



# Have your say

## Seacombe River Corridor Masterplan Consultation Report



**REIMAGINE  
SEACOMBE**

Consultation: 3 October 2022 – 25 November 2022

Report: 8 February 2023

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# 1.0 Executive Summary

Wirral Council wants to set out a clear vision for revitalising the Seacombe River Corridor area over the next 15 years.

The aim is to create a sustainable vision of how we can improve the area, which includes part of Seacombe and just into Liscard ward. This vision – the masterplan – will then guide how areas of land are best used in the future. It will show what development is needed, and where. The masterplan will also include topics such as preservation and the environment.

In order to ensure the views and ideas of residents and stakeholders can be fully captured the approach has been developed in a number of phases to ensure a range of engagement work can be used to develop the River Corridor area.

The first phase of consultation is reported here. This sought the views of Wirral residents and other stakeholders to determine what the important development opportunities are that the masterplan should address.

The Council will take account of the feedback in developing proposals for the regeneration of the Seacombe River Corridor Area with our Partner Magenta Living. The proposals will be shared in phase 2 of the engagement process through further consultation with residents and specific local stakeholders to ensure local voices are heard in revitalising the area over the next fifteen years.



## 1.1 Key Findings

### 1.1.1 Questionnaire

- The Seacombe River Corridor Masterplan engagement generated 179 survey responses, 140 from the online survey, 33 from paper copy and 6 from easy-read versions of the survey.
- The types of words most commonly associated with Seacombe relate to “Home” (29.5%). Once categorised, 50% of themes had a positive sentiment, 30% were negative and 20% neutral (Question 1).
- When creating a community for everyone, respondents were asked to rank various options in order of importance. People felt that it was most important to change/improve the Promenade, which achieved the highest average rank of 3.64 out of 5, where 5 is ‘most important’ (Question 2).
- Amongst the comments about creating a community for everyone, the most prevalent theme was the necessity to improve safety and security (18.2%) (Question 3).
- In terms of prioritising what needs to be changed/improved about the Seacombe River Corridor Open spaces/parks and play areas were considered most important, with an average rank of 3.64 out of 5 where 5 is ‘most important’. (Question 4).
- Amongst the comments relating improving standards within the local neighbourhood, the need for clean streets and alleyways was the most prevalent theme (16.7%) (Question 5).
- 44.2% of respondents thought that the home that they lived in met the current needs and aspirations of their family, and 26.2% thought that it did not. (Question 6).
- Amongst the comments from respondents who did not feel that their home met their needs, the most prevalent theme was that homes were damp and require maintenance (26.2%) (Question 7).
- ‘Improving existing housing’ was the most popular option to improve housing in Seacombe achieving an average score of 4.53 of 5, where 5 is ‘strongly agree’ (Question 8).
- Amongst the comments about what else could be done to improve housing, the most prevalent theme was that the issue of derelict and run-down properties should be addressed (24.3%) (Question 9).
- 67.1% of respondents do not think that existing play areas and parks meet the needs of the local community (Question 10).

- ‘Improved security and safety’ was the most popular option to improve Open space, parks and play areas within Seacombe River Corridor, achieving an average score of 4.68 of 5, where 5 is ‘strongly agree’ (Question 11).
- The free text comments about improving open spaces also reflected a concern about a security and safety; this was the most prevalent theme amongst the comments (38.3%) (Question 12).
- The most common frequency to use the promenade is every day (29.8%), followed by twice weekly (20.5%) and at weekends (20.5%) (Question 13).
- More activities along the promenade (24.0% and better separation of pedestrians and cyclists (19.2%) were the top things that people thought would help improve the use and experience of the promenade (Question 14).
- Amongst the comments about what else could be done to improve the use and experience of the promenade, the most prevalent theme was that there should be more cafes, bars, restaurants, local shops and attractions along the promenade (19.3%) (Question 15).
- Most respondents (76.9%) owned a motor vehicle (question 16).
- 50.3% of respondents owned a pedal bike (Question 17).
- Travelling by foot (34.5%) is the most popular mode of travel around Seacombe and the wider area, followed by using a motor vehicle (car/van/motorbike) 27.5% (Question 18).
- ‘Improved bus services, more routes and greater frequency’ was the most popular option to improve travel around Seacombe, achieving an average score of 4.22 of 5, where 5 is ‘strongly agree’ (Question 19).
- Amongst the comments about what else could be done to improve travel around Seacombe, the most prevalent themes were, equally, that there should be more bus routes and evening, night and weekend services, and better pedestrian and cycling infrastructure (20.6% each) (Question 20).
- ‘A better variety of shops and services would make me shop locally’ was the most agreed with option regarding shops and services around Seacombe, achieving an average score of 4.43 out of 5, where 5 is ‘strongly agree’ (Question 21).
- Amongst the comments about where people currently shop, and what could be done to improve the experience, the following were prevalent themes:
  - Liscard/Seacombe/Egremont (40.5%) – where do you currently shop (area)?
  - Supermarket (69.2%) - where do you currently shop (type of retailer)?
  - More local shops and market traders (52.8%) – what would improve your shopping experience? (Question 22)

- Most respondents (56.1%) travel outside of the Seacombe River Corridor area for employment (Question 23).
- 43.1% of respondents did not think that additional training would improve their career and job opportunities (Question 24).
- ‘Attracting new businesses to the local area’ was the most popular option to improve employment opportunities and training within Seacombe, achieving an average score of 4.59 out of 5, where 5 is ‘strongly agree’ (Question 25).
- Amongst the comments about what else could be done to improve employment opportunities and training within Seacombe, the most prevalent theme was to improve transport links (25.0%) (Question 26).
- ‘Accessing affordable sports and leisure facilities’ was the most popular option to support and maintain community health and wellbeing, achieving an average score of 4.61 out of 5, where 5 is ‘strongly agree’ (Question 27).
- Amongst the comments about what else could be done to support and maintain community health and wellbeing, the most prevalent theme was to Encourage healthy eating and growing own food (15.7%) (Question 28).
- ‘Improving and insulating existing homes to reduce energy consumption and bills’ was the most popular option how Seacombe River Corridor can contribute to reducing climate change, achieving an average score of 4.59 out of 5, where 5 is ‘strongly agree’ (Question 29).
- The vast majority of respondents (93.4%) believe that we should investigate options for community uses for Wallasey Town Hall (Question 30).
- When discussing what other functions Wallasey Town Hall building could be used for, respondents were asked to rank various options in order of importance. People felt that it was most important to use the building to improve education and training, which achieved the highest average rank of 4.14 out of 5, where 5 is ‘most important’ (Question 31).
- Amongst the comments about what other functions Wallasey Town Hall building could be used for, the most prevalent theme was to use the building as a community hub (17.5%) (Question 32).

### **1.1.2 Virtual Reality Events – Resident and Stakeholder Feedback**

Some attendees from the Engagement Events in addition to the VR Experience provided verbal feedback. The most prevalent themes were:

- Participants enjoyed the Virtual Reality Experience.
- People would like more events.
- Any development must benefit the community.
- There were questions related to the funding sources for regeneration.
- Sustainable homes are needed.
- Concerns about litter.

In addition, on the post-it notes left by participants, they said that they would like to see more exciting things along the promenade, a wider variety of shops. Some commented there are currently some areas that people cannot use, and some said that they would like to see a mix of housing and retail.

## 2.0 Methodology

To develop the Seacombe River Corridor Masterplan an engagement programme using a variety of approaches was utilised. This included:

- Work with young people in Riverside Primary School and The Oldershaw School
- A questionnaire
- Virtual Reality Events
- Stakeholder Events

This engagement approach has been funded by the UK Government's PropTech Engagement Fund Round 2, administered by the Department for Levelling Up, Housing and Communities. The objectives of the Fund are to support the widespread adoption of digital citizen engagement tools and services within the planning process, and to encourage participation in local masterplanning. The Council's bid to the PropTech Engagement Fund Round 2 focused on the opportunity to increase numbers and particularly engage younger groups through enhanced digital engagement and co-production with residents.

To optimise the engagement work and help shape the future of Seacombe River Corridor the Council has been working with the architects Halsall Lloyd Partnership to develop a masterplan. The Council also commissioned the company Digital Urban to develop the 3D models to showcase the work in a visual and interactive style.

### 2.1 School Events

Work has been carried out with local young people at Riverside Primary School and the Oldershaw School to find out their ideas for Seacombe River Corridor. The event provided the young people with a range of information and tools to capture their thoughts and vision for their area. The young people were given a range of tools including maps, modelling equipment including clay and Lego, creative drawing and writing and access to computer generated models. Using all the methods they were able to build a range of options for what could be included and added to the Seacombe River Corridor in the future. All the work was collected and provided to the architect team and the 3D modelling experts to influence the development of the 3D model for New Brighton.

Photographs of the school events are included in Appendix 1.

### 2.2 Questionnaire

Through the Seacombe River Corridor Masterplan engagement, people were asked to tell us about their views on how areas of land along the Seacombe River Corridor are best used in future.

The consultation was carried out between 14 October 2022 – 25 November 2022. The approach used was an on online public consultation through the 'Have your say'

consultation portal at [www.haveyoursay.wirral.gov.uk](http://www.haveyoursay.wirral.gov.uk) with a page dedicated to the Seacombe River Corridor Masterplan Consultation. Useful information provided on the site included links to a map of the Seacombe River Corridor, an informative video and photos from The Oldershaw School and Riverside Primary School events.

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

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

- What Seacombe means to you.
- Housing and neighbourhoods.
- Open space/parks and play areas.
- The promenade.
- Travel.
- Shops and services.
- Employment and training.
- Healthy lifestyle and wellbeing.
- Nature and climate change.
- Future uses for Wallasey Town Hall.

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.

Some questions had a number of statements for respondents to indicate their level of agreement with on a scale of Strongly disagree (1) to strongly agree (5). To summarise the results and also enable the statement responses in each theme to be compared with each other an average score method was used for these questions. The average score out of 5 for each option was calculated to enable identification of those statements that were most agreed with. The higher the average score, the higher the level of agreement with the statement.

## 2.3 Virtual Reality Events

Virtual reality events were held at the New Brighton Pavilion on 14 and 15 October 2022. The events allowed participants to engage in a 3D experience using Virtual Reality headsets. To book a place on the events tickets were available in advance via Eventbrite website, in addition places were also held for people to walk-in on the day and be involved. Over 2 days a total of 186 people attended the events.

For Seacombe River Corridor the experience was to travel via virtual reality on a pedalo along the river and be surrounded with possible opportunities for future development.

The events were set up with information boards, Council officers involved in the project and the architects were available. This was to enable those attending to discuss the planning work in more detail, ask any questions and to feedback their thoughts and ideas for the future. Information was collected from the discussions, collated, and analysed. To analyse responses, a tagging system was used to split the statements into themes and the findings are provided in this report.

## 2.4 Stakeholder Events

To raise awareness in Seacombe of the engagement opportunity three pop-up events were held in Seacombe. They were held with Magenta Housing and the architects HLP. A Gazebo and Trailer was set up. People were encouraged to ask questions about the planning work and provide their thoughts and complete the questionnaire. Access to online engagement and paper copies of the questionnaire were also provided. The events were held:

Monday 17 October in Wallasey Town Hall Car Park.

Tuesday 25 October in Demesne Street Seacombe.

Monday 31 October at Home Bargains Seacombe.

## 2.5 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. These demographic results are included in section 4.1 of this report.

## 2.6 Interpretation of Results

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

- The public consultation is not representative of the overall population but provides information on the opinion of those residents who engaged.

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

## 2.7 Communication

Communications for the consultation was split into two phases: promotion of the VR experience for both New Brighton and Seacombe and promotion of the online consultation.

The VR Experience was promoted through the channels:

- Media release issued and featured in Wirral Globe and The Guide and featured on Radio Merseyside.
- Organic social media shared across Facebook, Twitter and LinkedIn. Paid social media targeted those living in the vicinity of Seacombe and New Brighton and those in Wirral. Across organic and sponsored posts, the ads were displayed 83,424 times and engagement on the post was 3,859.
- Wirral View news article receiving 974 page views.
- Eventbrite booking page for the VR events, with 183 people clicking through to the booking page.
- Staff email – Exec View (for Wirral Council employees).
- QR codes used on print material with 21 people scanning the code.
- Feature in Wirral View resident email with 714 clicks through for additional information.
- Direct email to local groups from regeneration team. (Invited and transported on vintage bus to venue).

