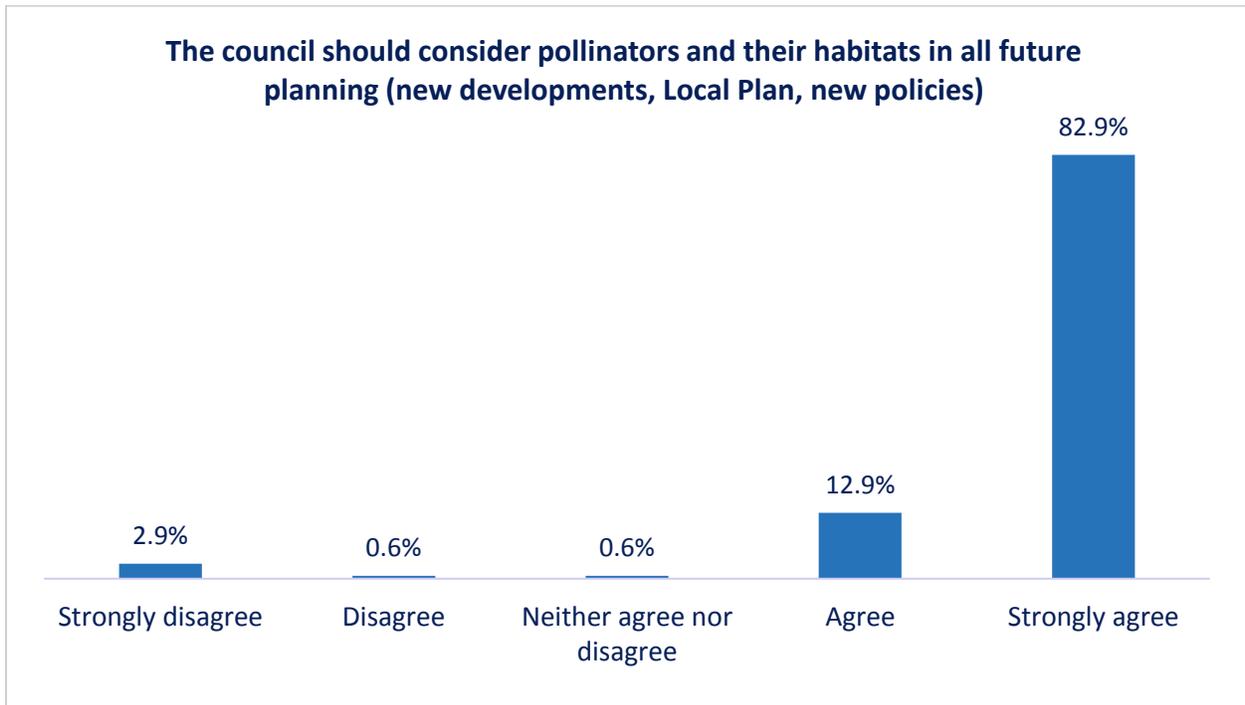


Figure 9: Chart displaying results to “The council should consider pollinators and their habitats in all future planning (new developments, Local Plan, new policies)”

The council should consider pollinators and their habitats in all future planning (new developments, Local Plan, new policies)	Total	%
Strongly agree	141	82.9%
Agree	22	12.9%
Neither agree nor disagree	1	0.6%
Disagree	1	0.6%
Strongly disagree	5	2.9%
Total	170	100.0%

Table 8: Table displaying the results to “The council should consider pollinators and their habitats in all future planning (new developments, Local Plan, new policies)”

3.1.9 Question 9: Is there anything else that you would like to tell us about pollinators?

This was a free text question; respondents could type a statement in response. To analyse responses, a tagging system was used to split the statements into themes. Each statement could reflect multiple themes. The Chart below displays the top 10 themes, and the top seven themes are analysed in further detail below.

