



Have your say

Charing Cross and Grange Road Active Travel Scheme Phase 2 Consultation Report



Consultation: 28 June 2023 – 19 July 2023

Report: 26 Jul 2023

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1.0 Executive Summary

Wirral Council has received a £2.969 million funding package from the UK Governments Future High Streets Fund (FHSF) to make improvements on Grange Road, within the Charing Cross junction and on Grange Road West. The funding cannot be used for any other purpose.

The FHSF fund was set up to support and fund local areas' plans to make their high streets and town centres fit for the future. The area of Grange Road and Charing Cross is a particularly busy part of Birkenhead town centre - thanks to its variety of shops and services, the connection to The Pyramids Shopping Centre and the several car parks and bus stops nearby however was identified as needing to be improved to encourage increased footfall into the town centre and improve the attractiveness of the area.

The aim of the projects is to provide better access and connection to the services in the area and improve road safety within the town centre. The proposals include increasing safety measures for pedestrians at Grange Road, simplifying the Charing Cross junction by providing better pedestrian crossing facilities, and introducing a trial Low Traffic Neighbourhood along part of Grange Road West.

The suggested improvements are designed to provide a more attractive place for people to shop, live, visit, or work and to support the regeneration of Birkenhead town centre by providing an improved, better connected and more sustainable experience for all who use this area.

Public consultations were held on Charing Cross and Grange Road Active Travel Scheme from 28 November 2022 to 22 January 2023 and from 28 June 2023 to 19 July 23 allowing people to provide their view. The findings of the latter consultation are included in this report.

1.1 Key Findings

- The questionnaire was responded to by 43 people.
- Wirral council proposed three schemes:
 - One-way road system on Grange Road West (Question 1). 53.5% of the responses supported the proposal whilst 46.5% objected.
 - On-street parking restrictions on Grange Road West (Question 2). 54.8% of the responses supported the proposal whilst 45.2% objected.
 - Prohibition of driving on Grange Road (Question 3). 58.1% of the responses supported the proposal whilst 41.9% objected.
- The most common themes for people supporting the proposals were 'Improved safety' and 'Improved traffic'.
- The most common themes for people objecting to the proposals were 'Worse for businesses' and 'Changes are not needed'.

2.0 Methodology

Through the Charing Cross and Grange Road Active Travel Scheme Phase 2 Consultation, people were asked to tell us about their views on the proposed schemes covering Grange Road and Grange Road West.

The consultation was carried out between 28 June 2023 and 19 July 2023. The approach used was an online public consultation through the 'Have your say' consultation portal at www.haveyoursay.wirral.gov.uk with a page dedicated to the Charing Cross and Grange Road Active Travel Scheme Phase 2 Consultation. Useful information provided on the site included a map and artist impressions of what the area might look like.

An online questionnaire was provided for residents to engage with. Respondents were also able to request paper copies, request help in 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 and provided detail on the large scale plans which were available at Birkenhead Town Hall during the engagement period.

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:

- one-way road system on Grange Road West
- on-street parking restrictions on Grange Road West
- prohibition of driving on Grange Road

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 on 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, with 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 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 channels
- Articles on the projects were picked up by digital media. Covered in Wirral Globe Liverpool Echo and Placed Northwest
- Wirral View news article
- Inclusion in one issue 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 43 people. 42 responses came through the online portal and 1 paper copies were completed. 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 proposed introduction of a one-way road system on Grange Road West?

43 people answered this question, 42 online and 1 paper copy. Respondents selected one option that they agreed with. 53.5% of the responses were supported the proposition whilst 46.5% objected.

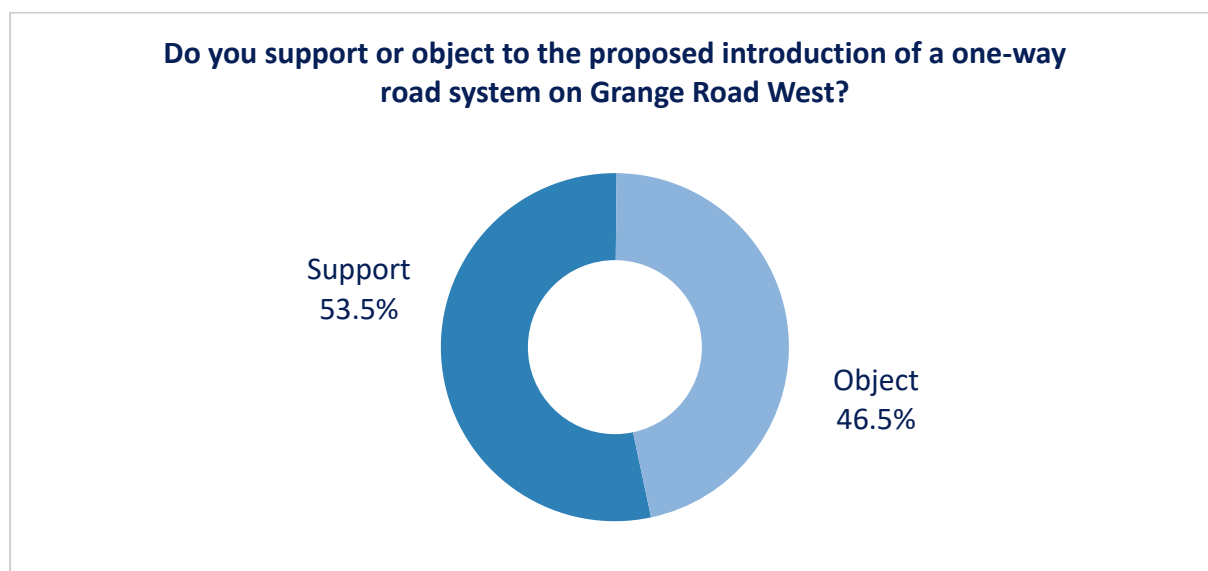


Figure 1: Chart displaying results to “Do you support or object to the proposed introduction of a one-way road system on Grange Road West?”

Do you support or object to the proposed introduction of a one-way road system on Grange Road West?	Total	%
Support	23	53.5%
Object	20	46.5%

Table 1: Table displaying the results to “Do you support or object to the proposed introduction of a one-way road system on Grange Road West?”

