



Have your say

Conway Street and Europa Boulevard Active Travel Scheme Consultation Report



Consultation: 06 February – 19 March 2023

Report: 22 March 2023

Contents

1.0 Executive Summary	3
1.1 Key Findings	4
2.0 Methodology	5
2.1 Questionnaire	6
2.2 Analysis of Respondents	6
2.3 Interpretation of Results	7
2.4 Direct Representations	7
2.5 Communication	7
3.0 Results	8
3.1 The Questionnaire	8
3.2 Direct Representations	16
4.0 Demographics and Site Traffic	17
4.1 Demographics	17
4.2 Have Your Say - Site Traffic	20
Appendix 1: Direct Representations	21
Appendix 2: Reasons for Support / Objections to Conway Street proposals	22
Appendix 3: Reasons for Support / Objections to Europa Boulevard proposals	29
Appendix 4: Reasons for Support / Objections to Europa car park proposals	33



1.0 Executive Summary

Wirral Council has received £7.2 million from the Government's Future High Streets Fund, Active Travel Fund and private funding, to help areas make their high streets and town centres fit for the future and support increased levels of active travel.

We are proposing to use this funding to provide walking, cycling and public realm improvements on Conway Street, Europa Boulevard and across part of the existing Europa Car Park and Claughton Road. The improvements will provide a more attractive place for people to shop, live, visit, or work and will support the regeneration of Birkenhead Town Centre, providing an improved, better connected and more sustainable experience for all who use this area.

The proposals have been developed by Wirral Council and an experienced design team to provide enhanced connectivity and road safety within the town centre. It is proposed to provide public realm enhancements and enhanced pedestrian and cycling safety measures with improved pedestrian crossing facilities and better links between Conway Park Station and Birkenhead Town Centre.

The consultation ran from 6 February to 19 March 2023. The findings will be considered at a meeting of the Active Travel Working Group.



1.1 Key Findings

- The questionnaire was responded to by 88 people.
- 71.6% support the proposals to Conway Street. (Question 1).
- 70.5% support the proposals to Europa Boulevard. (Question 2).
- 62.1% support the proposals to Europa Car Park. (Question 3).



2.0 Methodology

Through the Conway Street and Europa Boulevard Active Travel Scheme plan consultation, people were asked to tell us about their views on proposed Active Travel schemes around Conway Street and Europa Boulevard.

The consultation was carried out between 6 February to 19 March 2023. 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 Conway Street and Europa Boulevard Active Travel Scheme Consultation. Useful information provided on the site included visual representations of the proposed schemes and a concept plan, showing the extent of the proposals.

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 questionnaire.

The Have your Say consultation page also included details of the in-person engagement events which were carried out at BirkenED's place on Wednesday 8 February and Thursday 9 February, from 11am-4.30pm

Following the consultation, the feedback will be considered at the meeting of the Active Travel Working Group.



2.1 Questionnaire

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

Scheme 1 – Conway Street

This scheme aims to improve the look and feel of Conway Street from its junction with Hemingford Street to the roundabout at Argyle Street, and to improve accessibility for all. The scheme includes the full replacement of paving materials on the north side, new trees complementing the existing ones. A fully segregated cycleway will be introduced on the north side of the road with better pedestrian and cycle crossing points along Conway Street. Existing access points along this section of Conway Street will either be closed or made one way and made safer for pedestrians by raising the footway levels at each junction.

Scheme 2 – Europa Boulevard

This scheme aims to reduce the overly wide dual carriageway and share the available space more evenly. It includes the introduction of a fully segregated cycleway on the west side of the Boulevard, with northbound and southbound vehicular traffic using the east side of the boulevard. The scheme also includes the replacement of the current pavement with quality surfacing to improve the look and accessibility of the street environment.

Scheme 3 – Europa Car Park

The third scheme will take part of the Europa Car Park nearest to the Bus station to allow public realm improvements, allowing better connection between Conway Park Station and Birkenhead Town Centre. We are also proposing to make a short section of Claughton Road near the bus Station one way as a shared surface i.e., for all users not just traffic. The improvement will result in the loss of some 50 car spaces.

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

2.2 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.

2.3 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 the opinion of those residents who engaged.
- Free-text questions that offered respondents the option to provide written feedback could have covered multiple themes. Therefore, free-text responses were categorised using a coding system. The percentages given reflect the percentage of respondents who made the comment and as they may have made more than one comment, the total percentage may exceed 100%.

2.4 Direct Representations

- Contact details were provided to enable organisation, groups, or special interest groups to directly submit their responses to the proposals.

2.5 Communication

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

- Consultation survey and materials on Have Your Say website
- organic social media post on council's corporate accounts (content shared across Facebook, Twitter and LinkedIn) and received a total of 86,749 Impressions and a total engagement of 8,192 (and had support from Placed social media channels)
- Article on digital media, covered in Birkenhead News
- Wirral View news article with 35 page views and 17 engaged
- Inclusion in 4 issues of the resident email to an average of 20,049 email addresses – with an average open rate of 51.19%
- Plans and display boards at BirkenED's Place (a place for people to visit, look at the plans and engage with the consultation)



3.0 Results

3.1 The Questionnaire

The questionnaire was responded to by 88 people which all came through the online portal. No questions were mandatory so respondents could choose which questions to respond to.

3.1.1 Question 1: Do you support or object to the planned proposals for Conway Street?

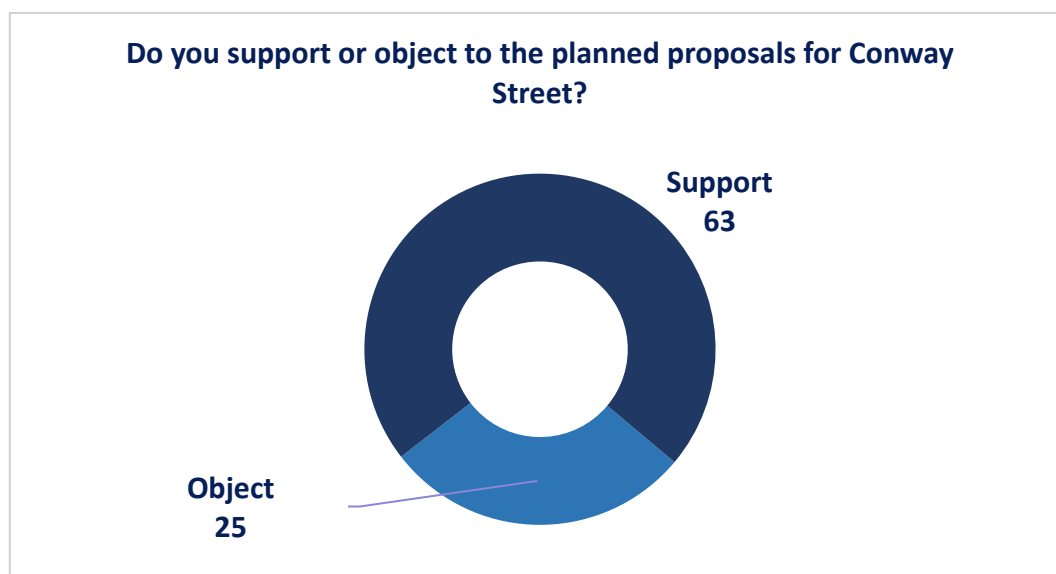


Figure 1: Chart displaying responses to “Do you support or object to the planned proposals for Conway Street?”

Do you support or object to the planned proposals for Conway Street?		
Answer	Total	%
Object	25	28.4%
Support	63	71.6%
Total	88	100.0%

Table 1: Table displaying responses to “Do you support or object to the planned proposals for Conway Street?”

In response to 'do you support or object to the planned proposals for Conway Street?' The most common answer was 'Support', receiving 71.6% of the 88 responses. The option 'Object' was selected by 28.4% of respondents.

Support for Conway Street proposals.

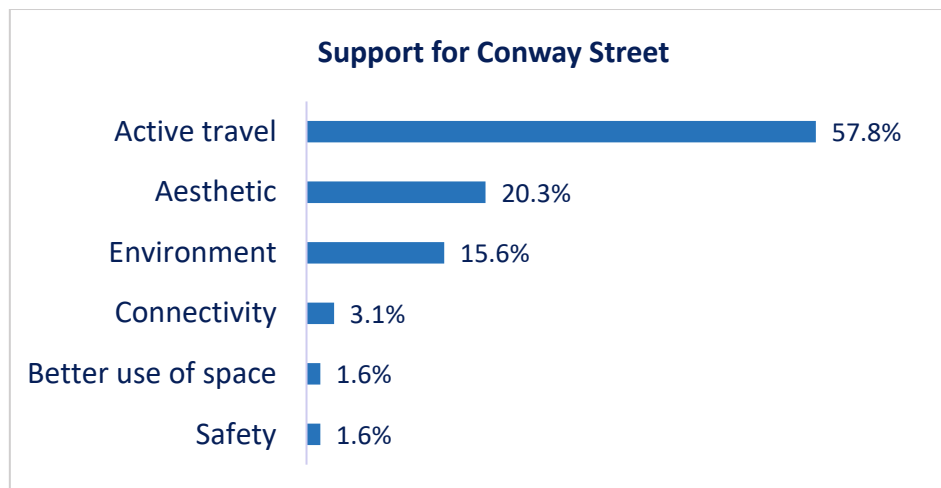


Figure 2: Chart displaying categories of support for Conway Street.

