



Have your say

Parking Strategy Phase 2 Consultation Report



Have your say...
on the future of parking in Wirral

Consultation: 07/08/2023 – 25/09/2023

Report: 06/10/2023



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1.0 Executive Summary

Wirral Council are looking at car, cycle, and other vehicle parking facilities across the borough to see what is working, what isn't and what needs to be changed to provide better facilities now and for the future.

To do this, two phases of public consultation have been undertaken to find out what Wirral residents and local stakeholders think about parking – including current facilities, and what they would like to see.

Phase 1 consultation was carried out from 18 July to 9 October 2022. The information collected was used to support the development of an independent report to present a wide range of ideas and potential improvements that can be considered as part of the new parking strategy.

Following this initial consultation, a second public engagement was held to capture feedback to review the proposed options for future parking and shape the new strategy. This report provides the feedback from residents and stakeholders for Phase 2 engagement.

The feedback provided as part of the two public engagements has been used to help to create a Parking Strategy which aims to:

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

The results of both parts of the consultation and the new draft proposed parking strategy will be reported to the Environment, Climate Emergency and Transport Committee in December 2023.

1.1 Key Findings

The public questionnaire was responded to by 2125 people and the stakeholder survey was responded to by 46 people. In total, 2171 people had their say on the Parking strategy Phase 2 survey.

Closed Question Response

To summarise the overall response to each question in an easy-to-understand format and indicate the most favoured and least favoured proposals, questions have been split by positive and negative response, as analysed in Section 3.1.1.

Of the 22 closed questions in the survey, 11 received a positive response and 11 received a negative response.

The questions have been formatted in descending order, with the most positive/negative responses first, according to their score in Section 3.1.1.

This summary also provides an agreement/disagreement percentage, from Section 3.1.2.

Agreement %: The percentage who responded, 'Strongly agree' or 'Agree'.

Disagreement %: The percentage who responded, 'Strongly disagree' or 'Disagree'.

Positive response

- The council should use enforcement powers to restrict parking outside schools during pick up and drop off times, 81.2% agreement. (Question 5b)
- At certain locations Council car parks should provide a site for interchange with buses, cycle parking or cycle hire, 68.5% agreement. (Question 6a)
- The council should provide a greater number of Electric Vehicle charge points within council owned car parks, 66.4% agreement. (Question 3a)
- The council should increase its provision of secure cycle parking, 60.8% agreement. (Question 4a)
- The council should use enforcement powers to restrict parking in local areas where it is causing a nuisance, 66.7% agreement. (Question 5a)
- The council should provide more Electric Vehicle charge points on street, 56.9% agreement. (Question 3b)
- The cost of setting up and running residential controlled parking zone schemes should be financially sustainable, 56.3% agreement. (Question 2b)
- At certain locations Council car parks should have space reallocated as green space such as trees and planting and improvements for pedestrians such as seating/benches, 52.8% agreement. (Question 6c)

- The council should increase its provision of parking for motorcycles, 41.4% agreement. (Question 4b)
- At certain locations Council car parks should provide other facilities on the site such as WiFi, a place to work or picking up deliveries or parcels, 45.5% agreement. (Question 6b)
- The council should standardise parking charges across Wirral to make it easier for everyone to use, 52.1% agreement. (Question 1a)

Negative response

- Parking should be booked and paid for by a smartphone app rather than by a pay and display machine, 78.1% disagreement. (Question 8b)
- The council should consider charges for car parks where it is currently free, to cover the costs required to maintain and operate them, 76.5% disagreement. (Question 1c)
- The charge for parking should be variable with a higher charge when arriving at peak times, 73.1% disagreement. (Question 8a)
- The council should vary pricing, either up or down, to manage congestion and car park usage at peak times, 69.2% disagreement. (Question 1e)
- Businesses, that meet a set criteria within the borough that supply car parking for staff should be charged and the money used to support other sustainable modes of transport, 68.1% disagreement. (Question 7a)
- Lower emissions vehicles should pay a lower rate than higher polluting vehicles such as diesel and heavy petrol vehicles, 65.3% disagreement. (Question 8c)
- The council should review its parking charges against those in neighbouring areas such as Cheshire and Merseyside and adjust its charges where appropriate, 46.8% disagreement. (Question 1b)
- The council should consider alternative land uses for some of its car parks. For example, where car parks aren't used much, 45.6% disagreement. (Question 1d)
- The parking strategy should support a shift to active travel and public transport to better manage parking demand and congestion, 43.3% disagreement. (Question 7b)
- Residential Controlled Parking Zones should be introduced in more areas, 41.6% disagreement. (Question 2a)
- The council should review residential roads within coastal areas and consider where residential Controlled Parking Zones could be implemented, 41.5% disagreement. (Question 2c)

Open Question Response

In the consultation, there was also an opportunity for respondents to feedback their own ideas for consideration in the development of the parking strategy. These responses have

been analysed and themes from the responses categorised. A single response could include multiple themes.

The most common themes were:

- Parking charges impact businesses, 24.3% of responses. Disincentivising parking will impact local business income.
- Against parking changes (generic), 17.1% of responses. People do not want change. Many responses in this category referred to parking in Heswall.
- Public Transport inadequate, 14.0% of responses. Public transport is not currently good enough to provide an alternative to private car use, according to respondents.
- Enforcement, 13.7% of responses. People would like to see more enforcement of current parking restrictions.
- Access – Technology, 8.6% of responses. The option to pay for parking via cash and cards should always be available.
- Poorest disproportionately impacted, 8.0% of responses. Parking charges would disproportionately impact the poorest. Electric vehicles are out of reach for many.
- Access - disabilities / mobility issues, 7.8% of responses. Reducing parking provision will reduce access for those with disabilities or mobility issues.
- Against parking charges - Leisure sites, 7.5% of responses. Parking charges at leisure sites will disincentivise visitors, many currently visit as an affordable activity. Leisure sites also improve the health and wellbeing of visitors.
- Car use is essential, 6.0% of responses. Car use is essential for many, restrictions on parking would punish essential car use.

2.0 Methodology

Wirral Council is developing a new parking strategy. Following a first phase of consultation, the public and a group of stakeholders were again asked to provide their views to help to shape the new strategy.

The first phase of consultation took place between, 18 July – 9 October 2022. Following the first phase of consultation, the feedback helped develop a range of proposals which were the subject of this second phase of engagement.

The phase 2 engagement was carried out between 7 August – 25 September 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 Wirral Parking Strategy Phase 2 Consultation. Useful information provided on the site included the phase 1 Have Your Say report and the phase 1 Royal Haskoning report.

Two online questionnaires were provided for engagement. The first, a public engagement, was published to the Have Your Say portal. The second identical engagement was only accessible by a select group of targeted stakeholders. Respondents were also able to request paper copies, help completing the questionnaire, download an easy read version, or submit additional comments via a dedicated email address, which was published on the ‘Have your say’ website alongside the online questionnaire.

The results of both parts of the consultation will be reported to the Environment, Climate Emergency and Transport Committee in December 2023.

2.1 Questionnaire

The consultation questionnaire was developed with the aim to create a parking strategy which, once developed, aims to:

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

This consultation was designed to build upon an earlier round of public engagement which provided a baseline of people’s opinions on car parking in the borough.

The survey consisted of 8 Likert question’s, each with multiple sub questions, totalling 22 sub questions, with each sub question referring to a proposal to help shape the parking

strategy. Additionally, to enable further understanding, and in-depth analysis, respondents were invited to provide free-text comments to expand on their ideas or concerns.

Following closure of the consultation, the responses to each of the direct questions were collated and the responses included in this report. For the free-text comment questions, a text coding approach was used based on the reoccurring themes. This data was then collated and summarised in the report.

2.2 Analysis of Respondents

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

2.3 Interpretation of Results

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

- The public consultation is not representative of the overall population but provides information the opinion of those residents who engaged.
- For some questions, respondents were asked to indicate their level of agreement with a statement. To analyse these responses and account for the weight of feeling, A scoring approach was applied to responses. The following scores were given to each response and the average score has been allocated to each question:
 - Strongly disagree – 1
 - Disagree – 2
 - Neither agree or disagree – 3
 - Agree – 4
 - Strongly Disagree – 5

As a score of 3 would indicate a neutral indifferent response, an average response score above 3 would indicate a positive response to the statement with general agreement, while a score below 3 would be negative with general disagreement.

- Agreement and Disagreement scores are also used to analyse the level of agreement with a statement. Agreement is calculated by combining the percentage of respondents that answered 'Agree' or 'Strongly agree,' whilst disagreement is the sum of 'Strongly disagree' and 'Disagree'.

This methodology does not account for the strength of feeling, but it is easy to understand and provides the reader with a meaningful value. For example, 'X% of people were in agreement with the statement, while Y% were in disagreement of the statement.'

- 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. As they may have made more than one comment, the total percentage may exceed 100%.

2.4 Direct Representations

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

2.5 Communication

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

- Organic social media post on council's corporate accounts.
- Targeted (paid for) social media advert to Wirral residents – 189,466 impressions, 50,262 reach and 4,882 link clicks. £0.10 per click.
- Media releases issued to local print and digital media, covered in Wirral Globe both paper and online editions (395.k monthly visitors), Liverpool Echo online edition (29,118,106 monthly visitors).
- Wirral View news article with 658 page views.
- Resident email to over 21,000 email addresses – with an average open rate of 49%.
- Internal news shared with council staff through Exec View (internal staff e-newsletter) and staff intranet.

3.0 Results

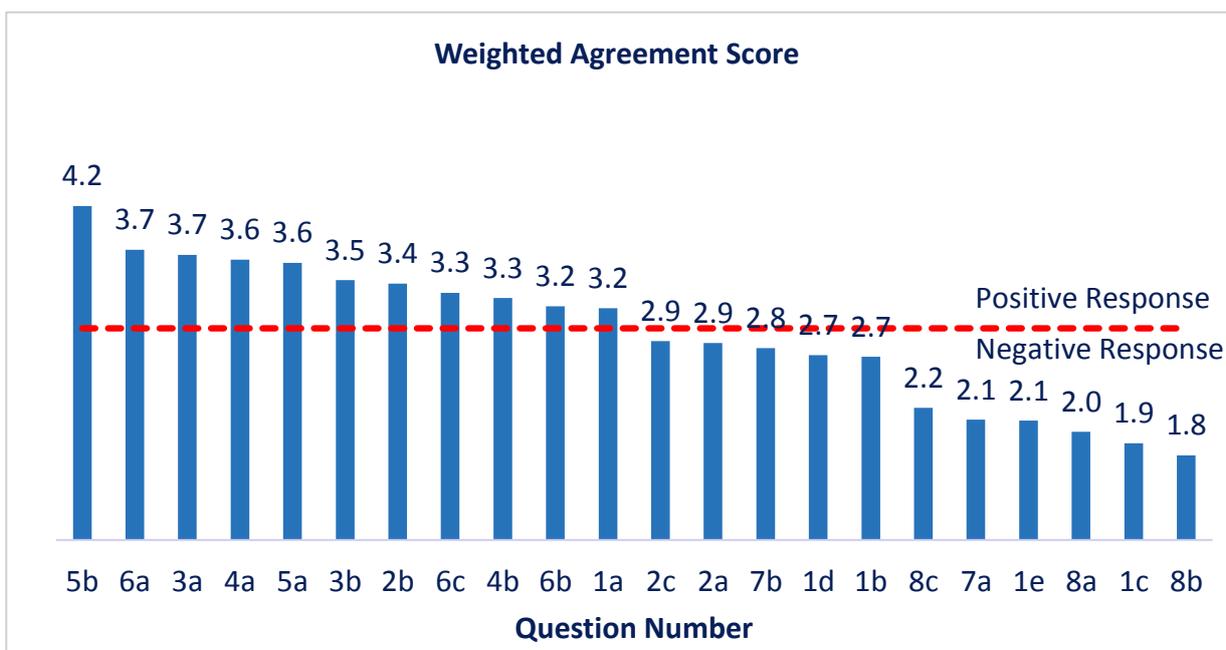
3.1 The Questionnaire

The public questionnaire was responded to by 2125 people and the stakeholder survey was responded to by 46 people. In total, 2171 people had their say on the Parking strategy Phase 2 survey. Most responses came through the online portal, 2 paper copies were received. No questions were mandatory so respondents could choose which questions to respond to.

3.1.1 Likert Summary – Agreement score.

This section will provide a summary of the responses to the 22 Likert questions to provide an overview of the most favoured and least favoured question proposals.

This scoring methodology allows for a response of ‘Strongly agree,’ to receive a higher score than a response of ‘agree.’ Therefore, responses are weighted according to strength of



feeling.

Figure 1: Weighted agreement score by question.

Question 5b, ‘The council should use enforcement powers to restrict parking outside schools during pick up and drop off times,’ received the highest score of 4.2 whilst the question with the lowest score, 1.8, was ‘Parking should be booked and paid for by a smartphone app rather than by a pay and display machine’.

Number	Question	Score
5b	The council should use enforcement powers to restrict parking outside schools during pick up and drop off times	4.2
6a	At certain locations Council car parks should provide a site for interchange with buses, cycle parking or cycle hire	3.7
3a	The council should provide a greater number of Electric Vehicle charge points within council owned car parks	3.7
4a	The council should increase its provision of secure cycle parking	3.6
5a	The council should use enforcement powers to restrict parking in local areas where it is causing a nuisance	3.6
3b	The council should provide more Electric Vehicle charge points on street	3.5
2b	The cost of setting up and running residential controlled parking zone schemes should be financially sustainable	3.4
6c	At certain locations Council car parks should have space reallocated as green space such as trees and planting and improvements for pedestrians such as seating/benches	3.3
4b	The council should increase its provision of parking for motorcycles	3.3
6b	At certain locations Council car parks should provide other facilities on the site such as WiFi, a place to work or picking up deliveries or parcels?	3.2
1a	The council should standardise parking charges across Wirral to make it easier for everyone to use	3.2
2c	The council should review residential roads within coastal areas and consider where residential Controlled Parking Zones could be implemented	2.9
2a	Residential Controlled Parking Zones should be introduced in more areas	2.9
7b	The parking strategy should support a shift to active travel and public transport to better manage parking demand and congestion	2.8
1d	The council should consider alternative land uses for some of its car parks. For example, where car parks aren't used much	2.7
1b	The council should review its parking charges against those in neighbouring areas such as Cheshire and M'side and adjust its charges where appropriate	2.7
8c	Lower emissions vehicles should pay a lower rate than higher polluting vehicles such as diesel and heavy petrol vehicles	2.2
7a	Businesses, that meet a set criteria within the borough that supply car parking for staff should be charged and the money used to support other sustainable modes of transport	2.1
1e	The council should vary pricing, either up or down, to manage congestion and car park usage at peak times	2.1
8a	The charge for parking should be variable with a higher charge when arriving at peak times	2.0
1c	The council should consider charges for car parks where it is currently free, to cover the costs required to maintain and operate them	1.9
8b	Parking should be booked and paid for by a smartphone app rather than by a pay and display machine	1.8

Table 1: Weighted agreement score by question.

3.1.2 Likert Summary – Agreement vs Disagreement.

This summary provides meaningful values to enable understanding of the questions which received a more favourable response.

The response to each question has been plotted on the below graph to show their level of agreement and disagreement. Furthermore, a line has been added to the chart that represents an equal proportion of agreement and disagreement. Question results above the line show a negative response to the question, with more disagreement than agreement, while results below this line display a positive response with more agreement than disagreement.

As neither Agreement or Disagreement accounts for responses of ‘Neither agree or disagree,’ results plotted towards to the charts origin point (0%,0%) indicate more neutral responses.

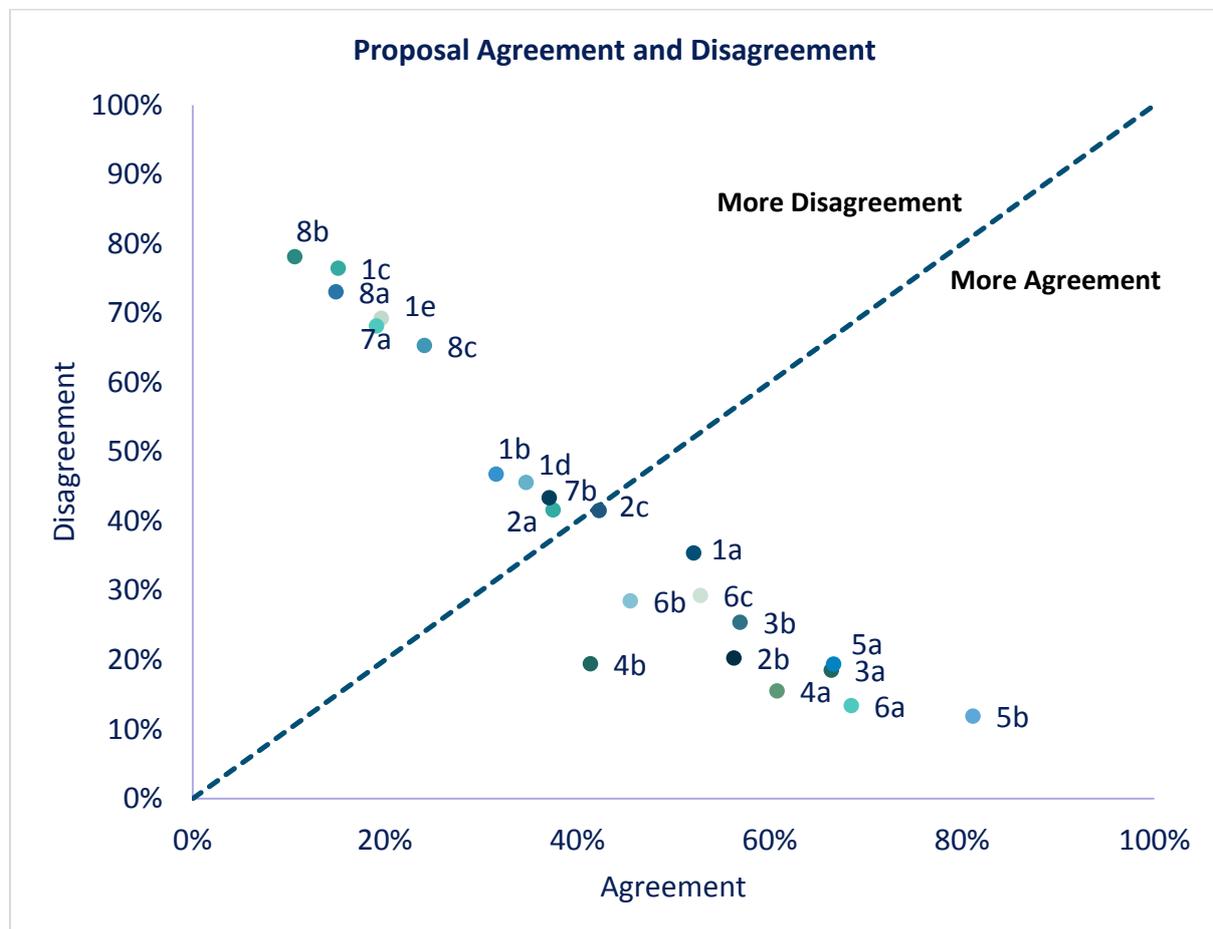


Figure 2: Question Agreement and Disagreement.

This chart displays 5b received the most positive response, with 81% agreement and 12% disagreement. Question 8b received the most negative response with only 11% agreement and 78% disagreement.

Number	Question	Agreement	Disagreement
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Number	Question	Agreement	Disagreement
1a	The council should standardise parking charges across Wirral to make it easier for everyone to use	52.1%	35.4%
1b	The council should review its parking charges against those in neighbouring areas such as Cheshire and Merseyside and adjust its charges where appropriate	31.6%	46.8%
1c	The council should consider charges for car parks where it is currently free, to cover the costs required to maintain and operate them	15.1%	76.5%
1d	The council should consider alternative land uses for some of its car parks. For example, where car parks aren't used much	34.7%	45.6%
1e	The council should vary pricing, either up or down, to manage congestion and car park usage at peak times	19.6%	69.2%
2a	Residential Controlled Parking Zones should be introduced in more areas of the borough	37.5%	41.6%
2b	The cost of setting up and running residential controlled parking zone schemes should be financially sustainable	56.3%	20.2%
2c	The council should review residential roads within coastal areas and consider where residential Controlled Parking Zones could be implemented	42.3%	41.5%
3a	The council should provide a greater number of Electric Vehicle (EV) charge points within council owned car parks	66.4%	18.5%
3b	The council should provide more EV charge points on street	56.9%	25.4%
4a	The council should increase its provision of secure cycle parking	60.8%	15.5%
4b	The council should increase its provision of parking for motorcycles	41.4%	19.4%
5a	The council should use enforcement powers to restrict parking in local areas where it is causing a nuisance	66.7%	19.4%
5b	The council should use enforcement powers to restrict parking outside schools during pick up and drop off	81.2%	11.9%
6a	At certain locations Council car parks should provide a site for interchange with buses, cycle parking or hire	68.5%	13.4%
6b	At certain locations Council car parks should provide other facilities on the site such as WiFi, a place to work or picking up deliveries or parcels?	45.5%	28.5%
6c	At certain locations Council car parks should have space reallocated as green space such as trees and planting and improvements for pedestrians such as seating/benches	52.8%	29.3%

Number	Question	Agreement	Disagreement
7b	The parking strategy should support a shift to active travel and public transport to better manage parking demand and congestion	37.1%	43.3%
8a	The charge for parking should be variable with a higher charge when arriving at peak times	14.9%	73.1%
8b	Parking should be booked and paid for by a smartphone app rather than by a pay display machine	10.6%	78.1%
8c	Lower emissions vehicles should pay a lower rate than higher polluting vehicles such as diesel and heavy petrol vehicles	24.1%	65.3%

Table 2: Question Agreement and Disagreement.