Print media promoted both the VR experience and the online consultation:

- Press advertising in the Wirral Globe promoting the VR events and the online consultation.
- Posters displayed in local communities promoting the VR events and the online consultation.
- An easy read document of the survey questions was also produced.

Following the VR experience the online consultation was also promoted through:

- Media release featured in Wirral Globe, MSN, Liverpool Echo and Birkenhead News.
- Media statements issued and featured in Liverpool Echo online, Knowledia, MSN UK and Flipboard.
- Paid and organic social media. Ad displayed 212,802 times with 6,088 engagements.
- Wirral View news article with 681 page views.
- Flyers for localised events in Seacombe community.

- Consultation promoted in three editions of Wirral View email 83 clicks through for further information on Seacombe.

## 3.0 Results

### 3.1 The Questionnaire

The questionnaire was responded to by 179 people, 140 of which were via the online portal, and 39 people submitted a paper copy of the survey, 6 of which were 'easy read' versions of the survey. No questions were mandatory so respondents could choose which questions to respond to.

For free text questions, respondents could type a statement in response. To analyse responses, a tagging system was used to split the statements into themes. Each statement could reflect multiple themes.

#### 3.1.1 Question 1: In three words, please tell us what Seacombe means to you?

Respondents were asked to tell us, in three words, what New Brighton meant to them. Responses were then categorised, and common themes identified. The word most commonly associated with Seacombe is 'Home' (29.5%), followed by 'Forgotten/ neglected' (20.8%) and Community (16.9%).

Once categorised, 50% of themes had a positive sentiment, 30% were negative and 20% neutral, such a 'Ferry' or 'Riverside'.

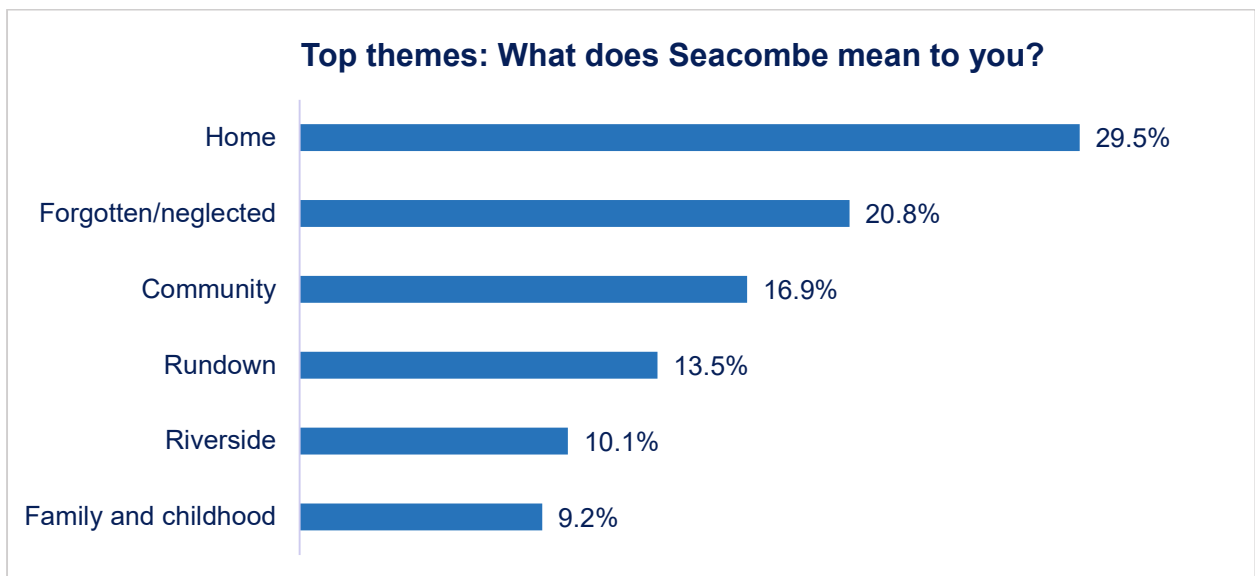


Figure 1: What does Seacombe mean to you? Top themes

In three words, please tell us what Seacombe means to you?	Online	Paper	Total	%
Home	53	8	61	29.5%
Forgotten/neglected	38	5	43	20.8%
Community	32	3	35	16.9%
Rundown	27	1	28	13.5%
Riverside	19	2	21	10.1%
Family and childhood	19	0	19	9.2%
Potential/opportunity	15	3	18	8.7%
Deprived/poverty	12	3	15	7.2%
Ferry	10	1	11	5.3%
Heritage/history	6	0	6	2.9%
<b>Total</b>	<b>188</b>	<b>19</b>	<b>207</b>	<b>100.0%</b>

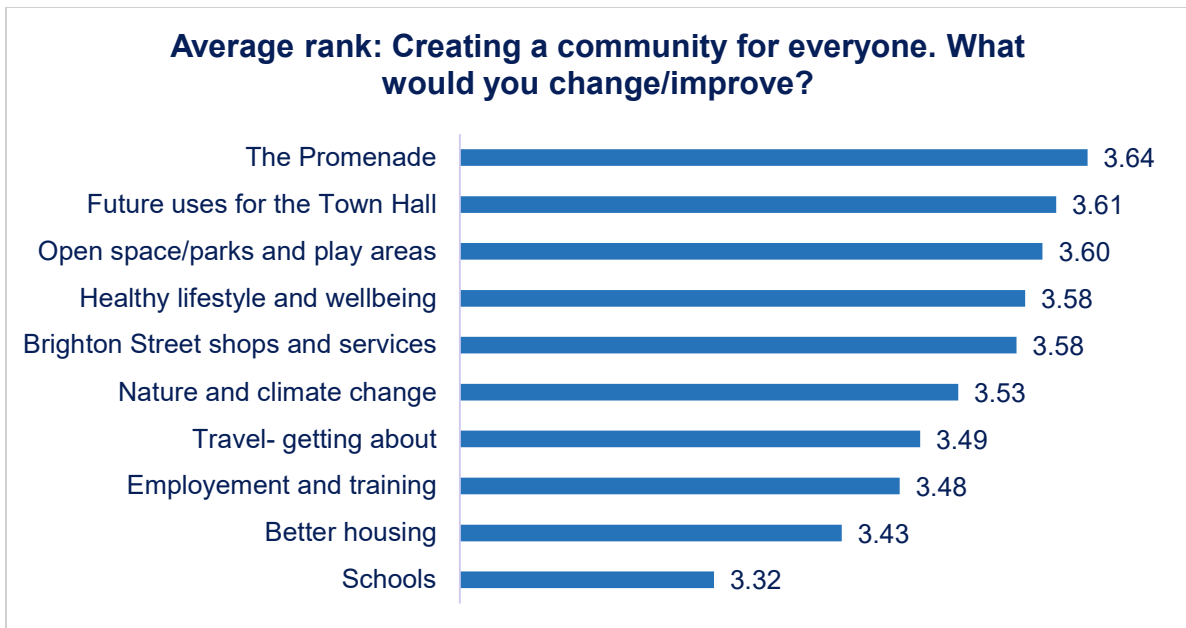
*Table 1: What does Seacombe mean to you? Themes*

### 3.1.2 Question 2: Creating a community for everyone. What would you change/improve?

Respondents were asked to rank the aspects of Seacombe that they felt it most important to change on a scale of no importance at all (1) to very important (5). The average rank for each option was calculated to enable us to identify those aspects of Seacombe that people felt were most in need of change/improvement.

The higher the average rank, the more important change/ improvement is.

Overall people felt that it was most important to change/improve the Promenade, with an average rank of 3.64, followed by changes to the way the Town Hall is used in the future (3.61) and changes/ improvement to open spaces and parks (3.60).



*Figure 2: Creating a community for everyone. What would you change/improve? Average rank*

<b>Creating a community for everyone. What would you change/improve?</b>	<b>Very Important (5)</b>	<b>Slightly important (4)</b>	<b>I don't mind (3)</b>	<b>Not very important (2)</b>	<b>Not important at all (1)</b>	<b>Average Rank</b>
Future uses for the Town Hall	82	19	24	16	31	3.61
Schools	49	26	51	18	26	3.32
Better housing	64	30	25	19	33	3.43
Brighton Street shops and services	70	28	28	18	26	3.58
The Promenade	79	22	28	13	29	3.64
Open space/parks and play areas	72	36	20	11	33	3.60
Employment and training	63	25	39	16	27	3.48
Nature and climate change	76	19	26	14	34	3.53
Healthy lifestyle and wellbeing	79	24	22	15	33	3.58
Travel- getting about	70	21	33	15	31	3.49

*Table 2: Creating a community for everyone. What would you change/improve? Average rank*

### 3.1.3 Question 3: Creating a community for everyone – if not listed above, what else is important to you?

The respondents were asked in addition to the previous question, what else is important to them. The question was a free text question.

Improving safety and security was the most common theme mentioned (18.2%). Within this grouping, respondents raised the need for more policing and CCTV and the need to address anti-social behaviour and drug use. Some of the respondents who stated activities for children and young people and community centres and services as being important to as being ways to reduce anti-social behaviour.

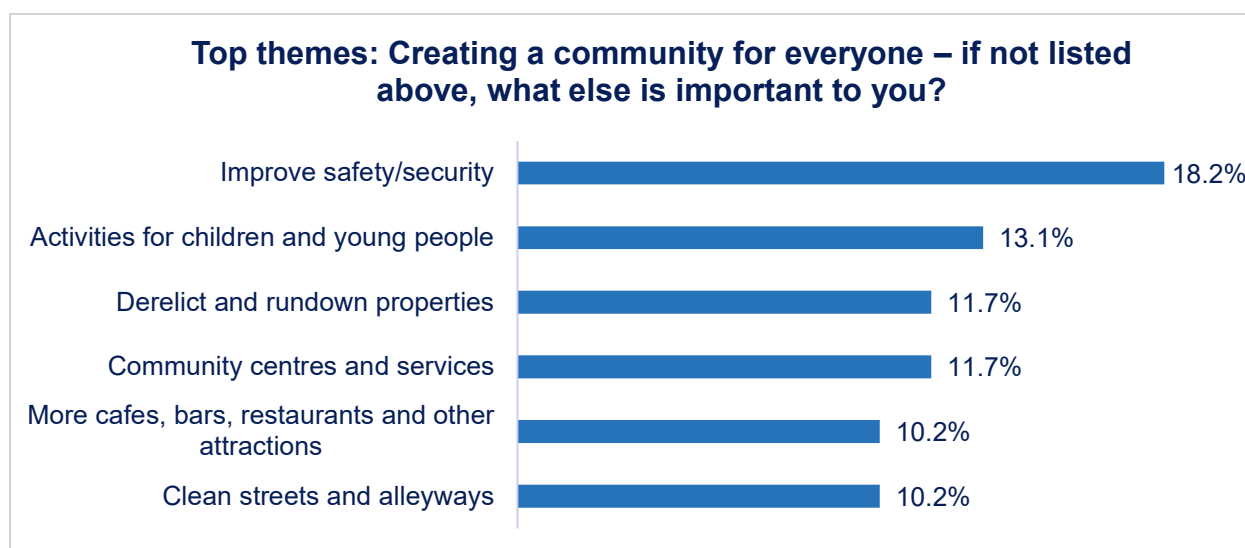


Figure 3: Creating a community for everyone. What else is important to you? Top themes

<b>Creating a community for everyone – if not listed above, what else is important to you?</b>	<b>Online</b>	<b>Paper</b>	<b>Total</b>	<b>%</b>
Improve safety and security	22	3	25	18.2%
Activities for children and young people	15	3	18	13.1%
Derelict and rundown properties	15	1	16	11.7%
Community centres and services	14	2	16	11.7%
More cafes, bars, restaurants and other attractions	12	2	14	10.2%
Clean streets and alleyways	11	3	14	10.2%
Open Space/parks and play areas	10	1	11	8.0%
Support small/local businesses	8	1	9	6.6%
Leisure exercise and sport facilities	7	0	7	5.1%
Improve bus, ferry and train services	6	1	7	5.1%
<b>Total</b>	<b>0</b>	<b>0</b>	<b>137</b>	<b>100.0%</b>

Table 3: Creating a community for everyone. What else is important to you? Themes

### 3.1.4 Question 4: Can you prioritise what you would change/improve about Seacombe River Corridor?

Respondents were asked to rank, in priority order, what they would change/improve about the Seacombe River Corridor. The average rank for each option was calculated. The higher the average rank, the more important change/ improvement is.