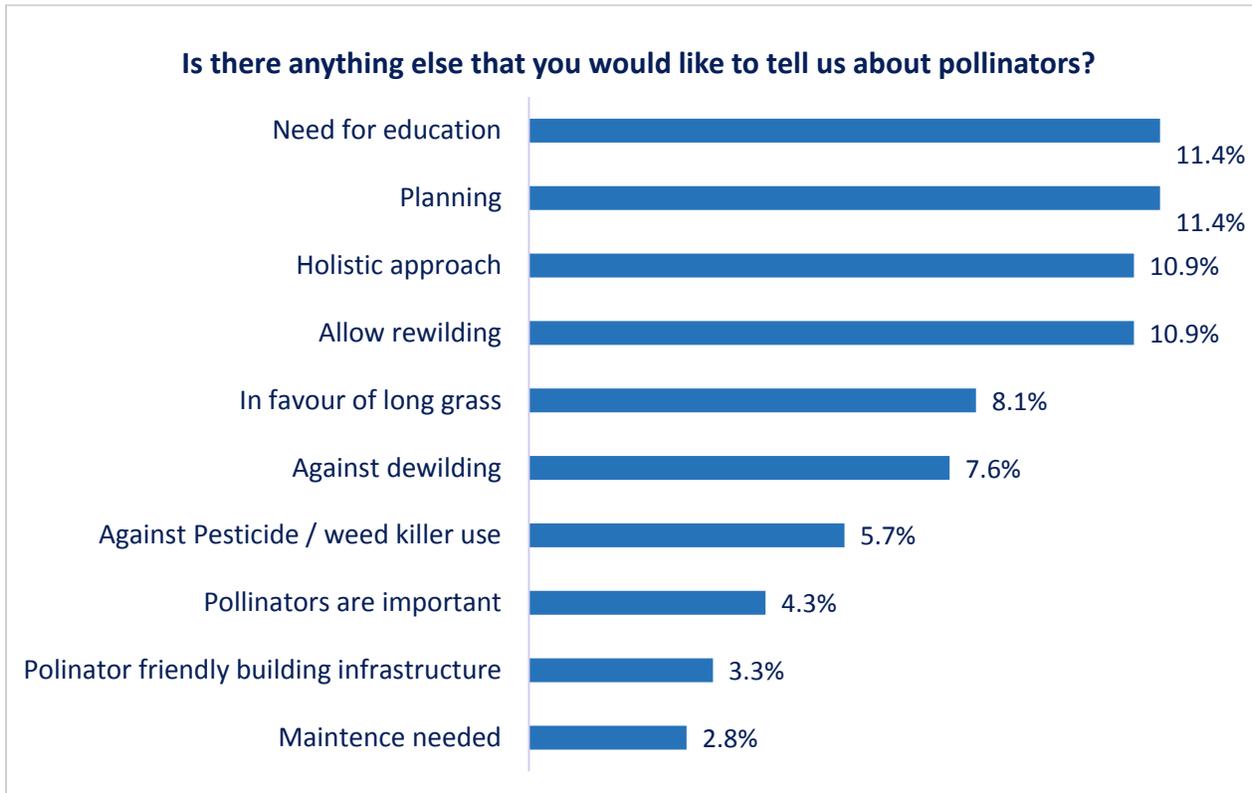


Figure 10: Top 10 response categories

Need for education

The belief from many respondents was that the general population is unaware of importance of pollinators. As a result, the public may be taking actions which harm pollinators without realising, or that the average resident does not care about pollinators. Examples given include, the popularity of low maintenance artificial grass / plants, and the excessively cutting grass for the benefit of looking 'clean and tidy.' There was a general desire from respondents for the council to raise awareness of the role pollinators play in our ecosystem.

Planning

There was a strong belief that for pollinators to thrive, appropriate planning is needed. For an effective pollinator strategy to be implemented, respondents felt the council should sufficiently research and find suitable sites. For example, sites near busy roads would not be appropriate due to the pollution levels in the area. Additionally, once suitable sites had been selected, many cited the idea of creating travel corridors for pollinators to move between areas. Furthermore, some were concerned that long grass would not sufficiently increase pollinator number, and to there should be an emphasis on wildflowers. Furthermore, to help increase pollinator numbers in urban environments many commented their support for pollinator friendly building infrastructure. More generally, many respondents believe the council should move to protect greenbelt and prevent new building developments in areas which may harm pollinator habitats. One comment suggested that the subtle vibrations from building sites can prevent bees from communicating and destroy colonies.

Holistic approach

Respondents believed that a successful pollinator strategy would need to take a holistic approach, rather than viewing pollinators in isolation. The full food chain should be considered, and to support pollinators enough food for these insects needs to be available. Similarly, the council would need to make suitable arrangements for the increase in pollinator predators, such as small birds. Pollinators and their predators would then need appropriate shelter, particularly in the winter, and therefore, respondents suggested also planting trees in addition to wildflowers. Furthermore, many respondents would like to see appropriate plants and trees being supported / planted. For example, some would like to see native plants and not just the best-looking flowers.

Allow rewilding / in favour of long grass / against de-wilding / against pesticide & weed killer use

These categories have been grouped together as they are interlinked. Many respondents would like to see nature take its course, meaning allowing all plants to grow more. This means, less regular grass cutting, and allowing native plants, many of which are considered weeds, to grow. There was strong support for increasing no mow May to take place throughout the summer months, and in general allowing grass to grow longer. Similarly, people were against de-wilding, such as the maintenance of grass verges, hedges, and trees. There was strong opposition to the use of pesticides and other weed killing chemicals.

3.1.10 Question 10: Do you have any concerns about increasing the number of pollinators and pollinator habitats?

This was a free text question; respondents could type a statement in response. To analyse responses, a tagging system was used to split the statements into themes. Each statement could reflect multiple themes. The Chart below displays the top 7 themes, and the top five themes are analysed in further detail below.

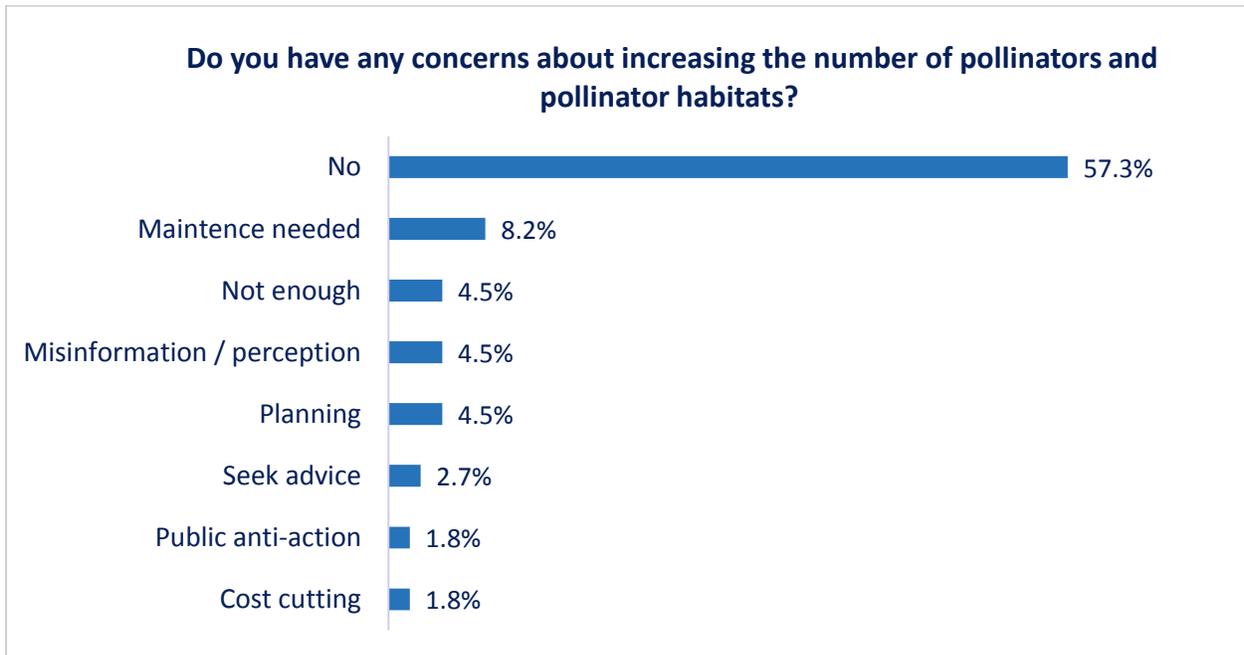


Figure 11: Top 7 response categories

No

57.3% of respondents did not have any concerns about increasing the number of pollinators and pollinator habitats.

