



Have your say

Charing Cross and Grange Road Active Travel Scheme Consultation Report



Consultation: 28 November 2022 – 22 January 2023

Report: 8 February 2023

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1.0 Executive Summary

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

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

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

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

Public consultation was held on Charing Cross and Grange Road Active Travel Scheme from 28 November 2022 to 22 January 2023 allowing people to provide their view. The findings from the consultation are included in this report.

1.1 Key Findings

- The questionnaire was responded to by 154 people.
- Wirral council proposed three schemes:
 - Grange Road scheme (Question 1) which aims to improve the look and feel of Grange Road, and to improve accessibility. 81.0% of the responses supported the proposal whilst 19.0% objected.
 - Charing Cross scheme (Question 2) which aims to improve road safety and connectivity for pedestrians at the Charing Cross junction. 81.2% of the responses supported the proposal whilst 18.8% objected.
 - Grange Road West scheme (Question 3) which is to trial as a Low Traffic Neighbourhood along part of Grange Road West – between the Charing Cross junction and Clayton Street. 73.9% of the responses supported the proposal whilst 26.1% objected.
- The most common themes for people supporting the proposals were that they would 'Improve the area in general' and 'Improve the appearance and functionality of the area'.
- The most common themes for people objecting to the proposals were 'The area needs change but would prefer different solutions' and 'Unlikely the objectives will be achieved'.
- The most represented ward was Birkenhead and Tranmere (20.1%) followed by Oxtton (18.1%) and Claughton (13.4%). No responses were received from residents of Moreton West and Saughall Massie or Liscard.

2.0 Methodology

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

The consultation was carried out between 28 November 2022 – 22 January 2023. The approach used was an online public consultation through the ‘Have your say’ consultation portal at www.haveyoursay.wirral.gov.uk with a page dedicated to the Charing Cross and Grange Road Active Travel Scheme Consultation. Useful information provided on the site included a map and artist impressions of what the area might look like.

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

2.1 Questionnaire

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

- **Grange Road.** This scheme aims to improve the look and feel of Grange Road, and to improve accessibility. This includes replacement of paving materials, new trees, upgrading of the street furniture and implementation of timed vehicular access restrictions at the junction of Grange Road & Charing Cross.
- **Charing Cross.** This scheme aims to improve road safety at the Charing Cross junction. It includes replacement of the existing crossings with wide, straight crossings and replacement of pavement with quality surfacing.
- **Grange Road West.** The third scheme is a trial as a Low Traffic Neighbourhood along part of Grange Road West – between the Charing Cross junction and Clayton Street. This includes; coloured surfacing and planters to identify the boundary between the pedestrian area and one way traffic.

To enable further understanding, and in-depth analysis, respondents were invited to provide free-text comments to expand on their support or opposition, ideas and 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. Their full answers are also listed in the Appendices 1, 2 and 3.

2.2 Analysis of Respondents

Respondents to the online tools were provided with the option to provide demographic information about themselves. It must be noted that this is an option and that not all respondents included this information. This data allows the demographic results to be included in this report to enable analysis of the scope of responses and representation from different demographic groups.

2.3 Interpretation of Results

In terms of the results, it is important to note that:

- The public consultation is not representative of the overall population but provides information on the opinion of those residents who engaged.
- Free-text questions that offered respondents the option to provide written feedback could have covered multiple themes. Therefore, with free-text responses were categorised using a coding system. The percentages given reflect the percentage of respondents who made the comment and as they may have made more than one comment, the total percentage may exceed 100%.

2.4 Communication

The consultation for Grange Road and Charging Cross was promoted through the council's channels and local media channels to reach Wirral residents and encourage them to have their say on the proposals. This included issuing the following content throughout the consultation period:

Page on Have Your Say (under the active travel hub)

- Page on Have Your Say (under the active travel hub)
- Organic social media (content shared across Facebook and Twitter)
- Media releases issued to local print and digital media (covered in Place North West, Liverpool Echo, Birkenhead News and Wirral Globe)
- Wirral View news articles
- Resident email – Wirral View
- Plans and display boards at BirkenED's Place (a place for people to visit, look at the plans and engage with the consultation)

3.0 Results

3.1 The Questionnaire

The online survey was responded to by 154 people and no paper copies were submitted to Wirral Council. No questions were mandatory so respondents could choose which questions to respond to.

3.1.1 Question 1: Do you support or object to the planned proposals for Grange Road?

153 people answered this question. Respondents selected one option that they agreed with. 81.0% of the responses supported the proposal whilst 19.0% objected.

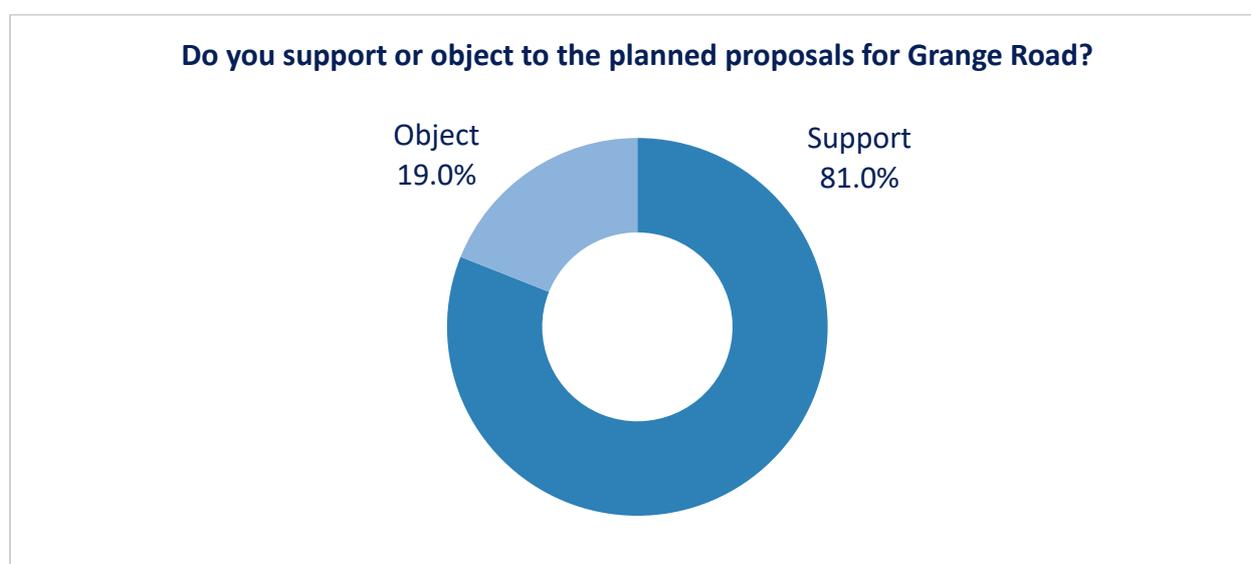


Figure 1: Chart displaying results to “Do you support or object to the planned proposals for Grange Road?”

Do you support or object to the planned proposals for Grange Road?	Total	%
Support	124	81.0%
Object	29	19.0%
Total	153	100.0%

Table 1: Table displaying the results to “Do you support or object to the planned proposals for Grange Road?”

The respondents were then asked if they supported the proposal to please tell us why. 121 people answered this free text question, and they may have discussed more than one theme. A list of their responses can be found in Appendix 1. ‘Improve the area in general’ (32.2%) was the most common theme with respondents stating their support and the need for regeneration. The next most popular themes were ‘Improve the appearance and functionality of the area’ (24.0%), ‘Better for pedestrians’ (19.8%) and ‘Improved safety for the road users and pedestrians’ (17.4%).

A group of respondents replied stating their support but also had suggestions and concerns (9.1%). These centred around wanting a cycle lane included in the design, wanting direct support to business in the area and questioning the long-term sustainability of the schemes ambitions if anti-social behaviour is not addressed.

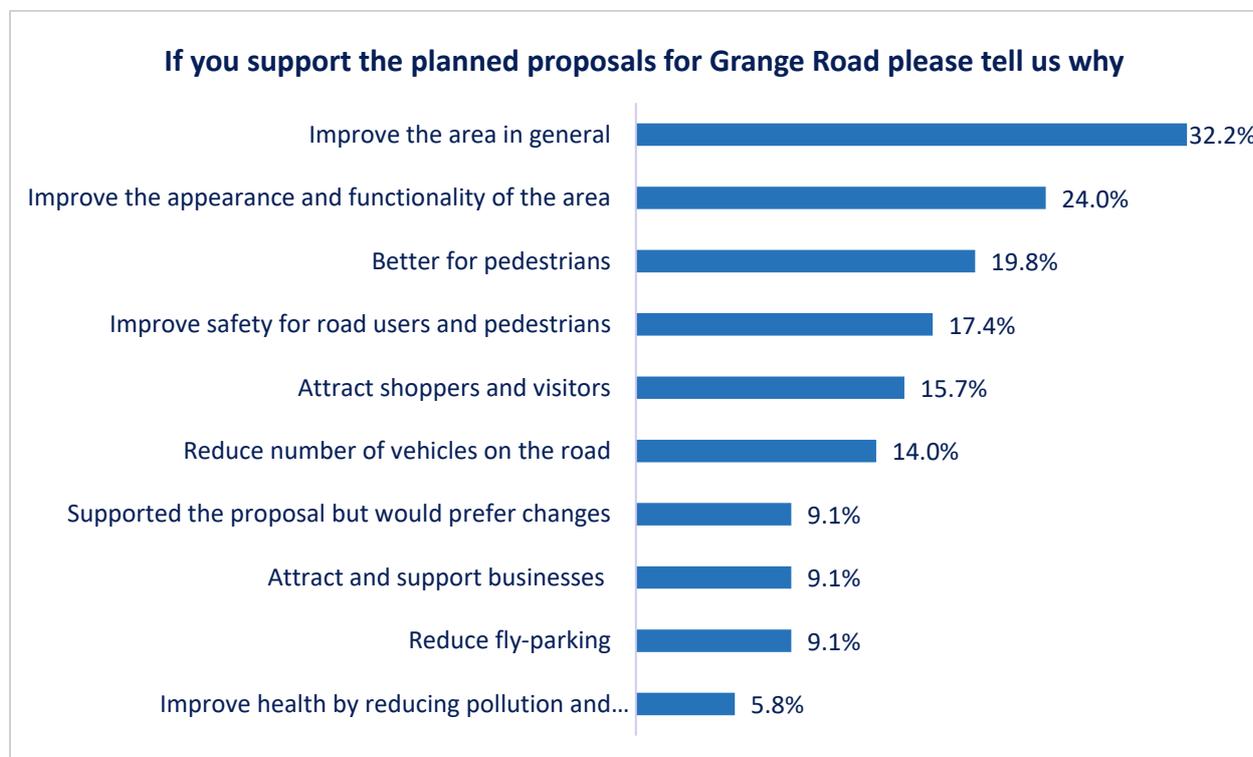


Figure 2: Chart displaying the top 10 response themes to “If you support the planned proposals for Grange Road please tell us why”

If you support the planned proposals for Grange Road please tell us why	Total	%
Improve the area in general	39	32.2%
Improve the appearance and functionality of the area	29	24.0%
Better for pedestrians	24	19.8%
Improve safety for road users and pedestrians	21	17.4%
Attract shoppers and visitors	19	15.7%
Reduce number of vehicles on the road	17	14.0%
Reduce fly-parking	11	9.1%
Attract and support businesses	11	9.1%
Supported the proposal but would prefer changes	11	9.1%
Improve health by reducing pollution and encouraging active travel	7	5.8%

Table 2: Table displaying the top 10 response themes to “If you support the planned proposals for Grange Road please tell us why”

The respondents were asked to provide their reasons for if they objected. 27 people answered this free text question and they may have discussed more than one theme. A list of their responses can be found in Appendix 1. ‘Unlikely the objectives will be achieved’ (44.4%) was the most common theme with respondents advocating that regeneration would require larger investment than planned in this proposal and that regeneration would not be achieved without addressing anti-social behaviour and low income. These sentiments were reflected by respondents who discussed ‘The area needs change but would prefer different solutions’ (33.3%) and ‘Money could be spent on better things’ (18.5%).

Respondents were also concerned about the traffic measures leading to reduced access to the area (18.5%) by people who rely on vehicles (such as delivery drivers, parents with young children, the elderly and disabled). Some were also concerned that the proposal would divert traffic onto surrounding roads leading to increased traffic (7.4%) elsewhere.

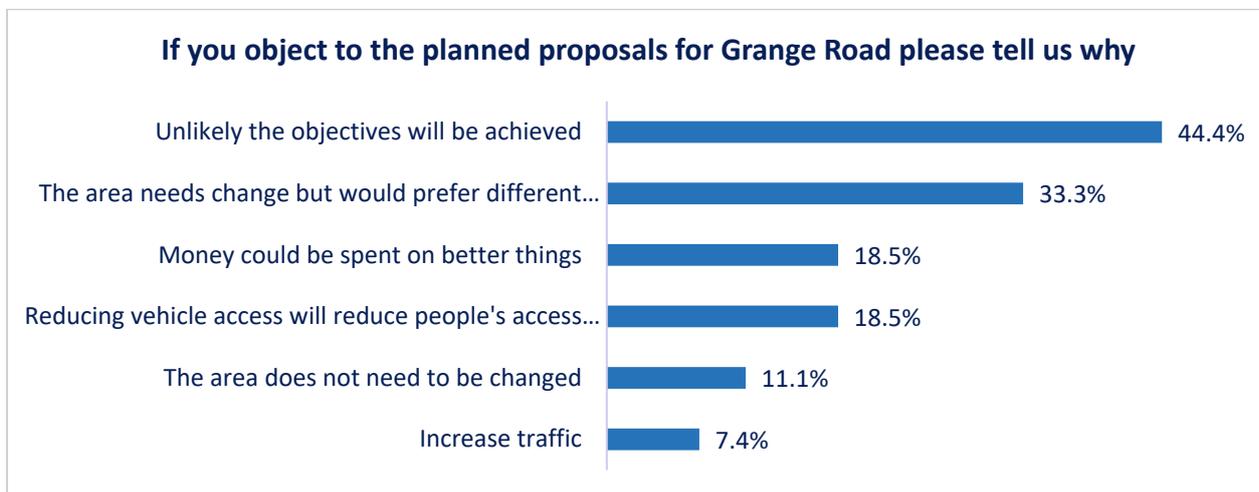


Figure 3: Chart displaying all response themes to “If you object to the planned proposals for Grange Road please tell us why”

If you object to the planned proposals for Grange Road please tell us why	Total	%
Unlikely the objectives will be achieved	12	44.4%
The area needs change but would prefer different solutions	9	33.3%
Reducing vehicle access will reduce people's access to the area	5	18.5%
Money could be spent on better things	5	18.5%
The area does not need to be changed	3	11.1%
Increase traffic	2	7.4%

Table 3: Table displaying all response themes to “If you object to the planned proposals for Grange Road please tell us why”

3.1.2 Question 2: Do you support or object to the planned proposals for Charing Cross?

154 people answered this question. Respondents selected one option that they agreed with. 81.2% of the responses supported the proposal whilst 18.8% objected.