It was felt that open space/parks and play areas were the priority for change/improvement, with an average rank of 3.64 out of 5, followed by shopping and retail and leisure/sports facilities (3.62 each).

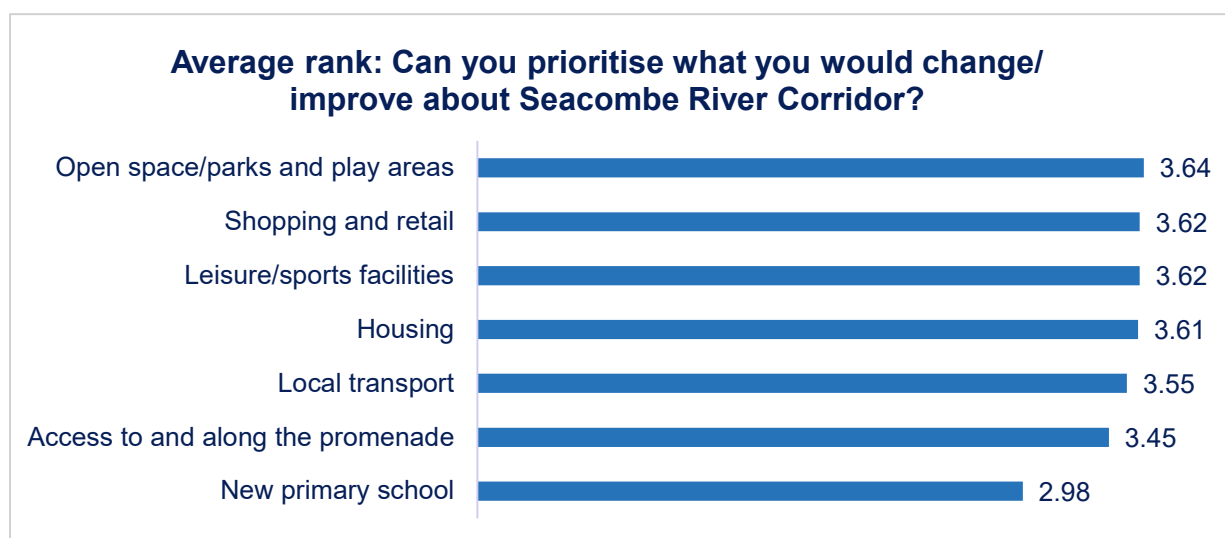


Figure 4: Can you prioritise what you would change/improve about Seacombe River Corridor? Average rank

Can you prioritise what you would change/improve about Seacombe River Corridor?	Very Important (5)	Slightly important (4)	I don't mind (3)	Not very important (2)	Not important at all (1)	Average Rank
New primary school	38	17	52	24	36	2.98
Access to and along the promenade	61	23	40	19	25	3.45
Local transport	66	25	37	13	26	3.55
Housing	59	47	26	15	23	3.61
Leisure/sports facilities	71	27	30	18	23	3.62
Shopping and retail	71	26	31	19	22	3.62
Open space/parks and play areas	71	34	23	12	28	3.64

Table 4: Can you prioritise what you would change/improve about Seacombe River Corridor? Average rank

### 3.1.5 Question 5: Improving standards within the local neighbourhood – If not listed above, what else is important to you?

The respondents were asked in addition to the previous question, what else is important to them. The question was a free text question.

Clean streets and alleyways (16.7%), improve safety and security (15.5%), more cafes, bars, restaurants and local shops (15.5%) and address derelict and rundown properties (14.3%) were the most common themes raised by respondents.

Some of the respondents who stated clean streets and alleyways as being important to them also spoke about the need to address littering, anti-social behaviour and fly tipping, similar to those who raised improving safety and security as being important to them. Other respondents spoke about clean streets in the context of creating an attractive environment incorporating elements such as installing tree planters, addressing derelict and rundown properties and more cafes, bars, restaurants and local shops.



Figure 5: Improving standards within the local neighbourhood. What else is important to you? Top themes

Improving standards within the local neighbourhood – If not listed above, what else is important to you?	Online	Paper	Total	%
Clean streets and alleyways	12	2	14	16.7%
More cafes, bars, restaurants and local shops	12	1	13	15.5%
Improve safety and security	11	2	13	15.5%
Address derelict and rundown properties	12	0	12	14.3%
Improve cycling and pedestrian infrastructure	8	0	8	9.5%
Activities for young people	6	0	6	7.1%
Keep and maintain green spaces	4	2	6	7.1%
Improve parking	5	0	5	6.0%
Retain and improve leisure facilities	4	0	4	4.8%
Better access for people with disabilities	3	0	3	3.6%
<b>Total</b>	<b>77</b>	<b>7</b>	<b>84</b>	<b>100.0%</b>

Table 5: Improving standards within the local neighbourhood. What else is important to you? Themes

### 3.1.6 Question 6: If you live in the area, does the home you live in meet your current needs, aspirations, and the needs of your family?

44.2% of respondents thought that the home that they lived in met the current needs and aspirations of their family, and 26.2% thought that it did not.

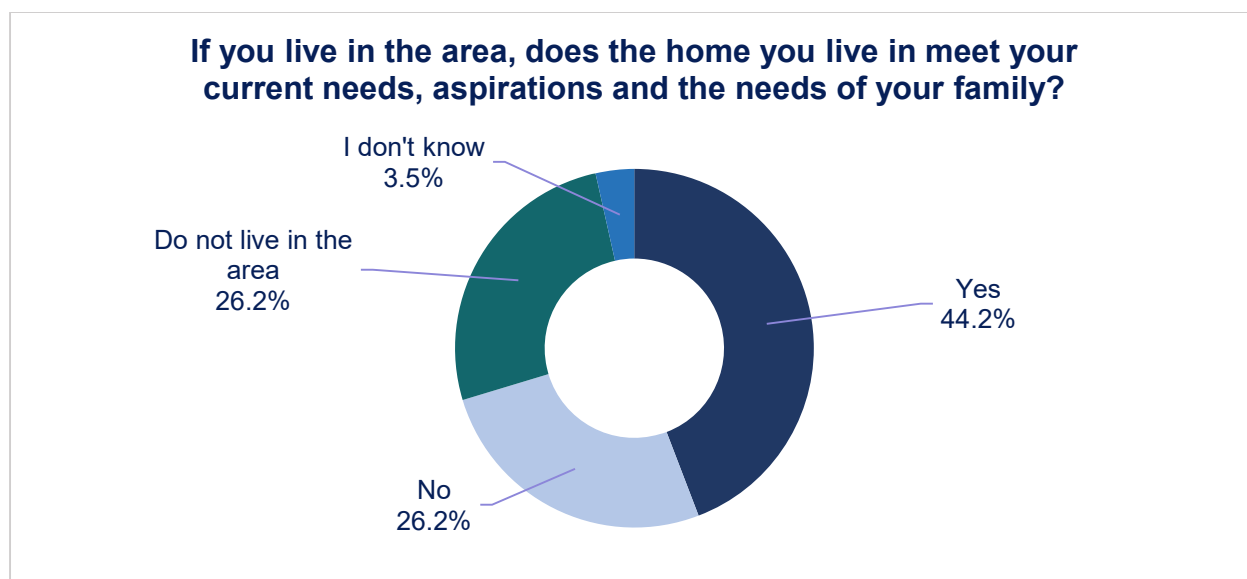


Figure 6: If you live in the area, does the home you live in meet your current needs, aspirations, and the needs of your family?

If you live in the area, does the home you live in meet your current needs, aspirations, and the needs of your family?	Online	Paper	Total	%
Yes	59	17	76	44.2%
No	40	5	45	26.2%
Do not live in the area	31	14	45	26.2%
I don't know	4	2	6	3.5%
<b>Total</b>	<b>134</b>	<b>38</b>	<b>172</b>	<b>100.0%</b>

Table 6: If you live in the area, does the home you live in meet your current needs, aspirations, and the needs of your family?

### 3.1.7 Question 7: If you answered no, please tell us why not?

The respondents were asked to follow the previous question with an explanation if they answered no. The question was a free text question.

The most common theme raised by respondents was damp and requires maintenance (26.2%). The respondents spoke about a variety of issues including poor insulation causing damp, landlords not maintaining their properties sufficiently as well as the roads and surrounding properties needing maintenance to improve the area around the respondents' homes.

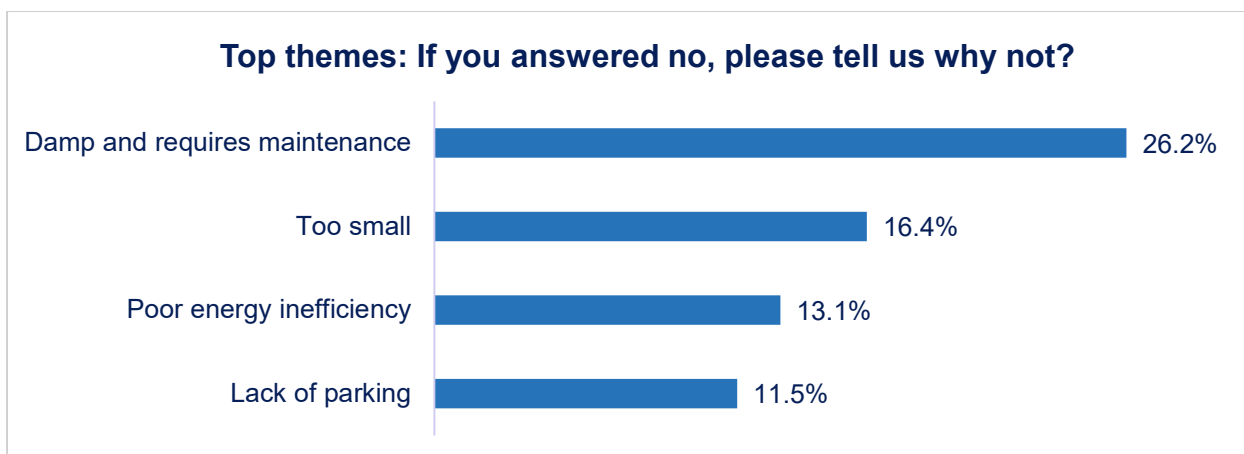


Figure 7: Does the home you live in meet your current needs, aspirations, and the needs of your family? If you answered no, please tell us why not? Top themes

If you answered no, please tell us why not?	Online	Paper	Total	%
Damp and requires maintenance	16	0	16	26.2%
Too small	10	0	10	16.4%
Poor energy inefficiency	8	0	8	13.1%
Lack of parking	7	0	7	11.5%
Lack of local businesses and jobs	4	0	4	6.6%
Poor access to green spaces	4	0	4	6.6%
Require financial support	4	0	4	6.6%
Poor transport links	3	0	3	4.9%
Access for people with disabilities	1	2	3	4.9%
Improved security and safety	2	0	2	3.3%
<b>Total</b>	<b>59</b>	<b>2</b>	<b>61</b>	<b>100.0%</b>

Table 7: Does the home you live in meet your current needs, aspirations and the needs of your family? If you answered no, please tell us why not? Themes

### 3.1.8 Question 8: To what extent do you agree with the following statement?

**Improving housing within Seacombe River Corridor could be achieved by providing:**

- More housing for sale
- More affordable housing for rent
- More shared ownership housing (housing that is partly owned and partly rented)
- Improvements to existing housings

Respondents were asked to indicate their level of agreement with the above statements, on a scale of Strongly disagree (1) to strongly agree (5). The average score out of 5 for each option was calculated to enable us to identify those statements that were most agreed with.

The higher the average score, the higher the level of agreement with the statement.

