



Have your say

Wirral Parking Strategy Consultation Report



Consultation: 18 July – 9 October 2022
Report: 13 October 2022

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1.0 Executive Summary

Wirral Council are looking at car, cycle, and other vehicle parking facilities across the borough to see what is working, what isn't and what needs to be changed to provide better facilities now and for the future. To do this, a consultation has been undertaken to find out what Wirral residents and local stakeholders think about parking – including current facilities, and what they would like to see.

All the feedback provided as part of this survey, will be used to help to create a Parking Strategy which, once developed, aims to:

- Help support businesses and communities across the borough.
- Manage traffic (particularly through main centres).
- Improve current car parking facilities.
- Ensure the right type of parking is in the right place for residents and local people.
- Improve access to and the ability to use more sustainable modes of transport.

Following this initial consultation, a second public engagement exercise will be carried out to allow review of the proposed options for future parking management.

1.1 Key Findings

In total, the survey was completed 1188 times. 1081 completed the public consultation and 107 completed the stakeholder survey.

Traffic management (Question 1).

- 70.1% of all respondents, including 76.6% of stakeholders were in agreement that it is better to make best use of existing car parking rather than build more car parking.
- 59.8% of all respondents, including 64.5% of stakeholders believe that managing the demand for car parking is an appropriate approach to tackling congestion.
- 60.3% of respondents disagree with charging for car parking. 52.7% of stakeholders also disagree or strongly disagree with parking fees.
- 45.2% of respondents were in agreement with time limited parking and 32.6% were in disagreement with time limited parking. Amongst stakeholders, 48.6% were in agreement and 25.7% were in disagreement.
- Most respondents (57.6%) were in agreement that car and motorcycle parking that is easy to access and easy to pay for will attract more visitors to the town centres. Amongst stakeholders 48.2% were in agreement and 34.5% were in disagreement.
- 53.4% of respondents, and 57.7% of stakeholders were in agreement with the statement 'Parking for bicycles, e-bikes and e-cargo bikes that is easy to access and free will attract more visitors to the town centres.'
- Most respondents (66.5%) and most stakeholders (68.2%) were in agreement that a parking plan will help to improve the local economy.
- 67.5% of all respondents, including 59.5% believe that new proposals from the parking plan should be financially sustainable.

Economy and our communities (Question 2).

- 73.9% of all respondents, including 73.6% of stakeholders believe a parking plan can enhance the economy and use of town centres.
- 89.4% of all respondents, including 82.9% of stakeholders believe local businesses can be negatively impacted by parking charges.
- 68.2% of all respondents, including 65.8% of stakeholders disagreed that parking charges can have a positive influence on the local economy.
- In response to the statement 'Wirral Council should provide a parking space for everyone who wants one,' the most common answer overall (31.7%) and amongst

stakeholders (33.3%) was 'Neither agree nor disagree.' Overall, 35.4% were in agreement and 33.8% were in disagreement.

- 60.1% of all respondents, including 49.5% of stakeholders believe the number of available car parking spaces should not be limited to help reduce the number of journeys taken by cars.
- 56.5% of all respondents, including 52.3% of stakeholders believe that the plan should consider boosting the number of parking spaces available in coastal zones.
- 41.4% of all respondents, including 57.7% of stakeholders believe that Car parks that are not used much should be changed and used for something else.

Environment and health (Question 3).

- 59.3% of all respondents, including 64.5% of stakeholders believe a high priority should be given to the climate emergency declaration.
- 58.4% of all respondents, including 52.3% of stakeholders believe there should not be separate, lower parking charges for electric vehicles / hybrids and car clubs.
- Most respondents (71.6%) and most stakeholders (57.3%) believe there should be lower parking charges for coastal zones and country parks.
- 77.3% of all respondents, including 78.0% of stakeholders believe high quality and secure cycle parking should be provided at key locations.
- 66.6% of all respondents, including 69.4% of stakeholders believe the new plan should improve local public areas by making sure car parks are in the right place and consider alternative land uses for underused car parks.
- In response to the statement 'Post Covid-19 travel patterns will impact parking demand and hence the plan's conclusions,' the most common answer among respondents was 'Neither agree nor disagree,' with 34.2% of all responses. 42.2% of respondents were in agreement, 23.1% were in disagreement. Amongst Stakeholders, 45% were in agreement and 25.2% were in disagreement.

New technology and alternative travel (Question 4).

- 40.4% agreed and 36.5% disagreed that new technologies should be introduced to improve enforcement at existing car parking locations. Amongst stakeholders, 44.5% agreed and 28.2% disagreed.
- 65.4% of all respondents, including 63.1% of stakeholders agreed that new technologies should be introduced to guide drivers to available car parking spaces and help reduce excess driving.

- 51.2% of all respondents, including 54.1% of stakeholders believe new cycle parking technologies for e-bikes and e-cargo bikes should be introduced to encourage more use of these modes of travel.
- 61.6% of all respondents, including 65.5% of stakeholders believe more charging systems for electric vehicles should be provided to encourage use of electric vehicles.
- 41.5% of all respondents, including 34.5% of stakeholders believe electric vehicle parking spaces should have free electric charging of the vehicle if a parking charge is paid. However, 40.9% of all respondents, including 41.8% of stakeholders disagreed.
- 42.2% of all respondents, including 33.9% of stakeholders do not believe that to encourage the use of car clubs, more parking spaces should be provided for them (car clubs allow people to rent a car for short periods). However, the most common answer among both groups was 'Neither agree or disagree.'
- 40.9% of all respondents, including 49.5% of stakeholders believe that to encourage the use of cycle clubs, more parking spaces should be provided for them.

Additional comments (Question 5).

- The most common theme was that respondents are not in favour of introducing parking charges across the borough due to the following reasons:
 - Parking charges in designated parking areas would redistribute congestion to local streets as drivers avoid the charge.
 - Parking charges would discourage shoppers in urban areas, who instead would shop at supermarkets or out of town retailers who can provide free parking. Consequently, town centre economies would decline, and many locally owned businesses would suffer.
 - Parking charges in leisure sites would discourage visits, and as a result the populations health and wellbeing would decline.
- Additionally, respondents would like to see accessibility considered in a parking strategy, providing more spaces for those less mobile and retaining traditional methods of payment.
- Respondents would like to see greater enforcement of current parking regulations.
- Many would like to see the parking strategy incorporate public transport as a viable alternative to car use in order to reduce the demand for parking.

2.0 Methodology

Through the Parking Strategy consultation people were asked to provide their views about car, cycle, and other vehicle parking facilities across the borough to see what is working, what isn't and what needs to be changed to provide better facilities now and for the future.

The consultation was carried out between 18 July – 9 October 2022, following a 2-week extension due to the passing of Queen Elizabeth II. The approach used was an online public consultation through the 'Have your say' consultation portal at www.haveyoursay.wirral.gov.uk with a page dedicated to the Parking Strategy consultation. An online questionnaire was provided for residents to engage with. Additionally, a separate but identical consultation page was produced to house the Stakeholder survey. The stakeholder survey was not included on the main website home page, and was accessed through an emailed link, which was sent to targeted stakeholders.

Respondents were able to download an 'Easy Read' version of the survey from the documents section, or request paper copies, help completing the questionnaire, or submit additional comments via a dedicated email address, which was published on the 'Have your say' website alongside the online tool.

Following the consultation, the feedback will be considered at a meeting of the Environment, Climate Change and Transport Committee in early 2023.

2.1 Questionnaire

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

- Cycle parking
- Electric vehicle charging and parking bays
- Disabled parking provision
- On-street and Off-street (car park) parking
- Enforcement and management of parking
- Future development of parking
- Parking tariffs

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. As the stakeholder survey was aimed at groups as well as individuals, the demographics questions differed.

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 of Wirral but provides information on the opinion of those residents, non-residents, and other stakeholders who engaged.
- For specific tools where percentages do not add up to 100, this may be due to rounding, or the question is multi-coded. All free-text questions and ideas that offered respondents the option to provide written feedback could have covered multiple themes. Therefore, with free-text responses being categorised using a coding system, some comments will be multi-coded and therefore add up to more than 100 percent.

2.4 Stakeholder Representations

In order to ensure all key stakeholders were able to be included in the consultation, 267 stakeholder e-mail addresses were contacted, with a link directly to the survey. The stakeholders contacted included local businesses, local interest groups, Wirral Council councillors and individuals leading on key regeneration and highways projects.

2.7 Communication

The Parking Strategy consultation was promoted through a number of different channels to reach Wirral residents and those travelling through the area for work, school or leisure. This included:

- Organic social media (content shared across Facebook, Instagram and Twitter)
- Social media advertising (content shared across Facebook and ran for approx. 6 weeks)
- Media releases issued to local print and digital media (covered in Wirral Globe, Birkenhead News, The Guide and Wirral Family Guide)
- Press advertising and editorial with Wirral Globe
- Press advertising with Merseyside Metro and Liverpool Echo
- Wirral View news articles
- Wirral Council Intranet articles (for internal staff)
- Resident email – Wirral View (inclusion in 10 editions)
- Resident email – Environment and Climate Emergency
- Staff email – Exec View (for Wirral Council employees)
- Direct emails to 287 stakeholders

An easy read document of the survey questions was also produced.

3.0 Results

3.1 The Questionnaire

The public questionnaire was responded to by 1081 people, 1080 through the online portal and 1 Easy Read survey was also completed, the responses were combined. No paper copy surveys were completed. Of the 267 stakeholder e-mail addresses contacted, the stakeholder survey was completed by 107. No questions were mandatory so respondents could choose which questions to respond to.

3.1.1 Traffic management.

Question 1A: It is better to make best use of existing car parking rather than build more car parking.

In response to this question, the most common answer was 'Agree,' with 37.1% share of all responses. Most respondents (70.1%) were in agreement (Strongly agree or Agree), and 15.8% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, 'Agree,' was the most common answer with 39.6% share of all responses. Most Stakeholders (76.6%) were in agreement, and 11.7% were in disagreement.



Figure 1: It is better to make best use of existing car parking rather than build more car parking Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	350	41	391	33.0%
Agree	396	44	440	37.1%
Neither agree nor disagree	155	13	168	14.2%
Disagree	137	9	146	12.3%
Strongly disagree	37	4	41	3.5%
Total	1075	111	1186	100.0%

Table 1: It is better to make best use of existing car parking rather than build more car parking Table displaying respondents.

Question 1B: Managing the demand for car parking is an appropriate approach to tackling congestion.

In response to this question, the most common answer was 'Agree,' with 39.0% share of all responses. Most respondents (59.8%) were in agreement (Strongly agree or Agree), and 20.7% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, 'Agree,' was the most common answer with 36.4% share of all responses. Most Stakeholders (64.5%) were in agreement, and 19.1% were in disagreement.

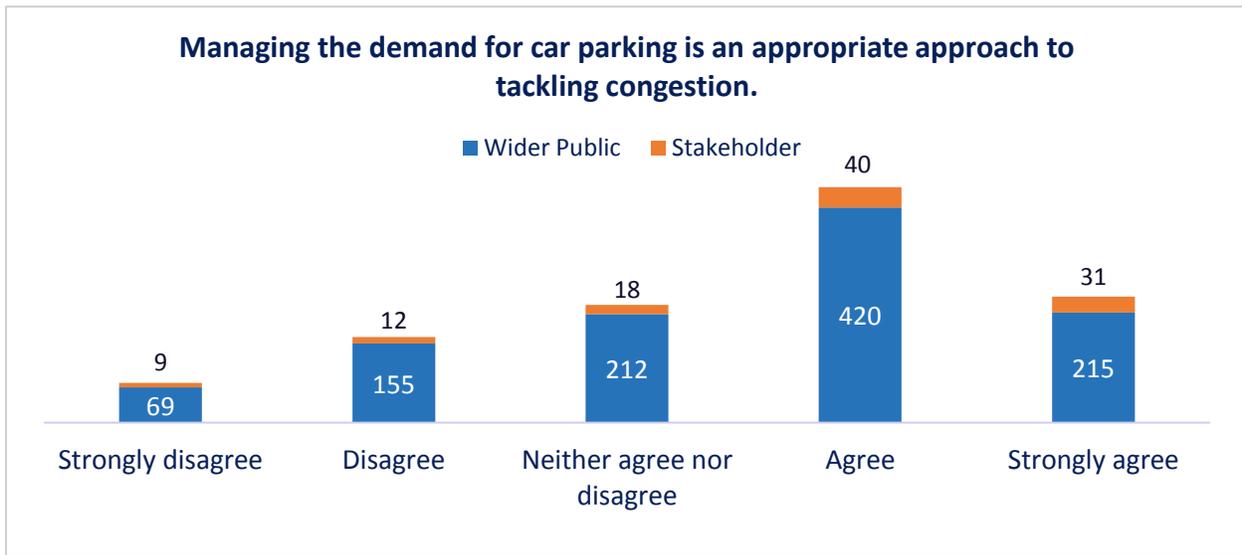


Figure 2: Managing the demand for car parking is an appropriate approach to tackling congestion. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	215	31	246	20.8%
Agree	420	40	460	39.0%
Neither agree nor disagree	212	18	230	19.5%
Disagree	155	12	167	14.1%
Strongly disagree	69	9	78	6.6%
Total	1071	110	1181	100.0%

Table 2: Managing the demand for car parking is an appropriate approach to tackling congestion. Table displaying respondents.