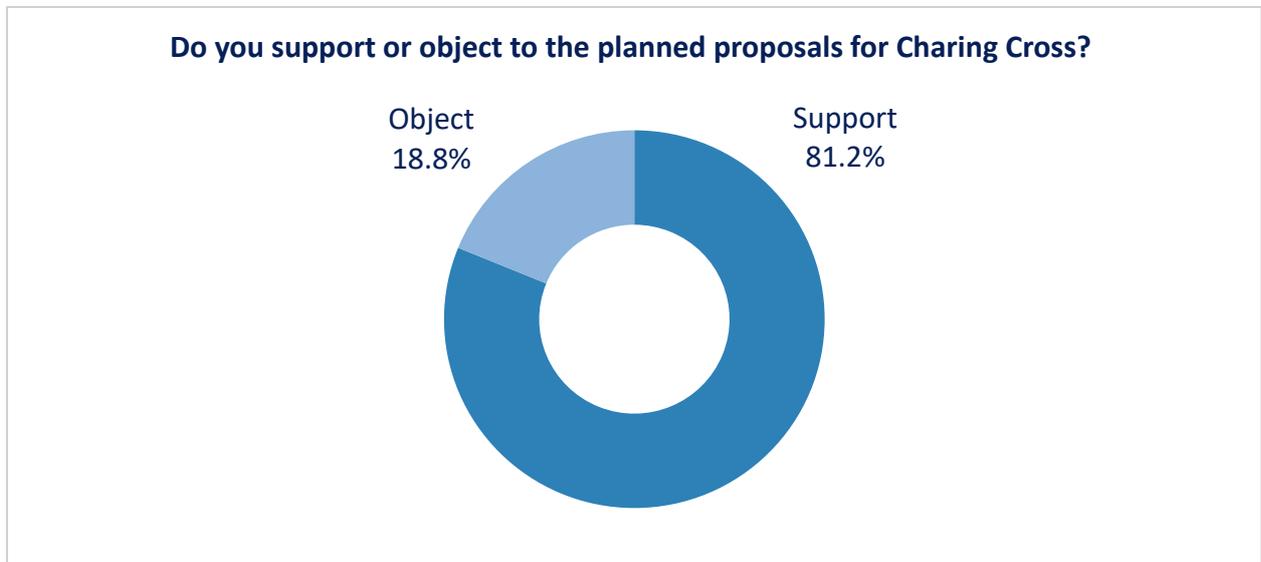


Figure 4: Chart displaying results to “Do you support or object to the planned proposals for Charing Cross?”

Do you support or object to the planned proposals for Charing Cross?	Total	%
Support	125	81.2%
Object	29	18.8%
Total	154	100.0%

Table 4: Table displaying the results to “Do you support or object to the planned proposals for Charing Cross?”

The respondents were then asked if they supported the proposal to please tell us why. 112 people answered this free text question, and they may have discussed more than one theme. A list of their responses can be found in Appendix 2. Many of the themes, suggestions, and concerns regarding the Charing Cross proposal were the same as those regarding the Grange Road proposal previously stated. However, for the Charing Cross proposal, ‘Improved safety for road users and pedestrians’ (33.0%) and ‘Better for pedestrians’ were the largest reasons for supporting it.

A similar proportion of respondents stated their support but also had suggestions and concerns (9.8%). These also centred around wanting a cycle lane included in the design and questioning the long-term sustainability of the schemes ambitions if anti-social behaviour is not addressed. In addition, some respondents stated they would like features which would better manage traffic flow through the area.

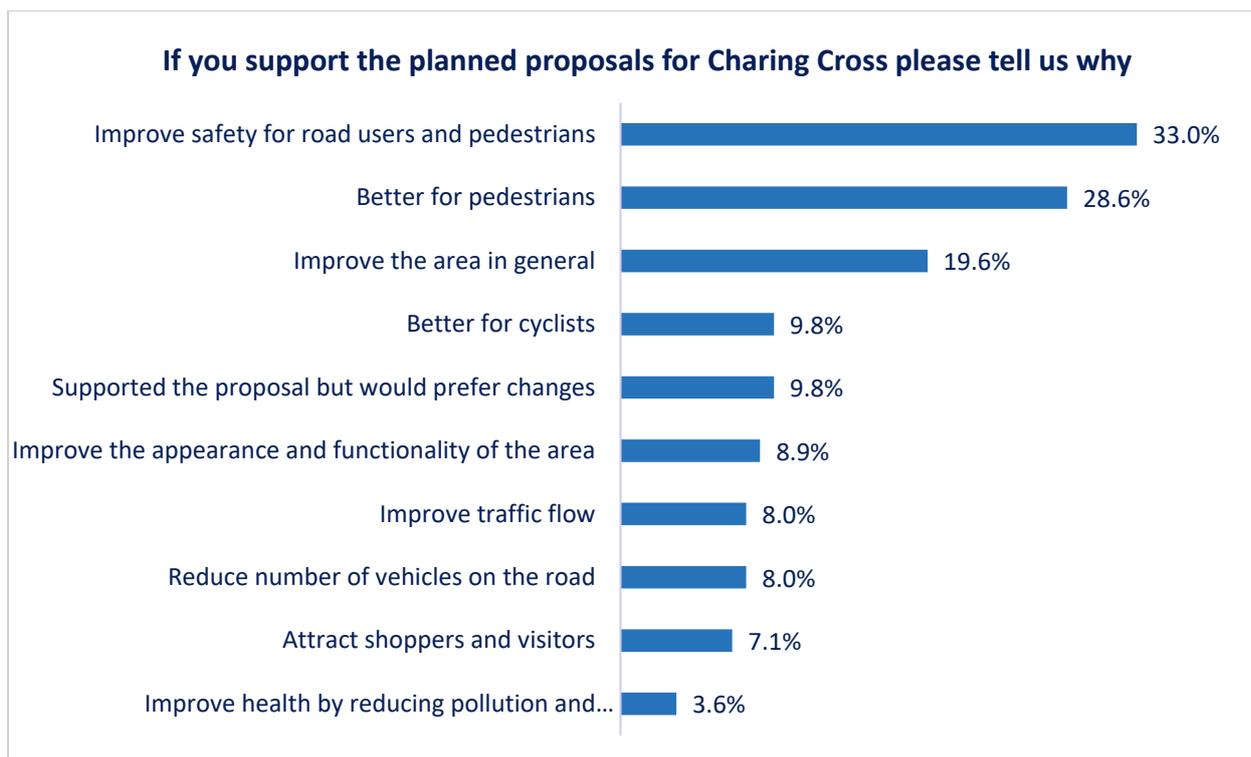


Figure 5: Chart displaying the top 10 response themes to “If you support the planned proposals for Charing Cross please tell us why”

If you support the planned proposals for Charing Cross please tell us why	Total	%
Improve safety for road users and pedestrians	37	33.0%
Better for pedestrians	32	28.6%
Improve the area in general	22	19.6%
Supported the proposal but would prefer changes	11	9.8%
Better for cyclists	11	9.8%
Improve the appearance and functionality of the area	10	8.9%
Reduce number of vehicles on the road	9	8.0%
Improve traffic flow	9	8.0%
Attract shoppers and visitors	8	7.1%
Improve health by reducing pollution and encouraging active travel	4	3.6%

Table 5: Table displaying the top 10 response themes to “If you support the planned proposals for Charing Cross please tell us why”

The respondents were also asked to provide their reasons for if they objected. 24 people answered this free text question, and they may have discussed more than one theme. A list of their responses can be found in Appendix 2. Again, many of the reason for objecting to the Charing Cross proposal were the same as those regarding the Grange Road proposal. However, the largest reason for objecting was ‘The area needs change but would prefer a

different solution' (50.0%). Many of these respondents stated the proposal does not sufficiently address the need to better manage traffic in the area.

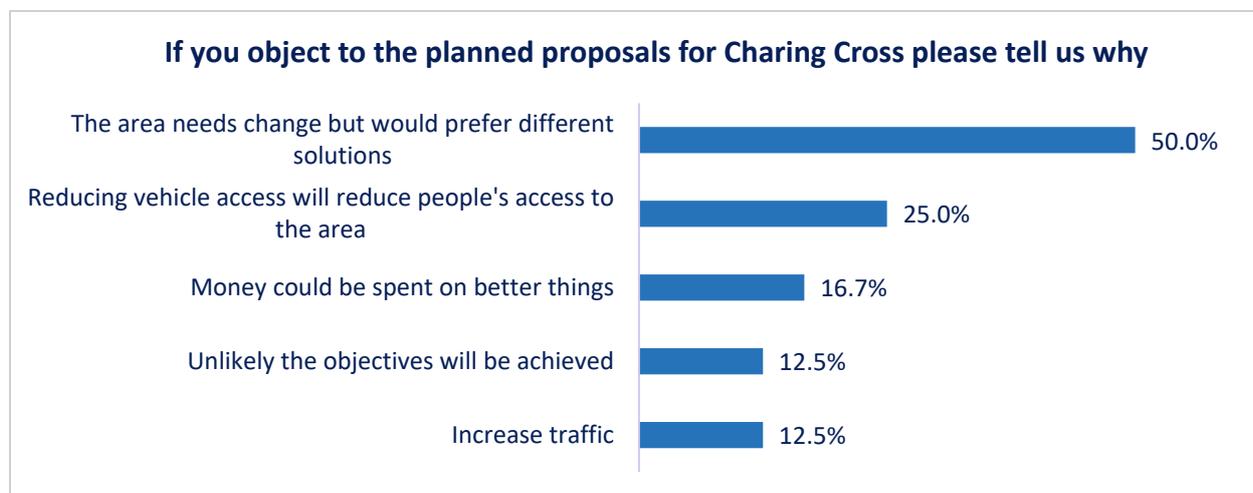


Figure 6: Chart displaying all response themes to “If you object to the planned proposals for Charing Cross please tell us why”

If you object to the planned proposals for Charing Cross please tell us why	Total	%
The area needs change but would prefer different solutions	12	50.0%
Reducing vehicle access will reduce people's access to the area	6	25.0%
Money could be spent on better things	4	16.7%
Increase traffic	3	12.5%
Unlikely the objectives will be achieved	3	12.5%

Table 6: Table displaying all response themes to “If you object to the planned proposals for Charing Cross please tell us why”

3.1.3 Question 3: Do you support or object to the planned proposals for Grange Road West?

153 people answered this question. Respondents selected one option that they agreed with. 73.9% of the responses supported the proposal whilst 26.1% objected.

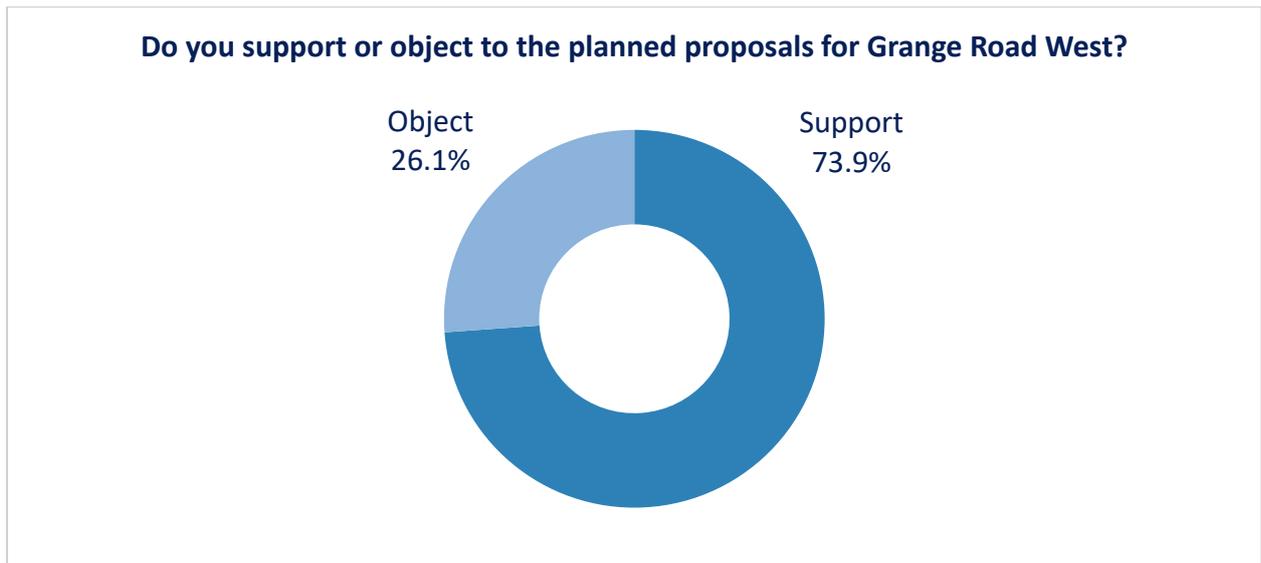


Figure 7: Chart displaying results to “Do you support or object to the planned proposals for Grange Road West?”

Do you support or object to the planned proposals for Grange Road West?	Total	%
Support	113	73.9%
Object	40	26.1%
Total	153	100.0%

Table 7: Table displaying the results to “Do you support or object to the planned proposals for Grange Road West?”

The respondents were then asked if they supported the proposal to please tell us why. 103 people answered this free text question, and they may have discussed more than one theme. A list of their responses can be found in Appendix 3. Many of the reasons given for supporting the proposal were again, the same as the previous questions.

‘Improve the area in general’ (27.2%) was the most common theme with respondents with the next most popular themes were ‘Attract and support business’ (17.5%), ‘Better for pedestrians’ (17.5%) and ‘Improve the appearance and functionality of the area’ (17.5%). For those who would prefer changes (14.6%), the suggestions and concerns state were the same as the previous questions.

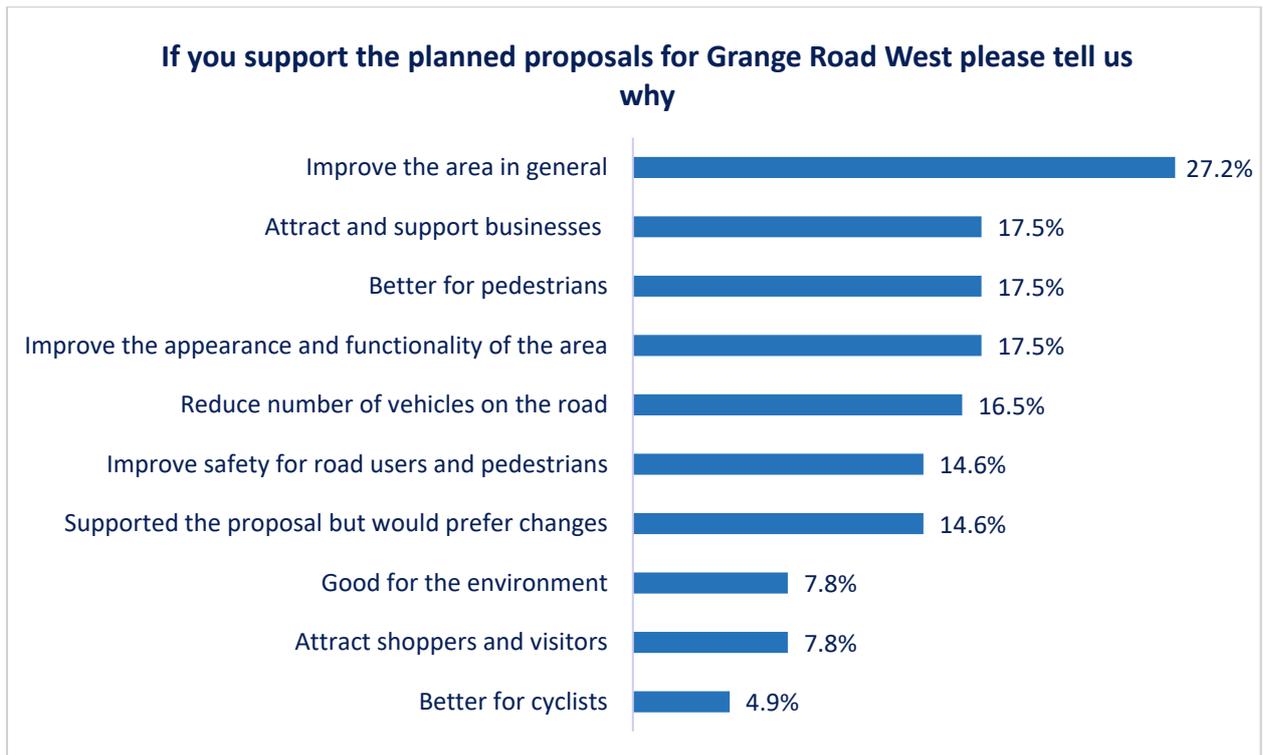


Figure 8: Chart displaying the top 10 response themes to “If you support the planned proposals for Grange Road West please tell us why”

If you support the planned proposals for Grange Road West please tell us why	Total	%
Improve the area in general	28	27.2%
Improve the appearance and functionality of the area	18	17.5%
Better for pedestrians	18	17.5%
Attract and support businesses	18	17.5%
Reduce number of vehicles on the road	17	16.5%
Supported the proposal but would prefer changes	15	14.6%
Improve safety for road users and pedestrians	15	14.6%
Attract shoppers and visitors	8	7.8%
Good for the environment	8	7.8%
Better for cyclists	5	4.9%

Table 8: Table displaying the top 10 response themes to “If you support the planned proposals for Grange Road West please tell us why”

The respondents were asked to provide their reasons for if they objected. 32 people answered this free text question, and they may have discussed more than one theme. A list of their responses can be found in Appendix 3. Again, many of the reasons for objecting to the proposal were the same as the previous questions, however a larger proportion of respondents to this question cited reducing vehicle access (25.0%) and increasing traffic in the surrounding area (25.0%) as their reasons for objecting.