'Improvements to existing housing' had the highest average level of agreement (4.53 out of 5) and 'More housing for sale' had the lowest average agreement (3.19)

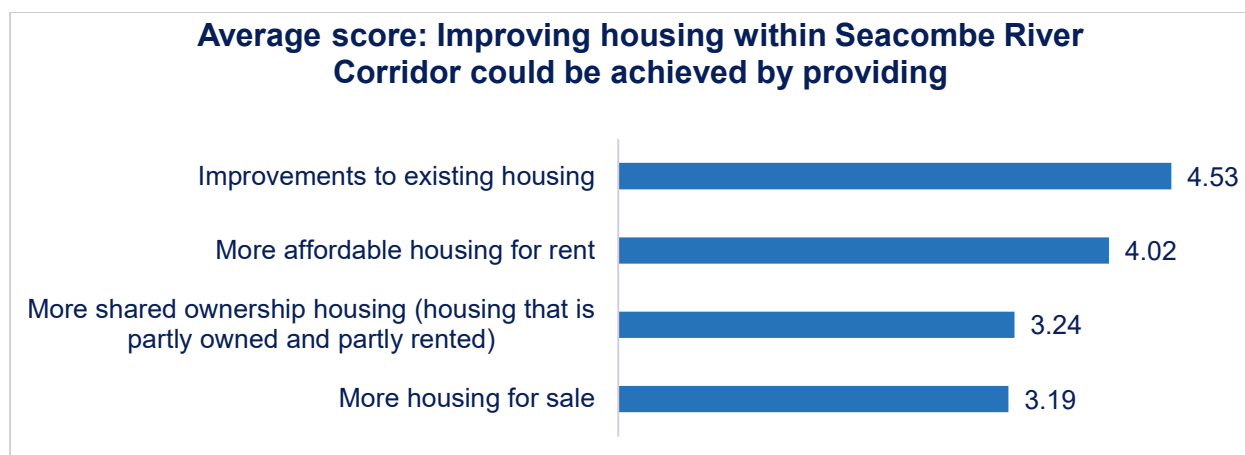


Figure 8: Improving housing within Seacombe River Corridor could be achieved by providing. Average score

Improving housing within Seacombe River Corridor could be achieved by providing:	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)	Average rank
Improvements to existing housing	106	53	6	1	3	4.53
More affordable housing for rent	80	43	24	13	9	4.02
More shared ownership housing (housing that is partly owned and partly rented)	36	39	42	32	19	3.24
More housing for sale	27	36	60	28	15	3.19

Table 8: Improving housing within Seacombe River Corridor could be achieved by providing. Average score

### 3.1.9 Question 9: Improving housing within Seacombe River Corridor – if not listed above, what else could we do?

The respondents were asked in addition to the previous question, what else could Wirral Council do. The question was a free text question.

The most common theme raised was address derelict and rundown properties (24.3%). Many of the respondents spoke about refurbishing or demolishing derelict buildings to create a better environment. Many also raised the need to refurbish rundown housing or other building to improve the current housing stock and to provide more housing.

**Top themes: Improving housing within Seacombe River Corridor  
- if not listed above, what else could we do?**



Figure 9: Improving housing within Seacombe River Corridor. What else could we do? Top themes

Improving housing within Seacombe River Corridor - if not listed above, what else could we do?	Online	Paper	Total	%
Address derelict and rundown properties	17	1	18	24.3%
More affordable housing	13	1	14	18.9%
Improve energy efficiency	7	1	8	10.8%
More cafes, bars, restaurants and local shops	7	0	7	9.5%
Improved security and safety	6	0	6	8.1%
Clean streets and alleyways	5	0	5	6.8%
Improve transport links	5	0	5	6.8%
Improve building standards	4	0	4	5.4%
Hold landlords accountable	4	0	4	5.4%
Improve education	3	0	3	4.1%
<b>Total</b>	<b>71</b>	<b>3</b>	<b>74</b>	<b>100.0%</b>

Table 9: Improving housing within Seacombe River Corridor. What else could we do? Themes

**3.1.10 Question 10: Do you think the existing play areas and parks meet the needs of the local community?**

67.1% of respondents do not think that existing play areas and parks meet the needs of the local community, whilst 20.6% think that they do.

### Do you think the existing play areas and parks meet the needs of the local community?

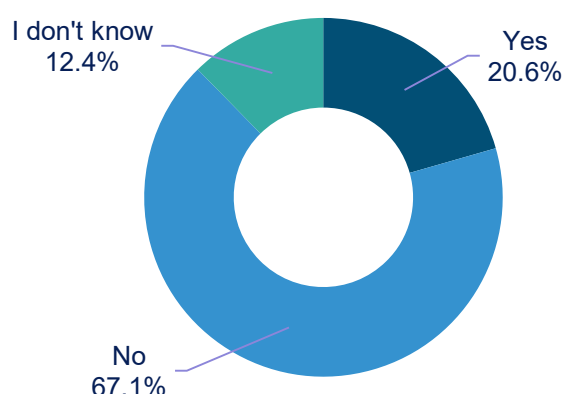


Figure 10: Do you think the existing play areas and parks meet the needs of the local community?

Do you think the existing play areas and parks meet the needs of the local community?	Online	Paper	Total	%
Yes	28	7	35	20.6%
No	91	23	114	67.1%
I don't know	15	6	21	12.4%
<b>Total</b>	<b>134</b>	<b>36</b>	<b>170</b>	<b>100.0%</b>

Table 10: Do you think the existing play areas and parks meet the needs of the local community?

#### 3.1.11 Question 11: Open space, parks and play areas within Seacombe River Corridor are essential for health and wellbeing of the community. How could this be improved?

- Providing new robust age-appropriate play equipment
- Seating
- More trees and landscape improvements
- Improved security and safety
- Better maintenance
- Provide skate parks, cycle track and multi-use games areas (MUGA)
- Improved beach access

Respondents were asked to indicate their level of agreement with the above statements, on a scale of Strongly disagree (1) to strongly agree (5). The average score out of 5 for each option was calculated to enable us to identify those statements that were most agreed with.

The higher the average rank, the higher the level of agreement with the statement.

‘Improved security and safety’ had the highest average level of agreement (4.68 out of 5) and ‘Provide skate parks, cycle track and Multi Use Games Areas (MUGAs)’ had the lowest average agreement (3.97).

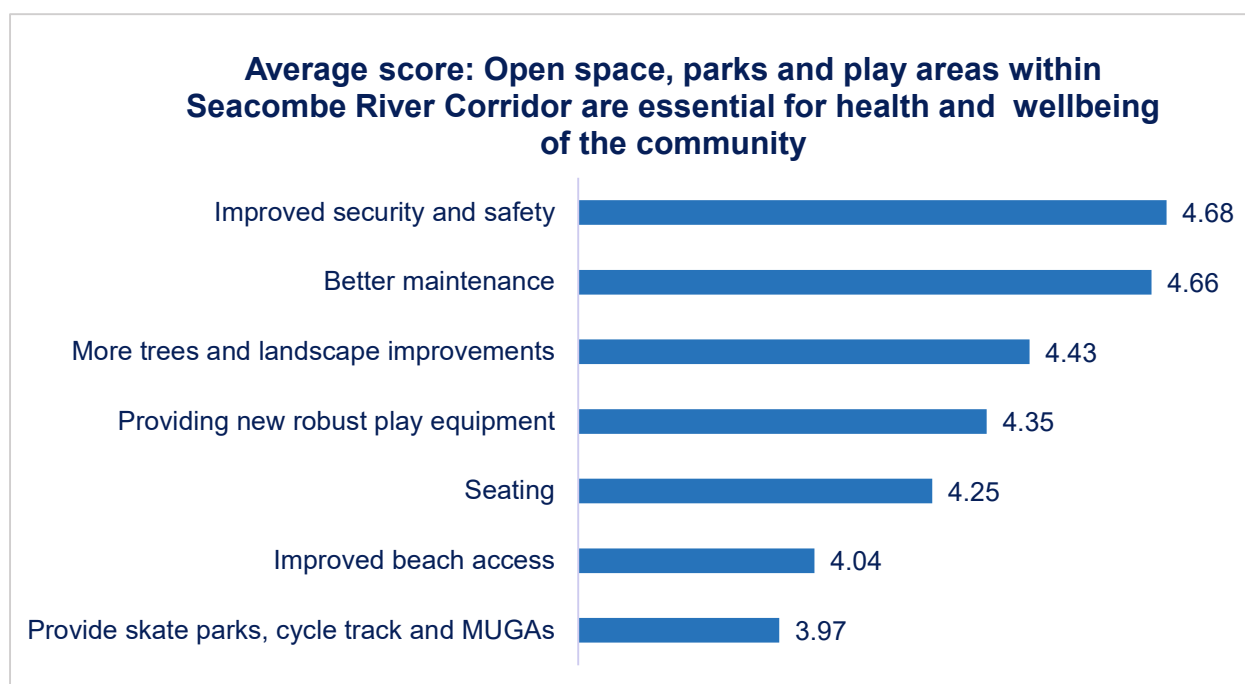


Figure 11: Open space, parks and play areas within Seacombe River Corridor are essential for health and wellbeing of the community. Average score

Open space, parks and play areas within Seacombe River Corridor are essential for health and wellbeing of the community.	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)	Average rank
Improved security and safety	128	27	13	0	0	4.68
Better maintenance	123	35	10	1	0	4.66
More trees and landscape improvements	97	53	16	1	2	4.43
Providing new robust play equipment	98	43	23	3	3	4.35
Seating	70	73	19	3	1	4.25
Improved beach access	71	52	31	11	4	4.04
Provide skate parks, cycle track and MUGAs	74	44	33	11	8	3.97

Table 11: Open space, parks and play areas within Seacombe River Corridor are essential for health and wellbeing of the community. Average score

### 3.1.12 Question 12: Improving existing open space, parks and play areas – if not listed above, what else is important to you?

The respondents were asked in addition to the previous question, what else is important to them. The question was a free text question.

The most common theme raised was improve safety and security (38.3%). Within this grouping, respondents raised the need for more policing (by police or park rangers) and CCTV and the need to address anti-social behaviour and drug use.

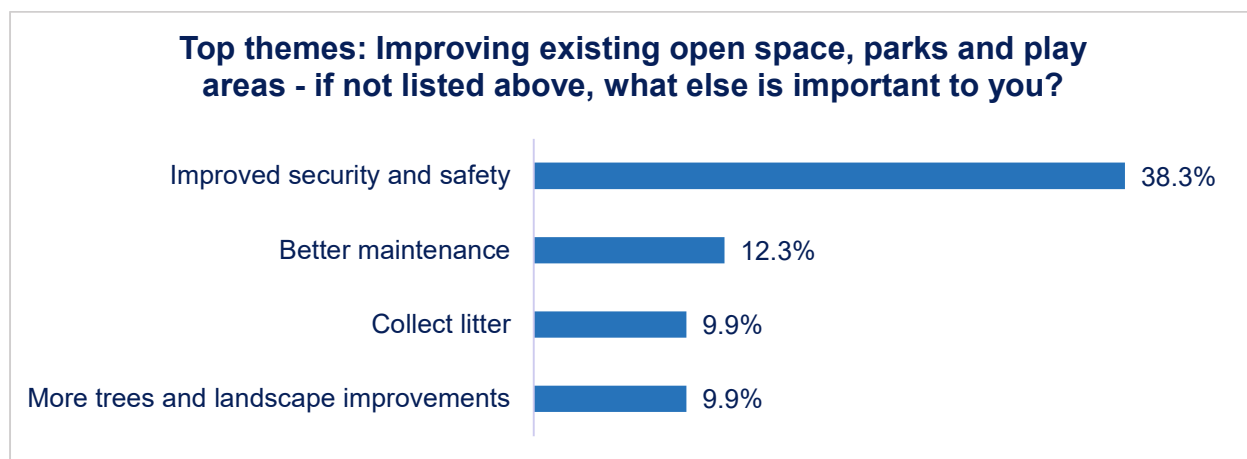


Figure 12: Improving existing open space, parks and play areas. What else is important to you? Top themes

Improving existing open space, parks and play areas - if not listed above, what else is important to you?	Online	Paper	Total	%
Improved security and safety	29	2	31	38.3%
Better maintenance	10	0	10	12.3%
More trees and landscape improvements	7	1	8	9.9%
Collect litter	6	2	8	9.9%
Access to the river and fishing	5	0	5	6.2%
Dog friendly areas	4	0	4	4.9%
Exercise equipment and sports areas	4	0	4	4.9%
Access for people with disabilities	4	0	4	4.9%
Activities for young people	3	0	3	3.7%
More cafes, bars, restaurants and local shops	3	1	4	4.9%
<b>Total</b>	<b>75</b>	<b>6</b>	<b>81</b>	<b>100.0%</b>

Table 12: Improving existing open space, parks and play areas. What else is important to you? Themes

### 3.1.13 Question 13: How often do you use the promenade?

The most common frequency to use the promenade is every day (29.8%), followed by twice weekly (20.5%) and at weekends (20.5%).