The respondents were then asked if they supported the proposal to please tell us why. 23 people answered this free text question, and they may have discussed more than one

theme. A list of their responses can be found in Appendix 1. ‘Improved safety’ (43.5%) was the most common theme followed by ‘Improved traffic’ (30.4%), ‘Better for business’ (17.4%), ‘Nicer environment’ (13.0%) and ‘Better for peoples health’ (13.0%).

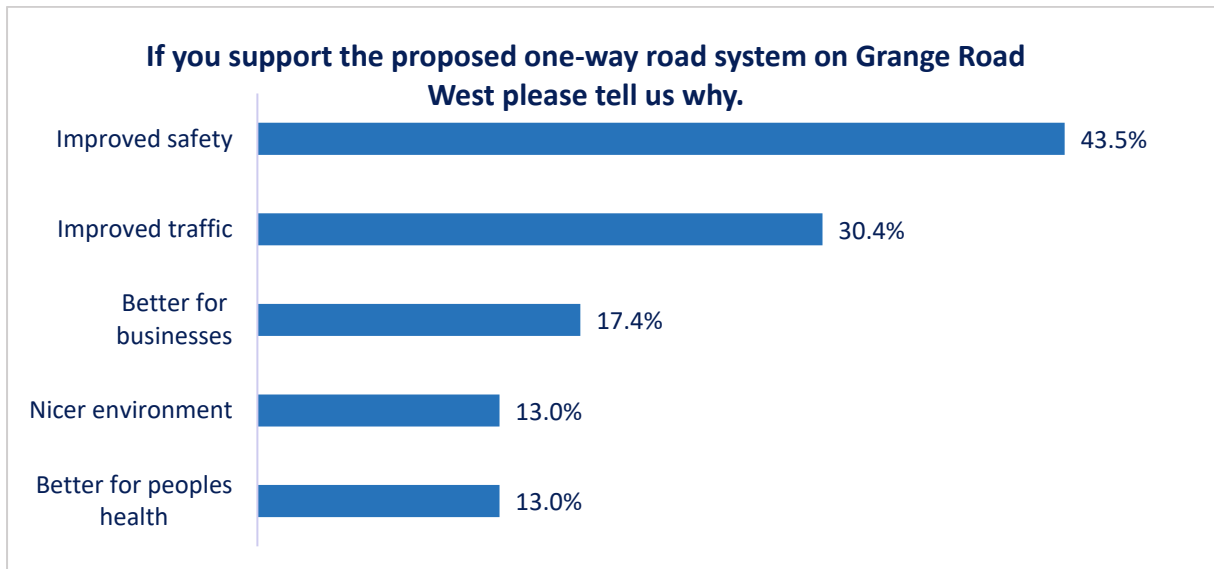


Figure 2: Chart displaying results to “If you support the proposed one-way road system on Grange Road West please tell us why.”

If you support the proposed one-way road system on Grange Road West please tell us why.	Total	%
Improved safety	10	43.5%
Improved traffic	7	30.4%
Better for businesses	4	17.4%
Nicer environment	3	13.0%
Better for peoples health	3	13.0%

Table 2: Table displaying the top 5 response themes to “If you support the proposed one-way road system on Grange Road West please tell us why.”

The respondents were then asked if they objected to the proposal to please tell us why. 19 people answered this free text question, and they may have discussed more than one theme. A list of their responses can be found in Appendix 1. ‘Worse for businesses’ (36.8%) was the most common theme followed by ‘Worse traffic’ (31.6%), ‘Changes are not needed’ (21.1%), ‘Disapprove of restrictions to movement’ (15.8%) and ‘Worse parking’ (15.8%).

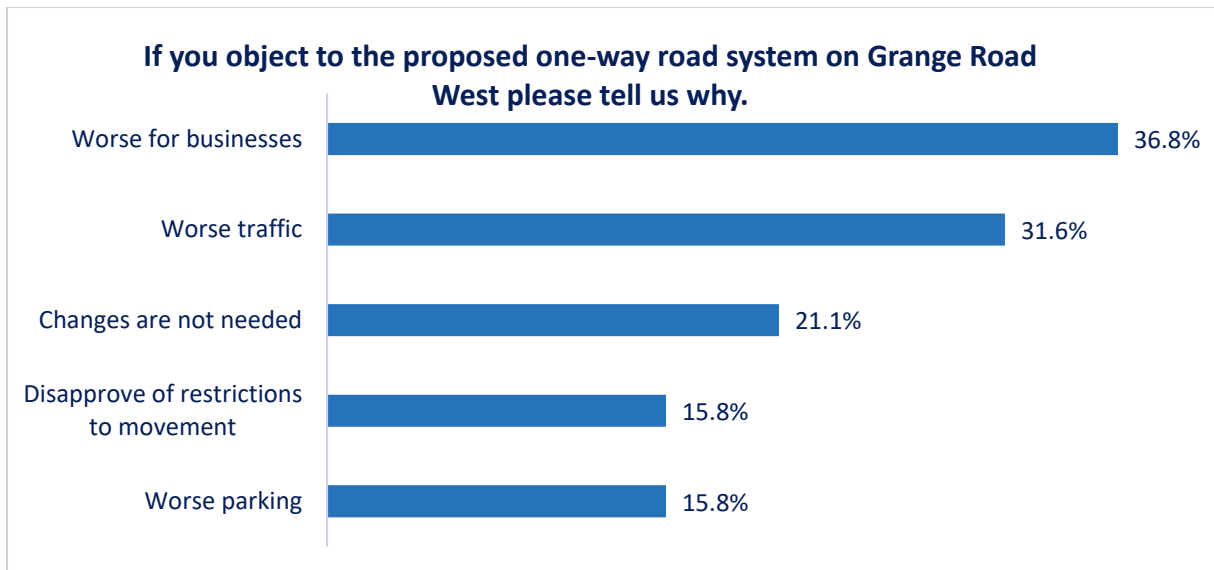


Figure 3: Chart displaying results to “If you object to the proposed one-way road system on Grange Road West please tell us why.”