Maintenance Needed

In general, there was support for less regular maintenance, but also a belief that maintenance is still needed for tidy looking neighborhood and to prevent trip hazards. For example, some believed maintenance is required before and after pollinator season.

Not enough

4.5% believed that a pollinator strategy alone is not enough, and that more action should be taken to benefit the environment due to its importance.

Misinformation / perception

Some respondents were concerned that a pollinator strategy may be perceived as an excuse for the council to cut cost of maintenance, and as a result may not be supported by some in the community, who as a result may take opposing action, such as maintaining council grass verges.

Planning

There was a concern that without proper planning, a pollinator strategy may be ineffective.

3.2 The Mapping Tool

The mapping tool allowing respondents to recommend pollinator sites received 48 submissions from 19 individuals. All submission details are included in Appendix 1.

Nine of Wirral's wards received recommendations, with Oxton (18.8%), Eastham (18.8%) and Liscard (14.4%) receiving the greatest number of pollinator site recommendations.

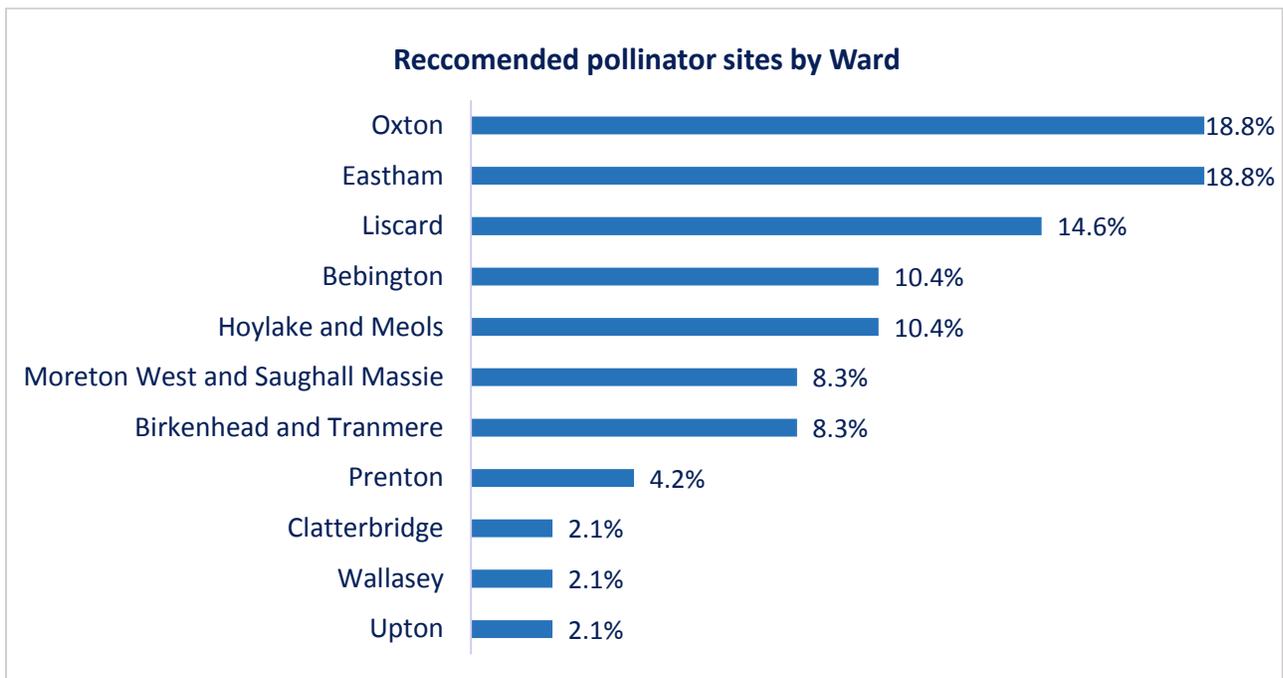


Figure 12: The wards of recommended pollinator sites.

A site located at 80 School Lane, Wallasey, CH45 8PU, received a recommendation from two individuals.