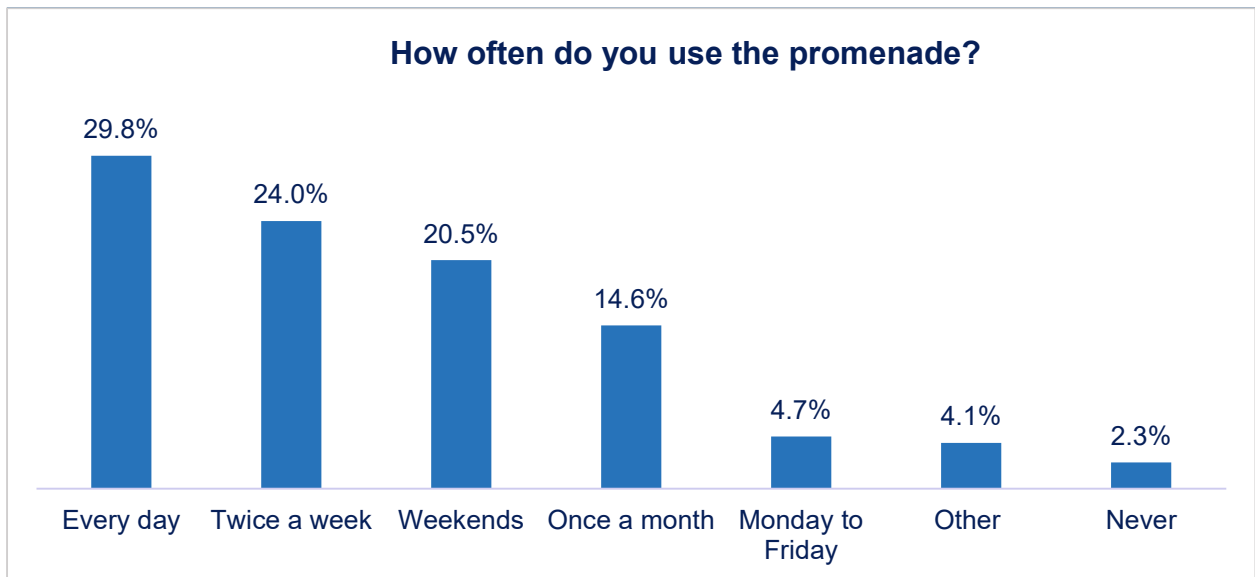


Figure 13: How often do you use the promenade?

How often do you use the promenade?	Online	Paper	Total	%
Every day	41	10	51	29.8%
Monday to Friday	4	4	8	4.7%
Twice a week	34	7	41	24.0%
Weekends	26	9	35	20.5%
Once a month	20	5	25	14.6%
Never	2	2	4	2.3%
Other	7	0	7	4.1%
<b>Total</b>	<b>134</b>	<b>37</b>	<b>171</b>	<b>100.0%</b>

Table 13: How often do you use the promenade?

### 3.1.14 Question 14: What would help improve your use and experience of the promenade?

More activities along the promenade (24.0% and better separation of pedestrians and cyclists (19.2%) were the top things that people thought would help improve the use and experience of the promenade.

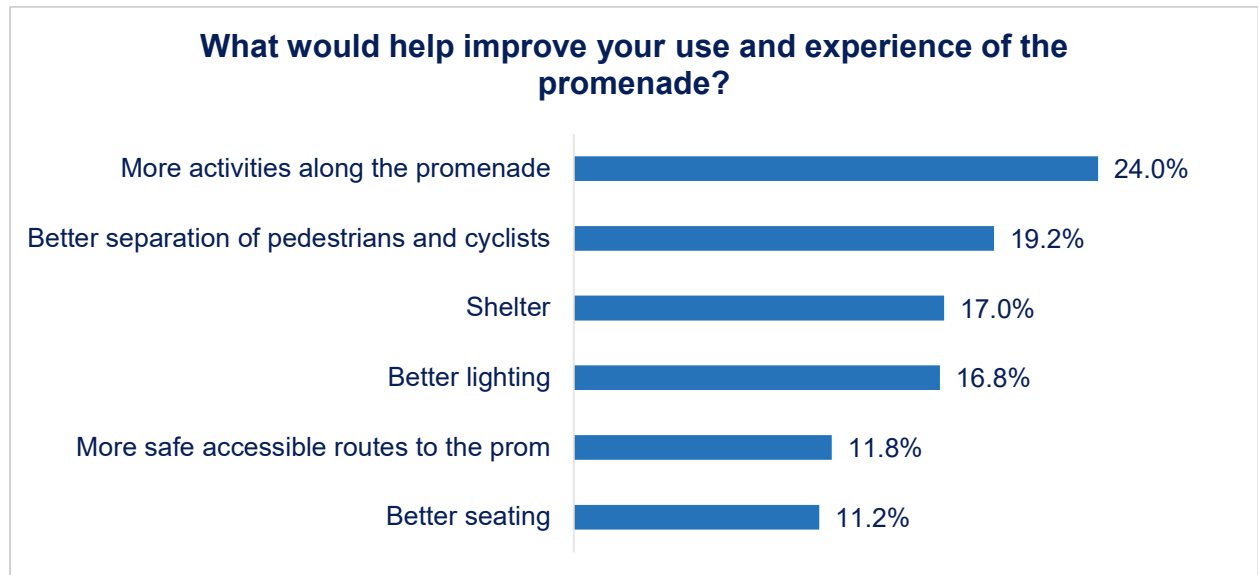


Figure 14: What would help improve your use and experience of the promenade?

What would help improve your use and experience of the promenade? (please tick one or more of the options).	Online	Paper	Total	%
More activities along the promenade	99	27	126	24.0%
Better separation of pedestrians and cyclists	82	19	101	19.2%
Shelter	67	22	89	17.0%
Better lighting	70	18	88	16.8%
More safe accessible routes to the prom	49	13	62	11.8%
Better seating	45	14	59	11.2%
<b>Total</b>	<b>412</b>	<b>113</b>	<b>525</b>	<b>100.0%</b>

Table 14: What would help improve your use and experience of the promenade?

### 3.1.15 Question 15: The promenade – If not listed above, what ideas or suggestions do you have?

The respondents were asked in addition to the previous question, what else is important to them. The question was a free text question.

The most raised theme was More cafes, bars, restaurants, local shops and attractions (19.3%). The responses varied from suggesting food vans, coffee shops to street buskers and markets. Some of the respondents included coffee shops as stand in for public toilets.

The second most raised theme was to improve public transport linked (16.9%). Many of the respondents suggested linking Seacombe Ferry Terminal or car parking areas to the promenade via a tram or small train during summer months.

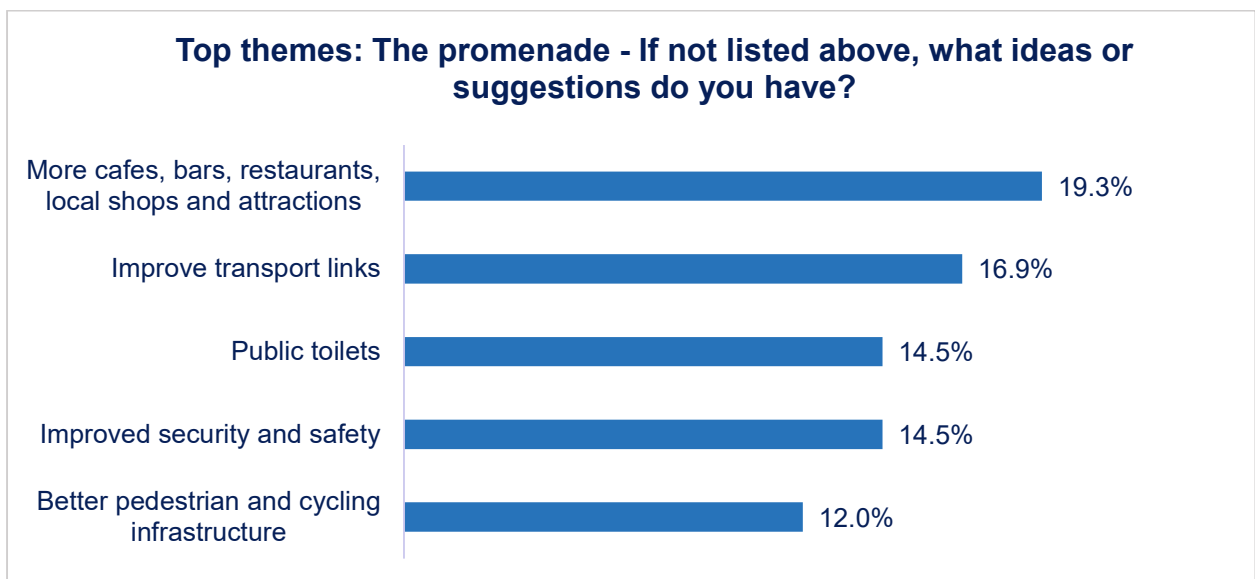


Figure 15: The promenade, what ideas or suggestions do you have? Top themes

The promenade - If not listed above, what ideas or suggestions do you have?	Online	Paper	Total	%
More cafes, bars, restaurants, local shops and attractions	15	1	16	19.3%
Improve transport links	14	0	14	16.9%
Improved security and safety	12	0	12	14.5%
Better pedestrian and cycling infrastructure	10	0	10	12.0%
Public toilets	10	2	12	14.5%
Better maintenance	5	0	5	6.0%
Collect litter	4	0	4	4.8%
More trees and landscape improvements	3	0	3	3.6%
Outdoor play and sports areas	3	1	4	4.8%
Community hub and spaces	3	0	3	3.6%
<b>Total</b>	<b>79</b>	<b>4</b>	<b>83</b>	<b>100.0%</b>

Table 15: The promenade, what ideas or suggestions do you have? Themes

### 3.1.16 Question 16: Do you own a motor vehicle (i.e., car/van/motorbike)?

Most respondents (76.9%) owned a motor vehicle.

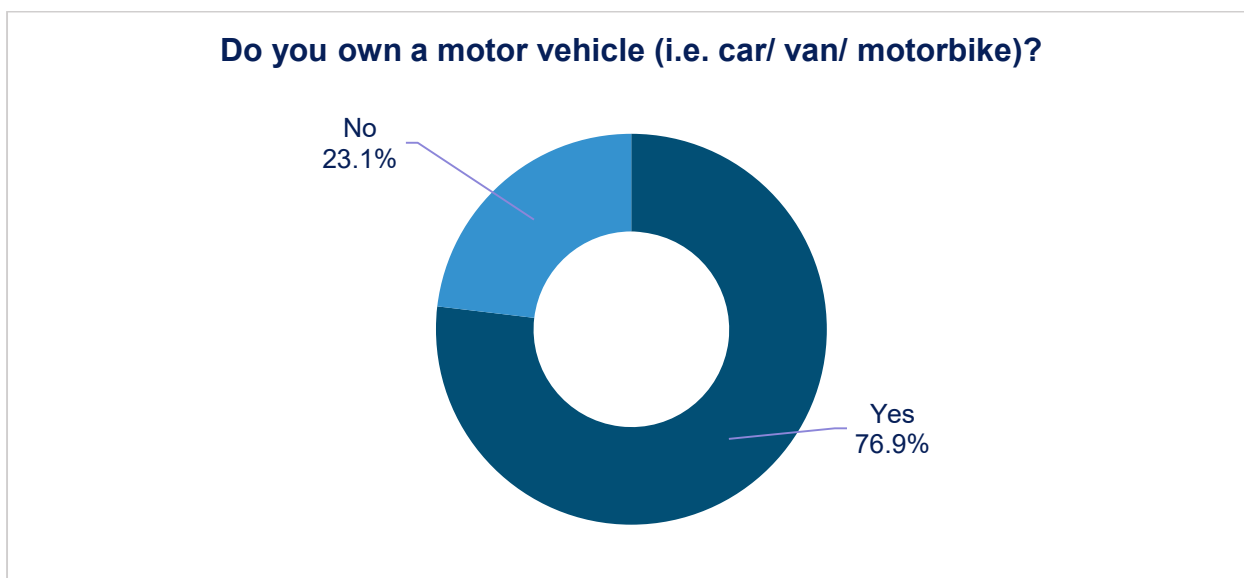


Figure 16: Do you own a motor vehicle?