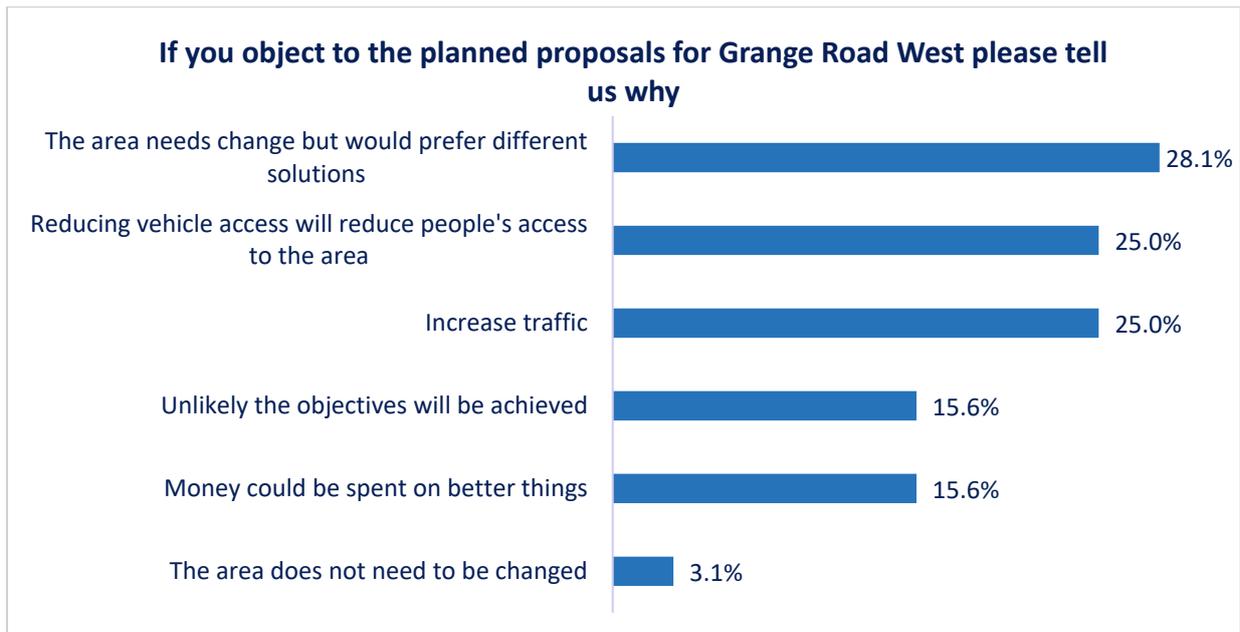


Figure 9: Chart displaying all response themes to “If you object to the planned proposals for Grange Road West please tell us why”

If you object to the planned proposals for Grange Road West please tell us why	Total	%
The area needs change but would prefer different solutions	9	28.1%
Increase traffic	8	25.0%
Reducing vehicle access will reduce people's access to the area	8	25.0%
Money could be spent on better things	5	15.6%
Unlikely the objectives will be achieved	5	15.6%
The area does not need to be changed	1	3.1%

Table 9: Table displaying all response themes to “If you object to the planned proposals for Grange Road West please tell us why”

4.0 Demographics and Site Traffic

4.1 Demographics

Registration was required to engage in the online Charing Cross and Grange Road Active Travel Scheme consultation. The registration form included questions regarding demographics including gender, age group, ethnicity, and sexual orientation, however not all questions in the registration form were compulsory and respondents could choose to select 'prefer not to say' or skip the question. The demographics results are summarised below.

Most respondents (84.9%) of the respondents classed themselves as local residents.



Figure 10: Chart displaying results to "Please tell us who you are"

54.7% of respondents identified as female and, 44.0% male. 0.7% preferring not to say and 0.7% preferring to use their own term.

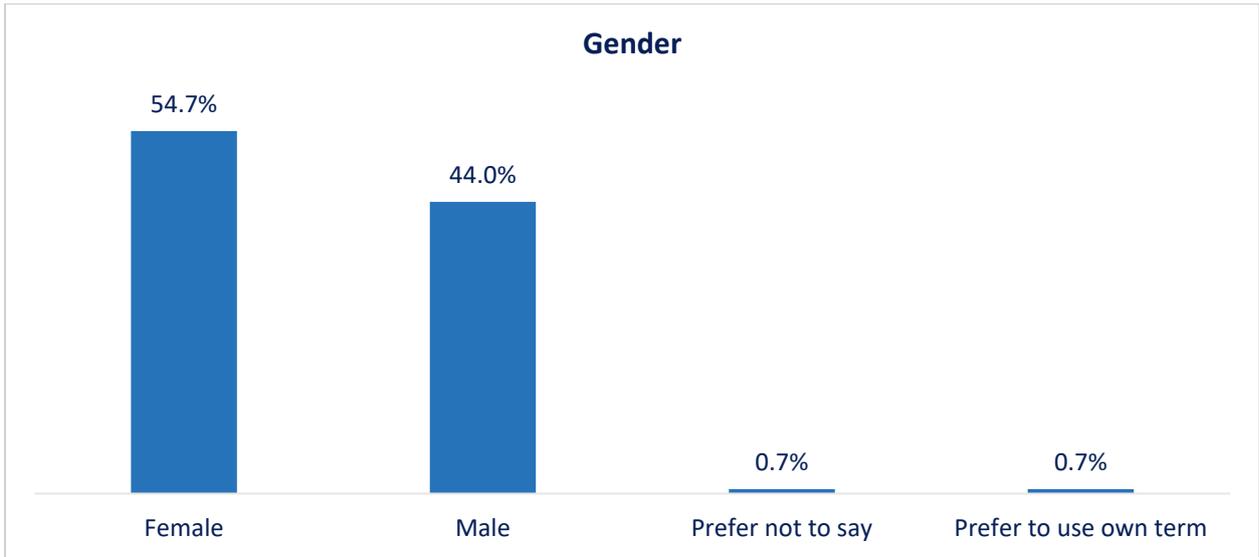


Figure 11: Chart displaying gender of respondents

The age group profile is illustrated below with the most common age groups being 34-55 years (25.0%), followed by 55-64 years (22.3%) and 45-54 years (20.3%). 16-24 years only made up 3.4% of respondents.

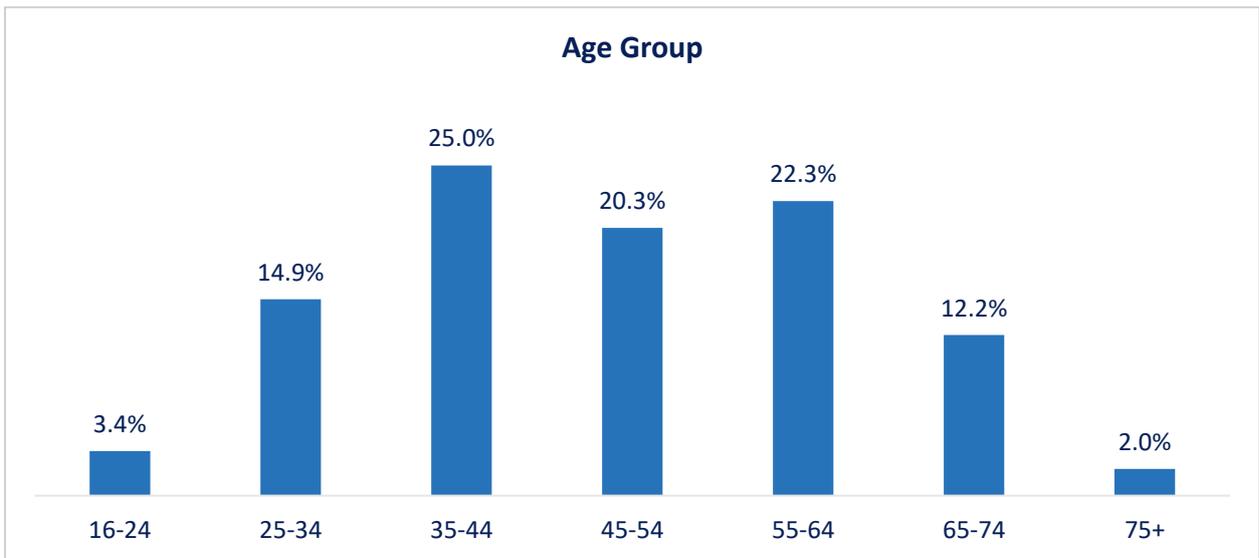


Figure 12: Chart displaying age group of respondents

83.8% of respondents were heterosexual, 2.7% were gay/ lesbian, 1.4% bisexual and 12.2% preferred not to say.

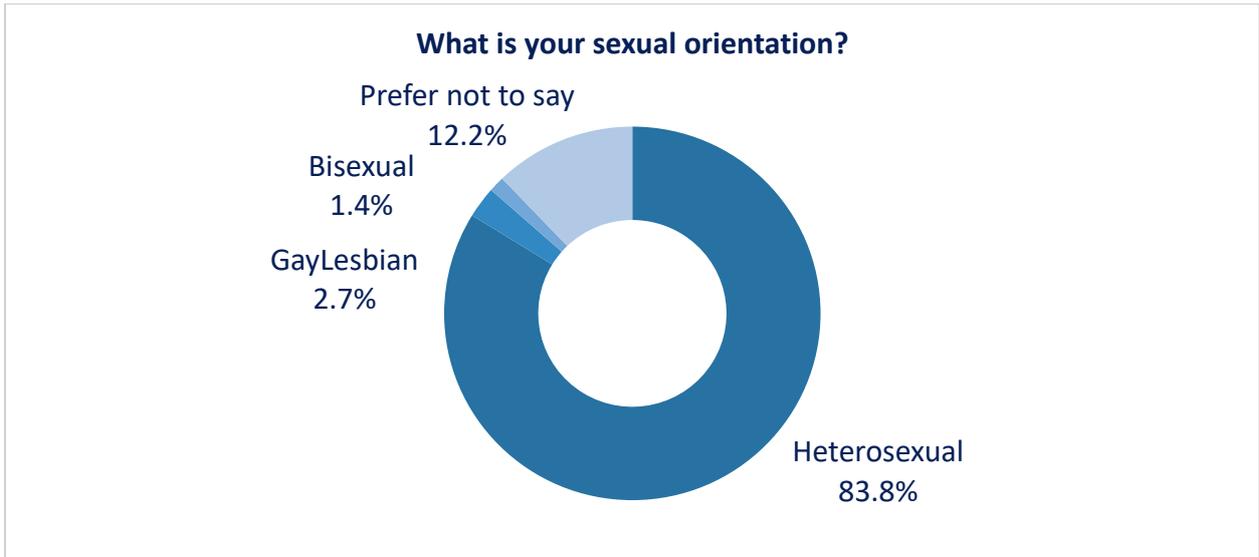


Figure 13: Chart displaying sexual orientation of respondents

79.7% said they did not have a disability whilst 14.5% of respondents said that they had a disability. 5.8% preferred not to say.

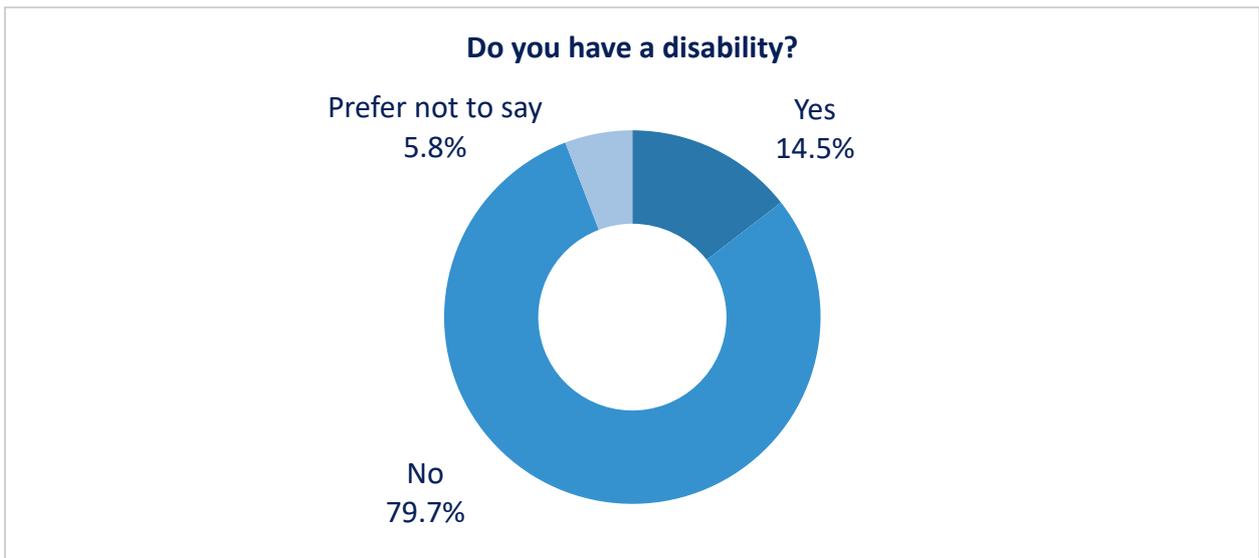


Figure 14: Chart displaying disability status of respondents

The majority (90.0%) of respondents identified as White – British.