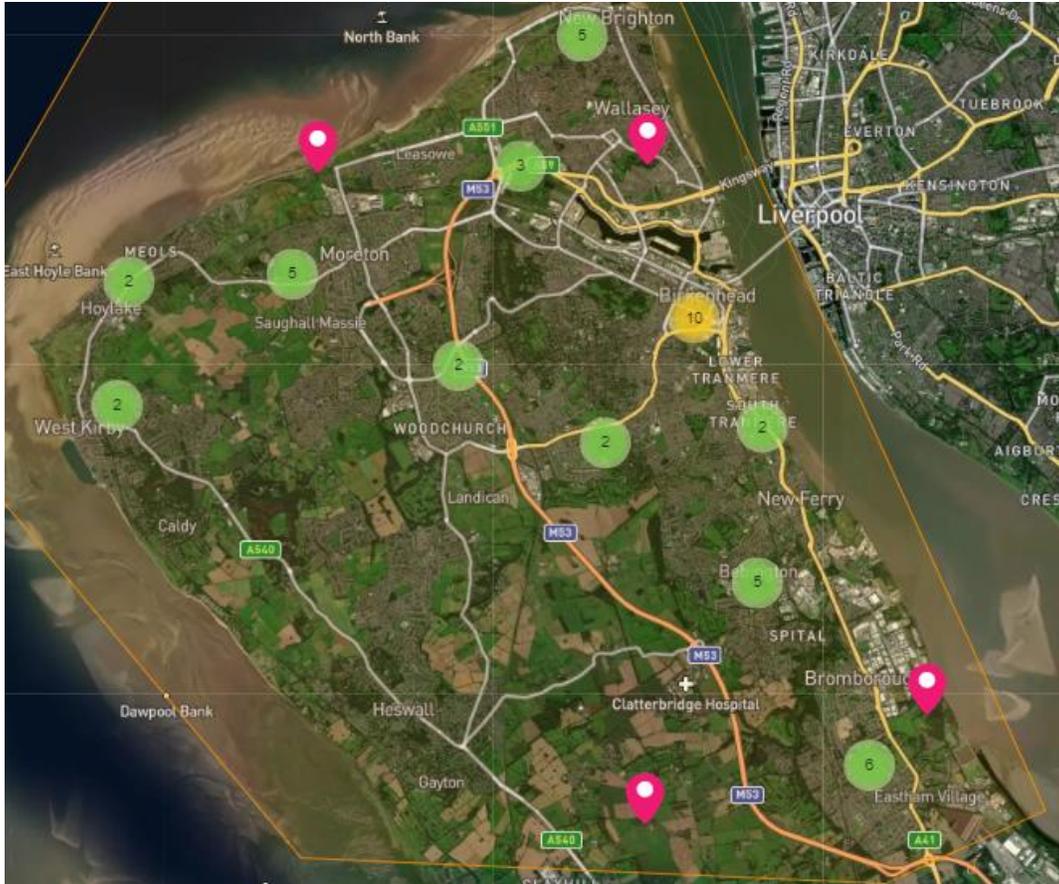


Figure 13 : Recommended Pollinator sites map illustrating where pins were placed. The green and amber circles show the number of sites in that area, pink pins indicate one site each.





4.0 Demographics and Site Traffic

4.1 Demographics

Registration was required to engage in the online Pollinators 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. The same questions were included on the paper-copy questionnaires.

Most of the respondents (82.4%) classed themselves as local residents.



Figure 14: Who are you registering as?

The gender of respondents was 58.1% female, 41.3% male, with 0.6% preferring not to say.

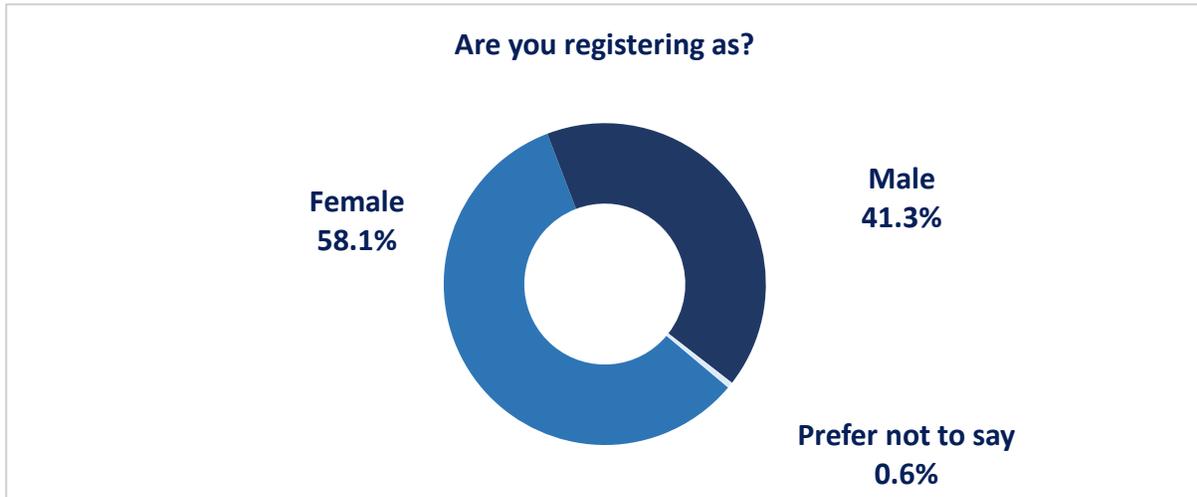


Figure 15: Gender of respondents

The age group profile is illustrated with the most common age groups were 55-64 years (29.1%), followed by 65-74 years (23.0%). Under 25's only made up 0.6% of respondents.