Do you own a motor vehicle (i.e. car/ van/ motorbike)?	Online	Paper	Total	%
Yes	108	25	133	76.9%
No	27	13	40	23.1%
<b>Total</b>	<b>135</b>	<b>38</b>	<b>173</b>	<b>100.0%</b>

Table 16: Do you own a motor vehicle?

### 3.1.17 Question 17: Do you own a pedal bike?

50.3% of respondents owned a pedal bike.

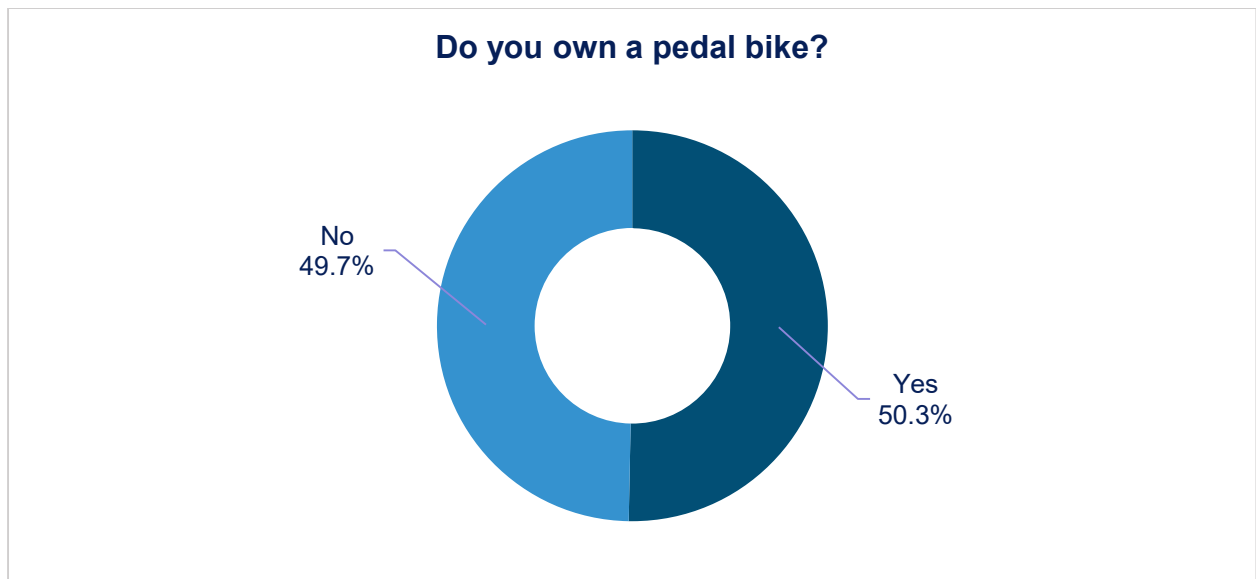


Figure 17: Do you own a pedal bike?

Do you own a pedal bike?	Online	Paper	Total	%
Yes	71	16	87	50.3%
No	64	22	86	49.7%
<b>Total</b>	<b>135</b>	<b>38</b>	<b>173</b>	<b>100.0%</b>

Table 17: Do you own a pedal bike?

### 3.1.18 Question 18: How do you travel around Seacombe and the wider area?

Travelling by foot (34.5%) is the most popular mode of travel around Seacombe and the wider area, followed by using a motor vehicle (car/van/motorbike) 27.5%.

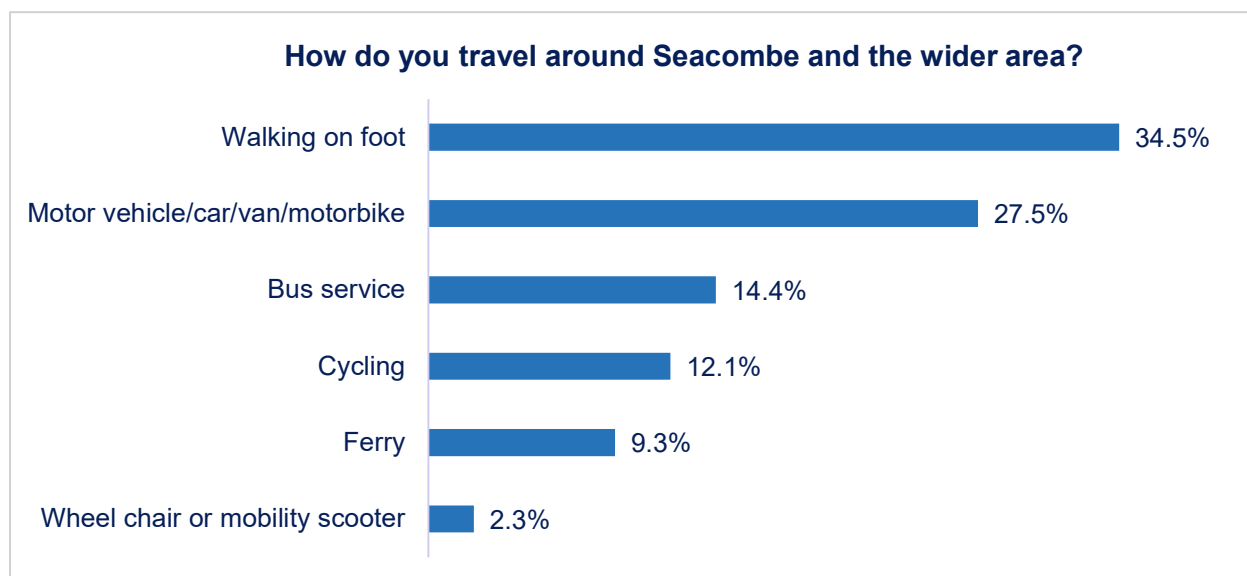


Figure 18: How do you travel around Seacombe and the wider area?

How do you travel around Seacombe and the wider area?	Online	Paper	Total	%
Walking on foot	102	35	137	34.5%
Motor vehicle/car/van/motorbike	90	19	109	27.5%
Bus service	41	16	57	14.4%
Cycling	41	7	48	12.1%
Ferry	31	6	37	9.3%
Wheel chair or mobility scooter	6	3	9	2.3%
<b>Total</b>	<b>311</b>	<b>86</b>	<b>397</b>	<b>100.0%</b>

Table 18: How do you travel around Seacombe and the wider area?

### 3.1.19 Question 19: Travelling around Seacombe would be greatly improved by?

- Improved bus services, more routes and greater frequency
- Improved walking routes
- Improved cycling routes
- Improved connection to the ferry terminal
- Improved bus waiting/shelters

Respondents were asked to indicate their level of agreement with the above statements, on a scale of Strongly disagree (1) to strongly agree (5). The average score out of 5 for each option was calculated to enable us to identify those statements that were most agreed with.

The higher the average score, the higher the level of agreement with the statement.

'Improved bus services' had the highest average level of agreement (4.22 out of 5) and 'Improve cycling routes' had the lowest average agreement (3.84).

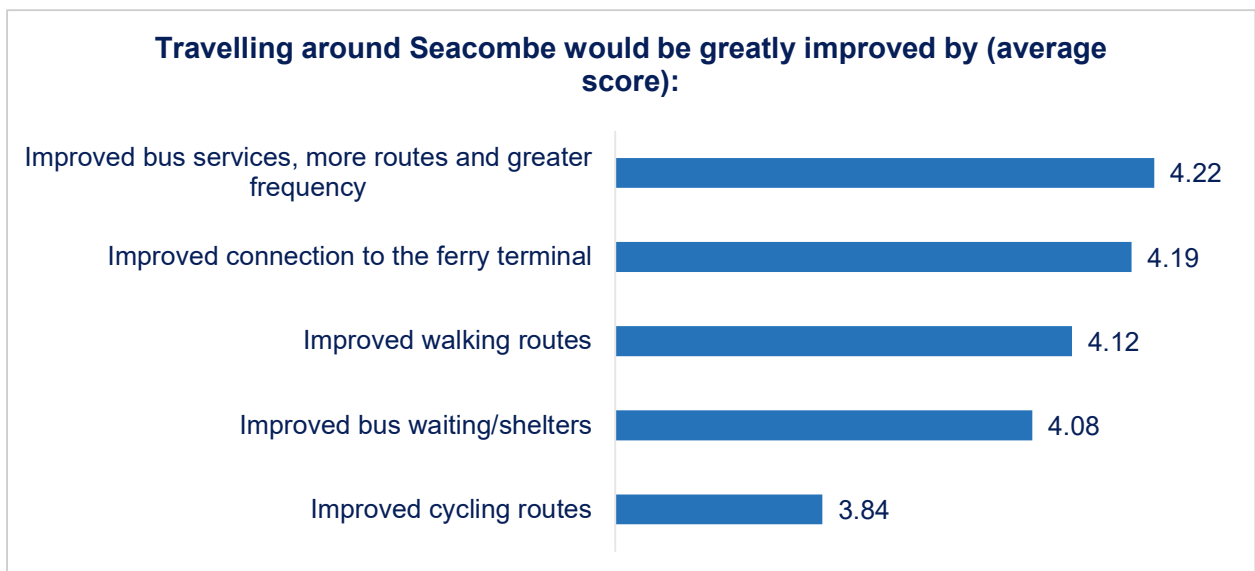


Figure 19: Travelling around Seacombe would be greatly improved by. Average score

Travelling around Seacombe would be greatly improved by:	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)	Average rank
Improved bus services, more routes and greater frequency	87	42	33	7	1	4.22
Improved connection to the ferry terminal	82	41	39	4	1	4.19
Improved walking routes	70	49	38	3	2	4.12
Improved bus waiting/shelters	71	46	44	4	2	4.08
Improved cycling routes	60	47	41	8	10	3.84

*Table 19: Travelling around Seacombe would be greatly improved by. Average score.*

### **3.1.20 Question 20: Travelling around Seacombe – if not listed above, what other ways would improve your journey?**

The respondents were asked in addition to the previous question, what other ways would improve their journey. The question was a free text question.

The two most common themes raised were more bus routes and evening, night and weekend services (20.6%) and better pedestrian and cycling infrastructure (20.6%). For the former, many respondents indicate the importance of transport links to Liverpool, particularly outside of commuting hours. This message was echoed by respondents who suggested evening and night ferry service (17.5%) to improve their journey.

Respondents who raised better pedestrian and cycling infrastructure as being a way to improve their journey suggested implementing traffic calming measures, refurbishing pavements, and improving cycling lanes and routes.