If you object to the proposed one-way road system on Grange Road West please tell us why.	Total	%
Worse for businesses	7	36.8%
Worse traffic	6	31.6%
Changes are not needed	4	21.1%
Disapprove of restrictions to movement	3	15.8%
Worse parking	3	15.8%

Table 3: Table displaying the top 5 response themes to “If you object to the proposed one-way road system on Grange Road West please tell us why.”

3.1.2 Question 2: Do you support or object to the proposed introduction of a one-way road system on Grange Road West?

42 people answered this question, 41 online and 1 paper copy. Respondents selected one option that they agreed with. 54.8% of the responses supported the proposition whilst 45.2% objected.

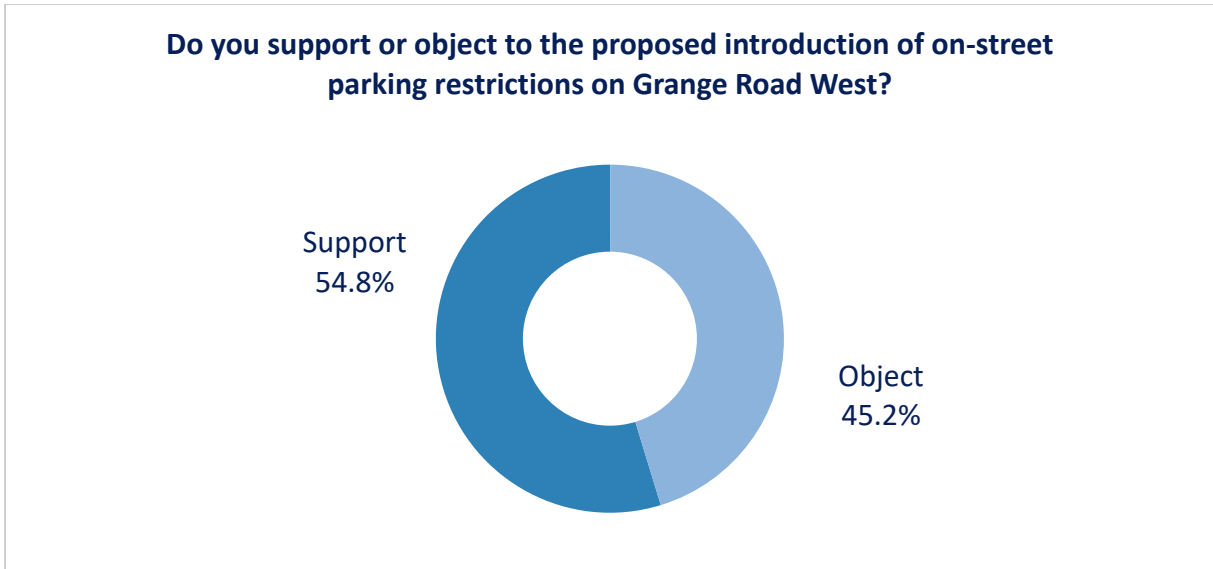


Figure 4: Chart displaying results to “Do you support or object to the proposed introduction of on-street parking restrictions on Grange Road West?”

Do you support or object to the proposed introduction of on-street parking restrictions on Grange Road West?	Total	%
Support	23	54.8%
Object	19	45.2%

Table 4: Table displaying the results to “Do you support or object to the proposed introduction of on-street parking restrictions on Grange Road West?”

The respondents were then asked if they supported the proposal to please tell us why. 22 people answered this free text question, and they may have discussed more than one theme. A list of their responses can be found in Appendix 2. The most common theme was

'Improved traffic' (36.4%) followed by 'Better for businesses' (22.7%), 'Nicer environment' (13.6%), 'Improved Safety' (13.6%) and 'Better for peoples health' (13.6%).



Figure 5: Chart displaying results to “If you support the proposed on-street parking restrictions please tell us why.”

If you support the proposed on-street parking restrictions please tell us why.	Total	%
Improved traffic	8	36.4%
Better for businesses	5	22.7%
Nicer environment	3	13.6%
Improved Safety	3	13.6%
Better for peoples health	3	13.6%

Table 5: Table displaying the top 5 response themes to “If you support the proposed on-street parking restrictions please tell us why.”

The respondents were then asked if they objected to the proposal to please tell us why. 18 people answered this free text question, and they may have discussed more than one theme. A list of their responses can be found in Appendix 2. The most common theme was 'Worse for businesses' (44.4%) followed by 'Disapprove of proposal' (38.9%), 'Worse parking' (27.8%), 'Reduced accessibility' (16.7%) and 'Changes are not needed' (16.7%).



Figure 6: Chart displaying results to “If you object to the proposed on-street parking restrictions please tell us why.”

If you object to the proposed on-street parking restrictions please tell us why.	Total	%
Worse for businesses	8	44.4%
Disapprove of proposal	7	38.9%
Worse parking	5	27.8%
Reduced accessibility	3	16.7%
Changes are not needed	3	16.7%

Table 6: Table displaying the top 5 response themes to “If you object to the proposed on-street parking restrictions please tell us why.”

3.1.3 Question 3: Do you support or object to the proposed prohibition of driving on Grange Road?

43 people answered this question, 42 online and 1 paper copy. Respondents selected one option that they agreed with. 58.1% of the responses supported the proposition whilst 41.9% objected.