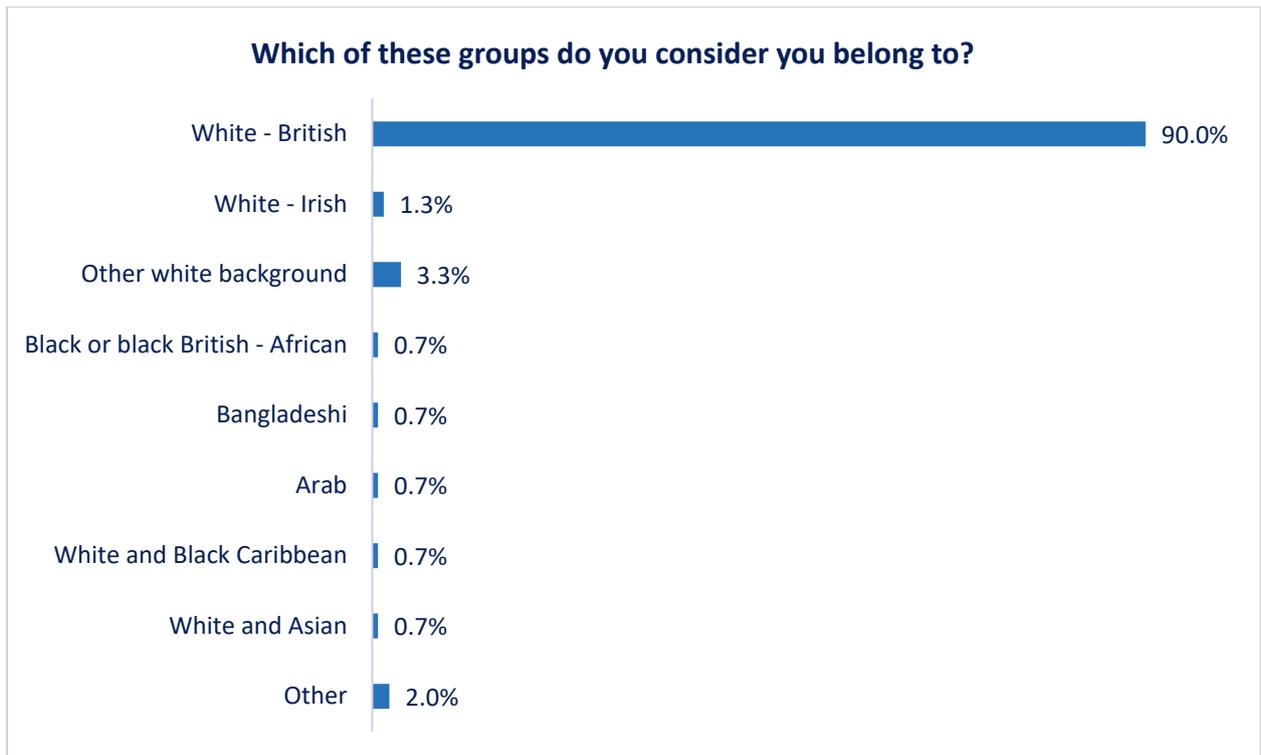


Figure 15: Chart displaying ethnicity of respondents

The most represented ward was Birkenhead and Tranmere (20.1%) followed by Oxton (18.1%) and Claughton (13.4%). No responses were received from residents of Moreton West and Saughall Massie or Liscard.

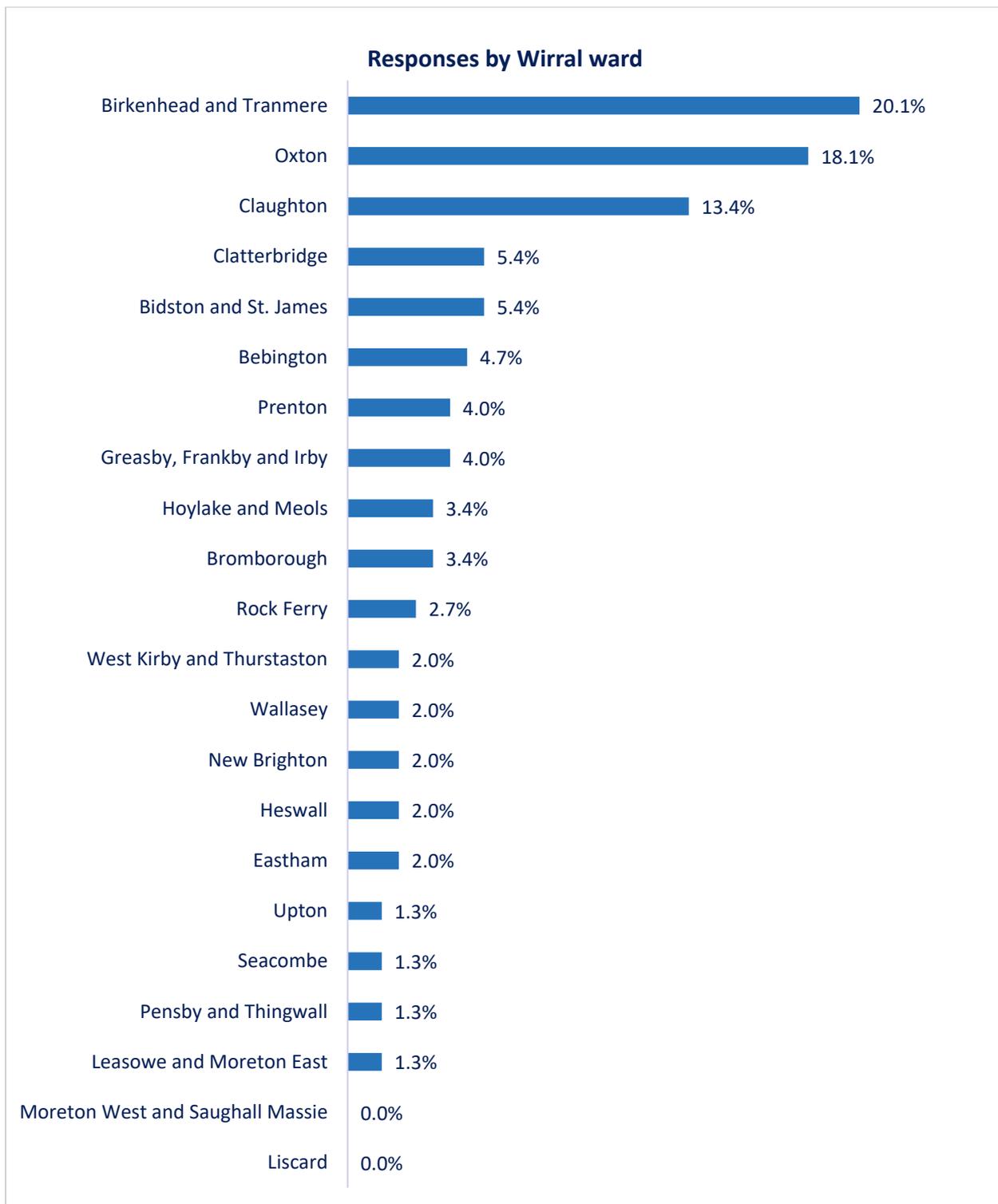


Figure 16: Chart displaying Wirral Ward representation

4.2 Have Your Say - Site Traffic

Reviewing the site activity, visits, and how people visit the site can be useful to evaluate if people are aware of the site, as well as to ensure engagement activities are deployed effectively, and to a wide range of different people – enhancing public engagement in the

future. Charing Cross and Grange Road Active Travel Scheme consultation of the Have Your Say site was visited 1,927 times. Of these, 537 visited multiple project pages and 372 viewed a photo or document. 154 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 (1,132) or direct visits where people typed the internet address into their web browser (421). It should be noted that Direct visits generated the highest rate of engagement of 12.4% (excluding sources with low traffic volumes), meaning 12.4% of these visits resulted in completion of the survey, whereas Social Media visits had an engagement rate of 5.0%.

Traffic Source	Aware Visits	Informed Visits (%)	Engaged Visits (%)
Social media	1,132	420 (37.1%)	57 (5.0%)
Direct	421	195 (46.3%)	52 (12.4%)
Referrals	313	184 (58.8%)	30 (9.6%)
Search Engine	52	30 (57.7%)	13 (25.0%)
Email	5	3 (60.0%)	1 (20.0%)
.GOV sites	4	3 (75.0%)	1 (25.0%)
Total	1,927	835	154

Table 10: Site traffic sources

5.0 Appendices

5.1 Appendix 1: Responses for Question 1

5.1.1 Supporting Responses

Please tell us who you are?	Contribution
Wirral business	Development is definitely required. I have a business at the Charing Cross end of Grange road with access for loading via River Street at rear of store so will need to be fully aware of the proposed access changes for that road.
Wirral business	To make the area more attractive to shoppers
Wirral business	The area needs to be updated as it's in poor condition
Wirral business	The whole area needs lifted, this can only help attract people
Wirral Councillor	Fantastic improvement to the public realm.
Wirral Councillor	Grange Road is in need of investment and this looks like a good option
Wirral Councillor	these plans would make active travel easier, with benefits for everyone
Wirral Councillor	It will be a much safer and more pleasant space which will help local businesses as people are more likely to want to go there. Being able to sit and talk without worrying about cars is beneficial to mental health.
Wirral resident	<p>The level of vehicles currently illegally driving and parking in it is completely unacceptable.</p> <p>Previous paving schemes look nice for a bit then get ruined by vehicles driving over them.</p>
Wirral resident	Visually better and more attractive
Wirral resident	<p>It was useful to attend the consultation on this scheme, and hear directly from the team about the considerations and constraints. Generally the scheme is a very welcome improvement overall, and within the context of the funding source it is understandable that the Grange Road+ Grange Road W part is the main focus. Getting the vehicles out of Grange Rd has to be a priority, and is recognised as such. I've nothing much to add on this piece, supportive of the overall plans and I think the issues have been correctly identified.</p>
Wirral resident	better for pedestrians
Wirral resident	It would be a great improvement to the shopping area not to have cars squeezed in where they're not supposed to be, though I'm not quite clear how electric bollards would be more successful at controlling illegal parking than the current gate.

Please tell us who you are?	Contribution
	Replacing the street surfacing would go how far? I hate waste and wouldn't want current paving to be torn up just for the sake of it.
Wirral resident	It's really struggling now, so requires change
Wirral resident	The proposals will make the area more desirable to visit, not just for the current businesses, but will also attract new businesses. It will also be a more attractive area that connects this part of Birkenhead to the other end of Birkenhead, near Hamilton Square. Please can cycle lanes and good flood risk management measures (permeable surfaces and the planting of vegetation) be part of the proposals.
Wirral resident	Grange road is in dire need of improvement
Wirral resident	The area needs modernising and tidying - and any extra "green" is good for Birkenhead
Wirral resident	It will make walking a pleasanter experience
Wirral resident	We need to improve the environment for future generations and anything that encourages walking safely and pleasantly is a good thing. Equally anything that brings residents back into Birkenhead has to be better to improve footfall in the shopping area. I hope this will help both these things. But please take it further and look at Oxton rd. There is an excellent greengrocer, baker, electrical shop and supermarket. This is the basis for reviving an area and providing small retailers and cafes with a good area for new starts. So landscape or improve this area too and negotiate with landlords to offer reasonable rents to encourage other small businesses!
Wirral resident	The area is in desperate need of change and improvement. Traffic control and investment to encourage people and families to spend time in the area safety and have a good choice of shopping and entertainment
Wirral resident	Birkenhead has become somewhere I just don't want to visit - and part of that is down to the unpleasantness of the public realm. Improving Grange Road and making it more pedestrian-first would encourage people to visit that area as a destination - providing it does attract businesses as a result of a significantly improved public realm.
Wirral resident	There are some fantastic buildings in this area and they are often over looked due to the road layout. It can be very tricky to cross over all the roads just to get onto the main Grange Road pedestrianised area. The idea to widen the pavement is brilliant and would make it so much more accessible and would make the area more attractive especially with planters adding colour. It's a main part of our Birkenhead shopping area and it would attract more shoppers if it looked inviting. I don't think there should be cars parked all the way up Grange Road either. They often block the path or leave small gaps in front of businesses to walk by.
Wirral resident	For safety reasons I definitely support Grange road being changed. Fantastic ideas you have there to stop cars going down and make it fully pedestrianised.
Wirral resident	This area has been rundown for so long and hopefully the proposal will help with that.
Wirral resident	I live on Cloughton road, there is constantly way too many cars in town. There has been a huge influx of vehicles parking there as a result of the Mc Donalds doing deliveries. The delivery drivers take over the whole top of town and it is dangerous. I

Please tell us who you are?	Contribution
	think brightening the place up, making it more pedestrian friendly would make me want to take the short walk and shop more local. Due to the many busy roads to cross with 2 small children and the amount of vehicles parked in the town it's self it doesn't feel safe. Therefore if it was more pedestrian friendly I would be less inclined to drive and shop elsewhere.
Wirral resident	It will make a big improvement to the area that had gone down hill.
Wirral resident	Birkenhead is a dump. Needs revitalising and a revamp and to be less drab
Wirral resident	I have believed for a long time that some pedestrianisation would be good to reinvigorate the area. Be careful though as Birkenhead shopping district can be dead if fully pedestrianised. I would suggest wider pavements with room for outdoor seating and change the roads to narrower 1 way lanes. I would heavily suggest the same for Oxton road. You are already seeing private sector investment on this street with pleasant chops and cafes appearing. The council would be wise to direct some funding to beautify the road to encourage further private sector investment - wider pavements, narrower 1 way traffic. It could be similar to Bold Street in Liverpool and a good connection between Oxton and Birkenhead encouraging growth.
Wirral resident	It looks great. I love this proposal. Much needed.
Wirral resident	Anything to improve the look and safety of the area is positive
Wirral resident	The proposed area desperately needs new, high quality paving like granite, which would greatly enhance the look of the area. Improved crossing and making Grange Road West one way, with wider pedestrian areas would better link this area to the rest of the town centre.
Wirral resident	Something needs to be done to improve the shopping destination
Wirral resident	I think calming traffic and making it safer for people to walk and bike is a positive change.
Wirral resident	Will make Birkenhead look less run down.
Wirral resident	More space for pedestrians and less fly parking.
Wirral resident	The area requires further investment.
Wirral resident	Finally looks like we can stop the parked cars being thrown all down the pedestrian zone on Grange Road.
Wirral resident	The area needs regeneration
Wirral resident	I support cyclability and zero emission centric projects
Wirral resident	Birkenhead is run down and unattractive it needs enhancements to attract shoppers back
Wirral resident	The pictures speak for themselves... There's no reason for this road to be accessible for cars! This proposal will make this street much safer for pedestrians. I think it will massively improve the feel of the street, making it a place people want to spend time walking around, which will then also benefit all the local businesses due to higher footfall. This one is a no-brainer!
Wirral resident	<p>It was, once conceded the main shopping centre for Wirral it a shadow of what it was.</p> <p>Its run down very poorly maintained in a bad state of repair</p> <p>What has been done was not up to standard tarmac put down to cover cracks no attempt to repair or replace broken paving put some tarmac down to cover up the</p>

Please tell us who you are?	Contribution
	problem. Lighting not up to standard
Wirral resident	This should always be a pedestrian access only, used to be many years ago when we had high street name shops in the precinct
Wirral resident	I think that a renewal of the pedestrian environment would be very welcome, especially paired with a strategy to limit unwanted cars and vans in the area. It would further be very desirable to attend to some of the variation in quality of the shop frontages to aid the general improvements to the look and feel of this stretch - is there anything that can be done about the shabbier properties? Ideally it would be great to have a feature that offered a certain degree of uniformity to the frontages - whether a common style of signage, or a verandah which drew on the architecture of some of the nicer red brick units?
Wirral resident	It is in such a state of deprivation that something has to be done to improve it.
Wirral resident	More greenery
Wirral resident	Whole of Birkenhead needs improving.
Wirral resident	Needs a refresh, needless cars parked, Macdolands delivery drivers need to park elsewhere) drive awfukly unaware of children trees are good for the environment
Wirral resident	It will improve the shopping experience and encourage more people to come into the town centre.
Wirral resident	Anything to help businesses in Birkenhead is a bonus. Maybe not so much the pubs but definitely the shops and small businesses in the area . If somewhere looks nice it will hopefully make residents appreciate it more and look after the area, if things people need are within easy access to us it will keep alot of custom here in Birkenhead rather than over in liverpool.
Wirral resident	If it brings more people to the town center because it is safer, then it is a good idea.
Wirral resident	Will make it a nicer place for people to come to and safer especially if the council enforce padestrianisation of town as it's currently overrun with cars and vans who enter from side roads next to Iceland and the taxi rank by Asda.
Wirral resident	Birkenhead has long required an upgrade, it's a lovely place to shop but it's tired and uninviting at the moment.
Wirral resident	It is currently not currently attractive to bring people to the area and they would rather go to Liverpool, Cheshire Oaks or Chester. It would help the local businesses and make it a more attractive place that people might respect more.
Wirral resident	it should make the area better
Wirral resident	Grange Road has become an embarrassment and is in severe need of investment. This used to be the pearl in the crown of Birkenhead.
Wirral resident	The area needs to be improved and access for motor vehicles reduced/removed. Disappointing not to see improvements for people who travel by bike - is there scope for protected lanes rather than just advanced stop boxes, bike phase on lights and secure cycle parking to encourage more people to use their bikes rather than travel into area by car.

