



# Have your say

## LCWIP Birkenhead to Liscard Active Travel Project Report

# **Birkenhead** **to Liscard**

Consultation: 25 September – 4 December 2023

Report: 26 January 2024

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# 1.0 Executive Summary

Wirral Council is developing plans to redesign streets along a direct route from Birkenhead to Liscard town centre, to improve facilities for pedestrians cyclists, the environment and public realm.

The proposed 3.5 mile route runs from Chester Street, Birkenhead and connects Hamilton Square Station, Woodside Ferry, Wirral Waters, Seacombe Ferry, Eureka! Science and Discovery Museum and Liscard Town Centre. The project is to provide a much greater balance along these routes to those who wish to walk, run, wheel, cycle, scoot, or drive to their destination.

Through the LCWIP Birkenhead to Liscard Active Travel Project consultation, people were asked to tell us about their views on plans to redesign streets along a direct route from Birkenhead to Liscard town centres from 25 September 2023 to 4 December 2023. In person engagement was also conducted during this period.

This follows a larger LCRCA 2020 engagement referred to as the 'Local Cycling and Walking Infrastructure Plan' (LCWIP) from Birkenhead to New Brighton. Since that time, Wirral Council have worked through the feedback, made changes and created new proposals for the scheme, including splitting the route into two phases of which Birkenhead to Liscard forms phase 1. This engagement sought to hear resident and stakeholder opinions on the proposed plans for the route.

Subject to the outcome of this consultation - and if the project proceeds to the next stage of design - any parking changes, one-way streets or 20mph speed limits proposed as part of this scheme will be subject to a further consultation via a statutory procedure required for Traffic Regulation Orders.

The results of the consultation will be discussed at Environment, Climate Emergency and Transport Committee in July 2024.

## 1.1 Key Findings

- 303 people engaged in the survey. 286 responses came through the online portal, 9 paper copies were completed and 8 easy reads were received.
- 54.4% of respondents to the survey (162 responses) were in agreement that 'The council should improve our roads and footpaths to help people who wish to walk, and cycle achieve a more active lifestyle.' 29.5% (88 responses) were in disagreement. (Section 3.2.1).
- 54.2% of respondents (162 responses) were in agreement that 'The council should make it easier for people who wish, to walk and cycle to destinations such as schools, local businesses and employment locations.' 30.8% (91 responses) were in disagreement. (Section 3.2.2).
- 43.1% of respondents (121 responses) said they currently travel short journeys in a car or small van. 49.2% of respondents (146 responses) cycle or walk short journeys. 5.7% of respondents (17 responses) said that they use public transport to travel short journeys. (Section 3.2.3).
- 50.5% (153 responses) oppose the LCWIP Birkenhead to Liscard project and 38.0% (115 responses) support the project (Section 3.20).
- In the wards that the route passes through, levels of support were mixed. (Section 3.20).
  - Birkenhead and Tranmere – 8 responses, 75.0% support, 25.0% object, 0.0% neutral.
  - Seacombe – 45 responses, 28.9% support, 48.9% object, 22.2% neutral.
  - Liscard – 42 responses, 28.6% support, 61.9% object, 9.6% neutral.
- The main reason respondents gave for supporting the project was: 35.7% of supporters (41 responses) believe LCWIP Birkenhead to Liscard project will improve safety for cyclists and other active travel users. (Section 3.20).
- The main reason respondents gave for objecting to the project was: 48.4% of opposers (74 responses) disagree with the proposed spend as they do not believe that the project would provide value for money. (Section 3.20).
- The proposed route was split into 16 sections, each with a plan. Respondents were given the opportunity to provide further feedback on each proposed plan. This feedback can be found in sections 3.4 – 3.19.
- Alongside the online engagement, in person engagement sessions took place during the consultation period. The findings from the in-person engagements can be found in Appendix 1.

- Direct representation, responses received separately from the survey, can be found in Appendix 2. Direct representation was received from the following organisations: Mersey Travel, Merseyside Cycling Campaign, Merseyside Police.



## 2.0 Methodology

Through the LCWIP Birkenhead to Liscard Active Travel Project consultation, people were asked to tell us about their views on plans to redesign streets along a direct route from Birkenhead to Liscard town centres.

The consultation was carried out between 25 September – 4 December 2023. An online public consultation was conducted through the ‘Have your say’ consultation portal at [www.haveyoursay.wirral.gov.uk](http://www.haveyoursay.wirral.gov.uk) with a page dedicated to the LCWIP Birkenhead to Liscard Active Travel Consultation. Information provided on the site included: a 3D video demonstrating the full length of the proposals, detailed plan documents, simplified plans with explanatory text, details of in person engagement events, frequently asked questions and answers, and accessible versions of the survey.

An online questionnaire was provided to engage with. Respondents were also able to request alternative survey formats, help completing the questionnaire, or submit additional comments via a dedicated email address or phone number, which was published on the ‘Have your say’ website alongside the online questionnaire. An accessible easy read version of the survey was also available to download.

The results of the consultation will be discussed at Environment, Climate Emergency and Transport Committee in July 2024.

### 2.1 Questionnaire

The consultation questionnaire was developed around understanding stakeholder views on whether they support or object to the proposed implementation of the following design features:

- Improved footways, junctions and crossing facilities.
- More street seating, planting, and street furniture.
- Cycle routes that are either separate from the road or on quieter streets.
- Cycle parking.
- Narrower roads to encourage lower motor vehicle traffic speeds and enable the improved footways.
- Car parking in laybys or public parking bays, with residential and short stay parking taking priority to support access for local residents and businesses.
- One-way streets and a ‘quiet street’ - where motorised traffic can only access from one end of the street but pedestrians and cyclists can access from both ends.
- 20mph speed limit on a small number of roads.

The survey began with questions to understand if stakeholders agreed with the principles of the active travel scheme. This was followed by a question to understand how respondents travel short journeys. Respondents were given an opportunity to provide free-text

responses to each of the 16 project plans, before asking them to express their level of support for the scheme. Finally, the survey provided an opportunity for respondents to provide additional comments.

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, the free-text responses were categorised using a coding system. The percentages given, reflect the percentage of respondents who made the comment. As they may have made more than one comment, the total percentage may exceed 100%.

## **2.4 In-person events**

During the consultation period there was also a range of in person events available for local stakeholders to engage with. The in-person event details were shared on the Have Your Say webpage, communications shared by the council and partners including PLACED and the Liverpool City Region Combined Authority. These events were designed to engage with stakeholders to incorporate their ideas into future plans and answer any questions. Those who had attended in person events were encouraged to complete the Have Your Say survey, with QR codes and staff directing people to the webpage. Additionally, each in person event offered paper copies of the survey.



The company PLACED, who managed the in-person sessions, also used their own methods to collect information regarding the public's opinion of the scheme, and have reported on the findings of these sessions. This report can be found in Appendix 1.



## Events along the route

In person events were held along the route to engage with the people who will be most impacted by the proposal. These events were:

- BirkenED's Place, 8-10 Borough Pavement, Grange Precinct, Birkenhead, CH41 2XX from 25 September to 7 October.
- Cherry Tree Shopping Centre, Site 3, 8A Cherry Square, Wallasey, CH44 on Saturday 14 October.
- Outside Wirral Met Wirral Waters Campus, Tower Road, Birkenhead, CH41 1AA on Wednesday 18 October. Initially planned for outdoors, this session was indoor only with students due to weather conditions.
- Seacombe Ferry, Victoria Place, Seacombe, Wallasey, CH44 6QY (next to Eureka! Science and Discovery Museum) on Wednesday 25 October.
- MAKE Hamilton, 2 Cleveland Street, Birkenhead, CH41 6ND on Saturday 4 November.
- St Joseph's School, Wheatland Lane, Wallasey, CH44 7ED on Wednesday 8 November.

## Virtual Reality Events

3D virtual reality headset bikeride and fly-through game pads allowed members of the public to navigate through the scheme. Events were also hosted to give people a realistic look at the proposals as they would appear travelling along the route. These events were hosted at:

- BirkenEd's Place CH41 2XX, 5 Oct and 7 Oct.
- Cherry Tree Shopping Centre, 14 Oct.
- St Joseph's School, CH44 7ED, 8 Nov.

## Exhibitions

The plans and proposals were also available for viewing at the following public exhibition sites:

- Birkenhead Town Hall, Mortimer Street, Birkenhead, CH41 6ND from 25 September to 4 December.
- Europa Pools, Conway Street, Birkenhead, CH41 6RN from 13 to 19 November.
- Seacombe Ferry, Victoria Place, Seacombe, Wallasey, CH44 6QY from 20 to 26 November.
- MAKE Hamilton, 2 Cleveland Street, Birkenhead, CH41 6ND from 27 November to 2 December.

## Additional Team Events

- Local business Briefing, 21 November, preceded by leaflet delivery to over 600 businesses.

- Local cycling group (Merseyside Cycling Campaign) briefing, 20 November.

## 2.5 Direct Representations

Contact details were provided on the Have Your Say webpage to enable organisations, groups, or special interest groups to directly submit their responses to the draft options. Direct representations received from the following organisations: Mersey Travel, Merseyside Cycling Campaign, Merseyside Police, are included in Appendix 2.

## 2.6 Communication

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

- Consultation page on Have Your Say website.
- Organic social media post on council's corporate accounts at regular occasions throughout the consultation.
- Video hosted on YouTube with 4,921 views and an average view time of 5 minutes 32 seconds.
- Paid for social media adverts to Wirral residents:
  - Facebook and Instagram (6 October to 12 November) with 49,988 reach, 181,817 impressions, 86,060 engagements including 345 comments, 27,350 ThruPlays (video views on 15 seconds and above) and 6,978 link clicks through to Have Your Say (7p per click) giving a click-through-rate of 9.07%
  - Facebook and Instagram VR event promo ad with 44,034 reach and 46,819 impressions.
  - LinkedIn (17 November to 3 December) with 12,983 impressions and 396 link clicks (63p per click) giving a click-through-rate of 3.05%.
- Media releases issued to local print and digital media and covered throughout the consultation period in The Guide Liverpool, Wirral Globe and Highways News.
- Wirral View news articles (11 articles) with 3,153 views and an average reading time of 32 seconds.
- Resident email to over 20,000 email addresses.
- Climate newsletter to 9,000 email address.
- 2 internal news stories for Wirral Council staff with a total of 526 views (444 people)
- 16 different 6 sheet sites (bus stop and large posters) utilised across Liscard, Birkenhead, Wallasey and Seacombe throughout the consultation duration with 59 scans on the QR codes.
- 623 letters sent to businesses along the route.
- 7,732 leaflets distributed to 7,109 houses and 623 businesses in catchment areas agreed with ward councillors.

- Support from Wirral Children’s Centre, St Jospeh’s, Wirral Metropolitan College and Zillo channels.
- Support from PLACED:
  - 19 posts on Twitter with 11,540 impressions and 283 engagements.
  - 9 posts on Instagram with 4108 impressions and 94 engagements.
  - 16 posts on Facebook with 15,496 impressions and 3,056 engagements.
  - 9 posts on LinkedIn.
  - 2 emails through the Birkenhead Mailing List sent to 212 people and an average open rate of 39%.
  - 1 email through the Wirral based Contacts List (e,g stakeholders, local orgs, businesses) sent to 114 recipients.
  - Inclusion in BirkenEd’s Place news web page and dedicated space on our BirkenEd’s Place website via our Engagement and Events page for the entirety of the engagement.

Additional communications were undertaken through engagement, this included:

- Community Connectors awareness ‘door knocking’ Seacombe View, Mainwaring Road/Liscard Road/Poulton Road area (in week prior to the in-person events at Seacombe Ferry Terminal and St Josephs School) with 49 houses knocked on, 16 households directly engaged with and 7 businesses directly engaged.
- In person exhibition events held by PLACED at venues across the borough with 446 people visiting a session.
- 3 workshops held by PLACED with groups defined as ‘hard to reach’ – 40 attendees.
- Un-staffed displays held at Birkenhead Town Hall (throughout the entire duration of the consultation) and also at Europa Pools, Seacombe Ferry and Make Hamilton Square for a week at the end of the consultation period.
- Business briefing for local businesses along the route.
- Briefings for the following groups:
  - Merseyside Cycling Campaign.
  - Peel/Wirral Waters.
  - Liscard Town Centre Partnership.
  - Dock Branch Park Regeneration Steering Group.
  - Wirral Childrens Services (St Pauls Road)

# 3.0 Results

## 3.1 The Questionnaire

The questionnaire was responded to by 303 people. 286 responses came through the online portal, 9 paper copies were completed and 8 easy reads were received.

Free text questions have been categorised into themes to identify recurring trends in feedback.

## 3.2 The council’s role and how respondents currently travel

**3.2.1 Question 1: The council should improve our roads and footpaths to help people who wish to walk and cycle achieve a more active lifestyle.**

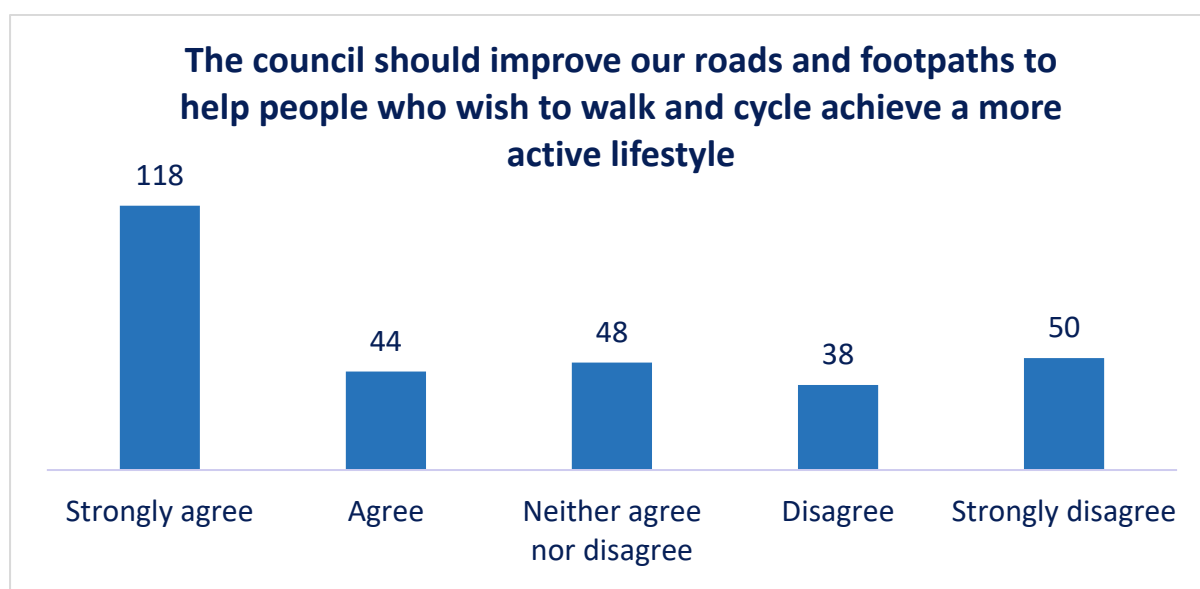


Figure 1: Chart response to ‘the council should improve our roads and footpaths to help people who wish to walk and cycle achieve a more active lifestyle.’

The council should improve our roads and footpaths to help people who wish to walk and cycle achieve a more active lifestyle		
Answer	Total	%
Strongly agree	118	39.6%
Agree	44	14.8%
Neither agree nor disagree	48	16.1%
Disagree	38	12.8%
Strongly disagree	50	16.8%
<b>Total</b>	<b>298</b>	<b>100.0%</b>

Table 1: Table response to ‘the council should improve our roads and footpaths to help people who wish to walk and cycle achieve a more active lifestyle.’

In response to 'The council should improve our roads and footpaths to help people who wish to walk and cycle achieve a more active lifestyle,' the most common answer was 'Strongly agree', supported by 39.6% of the 298 responses. In total, 54.4% of respondents were in agreement with the statement, and 29.5% were in disagreement. This question was not mandatory.

**3.2.2 Question 2: The council should make it easier for people who wish, to walk and cycle to destinations such as schools, local businesses, and employment locations.**



Figure 2: Chart response to 'The council should make it easier for people who wish, to walk and cycle to destinations such as schools, local businesses and employment locations'

The council should make it easier for people who wish, to walk and cycle to destinations such as schools, local businesses and employment locations.		
Answer	Total	%
Strongly agree	112	38.0%
Agree	48	16.3%
Neither agree nor disagree	44	14.9%
Disagree	45	15.3%
Strongly disagree	46	15.6%
<b>Total</b>	<b>295</b>	<b>100.0%</b>

Table 2: Table response to 'The council should make it easier for people who wish, to walk and cycle to destinations such as schools, local businesses and employment locations'

In response to 'The council should make it easier for people who wish, to walk and cycle to destinations such as schools, local businesses and employment locations.,' the most common answer was 'Strongly agree', supported by 38.0% of the 295 responses. In total, 54.2%, of respondents were in agreement with the statement, and 30.8% were in disagreement. This question was not mandatory.

### 3.2.3 Question 3: How do you normally travel short local journeys? (up to 20 minutes journey time). Please select your most regular mode of transport.

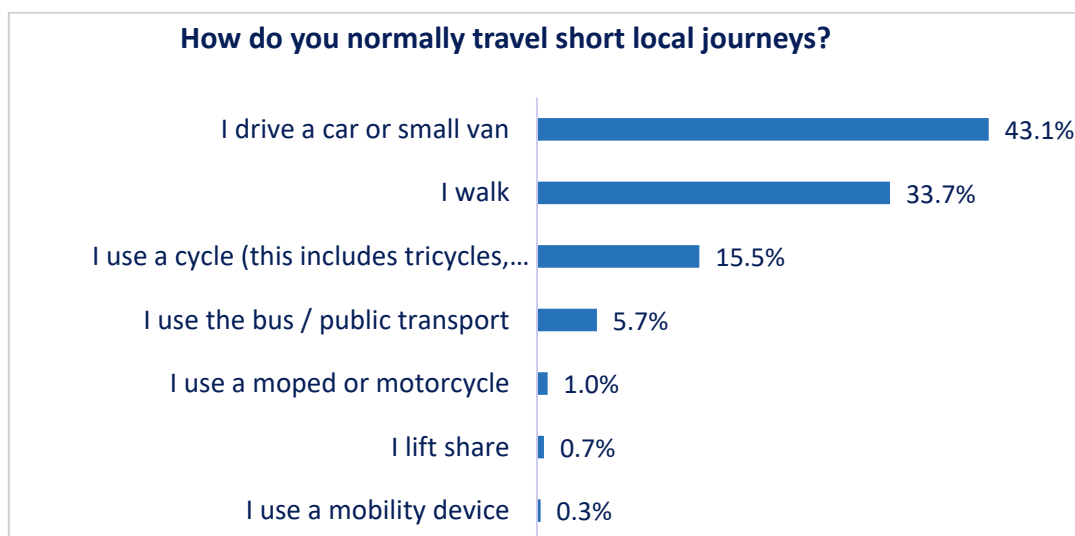


Figure 3: Chart displaying how respondents normally travel short local journeys.

Transport Mode	Count	%
I drive a car or small van	128	43.1%
I walk	100	33.7%
I use a cycle (this includes tricycles, handcycles, or other adapted cycles)	46	15.5%
I use the bus / public transport	17	5.7%
I use a moped or motorcycle	3	1.0%
I lift share	2	0.7%
I use a mobility device	1	0.3%
<b>Total</b>	<b>297</b>	<b>100.0%</b>

Table 3: Table displaying how respondents normally travel short local journeys.

43.1% of respondents said they travel short journeys in a car or small van. 49.2% of respondents cycle or walk short journeys. 5.7% of respondents use public transport to travel short journeys. This question was not mandatory.

### 3.3 Feedback on Individual Sections of the Route

The proposed route was split into sections. Individual plans were available for download and timestamp markers for the video of the route were available. This allowed people to review the route in sections and provided the opportunity to provide detailed feedback if they wished. These questions were not mandatory.

Responses to each section were categorised by theme. Recurring themes with 2 or more responses have been included below. For each plan, further detail has also been provided for themes that have 5 or more responses. Further detail has also been provided where feedback has suggested changes should be made to the plan.

This section was intended for feedback to be constructive in relation to the specific section of the route. Opportunities to provide general comments regarding the project as a whole were included at a later part of the questionnaire. However, some feedback provided for the specific plans relates to the project overall. All feedback has been included under each plan.

### 3.4 Plan 1 - Chester Street

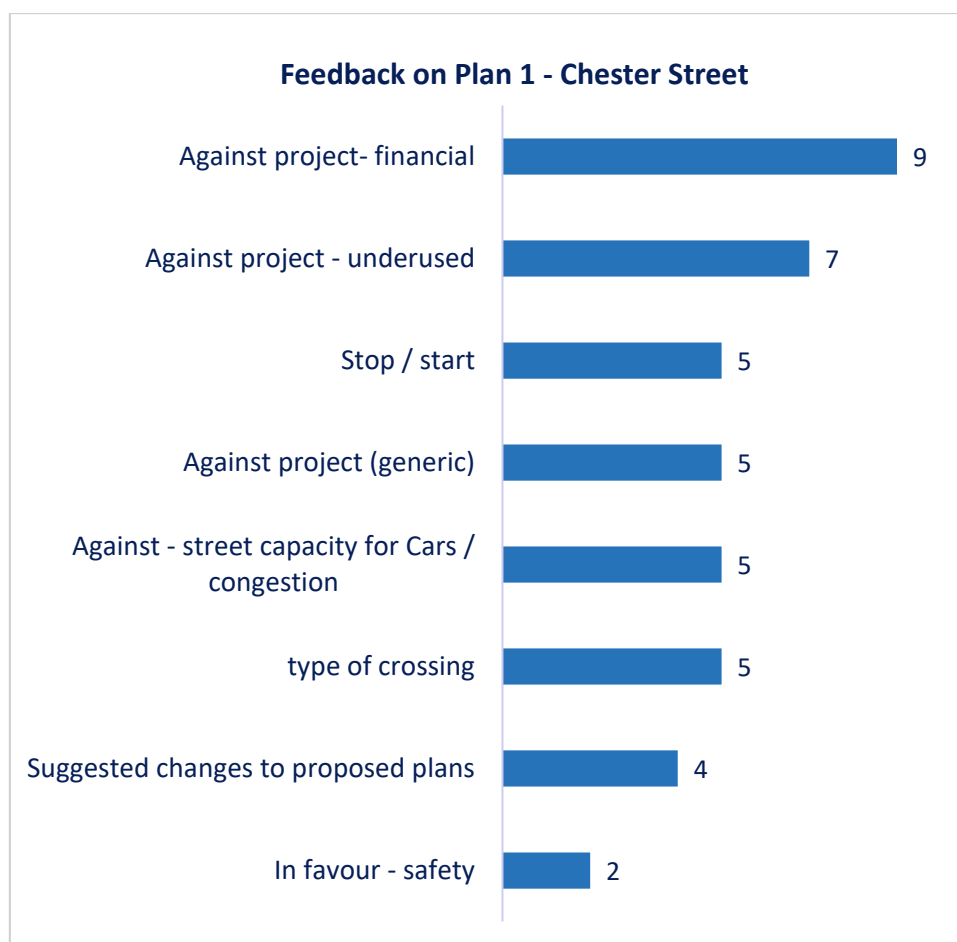


Figure 4: Chart displaying response to Plan 1 – Chester Street



Category	Count
Against project- financial	9
Against project - underused	7
Stop / start	5
Against project (generic)	5
Against - street capacity for Cars / congestion	5
Type of crossing	5
Suggested changes to proposed plans	4
In favour - safety	2

*Table 4: Table response of feedback to Plan 1 – Chester Street*

### **Against project - financial**

9 respondents were against the project for financial reasons, as they disagree with the proposed spend.