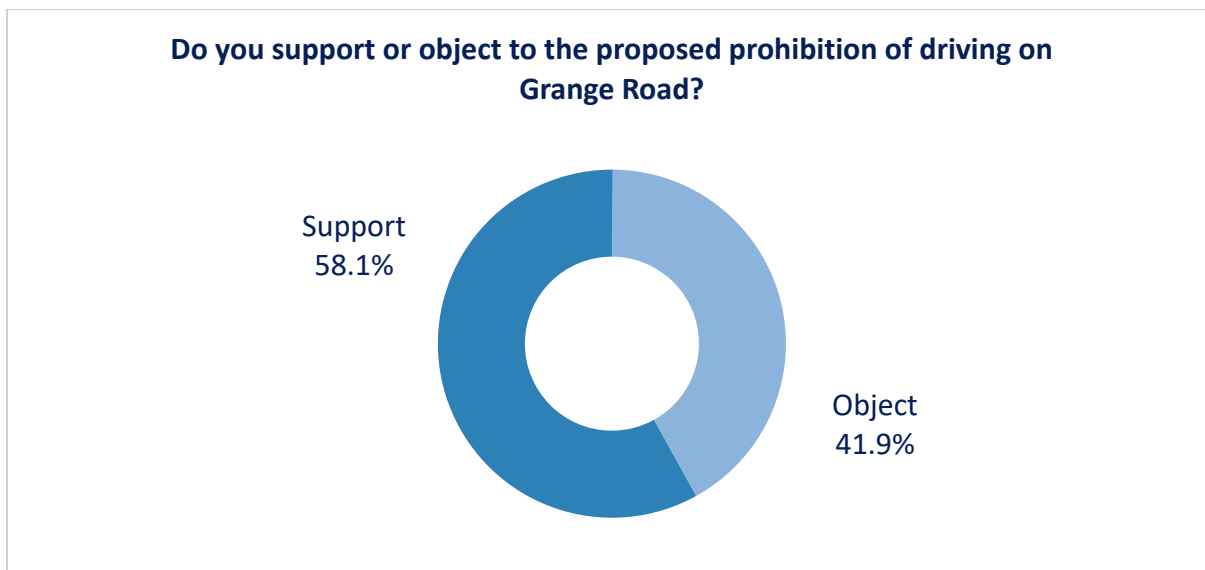


Figure 7: Chart displaying results to “Do you support or object to the proposed prohibition of driving on Grange Road?”

Do you support or object to the proposed prohibition of driving on Grange Road?	Total	%
Support	25	58.1%
Object	18	41.9%

Table 7: Table displaying the results to “Do you support or object to the proposed prohibition of driving on Grange Road?”

The respondents were then asked if they supported the proposal to please tell us why. 24 people answered this free text question, and they may have discussed more than one theme. A list of their responses can be found in Appendix 3. The most common theme was ‘Improved safety’ (33.3%) followed by ‘Improved traffic’ (25.0%), ‘Nicer environment’ (20.8%), ‘Better for business’ (16.7%) and ‘Less parked cars’ (16.7%).

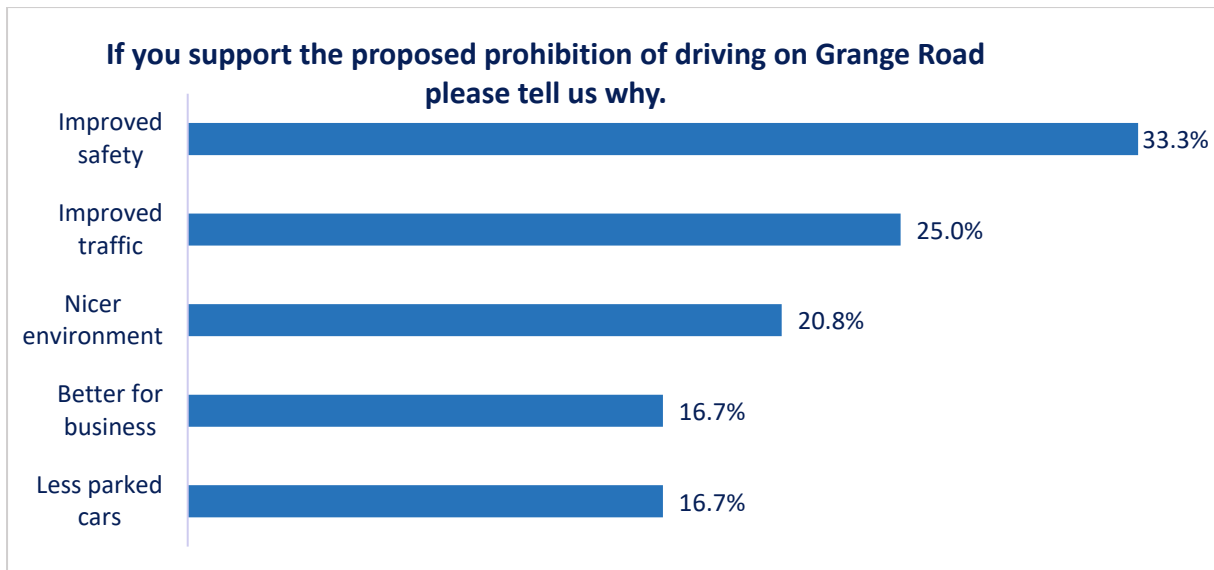


Figure 8: Chart displaying results to “If you support the proposed prohibition of driving on Grange Road please tell us why.”

If you support the proposed prohibition of driving on Grange Road please tell us why.	Total	%
Improved safety	8	33.3%
Improved traffic	6	25.0%
Nicer environment	5	20.8%
Better for business	4	16.7%
Less parked cars	4	16.7%

Table 8: Table displaying the top 5 response themes to “If you support the proposed prohibition of driving on Grange Road please tell us why.”

The respondents were then asked if they objected to the proposal to please tell us why. 17 people answered this free text question, and they may have discussed more than one theme. A list of their responses can be found in Appendix 3. The most common theme was ‘Changes are not needed’ (35.3%) followed by ‘Disapprove of restrictions to movement’ (17.6%), ‘Worse for business’ (17.6%), ‘Disapprove of proposal’ (17.6%) and ‘Worse parking’ (17.6%).