Please tell us who you are?	Contribution
Wirral resident	Any improvement is welcome.
Wirral resident	Any improvements to Grange Road are welcome as the area feels run down and neglected
Wirral resident	Birkenhead right now is a horrid place to live and be in, having a nice renovation to the town would boost our economy so people will come to birkenhead to shop and enjoy the sights and views birkenhead have to offer rather than traveling 5 minutes longer to a more pleasant cleaner shopping experience place like liverpool one.
Wirral resident	Reducing vehicular traffic and enabling safe walking conditions are good for the environment and for everyone's health
Wirral resident	It will obviously improve the ambience of the area and make it a more pleasant place to walk and shop
Wirral resident	Something has to be done to invigorate the area. Good roads and traffic management would assist.
Wirral resident	<p>higher quality new paving will unify and enhance the space. You can use materials that reflect/are similar to Primark/Waterstone's but in a more contemporary design (like Liverpool's Church St). The space need elevating by leaning on its strengths, to distinguish it from any old place. I'm pleased to see retention of existing tree and the addition of new ones -by mindful to place them so they can maximise sun exposure and grow quickly.</p> <p>I wonder if narrow low maintenance wild grass/wild flowers beds/grass 'verges' in the dips of the road (where the water drains) might be worthwhile to help managed water runoff from rain. And/or design the topography so that water runs off to flower beds/grass verges to the side streets like Vincent/Horatio/Catherine Sts and the side of Superdrug. Also how about leaving a sufficiently un-paved/un-tarmaced clearance around new and existing trees that can soak up excess water, improving the safety of the street, the hydration of the trees and overall water run-off management across the area. The clearance could have wild flowers planted. Also with global warming and more heat waves shaded streets will reduce temperatures for shoppers, bills for shops and improve air quality for all.</p> <p>There's some evidence, but best refer to specialists, that using trees and plants of different sexes helps to reduce the pollen count - which will make the environment less uncomfortable for the public. We don't want people being allergic to Birkenhead.</p> <p>The fly parking isn't just unsightly but it makes pedestrians apprehension on narrow streets like this as you can't have clear lines of sight that somebody nefarious isn't waiting in your blind spot to cause trouble. So tackling inconsiderate parking is a must.</p> <p>Thanks.</p>
Wirral resident	Anything is better than what it is now so run down and dirty I try and avoid it

Please tell us who you are?	Contribution
Wirral resident	Good that something is being done to limit cars parked there during the day. However, instead of investing in new bricks on the road, investing in local shops and businesses will improve the area much more.
Wirral resident	Grange Road has been neglected or badly managed, in my option, for some years now especially since Asda were allowed to build there.
Wirral resident	To reduce traffic and make the area safer for pedestrians
Wirral resident	The area desperately needs a visual lift to modernise it and make it more appealing. There has been an increase in traffic despite the restrictions of late, and I think making this a pedestrian only zone increases safety.
Wirral resident	This has need an improvement for a long time
Wirral resident	The area needs to be developed People avoid shopping there and would rather use Liverpool or the Croft
Wirral resident	A better looking shopping centre will attract more business and investment
Wirral resident	Because the area really needs a face lift.not enough footfall for local businesses and the crossings aren't safe
Wirral resident	Although I support the improvements to the look and feel of the area, that is mainly due to the money coming from central government. Once the area is improved, what is the plan to attract new investment in the area and also to reduce the anti social behaviour often associated with this part of the town. If those areas are not addressed, improving the look and feel of the town centre is just a sticking plaster.
Wirral resident	The proposals will enhance the area and properly restrict vehicles from entering Grange Road
Wirral resident	It needs a lot of work to get it back thriving
Wirral resident	I think it is important to have our public spaces more welcoming for pedestrians and cyclists
Wirral resident	The area needs investment to attract visitors and retain businesses
Wirral resident	Safety
Wirral resident	There has recently been a noticeable increase in cars being parked at the start of the 'pedestrianised' section of Grange Road close to McDonald's.
Wirral resident	This area needs picking up, its currently full of drug users, alcoholics, and children all causing mass asb which prevents people wishing to venture into the area. There are also far too many delivery drivers blocking the paths amd pavements.
Wirral resident	I think that the planned proposals will enhance the area, making it much more attractive to visit.
Wirral resident	Anything is better than what we have at this moment. Birkenhead is run down, Your not going down to Birkenhead for a busy shopping day. Very sad. It needs a complete regeneration, free parking and something to bring the businesses back into the community.
Wirral resident	Anything to make the wirral a better place.
Wirral resident	Measures in place to stop vehicular access to pedestrian zone at top of Grange Road.
Wirral resident	Grange Road has been on the decline for some time and needs upgrading to make it a destination rather than a necessity
Wirral resident	It looks nicer

Please tell us who you are?	Contribution
Wirral resident	To make our environment safer, cleaner, and to give people easier access to healthier ways of travel.
Wirral resident	More pedestrian friendly and better control of nuisance parking
Wirral resident	The improvements to these badly worn out and degraded streets should improve pedestrian access and make the principle street more attractive to users.
Wirral resident	Combat Broken window syndrome - may create pride in area. Theoretically could attract new businesses but I feel doubtful that improved aesthetics will overcome the general and national 'death of the high street' that we are experiencing.
Wirral resident	Greener and safer travel is better for everyone.
Wirral resident	This area of birkenhead is extremely run down and is now and area solely used by drug users and their dealers. It needs regenerating and looking after so other locals can enjoy it and feel like the council does care about this area. Regeneration may bring business back into the area, as it's all closed units.
Wirral resident	It looks very tired and unloved
Wirral resident	Quicker to cross the roads
Wirral resident	Improve the local area as it is flailing away.
Wirral resident	all three schemes will improve accessibility for those on foot or on bike, making it easier AND quicker to access the town centre by not having to wait as long on crossing phases or have to give way to vehicles thanks to their removal through the use of bollards.
Wirral resident	Great plans and will make a positive impact. The pavement currently is shocking and the new one looks much brighter and modern. Grange rd seems very popular with businesses whereas the pyramids needs modernising or half of it knocking down to open up for the new market!
Wirral resident	For health, environmental, and a nice place to live. People need to be given alternatives to travelling by car.
Wirral resident	Road is very dangerous cars go to fast and speed up through westbourne road were there children playing
Wirral resident	The retail area in Birkenhead is dated and needs something special to draw people back to the town
Wirral resident	It looks better
Wirral resident	I used to live on Grange Road West and had to move because the road got that bad, it would be great to see this happen.
Wirral resident	Anything to improve the look of Grange Road would be welcome. It's not very appealing at the moment.
Wirral resident	Anything is an improvement
Wirral resident	The location needs to be closed to traffic during shopping hours otherwise it will be abused by traders and blue badge holders.

Please tell us who you are?	Contribution
Wirral resident	The harsh reality is, Birkenhead is finished as a shopping mecca like it was in the 1970s, 80s and up to the mid-90s. Online shopping and L1 have made redundant its former retail glories along with the loss of so much of its industrial history. The centre simply cannot recover to its retail glories of the past. There is really only one future for the empty retail units - housing. These proposals are a step in laying the foundations for the idea of Birkenhead shopping centre morphing into a living space.
Wirral resident	Please do all you can to push Wirral away from reliance on cars
Wirral resident	I love shopping in Birkenhead but it needs shops not seats. The seating and trees are adequate as they are. If people want to "dwell" they're not spending money! You want to encourage revenue by people SHOPPING, no? More shops, not more seats thank you.
Wirral resident	I support a low traffic neighbourhood and the street improvements - this will improve the over all health of residents, but we need to go further. I don't feel safe on the streets - particularly as a lone female walking alone at night - can't we do something about that?
Wirral resident	The fly parking is a constant irritant, as these drivers usually do it even have the grace to drive slowly and carefully wen arriving or leaving.
Wirral resident	Birkenhead town centre is looking very tired. Traffic in Grange road has become a real problem. I have seen people using it to collect shopping and have often had to move out of the way of car's driving down Grange road at a speed that could result in being unable to stop if a child ran out.
Wirral resident	any improvement is better than the current mess.
Wirral resident, Wirral business	The area needs to be improved
Wirral resident, Wirral business	Left to go to ruin for almost two decades.
Wirral resident, Wirral business	The design will create a much healthier space - hopefully this will attract more people and businesses to Birkenhead and create a safer environment for folks of all ages to enjoy.
Wirral resident, Wirral business	This area has been run down for years and badly needs attention to attract trade.
Wirral resident, Wirral business	I have been concerned to see cars parked in the pedestrianised top of grange road. They make the area dangerous and unsightly. Rethinking the purpose of the various shopping areas in the town centre is very welcome. I would be more likely to travel there by public transport and spend more time there.
Wirral resident,	Would prefer to have restricted access and no cars parked outside shops as this detracts from the fact that it is a pedestrianised area and shoppers may feel

Please tell us who you are?	Contribution
Wirral business	uncomfortable navigating the obstruction. Also Health and Safety hazard. Have personally witnessed an elderly man being knocked to the ground by a car driver parked on the pavement.
Wirral resident, Wirral business	Accessibility for all us vital. Reducing vehicular traffic is safer
Wirral resident, Wirral Councillor	<p>Safer, healthier and provides economic benefits.</p> <p>Would prefer marked cycle lane coming up to the advanced stop lines on Whetstone Lane and Exmouth Street (you have them for Oxton Road).</p> <p>How do cyclists access Grange Road and where is the cycle parking? It should be included in the design.</p> <p>Need to ensure that the improved materials are retained when street works take place (i.e., in the future don't allow to be patched with tarmac). Always room for more vegetation - to improve shading and drainage.</p>

5.1.2 Opposing Responses

Please tell us who you are?	Contribution
Wirral business	As business COVID has a great impact on us, this isnt considering all the recent events that are making us struggle even more, this project will add up to it and cause us to shut down. All the customers agree with this that it's very inconvenient for them and will consider changing us as their main supplier
Wirral business	This road has many businesses, including my own and by making it a one-way road or restricting access, causes many issues for businesses and customers, therefore, making it bad for businesses.
Wirral business	We have regular customers for our small business who will not be able to access it anymore after the changes. The project will cause them too much of an inconvenience that they would rather go else where. I have already spoken to many regular customer or new ones and all of them have expressed this.
Wirral resident	All good, especially better crossings but limiting traffic along GRW, that will be the death knell, yes I too can see lovely quirky little individual shops along there one day, but not in this life time. It's a low income area and until that changes shops will struggle no mater what it looks like. Tell peel to get there finger out and hurry up with the posh flats down the docks!
Wirral resident	All this funding just to paint over the rust of Birkenhead - no real improvements like bringing more shops in or preventing crime which is very bad. People are sitting on every corner and doorway wanting help and you are suggesting a few new trees and seats
Wirral resident	Birkenhead is a lost cause, ruined by jobs and closed down shops
Wirral resident	Cosmetic improvements to the outside area won't attract more people, the are needs new and decent shops who will stay longer than 6 months. The rent is so high in the area and the footfall so low. This won't improve because you've planted a new tree or laid a new pavement.
Wirral resident	I don't see much of an improvement in the plans, so think money could be spent better. The current paving, trees and furniture never struck me as requiring urgent replacement.
Wirral resident	I don't think making it more awkward for drivers on this integral route is going to benefit anyone.
Wirral resident	I think you should save this money and gather further funds until a complete regeneration project can be done. One that will encourage the businesses to come back to the area. The only way to truly transform Birkenhead would be by completely funding the tunnel and connecting to Liverpool City center. Extending Liverpool University campuses to Birkenhead, building student accommodation and capitalising on the draw of the city. Student campus buildings and student accommodation would entice further private investment.
Wirral resident	Investment needs to be made in the shops and businesses or all you are going to create is more places for gangs etc to hang round
Wirral resident	It says the funding is ti increase accessibility. I dont see how a few planters and closing access to cRs falls with in this. All it does is move cars elsewere. Close of the

Please tell us who you are?	Contribution
	road to elderly and disabled and means families with children walking into town have to weave inbetween tables of people drinking in the street. Not ideal at all.
Wirral resident	Money could be better spend in other areas.
Wirral resident	<p>Object - that the paving of the precinct is not going to make a blind bit of difference in drawing more people in to the town centre. Its a waste of money. Better to jet wash clean the existing and make minor repairs.</p> <p>Object - the blocking of the top of the precinct to traffic. These cars are all here to collect food from MacDonaldis only. Focus on changing poor diet choices to alleviate this problem. Blocking off of the other access points to the precinct does not seem to be a valid or genuine need to do this. Where is the evidence that this access is somehow is a danger to people?</p> <p>Planters and improved seating, more bike racks and bins would be good.</p>
Wirral resident	Please stop spending money here until the council work with the police to remove the drug addicts sitting outside the stores intimidating people. This scheme will not encourage me to return to this area
Wirral resident	Reducing access will not increase foot traffic. There is already a council car park close by and making it free would solve this problem efficiently leaving budget to promote the many multicultural gems in the area to bring in money from more affluent areas of the Wirral.
Wirral resident	<p>Repaving the precinct won't make a difference at all in terms of attracting new people to the area. The funding should be spent on nice street furniture, bins, and having planters filled with flowers etc to brighten the area. The paving should just been cleaned of all the chewing gum and other dirt to make them new again and do minor repairs on any damaged ones.</p> <p>There's no need to place bollards blocking off all the roads into the precinct as no joy riding happens anyway around there and it will just restrict access for emergency vehicles and delivery drivers for the shops.</p>
Wirral resident	The money could be used for better things in Birkenhead
Wirral resident	The only way to make Birkenhead more attractive is to demolis the Market, the Pyramids and all the buildings adjacent to Grange road.
Wirral resident	This is a pipe dream from Wirral Council. There is no money in the immediate population and there are plenty of big shops in Liverpool which is a 10 min (max) bus trip away. I think the money would be better spent elsewhere. You need to be aware of the local social structure around Birkenhead and provide what is needed for the people that live locally. Marketing Birkenhead as a go to destination will take millions of pounds and I doubt that is in the budget you're spending.
Wirral resident	WBC set the bar incredibly low yet still fail to reach it. They never listen. They have their own idiotic woke agenda.
Wirral resident	We need decent retail options in the town, it's an awful place to shop down there. Local businesses are calling out for support from Wirral Council
Wirral resident	Whilst the paving would look pretty for a while it wouldn't be long before weeds appear and the cars lift the flags and cause large puddles/trip hazards. Plants would need to be maintained so we don't end up with an unkempt eyesore. Excuse me for saying this but you can't polish a turd!