### **Against project – underused**

7 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

### **Stop / start**

5 respondents believe that the plan for Chester Street is too stop/start for cyclists. As a result, some respondents believe that cyclists may not use the infrastructure.

### **Against project - generic**

5 respondents were against the project without providing specific reasons.

### **Against - street capacity for cars / congestion**

5 respondents were against the proposal as it reduces the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.

### **Type of crossing**

5 respondents commented on the type of crossings employed in the plan. Some respondents questioned the implementation of a Toucan crossing and considered alternatives. Some respondents want to ensure that the crossing employed are accessible.

### **Suggested changes to proposed plans**

Below are the suggested changes to the proposed plan:

- Change the type of crossing - sparrow crossing Ivy Street junction and crossing for Duncan Street.
- Ensure dropped kerb at beginning of route to help with access.

### 3.5 Plan 2 - Duncan Street

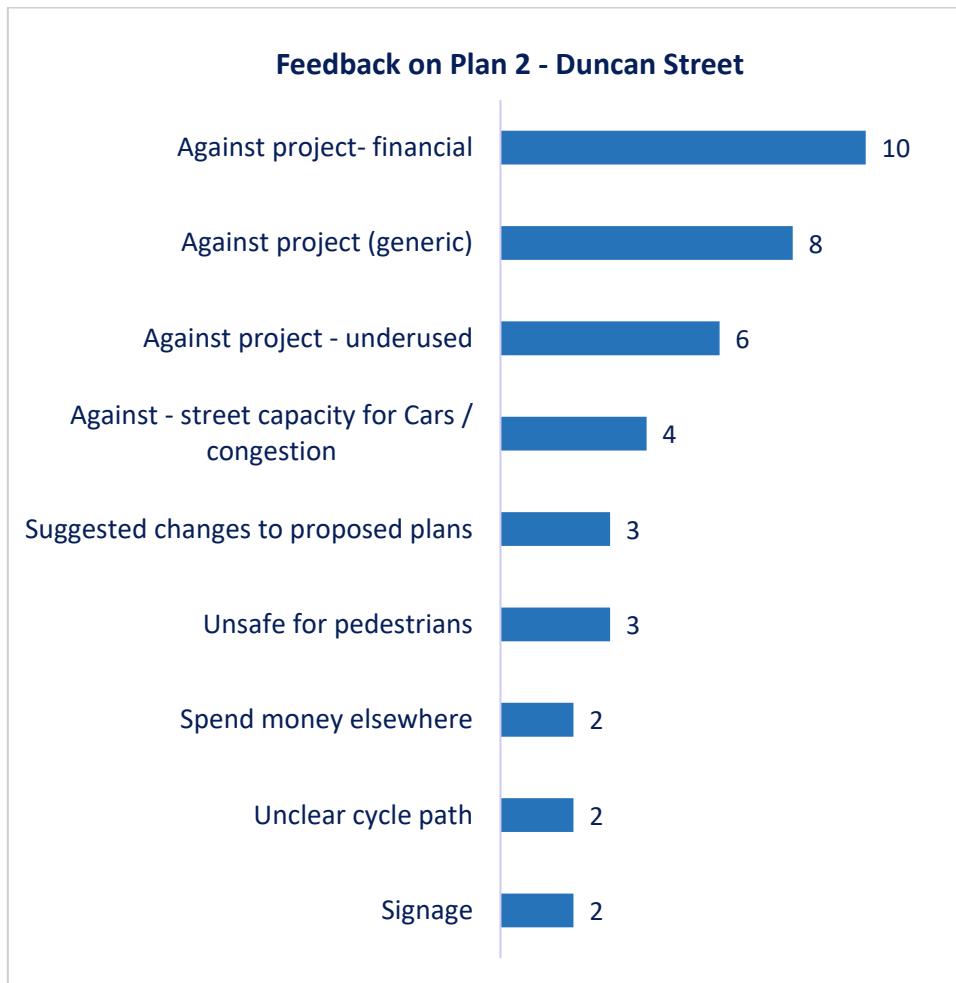


Figure 5: Chart displaying response to Plan 2 – Duncan Street

Category	Count
Against project- financial	10
Against project (generic)	8
Against project - underused	6
Against - street capacity for Cars / congestion	4
Suggested changes to proposed plans	3
Unsafe for pedestrians	3
Spend money elsewhere	2
Unclear cycle path	2
Signage	2

Table 5: Table response of feedback to Plan 2 – Duncan Street

#### Against project - financial

10 respondents were against the project for financial reasons, as they disagree with the proposed spend.

### Against project - generic

8 respondents were against the project without providing specific reasons.

### Against project – underused

6 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

### Suggested changes to proposed plans

Below are the suggested changes to the proposed plan:

- Reprofile corners and bends to ensure visibility for all users.

## 3.6 Plan 3 - Hamilton Square

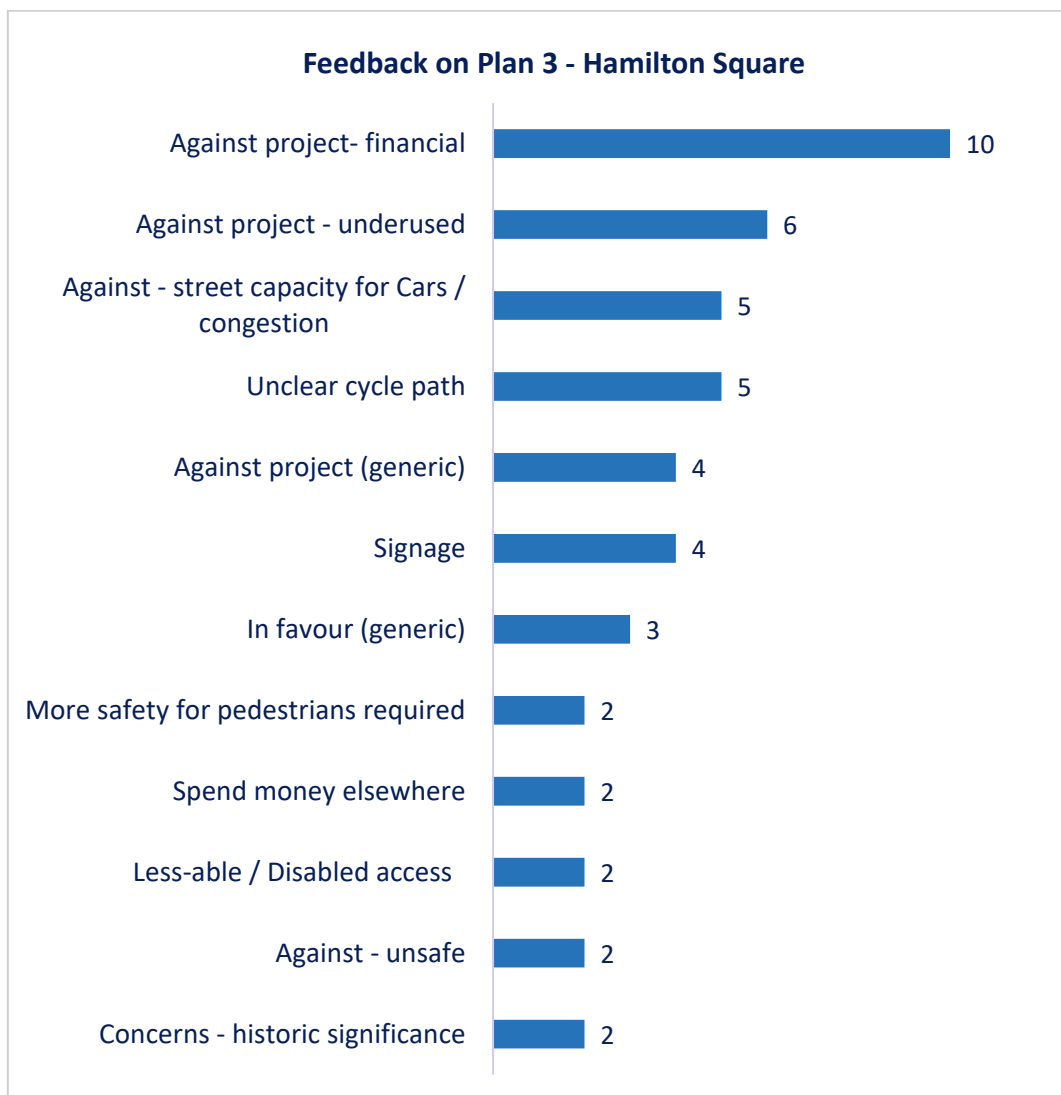


Figure 6: Chart displaying response to Plan 3 - Hamilton Square

Category	Count
Against project- financial	10
Against project - underused	6
Against - street capacity for Cars / congestion	5
Unclear cycle path	5
Against project (generic)	4
Signage	4
In favour (generic)	3
More safety for pedestrians required	2
Spend money elsewhere	2
Less able / Disabled access	2
Against - unsafe	2
Concerns - historic significance	2

*Table 6: Table response of feedback to Plan 3 - Hamilton Square*

### **Against project - financial**

10 respondents were against the project for financial reasons, as they disagree with the proposed spend.

### **Against project – underused**

6 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

### **Against - street capacity for cars / congestion**

5 respondents were against the proposal as it reduces the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.

### **Unclear cycle path**

5 respondents were concerned that the cycle path through Hamilton Square is unclear as a result of the design being sympathetic to the area. As the area is busy with pedestrians, if the LCWIP path is not clear and obvious then it may cause conflict in the area as pedestrians may not see the cycle path and could stray into the path.

### 3.7 Plan 4 - Cleveland Street



Figure 7: Chart displaying response to Plan 4 - Cleveland Street

Category	Count
Against project- financial	10
Against project - underused	6
Against - street capacity for Cars / congestion	6
Against project (generic)	5
Suggested changes to proposed plans	2
Pedestrian Pinch points due to street furniture	2
In favour (generic)	2
Spend money elsewhere	2

Table 7: Table response of feedback to Plan 4 - Cleveland Street

#### Against project - financial

10 respondents were against the project for financial reasons, as they disagree with the proposed spend.

#### Against project – underused

6 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

#### Against - street capacity for cars / congestion

6 respondents were against the proposal as it reduces the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles

travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.

### Against project - generic

8 respondents were against the project without providing specific reasons.

### Suggested changes to proposed plans

Below are the suggested changes to the proposed plan:

- The cycle lane should be on the other side of the road.
- Corners should be sharper to slow drivers where at risk of collision.

## 3.8 Plan 5 - Taylor Street and Canning Street

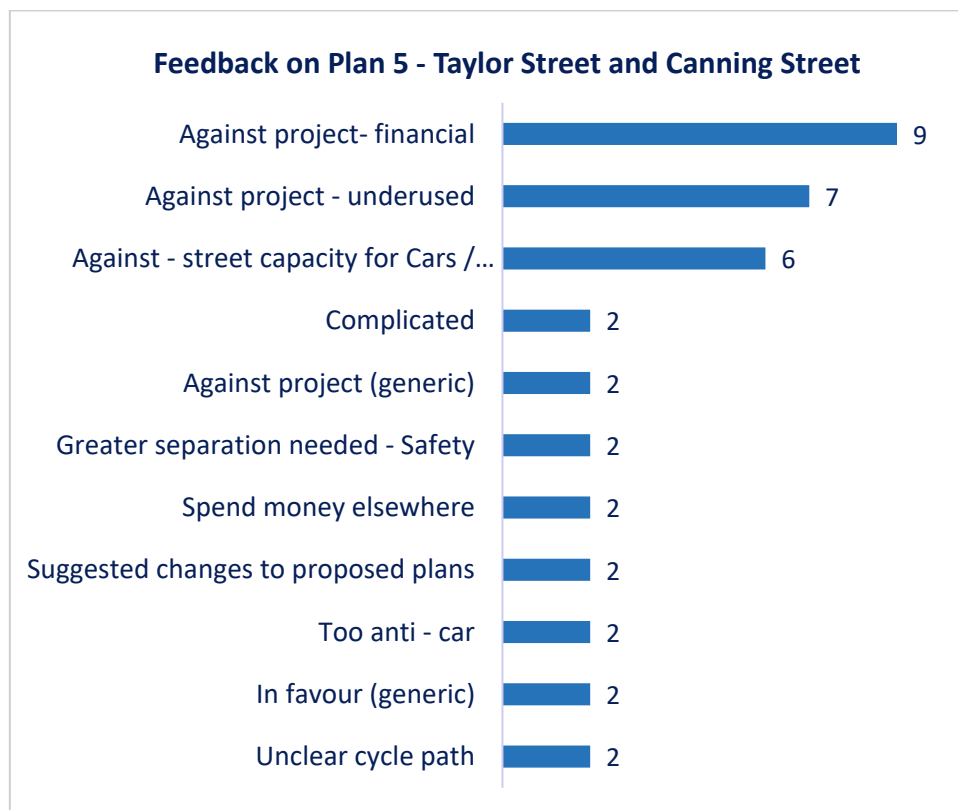


Figure 8: Chart displaying response to Plan 5 Taylor Street and Canning Street

Category	Count
Against project- financial	9
Against project - underused	7
Against - street capacity for Cars / congestion	6
Complicated	2
Against project (generic)	2
Greater separation needed - Safety	2
Spend money elsewhere	2
Suggested changes to proposed plans	2
Too anti - car	2
In favour (generic)	2
Unclear cycle path	2

*Table 8: Table response of feedback to Plan 5 - Taylor Street and Canning Street*

### **Against project - financial**

9 respondents were against the project for financial reasons, as they disagree with the proposed spend.

### **Against project – underused**

7 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

### **Against - street capacity for cars / congestion**

6 respondents were against the proposal as it reduces the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.

### **Suggested changes to proposed plans**

Below are the suggested changes to the proposed plan:

- Remove cyclist give way so that cyclists have priority right of way.
- Upgrade crossings of Canning Street/Egerton Wharf. Toucans to offer users who may wish to be on the carriageway a more direct crossing.

### 3.9 Plan 6 - Egerton Wharf and Tower Wharf

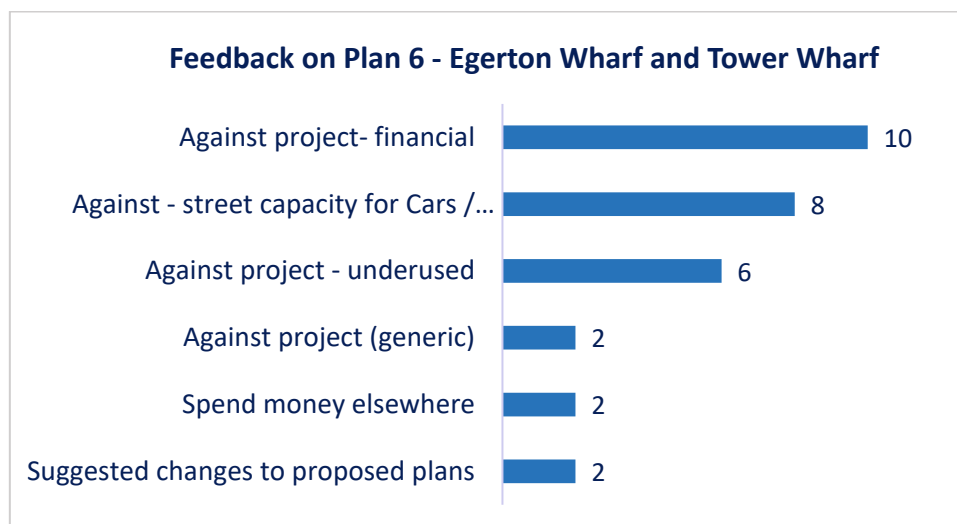


Figure 9: Chart displaying response to Plan 6 - Egerton Wharf and Tower Wharf

Category	Count
Against project- financial	10
Against - street capacity for Cars / congestion	8
Against project - underused	6
Against project (generic)	2
Spend money elsewhere	2
Suggested changes to proposed plans	2

Table 9: Table response of feedback to Plan 6 - Egerton Wharf and Tower Wharf

#### Against project - financial

10 respondents were against the project for financial reasons, as they disagree with the proposed spend.

#### Against - street capacity for cars / congestion

8 respondents were against the proposal as it reduces the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.

#### Against project – underused

6 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

#### Suggested changes to proposed plans

Below are the suggested changes to the proposed plan:



- Modify the walkway at the side of the bridge to make one side pedestrian and one side cycle.
- Remove the turning lane at the junction coming from Taylor Street. And segregate pedestrian and cycle area.

### 3.10 Plan 7 - Tower Road



Figure 10: Chart displaying response to Plan 7 - Tower Road

Category	Count
Against project- financial	11
Against project - underused	6
Suggested changes to proposed plans	6
Against - street capacity for Cars / congestion	4
Against project (generic)	3
Spend money elsewhere	3
Signage	2
Unclear cycle path	2
Against the route taken	2
Concerns - bridge / congestion	2
Too anti - car	2

Table 10: Table response of feedback to Plan 7 - Tower Road

### Against project - financial

11 respondents were against the project for financial reasons, as they disagree with the proposed spend.

### Against project – underused

6 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

### Suggested changes to proposed plans

Below are the suggested changes to the proposed plan:

- Remove shared space.
- Move the crossing over Stenna Ferry terminal closer to main road desire line.

## 3.11 Plan 8 - Kelvin Road



Figure 11: Chart displaying response to Plan 8 - Kelvin Road

Category	Count
Against project- financial	11
Against - street capacity for Cars / congestion	11
Against project - underused	7
Against project (generic)	3
In favour (generic)	2
Vehicle parking restrictions	2
Impact on businesses	2
Signage	2
Duplicating existing route	2
Suggested changes to proposed plans	2
Spend money elsewhere	2
Against the route taken	2

*Table 11: Table response of feedback to Plan 8 - Kelvin Road*

### **Against project - financial**

11 respondents were against the project for financial reasons, as they disagree with the proposed spend.

### **Against - street capacity for cars / congestion**

11 respondents were against the proposal as it reduces the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.

### **Against project – underused**

7 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

### **Suggested changes to proposed plans**

Below are the suggested changes to the proposed plan:

- Narrow Wheatland Lane junction to slow vehicles.
- Clear wayfinding will be required for users to continue along shared use path for signalised crossing over Birkenhead Road as the refuge crossing would appear to be a more natural desire line.

### 3.12 Plan 9 - Kelvin Road and Wheatland Lane

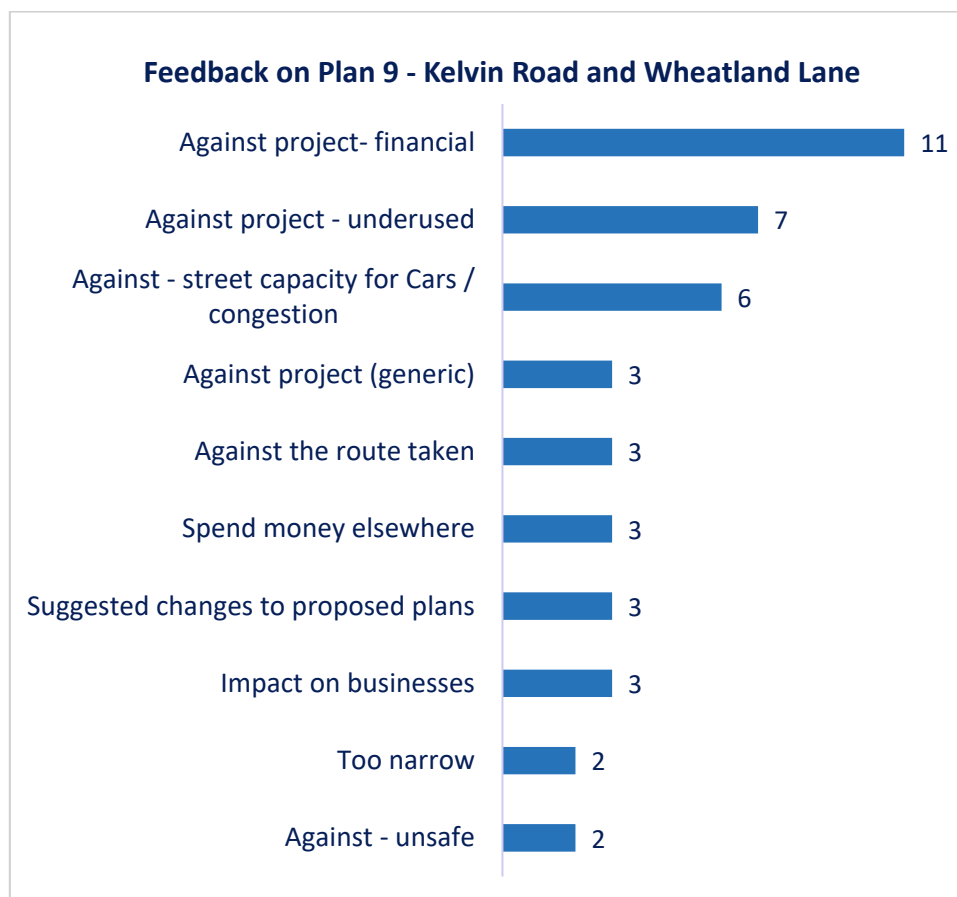


Figure 12: Chart displaying response to Plan 9 - Kelvin Road and Wheatland Lane

Category	Count
Against project- financial	11
Against project - underused	7
Against - street capacity for Cars / congestion	6
Against project (generic)	3
Against the route taken	3
Spend money elsewhere	3
Suggested changes to proposed plans	3
Impact on businesses	3
Too narrow	2
Against - unsafe	2

Table 12: Table response of feedback to Plan 9 - Kelvin Road and Wheatland Lane

#### Against project - financial

11 respondents were against the project for financial reasons, as they disagree with the proposed spend.

### Against project – underused

7 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

### Against - street capacity for cars / congestion

6 respondents were against the proposal as it reduces the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.

### Suggested changes to proposed plans

Below are the suggested changes to the proposed plan:

- Road crossing should be raised so cycle track is level.