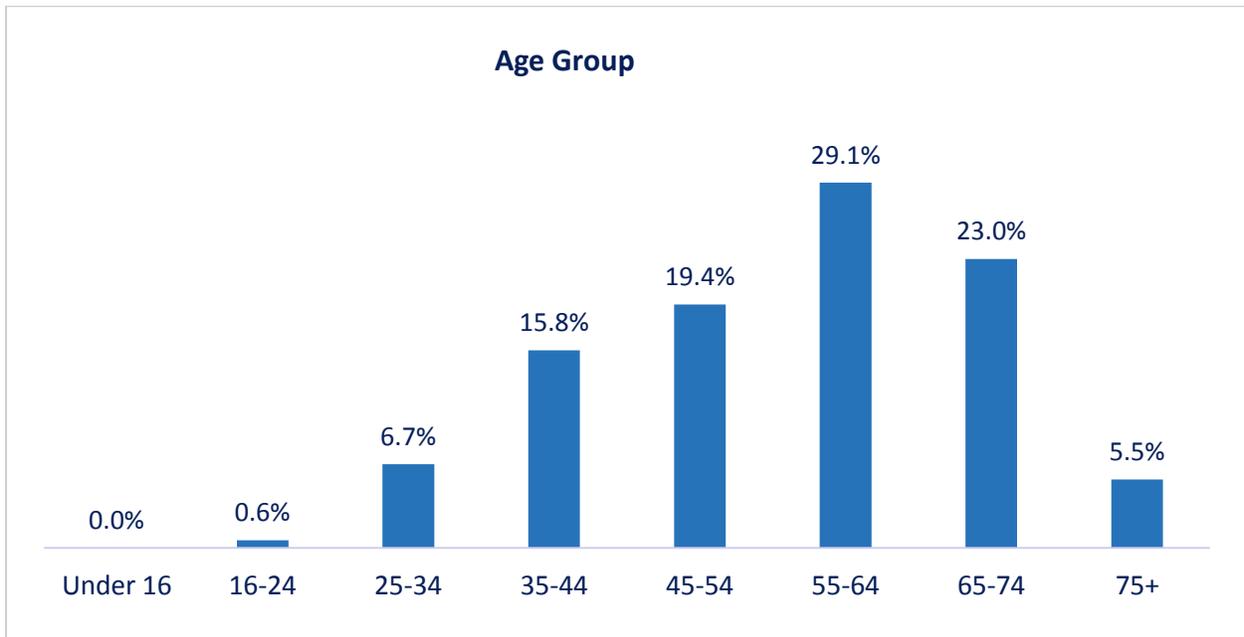


Figure 16: Age group of respondents

90.9% of respondents were white British, 3.6% of respondents were of a non-white ethnicity.

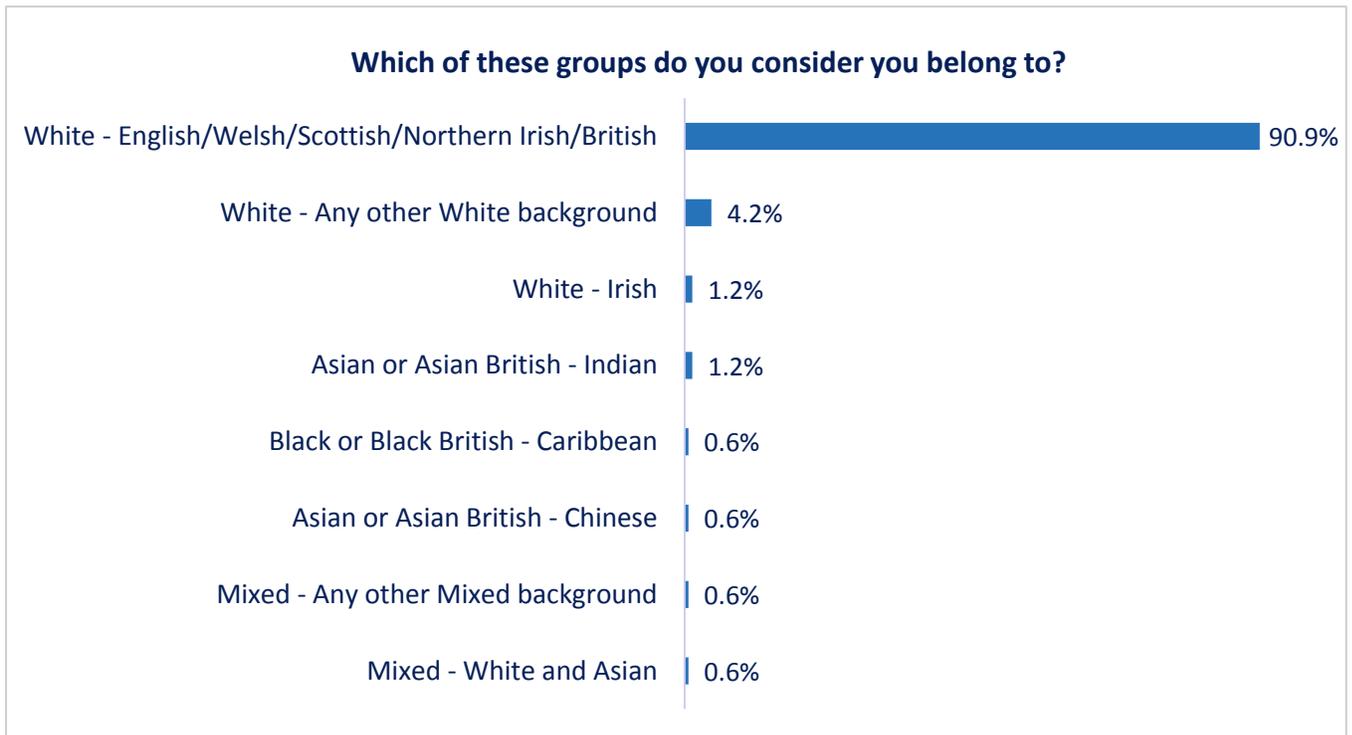


Figure 17: Ethnicity of respondents

79.3% of respondents were heterosexual, 3.7% were gay/ lesbian, 3.7% bisexual and 13.4% preferred not to say.

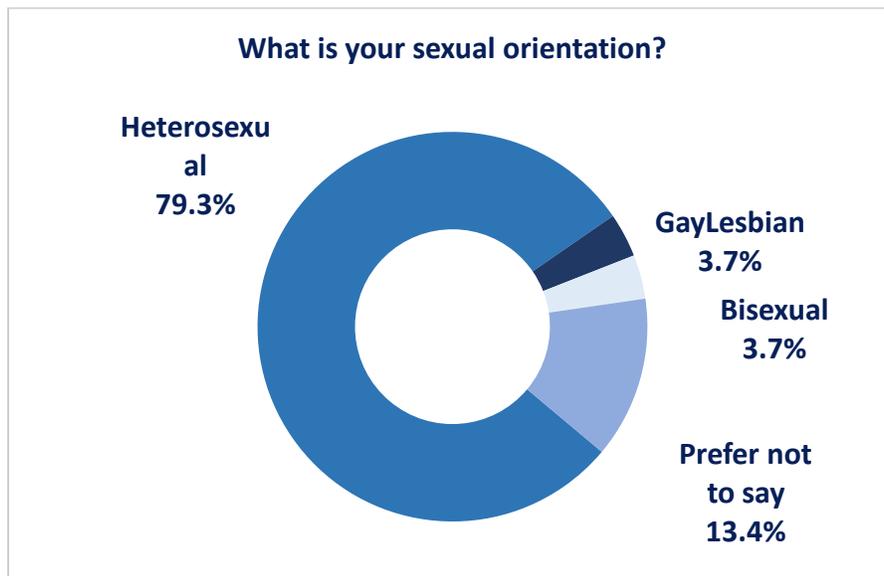


Figure 18: Sexual orientation of respondents

6.7% of respondents said they had a disability, 4.0% preferred not to say, and 89.3% said they did not have a disability.