3.1.3 Responses to Individual Questions

Question 1: An effective way to manage the use of car parks is to change the cost of parking. This can result in road network de-congestion, improved safety for all road users and a contribution to the reduction of pollution.

Historically, parking charges have varied across Wirral, which can be confusing and inefficient. Standardising parking charges can make it easier for people to understand.

During the first phase of consultation, we asked whether “Managing the demand for car parking is an appropriate approach to tackling congestion.” 59.8% of all respondents completing the survey either strongly agreed or agreed.

Do you agree or disagree with the following statements?

This question contained 5 statements from question 1A – 1E.

1.A. The council should standardise parking charges across Wirral to make it easier for everyone to use.

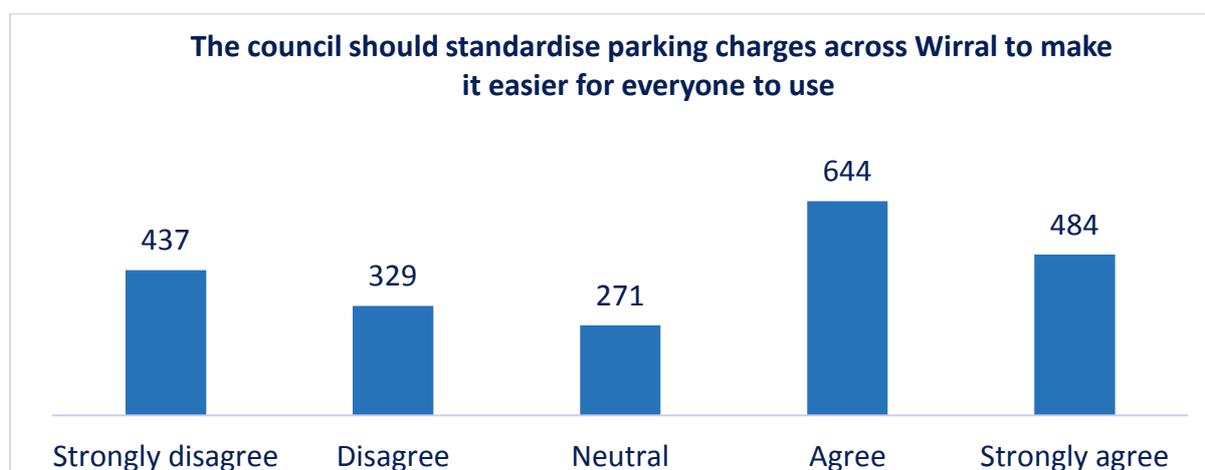


Figure 3: The council should standardise parking charges across Wirral to make it easier for everyone to use.

In response to 'The council should standardise parking charges across Wirral to make it easier for everyone to use,' the most common answer was 'Agree', supported by 29.7% of the 2165 responses. In total, 52.1%, of respondents agreed with the statement, and 35.4% were in disagreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	509	9	518	24.0%
Disagree	478	14	492	22.8%
Neutral	457	10	467	21.6%
Agree	404	12	416	19.3%
Strongly agree	260	6	266	12.3%
Total	2108	51	2159	100.0%

Table 3: The council should standardise parking charges across Wirral to make it easier for everyone to use.

1.B. The council should review its parking charges against those in neighbouring areas such as Cheshire and Merseyside and adjust its charges where appropriate.

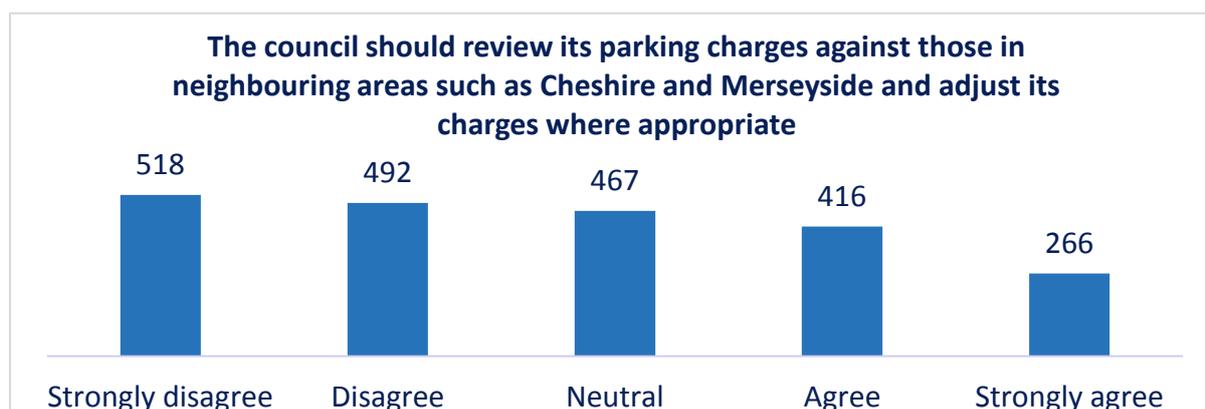


Figure 4: The council should review its parking charges against those in neighbouring areas such as Cheshire and Merseyside and adjust its charges where appropriate.

In response to 'The council should review its parking charges against those in neighbouring areas such as Cheshire and Merseyside and adjust its charges where appropriate,' the most common answer was 'Strongly disagree', supported by 24% of the 2159 responses. In total, 46.8%, of respondents were in disagreement with the statement, and 31.6% were in agreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	509	9	518	24.0%
Disagree	478	14	492	22.8%
Neutral	457	10	467	21.6%
Agree	404	12	416	19.3%
Strongly agree	260	6	266	12.3%
Total	2108	51	2159	100.0%

Table 4: The council should review its parking charges against those in neighbouring areas such as Cheshire and Merseyside and adjust its charges where appropriate.

1.C. The council should consider charges for car parks where it is currently free, to cover the costs required to maintain and operate them.

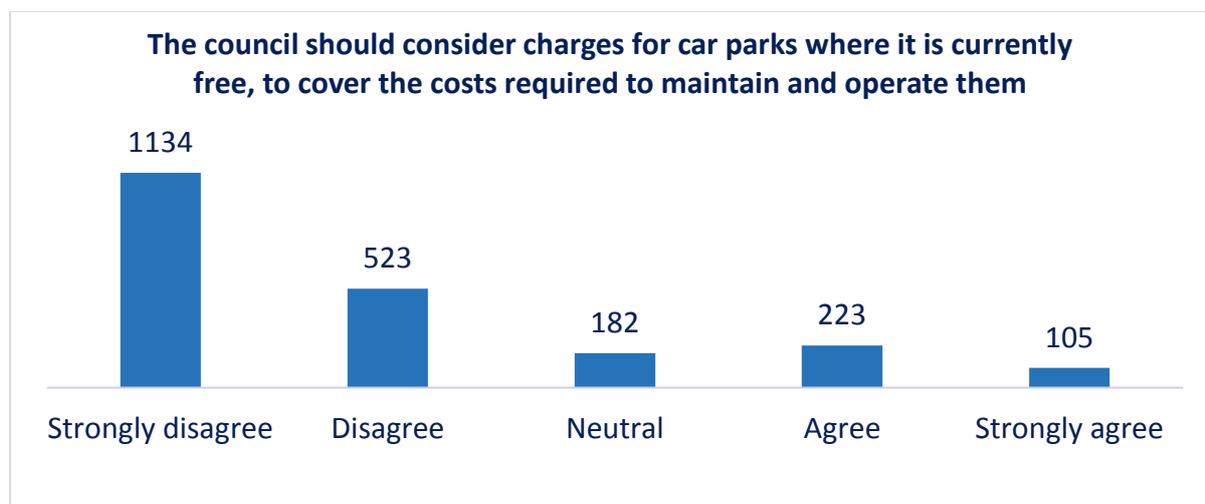


Figure 5: The council should consider charges for car parks where it is currently free, to cover the costs required to maintain and operate them.

In response to 'The council should consider charges for car parks where it is currently free, to cover the costs required to maintain and operate them,' the most common answer was 'Strongly disagree', supported by 52.3% of the 2167 responses. In total, 76.5% of respondents were in disagreement with the statement, and 15.1% were in agreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	1109	25	1134	52.3%
Disagree	514	9	523	24.1%
Neutral	175	7	182	8.4%
Agree	219	4	223	10.3%
Strongly agree	99	6	105	4.8%
Total	2116	51	2167	100.0%

Table 5: The council should consider charges for car parks where it is currently free, to cover the costs required to maintain and operate them.

1.D. The council should consider alternative land uses for some of its car parks. For example, where car parks aren't used much.

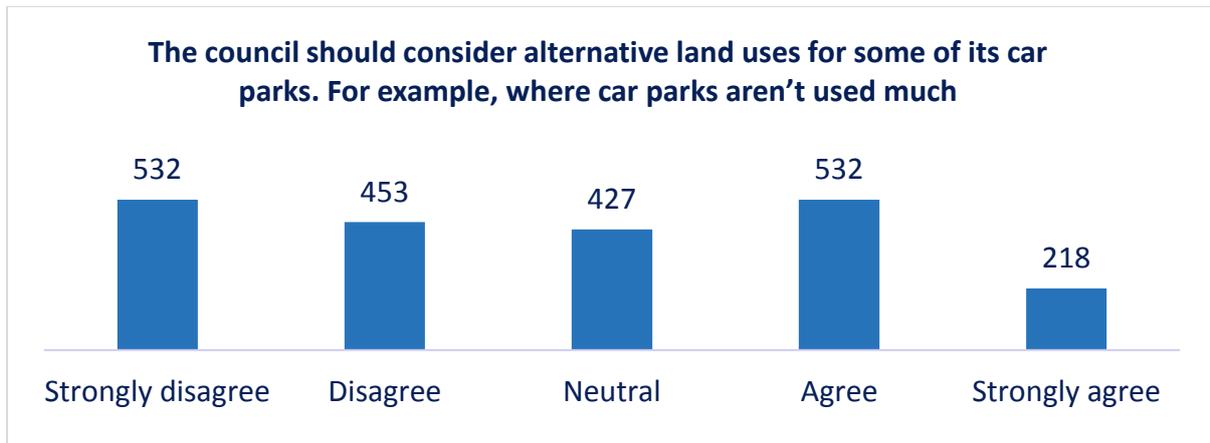


Figure 6: The council should consider alternative land uses for some of its car parks. For example, where car parks aren't used much.

In response to 'The council should consider alternative land uses for some of its car parks. For example, where car parks aren't used much,' the most common answer was 'Strongly disagree', supported by 24.6% of the 2162 responses. In total, 45.6% of respondents were in disagreement with the statement, and 34.7% were in agreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	521	11	532	24.6%
Disagree	447	6	453	21.0%
Neutral	416	11	427	19.8%
Agree	520	12	532	24.6%
Strongly agree	207	11	218	10.1%
Total	2111	51	2162	100.0%

Table 6: The council should consider alternative land uses for some of its car parks. For example, where car parks aren't used much.

1.E. The council should vary pricing, either up or down, to manage congestion and car park usage at peak times.

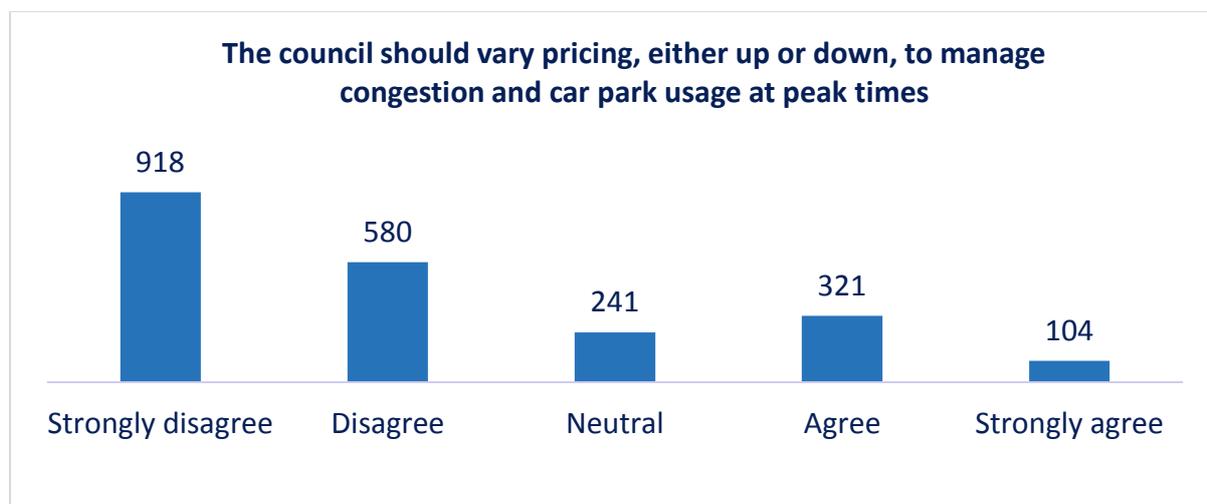


Figure 7: The council should vary pricing, either up or down, to manage congestion and car park usage at peak times.

In response to 'The council should vary pricing, either up or down, to manage congestion and car park usage at peak times,' the most common answer was 'Strongly disagree', supported by 42.4% of the 2164 responses. In total, 69.2% of respondents were in disagreement with the statement, and 19.6% were in agreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	900	18	918	42.4%
Disagree	567	13	580	26.8%
Neutral	231	10	241	11.1%
Agree	314	7	321	14.8%
Strongly agree	101	3	104	4.8%
Total	2113	51	2164	100.0%

Table 7: The council should vary pricing, either up or down, to manage congestion and car park usage at peak times.

Question 2: Uncontrolled parking can result in negative impacts such as congestion and impact on road safety. The introduction of Controlled Parking Zones restricts parking in residential areas through the introduction of permits, designed to enable residents without access to a driveway, to park within a reasonable distance of their property. There is a cost to establish and operate a residential controlled parking zones.

In the first consultation there was strong support for better traffic management. 59.8% of all respondents said managing parking was appropriate to tackle congestion and 66.5% agreed that parking plans help to improve the local economy. Furthermore, 67.5% of all respondents said that council operated parking plans should be financially sustainable.

Do you agree or disagree with the following statements?

This question contained 3 statements from question 2A – 2C.

2.A. Residential Controlled Parking Zones should be introduced in more areas of the borough

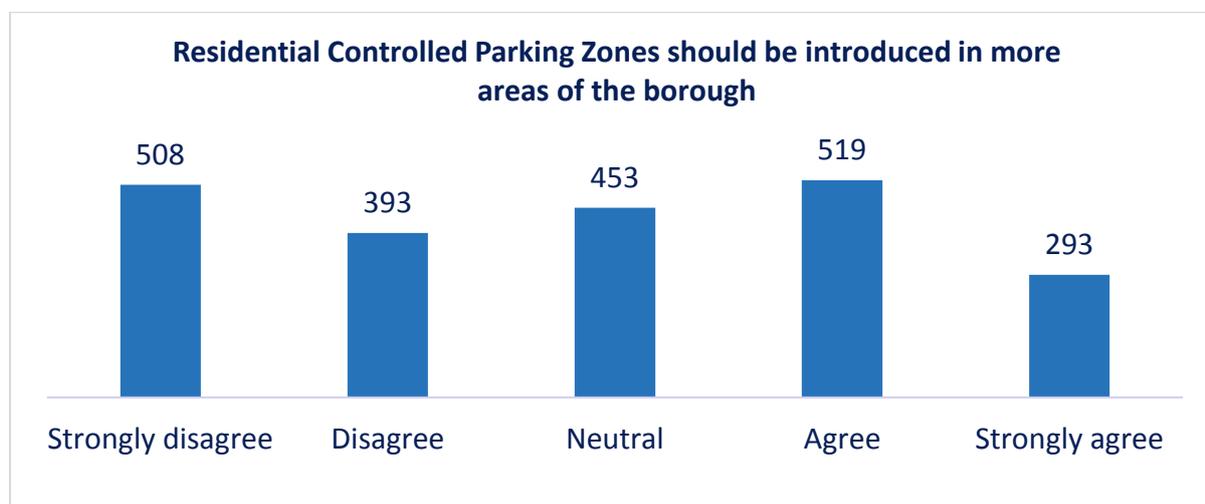


Figure 8: Residential Controlled Parking Zones should be introduced in more areas of the borough.

In response to 'Residential Controlled Parking Zones should be introduced in more areas of the borough,' the most common answer was 'Agree', supported by 24% of the 2166 responses. In total, 41.6% of respondents were in disagreement with the statement, and 37.5% were in agreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	504	4	508	23.5%
Disagree	386	7	393	18.1%
Neutral	440	13	453	20.9%
Agree	502	17	519	24.0%
Strongly agree	283	10	293	13.5%
Total	2115	51	2166	100.0%

Table 8: Residential Controlled Parking Zones should be introduced in more areas of the borough.

2.B. The cost of setting up and running residential controlled parking zone schemes should be financially sustainable.

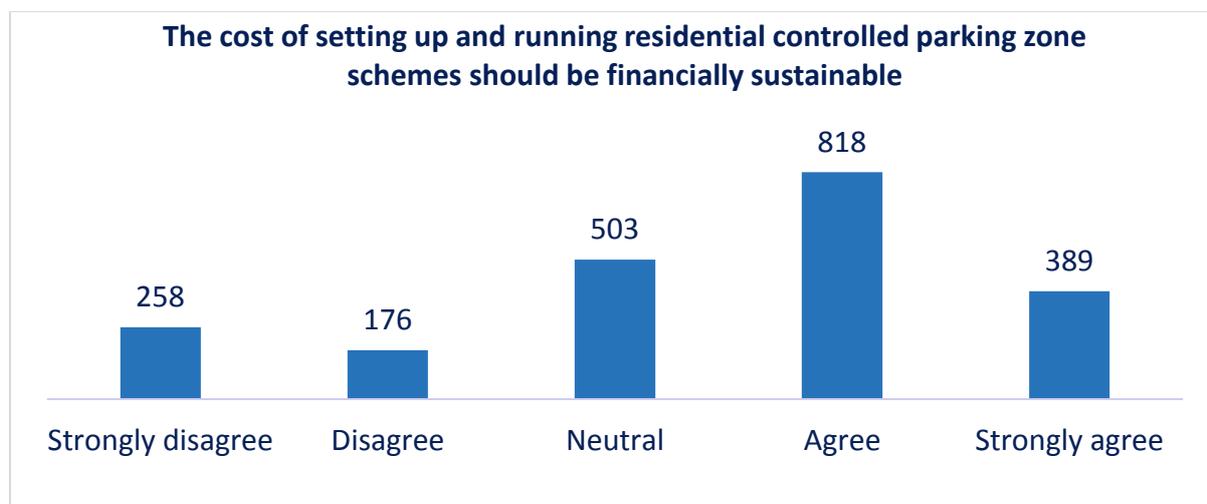


Figure 9: The cost of setting up and running residential controlled parking zone schemes should be financially sustainable.

In response to 'The cost of setting up and running residential controlled parking zone schemes should be financially sustainable,' the most common answer was 'Agree', supported by 38.2% of the 2144 responses. In total, 56.3%, of respondents were in agreement with the statement, and 20.2% were in disagreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	255	3	258	12.0%
Disagree	173	3	176	8.2%
Neutral	494	9	503	23.5%
Agree	795	23	818	38.2%
Strongly agree	376	13	389	18.1%
Total	2093	51	2144	100.0%

Table 9: The cost of setting up and running residential controlled parking zone schemes should be financially sustainable.

2.C. The council should review residential roads within coastal areas and consider where residential Controlled Parking Zones could be implemented.