Tag	Count	%
Active travel	37	57.8%
Aesthetic	13	20.3%
Environment	10	15.6%
Connectivity	2	3.1%
Better use of space	1	1.6%
Safety	1	1.6%

Table 2: Table displaying categories of support for Conway Street.

Active Travel

57.8% of responses of support mentioned Active Travel. The supporters welcomed improvement of access for pedestrians and cyclists.

Aesthetic

20.3% believe that the proposals for Conway Street would improve the aesthetic of the area.

Environment

15.6% of support responses mentioned that the proposals would be better for the environment than the current set up as they would reduce vehicle use, promote active travel and there would be better potential to incorporate green spaces.

Objections to Conway Street proposals.

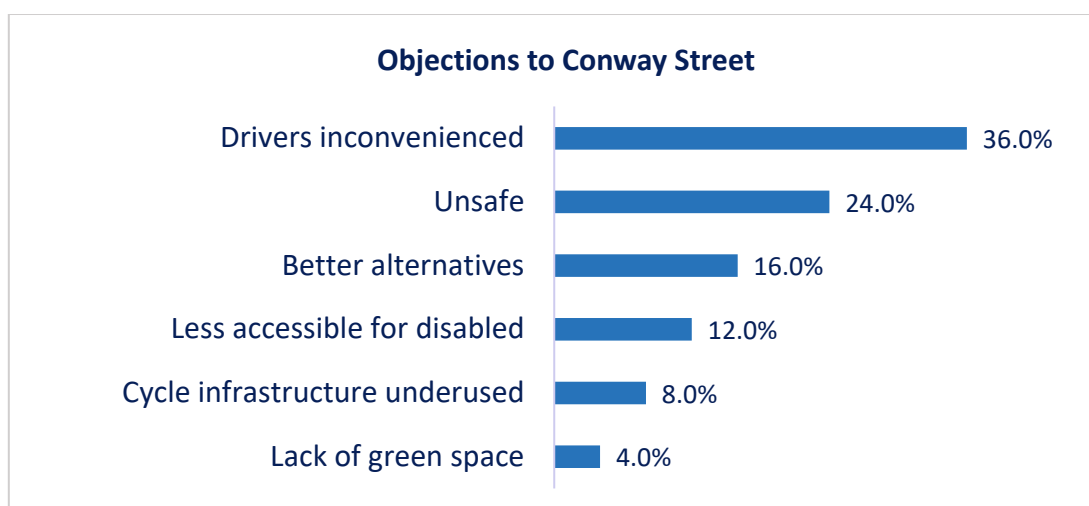


Figure 3: Chart displaying categories of objection for Conway Street.

Tag	Count	%
Drivers inconvenienced	9	36.0%
Unsafe	6	24.0%
Better alternatives	4	16.0%
Less accessible for disabled	3	12.0%
Cycle infrastructure underused	2	8.0%
Lack of green space	1	4.0%

Table 3: Table displaying categories of objection for Conway Street.

Drivers inconvenienced

36.0% of objections mentioned that the proposals would inconvenience drivers. Many believed that the views are being ignored and these proposals would worsen traffic due to increased congestion, which could in turn cause greater than necessary emissions.

Unsafe

24.0% believed that the new proposals would be unsafe. Some mentioned the area is not safe enough for active travel to be encouraged. Additionally, some viewed cycle travel as unsafe and argued it should not be encouraged.

Better Alternatives

16.0% believe there are better alternative ideas that should be incorporated in the area and that the money should be spent elsewhere.

3.1.2 Question 2: Do you support or object to the planned proposals for Europa Boulevard?

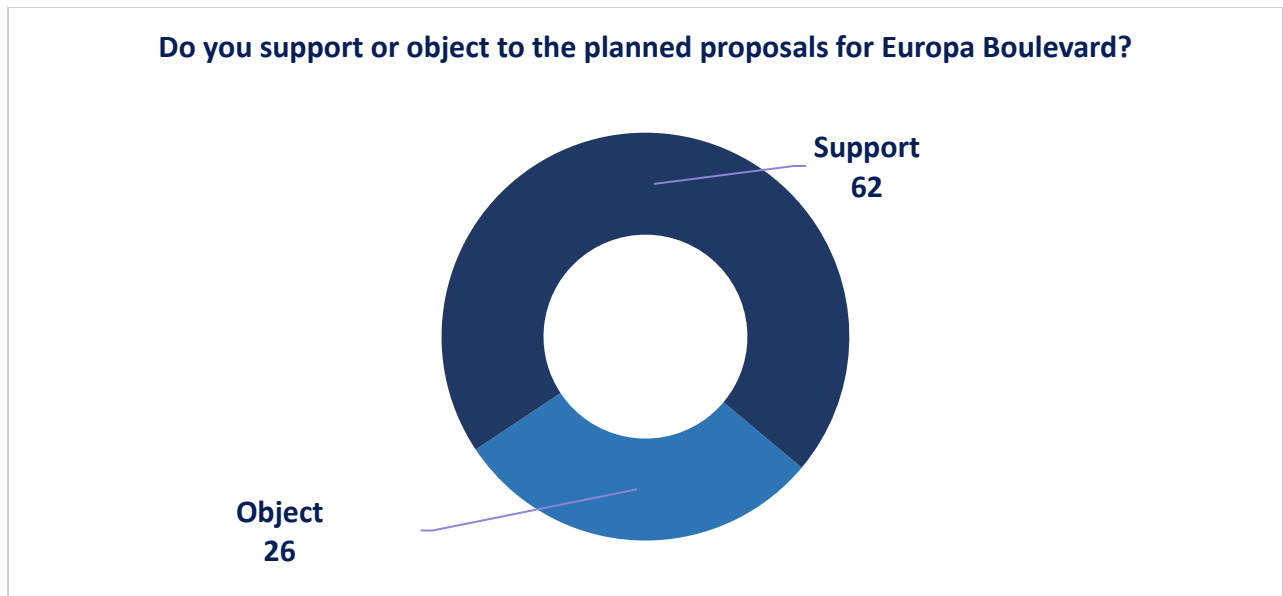


Figure 4: Chart displaying responses to “Do you support or object to the planned proposals for Europa Boulevard?”

Do you support or object to the planned proposals for Europa Boulevard?		
Answer	Total	%
Object	26	29.5%
Support	62	70.5%
Total	88	100.0%

Table 4: Table displaying responses to “Do you support or object to the planned proposals for Europa Boulevard?”

In response to 'do you support or object to the planned proposals for Europa Boulevard?' The most common answer was 'Support', receiving 70.5% of the 88 responses. The option 'Object' was selected by 29.5% of respondents.

Support for Europa Boulevard proposals.

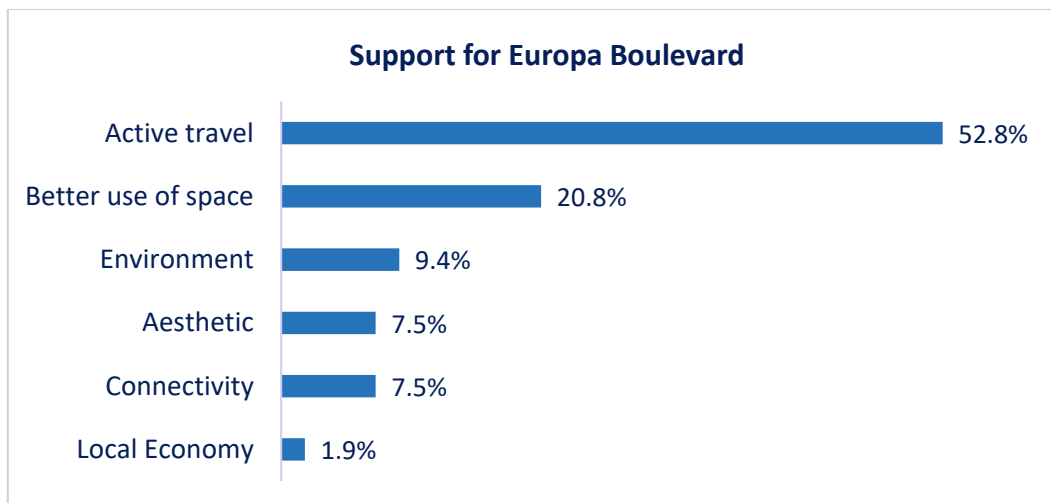


Figure 5: Chart displaying categories of support for Europa Boulevard.

Tag	Count	%
Active travel	28	52.8%
Better use of space	11	20.8%
Environment	5	9.4%
Aesthetic	4	7.5%
Connectivity	4	7.5%
Local Economy	1	1.9%

Table 5: Table displaying categories of support for Europa Boulevard.

Active Travel

52.8% of responses of support mentioned Active Travel. The supporters welcomed improvement of access for pedestrians and cyclists.

Better Use of Space

20.8% believe that the proposals would be a better use of space in the area. Many believed that there is no current need for a dual carriageway and that the current road is too wide. Therefore, believing that active travel arrangements would be more beneficial.

Objections to Europa Boulevard proposals.