## 3.13 Plan 10 - St Pauls Road and Church Road

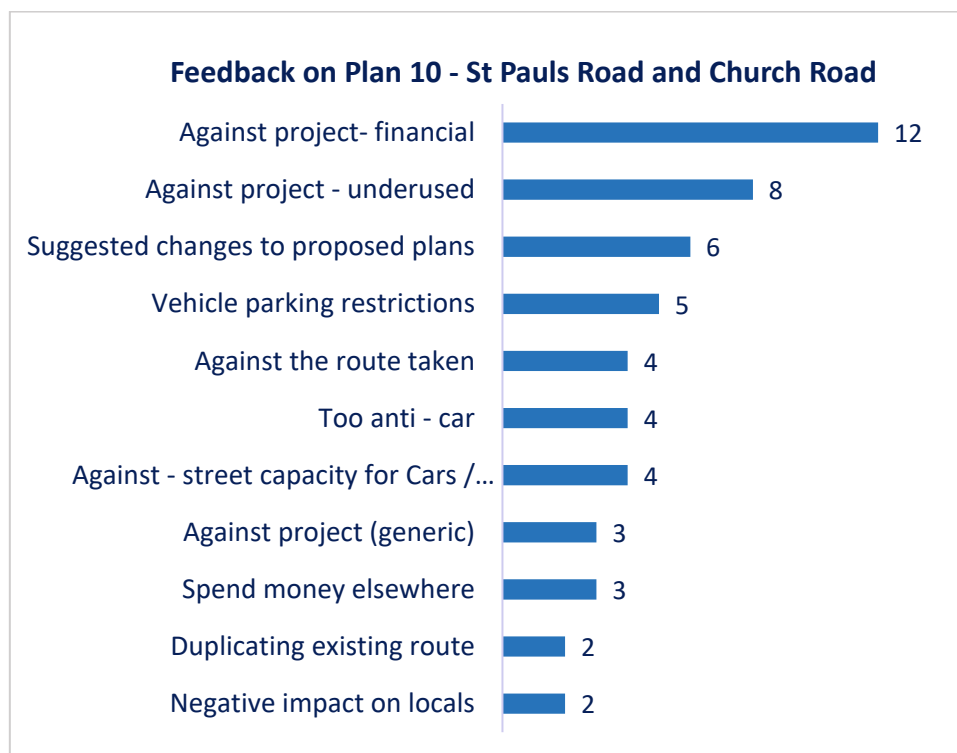


Figure 13: Chart displaying response to Plan 10 - St Pauls Road and Church Road

Category	Count
Against project- financial	12
Against project - underused	8
Suggested changes to proposed plans	6
Vehicle parking restrictions	5
Against the route taken	4
Too anti - car	4
Against - street capacity for Cars / congestion	4
Against project (generic)	3
Spend money elsewhere	3
Duplicating existing route	2
Negative impact on locals	2

Table 13: Table response of feedback to Plan 10 - St Pauls Road and Church Road

### **Against project - financial**

12 respondents were against the project for financial reasons, as they disagree with the proposed spend.

### **Against project – underused**

8 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

### **Suggested changes to proposed plans**

Below are the suggested changes to the proposed plan:

- Narrow roundabout near Seacombe Ferry Terminal.
- Widen roundabout near Seacombe Ferry Terminal and add more trees.
- Raised pedestrian crossing to keep cycle track level.
- The end of the cycle lane at Church Road should have a Dutch style roundabout to connect users to Seacombe Ferry and the Birkenhead Road cycle lane safely.
- Zebra crossings for pedestrians over cycle tracks should be controlled crossings and should have red tactile paving.

### **Vehicle parking restrictions**

5 respondents raised concern that they believe restrictions on parking in this plan would have a negative impact on local residents and businesses.

### 3.14 Plan 11 - Wheatland Lane

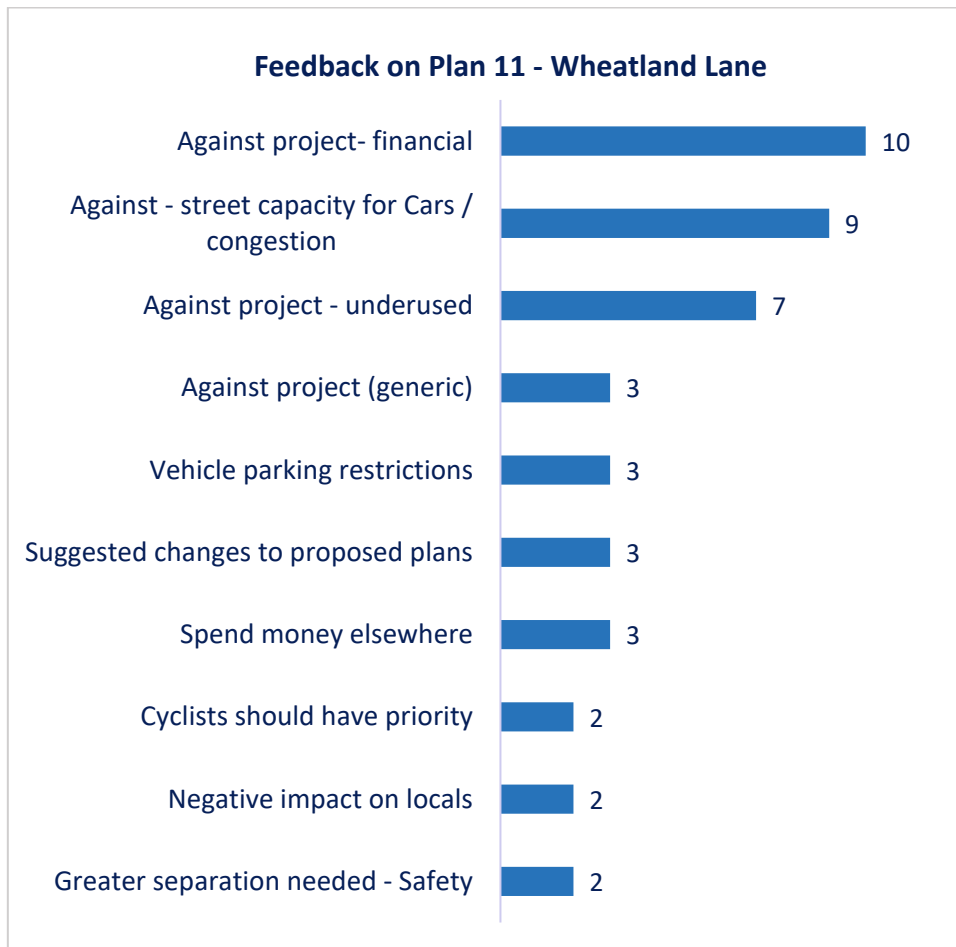


Figure 14: Chart displaying response to Plan 11 - Wheatland Lane

Category	Count
Against project- financial	10
Against - street capacity for Cars / congestion	9
Against project - underused	7
Against project (generic)	3
Vehicle parking restrictions	3
Suggested changes to proposed plans	3
Spend money elsewhere	3
Cyclists should have priority	2
Negative impact on locals	2
Greater separation needed - Safety	2

Table 14: Table response of feedback to Plan 11 - Wheatland Lane

### **Against project - financial**

10 respondents were against the project for financial reasons, as they disagree with the proposed spend.

### **Against - street capacity for cars / congestion**

9 respondents were against the proposal as it reduces the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.

### **Against project – underused**

7 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

### **Suggested changes to proposed plans**

Below are the suggested changes to the proposed plan:

- Create a 'fietsstraten' or bicycle road, where the street is designed to be shared with drivers/cyclists, with no overtaking.
- Make the road one way and take a lane from cars.
- A marked diagonal crossing at the Poulton Road/Mainwaring Road junction, or some form of raised road surface at the junction that slows vehicles down and prioritises pedestrians.



### 3.15 Plan 12 - Mainwaring Road



Figure 15: Chart displaying response to Plan 12 - Mainwaring Road

Category	Count
Against project- financial	11
Against - street capacity for Cars / congestion	10
Against project - underused	6
Vehicle parking restrictions	6
Against project (generic)	4
Suggested changes to proposed plans	3
Spend money elsewhere	3
Poor public transport	3
Emergency services	3
Less able / Disabled access	2
More info needed	2
Too anti - car	2
Against - unsafe	2
Too narrow	2
Duplicating existing route	2

Table 15: Table response of feedback to Plan 12 - Mainwaring Road

### **Against project - financial**

11 respondents were against the project for financial reasons, as they disagree with the proposed spend.

### **Against - street capacity for cars / congestion**

10 respondents were against the proposal as it reduces the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.

### **Against project – underused**

6 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

### **Vehicle parking restrictions**

6 respondents raised concern that they believe restrictions on parking in this plan would have a negative impact on local residents and businesses.

### **Suggested changes to proposed plans**

Below are the suggested changes to the proposed plan:

- Road crossing should be raised to prevent cyclists going up and down.
- The junction with Wheatland Lane should be a cyclops.

### 3.16 Plan 13 - Liscard Road (south)

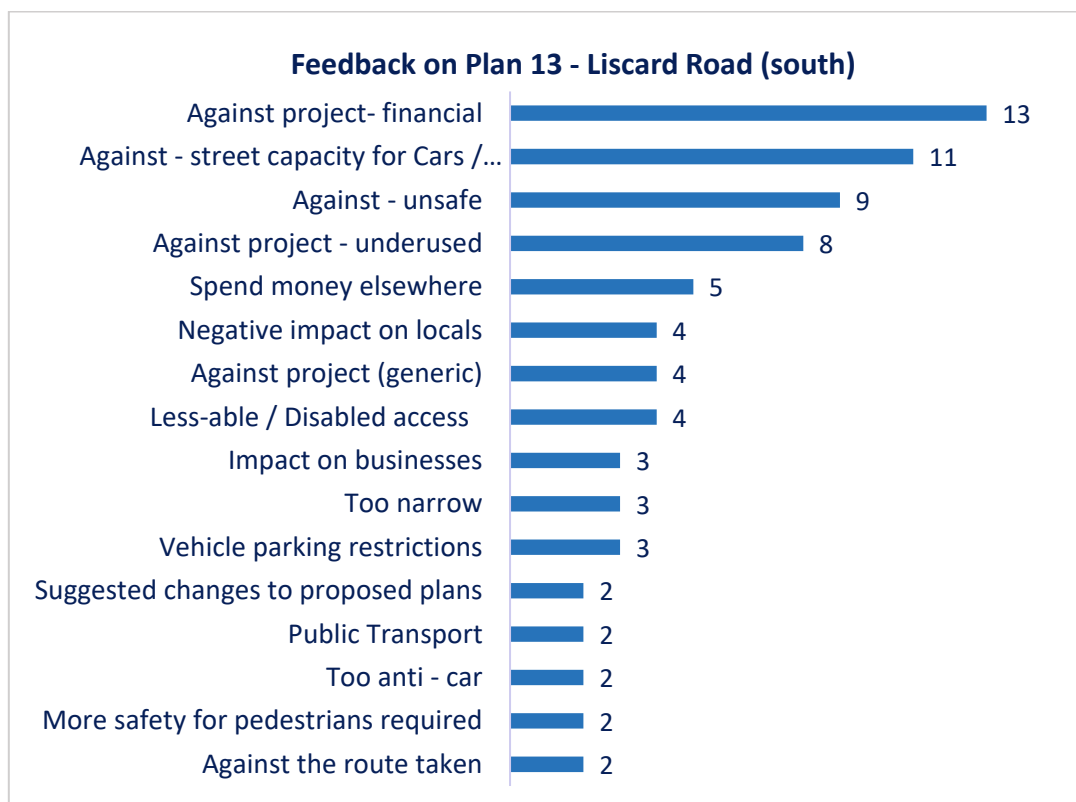


Figure 16: Chart displaying response to Plan 13 - Liscard Road (south)

Category	Count
Against project- financial	13
Against - street capacity for Cars / congestion	11
Against - unsafe	9
Against project - underused	8
Spend money elsewhere	5
Negative impact on locals	4
Against project (generic)	4
Less able / Disabled access	4
Impact on businesses	3
Too narrow	3
Vehicle parking restrictions	3
Suggested changes to proposed plans	2
Public Transport	2
Too anti - car	2
More safety for pedestrians required	2
Against the route taken	2

Table 16: Table response of feedback to Plan 13 - Liscard Road (south)

### **Against project - financial**

13 respondents were against the project for financial reasons, as they disagree with the proposed spend.

### **Against - street capacity for cars / congestion**

11 respondents were against the proposal as it reduces the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.

### **Against – unsafe**

9 respondents registered opposition to this plan as they believe pedestrians crossing the cycle track to access the bus stops would be unsafe. Additionally, there was some concern with vehicles pulling out of the side roads would be required to wait on the cycle track while giving way before joining Liscard Road, due to visibility.

### **Against project – underused**

8 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

### **Spend money elsewhere**

5 respondents believe that this money could be better spent elsewhere.

### **Suggested changes to proposed plans**

Below are the suggested changes to the proposed plan:

- Ensure no street furniture in the way e.g., Lamp posts.
- Remove parking and separate pedestrian and cyclist areas.

### 3.17 Plan 14 - Liscard Road (central)



Figure 17: Chart displaying response to Plan 14 - Liscard Road (central)

Category	Count
Against project- financial	14
Against - street capacity for Cars / congestion	11
Against project - underused	9
Against - unsafe	7
Negative impact on locals	6
Impact on businesses	5
Vehicle parking restrictions	5
Against project (generic)	4
Unsafe for pedestrians	4
Suggested changes to proposed plans	4
Less able / Disabled access	4
Spend money elsewhere	4
Removal of trees	4
Fragile - what if lane obstructed	3
Against the route taken	2
More safety for pedestrians required	2
Too narrow	2

*Table 17: Table response of feedback to Plan 14 - Liscard Road (central)*

### **Against project - financial**

14 respondents were against the project for financial reasons, as they disagree with the proposed spend.

### **Against - street capacity for cars / congestion**

11 respondents were against the proposal as it reduces the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.

### **Against project – underused**

9 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

### **Against – unsafe**

7 respondents registered opposition to this plan as they believe pedestrians crossing the cycle track to access the bus stops would be unsafe. Additionally, there was some concern with vehicles pulling out of the side roads would be required to wait on the cycle track while giving way before joining Liscard Road, due to visibility.

### **Negative impact on locals**

6 respondents believe this project will have a negative impact on residents of the Liscard Road area. Respondents were against the proposed relocation of resident parking bays to the opposite side of the road as it means crossing a busy road to get to/from a vehicle. Additionally, there was concern that the placement of the pedestrian crossings would result in crossings away from the designated points. Residents also said the relocation of parking to the opposite side of the road will make it more difficult to receive deliveries, and the carriageway placement closer to the houses will worsen domestic air quality.

### **Impact on businesses**

5 responses indicated the belief that this project will make it more difficult for shoppers and workers in Liscard to park their vehicles.

### **Vehicle parking restrictions**

5 respondents raised concern that they believe restrictions on parking in this plan would have a negative impact on local residents and businesses.

### **Suggested changes to proposed plans**

Below are the suggested changes to the proposed plan:

- Move the road more central between both sides, allowing parking bays (with tree islands) to be along the residential side, and the cycle lane will still have ample space along the park boundary. It would also make sense to add fences along the park entrance boundaries adjacent the road.

### 3.18 Plan 15 - Liscard Road (north)

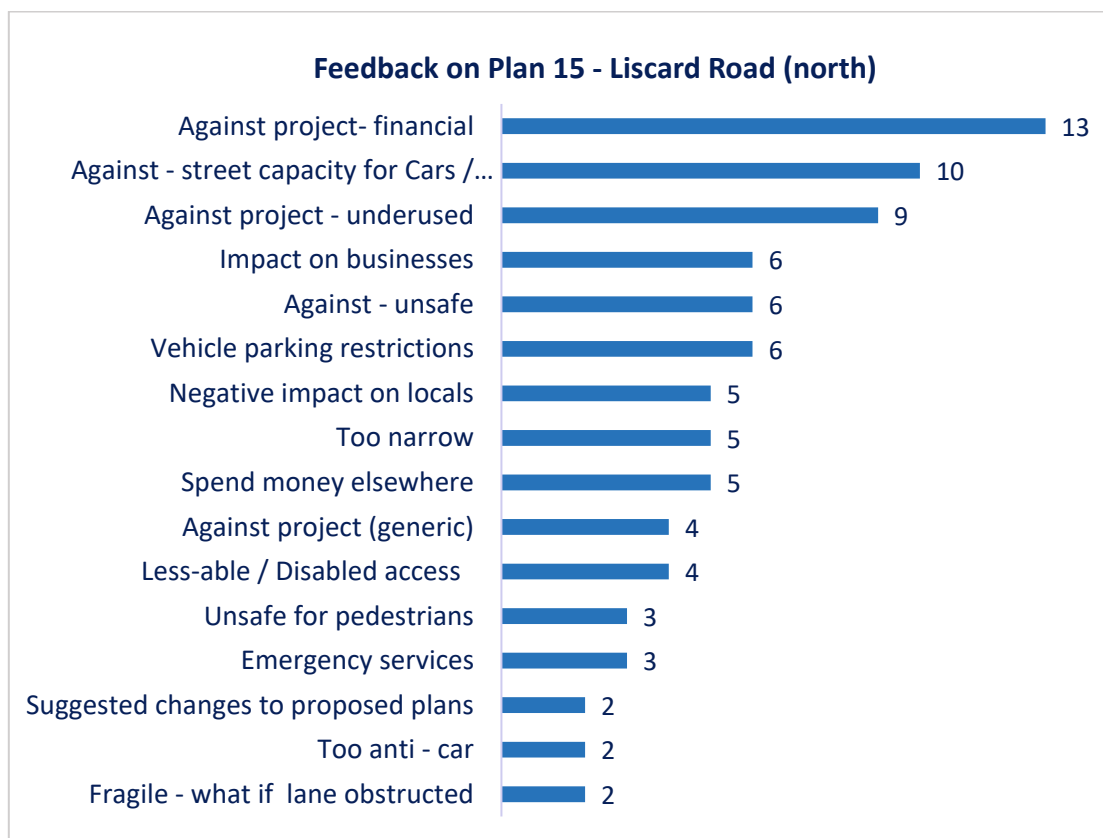


Figure 18: Chart displaying response to Plan 15 - Liscard Road (north)

Category	Count
Against project- financial	13
Against - street capacity for Cars / congestion	10
Against project - underused	9
Impact on businesses	6
Against - unsafe	6
Vehicle parking restrictions	6
Negative impact on locals	5
Too narrow	5
Spend money elsewhere	5
Against project (generic)	4
Less able / Disabled access	4
Unsafe for pedestrians	3
Emergency services	3
Suggested changes to proposed plans	2
Too anti - car	2
Fragile - what if lane obstructed	2

Table 18: Table response of feedback to Plan 15 - Liscard Road (north)



### **Against project - financial**

13 respondents were against the project for financial reasons, as they disagree with the proposed spend.

### **Against - street capacity for cars / congestion**

10 respondents were against the proposal as it reduces the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.

### **Against project – underused**

9 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

### **Impact on businesses**

6 responses indicated the belief that this project will make it more difficult for shoppers and workers in Liscard to park their vehicles.

### **Against – unsafe**

6 respondents registered opposition to this plan as they believe the proposed pedestrian area and cycle tracks are too narrow and resultantly there will be conflict between users. Additionally, there was some concern with vehicles pulling out of the side roads would be required to wait on the cycle track while giving way before joining Liscard Road, and similarly there was concern regarding the new Martins Lane junction due to visibility.

### **Vehicle parking restrictions**

6 respondents raised concern that they believe restrictions on parking in this plan would have a negative impact on local residents and businesses.

### **Negative impact on locals**

5 respondents believe that this project will have a negative impact on residents of the Liscard Road area. Respondents were against the resident parking bays being on the opposite side of the road to the houses as it means it is essential to cross a busy road to get to/from a vehicle. Additionally, there was concern that the placement of the pedestrian crossings would result in many crossings away from the designated crossing points. Residents also said the reallocation of parking to the opposite side of the road will make it more difficult to receive deliveries, and the carriageway placement closer to the houses will decrease the air quality in homes.

### **Too Narrow**

5 respondents believe that this is too narrow of an area to contain all of the proposed features of design. As a result, there may be more conflict over space. Additionally, some

were concerned that the narrow road will no longer accommodate larger vehicles, such as ambulances and HGV trucks that supply Liscard businesses.

### Spend money elsewhere

5 respondents believe that this money could be better spent elsewhere.

### Suggested changes to proposed plans

Below are the suggested changes to the proposed plan:

- Make the cycle lane a single bi-directional lane to increase pedestrian pavement area.
- Run the path through Central Park, exit the park at Greenheys Road and install the new path running along Parkfield Drive, improve the crossing at the end of Parkfield Drive (the only corner of Liscard that does not have a crossing) and run the cycle path along the existing path that runs along Mill Lane heading back towards the Towers pub.

## 3.19 Plan 16 - Liscard Way

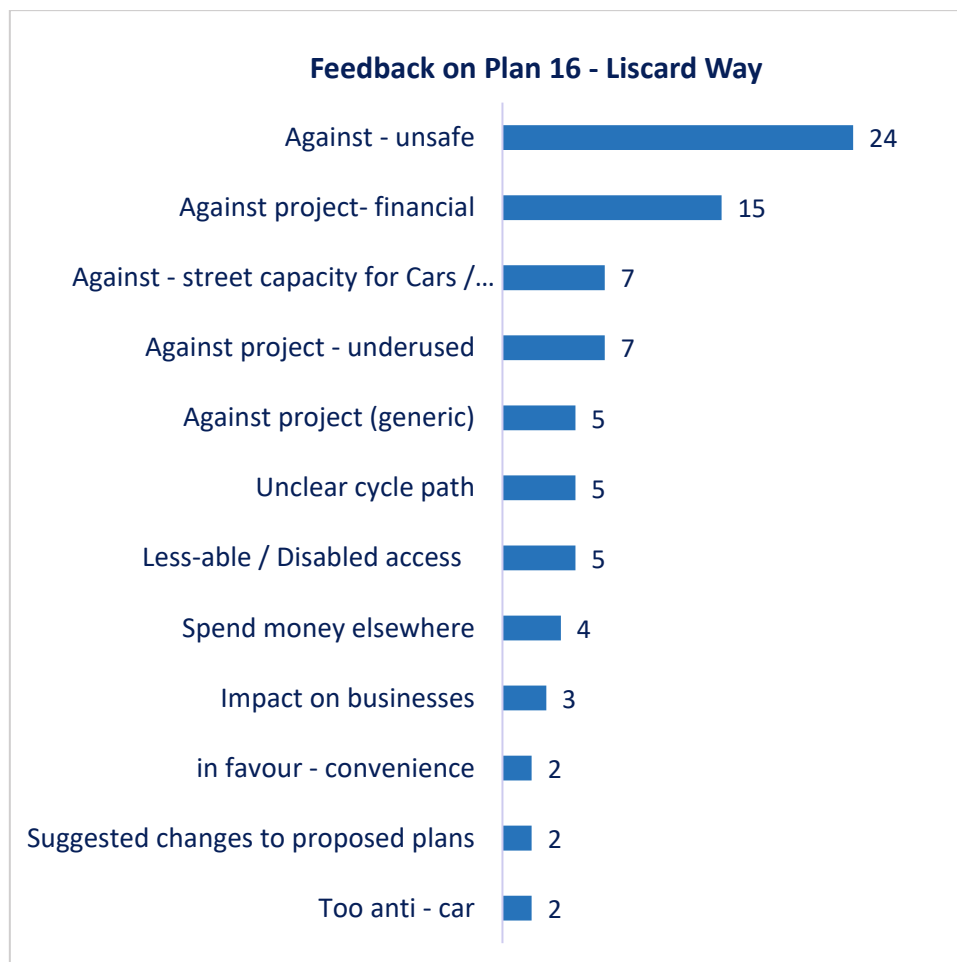


Figure 19: Chart displaying response to Plan 16 - Liscard Way

Category	Count
Against - unsafe	24
Against project- financial	15
Against - street capacity for Cars / congestion	7
Against project - underused	7
Against project (generic)	5
Unclear cycle path	5
Less able / Disabled access	5
Spend money elsewhere	4
Impact on businesses	3
In favour - convenience	2
Suggested changes to proposed plans	2
Too anti - car	2

Table 19: Table response of feedback to Plan 16 - Liscard Way

#### **Against – unsafe**

24 respondents registered opposition to this plan as they believe the proposed cycle track through the pedestrianised area would be unsafe. Many believe it will be particularly unsafe for those with disabilities and children.