Question 1C: Car parking should be charged.

In response to this question, the most common answer was 'Strongly disagree,' with 33.8% share of all responses. Most respondents (60.3%) were in disagreement (Strongly disagree or Disagree), and 19.1% were in agreement (Strongly agree or Agree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, 'Strongly disagree,' was the most common answer with 31.8% share of all responses. Most Stakeholders (52.7%) were in disagreement, and 24.5% were in agreement.



Figure 3: Car parking should be charged. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	81	12	93	7.8%
Agree	118	15	133	11.2%
Neither agree nor disagree	220	25	245	20.7%
Disagree	290	23	313	26.4%
Strongly disagree	366	35	401	33.8%
Total	1075	110	1185	100.0%

Table 3: Car parking should be charged. Table displaying respondents.

Question 1D: The use of car parking should be limited in time.

In response to this question, the most common answer was 'Agree,' with 34.2% share of all responses. 45.2% were in agreement (Strongly agree or Agree), and 32.6% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, 'Agree,' was also the most common answer with 35.8% share of all responses, however 48.6% were in agreement (Strongly agree or Agree), and 25.7% were in disagreement.



Figure 4: The use of car parking should be limited in time. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	116	14	130	11.0%
Agree	364	39	403	34.2%
Neither agree nor disagree	233	28	261	22.2%
Disagree	223	15	238	20.2%
Strongly disagree	133	13	146	12.4%
Total	1069	109	1178	100.0%

Table 4: The use of car parking should be limited in time. Table displaying respondents.

Question 1E: Car and motorcycle parking that is easy to access and easy to pay for will attract more visitors to the town centres.

In response to this question, the most common answer was 'Agree,' with 32.2% share of all responses. Most respondents (57.6%) were in agreement (Strongly agree or Agree), and 27.6% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, 'Agree,' was the most common answer with 28.2% share of all responses. 48.2% were in agreement (Strongly agree or Agree), and 34.5% were in disagreement.



Figure 5: Car and motorcycle parking that is easy to access and easy to pay for will attract more visitors to the town centres Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	280	22	302	25.4%
Agree	351	31	382	32.2%
Neither agree nor disagree	156	19	175	14.7%
Disagree	149	18	167	14.1%
Strongly disagree	141	20	161	13.6%
Total	1077	110	1187	100.0%

Table 5: Car and motorcycle parking that is easy to access and easy to pay for will attract more visitors to the town centres. Table displaying respondents.

Question 1F: Parking for bicycles, e-bikes and e-cargo bikes that is easy to access and free will attract more visitors to the town centres.

In response to this question, the most common answer was 'Strongly agree,' with 27.6% share of all responses. Most respondents (53.4%) were in agreement (Strongly agree or Agree), and 25.3% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, 'Strongly agree,' was the most common answer with 36.9% share of all responses. Most Stakeholders (57.7%) were in agreement, and 27% were in disagreement.

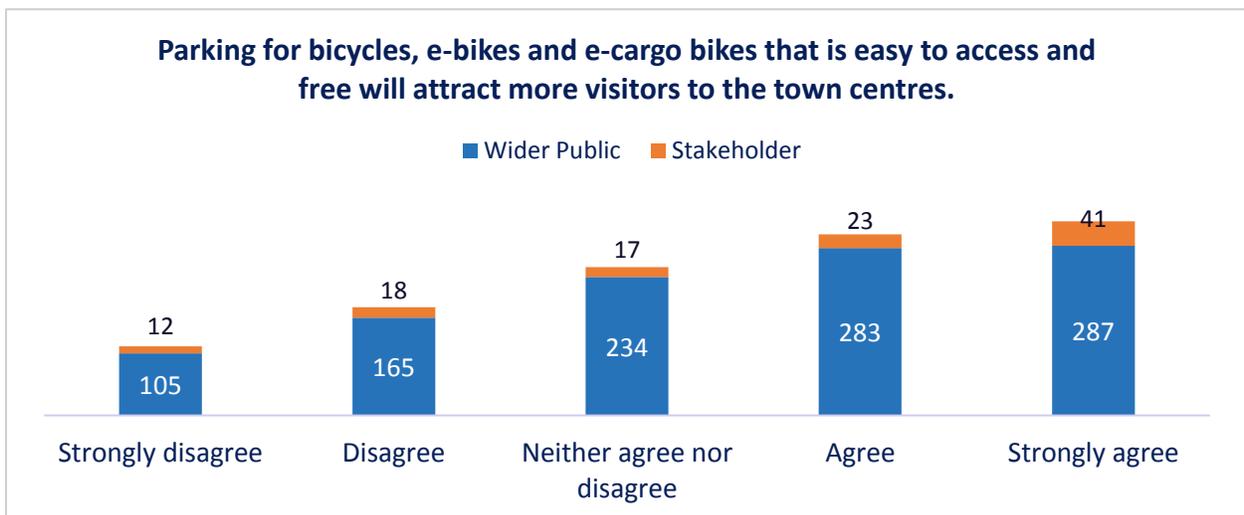


Figure 6: Parking for bicycles, e-bikes and e-cargo bikes that is easy to access and free will attract more visitors to the town centres. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	287	41	328	27.6%
Agree	283	23	306	25.8%
Neither agree nor disagree	234	17	251	21.1%
Disagree	165	18	183	15.4%
Strongly disagree	105	12	117	9.9%
Total	1074	111	1185	100.0%

Table 6: Parking for bicycles, e-bikes and e-cargo bikes that is easy to access and free will attract more visitors to the town centres. Table displaying respondents.

Question 1G: Having a parking plan will help to improve the local economy.

In response to this question, the most common answer was 'Agree,' with 42.4% share of all responses. Most respondents (66.5%) were in agreement (Strongly agree or Agree), and 11.1% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, 'Agree,' was the most common answer with 40.9% share of all responses. Most Stakeholders (68.2%) were in agreement, and 13.6% were in disagreement.



Figure 7: Having a parking plan will help to improve the local economy. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	256	30	286	24.1%
Agree	458	45	503	42.4%
Neither agree nor disagree	240	20	260	21.9%
Disagree	72	8	80	6.7%
Strongly disagree	45	7	52	4.4%
Total	1071	110	1181	100.0%

Table 7: Having a parking plan will help to improve the local economy. Table displaying respondents.

Question 1H: New proposals from the parking plan should be financially sustainable.

In response to this question, the most common answer was 'Agree,' with 43% share of all responses. Most respondents (67.5%) were in agreement (Strongly agree or Agree), and 10.7% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, 'Agree,' was the most common answer with 33.3% share of all responses. Most Stakeholders (59.5%) were in agreement, and 15.3% were in disagreement.



Figure 8: New proposals from the parking plan should be financially sustainable. Chart displaying responses.

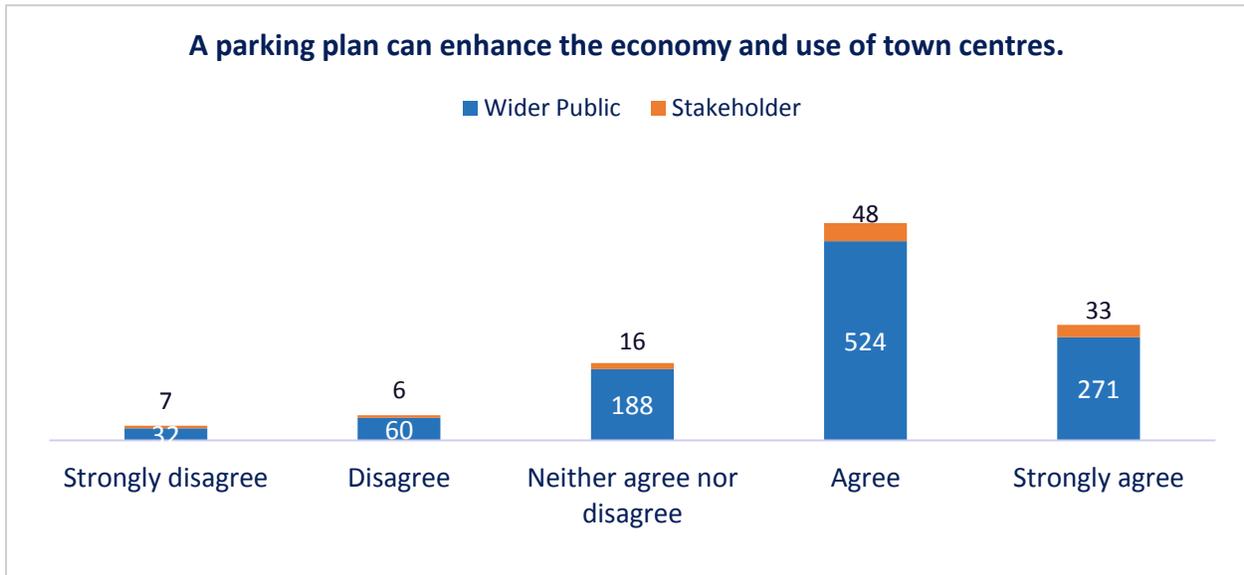
	Public Survey	Stakeholder Survey	Total	%
Strongly agree	261	29	290	24.4%
Agree	474	37	511	43.0%
Neither agree nor disagree	225	28	253	21.3%
Disagree	64	11	75	6.3%
Strongly disagree	46	6	52	4.4%
Total	1070	111	1181	100.0%

Table 8: New proposals from the parking plan should be financially sustainable. Table displaying respondents.

3.1.2 Economy and our communities.

Question 2A: A parking plan can enhance the economy and use of town centres.

In response to this question, the most common answer was 'Agree,' with 48.3% share of all responses. Most respondents (73.9%) were in agreement (Strongly agree or Agree), and 8.9% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, 'Agree,' was the most common answer with 43.6% share of all responses. Most Stakeholders (73.6%)



were in agreement, and 11.8% were in disagreement.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	271	33	304	25.7%
Agree	524	48	572	48.3%
Neither agree nor disagree	188	16	204	17.2%
Disagree	60	6	66	5.6%
Strongly disagree	32	7	39	3.3%
Total	1075	110	1185	100.0%

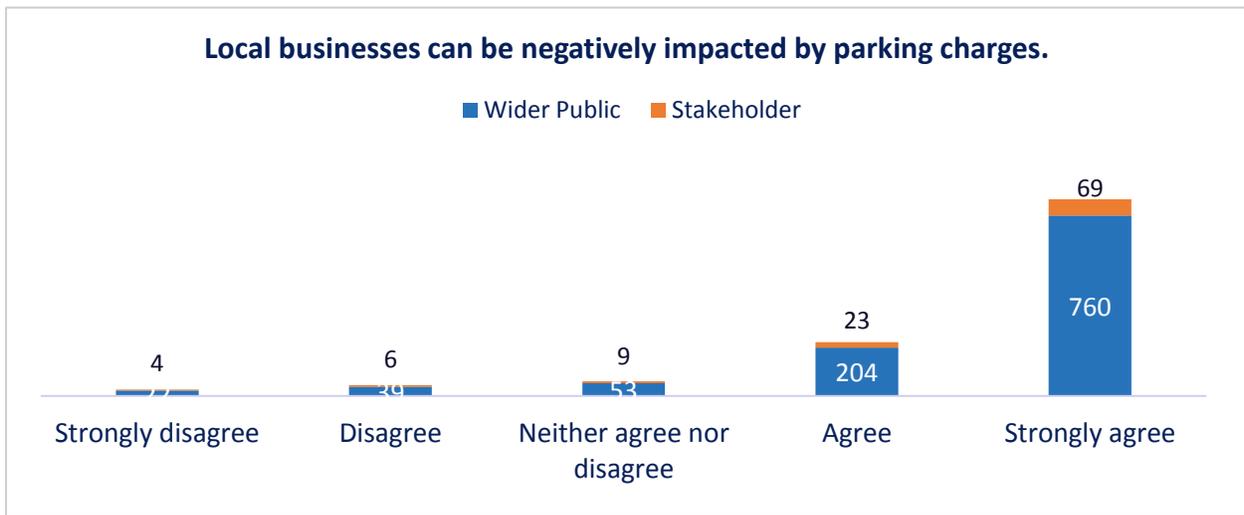
Table 9: A parking plan can enhance the economy and use of town centres. Table displaying

Figure 9: A parking plan can enhance the economy and use of town centres. Chart displaying responses.

respondents.

Question 2B: Local businesses can be negatively impacted by parking charges.

In response to this question, the most common answer was 'Strongly agree,' with 70.2% share of all responses. Most respondents (89.4%) were in agreement (Strongly agree or Agree), and 6% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, 'Strongly agree,' was the most common answer with 62.2% share of all responses. Most Stakeholders



(82.9%) were in agreement, and 9% were in disagreement.

Figure 10: Local businesses can be negatively impacted by parking charges. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	760	69	829	70.2%
Agree	204	23	227	19.2%
Neither agree nor disagree	53	9	62	5.2%
Disagree	39	6	45	3.8%
Strongly disagree	22	4	26	2.2%
Total	1078	111	1189	100.0%

Table 10: Local businesses can be negatively impacted by parking charges. Table displaying respondents.

Question 2C: Parking charges can have a positive influence on the local economy.