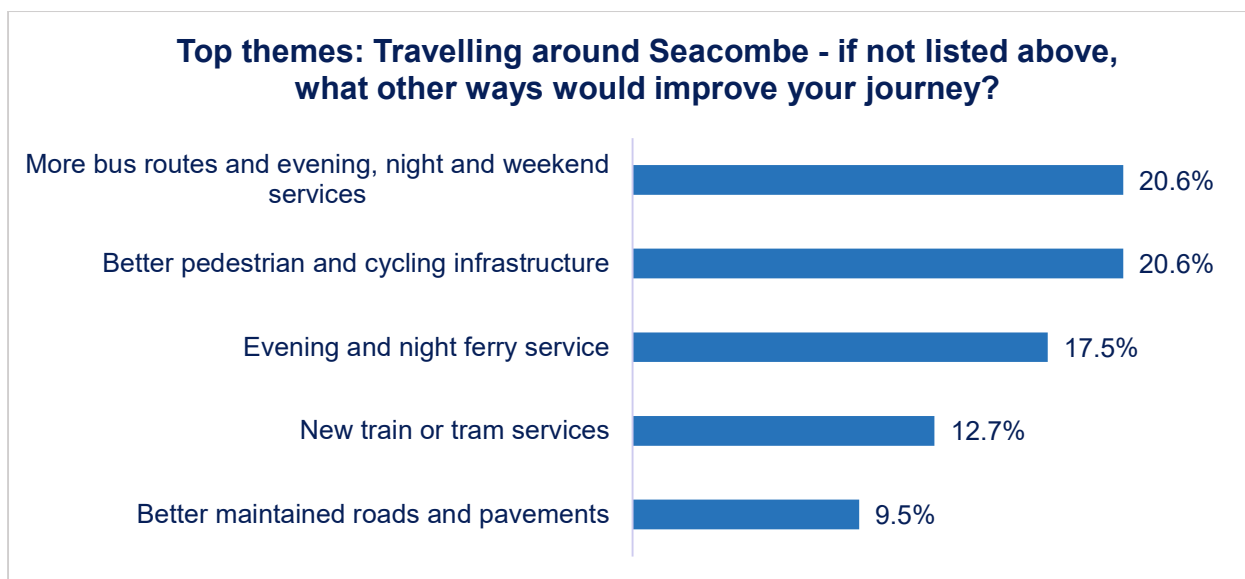


Figure 20: The promenade, what ideas or suggestions do you have? Top themes

Travelling around Seacombe - if not listed above, what other ways would improve your journey?	Online	Paper	Total	%
Better pedestrian and cycling infrastructure	13	0	13	20.6%
More bus routes and evening, night and weekend services	12	1	13	20.6%
Evening and night ferry service	11	0	11	17.5%
New train or tram services	8	0	8	12.7%
Better maintained roads and pavements	6	0	6	9.5%
Improved security and safety	3	1	4	6.3%
Better access for people with disabilities	3	0	3	4.8%
Cheaper fares	3	0	3	4.8%
Free or more affordable parking	2	0	2	3.2%
<b>Total</b>	<b>61</b>	<b>2</b>	<b>63</b>	<b>100.0%</b>

Table 20: The promenade, what ideas or suggestions do you have? Themes

### 3.1.21 Question 21: Do the existing shops and services meet your needs?

- Existing local shops do not meet my existing needs
- A better variety of shops and services would make me shop locally
- The number of hot food takeaways should be limited
- The number of shop conversions to housing should be limited
- Use empty shops for community uses

Respondents were asked to indicate their level of agreement with the above statements, on a scale of Strongly disagree (1) to strongly agree (5). The average score out of 5 for each option was calculated to enable us to identify those statements that were most agreed with.

The higher the average score, the higher the level of agreement with the statement.

The highest level of agreement was with the statement 'A better variety of shops and services would make me shop locally' (4.43 out of 5) and 'Existing local shops do not meet my existing needs' had the lowest average agreement (3.33).

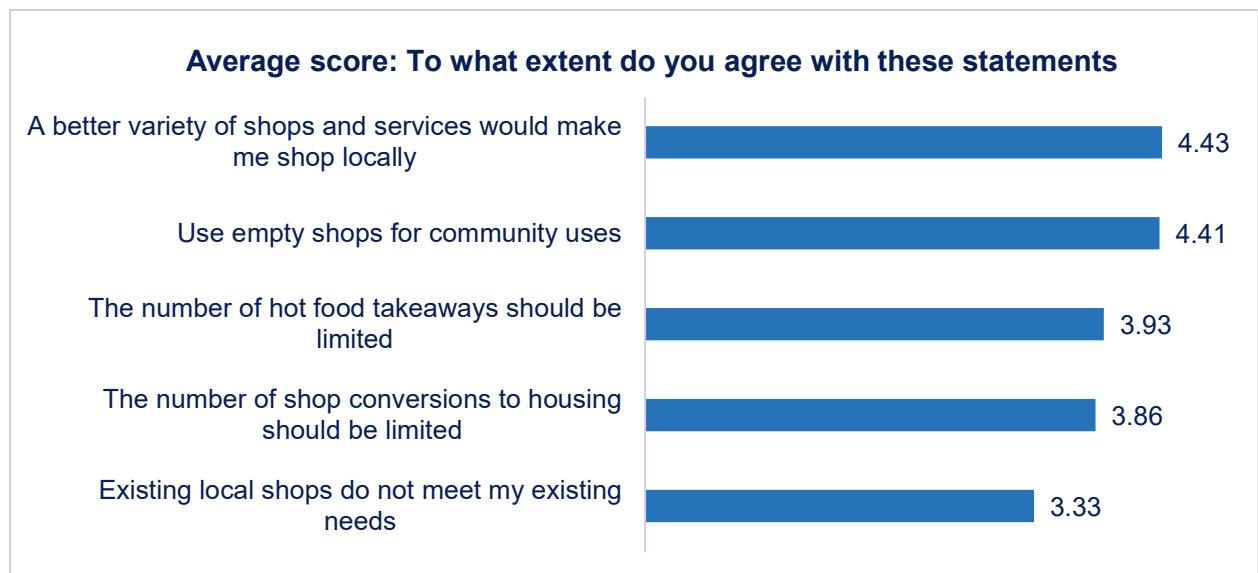


Figure 21: To what extent do you agree with the following statements? Average score.

To what extent do you agree with the following statements?	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)	Average rank
A better variety of shops and services would make me shop locally	99	54	12	4	2	4.43
Use empty shops for community uses	95	55	15	4	1	4.41
The number of hot food takeaways should be limited	61	59	31	12	6	3.93
The number of shop conversions to housing should be limited	63	45	39	15	6	3.86
Existing local shops do not meet my existing needs	49	40	24	32	25	3.33

Table 21: To what extent do you agree with the following statements. Average score

### 3.1.22 Question 22: Where do you currently shop now? What would improve your shopping experience?

Respondents were asked where they currently shop and what would improve their shopping experience in a single free text question. Their answers were separated into three categories; type of establishment, location and what would improve their shopping experience.

The most common type of establishment people stated they shopped at was supermarkets (69.2%). Online (15.4%) and local shops (14.1%) saw similar numbers of responses.

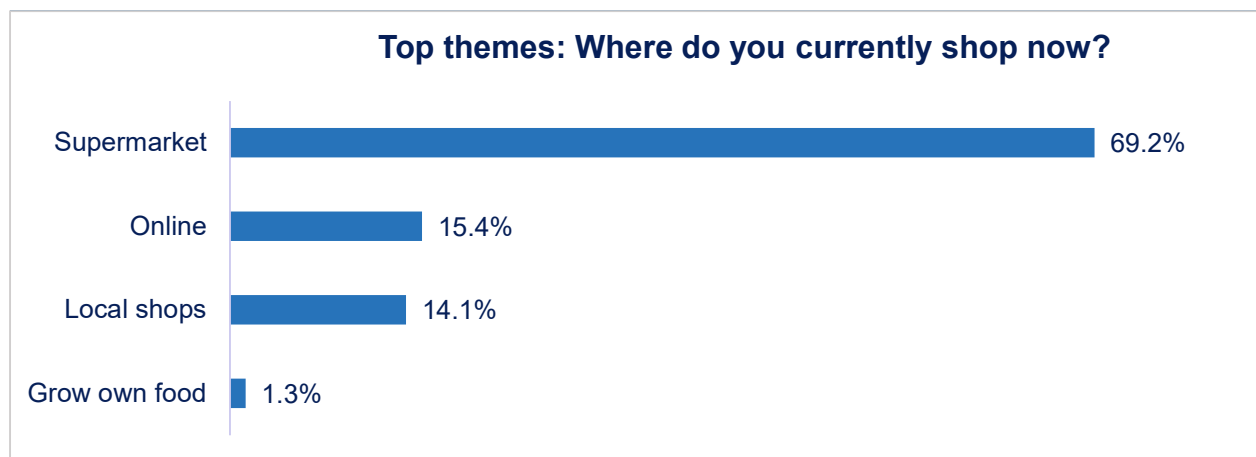


Figure 22: Where do you currently shop now? Top themes

Where do you currently shop now?	Online	Paper	Total	%
Supermarket	42	12	54	69.2%
Online	11	1	12	15.4%
Local shops	9	2	11	14.1%
Grow own food	1	0	1	1.3%
<b>Total</b>	<b>63</b>	<b>15</b>	<b>78</b>	<b>100.0%</b>

Table 22: Where do you currently shop now? Themes

The most common location respondents stated they shopped in was within the Liscard/ Seacombe/ Egremont area (40.5%). New Brighton (17.9%), Birkenhead (16.7%) and Liverpool (14.3%) were the next most common locations.

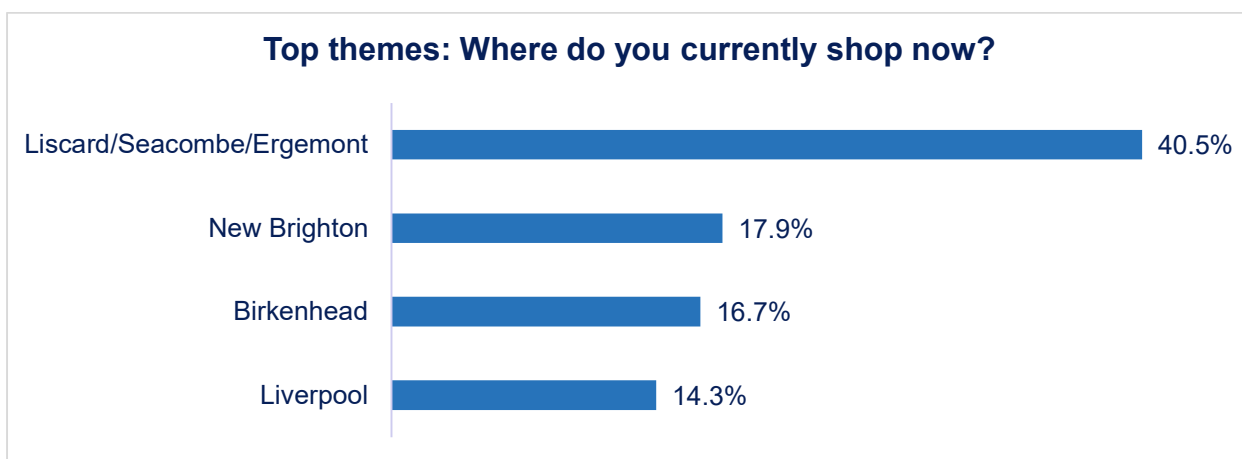


Figure 23: Where do you currently shop now? Location. Top themes

Where do you currently shop now?	Online	Paper	Total	%
Liscard/Seacombe/Egremont	31	3	34	40.5%
New Brighton	11	4	15	17.9%
Birkenhead	12	2	14	16.7%
Liverpool	12	0	12	14.3%
Bromborough	4	0	4	4.8%
Bidston	3	0	3	3.6%
Chester	1	0	1	1.2%
Wallasey	1	0	1	1.2%
<b>Total</b>	<b>75</b>	<b>9</b>	<b>84</b>	<b>100.0%</b>

Table 23: Where do you currently shop now? Location. Themes

The largest number of responses concerning what would improve their shopping experience suggested more local shops and market traders (52.8%). Many of those who stated this also stated that they currently shop in supermarkets and that they would switch to local shops and if there were local butchers, grocers, and bakeries in their area.

### Top themes: What would improve your shopping experience?



Figure 24: What would improve your shopping experience? Top themes

What would improve your shopping experience?	Online	Paper	Total	%
More local shops and market traders	25	3	28	52.8%
More affordable parking	5	1	6	11.3%
More parking spaces	5	0	5	9.4%
Address derelict and rundown properties	5	0	5	9.4%
Improved security and safety	5	0	5	9.4%
Cheaper goods	4	0	4	7.5%
<b>Total</b>	<b>49</b>	<b>4</b>	<b>53</b>	<b>100.0%</b>

Table 24: What would improve your shopping experience? Themes

### 3.1.23 Question 23: Do you travel outside the Seacombe River Corridor area for employment?

Most respondents (56.1%) travel outside of the Seacombe River Corridor area for employment.