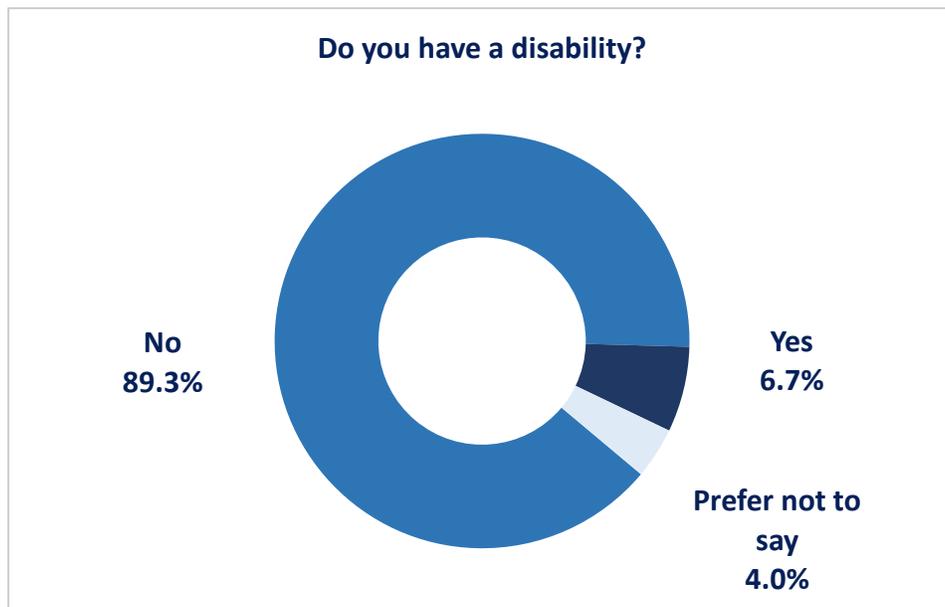


Figure 19: Disability status of respondents

Each of the 22 Wirral Wards had some representation. Of the 165 responses from Wirral residents, the most represented Ward was Hoylake and Meols (11.9%), followed by Clatterbridge (8.2%) and New Brighton (8.2%). The least represented ward was Leasowe and Moreton East (0.6% of responses). Additionally, 5 responses came from outside Wirral, 3 from Liverpool and two from Cheshire.