#### **Against project - financial**

15 respondents were against the project for financial reasons, as they disagree with the proposed spend.

#### **Against - street capacity for cars / congestion**

7 respondents were against the proposal as it reduces the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.

#### **Against project – underused**

7 respondents were against the project as they believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

#### **Against project - generic**

5 respondents were against the project without providing specific reasons.

#### **Unclear cycle path**

5 respondents believe that the cycle path on Liscard Way is unclear and should be more visible to reduce the likelihood of pedestrians straying in the way of cyclists.

### Less able / disabled access

5 respondents believe that the current plans for Liscard Way are not accessible for those with disabilities or mobility issues as it is difficult for people with visual impairments to recognise the cycle path and it is difficult for those with mobility issues to avoid oncoming cyclists.

### Suggested changes to proposed plans

Below are the suggested changes to the proposed plan:

- Clear demarcation of cycle lane through Liscard Way e.g., red path.

## 3.20 Do you support the proposed active travel route between Birkenhead and Liscard?

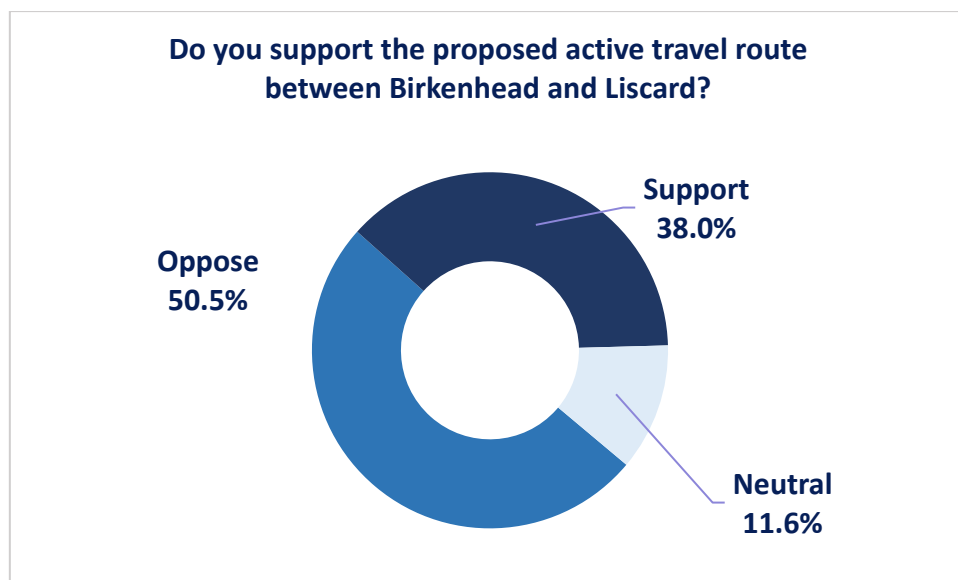


Figure 20: Chart displaying support for the project.

Support?	Count	%
Oppose	153	50.5%
Support	115	38.0%
Neutral	35	11.6%
<b>Total</b>	<b>303</b>	<b>100.0%</b>

Table 20: Table displaying support for the project.

The majority of respondents (50.5%) oppose the LCWIP Birkenhead to Liscard project. 38.0% support the project and 11.6% neither supported or opposed the project.

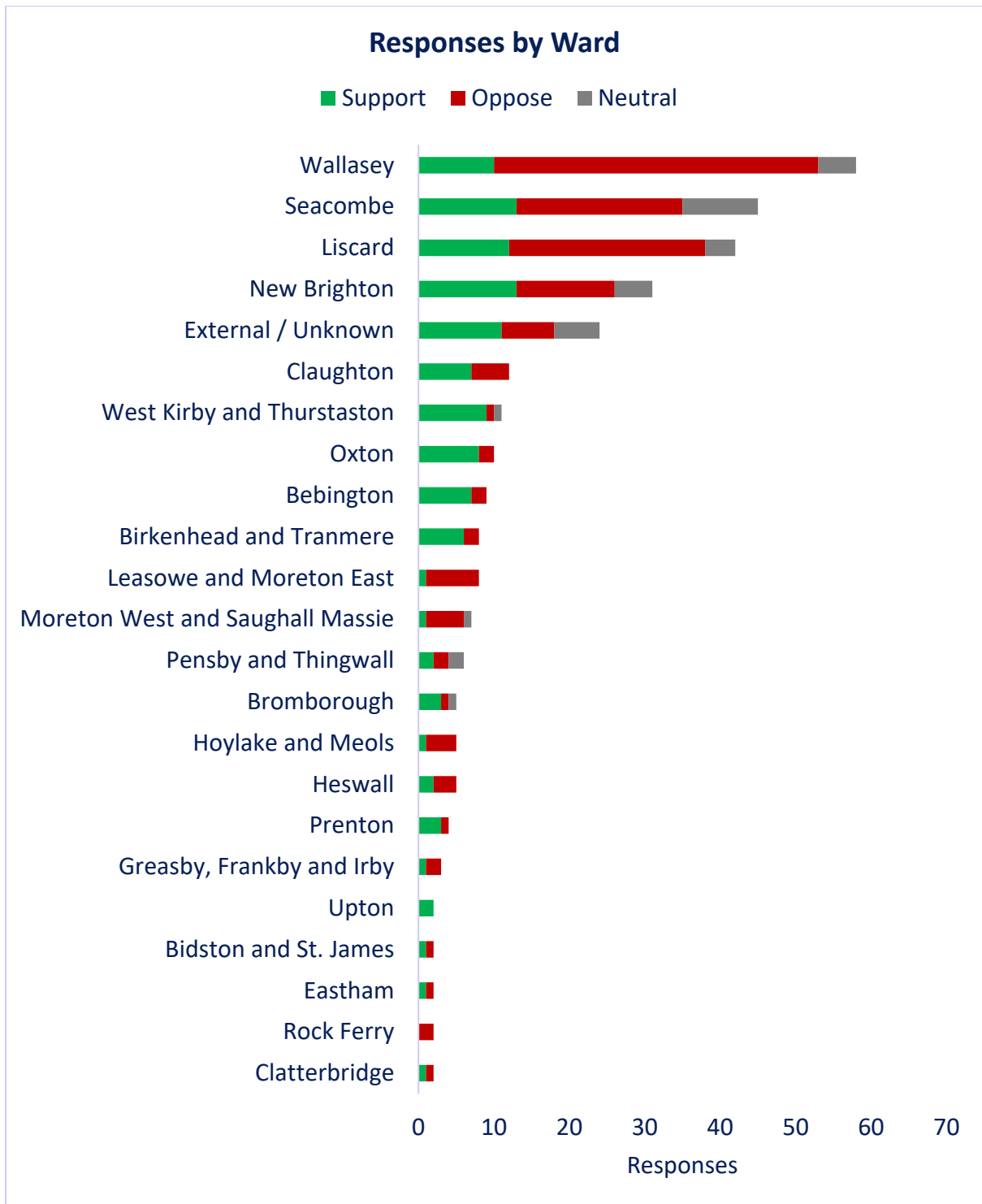


Figure 21: Chart displaying support for the project by ward.

Ward	Responses	Support	Oppose	Neutral
Wallasey	58	17.2%	74.1%	8.6%
Seacombe	45	28.9%	48.9%	22.2%
Liscard	42	28.6%	61.9%	9.5%
New Brighton	31	41.9%	41.9%	16.1%
External / Unknown	24	45.8%	29.2%	25.0%
Cloughton	12	58.3%	41.7%	0.0%
West Kirby and Thurstaston	11	81.8%	9.1%	9.1%
Oxton	10	80.0%	20.0%	0.0%
Bebington	9	77.8%	22.2%	0.0%
Leasowe and Moreton East	8	12.5%	87.5%	0.0%
Birkenhead and Tranmere	8	75.0%	25.0%	0.0%
Moreton West and Saughall Massie	7	14.3%	71.4%	14.3%
Pensby and Thingwall	6	33.3%	33.3%	33.3%
Heswall	5	40.0%	60.0%	0.0%
Hoylake and Meols	5	20.0%	80.0%	0.0%
Bromborough	5	60.0%	20.0%	20.0%
Prenton	4	75.0%	25.0%	0.0%
Greasby, Frankby and Irby	3	33.3%	66.7%	0.0%
Clatterbridge	2	50.0%	50.0%	0.0%
Rock Ferry	2	0.0%	100.0%	0.0%
Eastham	2	50.0%	50.0%	0.0%
Bidston and St. James	2	50.0%	50.0%	0.0%
Upton	2	100.0%	0.0%	0.0%
<b>Grand Total</b>	<b>303</b>	<b>38.0%</b>	<b>50.5%</b>	<b>11.6%</b>

*Table 21: Table displaying support for the project by ward.*

The LCWIP Birkenhead to Liscard project route passes through the following wards:

- Birkenhead and Tranmere – 8 responses, 75.0% support, 25.0% object, 0.0% neutral.
- Seacombe – 45 responses, 28.9% support, 48.9% object, 22.2% neutral.
- Liscard – 42 responses, 28.6% support, 61.9% object, 9.6% neutral.

**Please provide a reason for your Support:**

Category	Count	%
In favour - safety	41	35.7%
Health	22	19.1%
Environment	20	17.4%
In favour - convenience	14	12.2%
In favour (generic)	13	11.3%
Less able / Disabled access	7	6.1%
Impact on businesses	4	3.5%
Aesthetic	3	2.6%
Poor public transport	3	2.6%

*Table 22: Table displaying reasons for supporting the project.*

**In favour – Safety**

35.7% of supporters are in favour of the LCWIP Birkenhead to Liscard project as they believe it will improve safety for cyclists and other active travel users.

**Health**

19.1% of supporters believe this project will promote an active lifestyle within Wirral and improve the populations health.

**Environment**

17.4% of supporters favour this project as they believe it will benefit the environment, by promoting active travel as an alternative mode of transport.



**Please provide a reason for your Objection:**

Category	Count	%
Against project- financial	74	48.4%
Against project - underused	49	32.0%
Spend money elsewhere	42	27.5%
Against - street capacity for cars / congestion	33	21.6%
Against - unsafe	16	10.5%
Vehicle parking restrictions	16	10.5%
Against the route taken	12	7.8%
Impact on businesses	10	6.5%
Duplicating existing route	9	5.9%
Crime	8	5.2%
Negative impact on locals	8	5.2%
Unsafe for pedestrians	6	3.9%
Emergency services	6	3.9%
Cars essential	5	3.3%
Too anti - car	5	3.3%
Less able / Disabled access	5	3.3%
Public Transport	4	2.6%
Against project (generic)	3	2.0%
Poor public transport	3	2.0%
Not confident it will work	3	2.0%

*Table 23: Table displaying reasons for objection to the project.*

**Against project - financial**

48.4% of objectors oppose the project for financial reasons, as they disagree with the proposed spend. They do not believe that the project would provide value for money.

**Against project – underused**

32.0% of opposition to the project believe that other active travel infrastructure has been underused, and they believe this project will similarly be underused.

**Spend money elsewhere**

27.5% of objectors believe that the money proposed to be spent could be better spent elsewhere.

**Against - street capacity for cars / congestion**

21.6% of opposition to the project believe that the proposal will reduce the roads capacity for vehicles such as cars. Respondents were against this proposal as they believe the number of vehicles travelling through the area will remain consistent and less road capacity will result in congestion, increasing the number of traffic jams and idle emissions.



**Please provide a reason for your Neutrality:**

Category	Count	%
Against the route taken	5	14.3%
Underused	4	11.4%
Less able / disabled access	4	11.4%
Vehicle parking restrictions	3	8.6%
Street capacity for cars / congestion	3	8.6%
More info needed	3	8.6%
More safety for pedestrians required	3	8.6%
Impact on businesses	2	5.7%
Spend money elsewhere	2	5.7%
Not confident it will work	2	5.7%
Too narrow	2	5.7%
Crime	2	5.7%

*Table 24: Table displaying reasons for a neutral response to the project.*

**Against the route taken**

14.3% of neutral respondents believe that the proposed route is not the best possible. Respondents suggest that there is little demand for the proposed route, which should instead incorporate Birkenhead town centre and the LCWIP route should use the promenade instead of roads. Other suggestions include using Central Park instead of Liscard Road.

**Underused**

11.4% of neutral respondents believe the project will be underused and did not support the project.

**Less able / disabled access**

11.4% of neutral respondents had concerns over accessibility. Some were concerned from a pedestrian perspective, as cyclist and pedestrian shared spaces would create a hostile and potentially dangerous environment for some elements of the population such as the disabled and those with limited or reduced mobility. Additionally, some were concerned increased traffic and relocated parking would make more difficult for people who have no choice other than to travel by car.

### 3.21 Do you have any other comments or suggestions you would like to make in relation to the Birkenhead to Liscard Active Travel Project?

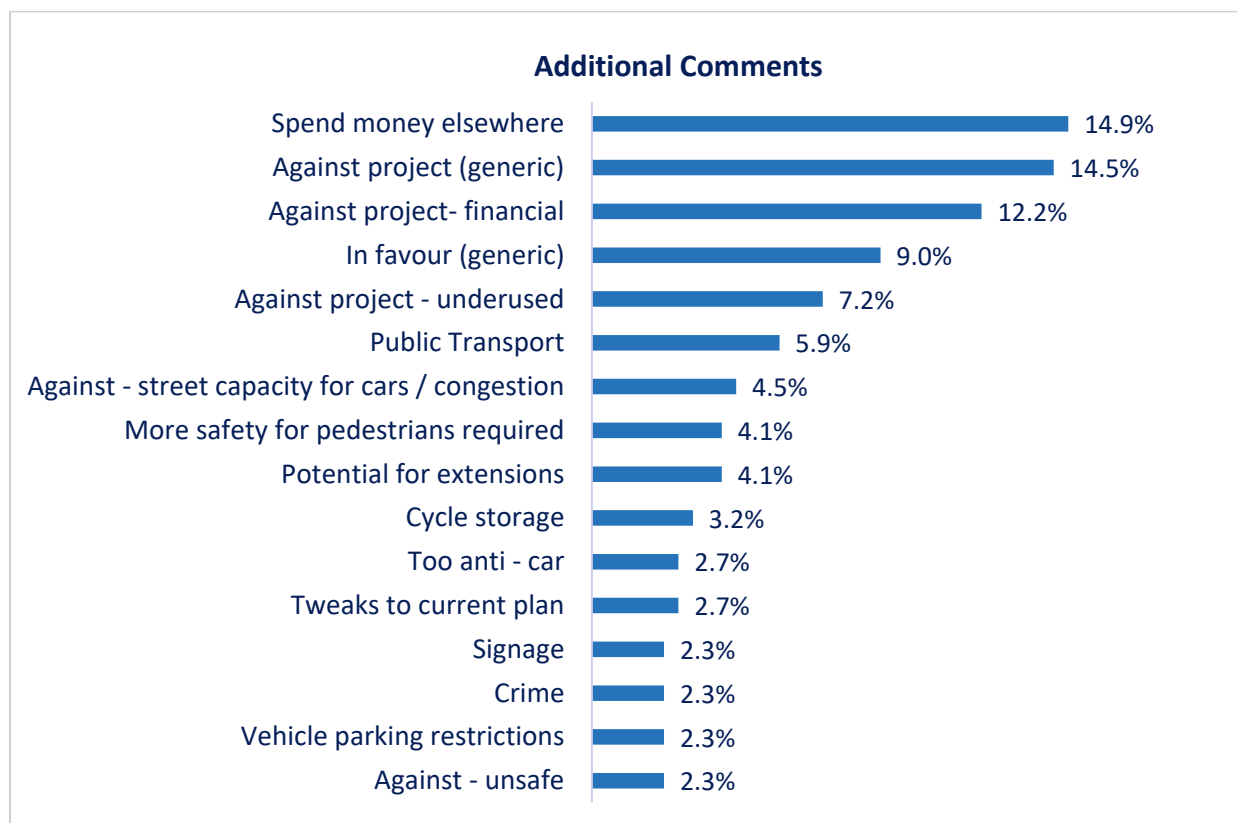


Figure 22: Chart displaying categories of additional comment.

Category	Count	%
Spend money elsewhere	33	14.9%
Against project (generic)	32	14.5%
Against project- financial	27	12.2%
In favour (generic)	20	9.0%
Against project - underused	16	7.2%
Public Transport	13	5.9%
Against - street capacity for cars / congestion	10	4.5%
More safety for pedestrians required	9	4.1%
Potential for extensions	9	4.1%
Cycle storage	7	3.2%
Too anti - car	6	2.7%
Tweaks to current plan	6	2.7%
Signage	5	2.3%
Crime	5	2.3%

Vehicle parking restrictions	5	2.3%
Against - unsafe	5	2.3%

*Table 25: Table displaying categories of additional comment.*

### **Spend money elsewhere**

33 respondents provided additional feedback that they believe the money for this project could be better spent elsewhere.

### **Against project (generic)**

32 respondents provided further comment to explain that were against the project without providing specific reason.

### **Against project - financial**

27 respondents provided further feedback explaining that they were against the project for financial reasons, as they disagree with the proposed spend.

### **In favour (generic)**

20 respondents provided further comment to explain that they supported the project without providing specific reason.

### **Against project – underused**

16 respondents provided further comment to explain that were against the project as they believe it will be underused.

### **Public Transport**

13 respondents made further comment regarding public transport. Comments related to the money budgeted for this project alternatively being used to improve or reduce the price of public transport. Many would like to see bus services improved.

## **3.22 Direct Representations**

Direct representation was received via emails submitted to the email address published on the Have Your Say webpage. These representations have been included in Appendix 1.

Direct representation was received from:

- Merseyside Police
- Merseytravel
- Roland Graham, Merseyside Cycle Campaign

# 4.0 Demographics and Site Traffic

## 4.1 Demographics

Registration was required to engage in the online LCWIP Birkenhead to Liscard Active Travel 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 classified themselves as a 'Local resident' (85.4%).

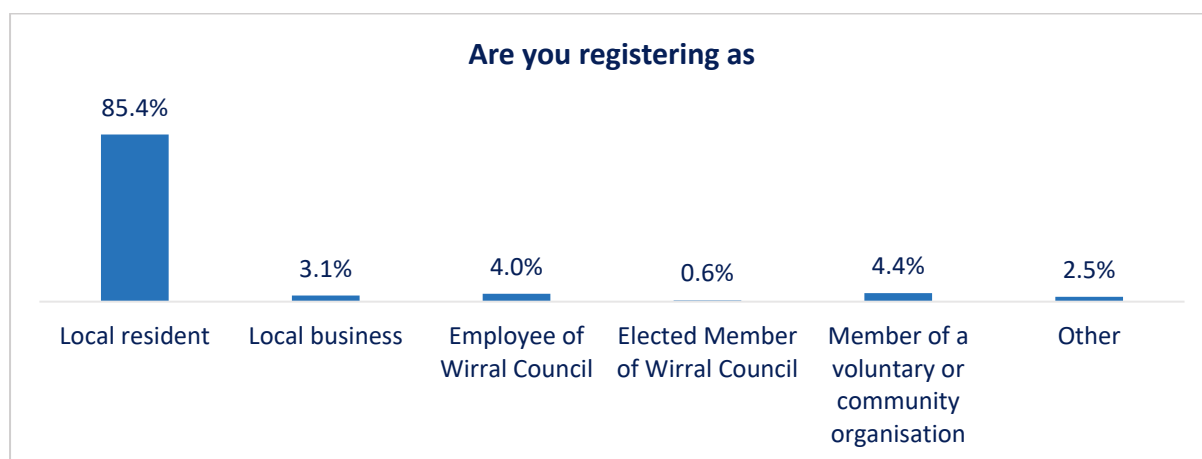


Figure 23: Chart displaying register status.

The most represented age groups were 55-64 (23.4%) and 45-54 (20.5%). The least represented age group was Under 16 (0%). 1.7% of respondents were under 25 years of age.

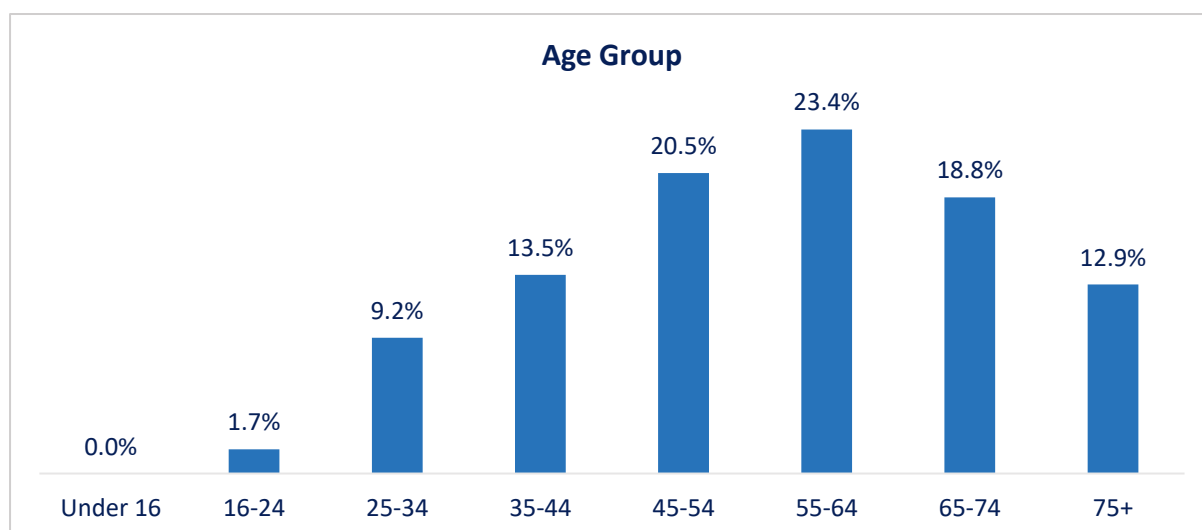


Figure 24: Chart displaying age groups.

Most respondents said that they were male (52.8%) and 34.7% said that they were female. Additionally, 6.9% prefer to use own term and 5.6% prefer not to say.