In response to this question, the most common answer was 'Strongly disagree,' with 36.9% share of all responses. Most respondents (68.2%) were in disagreement (Strongly disagree or Disagree), and 16.2% were in agreement (Strongly agree or Agree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, 'Strongly disagree,' was the most common answer with 39.6% share of all responses. Most Stakeholders (65.8%) were in disagreement, and 20.7% were in agreement.

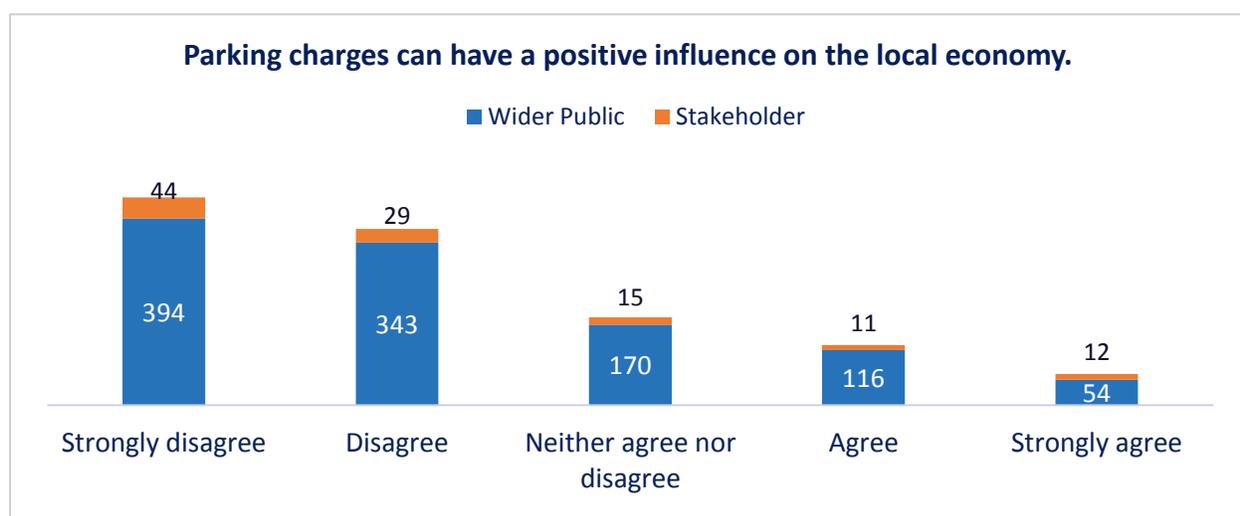


Figure 11: Parking charges can have a positive influence on the local economy. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	54	12	66	5.6%
Agree	116	11	127	10.7%
Neither agree nor disagree	170	15	185	15.6%
Disagree	343	29	372	31.3%
Strongly disagree	394	44	438	36.9%
Total	1077	111	1188	100.0%

Table 11: Parking charges can have a positive influence on the local economy. Table displaying respondents.

Question 2D: Wirral Council should provide a parking space for everyone who wants one.

In response to this question, the most common answer was 'Neither agree nor disagree,' with 31.7% share of all responses. 35.4% were in agreement (Strongly agree or Agree), and 33.8% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey differed from the overall response. Amongst stakeholders, 'Neither agree nor disagree,' was again the most common answer with 33.3% share of all responses, however more respondents (41.4%) were in disagreement than were in agreement 25.2%.

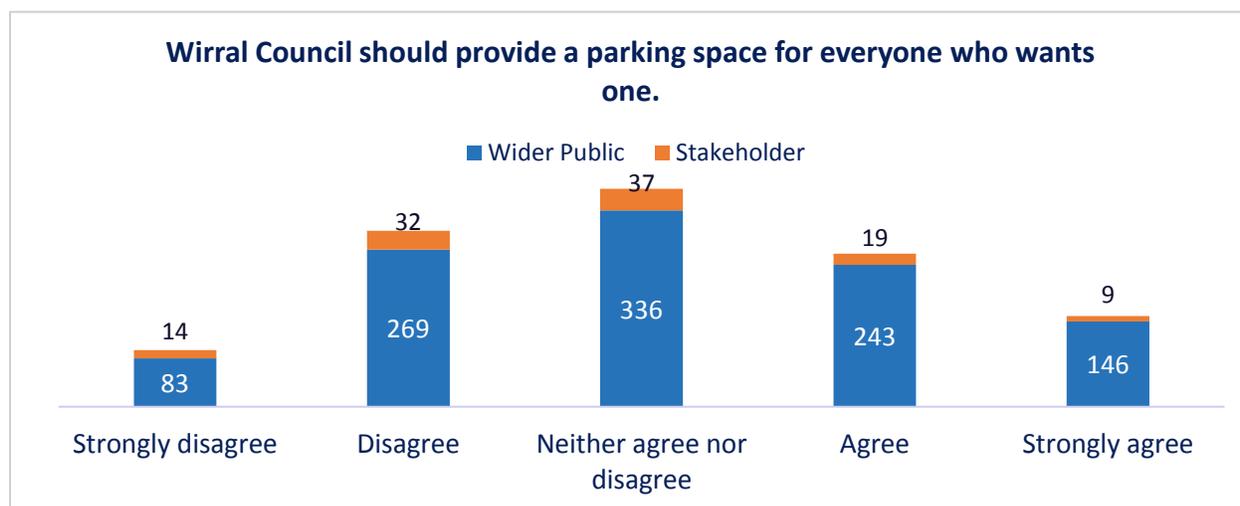


Figure 12: Wirral Council should provide a parking space for everyone who wants one. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	146	9	155	13.2%
Agree	243	19	262	22.2%
Neither agree nor disagree	336	37	373	31.7%
Disagree	269	32	301	25.6%
Strongly disagree	83	14	97	8.2%
Total	1077	111	1188	100.0%

Table 12: Wirral Council should provide a parking space for everyone who wants one. Table displaying respondents.

Question 2E: The number of available car parking spaces should be limited to help reduce the number of journeys taken by cars.

In response to this question, the most common answer was ‘Disagree,’ with 36.9% share of all responses. Most respondents (60.1%) were in disagreement (Strongly disagree or Disagree), and 17.9% were in agreement (Strongly agree or Agree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Disagree,’ was the most common answer with 29.7% share of all responses. 49.5% were in disagreement (Strongly disagree or Disagree), and 31.5% were in agreement.

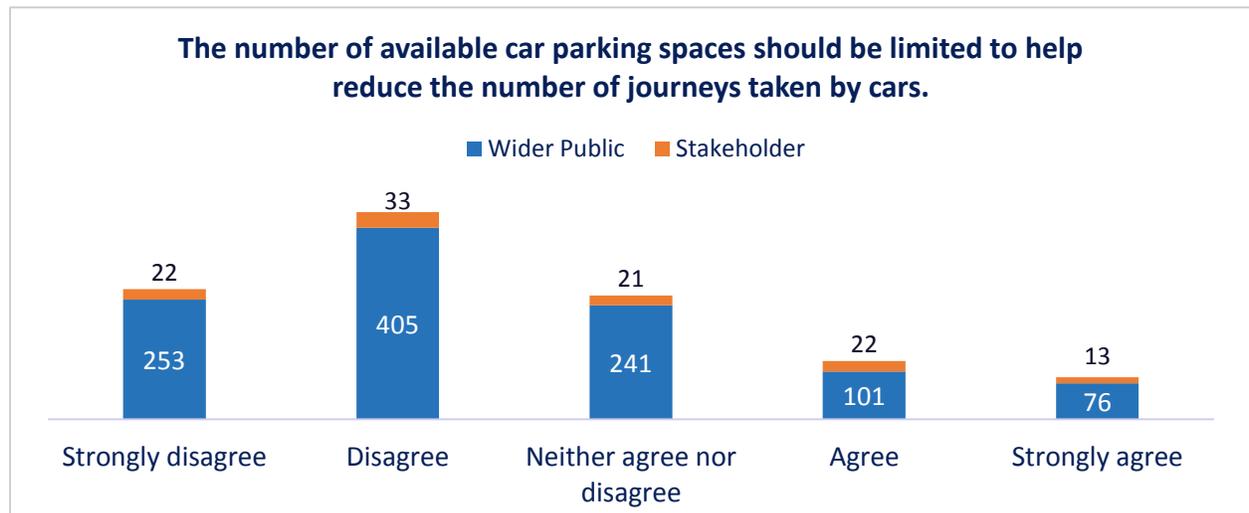


Figure 13: The number of available car parking spaces should be limited to help reduce the number of journeys taken by cars. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	76	13	89	7.5%
Agree	101	22	123	10.4%
Neither agree nor disagree	241	21	262	22.1%
Disagree	405	33	438	36.9%
Strongly disagree	253	22	275	23.2%
Total	1076	111	1187	100.0%

Table 13: The number of available car parking spaces should be limited to help reduce the number of journeys taken by cars. Table displaying respondents.

Question 2F: The plan should consider boosting the number of parking spaces available in coastal zones.

In response to this question, the most common answer was ‘Agree,’ with 35.9% share of all responses. Most respondents (56.5%) were in agreement (Strongly agree or Agree), and 21% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Agree,’ was the most common answer with 33.3% share of all responses. Most Stakeholders (52.3%) were in agreement, and 25.2% were in disagreement.

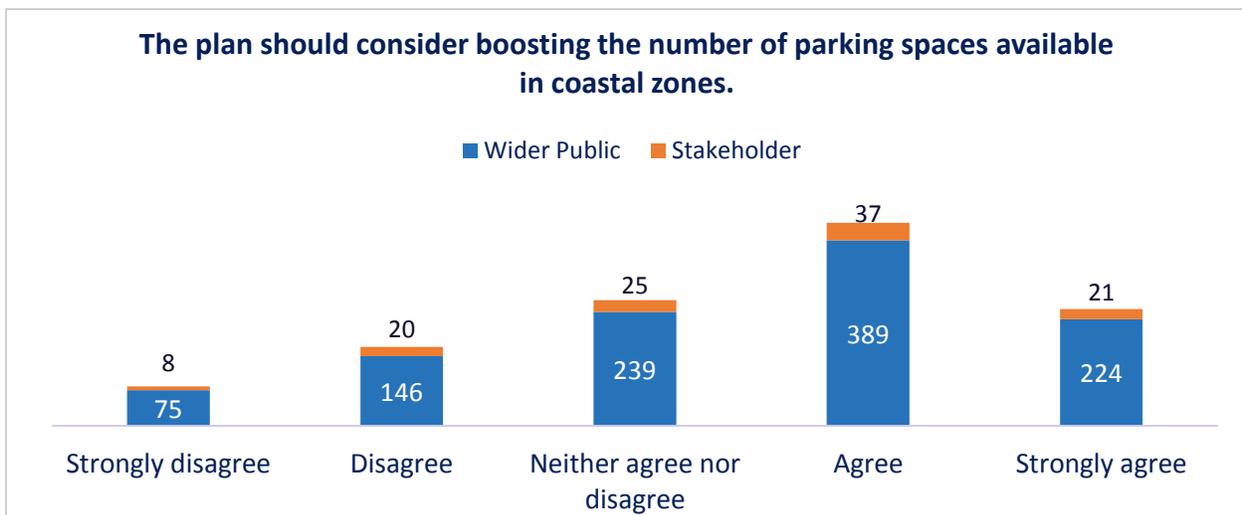


Figure 14: The plan should consider boosting the number of parking spaces available in coastal zones. – Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	224	21	245	20.6%
Agree	389	37	426	35.9%
Neither agree nor disagree	239	25	264	22.2%
Disagree	146	20	166	14.0%
Strongly disagree	75	8	83	7.0%
Total	1073	111	1184	100.0%

Table 14: The plan should consider boosting the number of parking spaces available in coastal zones. Table displaying respondents.

Question 2G: Car parks that are not used much should be changed and used for something else.

In response to this question, the most common answer was ‘Agree,’ with 29.4% share of all responses. 41.4% were in agreement (Strongly agree or Agree), and 31.3% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Agree,’ was the most common answer with 37.8% share of all responses. Most Stakeholders (57.7%) were in agreement, and 14.4% were in disagreement.