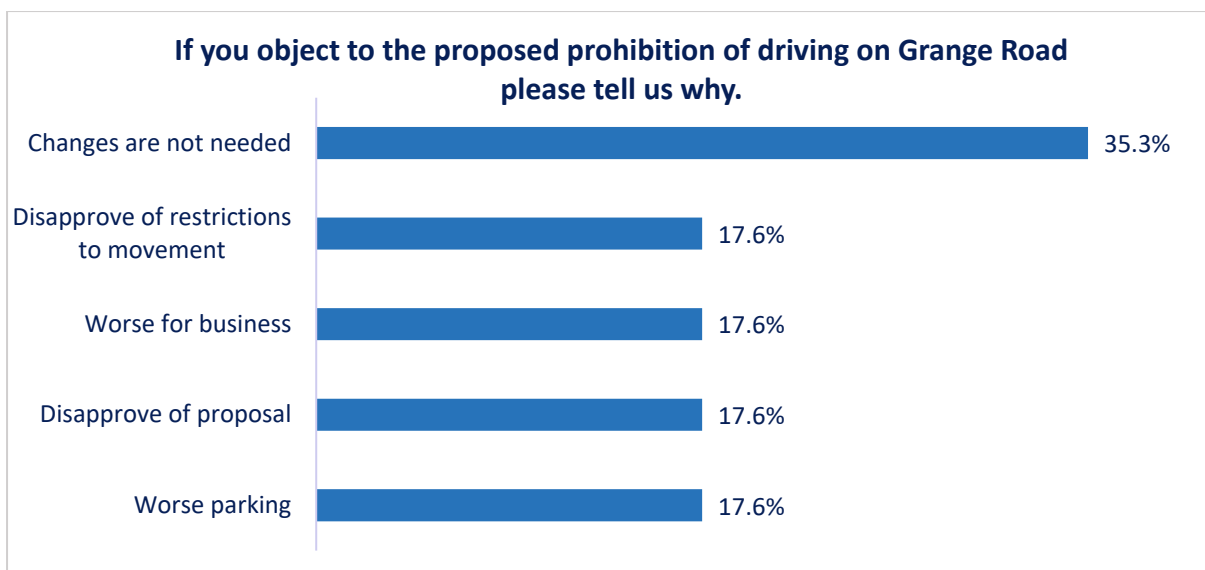


Figure 9: Chart displaying results to “If you object to the proposed prohibition of driving on Grange Road please tell us why.”

If you object to the proposed prohibition of driving on Grange Road please tell us why.	Total	%
Changes are not needed	6	35.3%
Disapprove of restrictions to movement	3	17.6%
Worse for business	3	17.6%
Disapprove of proposal	3	17.6%
Worse parking	3	17.6%

Table 9: Table displaying the top 5 response themes to “If you object to the proposed prohibition of driving on Grange Road please tell us why.”

4.0 Demographics and Site Traffic

4.1 Demographics

Registration was not required to engage in the online Charing Cross and Grange Road Active Travel Scheme Phase 2 Consultation. However, respondents were asked to tell us who they were. Most respondents (72.3%) classed themselves as Wirral residents.



Figure 10: Chart displaying registering

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. 71 unique visitors viewed the Charing Cross and Grange Road Active Travel Scheme Phase 2 Consultation Report consultation of the Have Your Say site. Of these, 62 visited multiple project pages and with 124 views a photo and documents. 42 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 direct visits where people typed the internet address into their web browser (96). It should be noted that

Traffic Source	Aware Visits	Informed Visits (%)	Engaged Visits (%)
Direct	96	52 (54.2%)	22 (22.9%)
Email	25	13 (52.0%)	0 (0.0%)
Referrals	72	40 (55.6%)	12 (16.7%)
Search engine	27	13 (48.1%)	3 (11.1%)
Social	9	5 (55.6%)	5 (55.6%)
Total	229	123	42

Table 10: Site traffic sources

5.0 Appendices

5.1 Appendix 1: Responses for Question 1

5.1.1 Supporting Responses

Please tell us who you are?	If you support the proposed one-way road system please tell us why.
Wirral business	The traffic flow and parking is terrible along Grange Road West, its usually dangerous as cars park on the pavement and then cant see cars coming the other way
Wirral Councillor	Improved public realm.
Wirral Councillor	More pleasant and safer space for walking and wheeling. Cleaner air. Better for local business, jobs and investment.
Wirral Councillor	Good way to reduce traffic and encourage pedestrians and cycling access
Wirral Councillor	It'll be better for local businesses and people - especially young and old and with lung problems.
Wirral Councillor	Reduce traffic and increase accessibility for all.
Wirral resident	I see it as an improvement to the current situation
Wirral resident	Improvement on current situation
Wirral resident	improve traffic flow
Wirral resident	Safer and less congestion
Wirral resident	I would support the whole of Charing Cross being a precinct i think it would attract businesses and people to the town center.
Wirral resident	To reduce the amount of cars/congestion in the area, better for the environment and safer for residents.
Wirral resident	safety
Wirral resident	Support
Wirral resident	It will make it safer for pedestrians and drivers alike when going along the road.
Wirral resident	It could make the road more friendly to pedestrians and cyclists
Wirral resident	We need to reduce cars on the roads to make them safer and reduce pollution.
Wirral resident	Safety
Wirral resident	It will greatly improve things for pedestrians.
Wirral resident	Safer for pedestrians.
Wirral resident	Simplify transport as a cyclist
Wirral resident, Wirral business	The road is busy and over crowded it would allow better residents parking
Wirral resident, Wirral Councillor	Lower levels of traffic and more space to people to walk and enjoy the space will result in far better conditions for local business (existing and future).



5.1.2 Objecting Responses



Please tell us who you are?	If you object to the proposed one-way road system on Grange Road West please tell us why.
Not recorded	I object to more and more restrictions on our movement
Wirral business	Businesses locate in the area especially food businesses offering delivery will require parking for delivery drivers to park and pick up the orders.
Wirral resident	I occasionally go to Natwest bank, and to a shop which is next door to that bank, also the introduction of a one way system would adversely affect people going to the little theatre in Grange Road West for shows there
Wirral resident	Congestion
Wirral resident	it will force traffic flow into the car parks behind grange rd west causing a dangerous traffic build up on exit to oxton rd which is already very badly managed for reasonable traffic flow causing disturbance & distress to vulnerable people living in Maritime park as well as totally unnessasary refurb of grange rd west it will not benifit any one except the cllrs that approved it & the contractors carrying out the work & pocketing massive profits for themselves charing cross needs a new roudabout fitting again to ensure traffic flow ?
Wirral resident	Pave it off like in town,divert traffic down borough road which can also use argyle street to get into town ie market wilkos asda etc.
Wirral resident	I don't understand how this will make the road any more pedestrian friendly as it will still be a busy route, either close it completely or not at all
Wirral resident	Too restrictive to travel
Wirral resident	You say that you want to improve access to the town centre and actually you're reducing the access. I work in the town centre and this is the third regeneration scheme that I've seen. The next one in 20 years time will probably put back the flyovers!
Wirral resident	I think businesses would suffer if this was made one way as there is no easy way to come back on yourself, unless an easier way to get to Oxton road was created
Wirral resident	It will harm already struggling businesses
Wirral resident	Going to cause to much congestion, also does not take into consideration how the elderly are going to get about . Traffic will be brought to a standstill. Not good .