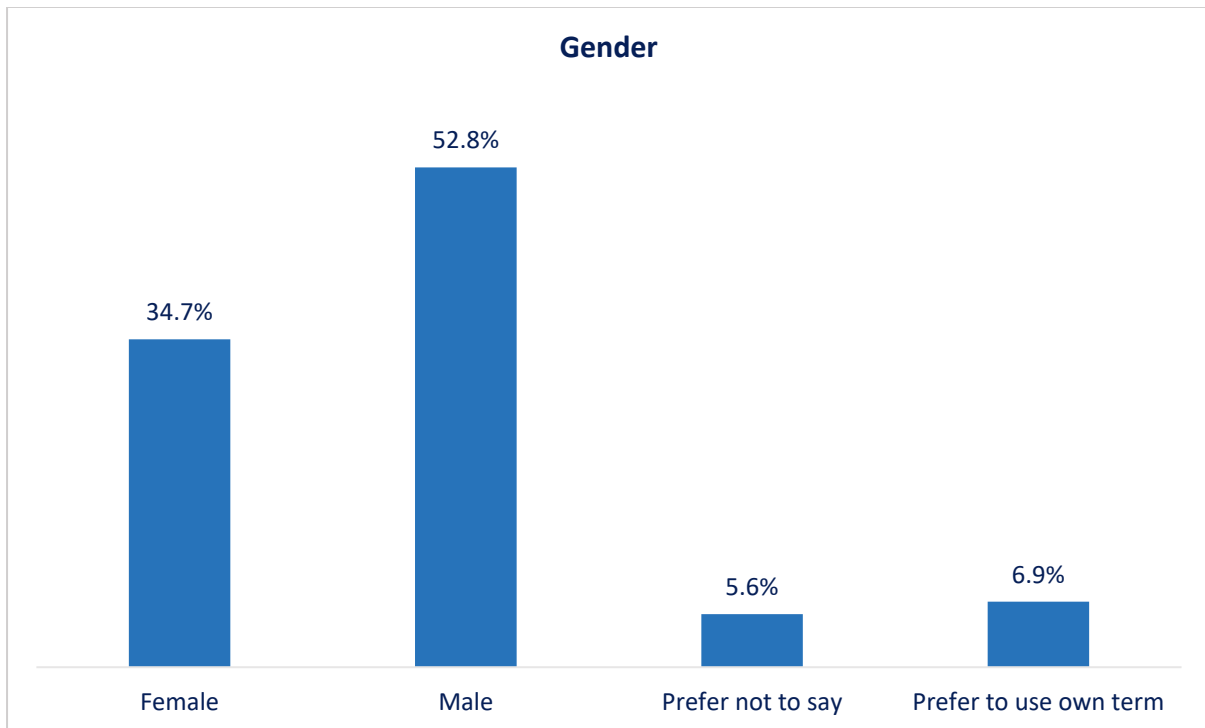


Figure 25: Chart displaying gender.

66.1% of respondents were heterosexual, 11.1% were gay/ lesbian, 0.9% bisexual and 21.9% preferred not to say.

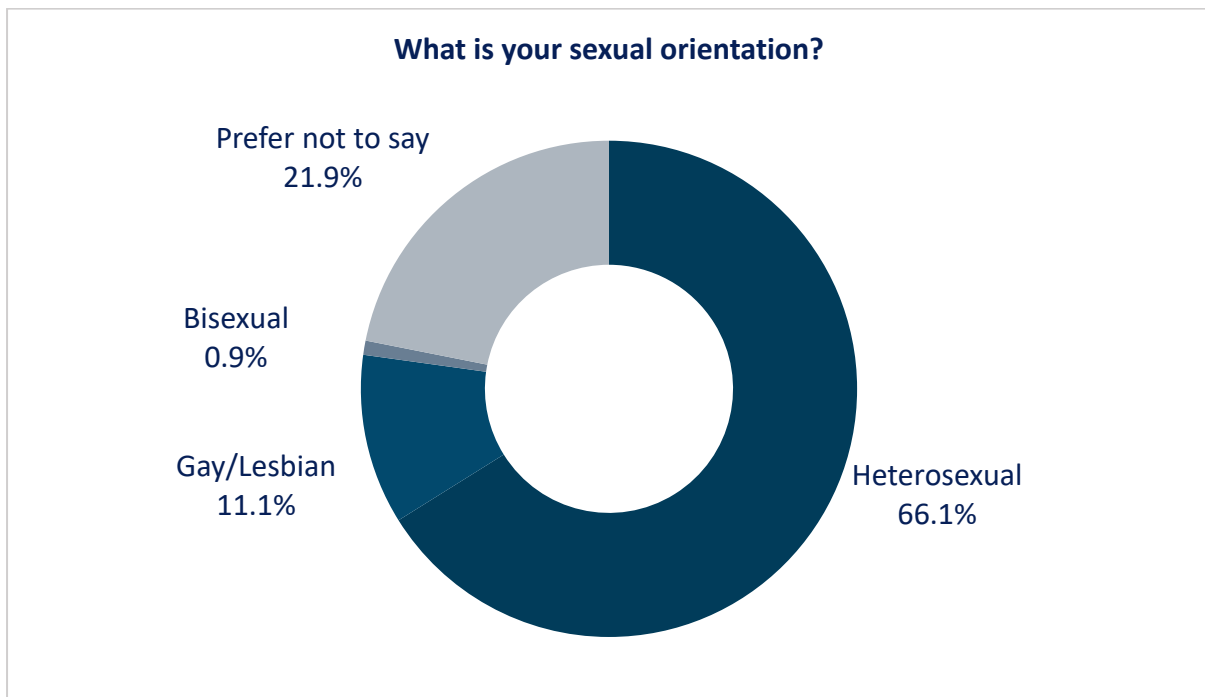


Figure 26: Chart displaying sexual orientation.

71.8% said they did not have a disability whilst 13.5% of respondents said that they had a disability. 14.7% preferred not to say.

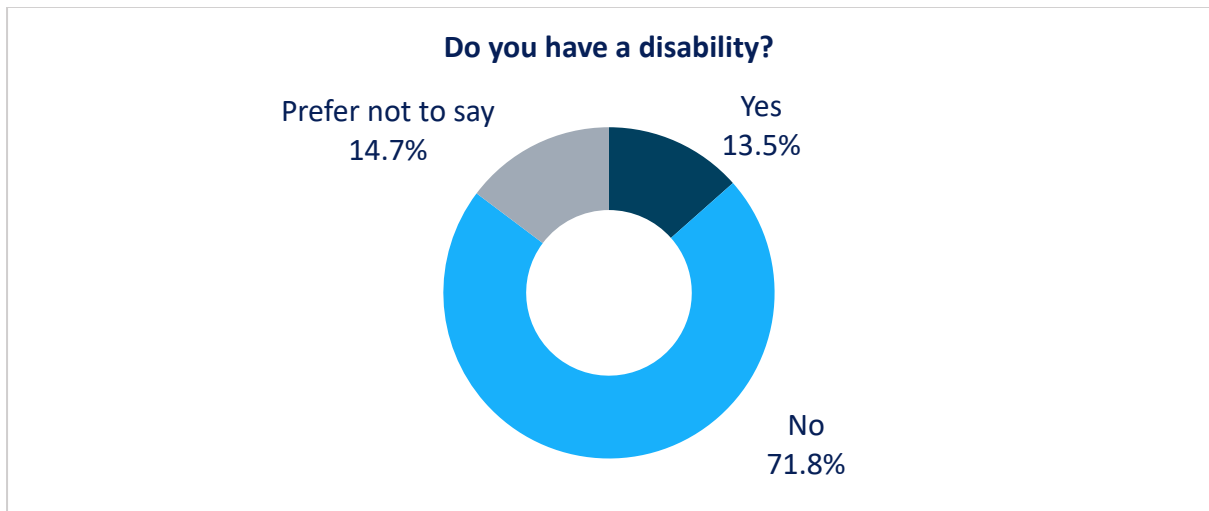


Figure 27: Chart displaying disability.

The majority (85.1%) of respondents identified as White – British.

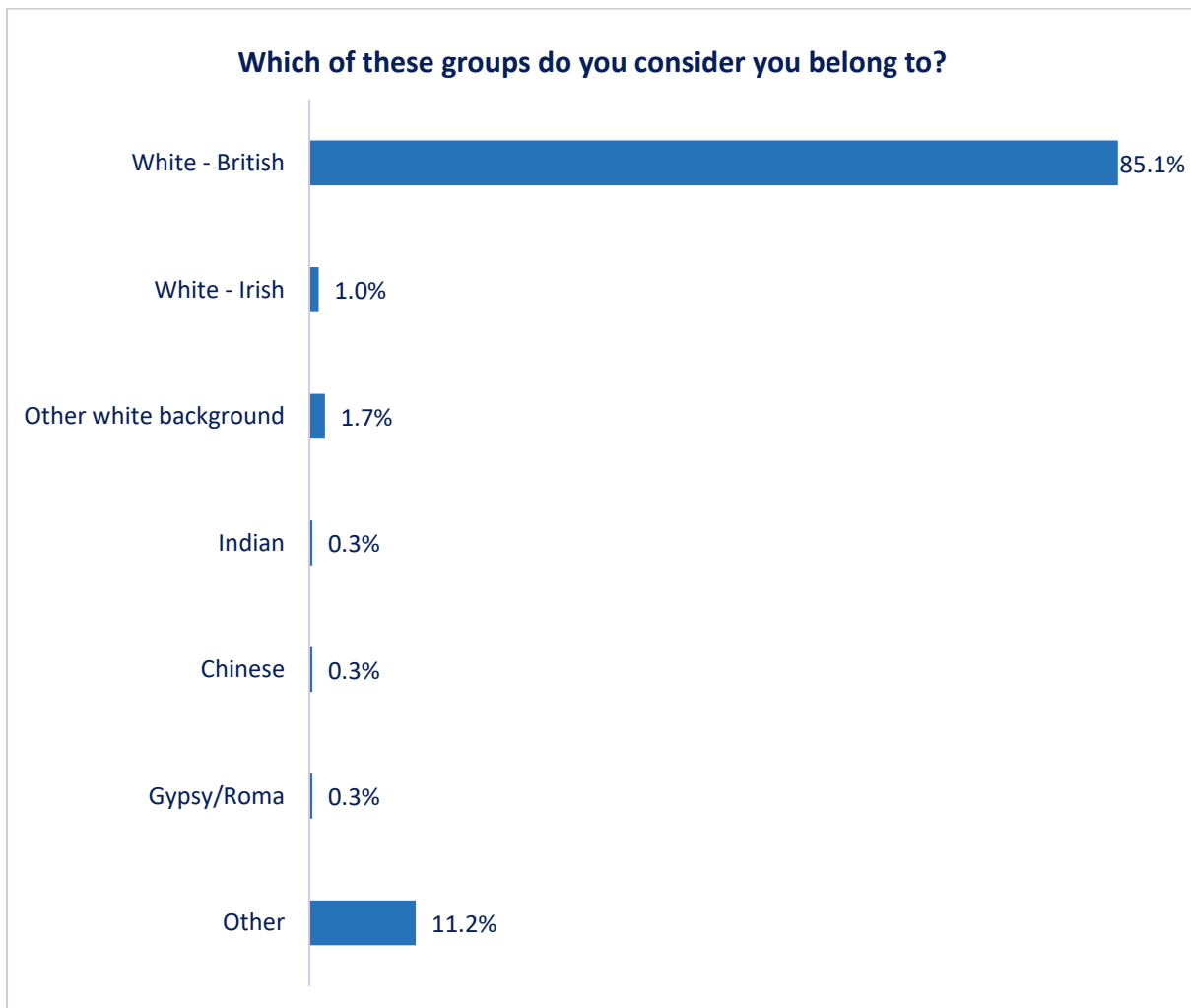


Figure 28: Chart displaying groups.

The most represented ward was Wallasey (19.1%), followed by Seacombe (14.9%) and Liscard (13.9%).

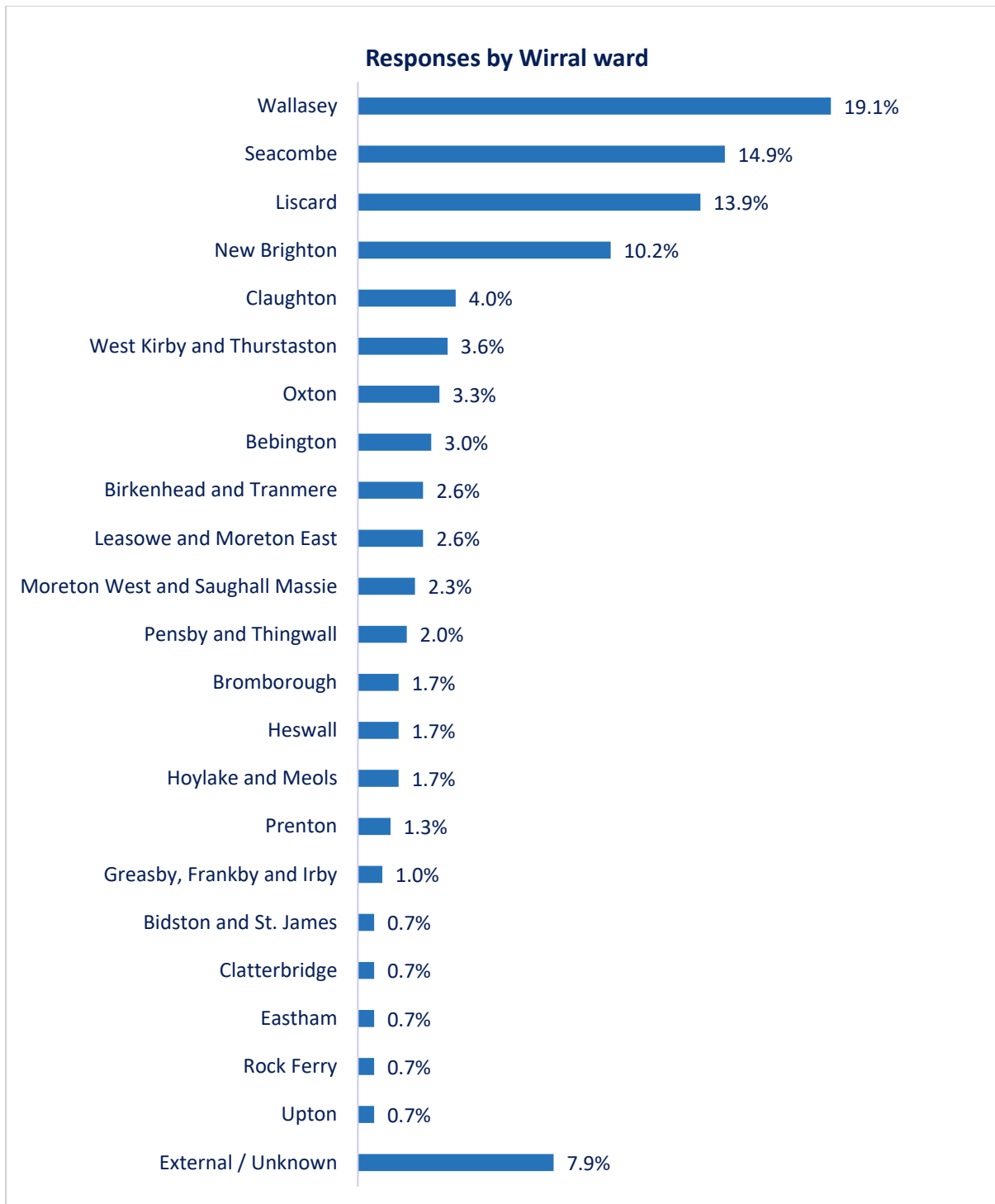


Figure 29: Chart displaying Wirral Ward representation.

## 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. 7,428 unique visitors viewed the LCWIP Birkenhead to Liscard Active Travel consultation of the Have Your Say site. Of these, 708 visited multiple project pages and 308 downloaded a document. 286 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 (4,207) or direct visits where people typed the internet address into their web browser (1,719). It should be noted that of the 4,207 who were aware via social media, 43 (1.0%) visits resulted in an engagement.

Traffic Source	Aware Visits	Informed Visits (%)	Engaged Visits (%)
DIRECT	1719	520 (30.3%)	123 (7.2%)
EMAIL	706	161 (22.8%)	39 (5.5%)
.GOV SITES	12	7 (58.3%)	2 (16.7%)
SEARCH ENGINE	277	115 (41.5%)	18 (6.5%)
SOCIAL	4207	206 (4.9%)	43 (1.0%)
REFERRALS	561	240 (42.8%)	61 (10.9%)
<b>Total</b>	<b>7482</b>	<b>1249</b>	<b>286</b>

*Table 26: Site traffic sources*

Throughout the engagement period the engagement rate was monitored, and actions were taken to increase the likelihood a visit resulted in an engagement. This included publishing communications to the public and stakeholders, targeting specific groups of stakeholders with communications, and hosting more in person sessions.

In total, the survey web URL received 692 visits. This means that of the 7,482 visits the page received, 9.2% of visitors clicked the link to the webpage where they could complete the



survey. As the 692 visits to the survey webpage generated 286 completed surveys, this engagement had a survey completion rate of 41.3%. This is a typical completion rate, which does not suggest that the requirement to sign up to the Have Your Say website disincentivised an above average number of stakeholders from responding to the survey.

# Appendix 1 PLACED Report from In-Person Engagement Sessions

PLACED report below.



A photograph of a community engagement event. In the foreground, three people are seen from behind, looking at a large map displayed on a board. The map is titled 'BIRKENHEAD TO LISCARD ACTIVE TRAVEL ROUTE' and 'PLAN 13 LISCARD ROAD - SOUTH'. The people are dressed in winter clothing; one is wearing a dark jacket and the other a maroon hoodie. The setting appears to be an indoor public space with a tiled floor and a white pillar. In the background, there are other display boards and a banner with a logo that includes the letters 'b' and 'ins'.

# PLACED

PLACE EDUCATION

## Birkenhead to Liscard Active Travel Project Community Engagement Report

Prepared by PLACED  
February 2024

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## Introduction

Wirral Council is developing ambitious plans to redesign streets along a direct route from Birkenhead to Liscard Town Centre to improve accessibility, make streets safer and more pleasant for local people, and provide high quality facilities for walkers, wheelers and cyclists. The proposed 3.5-mile route runs from Chester Street in Birkenhead and connects Hamilton Square Station, Woodside Ferry, Wirral Waters, Seacombe Ferry, Eureka! Science and Discovery Museum, and Liscard Town Centre. Proposals include improved footpaths, redesigned junctions, upgraded crossings, street furniture, dedicated cycling routes, and parking facilities. Strategies like 20mph speed limits, one-way streets, and 'quiet streets' are also part of the proposal.

This report outlines the findings of the community engagement that was led by PLACED as part of the development of the proposed active travel route to connect Birkenhead and Liscard. Extensive community engagement activities were delivered, including a series of face-to-face pop-up events, unstaffed displays, and community workshops. Wirral Council conducted further online engagement and stakeholder engagement which is reported separately.

Key findings from the community engagement include:

- Strong support for active travel, safety improvements, and protecting the environment in general.
- Concerns about perceived loss of on street parking, traffic impacts, disconnected routes, and lack of infrastructure maintenance.
- Safety recommendations like separated lanes, 20mph speeds limits, and CCTV cameras were supported in general, although some mixed feelings were shared in regard to wider 20mph zones in Wirral.
- Suggestions to improve public transport access and connections to other routes (particularly cycling routes), introduce more street lighting, preserve existing trees along the route, and include other amenities like public toilets and cafes.



**Image:** Staff and visitors discussing the proposals at BirkenEd's Place, Birkenhead.

## Engagement Approach

The community engagement PLACED delivered included staffed face-to-face 'pop-up' events, unstaffed displays, and community workshops. The events were informal, interactive, and creative, and aimed to create accessible spaces where people could find out about the project and meaningfully share their views.

Pop-up events were held at accessible venues and locations along the active travel route. Event times and days were varied to create as many different opportunities for engagement as possible. This helps people to find a location, time, and date that works best for them, ensuring our events are as accessible as possible. The pop-up events launched in 'BirkenEd's Place' which was a dedicated community engagement hub in Birkenhead Town Centre that was delivered by PLACED in partnership with Wirral Council from November 2022 to October 2023.

The consultation was open for 10 weeks from Monday 25 September to Monday 4 December.

### Staffed Pop-up Events

- **BirkenEd's Place, Pyramids Shopping Centre, Birkenhead:** Monday 25 September to Saturday 7 October 2023. Approximately 178 attendees.
- **Cherry Tree Shopping Centre, Liscard:** Thursday 14 October 2023. Approximately 180 attendees.
- **Wirral Metropolitan College, Wirral Waters Campus, Birkenhead:** Wednesday 18 October. Approximately 29 attendees (Due to poor weather on the day this was only accessible to Wirral Metropolitan College students as we had to move from the street to within the building).
- **Seacombe Ferry Terminal, Seacombe:** Wednesday 25 October. Approximately 23 attendees.
- **MAKE Hamilton Square, Birkenhead:** Saturday 4 November. Approximately 15 attendees.
- **St Joseph's School, Wallasey:** Wednesday 8 November. Approximately 21 attendees.

In total we engaged with approximately 446 people through the staffed pop-ups.

Our staffed pop-up displays included large format plans showing the route and the proposed changes, along with example photos which clearly explained the key features, written descriptions of the plans, and a 3D video the entire route. Staff from the PLACED team and Wirral Council were available at events to talk visitors through the plans, record views and answer questions. Attendees could respond in-person or choose to provide their response in their own time via Wirral Council's online survey. Our pop-up events at BirkenEd's Place, Cherry Tree Shopping Centre and St Joseph's School also included a virtual reality experience enabling attendees to experience the proposals in 3D.

At our staffed displays, we asked visitors the following questions:

1. Do you agree or disagree with the following statement: 'The council should improve the roads and footpaths to help people who wish to walk and cycle have more active lifestyle.'
2. Do you agree or disagree with the following statement: 'The council should make it easier for people who wish to walk and cycle to destinations such as schools, local businesses and employment locations.'
3. How do you normally travel for short local journeys (for up to 20 minutes journey time)?
4. Overall, do you support the proposed active travel route between Birkenhead and Liscard?
5. Do you have any other comments or suggestions you would like to make in relation to the Birkenhead to Liscard Active Travel Project?



**Image:** Visitors watching the 3D video of the proposed route at the Cherry Tree Shopping Centre in Liscard surrounded by the other engagement materials.

### Unstaffed Displays

Unstaffed displays were set up at various venues along the active travel route were designed to support participation by those comfortable with completing the survey independently, but who would benefit from being able to view hardcopies of the plans. After reviewing the plans, visitors to our unstaffed displays could share their views by completing the survey either online or in hardcopy. Hardcopy Easy Read surveys were also provided.

- **Birkenhead Town Hall, Birkenhead:** Monday 25 September to Monday 4 December 2023.
- **Europa Pools, Birkenhead:** Monday 13 to Sunday 19 November 2023.
- **Seacombe Ferry Terminal, Seacombe:** Monday 20 to Sunday 26 November 2023.
- **MAKE Hamilton Square, Birkenhead:** Monday 27 November to Sunday 2 December 2023.



**Image:** Unstaffed display materials at Europa Pools in Birkenhead.

## Community Workshops

Community workshops focused on specific community groups often underrepresented in consultation and engagement. These workshops supplemented the wider engagement and other briefings and meetings co-ordinated by Wirral Council.