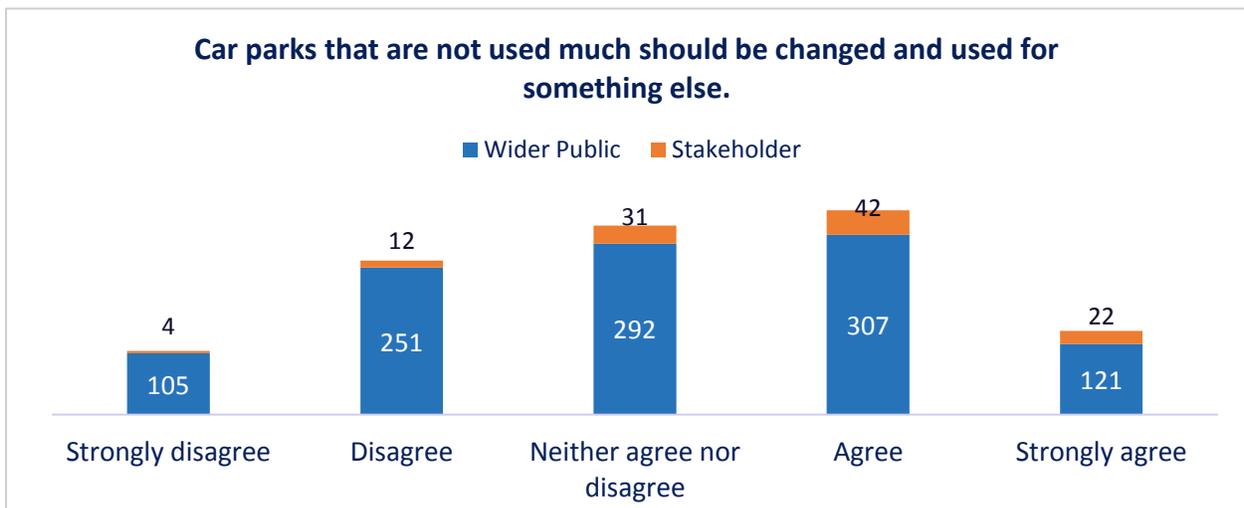


Figure 15: Car parks that are not used much should be changed and used for something else. – Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	121	22	143	12.0%
Agree	307	42	349	29.4%
Neither agree nor disagree	292	31	323	27.2%
Disagree	251	12	263	22.2%
Strongly disagree	105	4	109	9.2%
Total	1076	111	1187	100.0%

Table 15: Car parks that are not used much should be changed and used for something else. Table displaying respondents.

3.1.3 Environment and health.

Question 3A: A high priority should be given to the climate emergency declaration.

In response to this question, the most common answer was ‘Agree,’ with 30.5% share of all responses. Most respondents (59.3%) were in agreement (Strongly agree or Agree), and 19.4% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Strongly agree,’ was the most common answer with 44.5% share of all responses. Most Stakeholders (64.5%) were in agreement, and 17.3% were in disagreement.

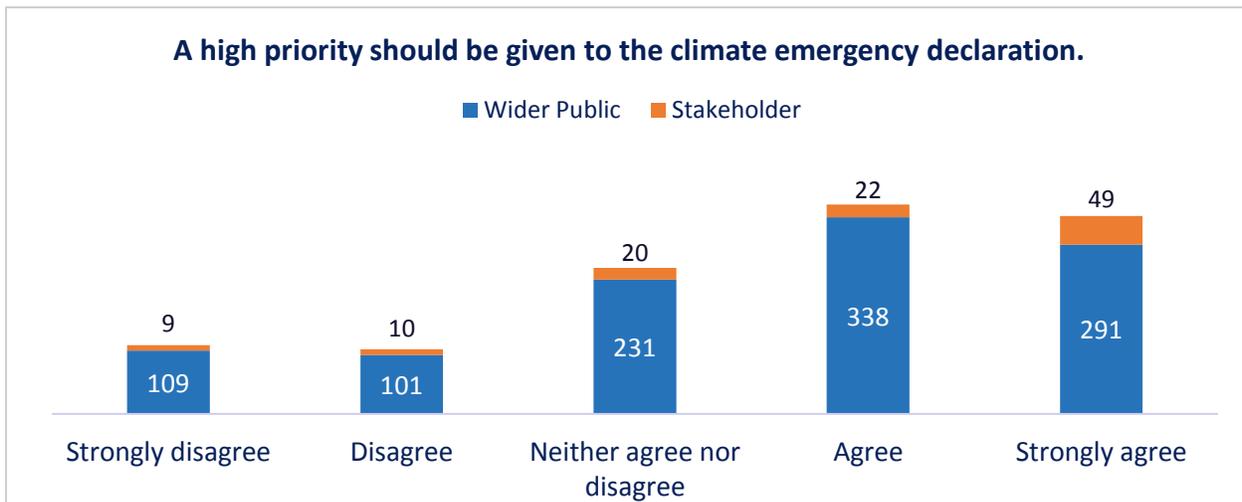


Figure 16: A high priority should be given to the climate emergency declaration. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	291	49	340	28.8%
Agree	338	22	360	30.5%
Neither agree nor disagree	231	20	251	21.3%
Disagree	101	10	111	9.4%

Strongly disagree	109	9	118	10.0%
Total	1070	110	1180	100.0%

Table 16: A high priority should be given to the climate emergency declaration. Table displaying respondents.

Question 3B: There should be separate, lower parking charges for electric vehicles / hybrids and car clubs (car clubs allow people to rent a car for short periods).

In response to this question, the most common answer was ‘Disagree,’ with 29.9% share of all responses. Most respondents (58.4%) were in disagreement (Strongly disagree or Disagree), and 27% were in agreement (Strongly agree or Agree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Disagree,’ was the most common answer with 28.8% share of all responses. Most Stakeholders (52.3%) were in disagreement, and 27% were in agreement.

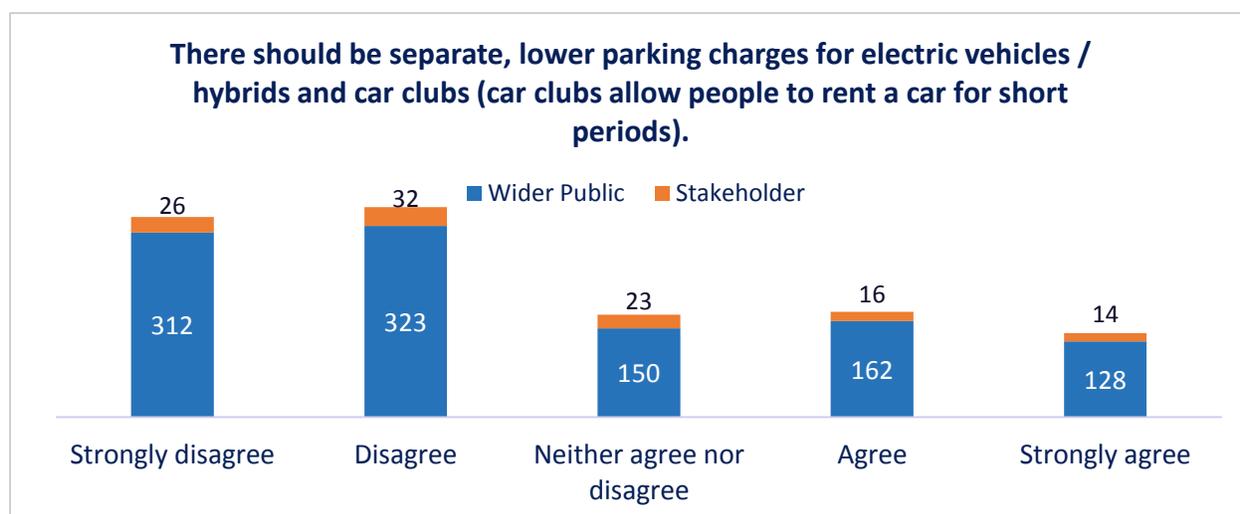


Figure 17: There should be separate, lower parking charges for electric vehicles / hybrids and car clubs (car clubs allow people to rent a car for short periods). Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	128	14	142	12.0%
Agree	162	16	178	15.0%
Neither agree nor disagree	150	23	173	14.6%
Disagree	323	32	355	29.9%

Strongly disagree	312	26	338	28.5%
Total	1075	111	1186	100.0%

Table 17: There should be separate, lower parking charges for electric vehicles / hybrids and car clubs (car clubs allow people to rent a car for short periods). Table displaying respondents.

Question 3C: There should be lower parking charges for coastal zones and country parks.

In response to this question, the most common answer was ‘Strongly agree,’ with 45.1% share of all responses. Most respondents (71.6%) were in agreement (Strongly agree or Agree), and 16.2% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Strongly agree,’ was the most common answer with 35.5% share of all responses. Most Stakeholders (57.3%) were in agreement, and 26.4% were in disagreement.



Figure 18: There should be lower parking charges for coastal zones and country parks. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	492	39	531	45.1%
Agree	289	24	313	26.6%
Neither agree nor disagree	128	18	146	12.4%
Disagree	84	20	104	8.8%

Strongly disagree	78	9	87	7.4%
Total	1071	110	1181	100.0%

Table 18: There should be lower parking charges for coastal zones and country parks. Table displaying respondents.

Question 3D: High quality and secure cycle parking should be provided at key locations.

In response to this question, the most common answer was ‘Strongly agree,’ with 39.9% share of all responses. Most respondents (77.3%) were in agreement (Strongly agree or Agree), and 7.2% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Strongly agree,’ was the most common answer with 44% share of all responses. Most Stakeholders (78.0%) were in agreement, and 6.4% were in disagreement.

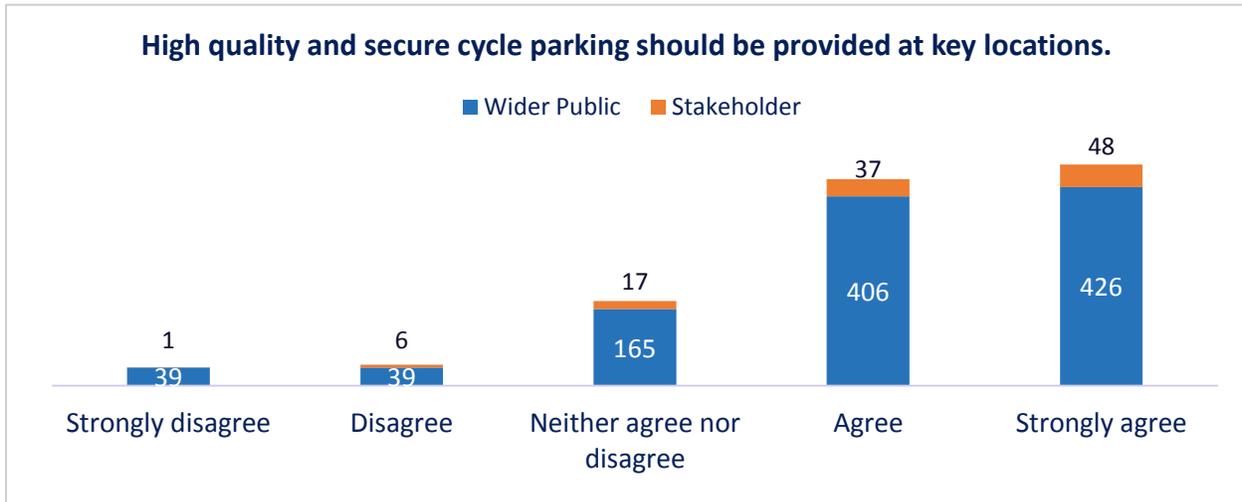


Figure 19: High quality and secure cycle parking should be provided at key locations. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	426	48	474	39.9%
Agree	406	37	443	37.3%
Neither agree nor disagree	165	17	182	15.3%
Disagree	39	6	45	3.8%
Strongly disagree	39	1	40	3.4%

Total	1075	109	1184	100.0%
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Table 19: High quality and secure cycle parking should be provided at key locations. Table displaying respondents.

Question 3E: The new plan should improve local public areas by making sure car parks are in the right place and consider alternative land uses for underused car parks.

In response to this question, the most common answer was ‘Agree,’ with 42.7% share of all responses. Most respondents (66.6%) were in agreement (Strongly agree or Agree), and 12.6% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Agree,’ was the most common answer with 38.7% share of all responses. Most Stakeholders (69.4%)

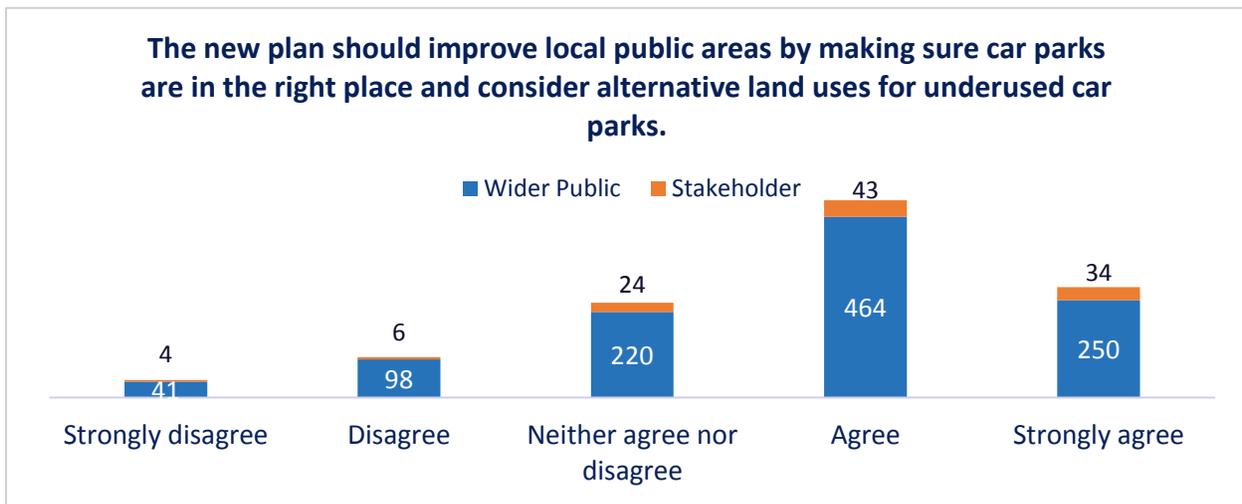


Figure 20: The new plan should improve local public areas by making sure car parks are in the right place and consider alternative land uses for underused car parks. Chart displaying responses.

were in agreement, and 9% were in disagreement.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	250	34	284	23.9%
Agree	464	43	507	42.7%
Neither agree nor disagree	220	24	244	20.6%

Disagree	98	6	104	8.8%
Strongly disagree	41	4	45	3.8%
Total	1073	111	1184	100.0%

Table 20: The new plan should improve local public areas by making sure car parks are in the right place and consider alternative land uses for underused car parks.