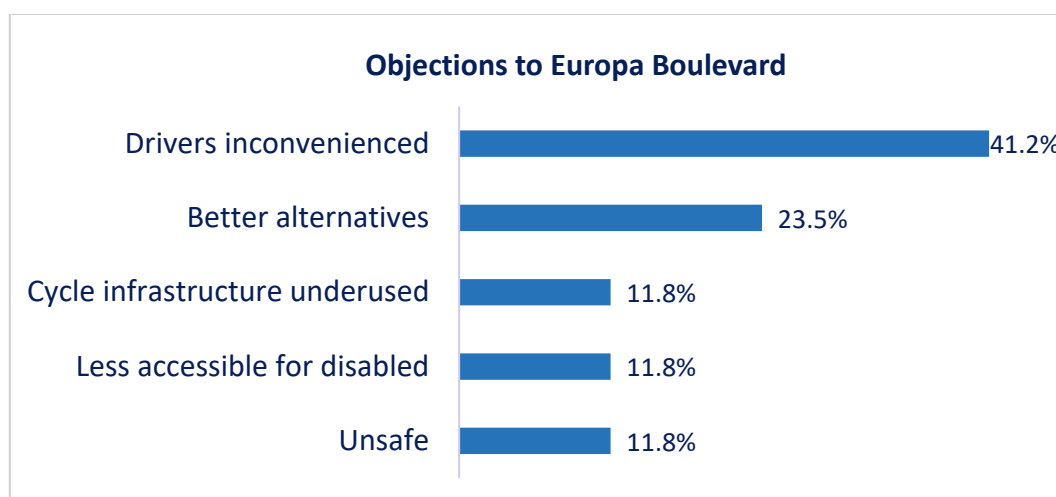


Figure 6: Chart displaying categories of objection to Europa Boulevard.

Tag	Count	%
Drivers inconvenienced	7	41.2%
Better alternatives	4	23.5%
Cycle infrastructure underused	2	11.8%
Less accessible for disabled	2	11.8%
Unsafe	2	11.8%

Table 6: Table displaying categories of objection to Europa Boulevard.

Drivers Inconvenienced

41.2% of objections mentioned that the proposals would inconvenience drivers. Many believed that the views are being ignored and these proposals would worsen traffic due to increased congestion, which could in turn cause greater than necessary emissions. Additionally, people believed that reduced parking would inconvenience drivers.

Better Alternatives

23.5% believe there would be better alternative proposals or other schemes that would make better use of the money.

3.1.3 Question 3: Do you support or object to the planned proposals for Europa Car Park?

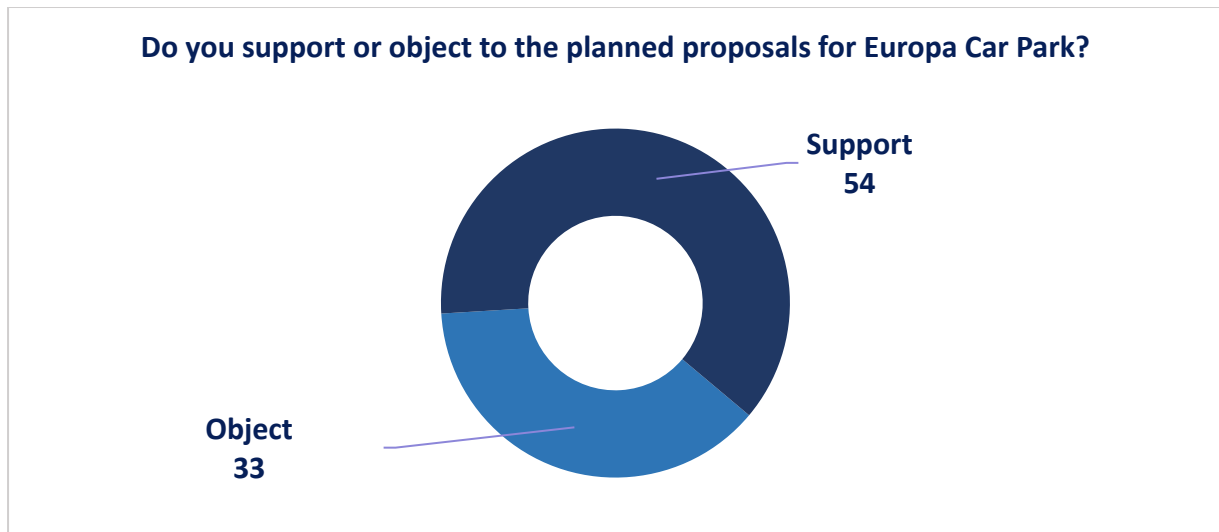


Figure 7: Chart displaying responses to “Do you support or object to the planned proposals for Europa Car Park?”

Do you support or object to the planned proposals for Europa Car Park?		
Answer	Total	%
Object	33	37.9%
Support	54	62.1%
Total	87	100.0%

Table 7: Table displaying responses to “Do you support or object to the planned proposals for Europa Car Park?”

In response to 'do you support or object to the planned proposals for Europa Car Park?' The most common answer was 'Support', receiving 62.1% of the 87 responses. The option 'Object' was selected by 37.9% of respondents.

Support for Europa Car Park proposals.

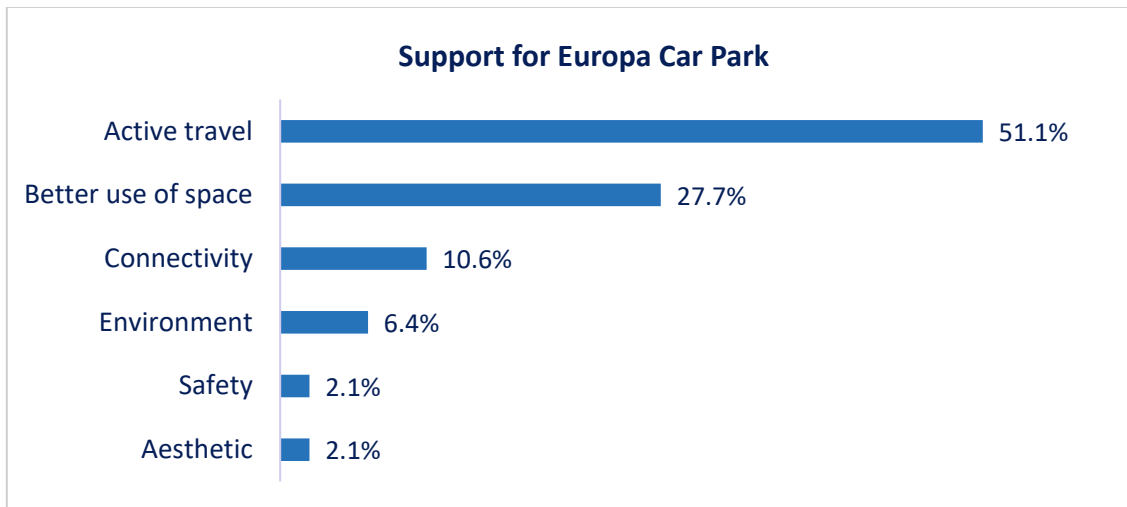


Figure 8: Chart displaying categories of support for proposals to Europa Car Park.

Tag	Count	%
Active travel	24	51.1%
Better use of space	13	27.7%
Connectivity	5	10.6%
Environment	3	6.4%
Safety	1	2.1%
Aesthetic	1	2.1%

Table 8: Table displaying categories of support for proposals to Europa Car Park

Active Travel

51.1% of responses of support mentioned Active Travel. The supporters welcomed improvement of access for pedestrians and cyclists.

Better Use of Space

27.7% of supporters believe that the proposals would be a better use of space in the area. Many believed that there is less current need for a car park and that the need for parking is diminishing.

Objections to Europa Car Park proposals.

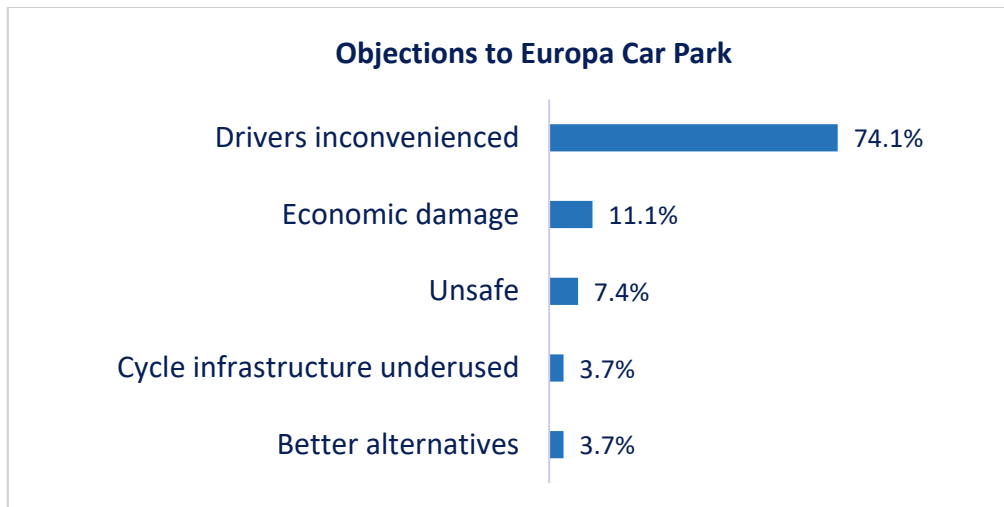


Figure 9: Chart displaying categories of objection to proposals to Europa Car Park.

Tag	Count	%
Drivers inconvenienced	20	74.1%
Economic damage	3	11.1%
Unsafe	2	7.4%
Cycle infrastructure underused	1	3.7%
Better alternatives	1	3.7%

Table 9: Table displaying categories of objection to proposals to Europa Car Park.