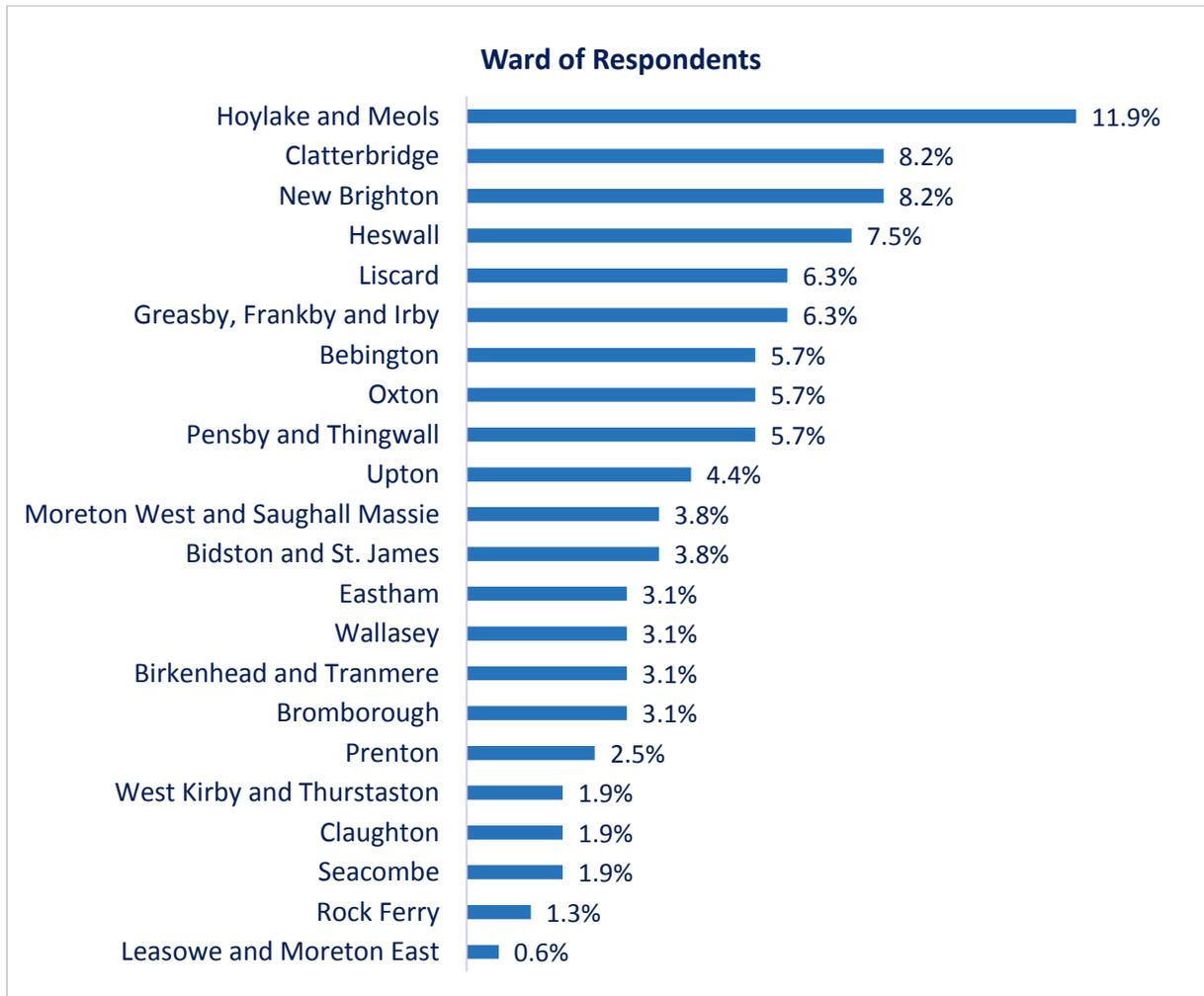


Figure 20: Wirral Ward representation

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. 793 visited the Pollinator strategy consultation page of the Have Your Say site, of these 185 visited multiple project pages and 60 viewed a photo. 172 people in total completed the questionnaire.

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 either direct visits where people typed the internet address into their web browser (506 visits) or links clicked from social media sites (127). Direct visits generated a rate of engagement of 26.3%, meaning 26.3% of these visits resulted in completion of the survey. Social media visits had an engagement rate of 16.5%.

TRAFFIC CHANNEL	AWARE VISITS	INFORMED VISITS (%)	ENGAGED VISITS (%)
DIRECT	506	292 (57.7%)	133 (26.3%)
SOCIAL	127	58 (45.7%)	21 (16.5%)
EMAIL	82	39 (47.6%)	10 (12.2%)
SEARCH ENGINE	29	8 (27.6%)	3 (10.3%)
.GOV SITES	1	1 (100%)	0 (0%)
REFERRALS	34	23 (67.6%)	14 (41.2%)

Table 9: Site traffic sources

5.0 Appendix 1 Mapping Tool Detail

Mapping Tool Named Sites

Address	Comment
41 Monks Way, Bebington, Wirral, CH63 3HZ, United Kingdom.	Strips of wildflowers around the edge of the field would be good. Field is used by dog walkers and kids playing though some grass cut would be beneficial to everyone.
66 Brimstage Road, Bebington, Wirral, CH63 2PG, United Kingdom.	Verges along Brimstage Rd in between Clatterbridge roundabout and old Clatterbridge road
Rock Ferry By-Pass, Birkenhead, Birkenhead, CH42 1AE, United Kingdom.	Central reservation where it does not impact safety
B5136, Bebington, Wirral, CH63 7PR, United Kingdom.	Verges around roundabout where safety is not impacted upon
The Green, Raby, Wirral, CH63 4JW, United Kingdom.	Large grass verge on Willowbrow Road opposite J assamine Cottage. Adjoining access to public footpath. Already showing signs of wild geranium and frequented by butterflies and bees.
2 Berwick Close, Wirral, CH46 6ES, United Kingdom.	Lots of south facing land here.
14 Brunsfield Close, Wirral, CH46 6HE, United Kingdom.	Area of land exposed to full sun would make ideal pollinator site.
471 Hoylake Road, Wirral, CH46 6HB, United Kingdom.	Small area of grass could be used as pollinator friendly site.
29 Carr House Lane, Wirral, CH46 6EN, United Kingdom.	Small area here could be used as pollinator site.
80 School Lane, Wallasey, CH45 8PU, United Kingdom.	This is a neglected site with mostly grass and a couple of trees that would be perfect for planting to encourage polinators!
Park Drive, Birkenhead, Prenton, CH43 4TS, United Kingdom.	I meant Birkenhead Park, both the Upper and lower parks, rather than Park Drive
69 Grampian Way, Bebington, Wirral, CH62 8AP, United Kingdom.	Grampian field has benefited from the grass not being cut (apart from a diagonal strip across it) It would be greatly improved if wild flowers were planted.
4 Europa Boulevard, Birkenhead, Birkenhead, CH41 4PP, United Kingdom.	This car park is under utilised and generally looks a mess. Its appearance would be greatly improved from the left hand side and the edges of the right side, top and bottom, being sown with flowers, bushes and plants that will attract pollinators.

91 Priory Wharf, Birkenhead, Birkenhead, CH41 5EG, United Kingdom.	Whole area of Priory Wharf would benefit from wilding and transforming into a nature park. Birkenhead downtown area is bereft of parkland and green spaces
2 Europa Boulevard, Birkenhead, Birkenhead, CH41 4PE, United Kingdom.	The areas planted in Europa Boulevard this year have been brilliant, with brightly coloured wildflowers and an increase in pollinators seen here. Can the Council reduce the amount of mown strips please? This will improve even further the lovely wild area in the middle of the urban centre of Birkenhead.
Tunnel Road, Birkenhead, Birkenhead, CH41 5DD, United Kingdom.	Planting here will enhance the planned new park for Birkenhead. Can we keep the park as friendly as possible to pollinators by retaining trees, areas of brash and long grass, as well as wildflower plantings?
Tunnel Road, Birkenhead, Birkenhead, CH41 5DD, United Kingdom.	See previous comment re Tunnel Road
Hamilton Square, Hamilton Sq., Birkenhead, England CH41 5AS, United Kingdom.	Hamilton Square could have a wild area as part of its overall layout
9 Massey Pk, Birkenhead, Birkenhead, CH41 4JY, United Kingdom.	Any areas like this can be used for rewilding, then we can have more biodiversity in the urban area. It would be even better if they can be linked up to provide continuous foraging corridors for insects and birds
6 Hillburn Drive, Birkenhead, Birkenhead, CH41 7DF, United Kingdom.	Gaultby Park recently suffering the loss of its poplar trees could benefit from succession planting of trees and hedging together with a pollinator area
169 Carr Bridge Road, Birkenhead, Wirral, CH49 9DL, United Kingdom.	Carr Bridge Road open grassland areas, would benefit from further tree plantings, which would help to prevent flooding, and waterlogging, and then rewilding in different areas, to attract insects
80 School Lane, Wallasey, CH45 8PU, United Kingdom.	This is a wonderful area with many pollinators, wildlife and plant life that depend on each other. More help with pollinators would greatly help all species.
262 New Chester Road, Bebington, Wirral, CH62 4RQ, United Kingdom.	Roundabout at Chester end of New Ferry By Pass
330 New Chester Road, Birkenhead, Birkenhead, CH42 1LE, United Kingdom.	Roundabout at Birkenhead end of New Ferry By Pass and both sides of the by pass
M53, Hooton, Ellesmere Port, CH65 1AP, United Kingdom.	ALL ROUNDABOUTS IN SHROPSHIRE ARE PLANTED WITH WILD FLOWERS. I SUGGEST THE A41/M53 ROUNDABOUT AT EATHAM AS SUITABLE.