Question 3F: Post Covid-19 travel patterns will impact parking demand and hence the plan’s conclusions.

In response to this question, the most common answer was ‘Neither agree nor disagree,’ with 34.2% share of all responses. 42.2% were in agreement (Strongly agree or Agree), and 23.1% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Agree,’ was the most common answer with 29.7% share of all responses. 45% were in agreement (Strongly agree or Agree), and 25.2% were in disagreement.

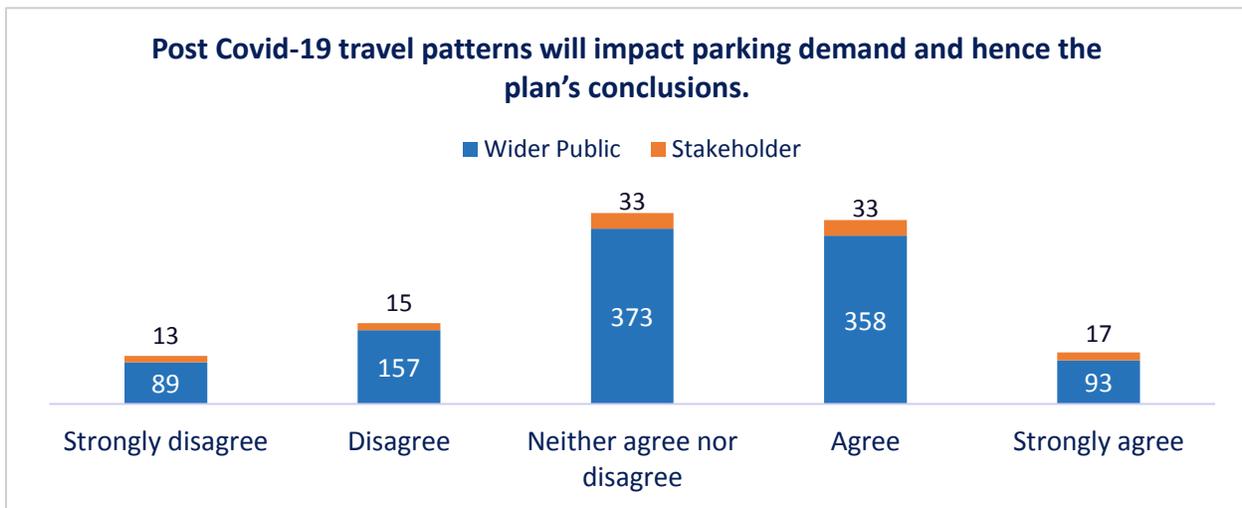


Figure 21: Post Covid-19 travel patterns will impact parking demand and hence the plan’s conclusions. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	93	17	110	9.3%
Agree	358	33	391	32.9%

Neither agree nor disagree	373	33	406	34.2%
Disagree	157	15	172	14.5%
Strongly disagree	89	13	102	8.6%
Total	1070	111	1181	100.0%

Table 21: Post Covid-19 travel patterns will impact parking demand and hence the plan’s conclusions. Table displaying respondents.

3.1.4 New technology and alternative travel.

Question 4A: New technologies should be introduced to improve enforcement at existing car parking locations.

In response to this question, the most common answer was ‘Agree,’ with 26.4% share of all responses. 40.4% were in agreement (Strongly agree or Agree), and 36.5% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Agree,’ was the most common answer with 29.1% share of all responses. 44.5% were in agreement (Strongly agree or Agree), and 28.2% were in disagreement.

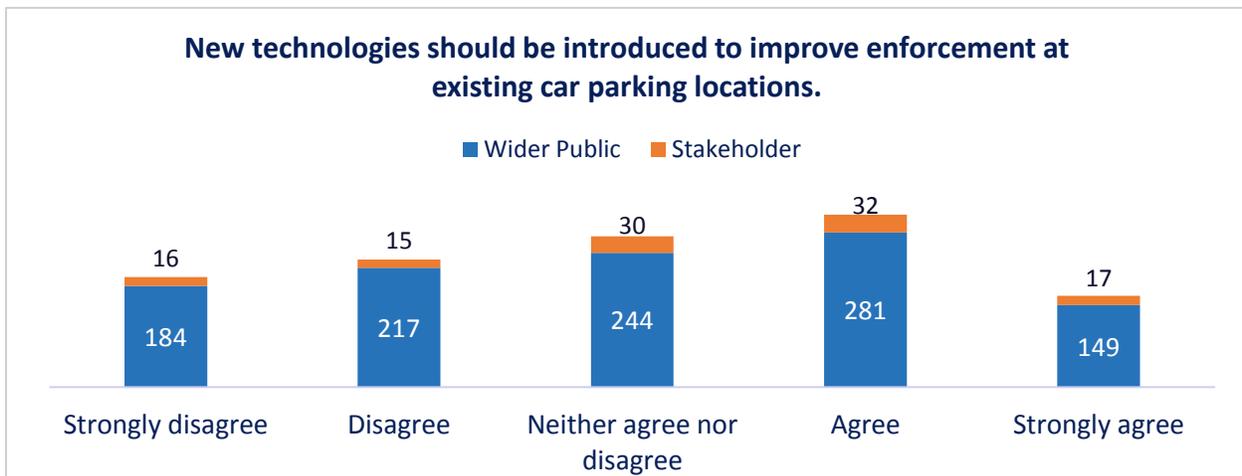


Figure 22: New technologies should be introduced to improve enforcement at existing car parking locations. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	149	17	166	14.0%
Agree	281	32	313	26.4%
Neither agree nor disagree	244	30	274	23.1%
Disagree	217	15	232	19.6%
Strongly disagree	184	16	200	16.9%
Total	1075	110	1185	100.0%

Table 22: New technologies should be introduced to improve enforcement at existing car parking locations. Table displaying respondents.

Question 4B: New technologies should be introduced to guide drivers to available car parking spaces and help reduce excess driving.

In response to this question, the most common answer was 'Agree,' with 44.7% share of all responses. Most respondents (65.4%) were in agreement (Strongly agree or Agree), and 17.4% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, 'Agree,' was the most common answer with 44.1% share of all responses. Most Stakeholders (63.1%) were in agreement, and 18% were in disagreement.

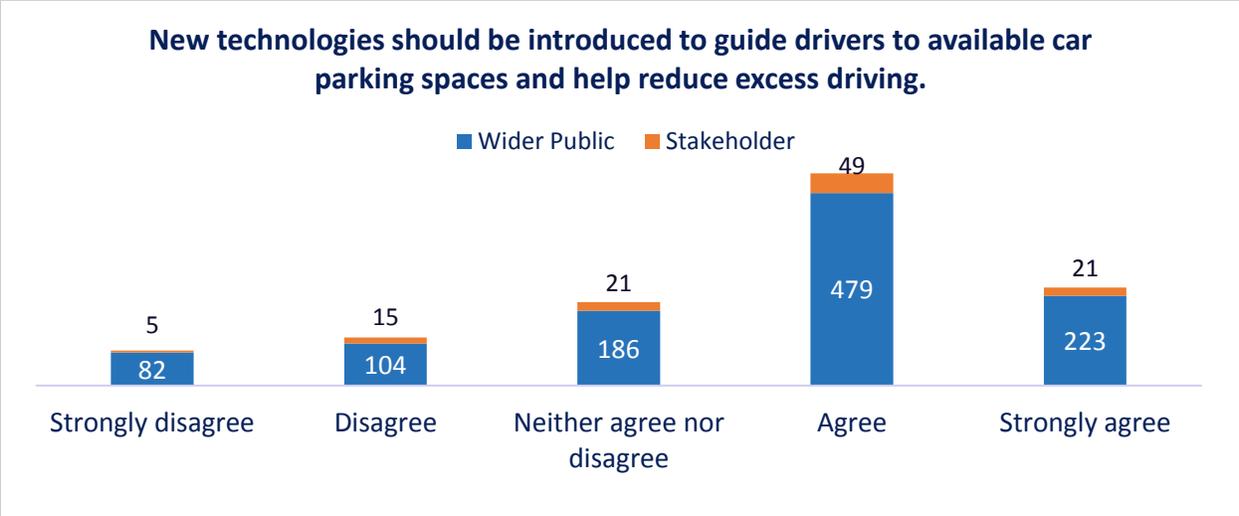


Figure 23: New technologies should be introduced to guide drivers to available car parking spaces and help reduce excess driving. Chart displaying responses.

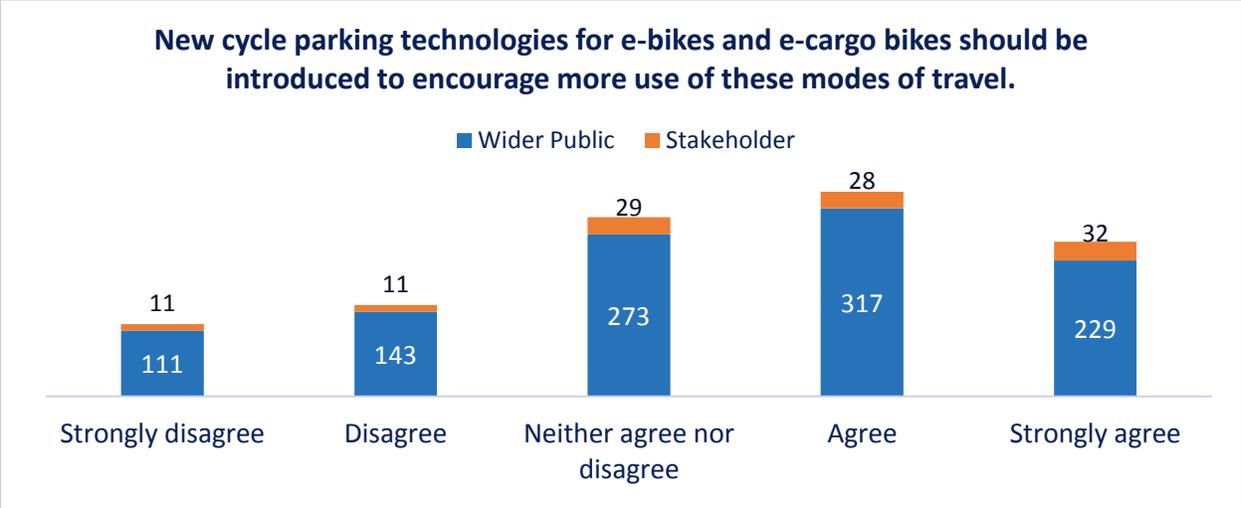
	Public Survey	Stakeholder Survey	Total	%
Strongly agree	223	21	244	20.7%
Agree	479	49	528	44.7%
Neither agree nor disagree	186	21	207	17.5%
Disagree	104	15	119	10.1%
Strongly disagree	82	5	87	7.4%
Total	1074	111	1185	100.0%

Table 23: New technologies should be introduced to guide drivers to available car parking spaces and help reduce excess driving. Table displaying respondents.

Question 4C: New cycle parking technologies for e-bikes and e-cargo bikes should be introduced to encourage more use of these modes of travel.

In response to this question, the most common answer was ‘Agree,’ with 29.1% share of all responses. Most respondents (51.2%) were in agreement (Strongly agree or Agree), and 23.3% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Strongly agree,’ was the most common answer with 28.8% share of all responses. Most Stakeholders (54.1%) were in agreement, and 19.8% were in disagreement.

Figure 24: New cycle parking technologies for e-bikes and e-cargo bikes should be introduced to encourage more use of these modes of travel. Chart displaying responses.



	Public Survey	Stakeholder Survey	Total	%
Strongly agree	229	32	261	22.0%
Agree	317	28	345	29.1%
Neither agree nor disagree	273	29	302	25.5%
Disagree	143	11	154	13.0%
Strongly disagree	111	11	122	10.3%
Total	1073	111	1184	100.0%

Table 24: New cycle parking technologies for e-bikes and e-cargo bikes should be introduced to encourage more use of these modes of travel. Table displaying respondents.

Question 4D: More charging systems for electric vehicles should be provided to encourage use of electric vehicles.

In response to this question, the most common answer was ‘Agree,’ with 34.6% share of all responses. Most respondents (61.6%) were in agreement (Strongly agree or Agree), and 18.1% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Agree,’ was the most common answer with 37.3% share of all responses. Most Stakeholders (65.5%) were in agreement, and 18.2% were in disagreement.