Wirral resident	<p>This will negatively impact the community in several ways. The local shops on the road will suffer a loss in trade. Many are already struggling and fear they will have to close. The Natwest bank will suffer a loss of trade as people will not be able to park outside briefly to go in, we may lose the last bank on a road in Birkenhead which would in turn be damaging to residents and local businesses, also the TRO will increase the number of drunk and disorderly people on the pavement from the pub next door which already intimidate pedestrians. It will increase the opportunity for youths to menacingly ride around on bikes being intimidating and engaging in antisocial behaviour and other low level crime. Drug dealing and violent behaviour that already goes on in and around the street will benefit from the lack of cars and quieter shaded areas provided for by the trees in large planters planned. The Little Theatre that caters for mainly older people will be negatively impacted, coaches will not be able to park outside to drop off and collect theatre goers who are often elderly, infirm, disabled. There is no value to this project, it will not decrease the amount of air pollution and drivers will find alternative routes that by pass these shops or shop elsewhere thus increasing fuel consumption. Other similar projects around the country have resulted in damaging effects to local businesses and communities. If this was genuinely to improve the area, the consultation should have open questions and engage directly with the local businesses owners in the first instance. I know that for several of the local businesses, English is not their first language. They are not able to understand or fill in the survey without assistance. They have been discriminated against on these grounds. This appears to be an all or nothing project with no provision for the inevitable 'what if it all goes wrong' scenario, local people will suffer and those paid to think it up will move on to something else unaffected. Tax payers money can be better spent elsewhere. Restrictions on travel are the fad of today's government. There is no justifiable reason to restrict movement through Grange Road West.</p>
Wirral resident	<p>I really can't see the benefit of making Grange Road West a one-way street. The money saved could surely be spent more effectively elsewhere to benefit those most in need.</p>
Wirral resident	<p>This will only create traffic problems elsewhere.</p>

Wirral resident	<p>This will negatively impact the community in several ways. The local shops on the road will suffer a loss in trade. Many are already struggling and fear they will have to close. The Natwest bank will suffer a loss of trade as people will not be able to park outside briefly to go in, we may lose the last bank on a road in Birkenhead which would in turn be damaging to residents and local businesses, also the TRO will increase the number of drunk and disorderly people on the pavement from the pub next door which already intimidate pedestrians. It will increase the opportunity for youths to menacingly ride around on bikes being intimidating and engaging in antisocial behaviour and other low level crime. Drug dealing and violent behaviour that already goes on in and around the street will benefit from the lack of cars and quieter shaded areas provided for by the trees in large planters planed. The Little Theatre that caters for mainly older people will be negatively impacted, coaches will not be able to park outside to drop off and collect theatre goers who are often elderly, infirm, disabled. There is no value to this project, it will not decrease the amount of air pollution and drivers will find alternative routes that by pass these shops or shop elsewhere thus increasing fuel consumption. Other similar projects around the country have resulted in damaging effects to local businesses and communities. If this was genuinely to improve the area, the consultation should have open questions and engage directly with the local businesses owners in the first instance. I know that for several of the local businesses, English is not their first language. They are not able to understand or fill in the survey without assistance. They have been discriminated against on these grounds. This appears to be an all or nothing project with no provision for the inevitable 'what if it all goes wrong' senario, local people will suffer and those paid to think it up will move on to something else unaffected. Tax payers money can be better spent elsewhere. Restrictions on travel are the fad of today's government. There is no justifiable reason to restrict movement through Grange Road West.</p>
Wirral resident	<p>I cannot see any advantage to making GRW a one way street. Traffic isn't particularly heavy in this area. You will simply hinder movement and hurt businesses in the area,</p>
Wirral resident, Wirral business	<p>You are restricting travel with your proposal.</p>
Wirral resident, Wirral business	<p>It's intrusive / unwanted</p>
Wirral resident, Wirral business	<p>Difficult to access my business myself and for my customers. This may cause a great loss to my business.</p>

5.2 Appendix 2: Responses for Question 2

5.2.1 Supporting Responses

Please tell us who you are?	If you support the proposed on-street parking restrictions please tell us why.
Wirral business	The traffic flow and parking is terrible along Grange Road West, and would put people off stopping due to bad parking and double parked cars
Wirral Councillor	Fit with emerging parking strategy.
Wirral Councillor	This will help create a better space for shoppers and local business. There is ample parking nearby.
Wirral Councillor	Better access for people should be prioritised over cars
Wirral Councillor	It'll be better for local businesses and people - especially young and old and with lung problems.
Wirral Councillor	It will increase accessibility for pedestrians and cyclists and encourage alternatives to the private car. This helps with public health and carbon reduction.
Wirral resident	I see it as an improvement to the current situation
Wirral resident	Improvement on current situation
Wirral resident	stop congestion
Wirral resident	Avoids congestion
Wirral resident	To reduce the amount of cars/congestion in the area, better for the environment and safer for residents.
Wirral resident	Support
Wirral resident	Too many cars and nearly been run over a few times.
Wirral resident	It would allow for wider pavements which would make the road far easier to use for shoppers
Wirral resident	Thought there were already parking restrictions. It would enable local businesses to get more business.
Wirral resident	Discourage people from using their cars for errands in the community unless they are disabled and are reliant on their car for their mobility.
Wirral resident	Remove cars from busy places
Wirral resident	Safe for disabled drivers
Wirral resident	These restrictions are essential to improving conditions for the majority
Wirral resident	Safer for pedestrians
Wirral resident	Clears the road
Wirral resident, Wirral business	People that live their should get priority and free parking
Wirral resident, Wirral Councillor	Fewer cars means better public space and better conditions for residents and businesses