Drivers Inconvenienced

74.1% of objectors believe that the reduction in parking would be inconvenient for drivers.

Economic Damage

11.1% of the responses in objection to the proposals believed that the reduction in parking would deter people from visiting the area and therefore local shops and amenities would be less used.

3.2 Direct Representations

Direct representation was received from one individual. The representation is included in Appendix 1.

4.0 Demographics and Site Traffic

4.1 Demographics

Registration was required to engage in the online Conway Street and Europa Boulevard Active Travel Scheme 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 respondents (87.5%) of the respondents classed themselves as a local resident.



Figure 10: Chart displaying registration

The age group profile is illustrated below with the most common age groups being 35-44 years (26.2%), followed by 55-64 and 65-74 years (20.2%). Under 25's only made up 1.2% of respondents.

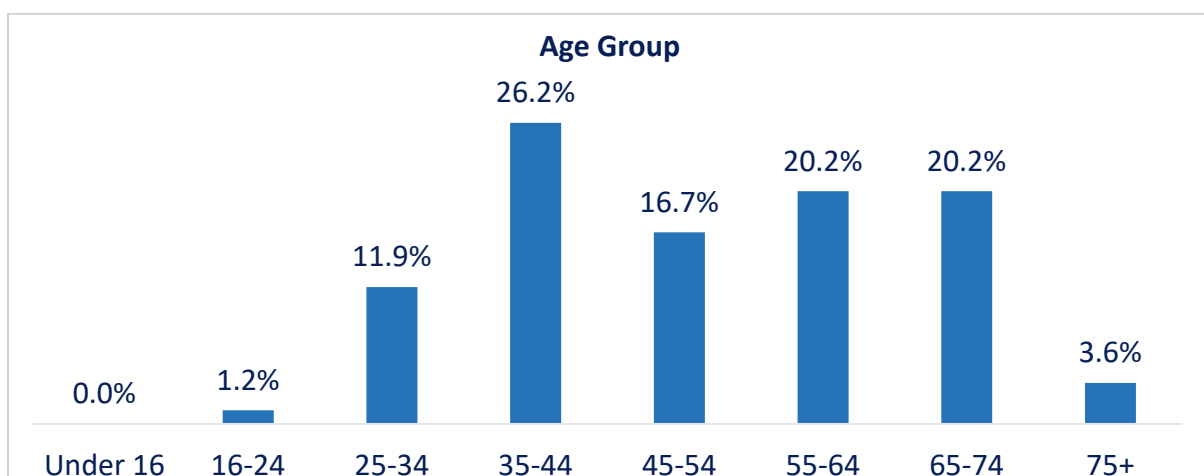


Figure 11: Chart displaying age groups

Most respondents said that they were Male (60.2%) and 32.5% said that they were Female. Additionally, 7.2% preferred not to say.

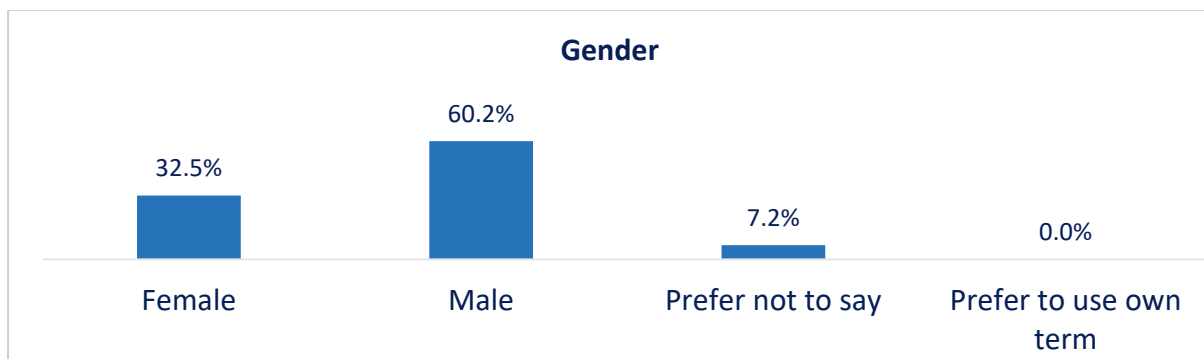


Figure 12: Chart displaying gender

75.0% of respondents were heterosexual, 6.0% were gay/ lesbian, 2.4% bisexual and 16.7% preferred not to say.

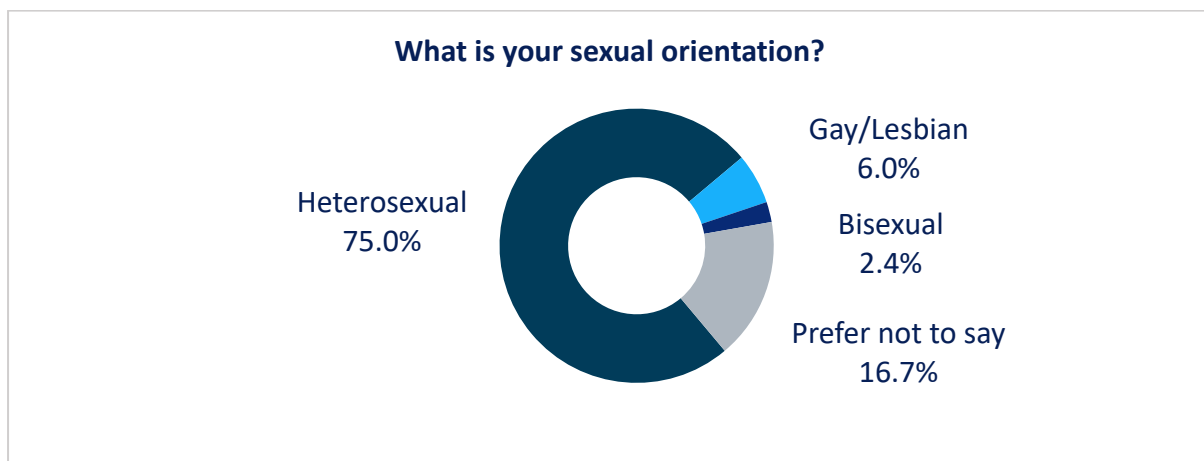


Figure 13: Chart displaying sexual orientation

80.0% said they did not have a disability whilst 15.0% of respondents said that they had a disability. 5.0% preferred not to say.

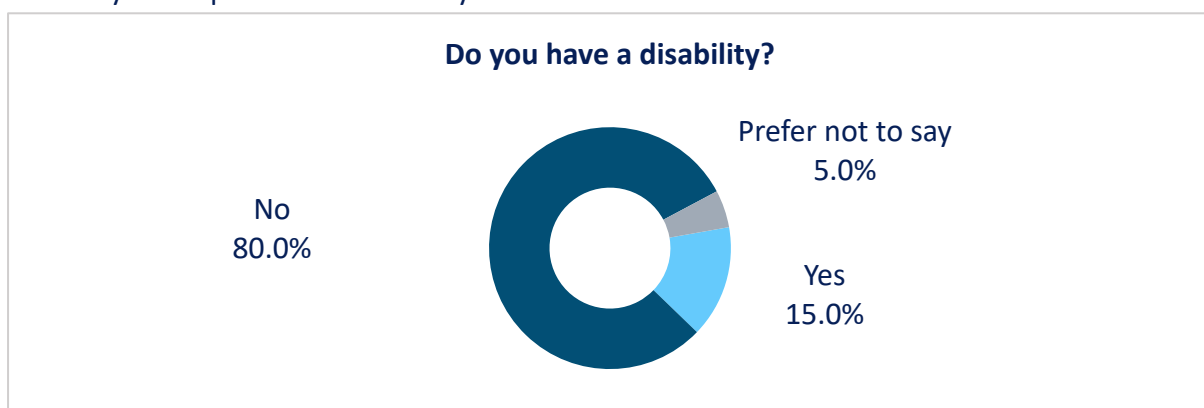


Figure 14: Chart displaying disability.

The majority (89.3%) of respondents identified as White – English, Welsh, Scottish, Northern Irish, British.

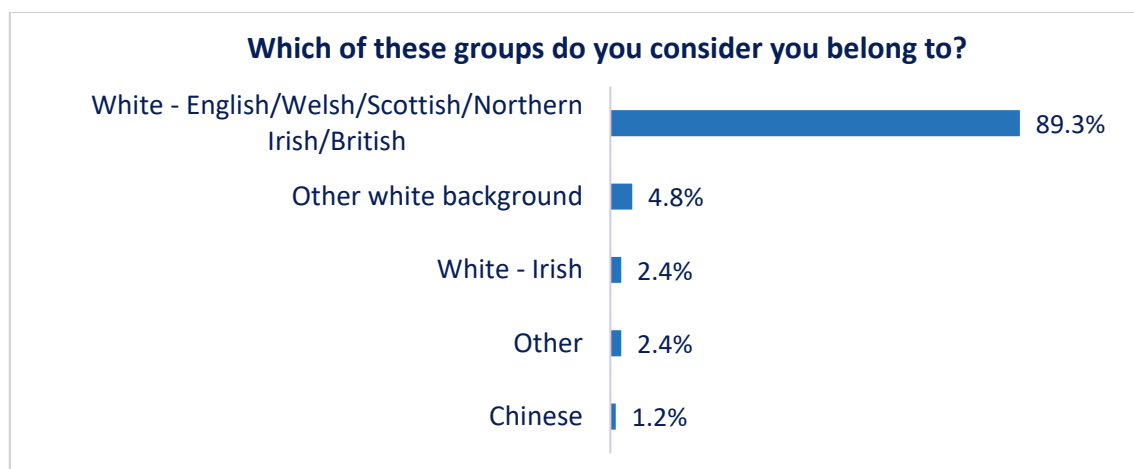


Figure 15: Chart displaying ethnicity groups

The most represented ward was Birkenhead and Tranmere (20.0%) followed by Oxton (11.8%). Greasby, Frankby and Irby and Moreton West and Saughall Massie received no representation.