Please tell us who you are?	Contribution
Wirral resident, Wirral business	1) As a business owner in town you have done enough damage trying to reduce cars i.e on street parking machines. 2) Bikes on the Road slow cars down and dangerous to over take. Actually increasing pollution and endangering lives. 3) My business sells appliances. How do you carry a washing machine on a bike? 4) Cycling is not good for your health. Dr Hillary from GMTV said Cycling has a negative on fertility.
Wirral resident, Wirral business	Planting trees and adding additional street furniture doesn't alter the fact that there are too few quality shops in Birkenhead. There are too many closed units, they have been empty for years. I personally do not feel safe when visiting Birkenhead, it is dirty and unless I absolutely have to go into my bank I avoid going.
Details not provided	People are happy with grange road the way it is now
Details not provided	These plans discriminate against parents with small children who need to use their cars rather than make their children walk in bad weather and up to 3 miles!!!



5.2 Appendix 2: Responses for Question 2

5.2.1 Supporting Responses

Please tell us who you are?	Contribution
Wirral business	Development is definitely required. I have a business at the Charing Cross end of Grange road with access for loading via River Street at rear of store so will need to be fully aware of the proposed access changes for that road.
Wirral business	To brighten up the area and make it more modern
Wirral business	The area needs to be safer, cleaner and more welcoming for visitors, workers and businesses
Wirral business	Easier to get onto grange road west
Wirral Councillor	Turns it into a much friendly junction.
Wirral Councillor	If this helps to reduce traffic and make walking and cycling safer it is a good option. The shops at this end of town need connecting seamlessly to the main part of town. Similar to Bold st and church st
Wirral Councillor	Pedestrian and cycle improvements will encourage people to use these modes of transport and decrease car use. Studies show people who walk and cycle to local shops spend more than those who drive. Cycling is much cheaper than driving and especially beneficial in a cost of living crisis. It is vital to help the borough meet its climate emergency pledges.
Wirral resident	The scheme is positive
Wirral resident	It would be a major improvement.
Wirral resident	Easier to cross between the shops on grange road west and grange road
Wirral resident	<p>I would say I have a (significantly) qualified support, dependent on the outcome of discussions with AT England around improving the cycling provision.</p> <p>The upgrades to remove the multi-stage crossing for caged-in pedestrians are extremely welcome/necessary, congrats.</p> <p>The cycle provision isn't up to scratch however, for those passing through. Charing cross is right on the boundary of the Birkenhead 2040 framework area, but does get a mention in the Framework document, p130 point 6.14:</p> <p>"6.14. Whilst the challenges and opportunities are different on every street, many locations like Conway Street, Charing Cross and Grange Road, are in need of a rethink or refresh. Excess highway capacity can be reallocated to pedestrians and cyclists. This is particularly important to support the wider regeneration of the town and will help create a safer and more attractive environment. Opportunities should be explored for centralised hubs for the storage and distribution of goods and deliveries."</p>

Please tell us who you are?	Contribution
	<p>This scheme misses the opportunity to do that. I know views on the Whetstone lane traffic expressed (from the context of potential impacts of reducing it to 1 lane from 2); it's quite a short stretch (~50m?) and in my (anecdotal) experience isn't typically fully utilised as 2 lanes, often it seems too narrow for that if there are commercial vehicles/buses. The 'exit' sides of the junctions are often very generous with 2/3 lanes, which seems ample space for reallocation in my view. In summary, a good chat with AT England on that piece would be interesting as there is an opportunity to do better, and fit better with the 2040 aims, on this part of the scheme.</p> <p>Clearly an improvement overall however.</p>
Wirral resident	better for pedestrians to cross and easier for drivers at this busy junction
Wirral resident	<p>More and safer cycling and walking is vitally important, for the climate and people's health. Cars have for far too long been given priority over people, while the effects of air-pollution on people's health have not been taken seriously enough. I frequently cycle through Charing Cross, and it's not a pleasant experience. Usually I "convert" into a pedestrian at some point so as not to be having to negotiate lines of traffic, with drivers insufficiently used to taking account of cyclists.</p>
Wirral resident	It's really struggling now, so requires change
Wirral resident	<p>The proposals will make the area more desirable to visit, not just for the current businesses, but will also attract new businesses. It will also be a more attractive area that connects this part of Birkenhead to the other end of Birkenhead, near Hamilton Square. Please can cycle lanes and good flood risk management measures (permeable surfaces and the planting of vegetation) be part of the proposals.</p>
Wirral resident	the junction at charing cross is an opportunity to form a gateway to a redeveloped grange road
Wirral resident	The area needs modernising and tidying - and any extra "green" is good for Birkenhead
Wirral resident	Again it will make walker pleasanter
Wirral resident	<p>It takes too long to wait for the current traffic lighting system and this encourages people to jump the lights. As a cyclist I can also tell you that the junction is not safe or comfortable for cyclists either. So the idea of improving this is welcome. Equally the fact that cars and cycles increasingly use the pedestrianised area is frustrating and intimidating, especially for the older residents and adds to the atmosphere of lawlessness. So I would be delighted if we reverted to the pedestrian areas that used to be the norm.</p>
Wirral resident	Answer as above. Charing cross is extremely busy with traffic and pedestrians. As it is the main area of the town. We need something to encourage people to visit
Wirral resident	As above - Charing Cross has long felt like a choked-up pass-through.
Wirral resident	Charing cross has been very difficult to navigate on foot for years so these plans are a welcome change and would make this area more accessible and attractive.
Wirral resident	<p>Although I support this something has to be done with the cross section of traffic lights. The amount of traffic going through red lights from Whetstone Lane whilst you're waiting to turn by McDonald's is really putting road users in danger from oncoming traffic by Oxton Road.</p>

Please tell us who you are?	Contribution
Wirral resident	This area has been rundown for so long and hopefully the proposal will help with that.
Wirral resident	It will bring more people to birkenhead
Wirral resident	It's a dump that needs tidying up
Wirral resident	I have seen many local people including young kids trying to dangerously cross whilst traffic is moving. Making it more accessible should help. Important point also is that Charing Cross is visibly very ugly and unwelcoming. Previously a floral roundabout was present.
Wirral resident	It looks so vibrant and a million miles from the current stuff.
Wirral resident	The area look very run down and requires investment.
Wirral resident	Making safer for pedestrians
Wirral resident	Charing cross crossings are dangerous.
Wirral resident	I bike regularly into Birkenhead. I feel active travel plans are looking forward to enable people to travel more by bike.
Wirral resident	Pedestrian safety improved.
Wirral resident	Wider crossings. The pavement at the corner of Whetstone Lane and Oxton Road should be widened.
Wirral resident	<p>This junction can be dangerous and if you are not used to it as a driver can be difficult to follow due to poor/worn out road directions.</p> <p>There have been incidents before where pedestrians have had near misses or been harmed at this junction. Quicker but more regular pedestrian crossings make sense.</p>
Wirral resident	It is currently a nightmare for us pedestrians, and it looks like these plans could help.
Wirral resident	Needs regeneration
Wirral resident	I support cyclability and zero emission centric projects
Wirral resident	One way traffic is all that is needed here, it will greatly improve pedestrian safety and deter drivers from taking this route. Also love the continous sidewalks which have been shown elsewhere to prevent pedestrian deaths.
Wirral resident	<p>Need to encourage foot fall to small shops along Oxton road, Grange Road west</p> <p>Confusing for pedestrians when crossing, traffic coming from all sides needs to be made simple</p> <p>Cars coming down Oxton road who want to turn right at Charing Cross should turn right at Cook Street missing Charing cross and entering into traffic at Borough Road .reducing traffic.</p>
Wirral resident	The simplification of the crossings and provision for preference of bicycles at the lights is excellent. I do wonder if there are plans to look more broadly at the routing of traffic in this area of town - could some of the currently blocked off streets be re-opened to relieve the weight of traffic passing through Charing Cross (and the Balls Road, Woodchurch Road/Oxton Road junction for instance)?
Wirral resident	Anything to improve it . Although I am doubtful about the future of Grange Rd as a shopping area. I believe many of the shops should be replaced with another type of usage ie offices, housing
Wirral resident	Whole of Birkenhead needs improving.
Wirral resident	Be easier to gross the road.

Please tell us who you are?	Contribution
Wirral resident	The crossings need improving. This will encourage people to walk into town.
Wirral resident	Safer roads , there have been many accidents in that area so it will help prevent any more .
Wirral resident	As same as grange road it need a face lift. But it will make no difference at we have the delapidated wine lodge that is an alcoholics paradise and the pub across the road where its just as bad.
Wirral resident	If the area is safer and more pleasant to visit, hopefully it will bring people back to birkenhead
Wirral resident	Good idea
Wirral resident	My least favourite part of Birkenhead, it is busy, difficult to cross and cuts off a large part of the shopping area.
Wirral resident	It's a very busy junction. Busy traffic, dangerous for pedestrians, cyclists and cars
Wirral resident	It will be an improvement
Wirral resident	the traffic flow is bad here both for cars and pedestrians so something needs to be done.
Wirral resident	The area needs to be improved and access for motor vehicles reduced/removed. Disappointing not to see improvements for people who travel by bike - is there scope for protected lanes rather than just advanced stop boxes, bike phase on lights and secure cycle parking to encourage more people to use their bikes rather than travel into area by car. The Charing Cross junction feels dangerous if you are on a bike and off-putting if you are not a very confident cyclist.
Wirral resident	Good to make it easier to cross by bike, as it is currently near impossible. Also a direct crossing on foot makes it easier and more accessible for public.
Wirral resident	Improve access to shopping area.
Wirral resident	Getting across the road on foot takes an age at Charing Cross and I have felt unsafe crossing there especially at night.
Wirral resident	Birkenhead right now is a horrid place to live and be in, having a nice renovation to the town would boost our economy so people will come to birkenhead to shop and enjoy the sights and views birkenhead have to offer rather then traveling 5 minutes longer to a more pleasant cleaner shopping experience place like liverpool one.
Wirral resident	The improvement in road safety is highly desirable
Wirral resident	At the moment crossing the road is not easy and pedestrians often have to wait for long periods breathing in traffic fumes. It would be good if waiting times were reduced and the island inthe middle of the road disappeared
Wirral resident	<p>I love Charing Cross. But it's hideously under-used and massively hostile to pedestrians. Motorist also can't be sure if a pedestrian is just going to walk out. Would a shibuya style crossing be safer, more visually pleasing and enhance the sense of continuity of pedestrian and retail flow across the disconnected arms of the junctions.</p> <p>The centre of the junction is missing a focal point. Motorists do not need all that space, it encourages unnecessary speed as they turn corners. However taking our a portion of the centre of the road, having a sculpture, some grass/flowerbeds to allow water to run off into.</p>

Please tell us who you are?	Contribution
	<p>Re paving, great. Preferably the same materials and theme as down Grange Road to unify the spaces.</p> <p>If you're going to retain the crash barriers on the edges of the pavement perhaps replace them with better designed ones, something in sync with the period buildings. Or, if one a budget just paint them a deep black or a shiny silver. Dead, unused space could be flowerbeds, or low maintenance wild grass/wild flowers - e.g. the parts of crossing islands that aren't actually open for use, the edges of pavements that are barriered off.</p>
Wirral resident	Great that the crossing will become easier for people. Less cars, more friendly areas for pedestrians and bikes.
Wirral resident	If it stops the collection of drivers parking by McDonalds it can only be safer, especially seeing as they don't seem care much for pedestrian safety
Wirral resident	To reduce traffic and make the area safer for pedestrians
Wirral resident	I'm hugely supportive of making this area more pedestrian friendly and safer to cross
Wirral resident	To make safer
Wirral resident	Better road safety is always a good idea
Wirral resident	Because it would make the area much more appealing and safer
Wirral resident	Although I support the improvements to the look and feel of the area, that is mainly due to the money coming from central government. Once the area is improved, what is the plan to attract new investment in the area and also to reduce the anti social behaviour often associated with this part of the town. If those areas are not addressed, improving the look and feel of the town centre is just a sticking plaster.
Wirral resident	Better crossings will make pedestrians safer
Wirral resident	To get people back in to Birkenhead and make it look nice again
Wirral resident	People moving about safely are more important than the requirement of car drivers to be always given priority
Wirral resident	Shoppers need to have confidence that they are safe. The proposals gives accessibility to all
Wirral resident	Safety
Wirral resident	Single pedestrian crossings that are properly synchronised would hopefully reduce waiting time for traffic and also the resulting air pollution in that area.
Wirral resident	Its currently hard to cross i feel like the junct can be made more simple its a very busy area howver the timing of the traffic lights could be better.
Wirral resident	Prioritising pedestrians will help make it much safer for them to cross.
Wirral resident	Again its run down sad and dirty
Wirral resident	Anything to make the wirral better
Wirral resident	Safer crossing of busy roads.
Wirral resident	I like that it improves the connection between Grange Road and Charing Cross. It should help businesses there as right now down town ends at McDonalds
Wirral resident	Wirral tends to be too car-centric.
Wirral resident	To make our environment safer, cleaner, and to give people easier access to healthier ways of travel.

Please tell us who you are?	Contribution
Wirral resident	Easier to cross the road and fewer junctions with complicated crossing timings to negotiate
Wirral resident	The current junction is ugly and dangerous, and will be improved by the proposals.
Wirral resident	Improving accessibility and safety for pedestrians here can only have a positive impact, and may help grange rd and grange rd west become a better linked, more cohesive joined up high street.
Wirral resident	This area of birkenhead is extremely run down and is now an area solely used by drug users and their dealers. It needs regenerating and looking after so other locals can enjoy it and feel like the council does care about this area
Wirral resident	Traffic needs easing
Wirral resident	Happy with the proposal
Wirral resident	Quicker to cross the roads while walking
Wirral resident	Again the area needs investment and the proposals sound great.
Wirral resident	all three schemes will improve accessibility for those on foot or on bike, making it easier AND quicker to access the town centre by not having to wait as long on crossing phases or have to give way to vehicles thanks to their removal through the use of bollards.
Wirral resident	For health, environmental, and a nice place to live. People need to be given alternatives to travelling by car.
Wirral resident	Would look lovely and safer as this junction is used as a race course from grange road and westbourne road and zooming down this road both directions
Wirral resident	Support - but they should go much further. Narrow the carriageways on Whetstone Lane and Exmouth Street and completely take out traffic at the bottom ends of Oxton Road and Grange Road West. This space should be for people to appreciate the beautiful architecture!
Wirral resident	Safer
Wirral resident	Once again this is where I lived and it's really gone down hill so I think this change is needed.
Wirral resident	The crossing for pedestrians is in much need of improvement. I support the no cars idea also.
Wirral resident	Better pedestrian crossing will be good for everyone.
Wirral resident	Improvements are necessary
Wirral resident	Reduced traffic
Wirral resident	Please do all you can to push Wirral away from reliance on cars
Wirral resident	low traffic and street improvements
Wirral resident	Crossing the roads here is haphazard and dangerous as it stands.
Wirral resident	There have been many accidents here.
Wirral resident, Wirral business	The area needs to be improved
Wirral resident,	Left to go to ruin for decades but don't agree to only westbound traffic as it will impact businesses along the route.