5.2.2 Objecting Responses



Please tell us who you are?	If you object to the proposed on-street parking restrictions please tell us why.
Not recorded	I object to more restrictions on outlives
Wirral business	Businesses locate in the area especially food businesses offering delivery will require parking for delivery drivers to park and pick up the orders.
Wirral resident	There are plenty of car parking space all ready
Wirral resident	not disability friendly and not good for the economy for businesses in the area
Wirral resident	people need to shop & in doing so support local businesses free parking but only for 1 hour in order to help the public & busines ie banks shops etc.
Wirral resident	If I can't park my car i'll just keep driving round the local streets . This stops me from walking .
Wirral resident	They are not needed and will hinder access for disabled and vulnerable people.
Wirral resident	As above re businesses.
Wirral resident	It will harm local business
Wirral resident	Does not make any sense at all
Wirral resident	<p>This will negatively impact the community in several ways. The local shops on the road will suffer a loss in trade. Many are already struggling and fear they will have to close. The Natwest bank will suffer a loss of trade as people will not be able to park outside briefly to go in, we may lose the last bank on a road in Birkenhead which would in turn be damaging to residents and local businesses, also the TRO will increase the number of drunk and disorderly people on the pavement from the pub next door which already intimidate pedestrians. It will increase the opportunity for youths to menacingly ride around on bikes being intimidating and engaging in antisocial behaviour and other low level crime. Drug dealing and violent behaviour that already goes on in and around the street will benefit from the lack of cars and quieter shaded areas provided for by the trees in large planters planed. The Little Theatre that caters for mainly older people will be negatively impacted, coaches will not be able to park outside to drop off and collect theatre goers who are often elderly, infirm, disabled. There is no value to this project, it will not decrease the amount of air pollution and drivers will find alternative routes that by pass these shops or shop elsewhere thus increasing fuel consumption. Other similar projects around the country have resulted in damaging effects to local businesses and communities. If this was genuinely to improve the area, the consultation should have open questions and engage directly with the local businesses owners in the first instance. I know that for several of the local businesses, English is not their first language. They are not able to understand or fill in the survey without assistance. They have been discriminated against on these grounds. This appears to be an all or nothing project with no provision for the inevitable 'what if it all goes wrong' senario, local people will suffer and those paid to think it up will move on to something else unaffected. Tax payers money can be better spent elsewhere. Restrictions on travel are the fad of today's government. There is no justifiable reason to restrict movement through Grange Road West.</p>
Wirral resident	As far as I can see parking restrictions would harm the local businesses. People want to park near where they intend to shop, go to a restaurant etc. Residents do need parking too. A change which would be beneficial for businesses in Grange Road West is to make it easier for pedestrians to cross Charring Cross in one go without having to wait multiple times for lights to change.

Wirral resident	People with mobility issues particularly or people who need to shop quickly need to be able to park close to where they want to shop.
Wirral resident	This will negatively impact the community in several ways. The local shops on the road will suffer a loss in trade. Many are already struggling and fear they will have to close. The Natwest bank will suffer a loss of trade as people will not be able to park outside briefly to go in, we may lose the last bank on a road in Birkenhead which would in turn be damaging to residents and local businesses, also the TRO will increase the number of drunk and disorderly people on the pavement from the pub next door which already intimidate pedestrians. It will increase the opportunity for youths to menacingly ride around on bikes being intimidating and engaging in antisocial behaviour and other low level crime. Drug dealing and violent behaviour that already goes on in and around the street will benefit from the lack of cars and quieter shaded areas provided for by the trees in large planters planed. The Little Theatre that caters for mainly older people will be negatively impacted, coaches will not be able to park outside to drop off and collect theatre goers who are often elderly, infirm, disabled. There is no value to this project, it will not decrease the amount of air pollution and drivers will find alternative routes that by pass these shops or shop elsewhere thus increasing fuel consumption. Other similar projects around the country have resulted in damaging effects to local businesses and communities. If this was genuinely to improve the area, the consultation should have open questions and engage directly with the local businesses owners in the first instance. I know that for several of the local businesses, English is not their first language. They are not able to understand or fill in the survey without assistance. They have been discriminated against on these grounds. This appears to be an all or nothing project with no provision for the inevitable 'what if it all goes wrong' senario, local people will suffer and those paid to think it up will move on to something else unaffected. Tax payers money can be better spent elsewhere. Restrictions on travel are the fad of today's government. There is no justifiable reason to restrict movement through Grange Road West.
Wirral resident	There is nothing wrong with the current system.
Wirral resident, Wirral business	Why restrict parking? Not everyone can walk or ride a bike. Crime is so bad in wirral that bicycles are stolen daily. Why do you want to bring in a 15 minute prison city?
Wirral resident, Wirral business	It's intrusive / unwanted
Wirral resident, Wirral business	Hard to park as it is there, this will make it worse.