PLACED delivered the following community workshops:

- **St Joseph's Catholic Primary School, Wallasey:** Wednesday 8 November, 13:30 – 15:00. 21 Year 6 pupils.
- **Accessibility Themed Workshop, Make Hamilton Square, Birkenhead:** Thursday 30 November, 17:00 – 19:00. 12 Attendees.
- **Youth Group, Pilgrim Street Arts Centre, Birkenhead:** Monday 4 December, 17:00 – 18:30. 6 Attendees (3 young people and 3 youth workers).

PLACED's community workshops focused on local young people and those with an interest in the accessibility of active travel as two groups often underrepresented and with a significant interest in walking, cycling and wheeling. St Joseph's Catholic Primary School was selected because it is on the



route of the Birkenhead to Liscard Active Travel Project, Youth Voice at Pilgrim Street Arts Centre is nearby to the route, and the accessibility of active travel infrastructure to disabled people is an important part of making sure our streets accessible to all.

Attendees to our accessibility themed workshop included representatives from Options for Supported Living, Wirral Mencap, RNIB Northwest, Wirral Older People's Parliament, Active Wirral, Wirral Cycling Group, Merseyside Cycling Campaign, Wave Radio, and local residents. The discussions reflected a collective interest in making spaces more accessible and to capture the diverse perspectives shared during the workshop, laying the groundwork for future considerations in the Birkenhead to Liscard Active Travel Project.

Whilst each workshop was tailored to the specific group we were engaging, all our community workshops discussed active travel (walking, wheeling, cycling, and scooting etc.) and accessibility. Participants were asked to analyse a journey they do by active travel (St Joseph's and Youth Voice), review the proposals for this project (accessibility group), and discuss improvements to help make streets more accessible to walking, wheeling and cycling.



Image: Engagement materials used for the accessibility themed workshop.

## **Accessibility of the engagement**

PLACED and Wirral Council worked hard to make the engagement accessible to all. These are some of the measures taken to ensure our engagement events and displays were as accessible as possible:

- large format printed materials,
- everyday language on printed materials,
- written descriptions of the changes being proposed,
- glossary of street design and active travel terms including example images,
- magnifying glass, dyslexia reading rulers, and mood cards,
- Easy Read and hardcopy surveys,
- accessible venues (e.g. ground floor rooms and disabled toilets),
- accessible locations (e.g. close to the project route, on bus routes or near Mersey Rail stations), and
- Wirral Council provided a dedicated email address and helpline to provide alternative access to information and assistance.

PLACED welcomes feedback if you have ideas about how we can make our engagement more accessible. Our contact details are at the end of this report.

## **Who we engaged with**

During our pop-up events in locations along the route, we spoke with people who lived, worked, or visited the areas most affected by the plans. We hosted our engagement events in prominent and accessible locations with high footfall. This meant we could provide opportunities for unplanned or incidental engagement so that those who might not have engaged or heard of the project were able to share their views. Our events and workshops were promoted ahead of time with reminders posted on social media so that residents most affected by the plans or with an interests in active travel could find locations and dates that worked best for them.

Our community workshops focused on reaching specific groups who are often underrepresented in public consultation.

## **Promotion of Engagement**

The invitation to share views on the Birkenhead to Liscard Active Travel Project was widely promoted through various channels to ensure broad community awareness.

Wirral Council provided considerable promotion of the engagement and all events through their social media channels, resident newsletters, online and on-street advertising and direct mail to 7729

residential and businesses addresses along the route. A copy of the direct mail is included at the end of this report.

PLACED supplemented Wirral Council's promotion through our social media channels, Birkenhead mailing list and stakeholder contact list.

The following outlines PLACED promotion of engagement:

- Twitter(X), Instagram and Facebook
  - Posts: 44
  - Impressions: 20,758
  - Engagements: 3,433
- 9 posts on LinkedIn.
- 2 emails via our Birkenhead Mailing List with 212 recipients.
- 1 email via our Wirral based contacts List (e.g. stakeholders, local orgs, businesses) with 114 recipients.
- Dedicated space on our BirkenEd's Place and multiple mentions on our BirkenEd's Place news website.



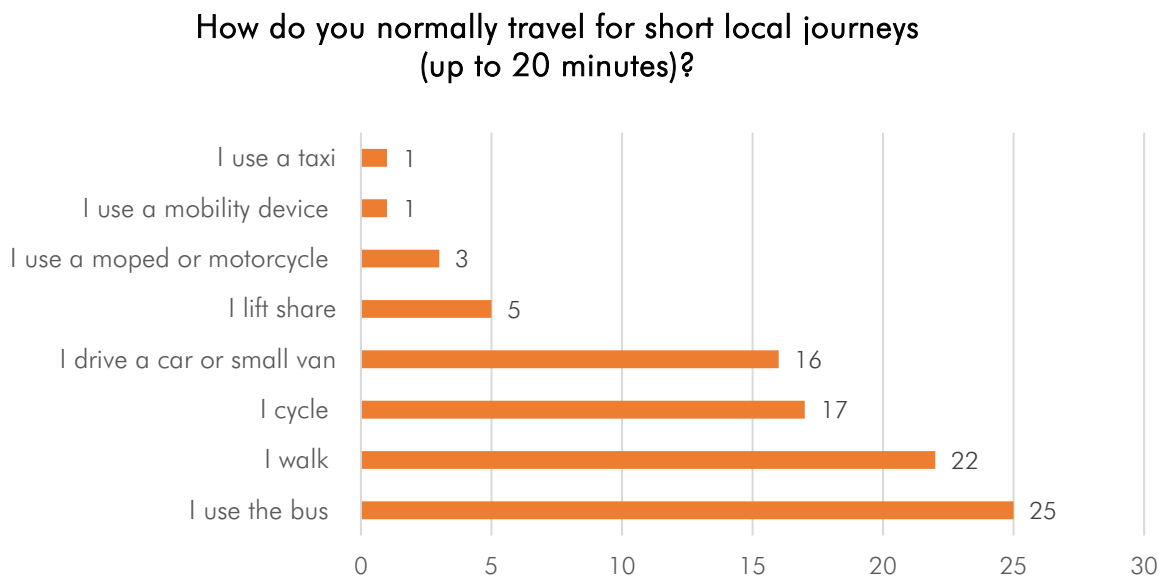
Image: Engagement materials used in the staffed pop-ups.

## Findings from the Staffed Pop-up Events

To understand how people make shorter journeys in the area currently, we asked participants 'How do you normally travel for short local journeys?' During our pop-up events, we collected 90 responses to this question. Participants were able to select multiple options to reflect the ways they get around.

The responses we received for this question included:

- 27.7% (25 responses) use bus or public transport
- 24.4% (22 responses) walk
- 18.8% (17 responses) cycle
- 17% (16 responses) drive
- 5% (5 responses) opt for lift share
- 3.3% (3 response) motorcycle
- 1.1% (1 response) use a mobility device
- 1.1% (1 response) use taxis

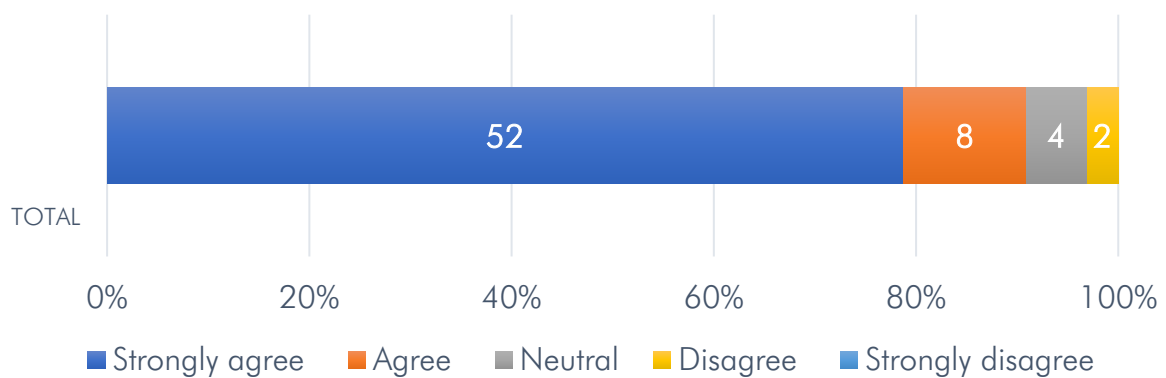


**Chart 1:** Results for the question: 'How do you normally travel for short local journeys?'

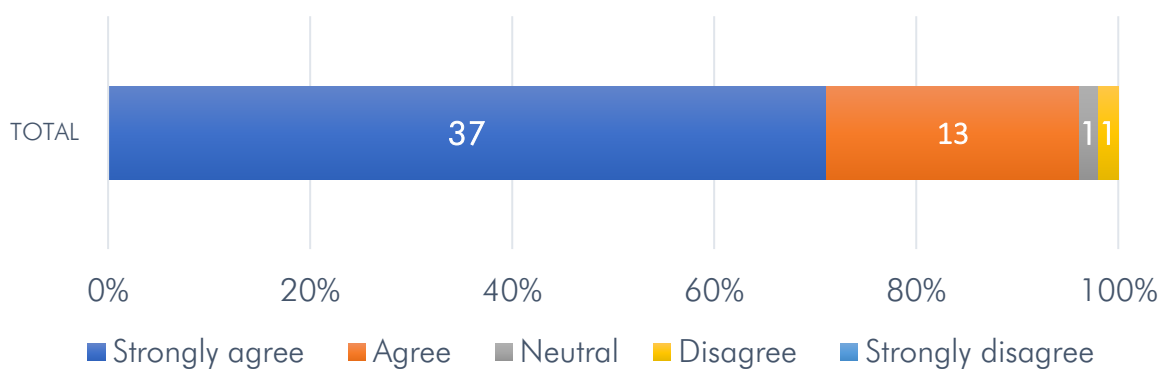
In order to understand people’s views on active travel, separate from the specifics of this project, we also asked people to read the following statements and asked, ‘Do you agree or disagree?’

- **Statement 1:** The council should improve the roads and footpaths to help people who wish to walk and cycle have more active lifestyle.
- **Statement 2:** The council should make it easier for people who wish to walk and cycle to destination such as schools, local businesses and employment locations.

As the data below highlights, many participants would like to see the local council improving walking and cycling infrastructure, making it easier for residents to choose these modes of active travel.



**Chart 2:** Responses to the question: ‘do you agree or disagree that the council should improve the roads and footpaths to help people who wish to walk and cycle have more active lifestyle?’

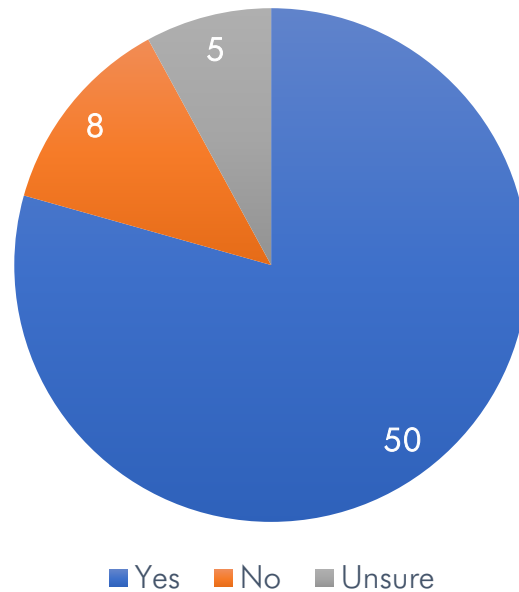


**Chart 3:** Responses to the question: ‘do you agree or disagree that the council should make it easier for people who wish to walk and cycle to destination such as schools, local businesses and employment locations?’

## General Feedback

We asked participants to indicate their overall support for the scheme and we received 63 responses. As the results below show, most people we spoke to said they supported the scheme - 79% (50 votes) were in favour, 12% (8 votes) were not in favour, and 7% (5 votes) were unsure.

Overall, do you support the proposed active travel route between Birkenhead and Liscard?



**Chart 4:** Responses to the question: 'Overall, do you support the proposed active travel route between Birkenhead and Liscard?'

The pop-up events also allowed for people to offer their general feedback on the scheme as a whole. From these comments we found that there is strong, widespread support for the proposed active travel route to promote sustainability, improve health, upgrade an inadequate cycling route, and increase safety. There was also support for the improvements the project provides to the walking environment by improving pedestrian spaces and crossings – highlighting that the scheme is not only supported by those who support the cycling elements of the scheme.

However, some participants felt that the new infrastructure may provide excessive space for cyclists and prioritised cycle space over the car parking and storage, bus services and general road use. Additional concerns included whether cyclists would use a disconnected route (if the route does not connect with other safe cycling routes), loss of on-street parking, and the impact of reduced road space on traffic. Concerns about security, the need for CCTV cameras, improved lighting, issues of anti-social behaviour, and location-specific issues like preserving trees were also expressed.

## Comments by theme

Most of our participants left comments on all or part of the route. Below summarises the overarching themes of these comments.

### **Safety and Accessibility**

Comments highlighted the need to create safe, segregated cycling routes to encourage more people to cycle, especially children and families. Fully segregated lanes are preferred to provide safety by separating pedestrians, cyclists, and drivers. Measures like continuous crossings at side roads were popular, although note more detailed comments on how these should be designed to ensure blind and partially sighted people can navigate. There is support for measures like 20mph limits that will improve safety and driver behaviour on the proposed route (other views were also shared on the 20mph zones elsewhere in Wirral). Some people felt that better street lighting along the route was needed to improve safety.

While there was significant support for the proposed new route due to increased safety, some people also suggested that narrowing roads to introduce segregated cycle lanes could increase accidents and create access issues for large vehicles. Other issues highlighted included the need to improve safety, addressing anti-social behaviour and theft of e-bikes through measures like CCTV cameras.

### **Pedestrians and Pavements**

Concerns were expressed that shared pedestrian and cycle spaces are not accessible to all pedestrians, especially disabled people, or those with mobility issues. Comments highlighted the need to ensure the needs of disabled pedestrians are fully considered alongside provision for cyclists in the design of shared spaces.

In general participants supported continuous crossings at side road as many could see the benefits to wheelchair users, those pushing prams and buggies and the general priority they provide to pedestrians crossing. However, there were some concerns raised on how continuous crossings work for blind and visually impaired people as they may lose the kerb for reference to let them know they are entering a crossing.

Recommendations were for the use of good quality, sustainable materials to provide smooth pavements and road surfaces that are durable. Some people suggested lower kerbs would be useful for disabled people (this needs to be considered alongside accessible street design guidance). Others suggested minimising use of materials in signage that can get damaged. Along with this, some residents questioned whether surface change is needed outside of Birkenhead Town Hall.

## **Parking**

Feedback flagged that car users are currently parking on existing cycle lanes such as those on Duke Street and Cleveland Street. Some respondents said that any on-street parking that is lost needs to be replaced with alternative parking options, otherwise vehicles may park in segregated cycle lanes. Others also shared that parking is already difficult during work and school times and that they are concerned that this project may make this more difficult. Removing timed on-street parking spots would reduce the need to rush back to cars to pay for parking. Concerns were raised about the removal of on-street parking affecting businesses and their footfall.

## **Traffic and Congestion**

There were concerns about other ideas like narrowing down streets. Some people felt that the proposed changes may increase congestion in already busy and/or narrow sections of the route like St Pauls Road, Tower Road, Liscard Road by the Tesco car park, and Chester Street by the tunnels. Whilst many of the people we spoke to supported 20mph speed limits, there was concern traffic pressures may cause speeds to creep up. Overall, comments suggested careful consideration is needed regarding the impact on congestion, traffic flow and road capacity from the proposed changes, particularly on major routes.

## **Public Transport**

Some comments suggested that more focus should be on improving public transport rather than re-designing roads for cycling and walking as many people rely on buses, particularly older people. Others recognised the connection between an improved walking environment and connection to public transport.

## **Greenery**

Several comments raised concerns about losing trees and green spaces on Liscard Road. We understand that trees along Liscard Road are not being lost as part of the proposals, but it is clear that many people want the trees to stay. In general, comments demonstrate that care should be taken to minimise tree loss, and replace any greenery displaced by necessary road changes. Suggestions were also made to add more trees or greenery along Wheatland Lane. There was also support for incorporating features like wildflower sections and rain gardens rather than just tree pits.

## **Cycling**

### **- Connectivity and Convenience**

Several comments supported the route due to it enabling easier, quicker cycling connections without parking worries. Suggestions were made to connect it with existing cycle paths and extending it to



destinations like New Brighton. Even though the project is largely supported by the community, some participants questioned whether there is enough demand and priority to justify the new active travel route and the cost of it, feeling that the area's limited cycling culture means the new lanes will be under-utilised, however, some noted it would encourage them to cycle more.

- **Infrastructure and Maintenance**

Feedback highlighted the need for good road surfaces with grip, proper signage, and cycle parking facilities. Some residents flagged that current cycle lanes are poorly maintained and cleaned.

- **Safety and Separation**

Many respondents welcomed segregation from traffic for improved cyclist safety. Several shared experiences of things being thrown at them, collisions and near misses. Fully separated lanes were preferred by some rather than shared space with pedestrians.

- **Active Travel Promotion and Accessibility**

There was enthusiasm for enabling accessible active travel for all ages. Nevertheless, questions were raised about fast commuter cyclists or e-bike users mixing with less confident cyclists, and whether the routes would be inclusive of different cycling abilities. Comments were also received about making sure that cyclists follow traffic rules like stopping at red lights. Some called for cycle training to promote safe cycling.

**Other Comments**

Many felt the scheme will help regenerate Birkenhead sustainably.

Disruption caused during construction should be considered and minimised. Concerns were also raised about maintenance, utility companies digging up surfaces, and ensuring emergency vehicle access.

Suggestions to improve the project included linking parks as part of active travel projects and including the likes of the promenade and areas like Adelphi Street and Lord Street. There was also interest in amenities like public toilets and pop-up cafes or coffee shops being incorporated along the route as this would make it more accessible and enjoyable for users.

Some participants argued money would be better spent on other local priorities and improving the area overall – although funding restrictions were generally explained and understood.

## Comments on specific parts of the route

To enable people to see the details of the proposals, we presented the 3.5-mile route in a large format across 16 plans. Each plan was numbered and included the street names and other labels to support understanding. The following comments were received related to specific plans and streets.

### **Plan 1: Chester Street**

Whilst dedicated cycling infrastructure was supported, some people felt that Ivy Street near Duncan Street junction and Chester Street plans should be re-evaluated to optimise cyclist safety. It was felt that relocating the cycle track to the opposite side could be better due to the proposed cycle track's proximity to heavy lorry traffic from Twelve Quays terminal. With Ivy Street becoming single carriageway, cyclists staying on the road could impede traffic flow by blocking vehicles from overtaking. The speed limit may need reviewing to ensure cyclist safety.

### **Plan 2: Duncan Street**

Some participants suggested that the corner from Duncan Street into Hamilton Square looked very tight for both cyclists and pedestrians, and this should be reviewed to ensure sufficient width for all users.

### **Plan 3: Hamilton Square**

Some felt that the purpose of the proposed section along Duncan Street and through Hamilton Square is unclear for cyclist. Suggestions were that the promenade may be a better cycling route to connect towards the docks, or that Bridge Street would be preferable to Hamilton Square itself.

Underground bins at Hamilton Square would reduce street clutter and improve the walking environment.

### **Plan 4: Cleveland Street**

Lighting should be installed along Hamilton Lane and consider making Brunswick Lane no entry except for residents.

### **Plan 5: Taylor Street and Canning Street**

On Taylor Street, cyclists' safety is still reliant on car drivers, and this is a significant concern. Installing a signal crossing at Lord Street or a super crossing would improve safety. For cycling routes, Bridge Street may be a better option than Cleveland Street.

### **Plan 6: Egerton Wharf and Tower Wharf**

Gravel from the landscaping along Egerton Wharf can obstruct pedestrians. Some suggested that the roundabout should be removed to simplify traffic flow. To stop wagons parking on the roadside designated Wagon parking was suggested. On-street parking on Dock Road by Wirral Waters poses a pedestrian safety issue and should be addressed. The port blocks part of the Wirral Circular Trail (WCT) for trailer parking at times, so alternate cycling access is needed at Morpeth Dock. The Tower Wharf - Tower Road junction is felt to be dangerous, and it is good that the plans provide a way for cyclists to avoid that.

### **Plan 7: Tower Road**

Varied public seating is needed, including blocked seating with greenery and different heights for all ages. Bus stops should have interesting visual and sensory features. Proper signage needs improvement as the routes are confusing. There is currently no cycle crossing from Wirral Waters Dock Road to Tower Road which needs connecting.

The Tower Road roundabouts need further consideration. The pedestrian and cyclists crossing design of the roundabout shown in viewport B is a better design than the roundabout with Birkenhead Road (viewport C). This shared space crossing needs improving. Crossings that require pressing buttons are frustrating for cyclist, this should be automated. The swirly traffic feature on Tower Road is hard to interpret and long queues can occur, especially when the bridge is up.

### **Plan 8 – Kelvin Road**

Kelvin Road is currently dangerous due to cars not indicating - a cycle route could be risky here. Better signage is needed at a minimum. The Kelvin Road section only links employment areas so demand may be minimal. It is good that rejoining the carriageway is not required. Kelvin Road junction to Seacombe terminal is not suitable for cycling because of broken glass and street furniture on the way.

### **Plan 9: Kelvin Road and Wheatland Lane**

On Wheatland Lane, articulated trucks need space to turn into warehouses and yards – this could block the cycling route at times. Concerns were raised about large vehicle not being able to access narrow roads.

### **Plan 10: St Pauls Road and Church Road**

Some turns may be too tight for larger adapted cycles, trikes, and cargo bikes, such as the turn at Wheatland Lane and St Paul's Road. There is not enough width and parking on St Paul's Road. Constructing the cycling route will cause disruption on St Pauls Road.

### **Plan 11: Wheatland Lane**

There are safety concerns where the cycling lane ends. Some people felt it is unclear why the cycling route on Wheatland Lane requires crossing over.

Some people said that the 20-mph speed limit change on Wheatland Lane was made without consultation and that clarity is needed on which roads are now 20-mph (this relates to changes made previously rather than changes proposed as part of this project).

### **Plan 12: Mainwaring Road**

On Mainwaring Road, on-street parking causes a bottleneck as the street is full of parked cars, leading some to suggest the need for double yellow lines. A 20-mph quiet street could create some congestion issues. It is possible that these comments may misunderstand the proposed redirection of through traffic along Liscard Road.

Residents on Mainwaring Road we spoke were concerned about the potential changes to their street. However, they generally supported the changed road layout once they were able to understand and see the details of the proposals. The restriction of the northern end of Mainwaring Road to vehicles was felt to reduce the risk of damage to parked cars through the removal of fast moving through traffic. Concerns were expressed about the loss of on-street parking. It is noted that the scheme does not propose to remove on-street parking from Mainwaring Road, but that the road layout changes may change how close some residents can park to their door. The need to maintain existing disabled parking bays was highlighted by several residents. Bollards to protect the pavement at the top of Mainwaring Road would be good. Residents also asked whether any new bollards would be removable and if disabled bays will stay in the same place. Some people suggested that middle disabled parking bay shown on our plan is currently two spaces and should stay as it is. It was felt that planting would be nice at the space created at the northern end of Mainwaring Road, but there could be a risk of vandalism. Enforcement is needed of one-way traffic on Hartismere Road.