67 Allport Road, Bebington, Wirral, CH62 6ES, United Kingdom.	The Common Allport Road/ Allport Lane crossroads, already been wilded
Eastham Country Park, Wirral, England CH62 0AU, United Kingdom.	This area of Eastham woods has already been earmarked as another wood with small trees planted. Addition of wildflowers would add to diversity
181 Allport Road, Bebington, Wirral, CH62 6AD, United Kingdom.	The flowerbeds by the shops in Allport Road look neglected and full of weeds. Turn this over to a mass planting of Lavender to add colour in the summer and attract pollinators. Only need cutting back once a year, after flowering.
73 Allport Lane, Bebington, Wirral, CH62 7HR, United Kingdom.	The Bradmoor in Bromborough Village. Can no longer be used for football, grass allowed to grow, add wildflowers.
107 Allport Road, Bebington, Wirral, CH62 6AB, United Kingdom.	This area of Allport Road, by Westminster Drive looks great when the daffodils are flowering, however, not pollen generators, can a greater spread of earlier flowering bulbs and wildflowers be introduced?
Upton Road, Birkenhead, Wirral, CH49 0TB, United Kingdom.	Grass verge near the bus stop could be ideal
51 Prenton Farm Road, Birkenhead, Prenton, CH43 3BN, United Kingdom.	Keep more of the park unmowed for longer
Duck Pond Lane, Birkenhead, Prenton, CH43 5UY, United Kingdom.	The bank here serves very little purpose. Much better as a wildflower meadow
2 Felton Dev Off 96 Storeton R D, Wirral, CH46 6HQ, United Kingdom.	A wild flower meadow should be seeded here along the hedgerow
25 Gilroy Road, West Kirby, Wirral, CH48 5HP, United Kingdom.	This nature reserve should be given protected status and the verges and hedgerows along the paths leading from Newhall Farm, Hoylake out to Gilroy Road should be left as pollinator sites with the hedges properly managed, currently they are chopped with utter disregard for blossom and fruiting cycles or birds nesting in the hedges
Leasowe Lighthouse, Lingham Lane, Wirral, England CH46 4TA, United Kingdom.	If not already a protected pollinator site, this area and the paths from the lighthouse to Meols, should be. Stuffed full of wildflowers, well established and beautiful spaces
Lifeboat Slipway, Hoylake, Wirral, CH47 3AL, United Kingdom.	untouched for the past year and over the past summer, full of a wide variety of wildflowers, this green should be left as a pollinator site, perhaps with information boards

	for visitors
8 Dee Lane, West Kirby, Wirral, CH48 0QH, United Kingdom.	Sandlea Park (now reverted to its name of Sandlea Gardens) is an oasis of greenery in a busy town centre which enhances the wellbeing of residents and visitors. There is an established volunteer group, Friends of Sandlea Gardens that would be willing and able to help with a pollinator project.
Coastal Drive, Wallasey, CH45 2NJ, United Kingdom.	All of the coastal rough ground on Kings Parade in front of the red noses (Cliff Heights) New Brighton up to Sandcliffe Road
27 Tower Promenade, Wallasey, CH45 2PP, United Kingdom.	Rough Ground south of the pumping station and north of the black pearl site
Coastal Drive, Wallasey, CH45 2NJ, United Kingdom.	Coastal Drive on rough ground in front of red noses
Coastal Drive, Wallasey, CH45 3QW, United Kingdom.	Coastal Drive on rough ground around shelter/old toilet block. A section of this could be used, despite it being used for the car rally stage and circus events.
10 Silverbeech Road, Wallasey, CH44 0BS, United Kingdom.	Grass adjacent to rose garden Central Park Wallasey.
68 Earlston Road, Wallasey, CH45 5DZ, United Kingdom.	A section of the grass field to the rear of Wallasey Central Library, Earlston Rd. This would be a good education site.
47 Heathfield Road, Bebington, Wirral, CH63 3BZ, United Kingdom.	Small grassed area at end of Heathfield Road, not used for anything. Would make great area for pollinators.
66 Manor Road, Hoylake, Wirral, CH47 9RL, United Kingdom.	Suitable for pollinators
2 Pearson Road, Birkenhead, Birkenhead, CH42 5LA, United Kingdom.	We cleared the end of this former housing site and asked the mowers not to spray weedkiller. It has since grown up with many bushes etc and the whole grassy site would be suitable for a pollinator site.
St Catherine's Hospital, church road, Birkenhead, England CH42 0LQ, United Kingdom.	The garden at st Catherine's church within the Health Centre already has more than 100 different plant species most of them bee and butterfly friendly. The Health centre have started to make their site more flower friendly - there is quite a large area of grass within the area -it could easily be filled with more insect friendly flowers.

Table 10: Address and comment of each pollinator site recommendation.

Mapping tool image submissions



Figure 21 : 80 School Lane, Wallasey, CH45 8PU. “This is a neglected site with mostly grass and a couple of trees that would be perfect for planting to encourage pollinators!”



Figure 22: 8 Dee Lane, West Kirby, Wirral, CH48 0QH. Sandlea Park (now reverted to its name of Sandlea Gardens) is an oasis of greenery in a busy town centre which enhances the wellbeing of residents”