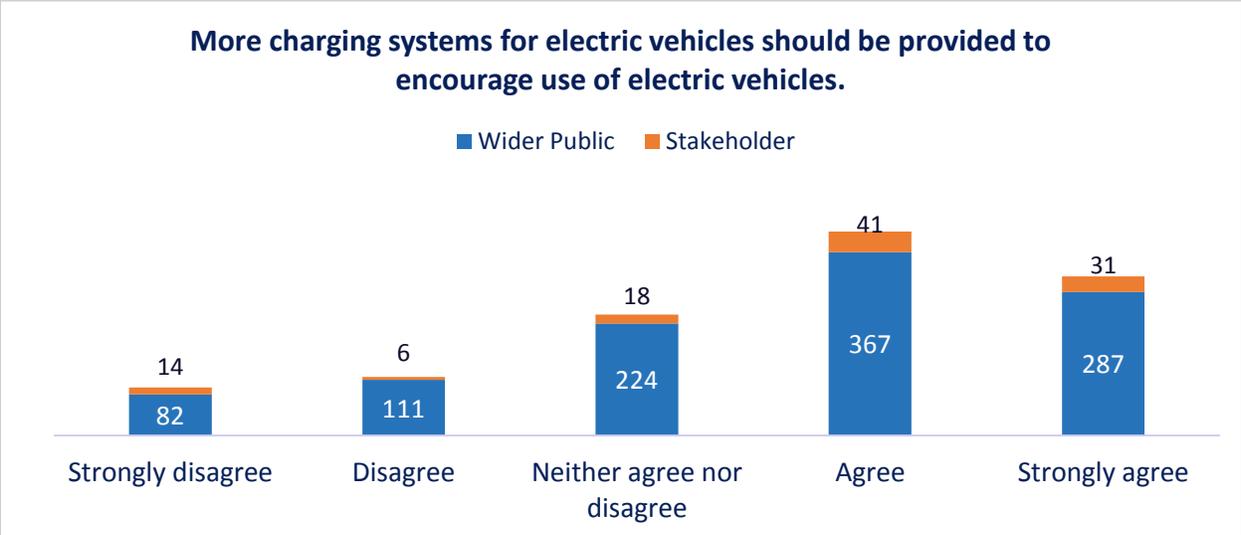


Figure 25: More charging systems for electric vehicles should be provided to encourage use of electric vehicles. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	287	31	318	27.0%
Agree	367	41	408	34.6%
Neither agree nor disagree	224	18	242	20.5%
Disagree	111	6	117	9.9%
Strongly disagree	82	14	96	8.1%
Total	1071	110	1181	100.0%

Table 25: More charging systems for electric vehicles should be provided to encourage use of electric vehicles. Table displaying respondents.

Question 4E: Electric vehicle parking spaces should have free electric charging of the vehicle if a parking charge is paid.

In response to this question, the most common answer was ‘Agree,’ with 22.5% share of all responses. 41.5% were in agreement (Strongly agree or Agree), and 40.9% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey differed from the overall response. Amongst stakeholders, ‘Neither agree nor disagree,’ was the most common answer with 22.7% share of all responses. Additionally, more stakeholders were in disagreement (41.8%) than were in agreement (34.5%).

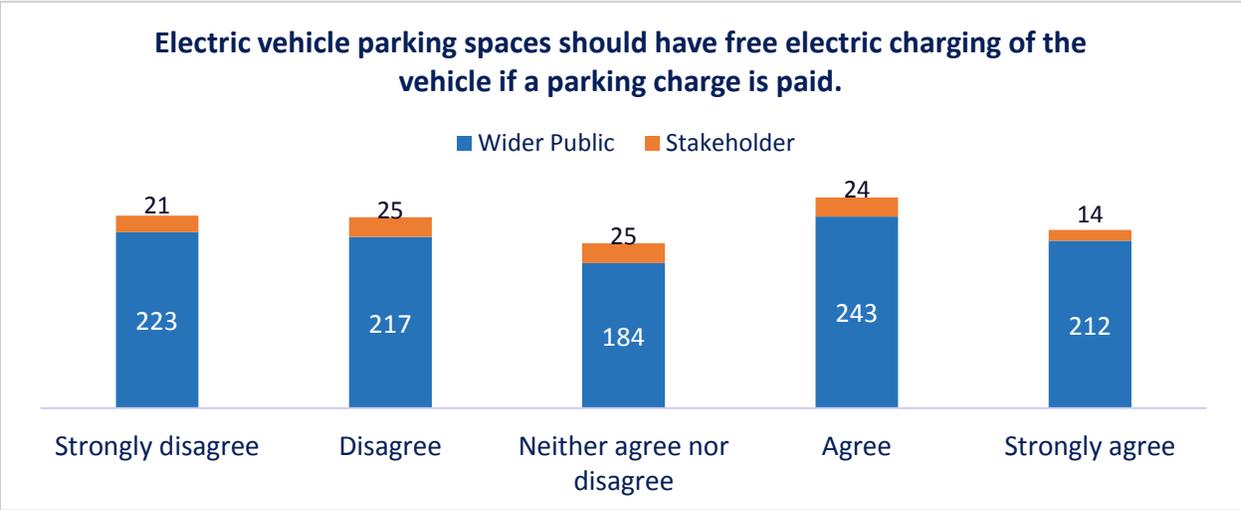


Figure 26: Electric vehicle parking spaces should have free electric charging of the vehicle if a parking charge is paid. Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	212	14	226	19.0%
Agree	243	24	267	22.5%
Neither agree nor disagree	184	25	209	17.6%
Disagree	217	25	242	20.4%
Strongly disagree	223	21	244	20.6%
Total	1079	110	1189	100.0%

Table 26: Electric vehicle parking spaces should have free electric charging of the vehicle if a parking charge is paid. Table displaying respondents.

Question 4F: To encourage the use of car clubs, more parking spaces should be provided for them (car clubs allow people to rent a car for short periods).

In response to this question, the most common answer was ‘Neither agree nor disagree,’ with 34.1% share of all responses. 42.2% were in disagreement (Strongly disagree or Disagree), and 23.6% were in agreement (Strongly agree or Agree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Neither

agree nor disagree,' was the most common answer with 37.6% share of all responses. 33.9% were in disagreement (Strongly disagree or Disagree), and 30.3% were in agreement.

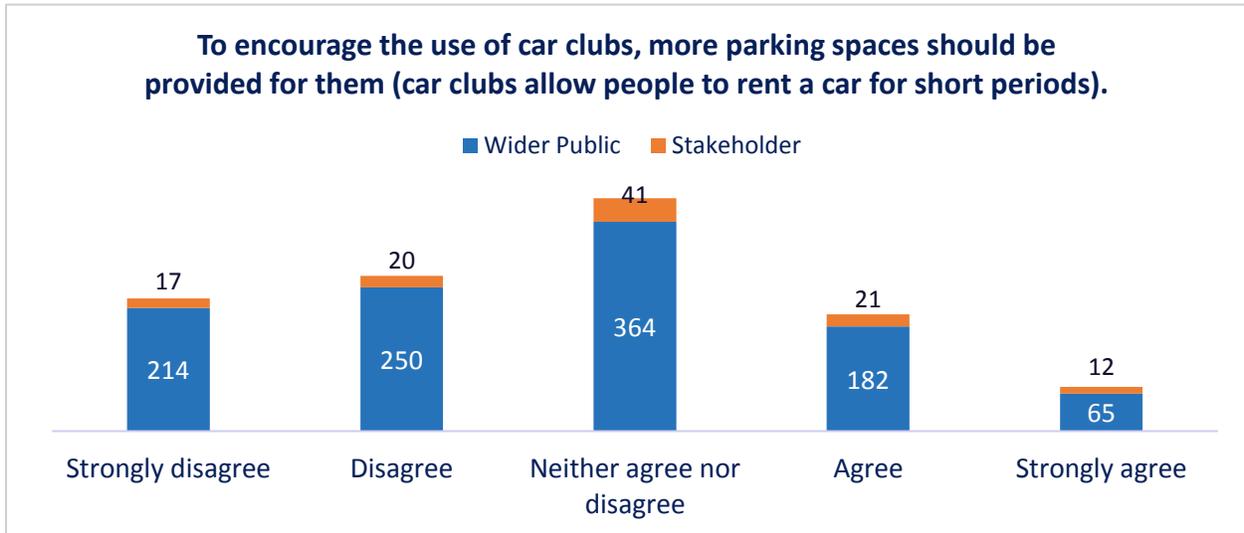


Figure 27: To encourage the use of car clubs, more parking spaces should be provided for them (car clubs allow people to rent a car for short periods). Chart displaying responses.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	65	12	77	6.5%
Agree	182	21	203	17.1%
Neither agree nor disagree	364	41	405	34.1%
Disagree	250	20	270	22.7%
Strongly disagree	214	17	231	19.5%
Total	1075	109	1184	100.0%

Table 27: To encourage the use of car clubs, more parking spaces should be provided for them (car clubs allow people to rent a car for short periods). Table displaying respondents.

Question 4G: To encourage the use of cycle clubs, more parking spaces should be provided for them (cycle clubs allow people to rent a bicycle for short periods).

In response to this question, the most common answer was ‘Neither agree nor disagree,’ with 30.6% share of all responses. 40.9% were in agreement (Strongly agree or Agree), and 27.5% were in disagreement (Strongly disagree or Disagree). The response received from the stakeholder survey was consistent with the overall response. Amongst stakeholders, ‘Agree,’ was the most common answer with 27.9% share of all responses. 49.5% were in agreement

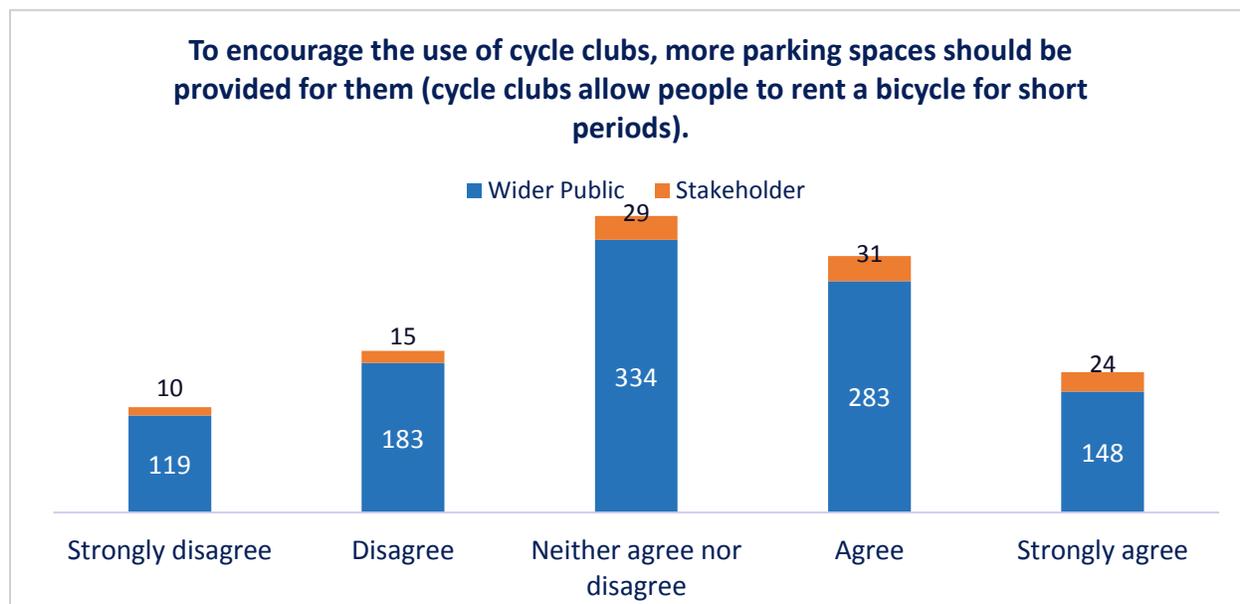


Figure 28: To encourage the use of cycle clubs, more parking spaces should be provided for them (cycle clubs allow people to rent a bicycle for short periods). Chart displaying responses.

(Strongly agree or Agree), and 22.5% were in disagreement.

	Public Survey	Stakeholder Survey	Total	%
Strongly agree	148	24	172	14.5%
Agree	283	31	314	26.5%
Neither agree nor disagree	334	29	363	30.6%
Disagree	183	15	198	16.7%
Strongly disagree	119	10	129	10.9%
Total	1067	111	1178	100.0%

Table 28: To encourage the use of cycle clubs, more parking spaces should be provided for them (cycle clubs allow people to rent a bicycle for short periods). Table displaying respondents.

3.1.5 Question 5: If you have any additional comments related to parking in Wirral please provide them here



Figure 29: Categories with 10+ mentions in response to 'If you have any additional comments related to parking in Wirral, please provide them here.' Survey respondents.

Against Parking Charges

Respondents to the survey were not in favour of the introduction of parking charges, as they would be bad for the local economy and wellbeing. By introducing parking charges where vehicles are designated, vehicles will find alternative places to park. Many were concerned parking charges would redistribute parked vehicles into residential streets, increasing congestion and causing an increase in dangerous parking. Furthermore, many believed that the introduction of parking charges would feel like a punishment, as road users already pay road and council tax. Furthermore, without suitable alternative transport arrangements being in place, such as public transport, parking charges would not discourage car use.

Economic damage

The greatest objection to parking charges was the belief that it would be negative for local businesses. Town centres are in competition with out-of-town retailers such as supermarkets and Cheshire Oaks, which can offer free parking. If parking charges were introduced, many respondents said they would instead drive to out-of-town retailers. Consequently, businesses in areas with parking charges would lose customers. Many respondents believed parking charges had significantly contributed to the decline of Birkenhead town centre.