Access from the Tesco car park onto the Liscard Road could be difficult with increased through traffic. Poulton Road is extremely busy.

### **Plan 13: Liscard Road (South)**

There were suggestions like adding opportunities for memorial benches and public art, including graffiti, along the route. Bus stop timetables can be obscured by seating and should be relocated. Using nicer pavement materials than just tarmac was suggested by some. Managing parking on side roads is important to prevent pavement obstruction. Ongoing maintenance like flooding prevention and leaf clearing needs to be ensured. The loss of bus stop laybys is seen as a downside by some

residents as it may create traffic. Continuous pavements will benefit wheelchair and mobility aid users.

Comments were received on adding laybys for buses so buses do not obstruct traffic. Providing cycle parking on the park side of the road received support from nearby residents. However, some felt that Liscard Road may be too narrow for the current proposals and that cyclists sharing roads with buses could be a safety concern. Maintaining emergency vehicle access is vital.

### **Plan 14: Liscard Road (Central)**

Countdown pedestrian crossings inform people of crossing time available were suggested. Some felt that residential areas may not see as much use of cycling routes. Swapping the parking and cycle lane locations on Liscard Road was suggested as a possible benefit, particularly bringing parking onto the same side as houses. The continuous side road crossings were well received, and people felt they can remind drivers of Highway Code responsibilities to stop for pedestrians and cyclists. Suggestions were made to have public toilets, seating, lighting, planting, and cafés along the route and to link to community projects.

On Liscard Road, specifically as it runs along Central Park, we received many strong comments on the importance of retaining existing trees rather than replacing or losing mature trees.

### **Plan 15: Liscard Road (North)**

There was a suggestion for cyclists to use the parallel path through the park rather than needing road infrastructure. Any shared spaces should still have clear delineations for pedestrians and cyclists like painted separator lines. Renovating community spaces such as old buildings in Central Park could help mitigate anti-social behaviour. The overall area is busy, especially Martin's Lane for right turns out. Longer crossing times are needed on the Liscard Road crossings. Additionally, signal lights at Martins Lane junction were recommended.

### **Plan 16: Liscard Way**

Support was expressed for distinct pedestrian and cycling areas on Liscard Way as it may stop cyclists going inside the shopping centre. Some people said they preferred keeping full pedestrianisation. Shared zones without clear boundaries may cause confusion and conflicts. Adding a contraflow cycling on Liscard Crescent should be considered.

### **Other comments not specific to this route**

Liscard's parking costs were raised as an issue by some.

The existing Wirral Way walking and cycling path works well when maintained.

Fender Lane needs accessibility improvements for wheelchair users by addressing maintenance issues like clearing blockages on pavements. Cleaning and flooding prevention are also needed. The cycling space could be reduced to reallocate area to pedestrians on Fender Lane. Obstacles like parking on cycle lane and rubbish on Duke Street need addressing.



**Image:** Participants using the VR experience showing the route in 3D available at some of the staffed pop-up events.

## Findings from Community Workshops

The following summarises our key findings from each of the workshops.

### St Joseph's Catholic Primary School

The workshop started with a welcome and introduction followed by quick-fire questions about journeys. The pupils then analysed their experiences of local streets by thinking of a typical journey they make, such as their route to school or to a friend's house. After that, they presented their thoughts, ideas, and opinions on active travel by making a poster. The final part of the workshop involved summarising some of the key themes and highlights from the students' posters.

#### Quick-fire Questions

The quick-fire questions were:

- How do you normally travel to school?
- Would you like to walk or cycle to school in the future?

The chart below shows the percentage of pupils who travel by car. From the total 21 responses, 4.7% (2 votes) travel by car, 57% (12 votes) do not and 33.3% (7 votes) sometimes travel by car.

Pupils who travel by car

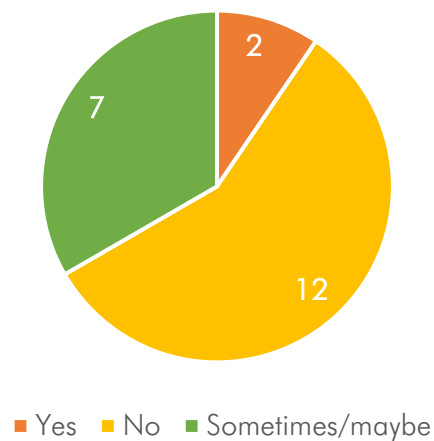
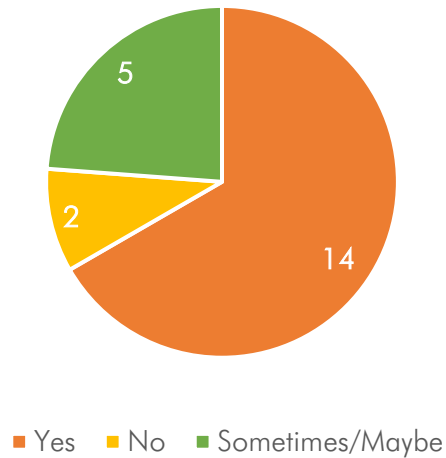


Chart 5: The number of pupils that travel by car.

Chart 6 below shows the percentage of participants who walk to school. Of the 21 responses, 4.7% (2 votes) do not walk, 23.8% (5 votes) sometimes walk and 66.6% (14 votes) walk to school.

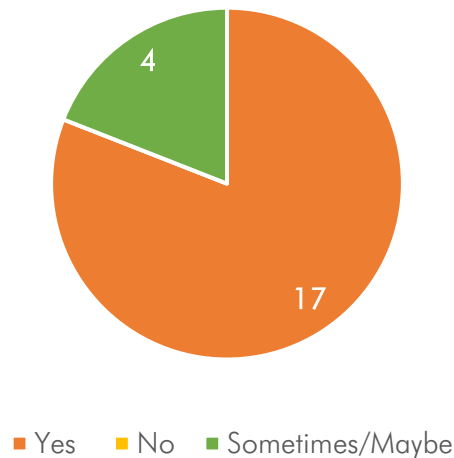
### Pupils who walk to school



**Chart 6:** Pie chart showing the number of participants walk to school.

We asked how many of the 21 participants cycle or scoot to school and in response 80.9% (17 votes) had cycled or scooted to school and 19.1% (4 votes) sometimes cycled to school. It is noted that the frequency of their cycling was somewhat unclear from the children's responses, but they had cycled or scooted to school at some point.

### Pupils who cycle to school (including scooting)



**Chart 7:** Pie chart showing the number of participants who travel by cycle.



The quick fire question round shows how most of the participants either walk or cycle to school. Some pupils also explained how their travel varied depending other factors like parent's schedules or the weather. We also heard about how they sometimes they might scoot to school rather than cycle, and that traffic can make them late sometimes.

The quick-fire questions helped us to understand more about the way the class travelled to school. We chatted with the children about the questions and their answers, and they started to tell us about their journeys. This was explored in more detail in the journey analysis exercise.

### **Journey Analysis**

Pupils were asked to conduct a journey analysis activity in which they visually mapped their route to school, identifying positive and negative elements along the way.

#### **The most enjoyable aspects of the journey identified by the pupils included:**

- Making stops at local shops such as the chip shop and Tesco to purchase snacks.
- Visiting friends' houses and knocking on their doors so they could travel together to school.
- Meeting friends at the school gates after the walk to school.

#### **Key negative aspects included:**

- Contending with heavy traffic when attempting road crossings and narrow pavements made some pupils feel unsafe.
- Waiting extended periods for traffic signals to change and numerous turns while walking and confusing walkways.
- Passing through alleyways containing litter, full of rubbish, rubbish bins creating unpleasant odours.
- Other concerns mentioned were polluted and noisy environments and gangs or intimidating older young people.

Some of the journey analysis drawings are presented below.

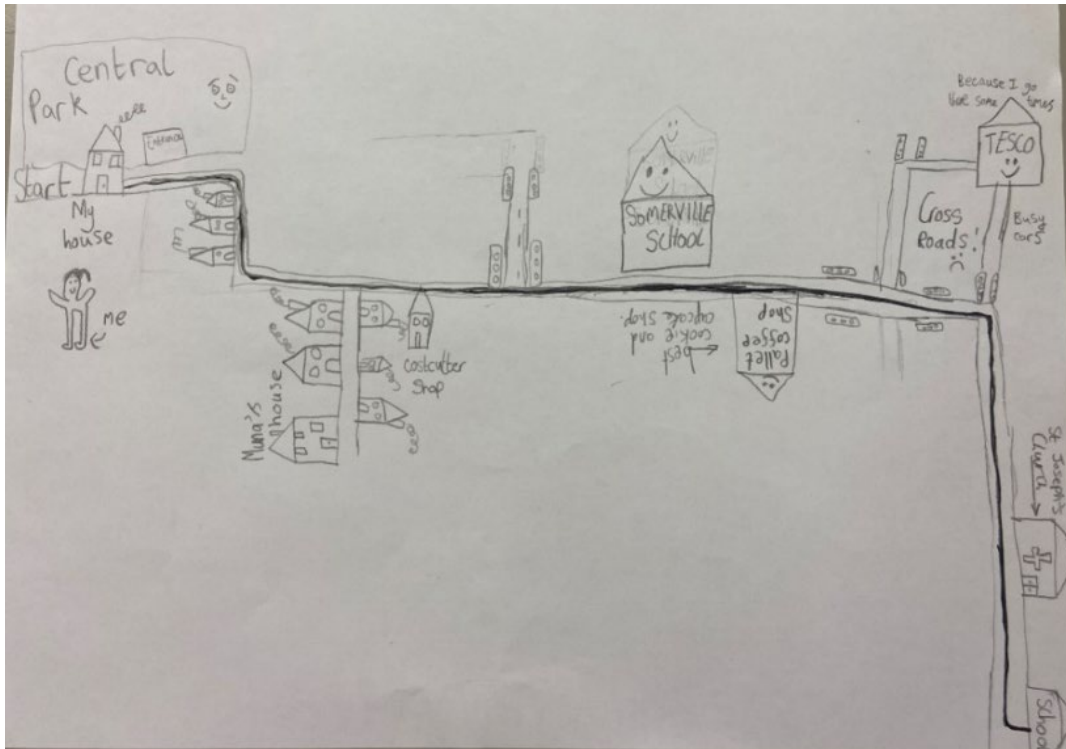


Image: Drawing showing a journey home from school with housing and shops.



Image: Drawing showing heavy traffic and overflowing rubbish bins on the way home from school.

## Active Travel Poster

We also asked pupils to create posters to summarise some of the things they'd learnt about active travel during the workshop.

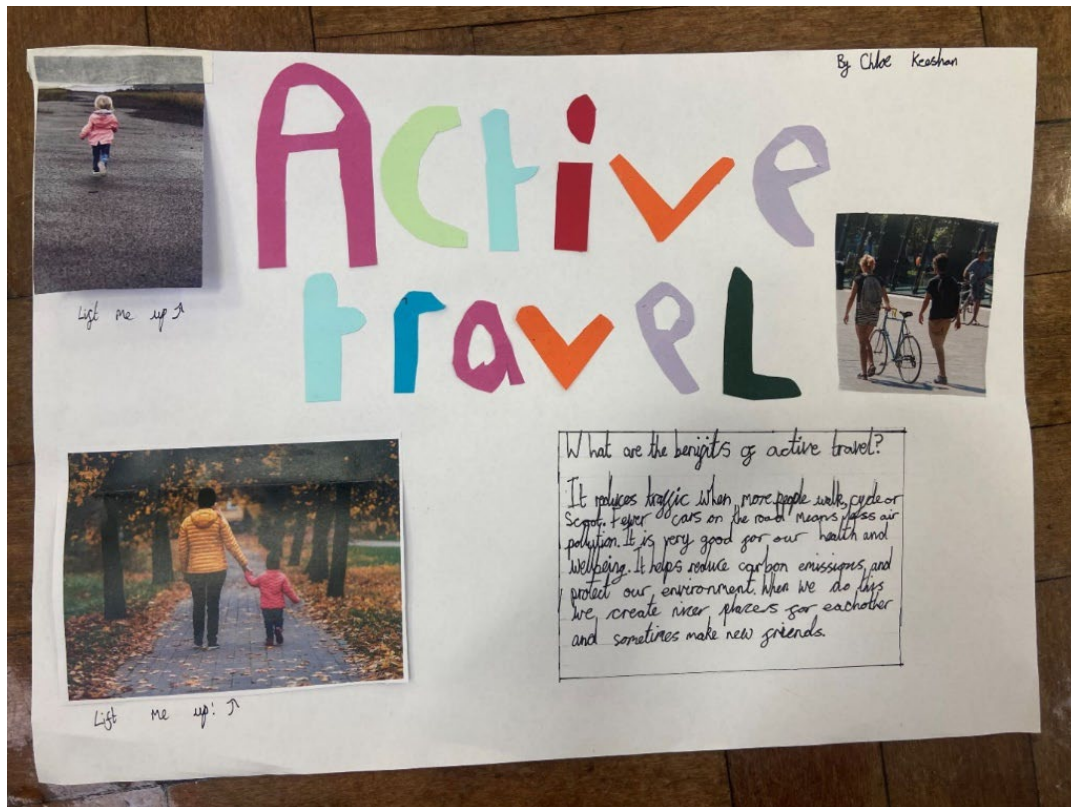


Image: Active travel poster by pupil mentioning benefits of active travel.

## Youth Voice

The workshop started with introducing PLACED and outlining the purpose of the session. We then introduced the Birkenhead to Liscard Active Travel Project, and this included a video overview of the route. Initial feedback was invited from the young people regarding aspects they like or dislike along the route now. The next exercise involved each young person analysing a journey they make using active travel and highlighting most and least enjoyable elements. This activity yielded qualitative insights into how young people currently perceive and utilise streets and public spaces. Although the youth group meets near to the Birkenhead section of the project, the participants were drawn from across Wirral and so our discussion necessarily reflected this mix of experiences.

### **Journey Analysis**

The young people and youth workers present in the workshop shared the positive and negative aspects of their daily journeys in Birkenhead. In terms of positive aspects, they spoke of walks through green spaces and historic architecture of Hamilton Square that enhance the aesthetic appeal of their journeys. Community assets like churches, community centres, and festively decorated houses were also mentioned. However, these journeys are often impeded by anti-social issues in parks or having to traverse run-down, abandoned housing in some areas. The group also flagged difficult crossings, anti-social behaviour, busy roads, unclean pavements, and disconnected areas which discourages walking.

The group was then asked about the challenges they face in their day-to-day journeys and what improvements they would suggest. They highlighted challenges currently hindering the effectiveness of public transport and pedestrian experiences. The group recommended various improvements, and these generally related to the creation of more inclusive and pedestrian-friendly spaces.

Outlined below are the various challenges and improvements the group mentioned.

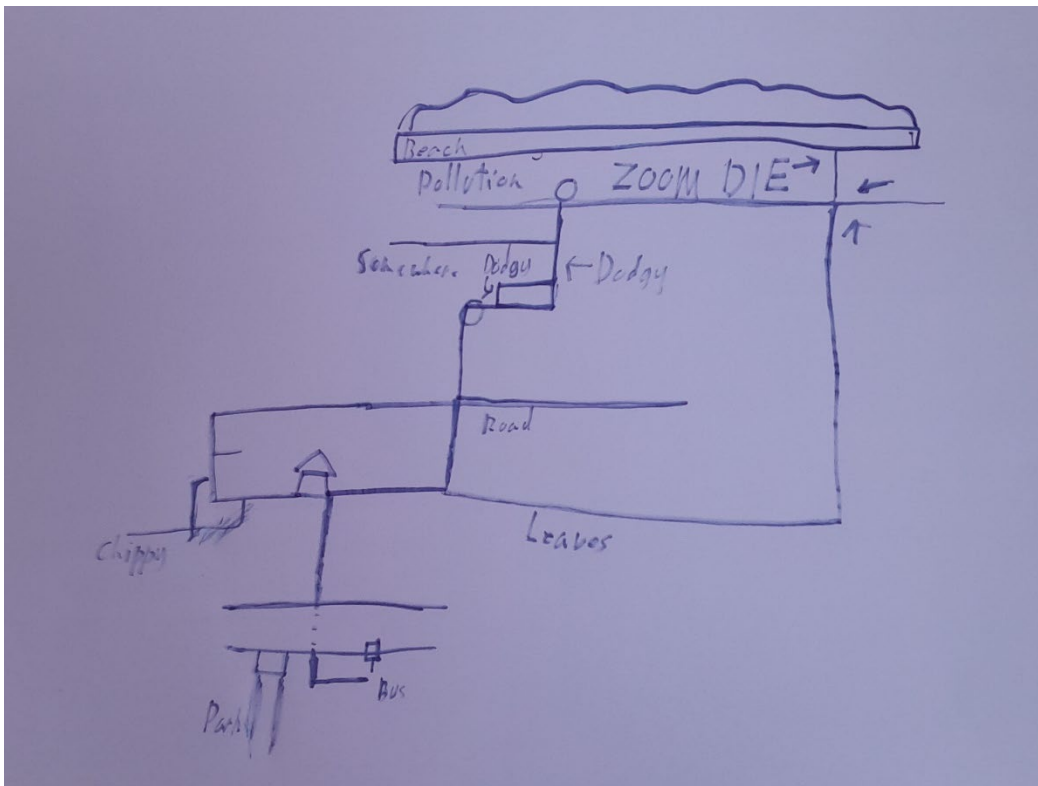
### **Challenges**

- Problematic public transport ticketing, making bus journeys less appealing due to frequency and accessibility concerns, particularly for older or disabled individuals.
- Litter and pollution in specific areas
- Inconsistent pedestrian crossings. Some do not work, and this reduces the desirability of walking.
- Swirly junctions, such as the one on Tower Road, pose confusion and safety issues.
- Cycle lane kerbs and disjointed cycle lanes contribute to a less desirable walking environment – particularly for those who may have mobility issues who must navigate more kerbs.
- The rural roads, in their current state, pose challenges for safe cycling to interconnect with this type of urban cycling infrastructure.

- The beach unfortunately contains high levels of pollution and litter, which is undesirable for a natural environment beside the sea and reduces the appeal of walking.

### Suggested Improvements

- Priorities include ensuring good wheelchair accessibility with smooth, level pavements and accommodate wheelchair users on buses during busy periods.
- Increased bus frequencies to mitigate overcrowding and improve accessible bus spaces availability at busy time, and improved bus stop infrastructure.
- Enhancements to the visual appeal of the Birkenhead tunnel along with the integration of local artists in street art projects aimed at creating a more welcoming atmosphere.
- Improved lighting for safety, and more benches and trees should be incorporated to make the journey more pleasing.
- Additional proposals encompass the introduction of greenery, inspirational quotes as part of public art, and a reduction in hostile architecture.
- Raised crossings as observed on sections of Tower Road help to slow traffic down and improve pedestrian crossings.
- Train stations need to be well connected for regular access.



**Image:** A young person's drawing of their journey to the beach.

## Accessibility Themed Workshop

The Accessibility Workshop aimed to gather insights on current travel experiences along the Birkenhead to Liscard route to help understand how to ensure the active travel project is accessible. Participants were engaged in discussions about their current use of the route, modes of travel, and what changes and improvements they would make to the scheme.

The workshop included introductions and a brief overview of the project. We talked about various forms of active travel, thinking about walking, cycling, and wheeling, but also sitting, resting and connecting with other forms of transport. We asked participants to share their thoughts on active travel. Following this, we focused on reviewing all the plans utilising various formats, including video, large format printed materials, and some 3D/tactile elements. We also provided images or other example places to illustrate some design options and gather further reflections. We asked participants very broadly for their reflections and comments on the plans and examples.

Broadly speaking, participants supported actions to make streets safer for active travel (widely defined) and more accessible. We also received general feedback on the plans as well as comments specific to certain sections of the design. These are presented below.

### General Comments

Questions were asked about the pavement improvements associated with the creation of cycle tracks and whether pedestrians will benefit as much as cyclists.

Comments also focused on the challenge of designing shared spaces that are accessible, addressing concerns from organisations like RNIB. Incorporating features like signage, visual separation, surface colour, and tactile paving were suggested.

Participants were happy to accommodate e-bikes but were concerned about the speed and anti-social behaviour of some cyclists, particularly for the shared space sections of the route. Some participants recommended educational programmes regarding the use of shared space, especially for cyclists. It was suggested that this could help to mitigate risks for pedestrians, even though segregated cycle lanes were favoured above all. They also said that there should be places along the route for cycle parking. Clarification is needed on the designated use of cycle tracks by wheelchair or mobility aid users.

Workshop participants flagged that continuous footways require thoughtful design to ensure safety for blind and partially sighted individuals, with attention to cane users and those using guide dogs and the difficulties caused by the potential loss of the kerb.

Pedestrian spaces should have clear routes without street clutter to improve safety, navigation for blind and partially sighted people but also to enable physical activity like running groups. However, street furniture like benches and bins should also be provided in sensible locations. The project should consider the distance between benches to support individuals with mobility challenges.

Good colour distinctions and signage were recommended to separate pedestrians and cyclists. Colour recommendations were for green to denote cycle lanes and red for pedestrian crossings. The need to re-evaluating shared spaces in areas like Tower Road to improve safety was also suggested.

Safety concerns related to nighttime walking were also flagged in the workshop with mention of isolated train stations and the importance of well-lit areas. The absence of infrastructure, particularly in isolated areas and poorly lit sections, raises the issue for promoting walkability. To enhance the safety of women and girls especially, participants felt there should be good lighting and more people living in the town centre to increase the number of people out and about.

### **Plan 1: Chester Street**

Concerns were raised about potential difficulties posed by kerbs for individuals with poor mobility. It was recommended that blue badge parking should be considered when planning parking facilities. Overall, satisfaction was expressed with the proposal, emphasising the necessity of the proposed crossing.

### **Plan 3: Hamilton Square**

Some participants expressed uncertainty about the anticipated usage of this part of the proposed route by cyclists. Some participants wondered if other routes made more sense, e.g. using Argyle Street or continuing along Hamilton Street or Chester Street to the Woodside gyratory and Canning Street or Bridge Street.

### **Plan 4: Cleveland Street**

Highlighting the presence of essential locations like Wirral Metropolitan College and business campuses along Canning Street, participants suggested exploring the option of using Canning Street instead of Cleveland Street.

### **Plan 6: Egerton Wharf and Tower Wharf**

Participants said that Egerton Wharf bridge is quite narrow, and pedestrians and cyclists currently share the space. Removing shared space here is beneficial.

### **Plan 7: Tower Road**

Comments included integration with the existing cycle lane, lowering the kerb, clear cycle lane demarcation, and extra pedestrian crossings for new residents as more housing is built at Wirral Waters.

### **Plans 8 and 9: Kelvin Road and Wheatland Lane**

Participants said that removing parking from here could be an issue for businesses.

### **Plan 11: Wheatland Lane**

There is a need for clear signage to accommodate people with visual impairments along with safety features like lighting, and the presence of CCTV.

### **Plan 13: Liscard Road (South)**

Continuous pavements can be good for people with mobility aids or wheelchair users (see other comments about continuous crossings).