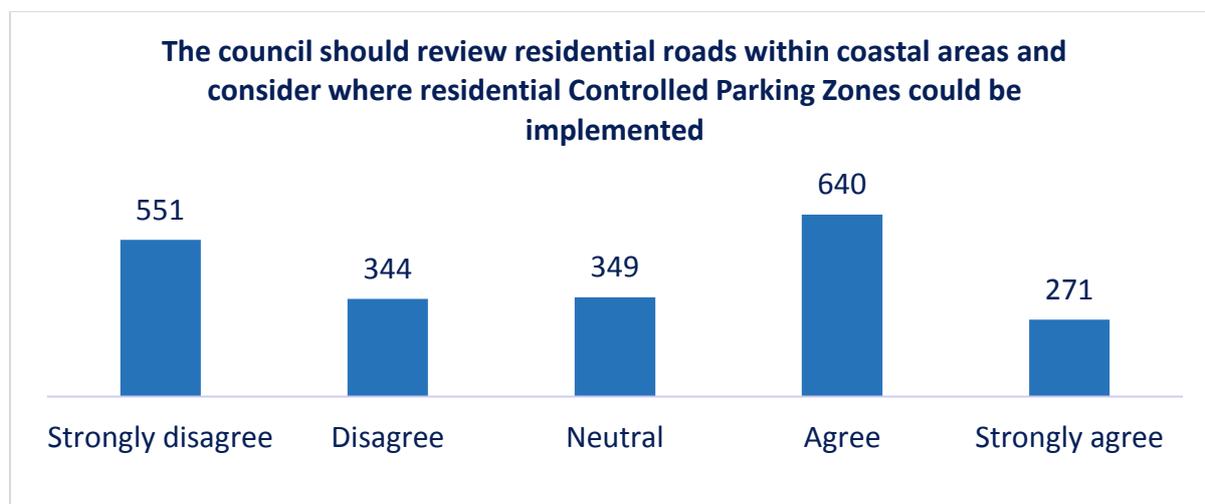


Figure 10: The council should review residential roads within coastal areas and consider where residential Controlled Parking Zones could be implemented.

In response to 'The council should review residential roads within coastal areas and consider where residential Controlled Parking Zones could be implemented,' the most common answer was 'Agree', supported by 29.7% of the 2155 responses. In total, 42.3% of respondents were in agreement with the statement, and 41.5% were in disagreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	542	9	551	25.6%
Disagree	340	4	344	16.0%
Neutral	340	9	349	16.2%
Agree	622	18	640	29.7%
Strongly agree	261	10	271	12.6%
Total	2105	50	2155	100.0%

Table 10: The council should review residential roads within coastal areas and consider where residential Controlled Parking Zones could be implemented.

Question 3: Wirral Council has declared a climate emergency. The council believes that to reduce the borough’s emissions, a complete shift to fossil-fuel-free at point of use local travel by around 2030, should be encouraged. However, current electric vehicle infrastructure is limited.

In the first phase of consultation, 61.6% of all respondents said that they would like to see more electric vehicle chargers to encourage use of electric vehicles.

Do you agree or disagree with the following statements?

This question contained 2 statements, Question 3.A and Question 3.B.

3.A. The council should provide a greater number of Electric Vehicle charge points within council owned car parks.

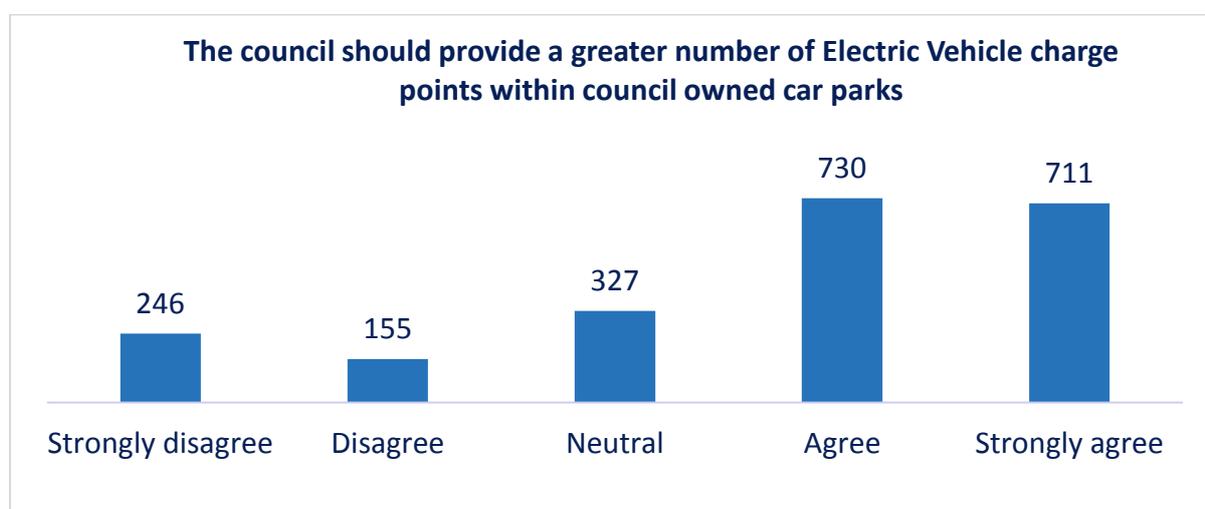


Figure 11: The council should provide a greater number of Electric Vehicle charge points within council owned car parks.

In response to 'The council should provide a greater number of Electric Vehicle charge points within council owned car parks,' the most common answer was 'Agree', supported by 33.7% of the 2169 responses. In total, 66.4%, of respondents were in agreement with the statement, and 18.5% were in disagreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	241	5	246	11.3%
Disagree	153	2	155	7.1%
Neutral	320	7	327	15.1%
Agree	705	25	730	33.7%
Strongly agree	699	12	711	32.8%
Total	2118	51	2169	100.0%

Table 11: The council should provide a greater number of Electric Vehicle charge points within council owned car parks.

3.B. The council should provide more Electric Vehicle charge points on street

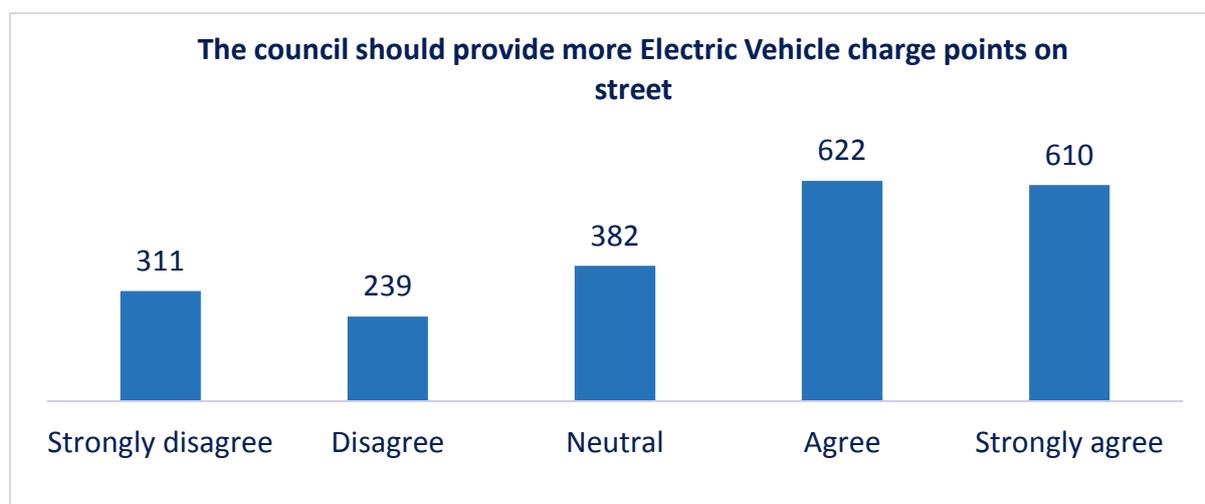


Figure 12: The council should provide more Electric Vehicle charge points on street.

In response to 'The council should provide more Electric Vehicle charge points on street,' the most common answer was 'Agree', supported by 28.7% of the 2164 responses. In total, 56.9% of respondents were in agreement with the statement, and 25.4% were in disagreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	305	6	311	14.4%
Disagree	236	3	239	11.0%
Neutral	370	12	382	17.7%
Agree	602	20	622	28.7%
Strongly agree	600	10	610	28.2%
Total	2113	51	2164	100.0%

Table 12: The council should provide more Electric Vehicle charge points on street.

3.1.4 Question 4: The way people travel has changed in recent years. This includes Uber and ride sharing clubs as well as an increased numbers of journeys cycled. The phase 1 consultation found that 77.3% of all respondents wanted more high quality and secure cycle parking to be provided at key locations.

Do you agree or disagree with the following statements?

This question contained 2 statements, Question 4.A and Question 4.B.

4.A. The council should increase its provision of secure cycle parking.

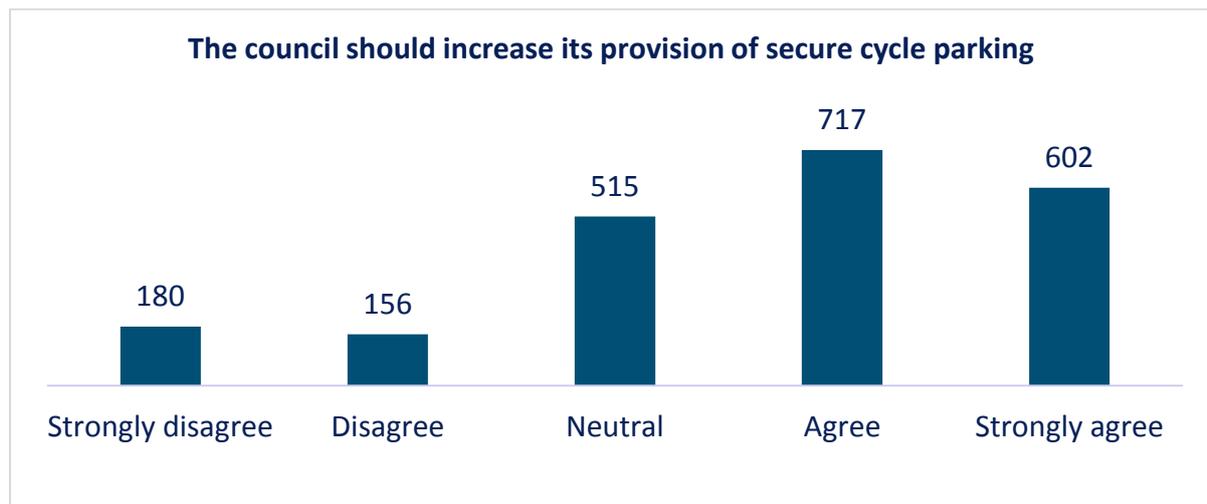


Figure 13: The council should increase its provision of secure cycle parking.

In response to 'The council should increase its provision of secure cycle parking,' the most common answer was 'Agree', supported by 33% of the 2170 responses. In total, 60.8%, of respondents were in agreement with the statement, and 15.5% were in disagreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	179	1	180	8.3%
Disagree	154	2	156	7.2%
Neutral	503	12	515	23.7%
Agree	700	17	717	33.0%
Strongly agree	584	18	602	27.7%
Total	2120	50	2170	100.0%

Table 13: The council should increase its provision of secure cycle parking.

4.B. The council should increase its provision of parking for motorcycles.

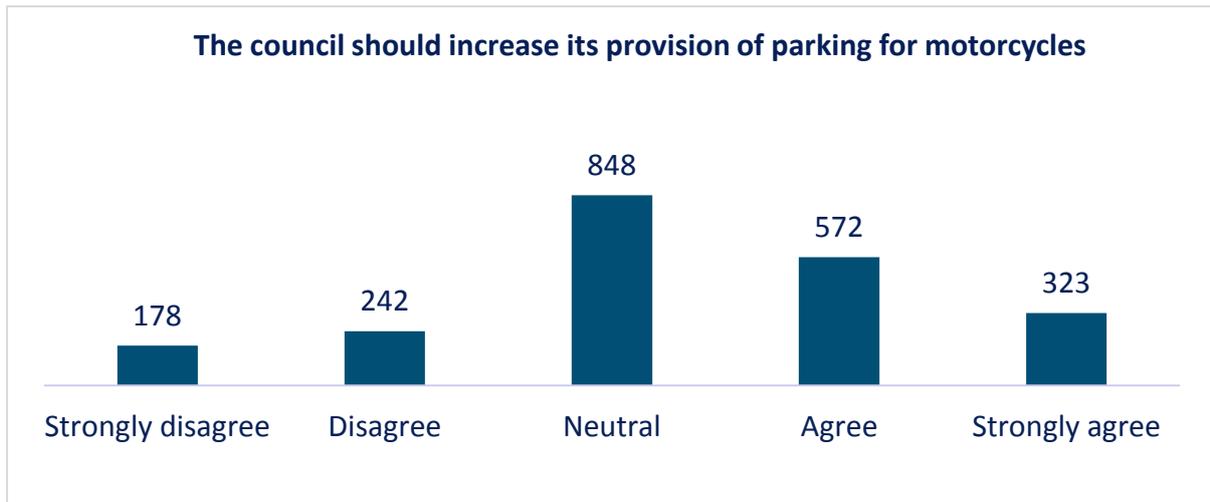


Figure 14: The council should increase its provision of parking for motorcycles.

In response to 'The council should increase its provision of parking for motorcycles,' the most common answer was 'Neutral', supported by 39.2% of the 2163 responses. In total, 41.4% of respondents were in agreement with the statement, and 19.4% were in disagreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	176	2	178	8.2%
Disagree	240	2	242	11.2%
Neutral	827	21	848	39.2%
Agree	558	14	572	26.4%
Strongly agree	311	12	323	14.9%
Total	2112	51	2163	100.0%

Table 14: The council should increase its provision of parking for motorcycles.

3.1.5 Question 5: In local areas where parking is causing a nuisance, the council will consider enforcement powers available to change behaviour. These powers could include the introduction of a Public Space Protection Order (PSPO) which put conditions or restrictions on an area which apply to everyone, or Traffic Regulation Orders (TRO) which could restrict parking on streets.

Do you agree or disagree with the following statements?

This question contained 2 statements, Question 5.A and Question 5.B.

5.A. The council should use enforcement powers to restrict parking in local areas where it is causing a nuisance.

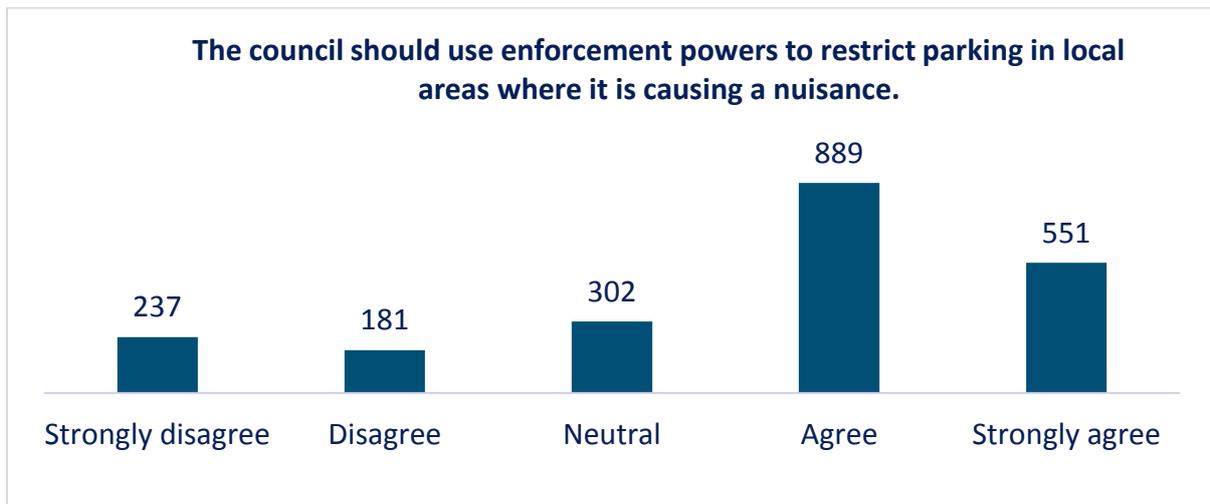


Figure 15: The council should use enforcement powers to restrict parking in local areas where it is causing a nuisance.

In response to 'The council should use enforcement powers to restrict parking in local areas where it is causing a nuisance,' the most common answer was 'Agree', supported by 41.2% of the 2160 responses. In total, 66.7% of respondents were in agreement with the statement, and 19.4% were in disagreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	236	1	237	11.0%
Disagree	176	5	181	8.4%
Neutral	296	6	302	14.0%
Agree	873	16	889	41.2%
Strongly agree	529	22	551	25.5%
Total	2110	50	2160	100.0%

Table 15: The council should use enforcement powers to restrict parking in local areas where it is causing a nuisance.

5.B. The council should use enforcement powers to restrict parking outside schools during pick up and drop off times.

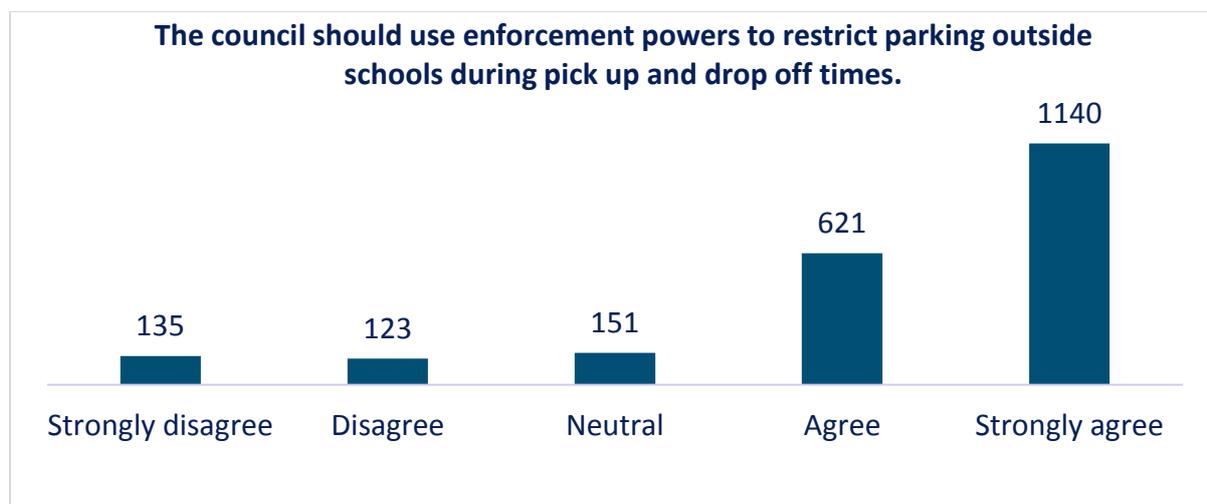


Figure 16: The council should use enforcement powers to restrict parking outside schools during pick up and drop off times.

In response to 'The council should use enforcement powers to restrict parking outside schools during pick up and drop off times,' the most common answer was 'Strongly agree', supported by 52.5% of the 2170 responses. In total, 81.2%, of respondents were in agreement with the statement, and 11.9% were in disagreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	134	1	135	6.2%
Disagree	121	2	123	5.7%
Neutral	147	4	151	7.0%
Agree	607	14	621	28.6%
Strongly agree	1110	30	1140	52.5%
Total	2119	51	2170	100.0%

Table 16: The council should use enforcement powers to restrict parking outside schools during pick up and drop off times.

3.1.6 Question 6: Smart mobility hubs are places where car parks could be used to combine cycle parking, cycle hire, Electric Vehicle charge points and public transport through the reallocation of parking spaces. The hubs could provide more than just transport such as online shopping lockers, public realm improvements, food and drink or a place for people to work. They can also provide facilities on the site, such as WiFi.

Key locations for smart mobility hubs were identified based on travel patterns along with population and employment sites and major stations/ferry terminals.

During the first phase of consultation, 70.1% of all respondents were in agreement that “It is better to make best use of existing car parking rather than build more car parking.”



Figure 17: Above shows an illustration of a Smart Mobility Hub.

Do you agree or disagree with the following statements?

This question contained 3 statements, Questions 6.A - 6.C.

6.A. At certain locations Council car parks should provide a site for interchange with buses, cycle parking or cycle hire.

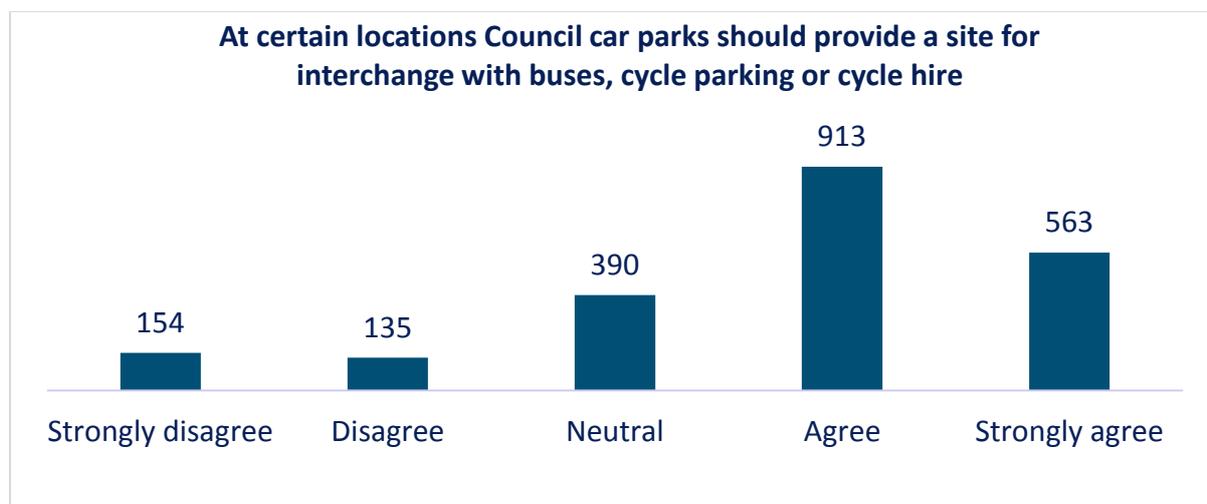


Figure 18: At certain locations Council car parks should provide a site for interchange with buses, cycle parking or cycle hire.