Accessibility

Many respondents believed that a parking strategy should take accessibility into consideration. In addition to disabled people, Wirral has an aging population. Consequently, many suffer from lack of mobility and therefore, would struggle without suitable arrangements such as adequate car parking. Furthermore, as some may not have the technical skills or desire to comply with technology, many responses were against the use of technology if it did not allow for cash payment.

Enforcement

Many would like to see a greater commitment to enforce the current traffic regulations. For example, many would like to see people punished for parking on pavements and grass verges.

Active lifestyle

Respondents were in the belief that parking charges at leisure sites would reduce visits. Many highlighted that considering the current financial climate due to the cost of living, this would be inappropriate. Additionally, people would view parking charges as a disincentive to visit leisure sites. Consequently, any revenue gained through parking charges would be outweighed by the cost of an unhealthy population.



Figure 30: Categories with 3+ mentions in response to 'If you have any additional comments related to parking in Wirral, please provide them here.' Stakeholder Survey respondents.

Against Parking Charges

Similarly, to the overall response, respondents were against the introduction of parking charges due to the belief that they would be bad for the economy and the populations wellbeing.

Economic damage

Stakeholders also agreed with the view that parking charges would do more harm than good for Wirral’s finances. By increasing parking charges, the closure of businesses would reduce the council’s business rate revenue.

Public Transport infrastructure

Stakeholders highlighted the need for alternative transport to reduce vehicle use. Public transport could be promoted in such a way to incentivise use as an alternative to personal vehicles, instead of disincentivising vehicle use through parking charges.

Enforcement

Stakeholders would also like to see enforcement of current parking regulations. For example, motorists should be punished for parking on cycle paths which discourages bicycle use.

4.0 Demographics and Site Traffic

4.1 Demographics

Registration was required to engage in the online public Parking Strategy consultation survey. 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. Demographic details were not collected in the stakeholder survey.

Most respondents (88.6%) classified themselves as residents. 3.4% classified themselves as members of a voluntary or community organisation and 3.2% were employees of Wirral Council. 2.4% represented local businesses. 1.9% represented other and 0.4% represented an elected member of Wirral Council.



Figure 31: Who are you registering as?

The gender breakdown of respondents was 50.0% female and 46.4% male. 3.1% preferred not to say and 0.5% preferring to use their own term.

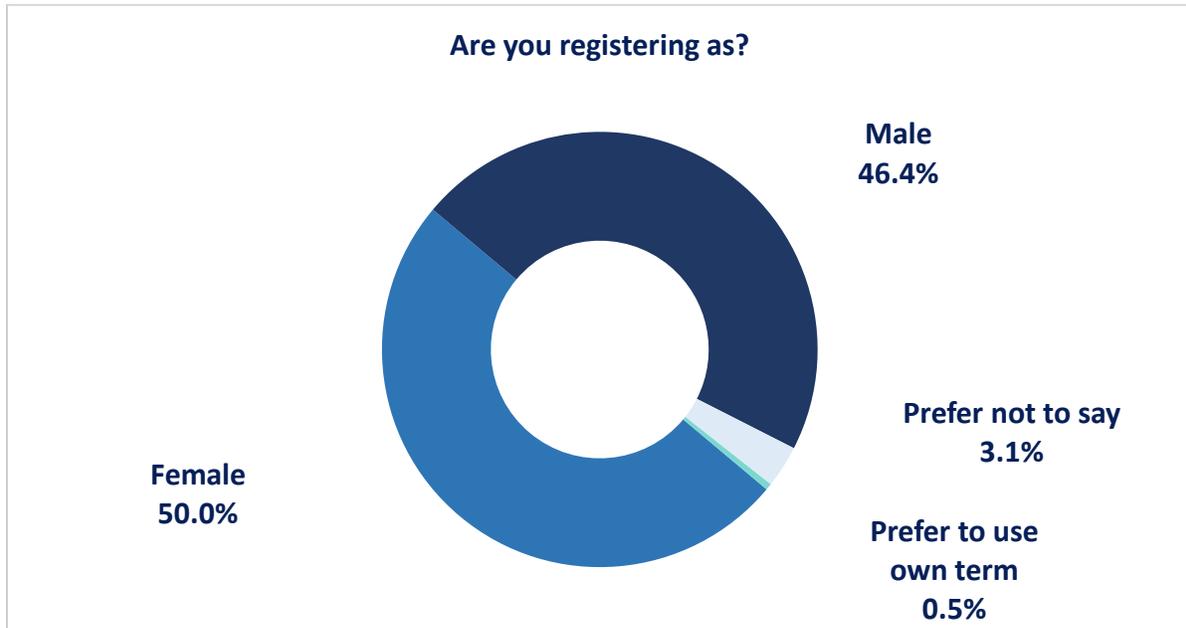


Figure 302: Gender of respondents

The age group profile is illustrated with the most common age groups were 55-64 years (28.9%), followed by 65-74 years (24.1%). Under 25's made up 1.0% of respondents.

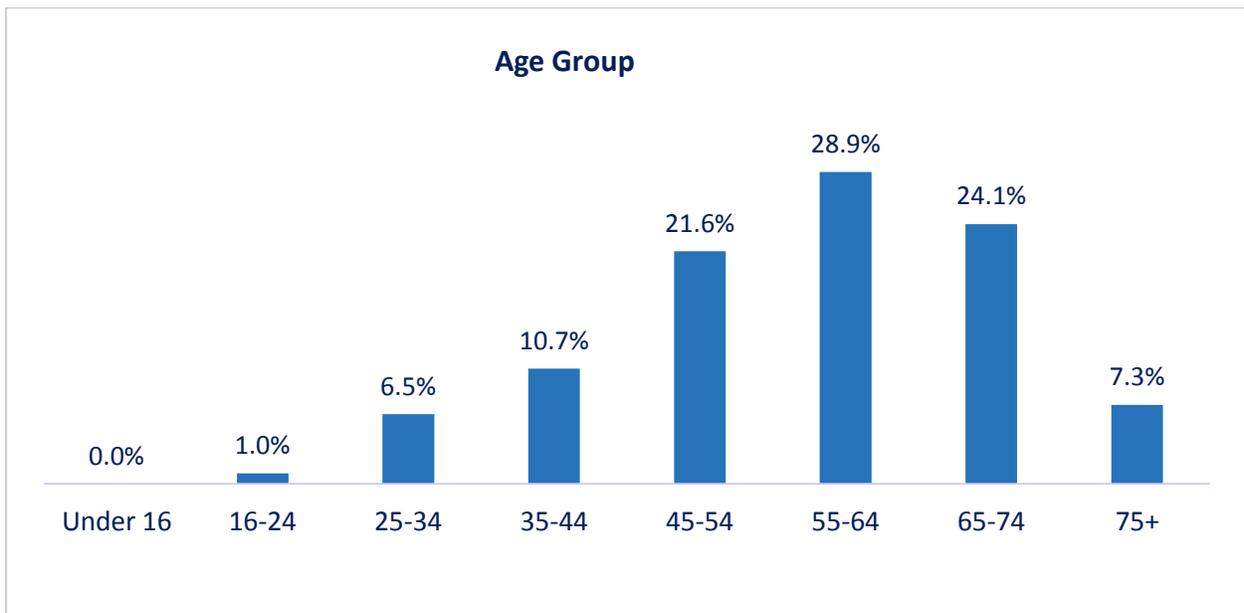


Figure 313: Age group of respondents

93.3% of respondents were of White British ethnicity. 3.8% were of non-white or 'other' ethnicity.

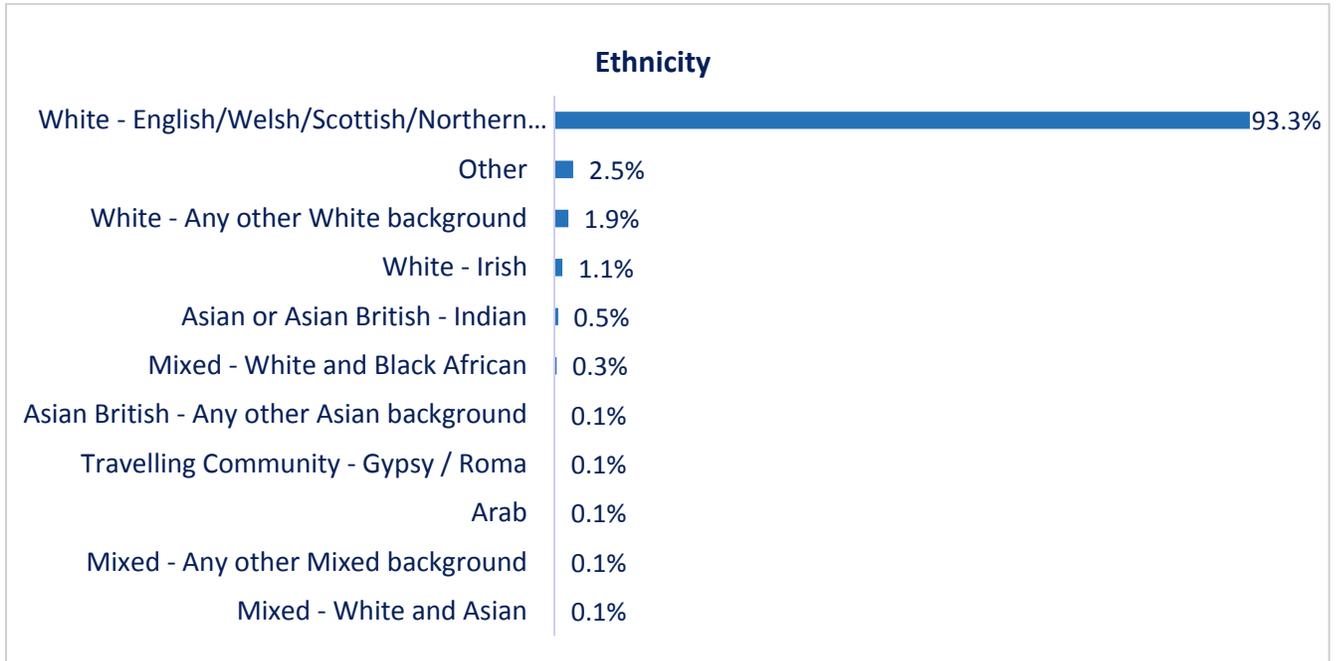


Figure 34: Ethnicity of respondents

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

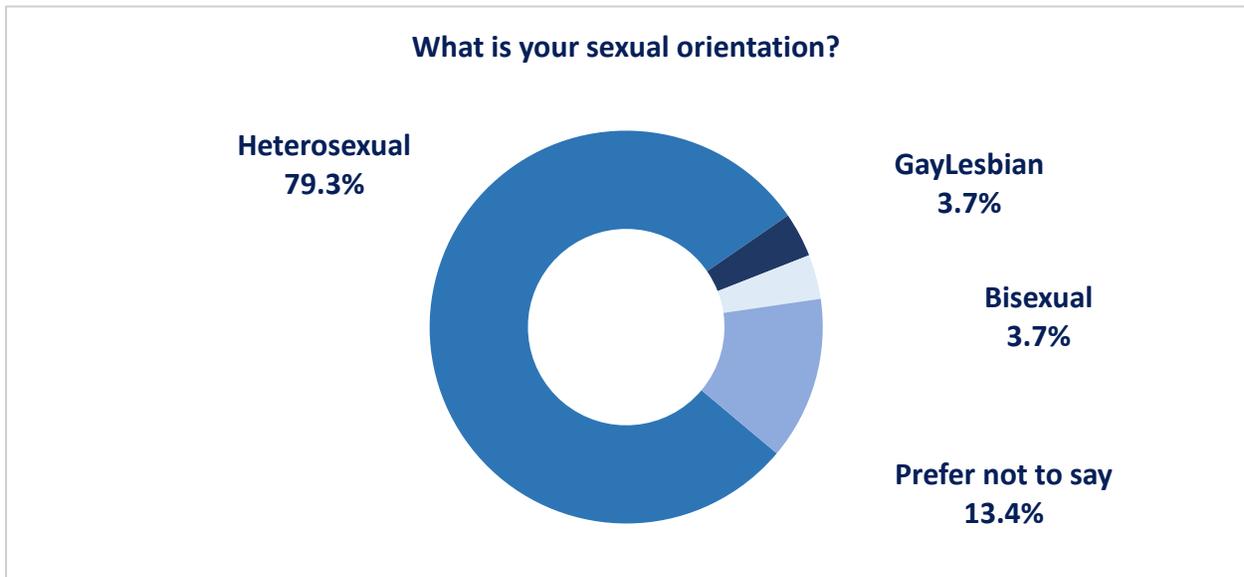


Figure 35: Sexual orientation of respondents

81.6% of respondents did not have a disability, 12.6% had a disability and 5.9% preferred not to say.