Please tell us who you are?	Contribution
Wirral business	
Wirral resident, Wirral business	The pavement outside of our Liberty Centre is in a dangerous condition (risk of winter's ice in flooded area by our front door) Jay Walkers are a danger at current crossings.
Wirral resident, Wirral business	I support anything which counteracts the dominance of cars and car parking in the town
Wirral resident, Wirral business	Anything which encourages pedestrians to proceed into Grange Road West and shop at the individual businesses has to be a good thing. Widening of access routes would help achieve this objective.
Wirral resident, Wirral business	Pedestrians should always take priority. Safer crossings will help
Wirral resident, Wirral Councillor	Safer, healthier and provides economic benefits. Would prefer marked cycle lane coming up to the advanced stop lines on Whetstone Lane and Exmouth Street (you have them for Oxton Road). How do cyclists access Grange Road and Grange Road West and where is the cycle parking? It should be included in the design. Suggest the existing carriageway is raised or otherwise altered to indicate pedestrian priority. Need to ensure that the improved materials are retained when street works take place (i.e., in the future don't allow to be patched with tarmac). Always room for more vegetation - to improve shading and drainage.

5.2.2 Opposing Responses

Please tell us who you are?	Contribution
Wirral business	As business COVID has a great impact on us, this isnt considering all the recent events that are making us struggle even more, this project will add up to it and cause us to shut down. All the customers agree with this that it's very inconvenient for them and will consider changing us as their main supplier
Wirral business	This road has many businesses, including my own and by making it a one-way road or restricting access, causes many issues for businesses and customers, therefore, making it bad for businesses.
Wirral business	We have regular customers for our small business who will not be able to access it anymore after the changes. The project will cause them too much of an inconvenience that they would rather go else where. I have already spoken to many regular customer or new ones and all of them have expressed this.
Wirral resident	Allow the poor pedestrians to walk straight across Charing Cross into Grange Rd / Grange Rd West. don't herd them off to the side to a single pedestrian crossing.
Wirral resident	Another waste of money. Most people cross the road when the lights are on green if there's no cars around and sometimes if there are.
Wirral resident	Charing cross has been an eyesore since they took away the roundabout. The layout as it stands is confusing and ugly. Put the roundabout back and put some traffic measures in.
Wirral resident	Congestion going towards grange road in either direction will be mad worse, this doesn't need to be an LTN, the area needs updating with banks, shops. This will only encorage the down and outs to congregate on the benches and street furniture.
Wirral resident	Facilities need to be dramatically improved for cyclists. Maybe add cycle traffic lights as well as vehicle lights
Wirral resident	I don't think making it more awkward for drivers on this integral route is going to benefit anyone. Traffic is already backed up and this is going to make it worse.
Wirral resident	Nobody shops in town centre's why waste the money, reopen closed down leisure facilities instead
Wirral resident	Oxton road needs to be pedestrianised. It's currently the most unattractive part of the shopping area
Wirral resident	Pedestrians and drivers should be aware of their surroundings. A waste of money to save stupid people having an accident. Darwin theory kicks in.
Wirral resident	Reducing access will not increase foot traffic. There is already a council car park close by and making it free would solve this problem efficiently leaving budget to promote the many multicultural gems in the area to bring in money from more affluent areas of the Wirral.
Wirral resident	The only thing I object is taking out the central island as this seems like change for changes sake. That island serves as a safe space for the elderly and other vulnerable groups who may be slow to cross the road in one go. Removing this safe space could increase road traffic accidents and also may discourage people from entering town if they feel at risk crossing this busy junction.

Please tell us who you are?	Contribution
Wirral resident	The roads do need to be improved. The pavements are too narrow for people to wait to cross roads and drivers and people trying to cross get frustrated. I would say it is one of the worst junctions in Birkenhead.
Wirral resident	There is too much space for cars. All of the lanes need narrowing so that is a more appealing public realm to cross. The lack of pavements too inbetween lanes is scary for a busy junction. ADDING middle islands into the plan would make it MUCH SAFER and allow public to cross half way! With making Grange Road West pedestrianised you could narrow the space for cars significantly so there is more pavement for the public.
Wirral resident	There's no insensitive to go to Birkenhead shopping the town is a ghost town rents for business are far to high parking is too expensive these things need to be addressed before you spend money on polishing a turd
Wirral resident	Where is the risk benefit analysis for taking out the central island that people cross to (by MacDonalds)? This is a useful refuge for people with children and the elderly crossing the road. Removing this safe place to cross the road may actually put people off walking into town.
Wirral resident	Will just push traffic onto surrounding smaller roads with out the invastructure to cope with it.
Wirral resident, Wirral business	<p>I don't think the junction redesign does enough (sorry). I cycle through here regularly and, while I'm used to knowing what to do to stay safe, there is not a chance I would ride through with my kids or even my wife. Protected bike lane? Bus lane that can also be used by cyclists? There is space - we just need to look at 'traffic' differently. A bus lane can move a lot more people through Charing Cross than two lanes for cars. Better for businesses and much healthier.</p> <p>Could we stop the right turn from Borough Road onto Whetstone Lane? Is the flyover coming down that will reduce the number of cars coming down Borough Road? The pedestrian facilities look much better. Can we have a raised table for people walking so drivers are forced to slow down?</p> <p>I appreciate that there are budget issues for the junction, but the current design will create a real severance point between the two sections of Grange Road - the whole space needs to be much more attractive. See old photos of how it looked (I think there was a roundabout at one point - perhaps that would work with a cyclops facility for cyclists/pedestrians? No need for traffic lights that way and traffic could flow better.</p> <p>Please use block paving across the whole junction if possible - looks much more pleasant and will do justice to some of the historic buildings in the space. Also should help to reduce vehicle speeds.</p>
Wirral resident, Wirral business	Same reasons as above. McDonalds brings illegal parking, traffic, youths on bikes. Providing increased seating in that area will only encourage anti social behaviour, in my opinion.

Please tell us who you are?	Contribution
Wirral resident, Wirral business	Save money for car charging points.
Details not provided	Discriminates against working mums who need to nursery and school drop offs and then get to work on time. Every minute counts when you are a working mum and this will cause unnecessary extra stress
Details not provided	People need to be free to travel as and where they are ant by private or public transport



5.3 Appendix 3: Responses for Question 3

5.3.1 Supporting Responses

Please tell us who you are?	Contribution
Wirral business	Development is definitely required. I have a business at the Charing Cross end of Grange road with access for loading via River Street at rear of store so will need to be fully aware of the proposed access changes for that road.
Wirral business	To make the area more people friendly and bring Birkenhead into the 21st century
Wirral business	The area will look better
Wirral business	As a business owner - 42 Grange Road West, I totally support these changes, all the businesses along grange road west need life brought back to the area. This can only help - fully support
Wirral Councillor	The pedestrianisation will make the most of the street.
Wirral Councillor	It would be better if the low traffic neighbourhood could go further but it's a good step in the right direction
Wirral Councillor	more active travel is a no brainer!
Wirral Councillor	It will be a much safer and more pleasant space which will help local businesses as people are more likely to want to go there. Being able to sit and talk without worrying about cars is beneficial to mental health. Cafes are likely to especially benefit and it all adds to a people friendly feel to the location.
Wirral resident	It would improve the appearance of the area and attract more shoppers.
Wirral resident	Visually it needs improved and these proposals support that. Well done

Please tell us who you are?	Contribution
Wirral resident	<p>It was useful to attend the consultation on this scheme, and hear directly from the team about the considerations and constraints. Generally the scheme is a very welcome improvement overall, and within the context of the funding source it is understandable that the Grange Road part is the main focus. The rationale for a temporary (ie reversible) initial scheme under the ETO is sound, although it may impose some limits on what might be done if starting from a position of a permanent redesign. Hopefully this will enable some good feedback to be incorporated into any future final design.</p> <p>Slight concerns around how the Charing Cross piece fits in, and facilitates/degrades the success of the Grange Road plans- particularly the general behaviour of drivers from that junction through the new street, albeit the design will heavily emphasise the priority of pedestrians in the space.</p> <p>It seems like the total pedestrianisation has been discounted owing to the bank alone, wonder if there is some worth in challenging them to find an alternative- perhaps their vehicle movements happen at defined hours that could be accommodated without opening the whole street all the time.</p> <p>Overall it's great to see this. I can't claim to know the area intimately but it is generally quite traffic dominated, albeit with lots of pedestrians around too, so hopefully some good basic ingredients for a positive transformation.</p>
Wirral resident	it will reduce traffic
Wirral resident	<p>As above, reducing the dominance of cars is generally a good thing, for climate, pollution and health reasons.</p> <p>I'm not sure what happens to the traffic coming along Grange road, though - it looks as though it all ends up in Clayton Road car-park!</p>
Wirral resident	It's really struggling now, so requires change
Wirral resident	The proposals will make the area more desirable to visit, not just for the current businesses, but will also attract new businesses. It will also be a more attractive area that connects this part of Birkenhead to the other end of Birkenhead, near Hamilton Square. Please can cycle lanes and good flood risk management measures (permeable surfaces and the planting of vegetation) be part of the proposals.
Wirral resident	<p>The area needs modernising and tidying - and any extra "green" is good for Birkenhead</p> <p>However one way systems are never good - pedestrianisation is though</p>
Wirral resident	it will improve the whole area tremendously
Wirral resident	The traffic lights at the end of Grange road west take an age so anything that improves that junction (even if it restricts traffic) is a move forward. Equally the area has potential for small retailers if it was more pleasant to shop in. IF you keep the parking cheap (or even free) in the car park at the back of Grange road west this would also help.

Please tell us who you are?	Contribution
Wirral resident	We need changes to make it a special place again. Lots of shops and places for entertainment/eating healthy for families. Safety, environmentally friendly and easy accessible for everyone
Wirral resident	Again, it needs to feel like a joined up attempt - and extending to Grange Road West would help this.
Wirral resident	I own a property on Grange Road West and I think the proposed plans are fantastic and would really make the most of Charing Cross and Grange Road West. Especially with the wide pavement and planters. Much safer and more accessible
Wirral resident	This area has been rundown for so long and hopefully the proposal will help with that.
Wirral resident	It will make a big impact to the area and bring more money and people for the business
Wirral resident	It's a dump needs tidying up
Wirral resident	I agree with proposals but as in previous comments I think you should include Oxton Road to encourage growth: I would heavily suggest the same for Oxton road. You are already seeing private sector investment on this street with pleasant shops and cafes appearing. The council would be wise to direct some funding to beautify the road to encourage further private sector investment - wider pavements, narrower 1 way traffic. It could be similar to Bold Street in Liverpool and a good connection between Oxton and Birkenhead encouraging growth.
Wirral resident	It will reinvigorate the whole area which is so badly needed.
Wirral resident	Area requires investment as it looks rundown
Wirral resident	I bike, walk or use public transport. Having these have a space on the road is important. I think it road planning like this would combat some of the aggressive driving I encounter as a cyclist.
Wirral resident	More pedestrian space.
Wirral resident	Get a few decent little small businesses/bars down here, and this could be a nice quirky little corner of town to visit. I'm not saying it's quite the same, but Castle Street in Liverpool has been transformed in recent years, maybe because of the traffic reduction,
Wirral resident	Needs regeneration
Wirral resident	I support cyclability and zero emission centric projects
Wirral resident	Same as Grange Road - removal of cars creates space for humans... Everyone will benefit, it will be safer for pedestrians, safer for residents, bring in money for business owners, better for the environment... List goes on! Truly no reason for this not to be pedestrianised
Wirral resident	This is a great idea! It's been really positive to see both Grange Road West and Oxton Road being more fully let - possibly due to the over-pricing of units in Grange Road and the Pyramids? So this plan would further enhance the usability of the shops and food outlets. With the one way section finishing at Clayton Street, I wondered what plans there were for the probable use of Clayton Street and the car park as a route for traffic coming towards Charing Cross? This needn't be an issue, as a re-formatting of the car park (under used currently) to include a more formal roadway could actually be a positive development for traffic flows?

Please tell us who you are?	Contribution
Wirral resident	Less cars
Wirral resident	Whole of Birkenhead needs improving.
Wirral resident	Less traffic, making a a greener birknhead.
Wirral resident	They will make the area more desirable and improve it for pedestrians.
Wirral resident	Somewhere nice to sit without the worry of the obscene amount of traffic that is in this area now is a bonus. What I do suggest is these whole areas will need to be patrolled by security to prevent anything being damaged.
Wirral resident	Safety and improved area are always a good idea.
Wirral resident	Will make it nicer for people and safer
Wirral resident	All the suggestions will make for a lovely environment that people will be able to enjoy for years to come.
Wirral resident	Grange Road West is not somewhere people want to go so any improvement would be welcomed.
Wirral resident	This would benefit from this as I can see the pubs and cafes and restaurants bringing in lovely warm and inviting summers for family and friends.
Wirral resident	Everyone will benefit from the plans
Wirral resident	The area needs to be improved and access for motor vehicles reduced/removed. Disappointing not to see improvements for people who travel by bike - is there scope for protected lanes rather than just advanced stop boxes, bike phase on lights and secure cycle parking to encourage more people to use their bikes rather than travel into area by car.
Wirral resident	Good to make it more inclusive to the Grange road area by making it less accessible for cars. Hopefully this attracts more public and more/nicer shops/bars. The furniture or patios as shown in the pictures should be designed such that it won't just attract homeless people or the visitors of the Charing cross hotel pub that are currently always smoking outside the pub.
Wirral resident	Improve flow of traffic.
Wirral resident	Anything to reduce the cars parked erroneously here
Wirral resident	Birkenhead right now is a horrid place to live and be in, having a nice renovation to the town would boost our economy so people will come to birkenhead to shop and enjoy the sights and views birkenhead have to offer rather then traveling 5 minutes longer to a more pleasant cleaner shopping experience place like liverpool one.
Wirral resident	Creating a Low Traffic Environment will considerably enhance the pedestrian experience as well as improving road safety and reducing air pollution.
Wirral resident	This will help revitalise a very run down looking area
Wirral resident	I love it. It strikes the right balance of vehicular access for business, safe spaces for pedestrians, dwell spaces for the public and syncs into what's happening along Oxtan Road which is becoming a bit of a Birkenhead Bold St with the selection of eateries. Any planters should share similar trees/plants to those in the other locations to unify the spaces visually and where possible be low maintenance wild grass and wild flowers to reduce cost.
Wirral resident	Same as q5 the whole area is a disgrace

Please tell us who you are?	Contribution
Wirral resident	The area is really not nice to walk around, creating an environment which is not great for the shops and restaurants in the area. The proposal of adding trees and limiting traffic is great!
Wirral resident	Again this is a neglected area that was once very vibrant with a varied selection of shops and businesses. It looks very tatty now
Wirral resident	To reduce traffic and make the area safer and more pleasant for pedestrians
Wirral resident	I think a low traffic neighbourhood would encourage residents to spend more time in the area and make it safer
Wirral resident	Needs to be made safer
Wirral resident	This is a completely run down area which I feel very uncomfortable walking through
Wirral resident	This will improve the safety in this area
Wirral resident	If it was one way with better parking would be safer
Wirral resident	Although I support the improvements to the look and feel of the area, that is mainly due to the money coming from central government. Once the area is improved, what is the plan to attract new investment in the area and also to reduce the anti social behaviour often associated with this part of the town. If those areas are not addressed, improving the look and feel of the town centre is just a sticking plaster.
Wirral resident	LTNs are an excellent initiative to improve the environment for all , especially pedestrians. They encourage active travel and pedestrians footfall to shops & business's
Wirral resident	The current appearance is very dispiriting and needs to encourage a greater footfall.
Wirral resident	Regeneration is the only way to present a modern, viable shopping experience that can compete with retail outlets in Liverpool and Chester
Wirral resident	Safety
Wirral resident	It gets congested at the moment. More direct routes to Borough Road and Claughton Road for further travel in the area are available and safer. It will be visually more attractive with planters etc. However the planters on Oxtan Road were trashed. Getting local businesses, communities and primary school children involved in the planting with a plaque on the container should be considered.
Wirral resident	Converting Grange Road West into a low traffic road by making it one way will reduce congestion and pollution. It will also make it much safer. Having planters will make it more attractive, as long as they are well maintained.
Wirral resident	Bring a bloom to the area
Wirral resident	Just support it
Wirral resident	A greener more pleasant place on Grange Road West.
Wirral resident	Towns are moving towards no traffic models. Public transport in and out of the town centre is fine so I see no reason traffic cannot be restricted
Wirral resident	Wirral tends to be too car-centric.
Wirral resident	To make our environment safer, cleaner, and to give people easier access to healthier ways of travel.
Wirral resident	Will be quieter and encourage people to attend early evening events, especially at The Little Theatre
Wirral resident	It should make this street much better connected with the town centre.