In response to 'At certain locations Council car parks should provide a site for interchange with buses, cycle parking or cycle hire,' the most common answer was 'Agree', supported by 42.4% of the 2155 responses. In total, 68.5%, of respondents were in agreement with the statement, and 13.4% were in disagreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	152	2	154	7.1%
Disagree	135	0	135	6.3%
Neutral	381	9	390	18.1%
Agree	893	20	913	42.4%
Strongly agree	543	20	563	26.1%
Total	2104	51	2155	100.0%

Table 17: At certain locations Council car parks should provide a site for interchange with buses, cycle parking or cycle hire.

6.B. At certain locations Council car parks should provide other facilities on the site such as WiFi, a place to work or picking up deliveries or parcels?

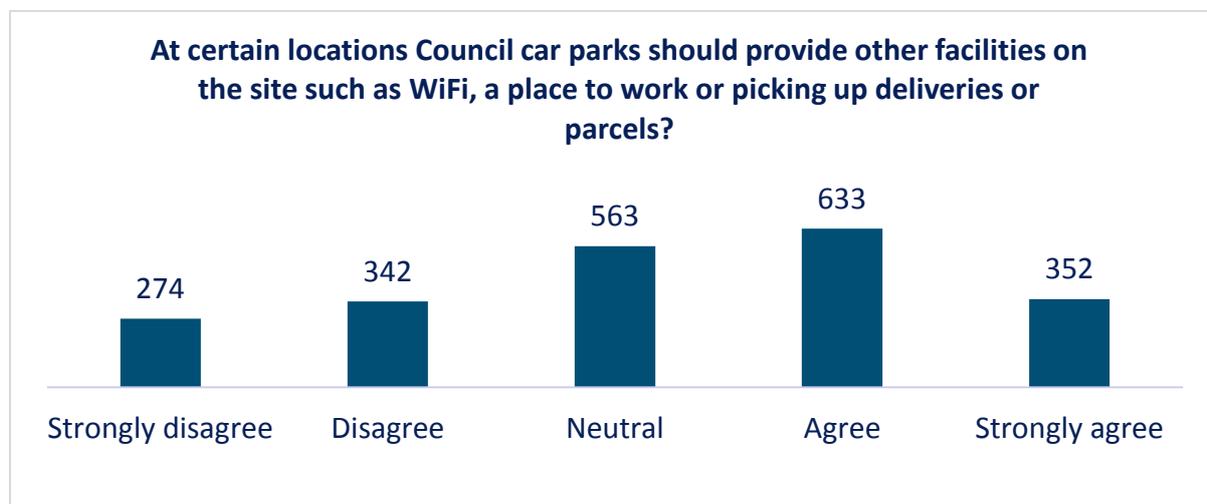


Figure 19: At certain locations Council car parks should provide other facilities on the site such as WiFi, a place to work or picking up deliveries or parcels?

In response to 'At certain locations Council car parks should provide other facilities on the site such as WiFi, a place to work or picking up deliveries or parcels?', the most common answer was 'Agree', supported by 29.3% of the 2164 responses. In total, 45.5% of respondents were in agreement with the statement, and 28.5% were in disagreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	272	2	274	12.7%
Disagree	337	5	342	15.8%
Neutral	548	15	563	26.0%
Agree	618	15	633	29.3%
Strongly agree	338	14	352	16.3%
Total	2113	51	2164	100.0%

Table 18: At certain locations Council car parks should provide other facilities on the site such as WiFi, a place to work or picking up deliveries or parcels?

6.C. At certain locations Council car parks should have space reallocated as green space such as trees and planting and improvements for pedestrians such as seating/benches.

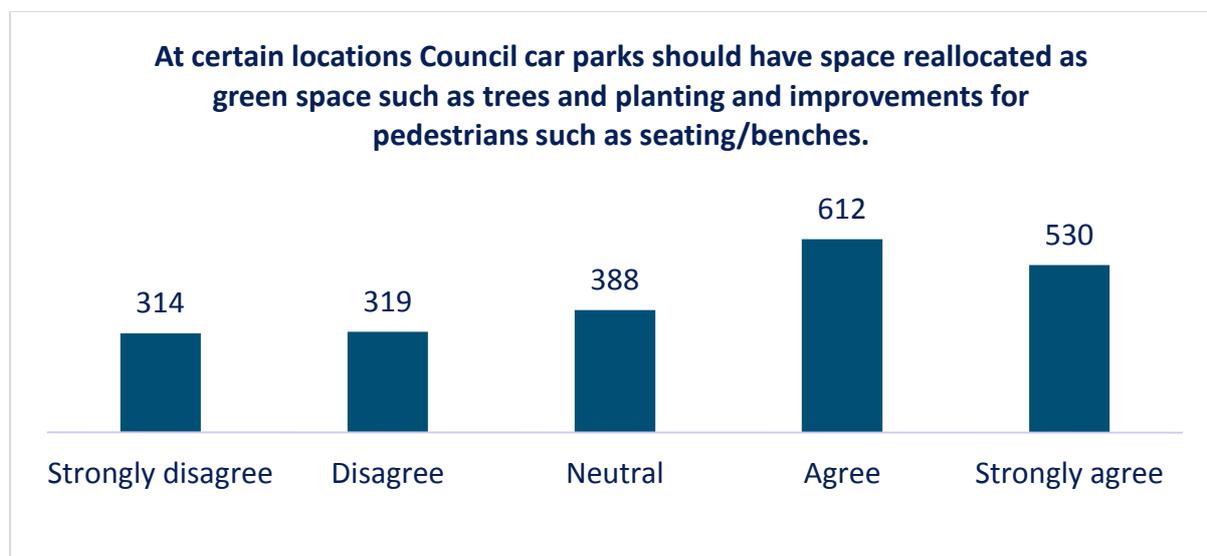


Figure 20: At certain locations Council car parks should have space reallocated as green space such as trees and planting and improvements for pedestrians such as seating/benches.

In response to 'At certain locations Council car parks should have space reallocated as green space such as trees and planting and improvements for pedestrians such as seating/benches,' the most common answer was 'Agree', supported by 28.3% of the 2163 responses. In total, 52.8%, of respondents were in agreement with the statement, and 29.3% were in disagreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	308	6	314	14.5%
Disagree	314	5	319	14.7%
Neutral	374	14	388	17.9%
Agree	601	11	612	28.3%
Strongly agree	515	15	530	24.5%
Total	2112	51	2163	100.0%

Table 19: At certain locations Council car parks should have space reallocated as green space such as trees and planting and improvements for pedestrians such as seating/benches.

Question 7: A Workplace Parking Levy (WPL) is a licensing scheme for workplaces, that meet a set criteria, currently offering free parking. It charges employers for the number of car parking places they provide that are regularly used by employees.

WPLs are designed to encourage commuters to use alternative, less polluting ways to travel. They also encourage employers to provide alternatives on their site like bus services, thereby helping to reduce congestion on our roads for everyone. Any revenue raised through WPL's is, by law, put back into improving local transport to increase sustainable travel options for commuters.

Do you agree or disagree with the following statements?

This question contained 2 statements, Question 7.A and Question 7.B.

7.A. Businesses, that meet a set criteria, within the borough that supply car parking for staff should be charged and the money used to support other sustainable modes of transport.

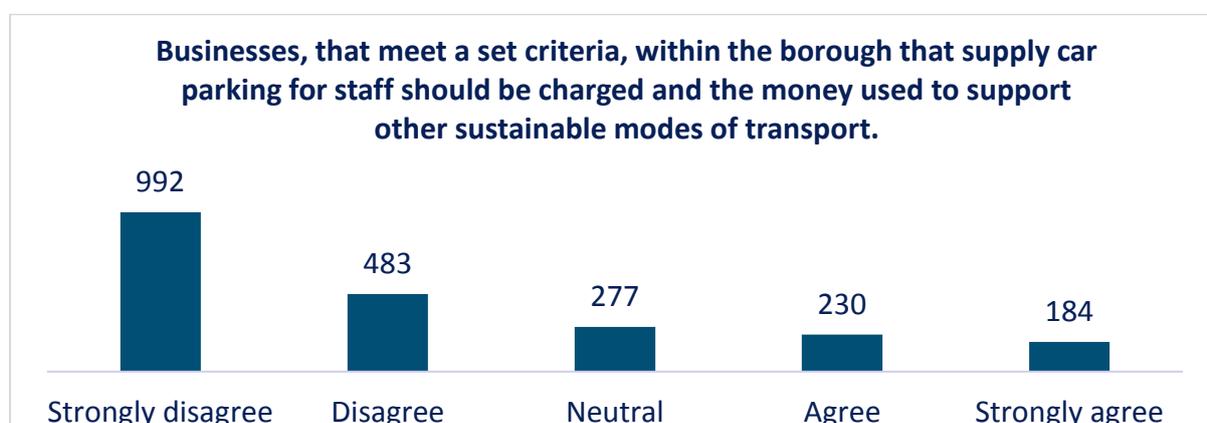


Figure 21: Businesses, that meet a set criteria within the borough that supply car parking for staff should be charged and the money used to support other sustainable modes of transport.

In response to 'Businesses, that meet a set criteria within the borough that supply car parking for staff should be charged and the money used to support other sustainable modes of transport,' the most common answer was 'Strongly disagree', supported by 45.8% of the 2166 responses. In total, 68.1%, of respondents disagreed with the statement, and 19.1% were in agreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	975	17	992	45.8%
Disagree	473	10	483	22.3%
Neutral	270	7	277	12.8%
Agree	224	6	230	10.6%
Strongly agree	173	11	184	8.5%
Total	2115	51	2166	100.0%

Table 20: Businesses, that meet a set criteria, within the borough that supply car parking for staff should be charged and the money used to support other sustainable modes of transport.

7.B. The parking strategy should support a shift to active travel and public transport to better manage parking demand and congestion.

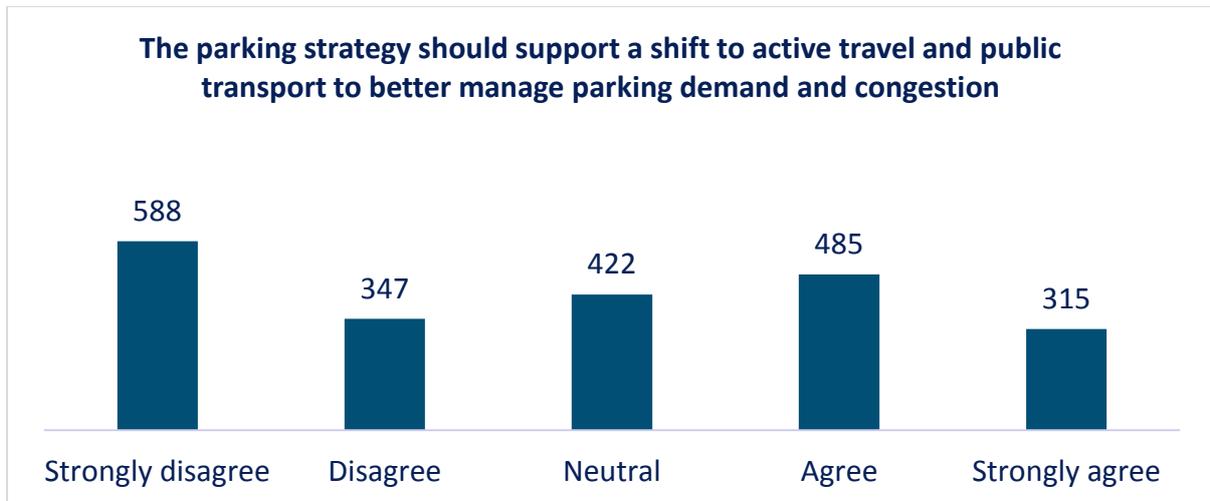


Figure 22: The parking strategy should support a shift to active travel and public transport to better manage parking demand and congestion.

In response to 'The parking strategy should support a shift to active travel and public transport to better manage parking demand and congestion,' the most common answer was 'Strongly disagree', supported by 27.3% of the 2157 responses. In total, 43.3% of respondents were in disagreement with the statement, and 37.1% were in agreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	582	6	588	27.3%
Disagree	337	10	347	16.1%
Neutral	410	12	422	19.6%
Agree	476	9	485	22.5%
Strongly agree	301	14	315	14.6%
Total	2106	51	2157	100.0%

Table 21: The parking strategy should support a shift to active travel and public transport to better manage parking demand and congestion.

3.1.8 Question 8: Adaptive parking controls. This involves applying varying parking charges to smooth out peaks and troughs in demand for parking during the day or even by geographical location. It can also be applied to improve air quality and the health of local residents with low emission vehicles paying a reduced charge compared to heavy polluting vehicles. Wirral council currently has a Smartphone parking app which could be readily expanded and used to help people find available parking.

In the first phase of consultation, we asked whether “New technologies should be introduced to guide drivers to available car parking spaces and help reduce excess driving.” Most respondents (65.4%) agreed.

Do you agree or disagree with the following statements?

This question contained 3 statements, Questions 8.A – 8.C.

8.A. The charge for parking should be variable with a higher charge when arriving at peak times.

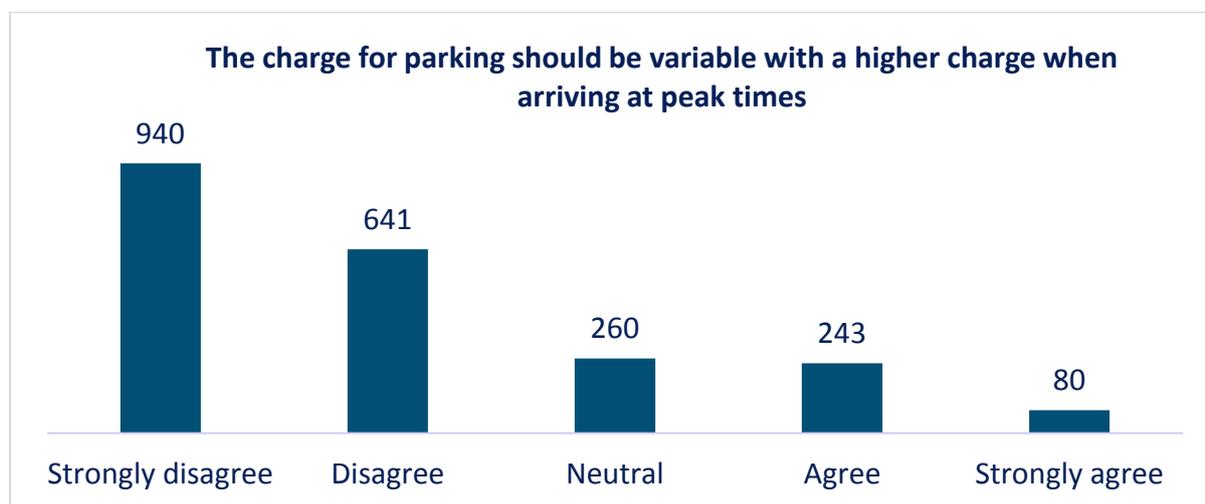


Figure 23: The charge for parking should be variable with a higher charge when arriving at peak times.

In response to 'The charge for parking should be variable with a higher charge when arriving at peak times,' the most common answer was 'Strongly disagree', supported by 43.4% of the 2164 responses. In total, 73.1% of respondents were in disagreement with the statement, and 14.9% were in agreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	928	12	940	43.4%
Disagree	622	19	641	29.6%
Neutral	251	9	260	12.0%
Agree	237	6	243	11.2%
Strongly agree	75	5	80	3.7%
Total	2113	51	2164	100.0%

Table 22: The charge for parking should be variable with a higher charge when arriving at peak times.

8.B. Parking should be booked and paid for by a smartphone app rather than by a pay and display machine.

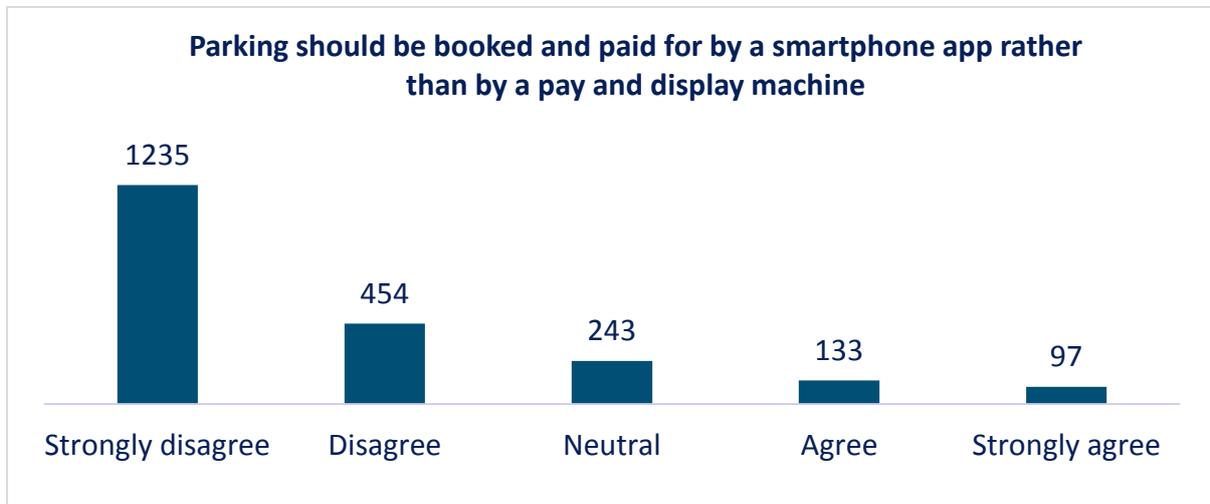


Figure 24: Parking should be booked and paid for by a smartphone app rather than by a pay and display machine.

In response to 'Parking should be booked and paid for by a smartphone app rather than by a pay and display machine,' the most common answer was 'Strongly disagree', supported by 57.1% of the 2162 responses. In total, 78.1% of respondents were in disagreement with the statement, and 10.6% were in agreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	1208	27	1235	57.1%
Disagree	440	14	454	21.0%
Neutral	237	6	243	11.2%
Agree	131	2	133	6.2%
Strongly agree	95	2	97	4.5%
Total	2111	51	2162	100.0%

Table 23: Parking should be booked and paid for by a smartphone app rather than by a pay and display machine.

8.C. Lower emissions vehicles should pay a lower rate than higher polluting vehicles such as diesel and heavy petrol vehicles.

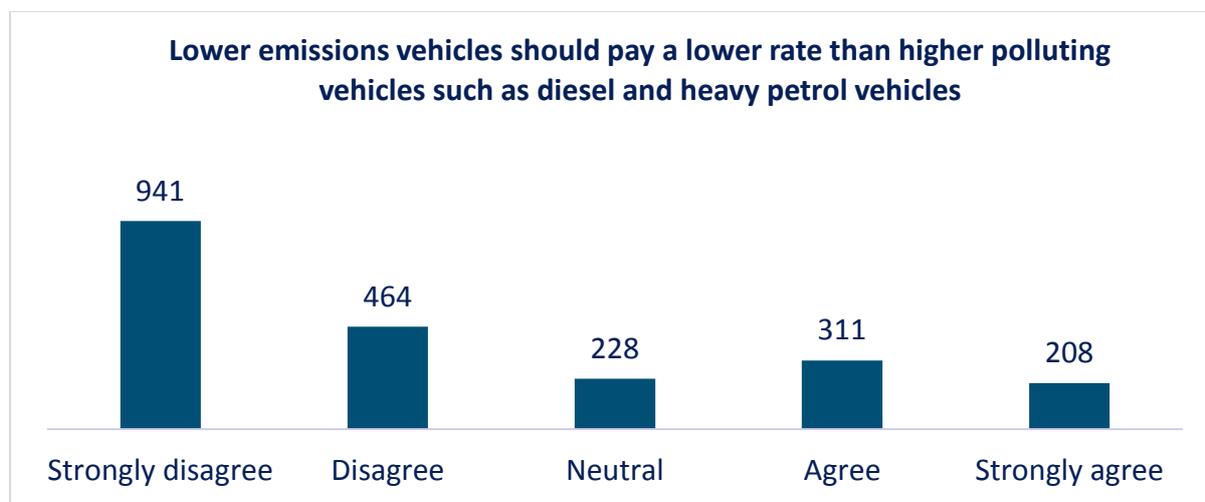


Figure 25: Lower emissions vehicles should pay a lower rate than higher polluting vehicles such as diesel and heavy petrol vehicles.