### **Plan 15: Liscard Road (North)**

The trees along the route should be saved.

### **Plan 16: Liscard Way**

The presence of numerous pedestrians and wheelchair users suggests that establishing a cycle route on Liscard Way may not be advisable. Some recommended removing Liscard Way from the route due to safety concerns and to reduce potential conflict and accidents involving pedestrians and wheelchair users. A suggested alternative route diverts from Liscard Road down Lathom Avenue to Parkfield Drive and St. Albans Road, continuing to Wallasey Road to Seaview Road.



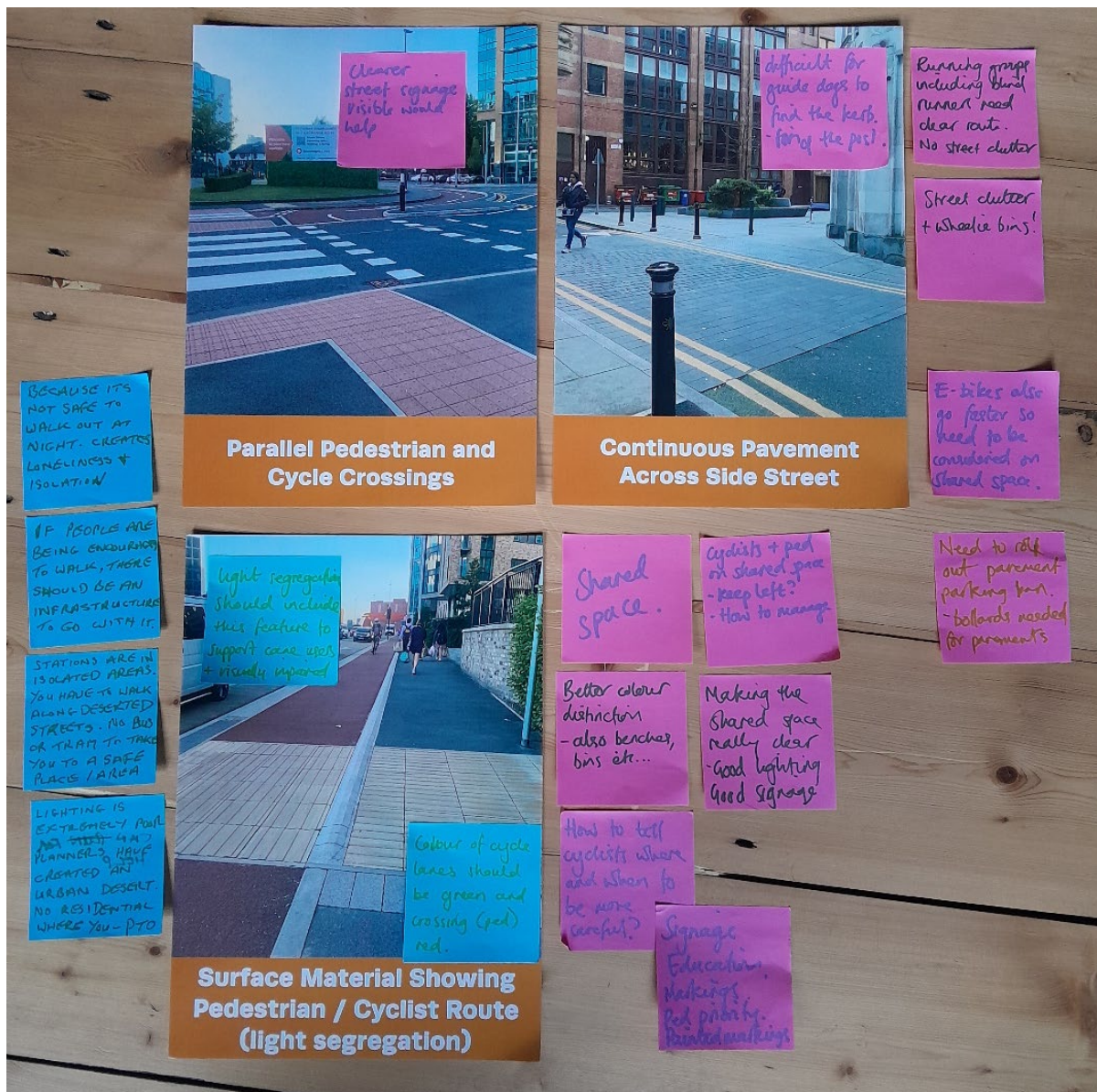


Image: Different comments by participants from the workshop.

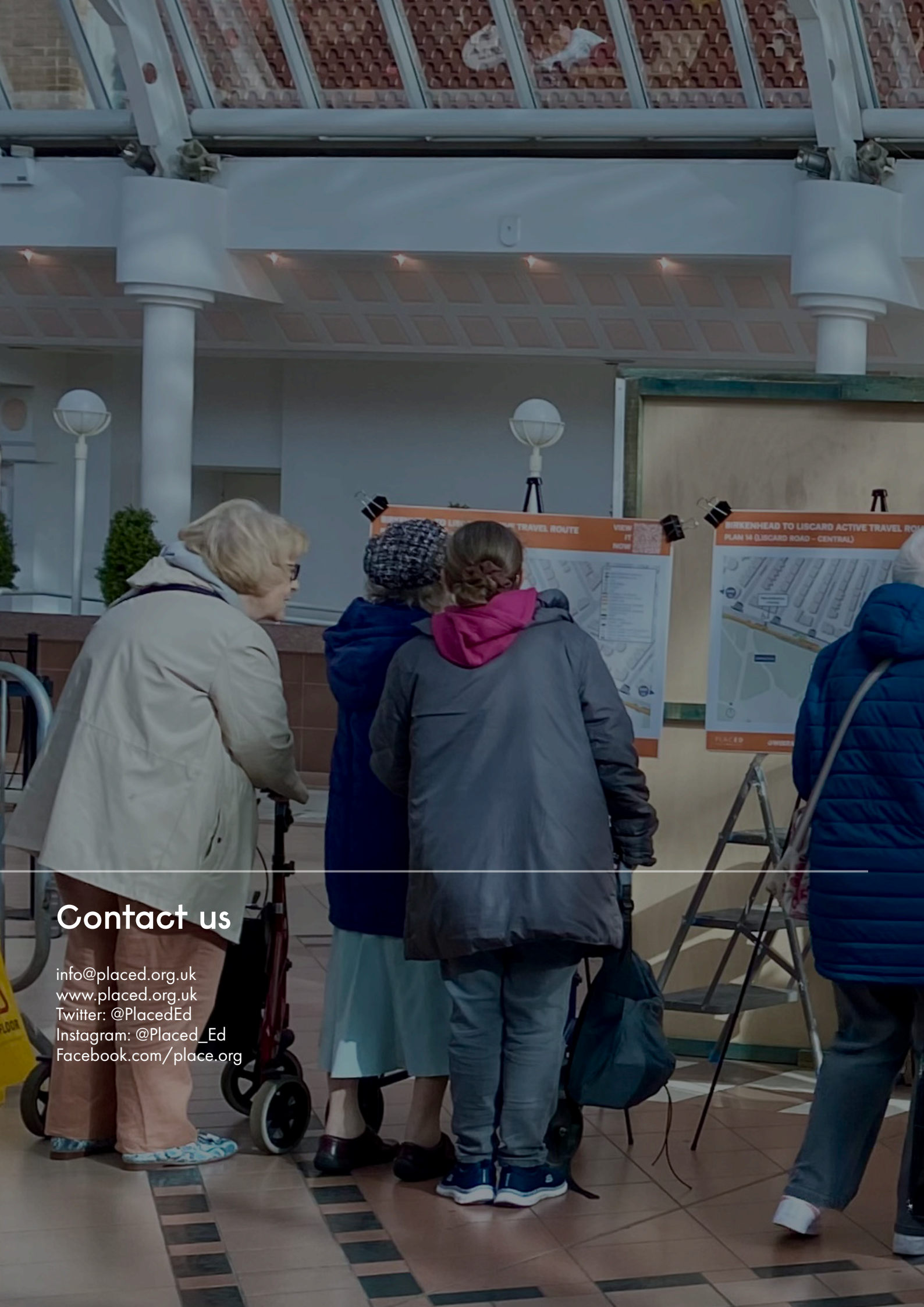
## Summary and next steps

The community's response to the proposed Birkenhead to Liscard Active Travel Route has been robust, providing valuable insights into various aspects of the project. Here are the key findings derived from participant feedback:

- Strong support was given for segregation to encourage safety for all pedestrians, wheelers, and cyclists.
- It was felt that the scheme should connect to existing cycling infrastructure and provide secure cycle parking and repair stations.
- Emphasis was placed on smooth surfaces, safety, and promotion of walking and cycling for all abilities, including the provision of benches and seating.
- Concerns were raised about excessive space for cyclists, prioritisation of cycle space over other needs like bus services and general road users. Suggestions to focus on improving public transport alongside walking and cycling infrastructure were received.
- Worries were expressed about the loss of on-street parking and its impact on some residents and businesses. There were requests for alternative parking options to replace any lost on-street parking.
- Some people had concerns about potential congestion on narrow roads and asked for careful consideration of the impact on traffic flow and road capacity.
- There were calls for better street lighting along the route, particularly in critical areas such as around train stations and bus stops.
- Concerns were raised strongly about any potential loss of trees and green spaces. Planting greenery along the route was also recommended.
- There are some concerns regarding the accessibility of shared spaces for disabled pedestrians. Incorporating guidance from disabled people's advocacy groups on tactile paving and sensory elements is advisable.
- Maintenance was raised as something which needs to be factored in.

The wealth of community input provides a comprehensive understanding of both support and concerns to guide the continued refinement of the Birkenhead to Liscard Active Travel Route. We would like to thank everyone who gave their time to participate and share their views.

Wirral Council will review the findings included in this report alongside the findings from the other engagement and consultation activities. All feedback will be shared with the appropriate Wirral Council committee during 2024 to support decision making regarding project.



## Contact us

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Instagram: @Placed\_Ed  
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# Appendix 2: Direct Representations

Direct representations submitted to the email address published on the Have Your Say webpage has been attached on the following pages.

Direct representation was received from:

- Merseytravel
- Merseyside Police
- Merseyside cycle campaign

**Initial Merseytravel Comments on the WMBC LCWIP Proposals**  
**As Set Out in Consultation Documentation November – December 2023**

Merseytravel would wish to thank WMBC for the opportunity to comment upon the proposed Active Travel Measures, as set out in the 'LCWIP' consultation documentation, presented to the public, with the objective of seeking the expression of views in response to the outline plans for the project, during November and December 2023.

As all relevant Merseytravel Departments have now had the opportunity to examine the proposals contained within the consultation exercise documentation, Merseytravel can now offer the following initial comments, in response to the consultation exercise.

In general terms Merseytravel is supportive of the overall objectives of the project, and the majority of the measures included within the outline plans. It is additionally Merseytravel's view, that the introduction of a coordinated programme of initiatives, designed to improve walking and cycling, along one of the principal Birkenhead – Liscard corridors, will benefit the promotion of sustainable transport use, including public transport, if the measures are suitably integrated with the current public transport network, together with any enhancements to the same network that are likely to be delivered in the immediate future.

Whilst recognising that the current plans are at outline stage, in order to ensure that this last mentioned objective can be satisfied by the 'LCWIP' project, Merseytravel would wish to see some revisions or further specific collaborative design work undertaken, in the following areas.

**Egerton Wharf and Egerton Bridge** - whilst Merseytravel understands the rationale behind proposals to make this highway 'one-way', for general traffic, in order to incorporate high quality cycle priority along the route, to 'future-proof' the potential public transport network serving the Wirral Waters Development, Merseytravel would wish to see to facility for buses to operate in both directions along this route to be available in the future, Although this may not be immediately required, economic development levels on the Tower Wharf area may require the introduction of such a facility in the short to medium term.

**Wheatland Lane** – Whilst most of the measures proposed for this highway are generally supported, as the outline plans do not include all of the full detail for the required bus stops on this section of route, Merseytravel would wish to work with WMBC to revise and finalise appropriate detailed plans for all required bus stops on Wheatland Lane.

**Mainwaring Road** – Merseytravel notes the proposal to close Mainwaring Road at its Northern junction and create a 'quiet street' along the length of the Road. This would require diversion of bus services to the parallel Liscard Road route. Whilst Merseytravel has no objection to the closure of one end of Mainwaring Road, or the creation of a quiet street, and the diversion of bus services, providing the diversion

route is wholly appropriate, it remains Merseytravel's view that the project's objectives should be reached via the closure of the southern junction on Mainwaring Road. This latter option would greatly simplify the Mainwaring Road, Poulton Road, Wheatland Road junction thereby allowing a degree of compensatory bus priority to be introduced to the junction. If this option cannot be achieved, as indicated in previous discussions, Merseytravel would wish to see some alternative bus priority introduced as part of the project, to compensate for diversion of services via Liscard Road.

**Liscard Road** - Whilst most of the measures proposed for this highway are generally supported, as the outline plans do not include all of the detail on the required bus stops on Liscard Road, Merseytravel would wish to work with WMBC, to revise and finalise appropriate detailed plans for all required bus stops on Liscard Road.

Notwithstanding the above detailed comments, Merseytravel looks forward to working with yourselves, on the further development of the LCWIP proposals in due course.

In the meantime, should you require any clarification of the above comments, please do not hesitate to contact us.

# LCWIP Birkenhead to Liscard

## Active Travel Project



### *Public Consultation*

### *Birkenhead to Liscard, Wirral*

*October 2023*

Dear ,

Please see the below comments in respect of the proposal for an active travel route between Birkenhead and Liscard. Merseyside Police are pleased to work with Wirral Council in order to ensure that the proposal prioritises public safety, road safety and helps to reduce the potential for crime, disorder, and anti-social behaviour.

### **Traffic Management Unit (TMU)**

This is an ambitious scheme that will take a significant period of time to complete. There are concerns surrounding the anti-social use of pedal cycles; e-bikes and e-scooters and concerns remain the same. Along with the Disability Discrimination Act 1995 (DDA) it is becoming increasingly difficult for Local Authorities to negate these issues.

With regards to the presentation the TMU note that it is devoid of signage and at this stage of the project there are no technical drawings to support analysis such as swept path for Large Goods Vehicles (LGV). The start refers to the existing Chester Street Active Travel Route – has this been installed recently and if so the TMU is unaware of it and have not had sight of it. Further observations are as follows: -

Taylor Street - One way traffic towards Cleveland Street with designated parking bays with a footway built out to accommodate them on the east side of the road and the new cycle path on the west side.

*Concern:* Potential for LGV's turning left exiting George Street to cross into the path of cyclists travelling in the opposing direction along Taylor Street causing a risk of injury or death.

- a. Has any swept path analysis been carried out to ensure this is not the case?
- b. Junction with Bridge Street as above?

Canning Street - Westbound approach to the ATS junction with Egerton Wharf is currently 2 lanes; 1 lane ahead only and 1 lane right turn only.

*Query:* Is this junction layout changing to accommodate the cycle path from Taylor Street as suggested in the presentation?

Kelvin Road - Westbound approach to the ATS junction with Egerton Wharf is currently 2 lanes; 1 lane ahead only and 1 lane right turn only.

*Concern:* Where are the displaced vehicles going to park when the scheme is installed?

Mainwaring Road - Will be designated a 'Quiet Street' and Liscard Road will become the through road.

*Query:* Will there be a change of priority or junction layout at the Liscard Road junction with Brougham Road?

Liscard Town Centre - Designated as a 'safe access' for shared usage.

*Query:* There are longstanding issues with cycle use through the pedestrianised area with complaints of anti-social and reckless riding being reported on a regular basis. There are current regulations in place to prohibit cycling for this reason. Further information is required as to how this area will become a 'safe access' area.

### **Designing Out Crime Unit (DOCU)**

The DOCU would like to offer some brief comments based on the available information at this time which relates to the initial proposal and past experiences with the implementation of active travel routes across Merseyside.

#### **Access and Movement**

1. The proposal has been designed with public space and movement through public space in mind, for pedestrians and cyclists. This forms part of Wirral Council's long-term plan to promote active travel and reduce the number of vehicles on public roads. This will be appreciated by users of the space but may result in several routes becoming highly congested spaces.
2. Roads such as St Paul's Road, a built-up residential street and Liscard Road, a main arterial route will likely see an increase in vehicles parked in unsuitable locations. Has any consideration been given to long-term education and enforcement, or will this be left for Merseyside Police to manage in regard to obstruction offences?
3. Proposals for Duncan Street on to Hamilton Square and Taylor Street with a contra-flow lane for cyclists will make the space difficult to police, particularly in relation to tackling anti-social behaviour (ASB) riding on pedal cycles, e-bikes, and off-road bikes. This is difficult to remedy however, good surveillance opportunities should look to be incorporated across these routes, through the use of lighting and CCTV which will help to deter offenders and identify and target those responsible for crime and ASB.
4. It is positive that emergency vehicle access has been considered in several areas of the proposal which include Mainwaring Road.
5. There are long-standing problems with Liscard Way which will no doubt transfer onto the proposal. There is on-going partnership work with Wirral Council, Merseyside Police, and businesses across central Liscard to encourage change and formulate an alternative approach. Future recommendations from the Liscard Partnership Place Subgroup will look to have a positive impact on this proposal.



### Structure

1. As referenced by the TMU, there are concerns in relation to Large Goods Vehicles and how this may increase the risk of a road traffic collision involving cyclists. It is essential that all roads, cycle ways, street furniture and landscaping features be constructed and maintained to a high standard to prioritise road safety and create an aesthetically pleasing space.

### Surveillance

1. To support natural surveillance opportunities a thorough lighting strategy through the use of light emitting diode (LED) units is recommended which will ensure a full, even coverage of light throughout the hours of darkness. This will help to alleviate a fear of crime, particularly in relation to lone females/violence against women and girls (VAWG) and gang culture in relation to ASB.
2. Where possible, new CCTV units should look to be incorporated sporadically along the travel route. This will help to reduce the fear of crime and will help to identify and prosecute offenders of crime.

### Management and Maintenance

1. It is important that the public realm be regularly serviced; with bins emptied, green space maintained and any damage being either repaired or replaced to discourage the early stages of the 'broken windows theory'.

### **Community Policing Teams**

Due to recent operational demands and the imminent Operation Bangor period for Halloween and Mischief Night, it has not been possible to brief local policing supervision. Arrangements have been made for the DOCU to brief local policing supervision in mid-November. Any comments or feedback from the Community Policing Teams will be provided prior to the 4<sup>th</sup> of December deadline.

The TMU and DOCU would welcome the opportunity of participating in any future meetings or discussions you may have concerned with this proposal.

## **Merseyside Cycle Campaign - Some observations on the design for the Birkenhead - Liscard Active Travel Project December 2023**

This design has been produced for a high-class cycleway that will need to be complemented with a network of connections if it is to achieve anything like its potential benefit. For Wallasey such a network has already been planned. It is based on using mainly quiet roads, whereas this cycleway is on main roads except in Liscard Centre, now a pedestrianised shopping street. The network was planned in 2001 by Cycling Projects in association with local community partnerships and supported by Merseyside Cycling Campaign. At that time cycling was supported much less than is now envisaged: it wasn't proposed to go through Liscard Centre; its designs were simpler and were only produced as construction proceeded; and funding came to an end when only about a quarter of the work was complete.

Despite these differences in policy and nature between development on major roads and on quiet ones, lessons can be learnt between the two projects, especially on user behaviour. Most quiet-road networks need some development on major roads, so improvements involving shared space where the cycleway cannot allocate space specifically for cycling will provide good experience. Experience of raised junctions will also be helpful for the many sites where the network crosses main roads. In the network members of the public have told us that its facilities were useless for not being joined up: so many places will need to be joined to the cycleway with further facilities, as we expected

The provisions for walking as well as cycling in the design of the cycleway is very welcome: it is more economical to provide for both forms of travel at once than in separate developments. Both forms will be aided by the widespread adoption of 20-mph speed limits. Public realm improvements are also very welcome. They will help to make active travel more popular. The designs are good. In particular: they will support use of the network by enabling both joining and crossing the cycleway; and they will help in the final design stage when cycling can be aided by providing some space for turning at junctions.

Here are two suggestions: **1** In a narrow space where both pedestrians and cyclists are going in both directions cyclists naturally keep left. They will pass pedestrians who go less uniformly. Many of these would be thankful to be warned by a bell, as some on the Wirral Way declare their thanks. It would help if cyclists could be advised to use bells. It would also help to have cycle and pedestrian markings indicating the direction of flows to be forward on the left side in both directions.

**2** Monitoring of behaviour would be very helpful in appreciating how well the designs are working. If this is done early in construction it could help in tweaking designs not already implemented. This might be helpful for spaces where pedestrians and cyclists share space and are changing their directions, as at some junctions where cyclists are directed to use a pavement over a short distance.

The network proposed for Wallasey, and its importance in realising the full benefits of the cycleway, has been mentioned a few times. It would help in developing these benefits to gain some experience by including a few links of the network as the cycleway is implemented. An example is the link to the south west from the south end of Liscard Centre, from where it is very noticeable in the film showing the cycleway. It leads to Parkfield Road and then to Central Park.

Further connections could readily be made. One could extend some distance from the cycleway to test its attraction from a distance. Such connections would give experience of providing for cycling with junction improvements only, no cycle lanes. Some would require only signs and markings, and could be developed at very low cost.

It should be noted that the original proposal for the network needs updating. Some changes have already been made, and the cycleway, now that the new design has confirmed its alignment, makes further changes necessary. The text to the proposal also needs rewriting for a new era of cycling development.

## **Appendix The Wallasey network: a good example of a local cycle network**

Wallasey has a population of about 60,000. The town surrounds a distinct centre – Liscard Centre. The cycle network is based on using some minor roads which in Greater Manchester would be called Beelines. Technically these are cycle distributors: they serve the purpose of main roads for cycling and between them connect with most other minor roads and serve most homes. They cross major roads at about 60 junctions. It is at these sites that the major highway improvements are required. Like the cycleway the network was planned and should be designed for people aged “8 to 80”, though unaccompanied children should have cycling skills to level 2 of Bikeability.

Only a small proportion of the Beelines need cycle lanes. The great majority their length is on quiet roads where it is possible to cycle two abreast, which is much more sociable and appropriate for families with children. The sections with cycle lanes are mostly short ones on main roads that are needed to connect quiet roads on either side. The cycle network accesses Liscard Centre on three routes. This could be increased to four now that cycling is much better supported and, with the cycleway, five. One of these is on minor roads and another along one side of the surrounding gyratory connecting with minor roads. Most notably, the network is also a helpful guide for pedestrians, who would also find many of the junction improvements helpful.

The network has no restrictions on parking, except where needed to provide good sitelines at junctions it has with main roads. It does not require any road closures, though it includes one that was present before it had any development. Here a gap was made to make an easy passage for cyclists.

Finally, one reason that Wallasey is a good example for a local cycle network is that it is about 5 km across and is at a corner of the Wirral peninsula. This means that most potential cycle trips that start there also end within it. If the whole network is developed in a short time, then the benefits that this brings come early and so are greater; further, these include the easy development of cycling lifestyles.