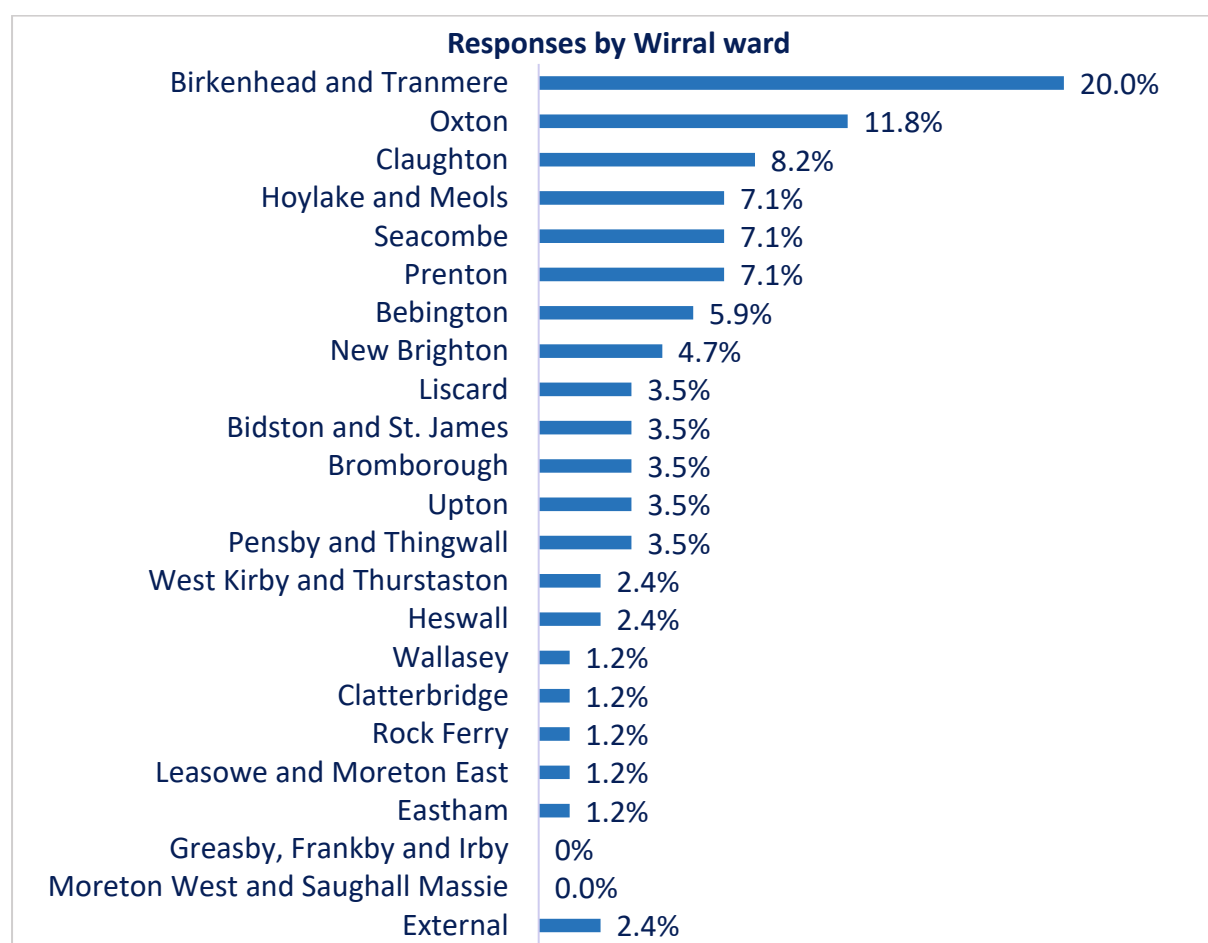


Figure 16: Chart displaying Wirral Ward representation

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. 1049 unique visitors viewed the Conway Street and Europa Boulevard Active Travel Scheme consultation of the Have Your Say site. Of these, 319 visited multiple project pages and 29 viewed a photo. 88 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 links clicked from social media sites (423) or direct visits where people typed the internet address into their web browser (395). It should be noted that comment on engaged visits compared to aware visits.

Traffic Source	Aware Visits	Informed Visits (%)	Engaged Visits (%)
DIRECT	395	178 (45.1%)	38 (9.6%)
EMAIL	171	36 (21.1%)	1 (0.6%)
.GOV SITES	4	3 (75%)	0 (0%)
SEARCH ENGINE	56	24 (42.9%)	3 (5.4%)
SOCIAL	423	151 (35.7%)	26 (6.1%)
REFERRALS	149	91 (61.1%)	20 (13.4%)

Table 10: Site traffic sources

Appendix 1: Direct Representations

INDIVIDUAL REPRESENTATION 1

Hi team,

I did think there was going to be much more to the survey than just one page! So, I thought I'd give some feedback via email if that's not too much trouble?

I would extend the terrace from the shop side to allow for shops to place chairs and table out the front. The streets you're talking about are quite a walk for the average person used to car transport (I used to walk from Hamilton Square to Birkenhead Market quite frequently and it felt like a trek). So, it would be good if the walk had destinations all along it (sitting/eating/playing)... commercial seating in front of the shops, then a pedestrian walkway, then public seating around the green planters and tree line (with pocket parks and pocket gardens along the way) – and the higher speed of cycling could be part of that but would be better to not bisect the pedestrian zone completely but rather have it running parallel to the road (with planters and kerbs etc to keep cyclists safe from vehicle traffic).



<<< Extract of image showing different placement of the cycle path and pedestrian areas.

But that's just my opinion! Look forward to seeing how it all gets built! Hopefully the increased pedestrian traffic/interest will prop up local businesses, my favourite restaurant in Hamilton Square (Joro) recently went under (sad times).

In a more professional opinion I would like to offer our services for any drainage design you need doing, here at EPG we specialise in sustainable drainage systems including retrofit SuDS designs that would be perfect to complement your scheme (all those trees could be tree pits for example and offer the wide array of benefits such as reduced water quantity, improved water quality, biodiversity, amenity and reduced maintenance). The green spaces on Europa boulevard could be rainwater gardens and you could retrofit stormwater storage into the Europa square car park renovation.

I'm sure you already have a SuDS specialist designer working on this for you but if not, we're here to help. Best of luck.

Appendix 2: Reasons for Support / Objections to Conway Street proposals

Support

- Active travel is incredibly important to tackle climate change
- Altering the layout of roads to make them more accessible to all users can only be a good thing. I have a cycle but am reluctant to use it to travel to work due to uncertainty over the way car drivers will respond. Individual cycle lanes would be ideal to support more cycling. In addition, pedestrians should not be the poor relation when using roads. I am in favour of this proposal.
- Any improvement to cycling infrastructure is more than welcome. Especially in favour of making Conway Park Station more easily accessible by bike. Hope it connects with any intended cycling path coming down from Grange Road West and Oxton Road.
- Any plans making it safer for pedestrians is a good one
- Anything is better than what is there but I would like to suggest further use of SuDS and green spaces, more so than what is proposed, wouldn't bother with cycle lanes.
- Anything will look better than it does now.
- As a cyclist I am always happy to have cycle lanes increased
- Because it's need updating
- Better accessibility and better for the environment
- Better for cyclists and pedestrians
- Better layout and use of roads to support active travel
- Birkenhead is a scruffy dump. It needs tidying up.
- Conway Street is a wide thoroughfare with plenty of room to allow for the relocation of space away from private vehicles. Claughton Street, Price Street and similar sized routes should also be considered for this sort of redevelopment.
- Europa Boulevard , Conway Street and Conway Park station need to feel better connected to the main shopping area and these proposals will help to achieve that.
- great idea
- I am a cyclist, my partner was hit by a car whilst cycling due to lack of cycle paths. I feel that the lack of cycle paths has created bad road etiquette.
- I am in support of any traffic calming measures that make our town safer and more pleasant for residents and visitors and encourage active travel.
- I am neutral but that is not an option.
- I enjoy cycling to and around Birkenhead and the improvements stated would make me feel more confident and safer cycling.
- I like the added pedestrian paths and cycle lanes everything looks alot safer and cleaner.