In response to 'Lower emissions vehicles should pay a lower rate than higher polluting vehicles such as diesel and heavy petrol vehicles,' the most common answer was 'Strongly disagree', supported by 43.7% of the 2152 responses. In total, 65.3% of respondents were in disagreement with the statement, and 24.1% were in agreement.

Answer	Online	Stakeholder	Total	%
Strongly disagree	921	20	941	43.7%
Disagree	454	10	464	21.6%
Neutral	219	9	228	10.6%
Agree	304	7	311	14.5%
Strongly agree	203	5	208	9.7%
Total	2101	51	2152	100.0%

Table 24: Lower emissions vehicles should pay a lower rate than higher polluting vehicles such as diesel and heavy petrol vehicles.

Question 9 Do you have any further proposals that the council should consider as part of the Parking Strategy?

1242 people responded to this question in the public survey and 32 people responded in the stakeholder survey. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

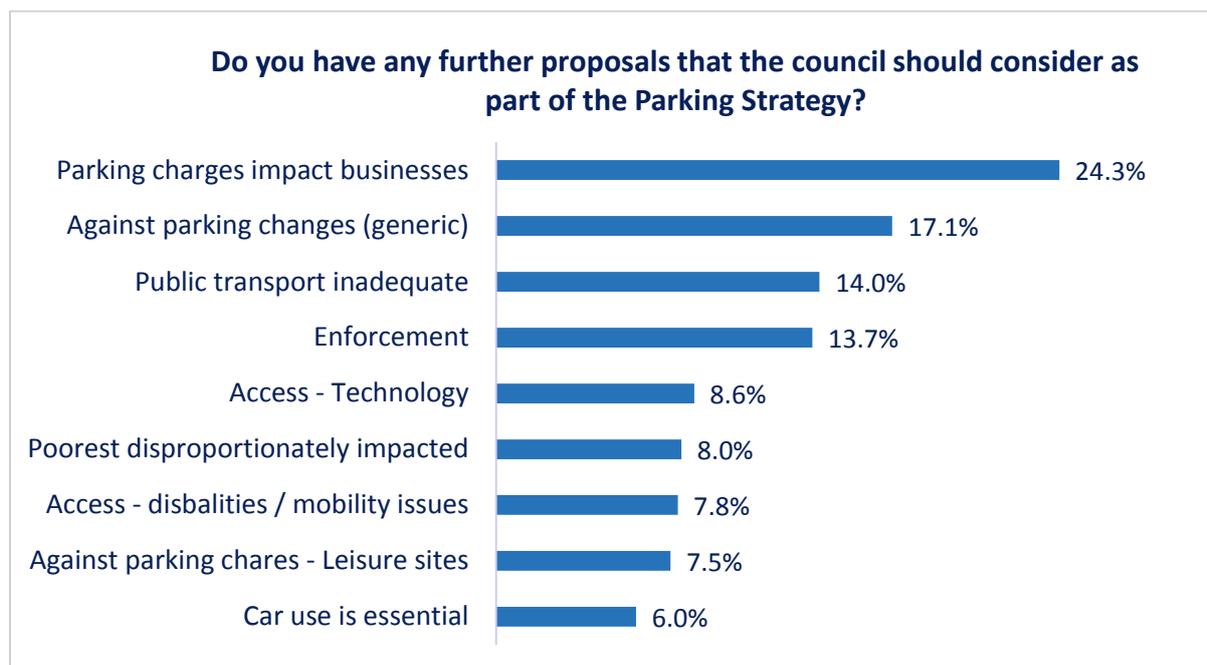


Figure 26: Chart displaying results to “Do you have any further proposals that the council should consider as part of the Parking Strategy?”

Response Category (Only categories with 50+ mentions)	Online	Stakeholder	Total	%
Parking charges impact businesses	304	6	310	24.3%
Against parking changes (generic)	215	3	218	17.1%
Public transport inadequate	177	1	178	14.0%
Enforcement	162	12	174	13.7%
Access - Technology	106	3	109	8.6%
Poorest disproportionately impacted	100	2	102	8.0%
Access - disabilities / mobility issues	99	1	100	7.8%
Against parking chares - Leisure sites	96		96	7.5%
Car use is essential	77		77	6.0%
Total Number of Responses	1242	32	1274	

Table 25: Table displaying the results to “Do you have any further proposals that the council should consider as part of the Parking Strategy?”

Parking charges impact businesses, 24.3%.

Nearly a quarter of responses mentioned that they believe parking has an impact on businesses. Many expressed their belief that disincentivising parking through increased prices or reduced provision would reduce footfall to businesses in that area. Many respondents said that they would be more inclined to visit out of town retail such as Cheshire Oaks, or Supermarkets who provide free parking when parking charges are present. Therefore, many believed that disincentivised parking would be to the detriment of small local businesses who would be more likely to face financial difficulty as a result. Therefore, many respondents believed that reduced parking provision or increased parking cost will result in business closures, a reduction of business rates received by the council and further high street decline.

Against parking changes (generic), 17.1%.

This category of response was used as an umbrella grouping for comments that were generically against changes to parking in the borough. 17.1% of all comments fell in this category.

A significant number of responses that fell into this category came from residents and visitors to the Heswall area who were against the potential closure of car parks in the area. The responses criticised the research that proposed the closures for the following reasons, this is a quote from one of the responses:

- “The bulk of the work was carried out in 2019 and since then Wetherspoons (The Prese Well) has been opened and caused a significant increase in the use of the car park.
- The analysis is based only for ‘shopping traffic’ / Parking income. This ignores the very heavy use of the car park in the evening due to Heswall’s burgeoning night time economy when parking is free. There are over 20 eating and drinking establishments that are open in the evening and Heswall Hall is being heavily used.
- Loss of Mount Avenue car park would be a particular problem for Heswall Hall as the car park was specifically developed at the same time as the Hall to support its use by the community by the full range of people with varying needs. In particular the Hall has a high percentage of elderly people for which walking from Pye Road to the Hall is not an option.
- The current draft Local Plan recognises Heswall as one of four town centres outside of Birkenhead that “will be the main focus for development and investment in shops, services, leisure and community facilities outside Birkenhead.” The Council should therefore be doing all it can to encourage people to come into Heswall centre and thus making parking as easy as possible. It should also be noted that transport links into Heswall are not strong and therefore it has to be accepted that cars need to and will be used.
- Heswall has a large elderly population and use of the Mount Road car park would be further increased if the meters were made much easier for this demographic to use them.

- Closure of Mount Road & Rocky Lane car parks would further increase the issue of people parking on the road / in private car parks.”

Further feedback in objection to the closure of Heswall car parks can be found in the direct representation section of the appendix.

Public Transport inadequate, 14.0%.

14.0% of responses to this question made reference to their belief that public transport is not currently a viable alternative to private car use. Many cited that irregular services and poor public transport coverage means residents cannot easily switch to public transport. Additional, regularly highlighted, problems that fell in this category included the slow speed of public transport in comparison to private vehicle travel makes public transport a greater time cost. Furthermore, responses said that public transport is currently a greater financial cost than private car use, in particular for families and groups as multiple people require tickets while the cost of driving does not significantly increase with the amount of passengers. “What I would really like to see is the carrot used more - make people not want to use a car in the 1st place because public transport and active travel is so good and so integrated.”

Enforcement, 13.7%.

13.7% of respondents either made note of regular nuisance parking that they are witnessing or made a request for the current parking restrictions to be enforced at a greater level than currently.

Access – Technology, 8.6%.

Many respondents to this question further objected to an app only parking payment system. Respondents made comment that Wirral has an aging population, many residents do not have the tech skills or possess the technology such as smartphones, required to access an app parking system. Respondents would like the method for payment to be kept simple with options for cash, card and a parking app as a potential third option, which should not replace the other two options. A further issue mentioned is that people would not feel comfortable sharing their personal details with an app for security reasons, just for the sake of parking.

Poorest disproportionately impacted, 8.0%.

Responses that fell into this category were broad, however covered the belief that changes to parking within Wirral would disproportionately impact poorer residents. Firstly, many alluded to the current cost of living issues. With the inflation experienced since early 2022, many people do not have the money to pay more for transportation in general. In many instances it is more expensive and time consuming for groups of people to travel through public transport than via a private car. Therefore, any measure that increased parking prices would have the greatest impact on residents with the least disposable income. Additionally, many would not like to see electric vehicles incentivised through subsidised parking or fuel.

As electric vehicles are more expensive than internal combustion engine vehicles, and in general buying a new car is expensive, electric vehicle subsidies would benefit those who can already afford the more expensive newer vehicles, while those who cannot afford an electric vehicle would pay more. Furthermore, many believed that a workplace parking levy would be passed from employers onto employees through lower pay.

Access - disabilities / mobility issues, 7.8%.

This category of response related to the belief that restrictions to parking would negatively impact those with reduced mobility and disabilities through further distances required to travel to reach their destination. Many mentioned that while they have mobility issues they do not have/ cannot acquire a blue parking badge.

Against parking chares - Leisure sites, 7.5%.

7.5% of respondents to this question mentioned that they would not like to see parking charges introduced at leisure sites as this would reduce access and disincentivise visitors. Respondents mentioned that this would have a negative impact on their health and wellbeing, caused by fewer opportunities to exercise and enjoy the outdoors.

Car use is essential, 6.0%.

6.0% of responses to this question believed that car use is essential in the Wirral, and therefore until close alternatives are in place, parking charges will be a further cost to residents. Many of these respondents said that where they live is no longer served by public transport. Others said that they could not drop their children off at school and then make it to work on time using public transport.

3.2 Direct Representations

Direct representation was received via 65 emails. 63 came from individuals and 2 were received from organisations: Heswall & District Business Association (HDBA) and The Heswall Society. These representations are included in Appendix 1.

Direct representation was also received from the Liverpool City Region Combined Authority. This representation is included in Appendix 2.

4.0 Demographics and Site Traffic

4.1 Demographics

Registration was required to engage in the online public consultation. The registration form included questions regarding demographics including gender, age group, ethnicity, and sexual orientation, however not all questions in the registration form were compulsory and respondents could choose to select 'prefer not to say' or skip the question. The demographics results are summarised below. The same questions were included on the paper-copy questionnaires.

Most respondents classified themselves as a 'Local resident' (88.4%).



Figure 27: Chart displaying registration for the public survey.

The largest group of respondents said that they were Female (47.6%) and 47% said that they were Male. Additionally, 5.1% preferred not to say and 0.3% prefer to use own term.

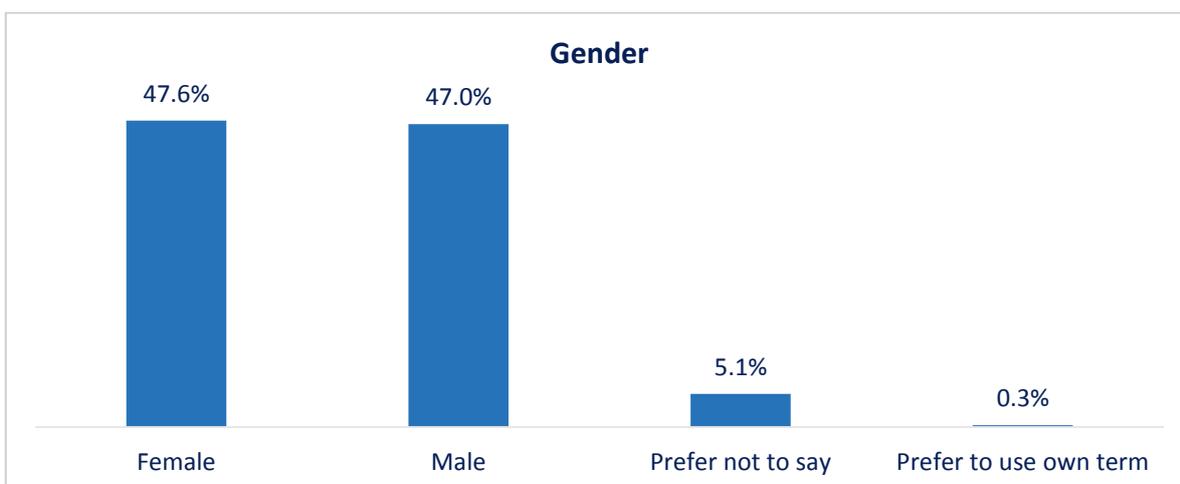


Figure 28: Chart displaying gender of the public survey respondents.

The most represented age groups were 55-64 (30.1%) and 65-74 (24.6%). The least represented age group was Under 16 (0%) followed by ages 16-24 (0.6%).

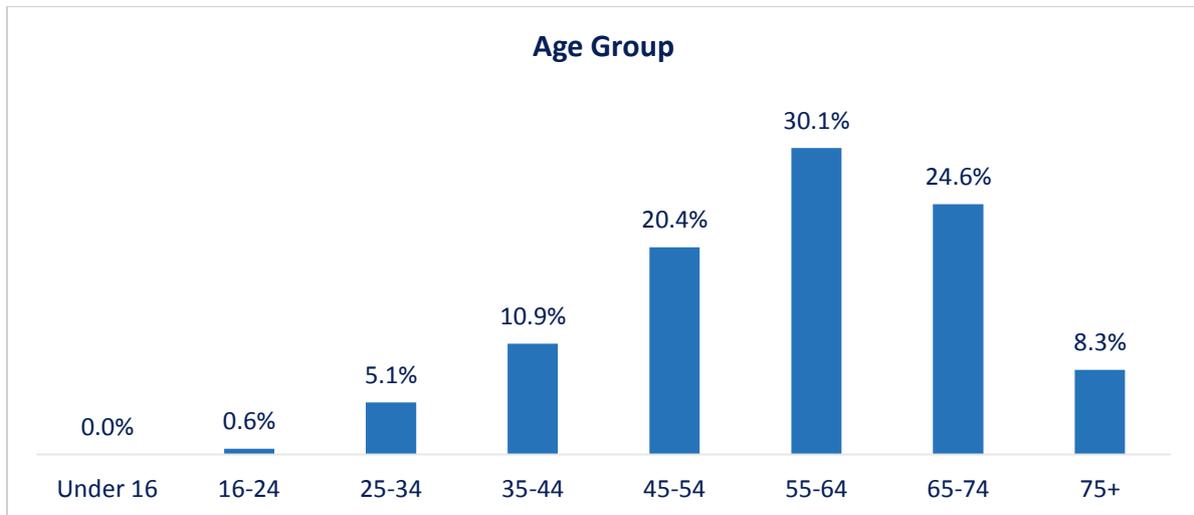


Figure 29: Chart displaying the age group response to the public survey.

Most respondents identified as White – British (94.2%). 5.8% of responses came from respondents who did not identify as White – British.

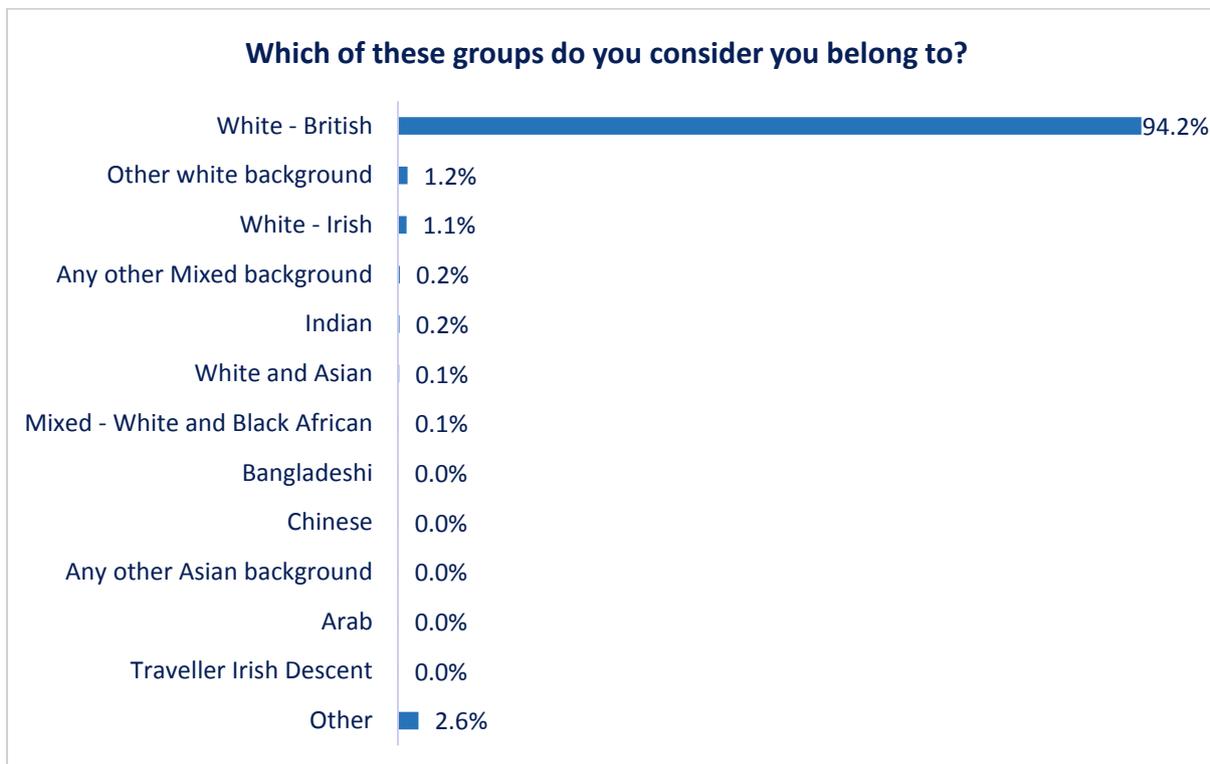


Figure 30: Which of these groups do you consider you belong to? – chart displaying the ethnicity of public survey respondents.

78.3% of respondents said that they were heterosexual, 19.0% preferred not to say.

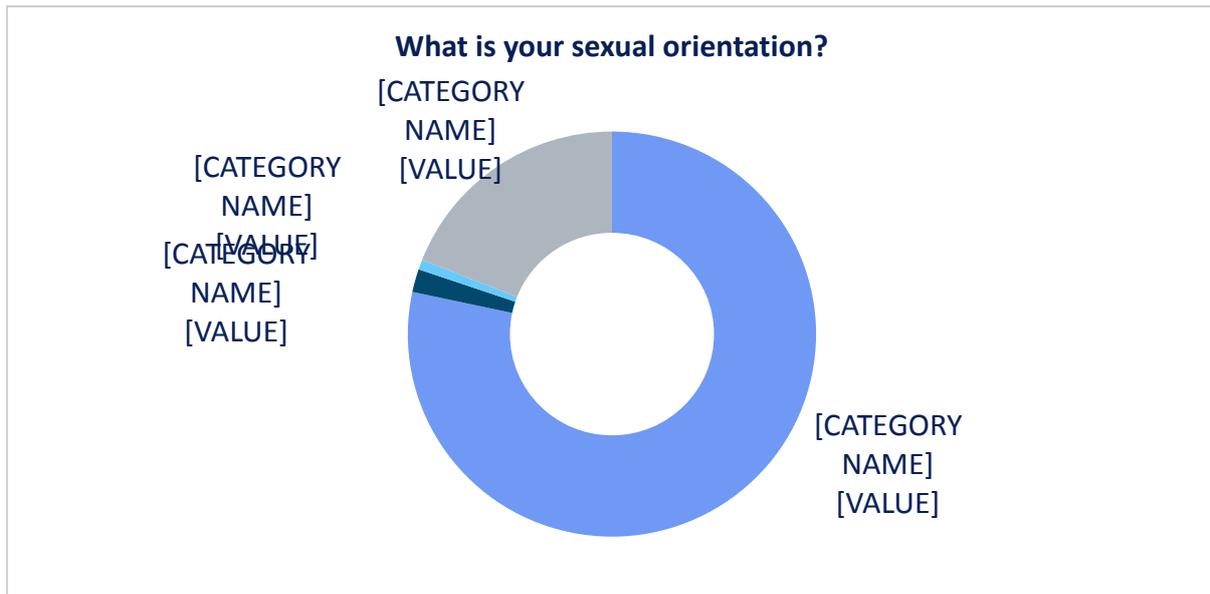


Figure 31: What is your sexual orientation? – public survey respondents.

78.0% of respondents did not have a disability. 12.7% did have a disability and 9.3% preferred not to say.