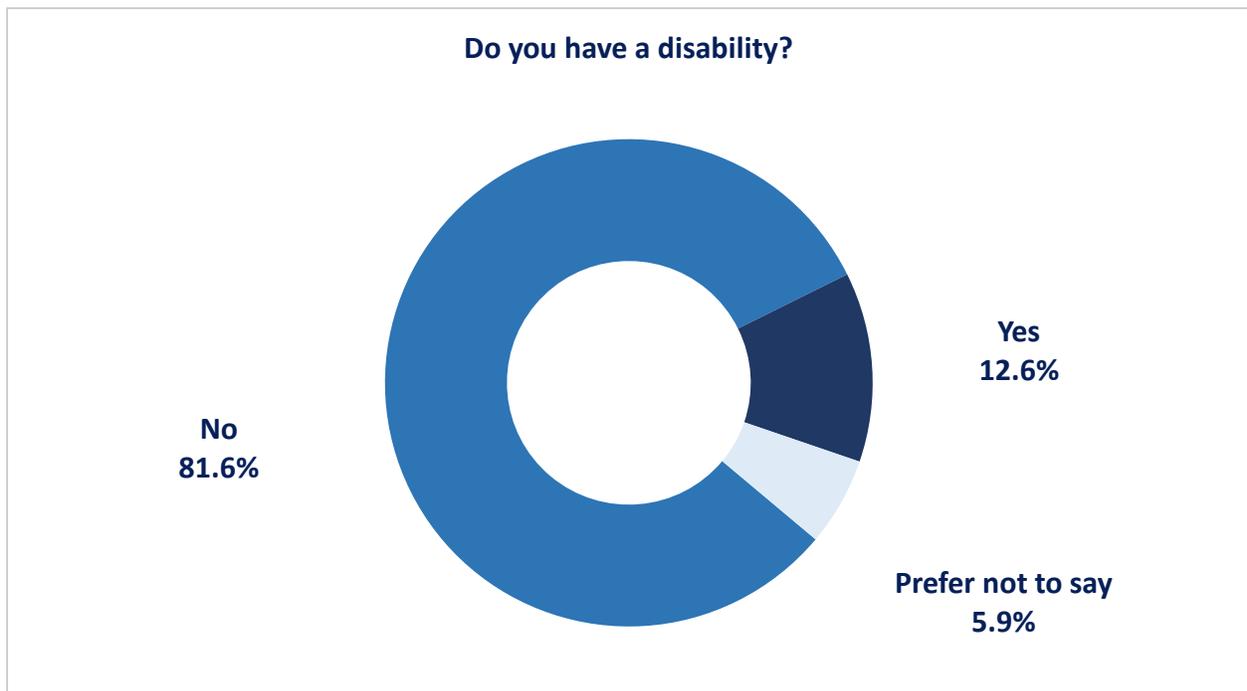


Figure 36 - Disability status of respondents

Each of the 22 Wirral Wards had some representation. The most represented Ward was Hoylake and Meols (8.3%), followed by Heswall (7.2%) and Greasby, Frankby and Irby (6.7%). The least represented wards were Rock Ferry and Bidston and St. James, with 1.5% of responses each. Additionally, 3.1% of responses came from outside Wirral.

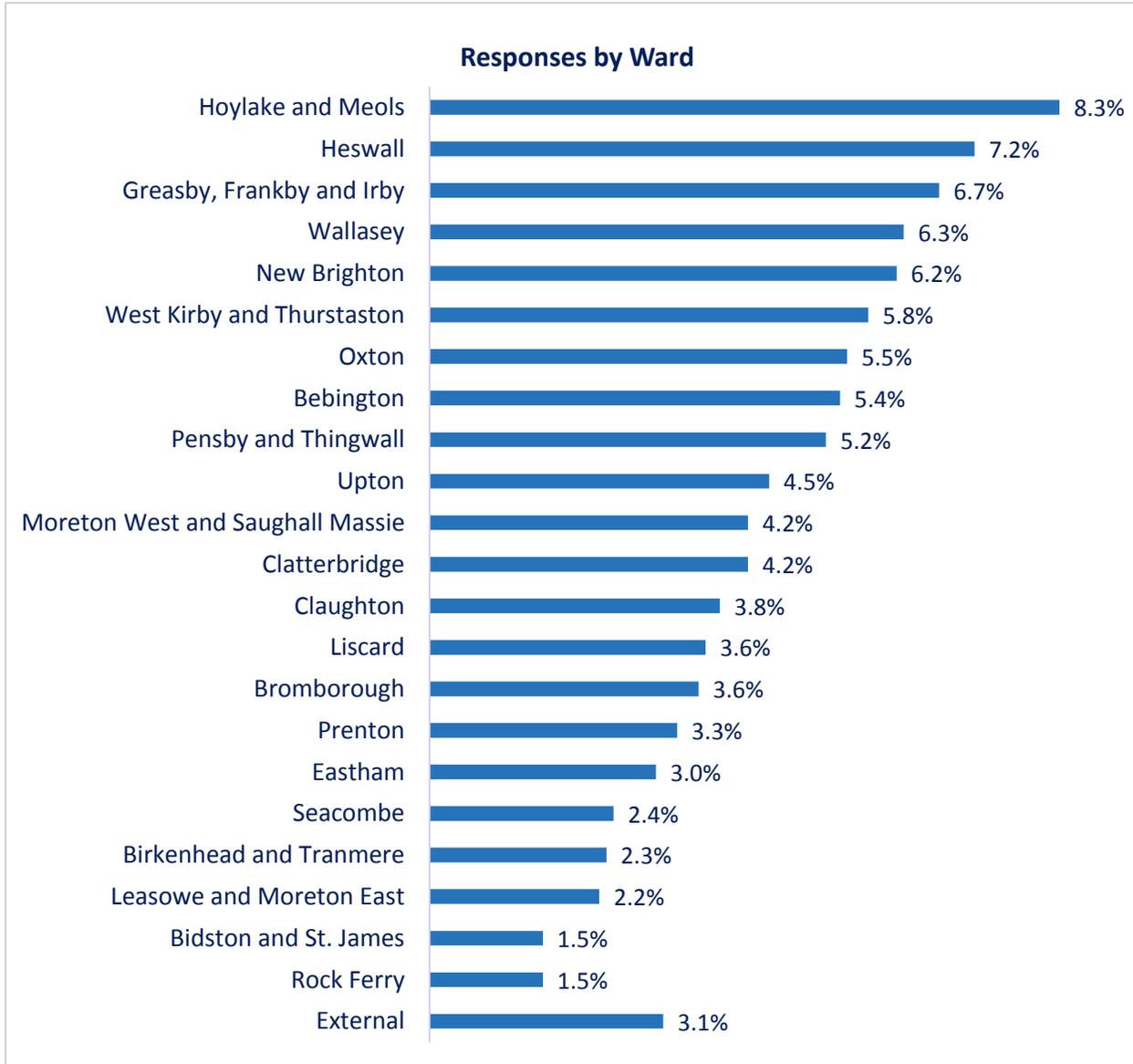


Figure 327 - Respondents in Wirral wards

4.2 Stakeholder Demographics

62.7% of stakeholders responded to the survey as Wirral residents. 15.9% of respondents were Wirral council councillors, 8.7% were businesses and 5.6% described themselves as a local interest group.

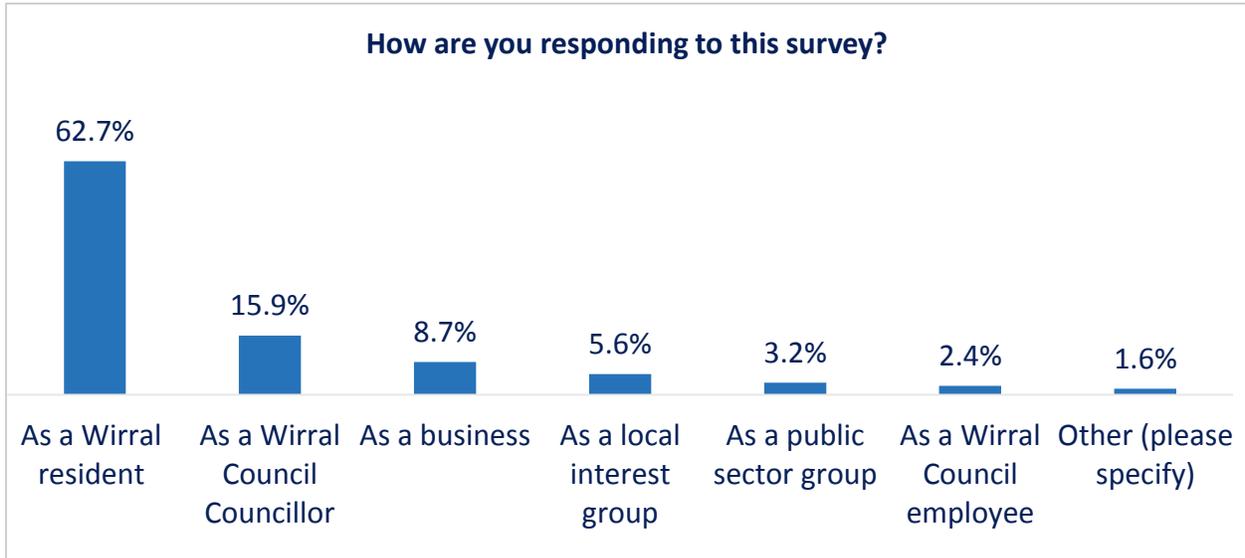


Figure 38: How are stakeholders responding to the survey

88.4% responded to the survey on behalf of themselves, and 11.6% responded on behalf of a group or organisation.

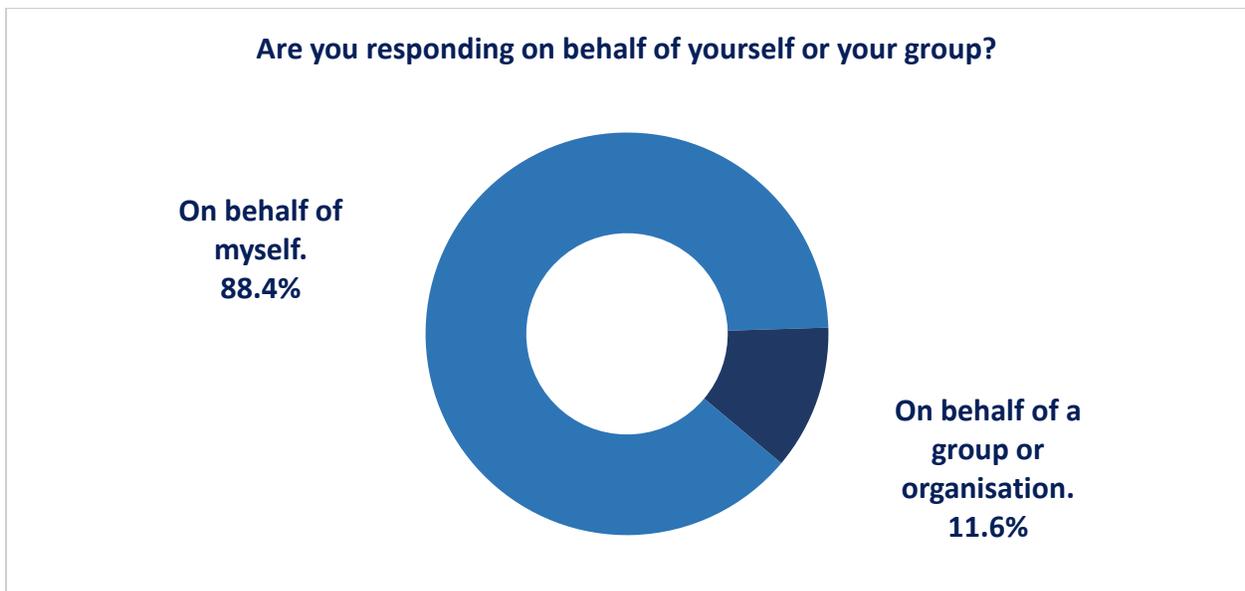


Figure 39: Are stakeholders responding on behalf of themselves or a group / organisation.

4.3 Have your say - Site Traffic

Reviewing the online 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.

This information relates to the online public Parking Strategy webpages on the Have Your Say site and does not include Easy Read copy responses.

5,273 visited the Parking Strategy consultation page of the Have Your Say site, of these 2,100 visited multiple project pages and 140 downloaded a document. 1,080 people in total completed the online questionnaire.

These figures cannot be viewed as definitive as they are based on site tracking through ‘cookies’ and there are a number of factors that can impact on this. These include that cookies may be disabled or deleted, individuals may access the site multiple times through different devices or different browsers. However, the figures can be used to gauge how much interest has been generated in individual projects through the rate of engaged participants.

The route that people access the site is known as the traffic source. The ‘Have your say’ portal allows analysis to be carried out on traffic source, and if they lead to engagement in the site tools such as the questionnaire. This analysis allows a greater understanding of which communication and promotional tools to use to optimise engagement.

For this project a range of traffic sources have been reviewed and summarised in the table below. Most visits to the site were direct visits, where people typed the internet address into their web browser (1835 visits) or via links clicked from social media sites (1502). Social media visits generated a rate of engagement of 12.8%, meaning 12.8% of these visits resulted in completion of the survey, and direct visits had an engagement rate of 24.0%.

TRAFFIC CHANNEL	AWARE VISITS	INFORMED VISITS (%)	ENGAGED VISITS (%)
DIRECT	1835	965 (52.6%)	440 (24.0%)
SOCIAL	1502	971 (64.6%)	193 (12.8%)
EMAIL	894	451 (50.4%)	99 (11.1%)
SEARCH ENGINE	203	94 (46.3%)	37 (18.2%)
.GOV SITES	17	13 (76.5%)	4 (23.5%)
REFERRALS	1162	948 (81.6%)	307 (26.4%)

Table 29: Site traffic sources