- I support the prioritization of the pedestrian over the driver and the reincorporation of green spaces into hard landscaping.
- I support the reallocation of road space towards walking/cycling, more tree planting and the reallocation of car parking spaces for public realm. This will help create a safer, cleaner, more pleasant environment that is also better able to cope with extremes of heat wet weather.
- "I support the scheme, I'm just apprehensive about the graphic. I'm a cyclist and welcome dedicated/segregated cycle ways - provided they are as contiguous as possible and aren't obstructed by street furniture that need to be dodged. What concerns me about the graphic is the cycle path is buried close to buildings with a much wider margin of pavement space in between the highway and the bike path. It would make more sense to give pedestrians and business owners the widest, contiguous space on the pavement with the bike path placed beside, but separate from, the highway. Safer for cyclists and pedestrians, whilst also allowing business owners to break out onto the pavement with space for chairs and tables, etc. Using the same paving materials across all schemes to give a continuity of realm isn't just impressive and creates a greater sense of space, investment and civic pride, it can also help the visually impaired and those with learning difficulties understand and distinguish between pedestrians spaces and spaces for other road users. Please consider some long but narrow unpaved spaces placed at the lowest end of the designed topography of the pavement perhaps where the trees are/will be so they are well watered. These can be left open to wild flowers and native grasses and could take water runoff/rain helping divert it from the highway, the sewers and taking pressure off engineering/utilities. They'll also help with pollinators and air quality management.
The pedestrian footpath to the north eastern of the junction of Conway St with Conway Place disappears. The graphic suggests this area included and the installation of a footpath is merited for those turning right towards the railway station. "
- "I think it is a good idea to make a better connection between Europa Boulevard, the train station and the bus station. There is a lot of car parking in central Birkenhead. I don't think 50 spaces will be missed. Good to have more tree planting
- I think the improved walking & cycling will make it a safer environment for those activities. It will promote people getting out of their cars more & generally make it a nicer place. I regularly walk into the town centre but rarely cycle, the improvements in cycling around Birkenhead I think will make it much safer for me.
- I think they will much improve the current situation and I especially like the push to benefit active travel, with safe cycle lanes etc. More trees are very welcome too and will make this a nicer place to be. Please do the right thing and don't be influenced by what seems to be "the general public" that still has a Support970's attitude to



driving and seems very active on social media. One better pedestrian and cycling infrastructure is in place, people will realise the benefits, there is an abundance of examples where this has worked.

- I welcome improvements
- Improved access and quality of environment
- Improved cycling access to and from Conway Park station
- improvements to the local area
- "In general we need to encourage cycling and reduce car use to improve health and air-quality, and reduce pollution and COObject emissions.
In particular, I cycle along Conway St frequently, though it's sometimes nerve-racking and I may convert into a pedestrian at junctions. It would be great to be able to cycle there with more confidence "
- Increasing alternative to road traffic. Improved living environment
- It is an amenity improvement
- It looks Support00% better and also looks a lot safer! Safety is incredibly important especially in a busy area.
- It looks like it will be a better environment
- It seems to support cyclists and pedestrians
- It will be an improvement to the area.
- It will be much more attractive and pleasant to visit which will help local businesses.
- It will make the area a greener and more pleasant environment.
- It would significantly improve the look and flow of Birkenhead
- It's a horrible space at the moment and would benefit from a facelift
- Its unsafe for pedestrians in its current state the paving is atrocious
- Looks good
- May improve area
- More active travel routes need, no need for such large roads
- More space for pedestrians and cyclists.
- "Necessity for density of housing..
Emphasis needed for play areas for children and physical space for community activities "
- Reduced Cars and pollution, better feel and progressive thinking .
- safer for bikes and pedestrians
- separation of cars pedestrians and cyclists excellent. Improved general appearance
- Support the wider goals to make roads across Wirral safer for walking and cycling.
The plans for Conway Street look good and make much better use of the space as well as providing a more pleasing public realm to enjoy - will be great for people and local businesses. Might be worth thinking harder about the section at the roundabout where it joins Argyle Street - will the cycle route connect in a way that will make people feel safe? Pedestrians and cyclists need to be prioritised over cars

and buses. Traffic calming or speed humps perhaps? Could a Dutch style 'cyclops' junction be considered?

- Sustainable travel and mixed use
- The carriageways are far too large and difficult to navigate for pedestrians due to the central reservation. This also cuts off the Europa Boulevard area. All of these improvements will make the area much better connected and navigable, as well as improving the look of the area as well.
- The information you have provided is far too vague and lacks any actual details of how your council will improve Birkenhead and make it a shopping centre again after the Council destroyed it. What is being done to reduce crime ??
- The proposals seem to give a better balance between people travelling on foot, on bicycles, in private vehicles and on public transport (so long as access to the bus station by pedestrians and buses isn't affected).
- The segregated cycleway is a good idea. It needs to be properly segregated, with a dropped kerb and a different coloured surface.
- The sooner we transition to a modern active travel friendly community the better
- This will make the area look much better, provide a general uplift to those visiting and make it safer for pedestrians & cyclists thus encouraging people to leave their cars at home and improve air quality
- To improve the look of the town
- We can't keep driving everywhere. Cycle connectivity to Woodside/ Hamilton square is poor at present. This will help.
- We need more infrastructure to make it easier to walk and cycle.
- We need more safe infrastructure for walking and cycling on the Wirral
- We need to encourage more walking and cycling. I drive but would much rather be slightly inconvenienced as a motorist to allow cyclist and pedestrians better access to our streets. More trees and shrubs are also great. Easy to maintain and completely change the look of an area.

Objections

- Reducing the roads to make way for cyclists and pedestrians isn't the way to go, who in their right mind wants to walk around the Conway Street area in the day or night, can't remember the last time I actually have seen more than a couple of cyclists in that area, there isn't anything that would make a resident of Wirral want to go into Birkenhead and if I did I would be using my car to get there. Providing lovely seating on Conway Street for the homeless and drug users is a lovely way of spending money that should be getting used elsewhere
- No option for no opinion

- What a massive waste of public funds, this won't make Birkenhead more appealing to visit. You could use the land/space to encourage children and families to use the area. Make a bike/skate park, restore the fun pool at Europa, make the area more appealing not more bike lanes that people end up parking over (A4Support).
- I feel that drivers are being punished and also feel that the government and councils across the UK don't want people driving anymore.
- It feels like you have to find something just to spend the money on? Then you say it is for the benefit of all but reduce the capacity for car parking and reduce the unnecessarily wide road? Hello? The roads are very busy and you throwing money at multi colored pedestrian and cycle ways is not going to change that? These measures cause more congestion. Saying all that though I never park in Birkenhead as there is nothing there to park for. Nothing to stop for. Why keep trying? If this ends up like the circus now on the Bidston flyover then heaven help them that need to use that route regularly.
- What's the point of Wirral Council hearing our views about anything what you are doing because you've already made your minds up just like the 20mph limit on main roads is ridiculous doesn't help any of us whatsoever, side roads, by schools and elderly but not on main roads Seabank Road, Warren Drive, Leasowe Road to name a few
- Cyclists going to kill someone way they ride especially through Birkenhead town centre in front of security too and get away with it
- As with the ridiculous Fender Lane Cycle way that worsens traffic and is almost never used by bicycles the cycle lanes don't go anywhere. Owing to the deliberately managed decline of Birkenhead Town Centre there is little reason to go to Birkenhead anyway. But I do drive to work through Birkenhead and regularly use the Bus services which will be made slower and even less reliable by this idiotic project.
- "Support) It is highways-led and is not currently part of a wider masterplan;
Object) it will criminalise wheelchair users (and pedestrians) who wander into it, possibly leading to on-the-spot fines being levied (currently £90);
3) it forces wheelchair and scooter users into a single width carriageway used by buses;
4) it forces these vulnerable road users to cross into another lane to avoid a bus lane, exposing them to severe risk of being ploughed into from behind by a bus entering the bus lane at speed;
5) it is completely disconnected from the existing segregated cycle lane that runs from Cavendish Street/Old Bidston Road to Dover Close;
6) it presupposes that there will be no further changes to the layout of Conway Street or Europa Boulevard (e.g. Cllr Cleary's very reasonable suggestion to relocate the bus station to Europa Boulevard, creating a rail/bus interchange there);
7) there is no evidence of need. 'Build it and they will come' is not a sensible way to spend public money!

In my opinion, this money would be better spent on improving the surface of the existing cycleway from Cavendish Street/Old Bidston Road to Dover Close and by extending it across Watson Street, down Beckwith Street East, along the side of Conway Park Station, linking to Europa Boulevard and eventually down into the proposed Dock Branch Park, heading towards the docks and Woodside, where it would then join up with the Wirral Circular Trail.

This would create a joined-up, dedicated, safe, off-road cycle route that is easily accessible to public transport links (Birkenhead Park and Conway Park stations and the ferry), would not criminalise other road users and would not expose vulnerable road users to extreme danger.

This small, isolated scheme would be a joke. It is a joke that has been played on communities for a long time but it is a waste of scarce resources. A much more strategic view needs to be taken of this issue, which incorporates existing infrastructure as well as looking forward to the future."

- "There is no control or prevention at this time to deter and prevent the abuse of the existing pedestrian zone from a minority of cyclists.

There appears to be no contingency to protect pedestrians of all age groups from these minority of cyclists "

- Reduce roads and congestion will add up making pollution worse
- reduction in parking is unnecessary
- "There is no consideration for people who are relying on a car for transportation, particularly the elderly and disabled.