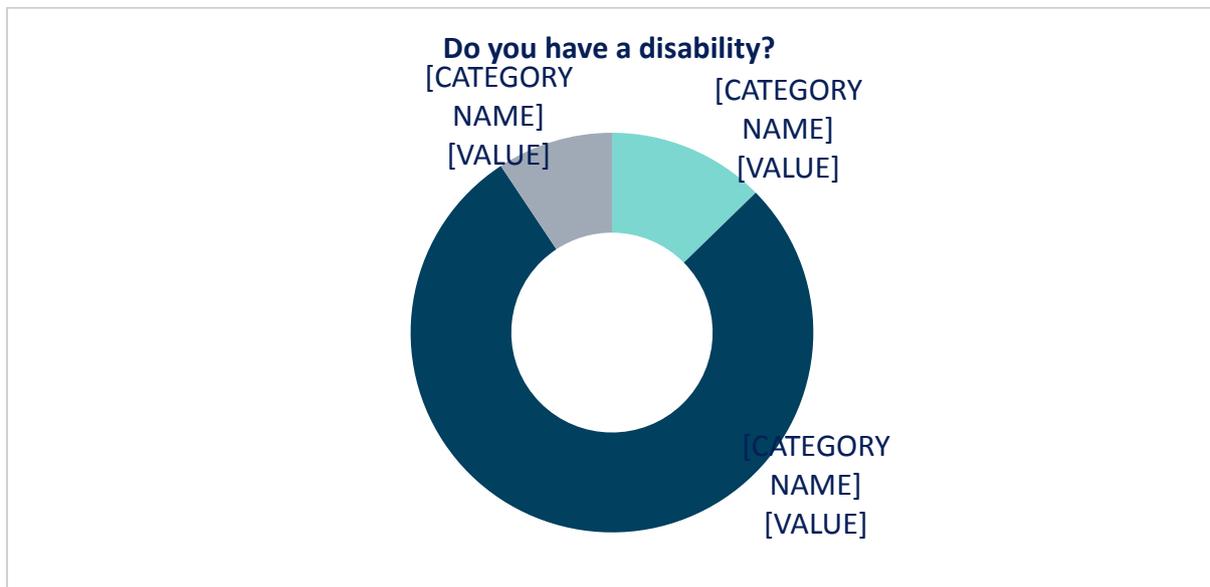


Figure 32: Do you have a disability? – public survey respondents.

All wards received some representation. 17.2% of responses came from Clatterbridge, the best represented ward. Rock Ferry received the least representation (0.6%).

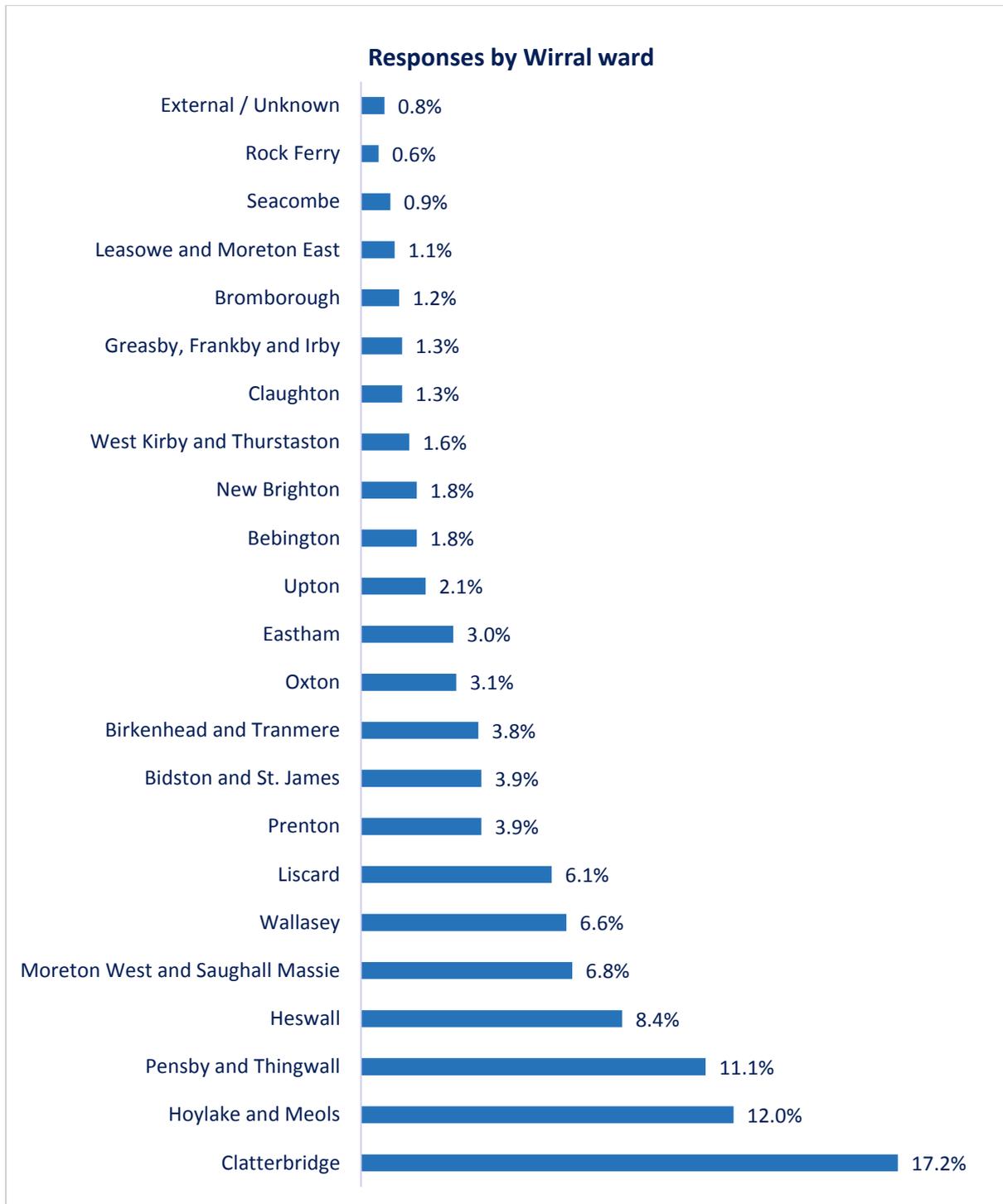
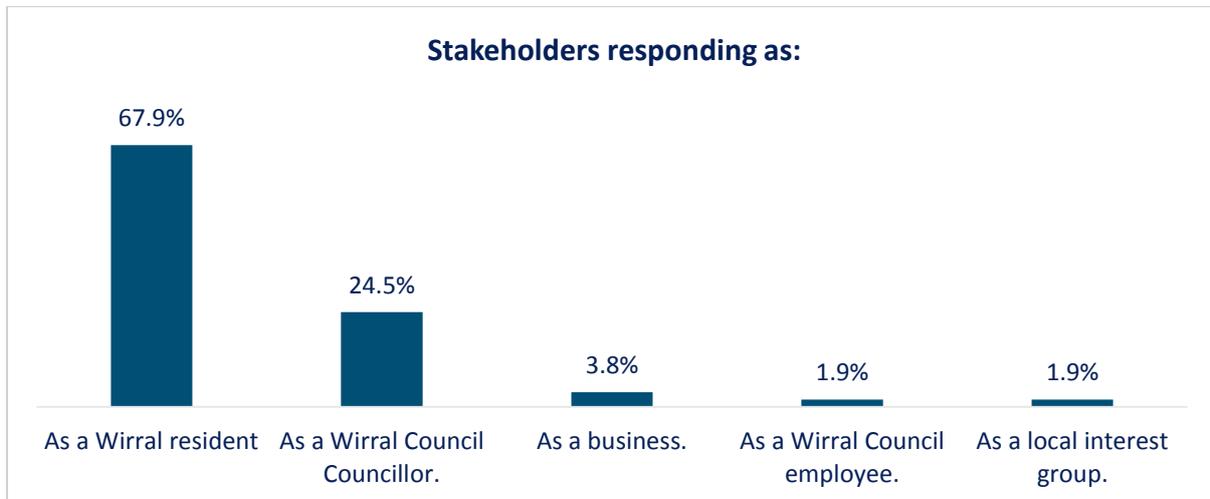


Figure 33: Responses by ward of responses to public survey.

Stakeholders were asked how they were responding to the survey. 67.9% were responding as a Wirral resident. The stakeholder survey was responded to directly by 13 Councillors.



The following 2 organisations responded to the stakeholder survey:

- Bromborough Civic Community Group
- Carpenters Group

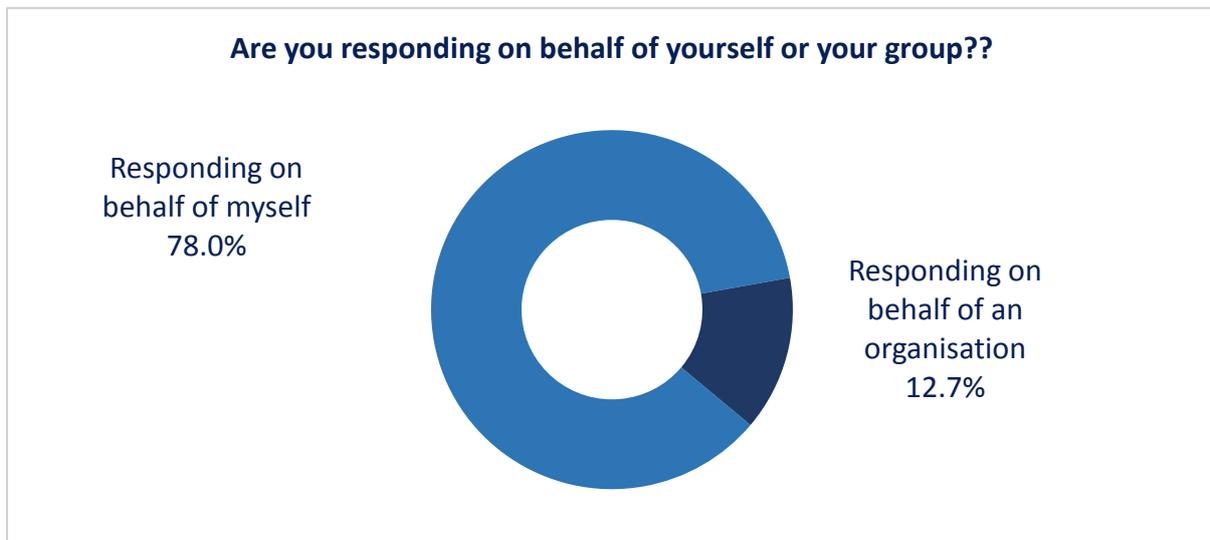


Figure 34: Are you responding on behalf of yourself or your group?

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. 10,389 unique visitors viewed the public consultation on the Have Your Say site. Of these, 4,241 visited multiple project pages and 771 documents were downloaded. 2125 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 (5,559) or email (3,498). It should be noted that of the 5,559 visits from social media, only 543 (9.8%) completed the survey, government sites produced a higher engagement rate (40.9%).

Traffic Source	Aware Visits	Informed Visits (%)	Engaged Visits (%)
DIRECT	2802	1533 (54.7%)	640 (22.8%)
EMAIL	3498	2045 (58.5%)	743 (21.2%)
.GOV SITES	22	18 (81.8%)	9 (40.9%)
SEARCH ENGINE	205	136 (66.3%)	57 (27.8%)
SOCIAL	5559	3269 (58.8%)	543 (9.8%)
REFERRALS	532	383 (72%)	133 (25%)

Table 26: Site traffic sources

Appendix 1: Direct representation e-mail responses

Email Responses from Organisations

1. To whom it may concern,

The council are looking to close a large car park within Heswall, on Mount Avenue behind Heswall Hall.

As a local resident, employee of one of a Heswall business and Chairman of the Heswall & District Business Association (HDBA), I think this is appalling for them to even consider such an idea!

The high street is suffering enough, businesses are under so much financial pressure and more and more empty units are appearing, which has a negative effect on the community and those visiting the area. Never mind putting more pressure on the remaining businesses who heavily rely on these car parks for their customers to use whilst visiting their business. Not only would this dramatically impact upon Heswall Hall itself, but also on many other local businesses, The Jug & Bottle, 107 Dining Room, The Library, Kettle Design, Chariot Financial Management etc etc the list goes on.

The public transport infrastructure is also not in place to support the increased demand should the parking be restricted any further within Heswall. People from more rural villages around Heswall would struggle to get public transport into the town, therefore taking away another portion of our local economy.

The council can be assured that several petitions have now begun to save the parking within Heswall.

Kind regards

Chairman - Heswall & District Business Association (HDBA)

2. I would like to endorse the views given to the Council regarding this issue by the Heswall Society. As a Heswall resident the points they have made are very real and very relevant to the whole Heswall community, not just local residents but businesses, services, commercial and visitors.

If the Council is to be seen to be serving all the needs of the Wirral it must take heed of these objections to their proposals.

From Chairman of the Heswall Society

On behalf of the Society, I intend to raise my concerns about the consultant's conclusions with respect to the Mount Road car park as I believe their analysis is seriously flawed for the following reasons:

- The bulk of the work was carried out in 2019 and since then Wetherspoons (The Prese Well) has been opened and caused a significant increase in the use of the car park.
- The analysis is based only for 'shopping traffic' / Parking income. This ignores the very heavy use of the car park in the evening due to Heswall's burgeoning night time economy when parking is free. There are over 20 eating and drinking establishments that are open in the evening and Heswall Hall is being heavily used.
- Loss of Mount Avenue car park would be a particular problem for Heswall Hall as the car park was specifically developed at the same time as the Hall to support its use by the community by the full range of people with varying needs. In particular the Hall has a high percentage of elderly people for which walking from Pye Road to the Hall is not an option.
- The current draft Local Plan recognises Heswall as one of four town centres outside of Birkenhead that "will be the main focus for development and investment in shops, services, leisure and community facilities outside Birkenhead." The Council should therefore be doing all it can to encourage people to come into Heswall centre and thus making parking as easy as possible. It should also be noted that transport links into Heswall are not strong and therefore it has to be accepted that cars need to and will be used.
- Heswall has a large elderly population and use of the Mount Road car park would be further increased if the meters were made much easier for this demographic to use them.
- Closure of Mount Road would further increase the issue of people parking on the road / in private car parks.

Kind regards,

Chairman, The Heswall Society

Email Responses from Individuals (anonymised)

1. I am writing to express my concerns about the planned closure of car parks in Heswall in particular, the proposed closure of the car park next to Heswall Hall. As a disabled resident in my 70s I can guarantee that, if the car park closes, I would be unable to attend any event in Heswall Hall as there is no way I could safely walk from the car park behind the bus station. It won't only be registered disabled people but also older

residents generally and I'm not exaggerating to say I find the plans out of date, cynical and shameful.

2. Dear Madam/Sir,

I object to the proposed closure of the Mount Road and Rocky Lane car parks because I am disabled and would be unable to park close to Heswall Hall as I can at present. The car park at Pye Road is too far from Heswall Hall because my mobility is very restricted.

Please reply to me to let me know how my objection will be dealt with. Also please will you forward this email to the team which prepares the local plan for Heswall.

3. Hello,

I would like to express huge concern over the proposed closure of Mount Road car park at the back of Heswall Hall. If this car park was to close it would be detrimental to Heswall Hall's future which includes local business' such as myself who hire the hall and also the community which uses the hall. This place is thriving and is a beating heart at the centre of Heswall. The car park is always full whenever I am there. I run my Pilates classes from the hall and many of my clients use the car park. It would be a huge mistake and would create so much misery to a now bustling, lively and happy place. Please reconsider these plans for the sake of people's well-being.

4. The proposal to close Heswall car parks is ridiculous, especially as one of them was completed in 2019. There is not an adequate bus service to cover the town for all who need it. I used to walk up from the bottom to the top of Heswall to catch the bus to work, but that was almost 60 years ago and is now something of a problem. There are a number of neighbours in a similar situation or worse.

It is not obvious why there is a scheme to dispose of car parks when there is plenty of use on those we have. The council should be improving our facilities, not destroying them.

5. It would be a huge mistake to close the Mount Avenue car park behind Heswall Hall.

When there is an event on in Heswall Hall the car park is fully used. If Pye Road car park became the only one all the visitors to Heswall Hall would need to cross Telegraph Road.

That is quite a distance to walk for many. When it is dark or bad weather this would make it very difficult for many people to feel they could go out at all to Heswall Hall particularly during winter months.

6. Please note that I strongly object to the above.

Heswall has limited parking as it is.

Furthermore, I would suggest that the Heswall Hall car park is used more by elderly residents - using the library, Wirral Council one stop, Heswall hall facilities: classes & bowls.

I consider the assumption that Pye Road is adequate to be incorrect.

Thank you

7. Dear Sirs,

I am emailing to comment on the current discussions to potentially close some car parks in Heswall Town centre.

I am concerned that the outcome of these closures could cause detrimental effects to the Town as a whole and even more so, the high street and local community.

Given the council's knowledge and experience as a town planning and highways departments, I do not feel the need to explain the importance of transport links and connections to making a place function successfully; and I believe that as part of this discussion some surveys have taken place on the car parks (The Mount and Rocky Lane).

I do however question whether another survey should be undertaken, given that the previous study was completed in 2019.

Since 2019 the Town has changed substantially. A new Wetherspoons has been formed, a new Church has been renovated and opened, new bars have opened and a brand new conversion of the former police station is about to open. In addition Several residential developments have also been completed, increasing the community and transport needs.

According to your report, Rocky Lane is 100% peak utilised and The Mount is 34% peak utilised. This could be due to customer awareness as the Rocky Lane car park is highly visible and clearly sign posted, the Mount is not. The same could be said for the Puddydale and Pye Road.

Further to this, The Mount Car park was part of the Heswall Hall and Library scheme and often thought to be linked to this building only, rather than a public car park. Heswall Hall and the Library are a much needed asset to their continued use. again the council will know the importance of these buildings to create a dynamic, sustainable and creative town centre. The community request for infrastructure such as these buildings to create key meeting points, places for discussions and even a covid testing centre during the pandemic.

To close these car parks will begin to discriminate against those who want to visit the town who cannot walk long distances and also the spontaneous visitors who may look out for the 'P' sign when passing through to find a local car park to stop for a coffee. To damage the town in this way could potentially cause a decline in the much used and enjoyed high street and evening culture.

Given the Local Plan's emphasis on Heswall being one of the four town centres that will be a main focus for development and investment, this would conflict with the suggestion to remove car parks.

How can you draw people to a place without providing much needed vehicular parking provisions? Even if one of the car parks becomes an entirely "electric" charging provision to try and encourage "sustainable" travel. Cars won't just disappear off the roads, they will remain one of the top transport methods for many.

If the car parks are too close, then I think the Highway department should be consulted and a report made, about the increased traffic and loadings on May Road and Pye Road, and how Aldi would be considered in these proposals. Safety of all road users needs to be a priority before making a decision.

I would appreciate if the council could re-consider their thoughts on the proposals or seek ideas and advice from further local design groups, or planning consultants to think of why they are looking to remove these car parks, and if keeping them would actually be a better idea.

As a whole, we should continue to develop our areas based on experiences, learn from previous developments, learn from other non-local developments, and not just from surveys that last a few days or weeks.

Thank you for opening up the survey and I will look forward to hearing how this discussion develops.

8. Dear Parking Strategy Team

I am writing as I have just been made aware of Wirral Council's intentions to close both Mount Road and Rocky Lane car parks in Heswall.

I have been a resident of Heswall for over 30 years and am well acquainted with all the car parks and parking areas in Heswall.

I wish to express my deep concern and disbelief that Wirral Council could contemplate closing Mount Road Car Park especially on the grounds of a survey conducted in 2019 (before Wetherspoons was opened and before the Church of the Good Shephard is about to re-open) and decisions decided upon by people who have no knowledge of the daily workings of Heswall and do not live in Heswall themselves to experience it.

The reasons I wish to emphasise the importance of retaining Mount Road Car Park in Heswall are:-

- For residents living on the side of west side of Telegraph Road/Lower Heswall side the most convenient car park to use is Mount Road car park in preference to having to travel to the east side of the Heswall Village (Pye Road Car Park) due to having to drive further to get to Pye Road and also avoiding the congestion of queuing to getting through the traffic lights to get from west side to east side of Heswall. It seems ludicrous to double the quantity of traffic passing through an already congested centre of Heswall in order to have to travel to Pye Road car park if Mount Road car park is closed.
- Since Wetherspoons have opened in Heswall the congestion outside it and towards the traffic lights by Lloyds Bank/WH Smith must have quadrupled. People now park all along the stretch of road and it makes visibility to drivers more difficult when passing the cars all parked on double yellow lines. This already is putting highway safety at risk. This will certainly be greatly increased by the loss of Mount Road car park.
- My elderly parents also rely heavily on the car park and my disabled 88 year old mother uses Mount Road car park to attend events at Heswall Hall as do many other elderly people. If that car park is withdrawn from use she will not be able to attend anything again at Heswall Hall. She can hardly walk and the trips to Heswall Hall are made purely upon the convenience of the car park the same will apply for many other elderly people which for many is the highlight of their life. The same applies for daytime trips to the doctors/dentists and library in Heswall.
- The Church of the Good Shephard rebuild is just being completed which will certainly attract more car parking requirement that will not have been factored into this Parking Strategy. Although Pye Road car park is nearest to it, Mount Road car park is equally convenient and most of the people that will attend it will be travelling from the West side/Lower Heswall areas of Heswall due to its affiliation with St Peters Church in Lower Heswall. The Church of the Good Shephard will be open day and evening so car parking availability will be a constant requirement. It is not just Church services but groups and events and meetings etc will be run from it and attract a lot of people.
- Heswall Hall itself relies on its attendees ... most of which will not attend if Mount Road car park closes so in turn Wirral Council will be responsible for the failure and closing of Heswall Hall in that event.
- The elderly population that will most likely be the worst affected if Mount Road car park closes are the ones that are not computer enabled and are therefore not in a position to email or link online to the survey to voice their concerns.