Please tell us who you are?	Contribution
Wirral resident	This road has always had a slightly more village like feel within Birkenhead. Reducing traffic will encourage this and we may see more independent business and cafe culture, perhaps becoming more like the Victoria qtr in new Brighton. Leading up to Oxton Village, itself an independent hub, we may see the 2 areas flow together, rather than the current disconnect Oxton has with the surrounding area.
Wirral resident	This area of birkenhead is extremely run down and is now and area solely used by drug users and their dealers. It needs regenerating and looking after so other locals can enjoy it and feel like the council does care about this area
Wirral resident	We need to look loved and modernised
Wirral resident	Birkenhead needs to develop like we see in Liverpool.
Wirral resident	all three schemes will improve accessibility for those on foot or on bike, making it easier AND quicker to access the town centre by not having to wait as long on crossing phases or have to give way to vehicles thanks to their removal through the use of bollards.
Wirral resident	Really positive and for the resturants there amazing as you can add cafe culture. If this part is successful you could do more of GRW up the the end of bollywood lounge and open up the old road for cars to pass through there. Currently the pavements on GRW are way too narrow for the ammount of footfall and its very unnapealling. Also PLEASE WIDEN PAVEMENTS ON OXTON ROAD, this would be more appealing and help businesses come back to the area. Currently it just feels like a huge road for fast traffic.
Wirral resident	For health, environmental, and a nice place to live. People need to be given alternatives to travelling by car.
Wirral resident	As above and as it is going into town and traffic at that juntion is dangerous
Wirral resident	They look incredibly fun and vibrant - the road has declined lots over many years and hopefully this will completely change perceptions and encourage people back.
Wirral resident	Looks better
Wirral resident	I used to live on Grange Road West and had to move because the road got that bad, it would be great to see this happen.
Wirral resident	If it will be one way traffic would that mean a wider pavement on one side to support increased footfall to this area? If you allow outside seating on the pavement that would encourage cafes to set up business there.
Wirral resident	I would like to see improved street scenes in the area.
Wirral resident	Good idea - needs to be included in the central town
Wirral resident	Less traffic
Wirral resident	Please do all you can to push Wirral away from reliance on cars
Wirral resident	low traffic and street improvements but this is a sad and scary place to be when you're walking on your own - we need to make our streets safe, not just plant trees.
Wirral resident	It should reduce accidents
Wirral resident,	The area needs to be improved and anything is better that the way it is at present

Please tell us who you are?	Contribution
Wirral business	
Wirral resident, Wirral business	Left to go to ruin for decades but don't agree to only westbound traffic as it will impact businesses along the route.
Wirral resident, Wirral business	Like this! Looks really cool and will attract, in time, a new selection of businesses.
Wirral resident, Wirral business	Im hopeful that the facelift will attract footfall into the area, Im not so sure about the effect on street parking though. If you really are serious about bringing life into the area then provide AFFORDABLE parking.
Wirral resident, Wirral business	It is good to see the newer businesses in the area and less car traffic would help to support them
Wirral resident, Wirral business	Fully support the changes proposed. Too many cars parking on double yellow lines obscuring shop windows and again causing a safety issue crossing the road as cars speed round the corner from 3 different directions without consideration for anyone crossing. Sometimes people are half way across when a car travelling at double the recommended speed roars round the corner and they have to leap out of the way.
Wirral resident, Wirral business	The area greatly needs these needs these improvements
Wirral resident, Wirral Councillor	Safer, healthier and provides economic benefits. Would prefer marked cycle lane coming up to the advanced stop lines on Whetstone Lane and Exmouth Street (you have them for Oxton Road). How do cyclists access Grange Road and where is the cycle parking? It should be included in the design. Need to ensure that the improved materials are retained when street works take place (i.e., in the future don't allow to be patched with tarmac). Always room for more vegetation - to improve shading and drainage.

5.3.2 Opposing Responses

Please tell us who you are?	Contribution
Wirral business	As business COVID has a great impact on us, this isnt considering all the recent events that are making us struggle even more, this project will add up to it and cause us to shut down. All the customers agree with this that it's very inconvenient for them and will consider changing us as their main supplier
Wirral business	I object to this proposal as I own a business on Grange Road West and this will cause issues for myself, my staff and customers when transporting to and from my business. This does not and will not cause accessibility to all and by restricting access, this disables businesses and customers to access the roads at any time. Therefore, causing bad for my business which I have had for 24 years.
Wirral business	We have regular customers for our small business who will not be able to access it anymore after the changes. The project will cause them too much of an inconvenience that they would rather go else where. I have already spoken to many regular customer or new ones and all of them have expressed this.
Wirral resident	again it has been run down for years and shops and businesses have closed it will take more than small alterations to change it
Wirral resident	Allow in all directions for the traffic
Wirral resident	Congestion going towards grange road in either direction will be mad worse, this doesn't need to be an LTN, the area needs updating with banks, shops. This will only encorage the down and outs to congregate on the benches and street furniture.
Wirral resident	Have you seen the state of the businesses in Grange road west. I'm sure you could get a better return on your investment if you implemented a similar scheme in oxton village instead.
Wirral resident	I don't think making it more awkward for drivers on this integral route is going to benefit anyone. Having coloured or textured zones instead of a traditional road and pavement is not going to be safe.
Wirral resident	I dont think removing vehicle access to this part of grange road west will help. if anything it will reduce access to the area. A reduced traffic strategy, single lane/ single direction would be more appropriate and allow wider pavements.
Wirral resident	I fully object to the proposals to the LTN on Grange Road West where traffic will be halved. The businesses that rely on passing trade on this road will be hugely impacted in particular the little theatre which struggles to reach potential audiences as it is and could close as a result. I see no gain to implementing these 'anti terrorism' measures than to fuel fear mongering and waste funding.
Wirral resident	I know that by putting in this stupid reatricktion this is part of the governments 15 min cities.. and a one way system in a place where we dont need it.. this borough doesnt need it.. we do not want this bollards or planters blocking our streets
Wirral resident	If you are cutting off cars you are alienating 90% of the people who drive. I do NOT drive, I use the train (when it stops at Bromborough Rake) but people like to drive to town, if they did not, why would you provide a car park?
Wirral resident	It would be better if Grange Road West was blocked off from Charing Cross altogether.

Please tell us who you are?	Contribution
Wirral resident	Literally looks no different other than a few plants. Which was all known won't be maintained. So be full of rubbish needles and dead plants within weeks.
Wirral resident	LTNs have been disastrous in some other areas - notorious for displacing pollution (not preventing), causing gross inconvenience to drivers and emergency vehicles, and for little or no gain in cycling use. Unless convinced this won't happen and is cost-effective I'm opposed by default.
Wirral resident	Money would be better spent elsewhere. Don't understand the big focus on Birkenhead and would benefit it would bring.
Wirral resident	Needs to be some road access One way system and reduce the width of the road to single line Increase paving width
Wirral resident	No thought appears to be given to the inevitable effect on other surrounding roads when closing part of one road. I have lived in another area where this has been done and it was a nightmare! Stop trying to ban cars without first truly promoting park and ride and value for money bus or other public transport options. Provide an alternative and make it accessible. No value for money and people may choose to leave cars behind. Forcing motorists off roads just sends them to other locations to shop or visit.
Wirral resident	Object to the LTN where traffic can only flow in one direction from Charing Cross, and presumably at a lower speed. This will be hugely detrimental to the shops and businesses along the road in particular the Little Theatre. Many of these businesses rely on passing trade and people who can stop in their cars for a few minutes to use their businesses. If you halve the traffic flow you are halving the potential for customers. The Little Theatre is generally frequented by the older generation and struggles to reach potential audiences at the best of times. If people don't even get to see that it is there in passing or see what is on, and then also cannot park or be dropped off/picked up from outside, the theatre is in danger of closing. I object very strongly to the language used in your material on this matter. Phrases like 'Hostile Vehicle Mitigation anti-terror measures' serve only to suggest the Council considers people who want to drive to Asda are akin to terrorists. There is nothing hostile about people driving responsibly within the speed limit in either direction down, this or any other road. I take huge offence to this. What is resentful are the nudge tactics that are at play, to brainwash people into thinking driving in bad, drivers are climate terrorists and that we must be fearful at all times. I don't want to walk around my home town looking at the geraniums in street planters and think to myself, that is there to protect me from being run over by Isis. We know this isn't the case. Once this is allowed to happen, it will be another road, then another, before long the 20 min city plan will come into play and we will all be expected to conduct our lives within 20 mins from our homes. This isn't about health, or our local economy. This is about control of our freedom of movement. Working class pain for globalists gain, and is completely unacceptable.
Wirral resident	proposals should include an active travel lane / priority along Grange Rd West after Eastbourne / Westbourne Rd joining up with Birkenhead Park via Cole St and Claughton Rd

Please tell us who you are?	Contribution
Wirral resident	Reducing access will not increase foot traffic. There is already a council car park close by and making it free would solve this problem efficiently leaving budget to promote the many multicultural gems in the area to bring in money from more affluent areas of the Wirral.
Wirral resident	See comments regarding Oxton road. Grange Road West is an irrelevant backwater
Wirral resident	The only part I object to is the closure of Grange Road West to traffic. I drop of my little girl to ballet at Imagine school of dance (above where bon marche used to be) being able to drop off and pick up door to door is really helpful.
Wirral resident	Think it would be horrendous for local commute and also for the massive amount of pedestrian access that Birkenhead just hasn't got anymore. I live around the corner from what this would be if it went ahead and I see no good that would become of this.
Wirral resident	This is a high crime area, its also a vital artirial rout for emergency services, as a member of one of the emergency services it can be a nightmare for access and egress in an emergency situation.
Wirral resident	This is a regular road used to access Birkenhead. Instead I would focus on cheaper parking and making the area more attractive. It's only through driving down this road I know what shops are there encouraging me to visit
Wirral resident	Traffic will be worse, which isn't great for the environment. Make it more difficult and even less people will come to Birkenhead.
Wirral resident	Waste of money
Wirral resident	You're not addressing issues for disabled people who rely on bringing their cars to the area and who need to park locally. There is no obvious provision in the plans.
Wirral resident, Wirral business	Same reasons as above. Improving parks and social spaces would be more beneficial to the community. Unless Wirral Council can encourage shops to re-open.
Wirral resident, Wirral business	Save money for car charging points.
Details not provided	We are happy with grange road west as it is we font want change

5.4 Appendix 4: Response from Merseyside Police- Walking, Public Realm & Safety Improvement Proposals

Traffic Management

With regards to the proposals, I think it is important to say that from a TM point of view there are no objections to enhancing the layout and appearance which the area will benefit. Our comments based on past experience of the issues in the area, complaints received by both the Local Authority, BID and Merseyside Police are as follows: -

Grange Road West (between Charing Cross and Clayton Street) Low Traffic Neighbourhood (LTN)

1. A chicane style layout has been suggested with 'pop-up planters'. Concerns are that a TRO and signage along will not prevent this illegal access. Further detail would be helpful to show how roads users, especially delivery riders, will be discouraged from travelling east through the LTN to Charing Cross.
2. Loading Bays have been suggested. Can further detail be provided regarding time restrictions and how they will be enforced?
3. Will there be time restrictions for west bound access to the LTN from Charing Cross?
4. I understand that the LTN will be implemented as an experimental Temporary Traffic Regulation Order which would normally be reviewed after 6 months and can be extended for up to 18 months. Until a review is completed and a permanent TRO is in place Merseyside Police would not normally carry out enforcement at the location.

Charing Cross junction improvements

1. Advanced Stop Line (ASL) noted on remaining 3 x approaches including a single stage crossing at the junction with Exmouth Street – no objections

Grange Road

1. A review of the current TRO is being undertaken. When finalised please provide further detail of the revised TRO to prohibit access.
2. Ongoing problems outside McDonalds, Charing Cross. What proposals are there to deter the congregating of delivery riders on both pedal cycles and motorised scooters outside McDonalds? It can lead to ASB and endangers pedestrians.
3. Further detail regarding bollard control access at Charing Cross; Catherine Street & St John Street required. 24 hours emergency service access will be required.
4. The installation of fixed bollards to prohibit vehicular access at Vincent Street & Horatio Street noted and welcomed.

5. Street furniture is generally in a poor state of repair and some signage is misaligned or missing. A refresh of the signage on all access points is needed to reinforce the revised TRO.

Designing Out Crime

To mirror the above, there are no objections to enhancing the layout and appearance of the area however I would like to offer some brief comments based on the available information at this time which relates to the initial proposal and past experiences while working as the force Design out Crime Officer (DOCO) for Wirral.

Access and Movement

1. The proposal has been designed with public space and movement through public space in mind, for pedestrians and cyclists. This will be appreciated by users of the space but will potentially result in the location becoming a crime generator; a result of existing crime promoters in the locality and the attraction that a new space or development can bring.
2. The creation of the new public realm could make the space difficult to police, particularly in relation to anti-social behaviour (ASB) where large groups of youths/street drinkers will have the opportunity to select various escape routes. To counter this, good surveillance opportunities should look to be incorporated through the use of lighting and CCTV which will help to deter offenders and identify and target those responsible for crime and ASB.
3. The existing problems with delivery riders/cyclists congregating and causing issues outside of McDonalds will no doubt transfer onto the proposal. There is on-going partnership work with McDonalds to encourage change and formulate an alternative approach. This may lead to enforcement in order to alleviate the “chaos” and public risk that has previously witnessed several violent crimes.

Structure

1. As referenced within the Traffic Management comments, much of the street furniture is in a poor state of repair. The use of new planting to identify routes, create an aesthetically pleasing space and control the movement of pedestrians/cyclists will help to regenerate the area however I recommend that street furniture, in particular benches that are in proximity to shop frontages are reconsidered and removed. Benches and seating area encourage offenders to linger within the area which promotes crime and ASB. In recent times benches have encouraged rough sleeping and street drinking, particularly outside Asda on Grange Road (which was previously an ASB hotspot) where benches were removed some 18-24 months ago.

Surveillance

1. To support natural surveillance opportunities a thorough lighting strategy through the use of light emitting diode units (LED) 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 Grange Road, Charing Cross and Grange Road West. This will help to reduce the fear of crime that local businesses have already disclosed and will help to identify and prosecute offenders of crime.

Activity

1. The regeneration of Grange Road, Charing Road and Grange Road West will look to increase use and activity throughout the space however the concerns of existing business owners were made apparent during the walkthrough on Friday 20th January 2023, particularly in relation to street drinking, begging and shoplifting. Advice was given to provide formal responses via the planning portal and whether or not this is done by the community; the encounter provided a clear indication of the struggles that existing business owners have. This is something to bear in mind given the proposal will look to attract new business into the area.
2. There are some crime generators which are out of the proposals control which include the YMCA on Whetstone Lane and McDonalds on Grange Road; both of which have been crime generators for street drinking and anti-social behaviour over recent years. It is likely that both of these sites will continue to cause issues in proximity to the proposal just because of their very nature and use.

Management and Maintenance

1. It is important that the public realm along Grange Road, Charing Cross and Grange Road West 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'.