Excessive amounts of money wasted on cycle lanes that are barely used just like the one between Tesco Bidston and Moreton on the bypass "

- Not everyone can afford an electric bike, they travel faster than cars - you need to somehow allow for cycling to be an enjoyable experience for all ages and it doesn't become a raceway.
- Reduced car parking
- Money needs to be spent on the existing infrastructure of Birkenhead town /shopping centre - attracting more businesses by reducing rents to encourage big (ish) retailers to the area - during the pandemic we lost H & M, New Look, TJ's, Clark's etc. The council needs to encourage the likes of these back to Birkenhead to make shopping more pleasurable in town without forcing disabled people over to Liverpool or out to Cheshire Oaks - just for a pair of school shoes!
- We're going to end up like China and the like - Buildings crammed into everywhere and no greenspace/space and I don't like that idea. Plus, our transport is the worst so we can't rely on that to travel and that's why we have to drive to places. There aren't enough parking spaces now without more being taken away. You've already taken our fun pool away!
- In the current economic climate spending this amount of money on an unwanted road scheme is not only ludicrous its criminal. Not only will it not improve the local

economy it will harm it. Trying to force people to give up driving in favour of public transport hasn't worked so far, why do the council think this ill thought out scheme will be any different. Rather than encouraging people to come to shop in Birkenhead it will drive them out of town to places they don't have to pay and can park with ease, The evidence for this is clearly there. Birkenhead Town centre is dead. Once a thriving community the council have managed singlehandedly to destroy its economy with over priced parking charges and high business rates. The money can be better invested in the NHS. Pay our nurses a decent wage. If you really have to spend it on road infrastructure then build a large multistorey car park at APH and make it free for staff and patients. At least that way you would be achieving something needed and positive with the money. No amount of beautification can solve Birkenhead's current issue. No amount of additional cycle lanes will encourage more people into the town centre.

- too much accent is for cycle lanes. There are already so many of these all over the borough which are hardly or never used
- Cycle lanes make the volume of traffic worse and more dangerous to all.
- "pointless exercise just to appease the climate alarmists who work from false data, and will be even more detrimental to growths and use of area"
- I am disabled and reducing the town centre parking is a terrible idea, there's not enough parking space as is
- narrow street
- Heartily sick of the Council wasting money on cycling or walking projects. It is simply not safe for women to walk or cycle. How about letting all the men walk & let the ladies use their cars!! Better still put the money towards social care or bringing down the abominable debt . Wirral Council's mishandling & sheer incompetence of wasting public money takes my breath away.
- "Object to segregated cycleway. Who and why would anyone want to cycle on the north side of Conwy St? Where are they coming from and going to? Why only 300 metres in length? Will this cycleway increase exposure to vehicle fumes? How does this fulfil councils framework Object040 objectives of Connecting Birkenhead and Healthy Birkenhead?

Object to Conway St / Adelphi St junction appearing to be oneway. Adelphi St has numerous car-parks and is the main pedestrian route from Bus Station to colleges at Conway Park campus, Twelve Quays campus the Contact Company at Morpeth Dock and residents along Price St (east), Lord St, Brook Street, and Cleveland Street. Dacre St should be turn into the cycleway (active travel route) which will link into Argyle St proposed improvements."



Appendix 3: Reasons for Support / Objections to Europa Boulevard proposals

Support

- .
- Again good to improve connectivity to Conway Park Station, and make better use of the space available.
- Any intelligent improvement will be welcome.
- Anything is better than what is there but I would like to suggest further use of SuDS and green spaces, more so than what is proposed, wouldn't bother with cycle lanes.
- As a cyclist I am always happy to have cycle lanes increased
- As above
- As previous
- As with the Conway Street scheme, this will make the area look much better, provide a general uplift to those visiting and make it much safer for pedestrians & cyclists thus encouraging people to leave their cars at home and improve air quality
- At present the journey on foot/bike from Conway Park is not clear, pleasant or safe. These changes will address all three.
- Better layout and use of roads to support active travel. That whole area is underused and wasted
- better use of space
- Big improvements
- Dual carriageway is unnecessary
- I am a cyclist, my partner was hit by a car whilst cycling due to lack of cycle paths. I feel that the lack of cycle paths has created bad road etiquette.
- I don't think that a dual carriage way is needed on both sides so improving walking & cycling is good for people's health & people are more likely to do it if it is a nicer & safer environment.
- I enjoy cycling to and around Birkenhead and the improvements stated would make me feel more confident and safer cycling.
- I like the way that Active Travel is being prioritised. I agree with the narrowing of Europa Boulevard and including a Cycle Lane.
- I support the prioritization of the pedestrian over the driver and the reincorporation of green spaces into hard landscaping.
- I welcome improvements
- Improved access and quality of and safety of environment
- Improved cycling access to and from Conway Park station
- improvements to the local area
- It is an amenity improvement

- It supports cyclists and pedestrians
- It will be an improvement to the road
- It will connect areas and give access to pafrsyrians and cyclists.
- It's a waste of space
- It's something of a forgotten road at present, so reconnecting it and making it more useful makes perfect sense.
- Its unsafe for pedestrians in its current state the paving is atrocious
- Limiting the size of roads is key to get people using bikes, buses and walking. The benefits for local economy when people shop local are immense. It's too easy to hop in a car and drive to a completely different area to get everything you need.
- love the plan
- Making cycling and walking safer helps reduce car journeys. This helps with public health and air quality. Reduces congestion and increases road safety. Being able to use a bike helps the public with the cost of living.
- May improve area
- More active travel routes need, no need for such large roads
- More space for pedestrians and cyclists.
- Need a proper coach park
- Need for new artist developed spaces
- Needs tidying.
- No need for a dual carriageway there
- Really important that this area is improved to connect students, commuters and visitors a like. Plans look great and will massively improve the area. There is way too much space for cars and buses at the moment
- Reduced Cars and pollution, better feel and progressive thinking .
- Same as above, a safer and more pleasant environment for people not using cars! Importantly these improved areas must be actively kept clear of pavement parkers both for safety and to avoid damage.
- Same comment as above (I am not very specific because I do not know the area that well, I live in Wallasey).
- Same for above, saftey.
- See above
- "See above Boulevard space can be better utilised for all road users and pedestrians "
- See above. It's a massive road typically quiet use it for something better than cars.
- Similar comments as above. There does seem to be far too much ground devoted to roadway which could be more usefully used as cycleways. If more trees could be added too that would be added plus
- Similar reasons to above. Control of car movement making walking and cycling safer and pleasanter.

- Support looks fantastic
- Sustainable travel and mixed use
- "The graphic and intro doesn't give too much away, but as my comments above. Continuity of materials used.
It looks there's less paving and more grass/flower banks which is great for the reasons I've given above. Good for water management and pollination."
- The information you have provided is far too vague and lacks any actual details of how your council will improve Birkenhead and make it a shopping centre again after the Council destroyed it. What is being done to reduce crime ??
- the more pedestrianisation the better in my view
- There was no need to build the road that wide in the first place.
- They will improve the look of the area
- This is a really easy way to introduce a segregated cycleway. The dual carriageway is never that busy, so it should work fine.
- To improve the look of the town
- we don't need a dual carriageway like this in the middle of our town. this proposal will give pedestrians and cyclists more space near the train station whilst still providing access to cars etc
- We need more infrastructure to make it easier to walk and cycle.
- We need more safe infrastructure for walking and cycling on the Wirral
- Wide road unnecessary.

Objections

- reduce the overly wide dual carriageway and share the available space more evenly?? Who in their right mind thought of this, do you live in the area?? A segregated cycleway on the west side of the Boulevard ? How many cyclists do you see using what we have!
- No option for no opinion
- As above
- Less road space for drivers and will cause traffic problems. I also think it is a goal to stop people using cars.
- It feels like you have to find something just to spend the money on? Then you say it is for the benefit of all but reduce the capacity for car parking and reduce the unnecessarily wide road? Hello? The roads are very busy and you throwing money at multi colored pedestrian and cycle ways is not going to change that? These measures cause more congestion. Saying all that though I never park in Birkenhead as there is nothing there to park for. Nothing to stop for. Why keep trying? If this ends up like the circus now on the Bidston flyover then heaven help them that need to use that route regularly.

- You've already made your minds up
- Same as last time
- Again the cycle lanes lead nowhere and will be little used and closing roads will either worsen traffic or turn the town centre into a ghost town.
- Forcing vulnerable road users into conflict with other vehicles, including coaches and buses. Potentially criminalises wheelchair and scooter users (and ambulant pedestrians) who stray into it. Should link into the existing cycleway, as discussed in my previous response.
- "There is no control or prevention at this time to deter and prevent the abuse of the existing pedestrian zone from a minority of cyclists.
There appears to be no contingency to protect pedestrians of all age groups from these minority of cyclists "
- As above
- reduction in parking is unnecessary
- Please note the same reason as above
- Any enhancements that reduce the flow of private transport doesn't help- the poor weather in the U.K. makes cycling or similar modes a none starter
- Reduced car parking
- As above
- We're going to end up like China and the like - Buildings crammed into everywhere and no greenspace/space and I don't like that idea. Plus, our transport is the worst so we can't rely on that to travel and that's why we have to drive to places. There aren't enough parking spaces now without more being taken away. You've already taken our fun pool away!
- See above
- again too much is given for the provision of cycle lanes
- all these schemes are being driven by a very small minority of extremist climate alarmists and everything is being done to remove any chance of birkenhead surviving as a town centre worthy of the history and name
- Same reason as above
- less parking space
- As above
- "Object to segregated cycleway. The Boulevard should be open to all with no segregation in the same way as Birkenhead Park 'road', Egremont Promenade are. Object to location of bus stop and rail replacement areas. It is obvious that the design team did not do a site visit. To get to the Boulevard entrance of Conway Park campus, visitor have to use the ramps north and south of the entrance. The location of of bus stops and rail replacement platform are right in front of these, which makes them a safety hazard. There is no reason way there cannot be a lay-by in the centre



of the that area, on both sides, to allow busses to stop and safely pull out. Put the Zebra crossing in front of the ramps making it a safer environment. "

- Nobody cycles into Birkenhead
- At the moment there is a bus and coach stop on Europa Boulevard, the proposals would leave the road available for motor vehicles too narrow to accommodate the bus/coach stop. In fact it would be impossible to have cars parked at the side of the road. It would also mean that people with limited mobility could not be dropped off or picked up close to Conway Park Station.