- Traffic pollution will be increased due to cars travelling around Heswall attempting to find alternative solutions for parking on the West side of Telegraph Road in order to avoid having to travel through Heswall centre to park in Pye Road.
- Local residents who live near the town centre will be inconvenienced due to the loss of the car park because people will not want to have to travel further to get to Pye Road
- Public Car Parks are a service to the public, residents and visitors. The support local businesses to operate and expand. They support highway safety by deflecting from congestion and exacerbating pollution. By withdrawing Mount Road Car Park Wirral Council will be withdrawing a local public service that is used, required and essential to the public, residents and visitors. Local business will again suffer and most likely close down or move elsewhere .

PLEASE RECONSIDER AND KEEP MOUNT ROAD CAR PARK OPEN.

Kind regards

Resident of Heswall for 30+ years.

9. Dear Colin,

I have your details from Steve Anderson of The Heswall Society.

I live in the Apartment block "Parkview Court", Mount Avenue, Heswall from which residents have a clear view of the operation of the Mount Avenue Car Park. I am a Director of the company which was established to manage the flats and of which all owners are members.

The Royal HaskoningDHV Wirral Parking Study, Final Analysis and Engagement Report says it is an interim report in advance of the preparation of the Draft Parking Strategy. We have examined the Report with particular reference to proposals for Heswall and in our view it is seriously flawed. On Saturday 23rd September I completed the final section of the stage 2 survey in which I set down information relating to the Heswall Mount Avenue Car Park. I referred to photographic illustrations which I was unable to attach.

I attach to this email the complete document including the photos.

We would be grateful if the comments in the attachment (and our submission in the survey) could be taken into consideration.

10. We live just off the centre of Heswall and struggle daily to find a car space on the roads near our house. Hospitality venues in the village have increased since 2019, when the

report was put together. We locals see these venues as positives, but the impact on the community has to be acknowledged and measures need to be put in place to support the extra influx of cars coming into Heswall.

We now have Weatherspoons and Voisin and only last week The Bow-legged Beagle opened, attracting yet more visitors to Heswall. A new pub is due to open soon, The Harry Beswick. Heswall Hall now hosts many well-attended events in the evening (as well as the day).

We need MORE car spaces, not less! This would relieve the problem of residential roads being used. Locals want Heswall to be a thriving place, but we are down-hearted at not being able to park by our houses.

11. I wish to object to the sale of the car park adjoining Heswall Hall. This car park is used a lot at night for people using the restaurants and Heswall Hall We have a lot of empty shops in Heswall and to lose a car park could be detrimental to attracting new businesses There is a large elderly population in Heswall and to be expected to walk to the car park in May Road at night is unexceptable I hope you will take note of the strong feelings of the residents of Heswall

12. The projected closures of Heswall car parks will very badly affect elderly people like us, who live in Lower Heswall, and whose access to Heswall's amenities has to be by car.

If we have to go elsewhere, these amenities will suffer, causing a downward spiral for businesses.

PLEASE RECONSIDER.

13. I am so disappointed to find that the council can even consider closing a car park that is well used and full at many times of the day. It is used for the many restaurants around, Heswall Hall and all its amenities, which includes very older people and mum's and toddlers, too which a longer walk could be a bridge to far for them, also not forgetting the shops on the door step to it. I'm Disgusted that it could even be thought of .

14. Dear Wirral Council

Further to the consultation and engagement and the draft Parking Strategy for Heswall.....

There are genuine concerns about the consultants' conclusions with respect to the Mount Road & Rocky Lane car parks. It is believed their analysis is seriously flawed for the following reasons:

- The bulk of the work was carried out in 2019 and since then Weatherspoons (The Pense Well) has been opened and caused a significant increase in the use of the car park.
- The analysis is based only for 'shopping traffic' / Parking income. This ignores the very heavy use of the car park in the evening due to Heswall's burgeoning night time economy when parking is free. There are over 20 eating and drinking establishments that are open in the evening and Heswall Hall is being heavily used.
- Loss of Mount Avenue car park would be a particular problem for Heswall Hall as the car park was specifically developed at the same time as the Hall to support its use by the community by the full range of people with varying needs. In particular the Hall has a high percentage of elderly people for which walking from Pye Road to the Hall is not an option.
- The current draft Local Plan recognises Heswall as one of four town centres outside of Birkenhead that "will be the main the focus for development and investment in shops, services, leisure and community facilities outside Birkenhead." The Council should therefore be doing all it can to encourage people to come into Heswall centre and thus making parking as easy as possible. It should also be noted that transport links into Heswall are not strong and therefore it has to be accepted that cars need to and will be used.
- Heswall has a large elderly population and use of the Mount Road car park would be further increased if the meters were made much easier for this demographic to use them.
- Closure of Mount Road & Rocky Road car parks would further increase the issue of people parking on the road / in private car parks.

Please do not close the Mount Road car park or remove parking on Rocky Road.

15. I live in Heswall. I am 80 years old and frequently use the car park in Mount Road, at the back of Heswall Hall. I attend meetings twice a month, attend various other events at Heswall Hall regularly, and use the library on a very regular basis. If this car park is closed I will never attend meetings or cinema viewings in the evening as I am not prepared to walk at night from the car park in Pye Road.

There is a large population of elderly people in Heswall and I suspect a closure of this car park will severely affect their social lives. Whenever I use the car park, which is regularly, it is always very well used, and I cannot believe that WBC is even contemplating closing it.

16. In response to the unbalanced car park 'peak parking survey' regarding the Mount carpark in Heswall.

I recently returned to living in Heswall and my 'ad hoc' use of the Mount car park is that it is regularly full or close to full and I have to que or drive elsewhere.

I would agree that heavy use is irregular as it is not key for shopping, but closure certainly target locals who attend events at Heswall Hall, the library & offices and grounds.

The suggested 'receptor' car park requires walking past a pub with not a great reputation in the past, through a bus terminus and dodging across a busy road to attend events. A route that is even less appealing in the dark or bad winter weather. Retired local residents or those younger with disabilities will feel the council are excluding them from being able to attend their Hall. The reality is that these people who do continue to attend may ask others to drop them off and pick them up, potentially doubling the number car runs which is counterproductive to one of the survey aims.

Hopefully my comments will be taken into account by the council as the facilities are one of the stand out points for Heswall and it would be a tragedy if the council create a situation to reduce their use.

17. Follow on response after requesting resident completes survey

Please use my Email as my valid response.

I objected to the the survey questions as to me, they attempt to show the survey has validity. In my opinion it was not something that I wished to appear to validate. The questions direct or colour the response and some did not provide an answer that I considered to be sensible. Hence I submitted by Email as was offered on the web page. To even consider closing the mount carpark just demonstrates that the council are not considering residents requirements beyond peak hour shopping and evidently hold a disregard for disabled or infirm of the area. Sorry if this seems strong but the questionnaire questions really are from another planet to what certain residents need. The council need to ask questions of themselves for allowing this biased method of response if the email is insufficient. You are just going to cause more on road parking rather than encourage people to use car parks.

18. As a resident of Heswall I am concerned that Mount Avenue and Rocky Lane Car Parks are being considered for closure.

The Report produced does not take account of evening usage for the two car parks. Both these are used in the evenings by customers of The Jug & Bottle, The Preense Well and the many eating places in the centre of Heswall. There is very little opportunity to park in the roads nearby or in the centre of Heswall

Heswall Hall holds evening events, often attended by elderly people who require parking near Heswall Hall.

I am surprised that Mount Avenue is shown as having 85 places, although I have not checked this.

I sincerely hope that further research is done on evening usage of these Car Parks before any decision is made.

19. I am writing to object to your proposals to close the car park to the rear of Heswall Hall, Heswall.

The car park is integral to the use of Heswall Hall and by closing it, it will have an adverse affect on the viability of the hall.

I use this car park when I am attending functions at the hall and also when the farmers market is running, as it is easy to carry heavy bags to the car.

At night the car park is also very handy if you are visiting one of the local eateries.

In my opinion, it would be better is you closed part of the car park on Pye Road. It is not used greatly, as people can park in the Aldi car park for quick visits to the local businesses.

The land could then be developed for something like sheltered housing.

20. I understand the council is considering closing the Heswall Hall car park. This car park is used by people attending events held there and is well used. Some of these people are elderly and use walking aids and wheelchairs. They would not be able to walk to the Hall from Pye Road. Please reconsider this decision as Heswall needs this car park.

21. Please note my objection to the above proposal to close the car park at the Community centre and library. It is such a pleasure to be able to make full use of both these amenities and while I am fortunate enough to be able-bodied, I can't imagine how difficult it would be for someone who was unable to walk any distance but still able to drive or be driven. It would seem to be a proposal which discriminates against the very people who use both these amenities.

22. To The Council

It has come to my attention that the Council are planning to close our Heswall Hall Car Park.

1. This car park serves the residents of Heswall and around the area for all events held in the Hall both during the day and also the evening. Regular functions are held here.
2. The closure will prevent people visiting the shops and restaurants.
3. The use of Pye Road car park only is not sufficient for the Residents needs of our area.
4. Heswall shops and restaurants will close down and it will become a ghost town.
5. I cannot believe that this closure has been put forward, very quietly with little public knowledge. It leads me to think that it has been done this way, knowing, and quite rightly, that there will be a burst of outrage from all Residents.
6. This is another way of making money for the Council and parking company, without thinking things through.
7. It is a known fact that many towns are crying out for free car parking to keep their towns from closing down and Pye Road is not sufficient for the needs of the Community.
8. I put all these objections to the Council and expect them to be listened to.

23. Overnight parking is not allowed at Spital station which means that local residents are plagued by people parking their cars in local roads overnight/weekends/a number of days. This means that Merseyrail are getting the benefits whilst residents are paying the price!

24. Dear Sir

I am horrified by the recent news that you may be closing the Mount Road car park in Heswall. As a pensioner living down the hill, and not getting any younger, it is my car park for whenever I park in Heswall.

I regularly attend events in Heswall Hall, which needs all the local support it can get, and I attend classes in the library and eat out at restaurants, and this would greatly increase the walk and inconvenience me.

I and my friends would also feel more vulnerable the further we had to walk to get to Heswall Hall on dark evenings. I think their events will suffer hugely with no handy car park. The same goes for when I go to restaurants in the evening.

The recent opening of Wetherspoons has greatly increased the use of the Mount Road car park for evening parking.

The evening traffic seems to be increasing all the time which will mean more people parking on residential roads. Have you seen how busy the car park is in the evening?

The Council should be doing all it can to encourage people to come into Heswall centre and making parking as easy as possible, as apparently they have a Local Plan to develop the area further. Not make parking more restricted and more difficult.

We have no train service in central Heswall for people from elsewhere to use. Everyone drives to Heswall.

Please don't make my ability to lead an active life more difficult as I get older and possibly less mobile. I need this convenient car park.

25. I strongly object to the Council's intended closure of the car park to Heswall Hall That car park serves shoppers in the daytime and in the evening provided parking for those attending the social events in the Hall It serves the businesses on that side of the road and it is also safe and convenient for those who cannot walk far Local businesses depend on the availability of local parking and it would be disastrous to lose any more venues or businesses in Heswall

26. As a resident of Heswall I am shocked and concerned about the proposed closure of Mount Avenue Car Park.

Not only does this car park service those attending Heswall Hall but it is used extensively by those visiting the numerous cafes and bars in Heswall and the newly opened Lighthouse church will further increase it's usage.

Heswall has an elderly population and Mount Avenue car park is more accessible than Pye Road car park. Pye Road is poorly lit at night time, the road has numerous pot holes and is like a back alley. Not a car park I would use, especially when on my own.

Closure of Mount Avenue would also increase the issue of people parking on the road.

I wish for my concerns to be considered in future proposals.

27. To

The Parking Strategy Team

We strongly object to the proposal to close this car park for the following reasons.

This car park is well used by the elderly and by those of limited mobility. It provides convenient access to the library ,Heswall Hall and key local shops and banks, I am a blue badge holder and the walk from Pye Rd would be just too far. My option would be to use my right to park on double yellow lines on Telegraph Rd causing danger and nuisance to other road users .

This car park was provided to service Heswall Hall and since the Hall was taken over by the community it has gone from strength to strength. Removing parking facilities would be very detrimental to this success.

Small local businesses are struggling to keep going, removing parking facilities would make matters much worse for them.

We understand that people should be encouraged to use public transport and whilst Hellowall enjoys better facilities than many other places it is nowhere near good enough to start reducing convenient parking facilities.

28. It is ridiculous to consider closing the car parking facility behind Heswall Hall this is used a lot by those using the hall facilities.

Whenever I have used it for U3A or other events, especially in the evening it has been well used, with few spaces left unused.

It is too far to walk from Pye Rd, particularly in bad weather or a dark winters evening, especially for older, less able people.

Surely the whole point of having Heswall Hall as a venue for a variety of events is a car park nearby.

This needs to be reconsidered.

29. Dear Sirs/Madam

I am writing regarding the car parks in Heswall,

Particularly Rocky Road and Mount Road (Heswall Hall Carpark)

The Mount Road car park is used by many visitors to Heswall Hall, it is a part of Heswall Hall site and should remain part of Heswall Hall site.

I don't know when your survey was carried out, but the Mount Road car park is frequently used to capacity during events at Heswall Hall, which aren't necessarily at 'peak times' according to your survey. Many senior and vulnerable people use Mount Road car park to access Heswall Hall, which makes it very convenient to use. To force Heswall Hall visitors to use Pye road car park is ill advised as the route to Heswall Hall from Pye Road is awkward to say the least. Whenever I use Pye Road car park, it seems

to be only partly full, whereas when I use Heswall Hall – Mount Road car park as a visitor to events at Heswall Hall, it is usually full to capacity, either during the day or evening.

Rocky Lane car park although small is ideally situated for visitors to Marks & Spencer, as their car park is awkward and not large enough for the customers, it is also convenient for visiting nearby businesses and The Beacon residential block.

Surveys carried out using certain commercial parameters are not necessarily telling the full story on the ground and facilities as used by local residents and visitors.

Therefore I cannot agree with repurposing Mount Road and Rocky Lane Car parks.

30. I have grave concerns that Heswall needs a current assessment of parking.

The area has changed and there is great demand for parking at Heswall Hall Car park the Mount and Pye Road. The car parks at both ends of Rocky lane are very heavily used too.

Heswall Hall is very busy with events and Community use both in the daytime and evening. In fact it is not uncommon for spaces to be at a premium.

I am the Speaker Coordinator for Heswall U3A. We have a Speaker this coming Monday and already we have over 170 registered to attend. The majority will arrive by car and park in the car park behind Heswall Hall on the Mount.

Many of our members are unable to walk any distance and this car parking area close to Heswall Hall is vital.

We have much community use of Heswall Hall and the car park is needed to bring items and goods for activities and displays.

Heswall is short of areas to park for the restaurants, cafes and bars both during the day and in the evening.

Since the first appraisal was conducted, much has changed in Heswall in terms of businesses and activities. There is a busy cafe and restaurant culture and all car parks are heavily used. The fear will be of anti-social parking causing problems to traffic flow and therefore emergency vehicles.

The traffic lights in Heswall present an area of severe congestion. Increased traffic flow to access Pye Road from lower Heswall would be a problem.

It is already a point where red traffic lights are not always observed as they should, making it particularly difficult for pedestrians .

This analysis of parking in Heswall demands a more serious appraisal combined with discussion with the residents, users of these car parks as well as the organisations involved in community activities at Heswall Hall the new Lighthouse Church, The Methodist Church, The Friends Meeting House, The URC and the Catholic Church.

Parking for these places is in short supply .

Shops are disappearing from Heswall which is a very sad trend. We need to support local businesses by making parking available and at a reasonable cost.

I am sure that active consultation with community groups and residents would be welcomed.

Heswall as a community wishes to see appropriate provision of services to enable residents to lead an active and fulfilling life. Public transport that actually serves the areas in need is part of the problem and parking of private vehicles is a further area for improvement. and transport .

This has been done in considerable haste due to the deadline but it is an area of deep concern for local Council Tax payers.

31. Dear Sirs,

I have read the very interesting report on car parking in Wirral and much appreciate the detail that has been highlighted.

When it comes to Heswall having owned a retail business in Heswall for many years, I do understand how very necessary every car parking space is, it would be unhelpful to dispense with Rocky Lane Park used by many M&S customers, and also Mount Avenue car park used by many in the evening for the customers of all the restaurants in the area.

In order to pay the rates and keep a business financially viable every customer is important and many need to park their cars, particularly the disabled.

The Report also states “There shall be an overall increase in the future parking demand which the strategy will have to accommodate” not fewer spaces.

32. Very worrying,that the council feels the Heswall Hall car park is not required.This parking is mostly used by those of us who are in our later years and use the Church hall for our social events such as U3A.Many of us would find the walk from Pie road difficult,especially in winter.

The Hall car park is normally full which shows there is a demand.

33. I am very concerned about the closure of Mount Rd and Rocky Lane car parks, being closed to the local community.I think it would be a great loss.Many people rely on the above car parks to shop, to use the library and finally Heswall Hall.I hope you can think again regarding closure.

34. I believe there is a plan to close car park behind Heswall Hall. This building is to serve the community, many of whom are elderly. Expecting them to cross the road and walk to and from Pyle Road will be unreasonable if not impossible. The Hall hosts many events. Organisers and performers need easy access to their vehicles. Audiences to late evening events do not need to be having to cross roads etc.

The council should be encouraging people to use community facilities like the Hall and the library, not make them less accessible through closing the most convenient parking area.

35. Dear Sir/Madam,

As a Heswall resident, I would like to agree with the objections of the Heswall Society with regard to the closure of the above car parks.

For all the reasons outlined in Mr Steve Anderson's letter, and I'm sure many others I haven't even thought of yet (as this was thrust upon the public very suddenly and with little fanfare), it is a ridiculous suggestion if only considering the use by Heswall Hall alone... Not to mention all the other reasons people of all ages and interests use these car parks.

Heswall, as you know, is a fairly affluent area of Wirral, and like it or not, we pay high council taxes as a result, so to take away our much-used facilities is adding insult to injury!

I object very strongly to the idea of closing these car parks!!!

36. Dear Sir/Madam,

I am a local resident living in Heswall and am very concerned about the proposal to close the Mount Road and Rocky Lane car parks. I tried to complete your online survey but the site would not let me register so I am, sending this email response instead.

The proposed strategy will cause considerable inconvenience to many local residents particularly the elderly in accessing the facilities of the town. While Tesco does allow parking, this is time limited and there are not many public parking spaces giving access to the town's facilities. In particular Heswall Hall has many events which the elderly attend and not having access to parking close by will cause difficulty for some.

There are a considerable number of restaurants and cafes in the area and reduced parking will mean that the town is less attractive for people to visit and could reduce footfall for local businesses. The Council states its desire to encourage people to visit the town but this strategy is going to have the opposite effect.

I hope that the Council will give further consideration before going ahead with this plan.

37. I wish to state that I have registered and filled in your survey. I strongly object to the proposal to close the car parks at Mount Road and Rocky Lane in Heswall. Heswall has an increasingly vibrant nightlife with a successful Heswall Hall and an increasing number of restaurants and bars which will need more car parking space. The public still prefer the convenience of car use especially as they will become increasingly electric over time.

38. My wife and I wish to register our strong objections to the proposed closure of Mount Rd and Rocky Lane Car parks.

As members of The Heswall Society and U3A we have been made aware of what you are proposing and cannot understand what possible advantage it would gain to the Heswall public particularly the elderly.

39. It has come to my attention that the car park at the rear of Heswall Hall has been deemed underutilised.

This is certainly not the case and for so many people who use the library; attend functions at Heswall Hall; play on the bowls green and visit all the shops, this is a vital facility.

If it is withdrawn will all these community facilities then follow and the centre of Heswall filled with flats?

Heswall Resident

40. I am concerned about the possibility of closing the car park for Heswall Hall.

I attend a choir on Monday evening, at which time the car park is completely full.