5.3 Appendix 3: Responses to Question 3

5.3.1 Supporting Responses



Please tell us who you are?	If you support the proposed prohibition of driving on Grange Road please tell us why.
Wirral business	No cars should be allowed along this particular part as its commercial
Wirral Councillor	Health and well-being and economic benefits.
Wirral Councillor	The current arrangement is unsafe and unsustainable. An effective, enforced scheme to restrict vehicle access here will have clear benefits in creating a safer, more pleasant environment.
Wirral Councillor	Proven way to increase footfall for shoppers
Wirral Councillor	It'll be better for local businesses and people - especially young and old and with lung problems.
Wirral Councillor	It will make for a more attractive public space and therefore increase footfall.
Wirral resident	The amount of vehicles using this supposedly pedestrianised street has become ridiculous. The top end of the road resembles a car park after 4.30. Plus every time the paving on the road is replaced it soon gets ruined by all the vehicles driving on it.
Wirral resident	I totally agree as more cars are parking there illegally
Wirral resident	Didnt realise this wasnt already in operation and that drivers were using it as a cut through after 4.30
Wirral resident	Safer
Wirral resident	If you go to the precinct today it is a car park already because of MacDonalds
Wirral resident	To reduce the amount of cars/congestion in the area, better for the environment and safer for residents.
Wirral resident	needs to be pedestrianised , tidied up with plants / trees not cars driving through it
Wirral resident	It is much safer to keep it totally pedestrianised. The current system is being abused.
Wirral resident	same as last message
Wirral resident	It will make it safer for pedestrians.
Wirral resident	Discourage people from using their cars for errands in the community unless they are disabled and are reliant on their car for their mobility.
Wirral resident	Delivery drivers make this very unsafe for pedestrians
Wirral resident	Pedestrians need a safer environment.
Wirral resident	Reduction of traffic here is essential for people's health and convenience
Wirral resident	Safer for pedestrians, especially those accompanying young children. Enables seating, flower tubs etc.
Wirral resident	It is already pedestrianised
Wirral resident, Wirral business	Grange road has become a dumping ground for vehicles their shouldn't be any vehicles their once the shops are open
Wirral resident, Wirral Councillor	Restricting cars increases overall capacity for a street

5.3.2 Objecting Responses



Please tell us who you are?	If you object to the proposed prohibition of driving on Grange Road please tell us why.
Not recorded	I object to the constant restrictions to our rights of movement.
Wirral business	Businesses locate in the area especially food businesses offering delivery will require parking for delivery drivers to park and pick up the orders.
Wirral resident	What about deliveries to shops in Grange Road? How would those deliveries be affected?
Wirral resident	I don't see clear evidence to justify doing this other than to limit choices and freedoms on how choose people to travel
Wirral resident	remove all cars from grange rd its a public walk & safe area for shoppers inc cycle restriction as well & enforce.
Wirral resident	I'm not sure the point of it, the only section that is currently driveable in on to the a552, I don't understand and it is only used for dropping people off going to the shops, with next to no through traffic in either cars or on foot
Wirral resident	Too restrictive
Wirral resident	I don't understand this. The road is already mainly pedestrianised, do you want to stop emergency vehicles on the pedestrianised part and get rid of the taxi rank behind the Central Hotel?
Wirral resident	Don't always want to go into town
Wirral resident	Forcing people to look for other routes means more cars more congestion more problems . If its not broke why try to fix it . Does not make any sense
Wirral resident	Driving is already restricted here as it is a pedestrianised shopping precinct. However there are occasions when vehicles should be able to get to shops for deliveries etc during the evening/early morning where there is no risk to the public. The only issue that I see is that cars stop on the top of Grange Road to pick up MacDonalds deliveries. This should be raised with MacDonalds themselves as they could reasonably provide a pick up service from the rear of the premises that does not impact on the pedestrianised zone.
Wirral resident	As far as I can see, the area is already pedestrianised with access for loading and unloading for businesses. I struggle to see how further restrictions would help businesses. As someone who regularly walks to Grange Road, cars driving there has never been a problem. What would however be an improvement is to stop youths riding their bikes at break neck speed through the pedestrianised area.
Wirral resident	Accessibility
Wirral resident	Driving is already restricted here as it is a pedestrianised shopping precinct. However there are occasions when vehicles should be able to get to shops for deliveries etc during the evening/early morning where there is no risk to the public. The only issue that I see is that cars stop on the top of Grange Road to pick up MacDonalds deliveries. This should be raised with MacDonalds themselves as they could reasonably provide a pick up service from the rear of the premises that does not impact on the pedestrianised zone.
Wirral resident	Very few vehicles crawl along here and only for essential access. No one one does it for fun. You will only damage a failing town centre even more.
Wirral resident, Wirral business	You have already decimated BIRKENHEAD with your crazy ideas. You are dictating what people can do rather than represent residents.

Wirral resident, Wirral business	It's intrusive / unwanted
Wirral resident, Wirral business	Same as above. Makes it difficult to access my business. This may cause a great loss to my business.

5.4 Appendix 4: Email Responses

I hope this letter finds you in good health and high spirits. I am writing to express my deep concern and objection to the proposed Low Traffic Neighbourhood (LTN) plan in our community. While I understand the intentions behind creating a safer and more sustainable environment, I believe that the implementation of this plan may have detrimental effects on the local businesses, particularly on my domestic appliance business.

One of my major concerns revolves around the potential closure of the NatWest bank due to the LTN. This is not just a matter of inconvenience for the residents, but it also raises serious safety concerns. With restricted access and limited routes, I worry about how cash vans will be able to safely deliver money to the bank. Walking down the high street with large amounts of cash would make the vulnerable to criminal activities. It is essential that the safety and security of our community are not compromised in the process.

Furthermore, as the owner of a domestic appliance business, I rely heavily on customers being able to access my store conveniently. Restricting vehicular traffic and making it difficult to drive into town will discourage people from coming to my business. While it is true that some goods can be transported by bicycle, larger items such as washing machines and vacuum cleaners simply cannot be accommodated in such a manner. These are essential household items that require the use of a car for transportation. By making it impractical for customers to reach my store, the LTN plan threatens the viability of my business and may ultimately lead to its closure.

Additionally, the 20mph speed limit on Oxtou Road and other areas is unreasonable and impractical. While I understand the need for safer streets, it is essential to strike a balance between safety and efficient operation of local businesses. This low speed limit is resulting in a significant amount of wasted time for my company, as well as increased costs. The time wasted in traffic congestion due to reduced speeds has a direct impact on our productivity and overall profitability.

I urge you to reconsider the implementation of the LTN plan and its potential negative impact on local businesses and the community. Instead, I propose a more balanced approach that takes into consideration the needs of residents, businesses, and the safety concerns associated with restricted access. Collaborative discussions and consultation with stakeholders can help identify alternative solutions that achieve the desired objectives without causing undue harm to the local economy and the livelihoods of hardworking business owners.

Thank you for considering my concerns and objections regarding the proposed Low Traffic Neighbourhood plan. I trust that you will carefully assess the potential consequences and make a decision that ensures the well-being of our community as a whole. I would appreciate the opportunity to discuss this matter further if needed.