Appendix 4: Reasons for Support / Objections to Europa car park proposals

Support

- will make it so much easier to get about on foot
- we won't need car spaces in Object0 years - plan for the future - well done
- We need to reduce the dominance of the car and make more space for people.
- We need more safe infrastructure for walking and cycling on the Wirral
- We need more infrastructure to make it easier to walk and cycle.
- We need fewer cars in town centres
- Too much space here is allocated to vehicles. This will help redress the balance and produce a better, safer environment.
- Too much of our town is handed over to car parking so the removal of a small amount of that, which is then handed to alternatives, is a positive move. Birkenhead has the opportunity become a safe area for pedestrians, cyclist and public transport users. The whole area will flourish (as studies have shown) if people can visit these places safely on foot. I say this as a car owner.
- Too much ground space used for car parking
- There's ample parking nearby, so improved access and a better visual appeal is great.
- there is already plenty of parking in and around Birkenhead, including plenty of multi-storey car parks close to Europa car park. would be great to see this space put to better use.
- There are lots of other parking spaces in the Pyramids and Asda car parks so it is worth losing 50 spaces to improve the look and feel of the area by adding new public spaces.
- The old one is no good
- The information you have provided is far to vague and lacks any actual details of how your council will improve Birkenhead and make it a shopping centre again after the Council destroyed it. What is being done to reduce crime ??

- That particular car park always appears to have more space than is used so losing some parking spaces in order to improve the urban environment is good. As someone who walks into the town centre from that direction regularly it will improve the quality of the local environment.
- Support the idea of removing car parking spaces. It will mean less traffic but more will feel welcome to walk, cycle or use public transport.
- Space should be provided for a wide range of users, not just vehicles.
- See above, roads should be available to all. It is important that pedestrians feel safe and people with disabilities are accommodated. People have to rethink their over reliance on cars.
- Reduced Cars and pollution, better feel and progressive thinking .
- People should be encouraged to use public transport much more and improving the connection between Conway Park Station and the Town Centre will facilitate this and generally improve the area in conjunction with Conway Street & Europa Boulevard
- Neutral on this
- Needs more parking
- N/A
- More space for pedestrians and cyclists.
- more parking space
- More active travel less need for car parks
- Making a more obvious link between Conway Park station and Birkenhead town centre will encourage people to get the train. It will appear a more obvious linking station for the town.
- Loss of car park spaces will encourage people to find other ways to their destination. Pedestrianisation is key to revitalising towns. High streets are dead as everyone drives to shops. Cyclists and pedestrians should be prioritised over motorists.
- Less parking and better public/active transport.
- Its unsafe for pedestrians in its current state the paving is atrocious
- It's currently not safe for pedestrians, including drivers who are getting to and from their vehicle. The proposals seem to rectify this. Although there is a loss of 50 parking spaces, there are plenty of car parks in the area.
- It's necessary
- It is an improvement to the area
- It fits in with the overall plan
- If we want to build better cities we need to both encourage active travel, and discourage car use. The loss of some car parking will help achieve that. (I cycle and drive, and I would be very happy to give up some driving convenience for better and safer cycle lanes).
- I welcome improvements



- I think it will be a good idea to make a better connection between Europa Boulevard, the train station, the bus station and central Birkenhead. There is a lot of car parking in Birkenhead. I don't think 50 spaces will be missed
- I haven't seen the info on the car park.
- "I haven't seen any concept graphics for this but regularly use the railway station...and it's tough accessing the bus station as the route is circuitous unless you mount the pedestrian barriers - which defeats the point! The shared space idea makes lots of sense. Buses aren't travelling fast at all at this point and pedestrians already use the road without using traffic crossing. So there's too many pedestrians that could be removed and yet make the space feel safer as there's less channelling of pedestrians. The loss of surface car parking isn't necessarily a bad thing as it's an awful waste of land. There's a multi-storey nearby and the stacked Asda car park down the road, with the Pyramids multi-storey further along. "
- I enjoy cycling to and around Birkenhead and the improvements stated would make me feel more confident and safer cycling.
- Huge improvement required
- Enables improved cycle access
- connection to Conway Park station
- Complements the other plans for Conway St and Europa Boulevard and is essential to them. Puts greater importance to pedestrian and cyclist safety and comfort in preference to vehicular traffic.
- Birkenhead needs updating, in order for it to increase its appeal I feel this is a good plan
- Big improvements
- Better use of space
- Better connectivity for pedestrians between Conway Park Station and the city center may promote shoppers to take the train. And fewer parking spots should make it less favourable to come by car.
- As previous
- Anything is better than what is there but I would like to suggest further use of SuDS and green spaces, more so than what is proposed, wouldn't bother with cycle lanes.
- Any improvement has to be better than what is there now.
- Allows an improvement towards park and ride
- Again, general comments apply. Improving the area to go with the new building work going on, and encourage/making life easier for pedestrians and cyclists, are such obvious and sensible moves - and I hope will reduce the general ugliness
- .



Objections

- Reducing spaces in the car park, seriously you want people to use the gyms and swimming facilities but don't want us to drive there! Sorry but there is no way i would use public transport to go into birkenhead
- You are building two new office blocks. nearby with no parking provision and are proposing removing parking facilities from nearby. Not very joined up thinking.
- As above
- Less room for cars to be parked.
- It feels like you have to find something just to spend the money on? Then you say it is fir the benefit of all but reduce the capacity fir car parking and reduce the unnecessarily wide road? Hello? The roads are very busy and you throwing money at multi colored pedestrian and cycle ways is not going to change that? These measures cause more congestion. Saying all that though I never park in Birkenhead as there is nothing there to park for. Nothing to stop for. Why keep trying? If this ends up like the circus now on the Bidston flyover then heaven help them that need to use that route regularly.
- You've already made your minds up
- Again the cycle lanes lead nowhere and will be little used and closing roads will either worsen traffic or turn the town centre into a ghost town.
- You want to attract people to shop in Birkenhead by removing car parking spaces. I don't drive but struggle to shop using public transport.
- reduction in parking is unnecessary
- Parking in Birkenhead is poorly catered for and losing 50 spaces will have a huge impact on local business
- "Reduction in private transport parking is prohibitive - if I know parking will be difficult I will go elsewhere, I'm too far away to walk in and the notion of cycling into town to shop is not an inviting one. It's not feasible to carry shopping on a bike. There also seems to be a drive towards an increased use of Wi-Fi in public spaces which is a bad thing. EMF and RF air pollution today is above safe levels and must be reduced"
- Reduced car parking
- If the shopping centre was improved the need for parking spaces would increase - particularly properly sized disabled parking bays (unlike the 3-4 spaces at the council end of the Asda car park).
- We're going to end up like China and the like - Buildings crammed into everywhere and no greenspace/space and I don't like that idea. Plus, our transport is the worst so we can't rely on that to travel and that's why we have to drive to places. There aren't enough parking spaces now without more being taken away. You've already taken our fun pool away!
- See above

- the existing car park is barely used as it is
- destroying freedom to travel, and destroying any chance of birkenhead surviving other than an immigrant enclave
- Same reason
- As above
- How do car drivers get into the car park if they are coming from the east of Conway St? No wonder that it is poorly used.
- Why take carpark?
- It's already a very small car park compared to the one that existed after the Support970s regeneration developments. It would also restrict the opportunity for people with limited mobility to be dropped off or picked up close to the shops.
- It's a busy car park that needs the current amount of spaces.
- Shared use surfaces are never a good idea, people versus vehicles and reckless cyclists? Disaster waiting to happen and is contrary to providing safe pedestrian access.
- car park space has already been reduced in this car park with the addition of a Taxi Rank. People wishing to use that end of the town are being forced to look elsewhere to park, users of the bingo which is open in the evening would be impacted as they would need to find somewhere else to park, and given that the town is not safe after dark that would push people away from using the bingo, for some residents, this is their way of getting out and socialising, it is a small community and they should be taken into consideration, especially as a lot of the people using the bingo are elderly. Pushing them to park somewhere else or use taxis (which are expensive) or the bus puts them at risk given the antisocial behaviour that is prevalent around the bus station.
- The car park is needed
- Need the parking spaces
- Not enough parking as it is to take away 50 more parking spaces is ridiculous, and will cause more problems than it cures.
- No need to encourage as cars need to be housed next to owners' home
- I don't see a need to get rid of parking spaces. I hope there will be provision for secure parking of bikes and motorbikes in the town centre, as well as provision for charging electric cars and motorcycles.
- There is already an issue with parking, taking away spaces will make things worse
- Loss of parking spaces and potential danger to pedestrians of shared space.
- "Reducing the number of parking spaces in Birkenhead will harm businesses. If you are going to reduce car parking, you should offer secure off-street bike parking. Ask Merseytravel if they would extend the secure facilities they offer at their stations. The new offices will expect parking spaces. If you don't provide them, tenants won't come. Council employees will also need parking when the new headquarters opens."