It would be impossible for a lot of members to walk to a car park further away

Please consider us in your deliberations.

Thanks

41. I am most concerned to read the recent report recommending the closure of the above.

The Mount Road car park in particular was built for the users of the community centre and well used both daytime and evenings. A high proportion of users are elderly and/or have disabilities.

The Pie Road carpark is not a suitable alternative being significantly further away and on the opposite side of the busy A540.

Please take my views into consideration I'm happy for them to be published

Regards

42. Dear Sirs,

I would like to register my concern at the proposed closure of the Mount Road and Rocky Lane car parks in Heswall. These car parks are essential for users of Heswall Hall and the Library especially for the elderly with perhaps reduced mobility. The car park in Pye Road involves a circuitous route to access it with a longer walk and crossing a main road. If this car park were closed it would also be difficult even to drop off people for the hall as there is virtually no safe on street parking nearby.

43. I use parking at Heswall Hall every week. Sometimes three or four times a week. It is vital that parking is available for those attending functions at the hall. It is even more important at night. I would not feel safe walking in the dark after 10.00 at night to the out of the way car park in Pye Road. It is an uphill walk to the hall from Pye Road. In bad weather not an enjoyable prospect. Every step I take is painful so I would not attend the activities I currently use. I am a member of U3A the bridge and bowls clubs also use this carpark for shopping, banking and attending the dentist, optician and library and sometimes to eat out too. I would stay at home and become even more lonely than I currently am. It is unthinkable that the Council would seek to take away this valuable asset of the Community just to make short term profit.

44. I would like to contribute my feelings on the proposed changes to car parking in Wirral with specific mention of the situation in Heswall.

The first point is alterations to car parking around Heswall Hall. I know this car park - like the Puddydale car park - often has empty spaces but it is essential for elderly and less able visitors to attend functions in the hall. It also serves as parking for people attending the new Lighthouse church and the restaurants and bars in Heswall.

Also on the wider issue of parking, there is congestion in many of the roads in Heswall. Car parking is priced to be a considerable added expense to anyone visiting the centre of Heswall so many cars are parked in side and through roads. A particular case is Poll Hill Road. This afternoon I had reason to drive the length of it and for most of its length there are cars parked on both sides making it, in effect a one-way street without passing places! Residents often are unable to park near their own houses - there are several houses in the road with no off-road parking. The congestion is caused by people working

in Heswall, or even catching buses to Liverpool for work and leaving their vehicles near the bus stops. It is very noticeable that the road is much less congested at weekends.

There needs to be a rethink about the parking situation. More 'residents only' parking is needed and a system whereby employees can park, for a reasonable fee close to their work places.

Hoping that proper consideration will be given to these points and those of other concerned residents.

45. Dear sir's. Please note that parking is required by local businesses to maintain

Their customers they pay business rates Which should pay for parking . As you will have noticed a lot of business and shops have closed because of lack of customers please ensure parking is not limited. More customers are using stores with parking for free so where do most customers shop please ensure that village and town have plenty of free parking also.All the best.

46. Dear sirs

I have seen that you are contemplating closing the car park behind Heswall Hall, off Mount Avenue. The reason the car parks in Heswall are underused is that they cost too much and so the cars are parked along roads causing obstruction. Poll Hill Road and Telegraph Road are really bad especially out past the Catholic Church. More cars would park on the car parks if they where cheaper, probably even giving a greater income.

Heswall Hall is heavily used and an adjacent car park is essential to its success.

I have lived in Heswall for 70 years and have seen the decline in the shops, mostly due to parking charges. Plenty of restaurants as parking is free in the evening, why are they favoured?

Regards

47. Dear Sir

I am totally against closing Heswall Hall car park. It is used by people going to events at Heswall Hall during the day and evening.

It enables people with walking difficulties to attend which parking at Pye Road would not.

If we are to encourage the use and survival of the shops restaurants and facilities by people we have to have parking as the bus services to Heswall are very limited.

An up to date survey is needed before a decision is made. The one used is far too old & fails to take account of recent business redevelopments which must have altered usage.

48. Please note my strongest objection to the closure of parking behind Heswall hall. It is vital for the elderly and physically impaired citizens of Heswall and district to have convenient parking so that they can use the hall.

Closure would prohibit many vulnerable people from access to the events therein.

Yours sincerely resident.

49. Sir,

I cannot believe that plans are being mooted to close The Mount car park. I am 76 and my husband is 79 and we have used the car park behind Heswall hall for at least 20 years. Do you not realise that that is ideal for all those living in Lower Heswall as our bus service is not good, especially when using the library, which we have already fought for and kept open and Heswall Hall for whom the car park presumably was primarily made. We attend plays and concerts here, play bridge, attend U3A meetings and our grandchildren can attend the playgroup all without having to cross a road! Furthermore if mobility is a problem people can initially be dropped at the front door to the hall. Volunteers have worked hard to keep this wonderful amenity built by the council for us and without that car park the hall will be doomed to close I would imagine.

Your car parking survey was done some years ago and in that time after the pandemic and lockdown most activities were halted for some time and people switched to home deliveries. Life is now very different and we shop in the week and eat out at one of the many restaurants and undertake activities in Heswall. The car park has also been used for events in Hill House Gardens again run by volunteers ! We did not have Weatherspoons in the town when your survey was done and footfall has increased considerably. On 3 occasions in the evening in the last 2 months I have been unable to find a space to park which obviously shows it is needed. Your survey, I am assuming did not take into account evenings which after 6.30pm has no income value. Can I suggest therefore if it means keeping the car park then charging is implemented.

50. Dear Strategy Team,

I wish to submit the following concerns regarding the strategy proposals as indicated for Heswall:-

(a) Re Mount Avenue Car Park

1. Closure of this car park would significantly exacerbate traffic congestion caused by kerbside parking on the Mount and surrounding roads due to the increasing use Weatherspoons, Otto Lounge and Snap Fitness which can be particularly hazardous at school drop off/pick-up times.

2. Loss of this parking facility would run counter to the opportunity to provide community orientated activities in Heswall Hall and Library which the Council should be promoting, as well as parking for Blood Donors when the BTS organise their donor sessions in Heswall.

(b) Rocky Lane Car Park

1. This car park provides a useful alternative for shoppers visiting M&S when their park is congested and traffic is backing up on Telegraph Road.

2. It also is available for church attenders (especially for funerals) to avoid kerbside parking on the main road which can extend almost to the roundabout.(This is also relevant to Mount Avenue Car Park.)

If Wirral Borough Council is serious about supporting local businesses and improving mobility and accessibility for an elderly and ageing local population, it should not be removing car parking availability in Heswall.

51. Dear Team

I am contacting you to express my concern with respect to the proposals to close vital car parking facilities in Heswall. I refer to the Royal Haskoning DHV Final Analysis and Engagement Report. I understand that the bulk of the work was carried out in 2019 based on shopping traffic income. This is a fundamental flaw in the methodology used as it ignores nighttime traffic. In the case of Heswall this is significant. Nighttime usage relates to users of Heswall Hall and over 20 eating and drinking establishments. These proposals, therefore, threaten the survival of local businesses and Heswall Hall.

In the case of Heswall Hall the published accounts in recent years show that the Trust is in financial difficulties reporting continuing serious operational losses and a reduction in funds. The recent closure of several bars in Heswall indicates that business is already tough without further reducing footfall through reduced parking access. Elderly people, some with disabilities, make use of Heswall Hall during both the day and nighttime. These proposals would make such outings impractical and further isolate the vulnerable. I therefore strongly object to the closure of the Mount Avenue and Rocky Lane car parks.

In addition to the flawed methodology the report is outdated. Since the “analysis” was done Weatherspoons has opened and other developments have been completed. It appears that the report is based on naïve desktop analysis of parking income and ignores the actual usage of the car parks outside charge times. It appears that the

consultants have not actually visited much of the area they make recommendations for. As a local rate payer, I wish to express my concern that the council may have paid for flawed analysis and failed to ensure findings that can be relied upon to make decisions that could adversely affect the local economy and amenities.

As a freedom of information request, I am asking for disclosure of the fees paid for this report and details of the governance in place over the methods used and the quality assurance of the work.

52. Dear Sir/Madam,

I wish to object in the strongest terms to the proposed closure of Mount Avenue car park in Heswall. I have set out below the reasons for my objection:

- The bulk of the work was carried out in 2019 and since then Weatherspoons (The Pense Well) has been opened and caused a significant increase in the use of the car park.
- The analysis is based only for 'shopping traffic' / Parking income. This ignores the very heavy use of the car park in the evening due to Heswall's burgeoning night time economy when parking is free. There are over 20 eating and drinking establishments that are open in the evening and Heswall Hall is being heavily used.
- Loss of Mount Avenue car park would be a particular problem for Heswall Hall as the car park was specifically developed at the same time as the Hall to support its use by the community by the full range of people with varying needs. In particular the Hall has a high percentage of elderly people for which walking from Pye Road to the Hall is not an option.
- The current draft Local Plan recognises Heswall as one of four town centres outside of Birkenhead that "will be the main focus for development and investment in shops, services, leisure and community facilities outside Birkenhead." The Council should therefore be doing all it can to encourage people to come into Heswall centre and thus making parking as easy as possible. It should also be noted that transport links into Heswall are not strong and therefore it has to be accepted that cars need to and will be used.
- Heswall has a large elderly population and use of the Mount Road car park would be further increased if the meters were made much easier for this demographic to use them.
- Closure of Mount Road would further increase the issue of people parking on the road / in private car parks.

I trust the Council will consider these points and not proceed with this measure.

53. Dear madam/sir

I am a Heswall resident and frequently walk into town through the Mount Avenue car park.

Your strategy report shows a 34% usage for this car park. However, when events are on at Heswall Hall, this car park is very full. Many of these events occur during the day and are attended by older people who have issues walking any distance. If the car park was closed, and people were redirected to the Pye Road car park, such people would not only have 200-300 metres further to walk, but would have to cross the busy A540.

This would effectively preclude this older, more vulnerable group from attending events (and also visiting the library). I believe this would be a socially retrograde step with the outcome of alienating many older residents who rely on access to events at Heswall Hall for essential social contact.

There seems to be no consideration of social effects of car park closures within the reports produced to date. I think this is a major omission, and should be corrected, especially where car parks serve areas such as Heswall with demographics tending towards older populations.

I hope you will reconsider your proposals and retain the Mount Avenue car parking.

54. To whom it may concern

I wish to register my horror at the proposed closure of the Mount Avenue and Rocky Lane car parks based on the following;

- the survey of parking usage was taken in the day time when the majority of residents are actually at work. Traffic in Heswall town centre is still a nightmare.
- the car park at the back of Heswall Hall is crammed at night, especially Friday and Saturdays. This is because it is nearest to Wetherspoons and has noticeably changed since the above opened.
- I am on the team which run highly successful live music and Comedy nights at Heswall Hall which largely sell out at 180 tickets. This month (Sept) alone, we have had events every weekend, and Tuesdays. Many of our users have struggled to find parking since Wetherspoons opened. We have disabled users as well as many older daytime users who completely rely on the car park.
- I strongly believe that there will be a big negative impact on ticket sales and usage of Heswall Hall if the car park goes. This is counter-productive as the hall is a Council Asset.

- the Rocky Lane Carpark is packed with people using the many popular bars and restaurants immediately opposite. Furthermore it is highly inappropriate piece of land to build on.

I am disgusted with the suggestion that these vital car parks should be lost; since Aldi, M&S and Tesco all have their own car parks, surely the obvious car park to shut is the Pye Road one??? This is not related to any specific venues.

As a member of the team at Heswall Hall, we will be encouraging all our users to object

Yours etc

55. Please will you register my objection to the idea of closing the car park behind Heswall Hall.

I am an elderly Heswall resident now reliant on taking my car to events both day and evening at Heswall Hall. Regular meetings for U3A, various society meetings, film shows, entertainments. I also use the Library, visit the post office and the few shops opposite the hall.

Happily pay the daytime fee although the machines are very slow and not convenient for everyone.

The evening trade in Heswall needs the parking capacity too.

Please acknowledge this message.

Thank you

56. I object to the proposed closure of this car park on the grounds that it will undermine the usage of Heswall Hall which is an important facility in the town.

57. Wirral Borough Council

Parking Strategy.

Dear Sir's,

We formally object to the removal of any Car Parks in the Heswall area. The town is already over populated thanks to all the blocks flats and new builds the Council has given planning permission for, and in so doing brings with it a great many more cars. The Council say they want to attract more shoppers and trade to help local businesses, yet they do the opposite by preventing people from parking.

Also, all car parking should be Free on all Council owned land which is paid for by us residents in the form of extortionate Council Tax. As for the public highway, us motorists already pay a high sum in the form of Road Fund Licence / Road Tax to use the roads, when parked we are not wearing them out or causing congestion or pollution.

By reducing parking spaces and free parking all you do is encourage people to drive round and round looking for a free and safe place to park, at the same time creating more pollution and congestion, a complete contradiction. These parking proposals are typical of the no joined up thinking within the Council. In fact the only thinking here is how can you get more money from the motorist and for selling our land for you to squander on pathetic and completely unnecessary schemes such as the 20mph zones.

This Council should be put into Special Measures.

Why does this Council hate motorists so much I wonder?

58. Hi

I strongly object to the closure of both Rocky Lane and Mount street car parks. Heswall is an important centre for shopping and particularly evening leisure activities. The car parks currently are relatively empty because the charges you levy are out of keeping with the services available in the village. To promote trade and local participation you should be reducing charges, not increasing or closing them, thereby reducing the amount of travel on the peninsulas roads. Just give it a thought, if you close both car parks, at 20:00 hours on a Friday or Saturday night, where will all the customers for the 20 odd restaurant's park? There will be many residents complaining and driveways blocked. This is another one of the councils backward thinking.

59. Sirs,

Please do not make life any more difficult than it is now.

The ability to park and use local facilities is imperative to the life of the town.

The further targeting of the motorist/ residents is unnecessary and unwarranted.

60. To close these would be lunacy. Pye Road is not nearly big enough to accommodate all those wishing to come into Heswall to shop etc.

61. Dear Sirs

I wish to express my concern at the proposed closure of the Mount Road Car Park in Heswall. This strategy fail to recognise the need especially with Heswall Hall and so

many restaurants and bars operating in the evening that is easily accessible from this car park including the opening of the very popular, recently opened, Wetherspoon pub on the Mount!

It would help the use of this car park if payment could be easier as the elderly population find difficulty in using credit cards and apps for payment. High street businesses need to be encouraged in their business activities not impeded by the removal of parking facilities.

62. In my view the possible closure of the Mount Road car park would be an absolute tragedy. Parking in Heswall is already extremely difficult and the closure would have a huge detrimental affect on the shops in the area , on Heswall Hall , the new Lighthouse church

and it will have a particularly bad affect on the elderly who currently make great use of the facility.

Please ignore the consultants' recommendation - it would be hugely detrimental to Heswall.

63. Hello,

I have been speaking with Conservatives Wallasey and they have asked me to email you direct in regards to the illegal parking & camping in New Brighton.

Could you please add extra double yellow lines and signs to stop people from parking in the cut through roads in between the dips. The vans, camper vans and coaches are parking with sides making it impossible to get through in a car and it's very anti social for dog walkers who don't want to pass the mass groups congregated together. Especially when alone.

Appendix 2. LCR Response to Parking Strategy phase 2 consultation

Thanks for giving us the opportunity to respond to the draft Wirral Parking Strategy. Our informal comments from the Liverpool City Region Combined Authority perspective are as follows:

Our emerging evidence for the Local Transport Plan 4 and the 5-year Climate Action Plan indicates that as part of reaching net zero in the transport sector by 2040, the average person needs to reduce the number of car trips by between 48 and 72 per year. By 2040, the Department for Transport expects around 62% of personal vehicle journeys will be made in vehicles powered by electricity and there will be only a few remaining fossil fuel vehicles, mostly vintage which cannot be converted. This is largely due to the UK-wide ban on the sale of new petrol and diesel cars by 2030. But simply making existing vehicle engines zero emission is not the whole story – we must also reduce the dominance of motor vehicles and traffic on our communities. Investment in public transport, including public bus and rail systems and active travel, will be at the heart of achieving this change. We are already working to deliver a London-style system that is affordable, frequent and safe for everyone.

Our evidence base indicates that modal shift will be essential as well as clean vehicle technologies. By 2040 indications are that:

- Bus trips will likely need to increase by 60%-85%.
- Rail trips will likely need to increase by between 71%-74%.
- Cycling and walking trips will need to increase by between 8%-36%.

We note that the strategy in Q1 asks about charges at all car parks in the Wirral. However we are unclear as to how the issue of rail station park & ride car parks is taken into account. Q3 of the survey raises the idea of potentially charging at car parks in Wirral that are currently free of charge. We wish to highlight the implications if this was to apply to rail station car parks.

For awareness, we wish to highlight that any move to charge for rail station car parks would:

- a) Likely encourage car users to make the whole journey by car and therefore increase car dependency;
- b) Encourage on street car parking and risks of increased neighbourhood congestion.
- c) Likely have to be applied across the whole rail network to ensure consistency.
- d) Would require a change in policy from the Liverpool City Region Combined Authority as the Local Transport Authority.

Arguably the same would apply to the Park & Ride car parks at the Mersey Ferries ferry terminals at Seacombe and Woodside. So clarifying any implications for them too would be useful.

When reviewing the need for some car parks or parking spaces, the option should be explored for them to be converted for use as on-highway parking hubs for bikes and micromobility. This would help reduce congestion and clutter on pavements and reduce adverse interactions with pedestrians. Additionally solar canopies above surface car parks could be worth exploring to help decarbonise and generate renewable energy. We agree that options for dynamic pricing could be explored for car parks to aid demand management and tackle congestion at busy times. But payment systems for any car parking charges should take into account digital inclusion and retain traditional methods of payment rather than be digital only via an app. This will retain choice for people about payment mechanisms. Parking machines should ensure that they accept cash as well as contactless card payment. With cost of living people may still want the option of cash alongside other methods.

For residential parking, to aid modal shift and more informed decision about travel choices making it may be worth ensuring that parking spaces are within walking distance of houses rather than outside the house as may be traditionally the case. Active travel should be prioritised for spaces immediately outside houses to create better places.

Place making put simply is about the creation of jobs, experiences and homes for everyone. In terms of bus priority, we would suggest that in town centres that on-road parking is removed on bus routes. The requirements for on-road parking along bus routes should be reviewed and controlled so that it does not detrimentally affect the operation of bus services. The requirements for loading should also be reviewed and managed as required. Management could be in the form of loading restrictions as well as the provision of dedicated facilities where possible.

There is a need to review the quantum of long and short stay parking. The quantum of both can affect the use of bus and train services. If it is decided to introduce parking charges then they should be greater than those to use the ferry, bus or train. Parking charges need to be set to encourage the use of the ferry, bus or train.

As regards electric vehicle charging, we should be careful not to incentivise car dependency by locating a charging point at each parking space. Rather a petrol station style model should be considered which would increase commercial viability and sustainability of the charging hub due to increased throughput and usage. Affordability of charging should also be carefully considered. Also bear in mind the emerging evidence from the Green Hydrogen Study that the Liverpool City Region Combined Authority has commissioned that may be useful to inform zero emission refuelling locations.

We are supportive of the concept of mobility hubs comprising a number of assets such as parking for active travel and micromobility alongside bus stop or rail station or transport hub. Urban logistics could be explored within such hubs too. CoMoUK has a lot of useful resources and best practice about mobility hubs that may be worth being aware of <https://www.como.org.uk/mobility-hubs/overview-and-benefits>. Mobility hubs are a recommendation of the 53 and 86/86A options bus work. Providing mobility hubs at bus stops should be investigated. There are different types of mobility hub.

The provision of bus-based park and ride should be investigated. Any bus-based parking and ride would need to be linked to bus priority measures (such as bus lanes and BRT) to ensure that it is attractive for car users to switch to the bus. We don't know without investigation what if any opportunities there may be for bus park and ride in the Wirral to support the existing rail based park and ride sites.

We welcome the proposal to introduce a shared e-bike or scooter scheme building on the scooter trial scheme in Liverpool. These are proposed in six areas including at the Seacombe Ferry Terminal, Victoria Road in New Brighton, Woodside, central Birkenhead and one corner of Birkenhead Park. However worth noting that the Liverpool scooter trial currently runs until end May 2024 as part of the DfT trials and we are still awaiting clarification from government on next steps and legislation before we can consider continuing the scooter / micromobility scheme in Liverpool or expanding it wider to the rest of the Liverpool City Region. If the legislation results in a new licensing system for micromobility that is administered by Local Transport Authorities as is currently the proposal then this would have implications for how such a scheme is delivered. But good to know the locations in Wirral that would be of interest. As we get clarity on the way forward we look forward to working with Wirral Council on options.

We hope you find these informal comments useful and we will be happy to discuss with Wirral Council and your consultants as the Wirral Parking Strategy get firmed up.