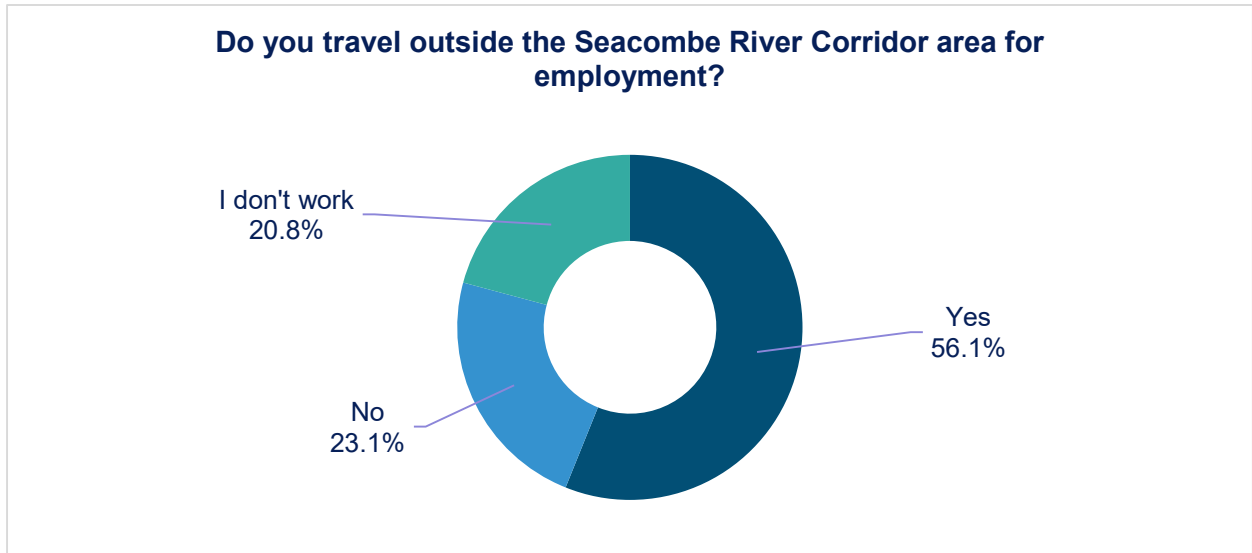


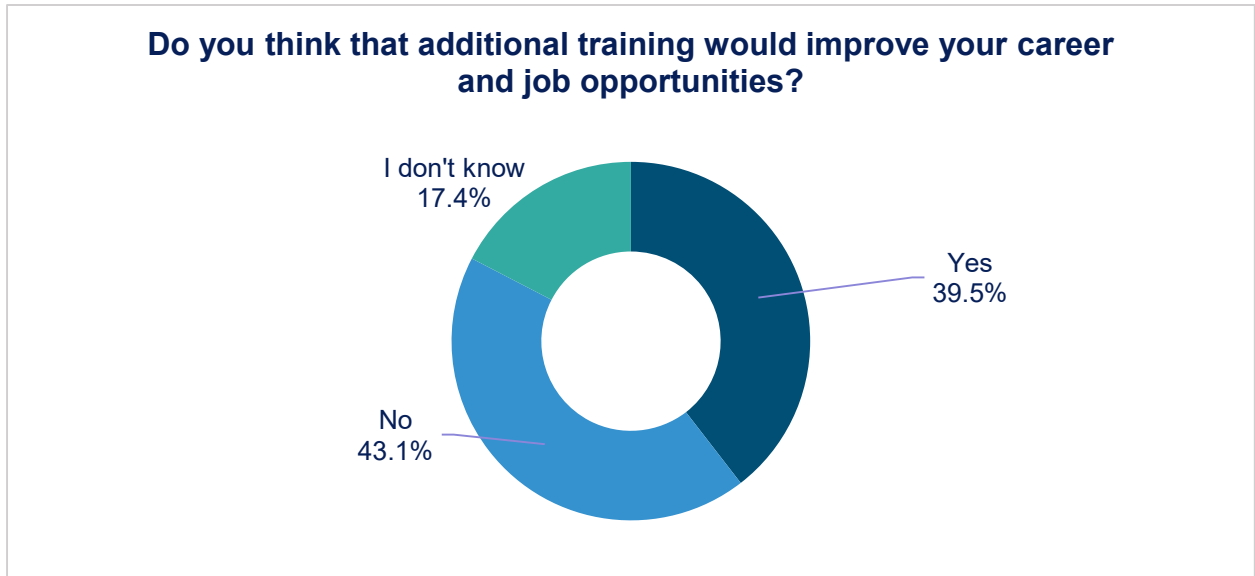
Figure 25: Do you travel outside the Seacombe River Corridor area for employment?

Do you travel outside the Seacombe River Corridor area for employment?	Online	Paper	Total	%
Yes	84	13	97	56.1%
No	29	11	40	23.1%
I don't work	21	15	36	20.8%
<b>Total</b>	<b>134</b>	<b>39</b>	<b>173</b>	<b>100.0%</b>

Table 25: Do you travel outside the Seacombe River Corridor area for employment?

**3.1.24 Question 24: Do you think that additional training would improve your career and job opportunities?**

43.1% of respondents did not think that additional training would improve their career and job opportunities.



*Figure 26: Do you think that additional training would improve your career and job opportunities?*

<b>Do you think that additional training would improve your career and job opportunities?</b>	<b>Online</b>	<b>Paper</b>	<b>Total</b>	<b>%</b>
Yes	57	9	66	39.5%
No	52	20	72	43.1%
I don't know	23	6	29	17.4%
<b>Total</b>	<b>132</b>	<b>35</b>	<b>167</b>	<b>100.0%</b>

*Table 26: Do you think that additional training would improve your career and job opportunities?*

### 3.1.25 Question 25: Employment opportunities and training within the Seacombe neighbourhood could be improved by:

- Attracting new businesses to the local area
- Building new houses
- Offering affordable training and careers advice
- Providing affordable childcare
- Investing in health and leisure facilities: swimming pools, gyms football, etc
- Environmental improvements
- Build new places for people to work

Respondents were asked to indicate their level of agreement with the above statements, on a scale of Strongly disagree (1) to strongly agree (5). The average score out of 5 for each option was calculated to enable us to identify those statements that were most agreed with.

The higher the average score, the higher the level of agreement with the statement.

‘Attracting new businesses to the local area’ had the highest average level of agreement (4.59 out of 5) and ‘Building new houses’ had the lowest average agreement (3.62).



Figure 27: Employment opportunities and training within the Seacombe neighbourhood could be improved by. Average score

Employment opportunities and training within the Seacombe neighbourhood could be improved by:	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)	Average rank
Attracting new businesses to the local area	110	51	9	0	0	4.59
Investment in health and leisure facilities: swimming pools, gyms, football etc.	108	42	19	0	2	4.49
Environmental improvements	105	45	14	2	2	4.48
Providing affordable childcare	105	38	20	2	4	4.41
Offering affordable training and careers advice	85	59	21	3	2	4.31
Build new places for people to work	73	50	35	8	2	4.10
Building new houses	50	45	43	21	10	3.62

*Table 27: Employment opportunities and training within the Seacombe neighbourhood could be improved by. Average score*

### **3.1.26 Question 26: Employment and training – if not listed above, what other ways could this be achieved?**

The respondents were asked in addition to the previous question, what other ways employment and opportunities could be achieved. The question was a free text question.

The most common response was to improve transport links (25.0%). Within this grouping, many of the respondents suggested not to improve local opportunities but to focus on transport links to where they regard there are opportunities (such as Liverpool and Bromborough).

The second most common response was affordable local training and skills workshops (20.8%). Responses within this grouping included free training and careers advice as well as engaging with education providers such as Wirral Metropolitan College, University of Chester, and University of Liverpool.



Figure 28: Employment and training. What other ways could this be achieved? Top themes

<b>Employment and training - if not listed above, what other ways could this be achieved?</b>	<b>Online</b>	<b>Paper</b>	<b>Total</b>	<b>%</b>
Improve transport links	12	0	12	25.0%
Affordable local training and skills workshops	8	2	10	20.8%
Better quality services and education	6	0	6	12.5%
Support businesses and more jobs	5	1	6	12.5%
Address derelict and rundown properties	4	0	4	8.3%
Activities for young people	3	0	3	6.3%
Apprenticeships	2	0	2	4.2%
Better career/post school educational advice	2	1	3	6.3%
Improve childcare options	2	0	2	4.2%
<b>Total</b>	<b>44</b>	<b>4</b>	<b>48</b>	<b>100.0%</b>

Table 28: Employment and training. What other ways could this be achieved? Themes

### 3.1.27 Question 27: Supporting and maintaining community health and wellbeing can be achieved by:

- Improving access to local health services – Doctors, dentists, pharmacy, other health providers
- Improving access and facilities along the promenade
- Improving existing open space, parks and play areas
- Creating new open space, parks and play areas
- Better access to shops providing health food
- Accessing affordable sports and leisure facilities e.g., Guinea Gap
- Improving cycle ways and walking routes
- Creating areas to grow your own food

Respondents were asked to indicate their level of agreement with the above statements, on a scale of Strongly disagree (1) to strongly agree (5). The average score out of 5 for each option was calculated to enable us to identify those statements that were most agreed with.

The higher the average score, the higher the level of agreement with the statement.

‘Accessing affordable sports and leisure facilities’ had the highest average level of agreement (4.61 out of 5) and ‘Creating areas to grow your own food’ had the lowest average agreement (4.01).

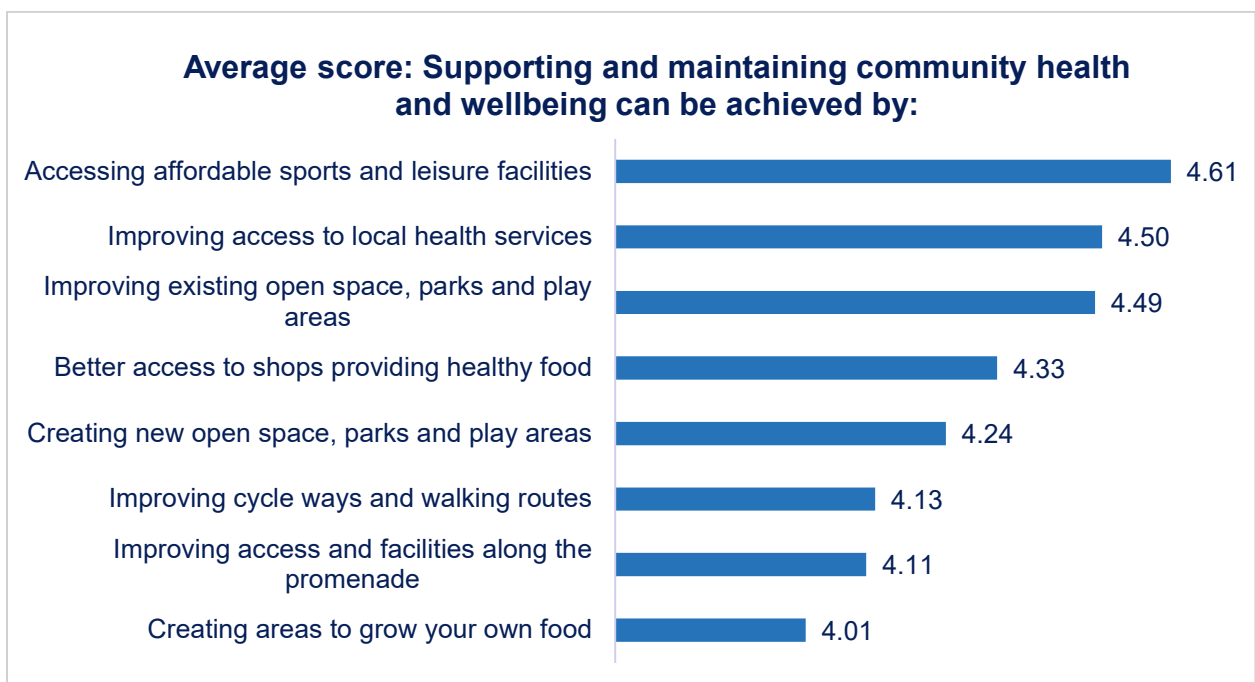


Figure 29: Supporting and maintaining community health and wellbeing can be achieved by. Average score

Supporting and maintaining community health and wellbeing can be achieved by:	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)	Average rank
Accessing affordable sports and leisure facilities	117	42	8	0	2	4.61
Improving access to local health services	110	40	18	2	1	4.50
Improving existing open space, parks and play areas	105	51	11	1	3	4.49
Better access to shops providing healthy food	94	44	25	4	2	4.33
Creating new open space, parks and play areas	89	46	25	7	3	4.24
Improving cycle ways and walking routes	80	51	21	7	8	4.13
Improving access and facilities along the promenade	75	58	25	8	5	4.11
Creating areas to grow your own food	76	36	45	7	5	4.01

*Table 29: Supporting and maintaining community health and wellbeing can be achieved by. Average score*

### **3.1.28 Question 28: Supporting and maintaining community health and wellbeing – if not listed above, what other ways could this be achieved?**

The respondents were asked in addition to the previous question, what other ways community health and wellbeing be achieved. The question was a free text question.

The three most commonly themes raised were encourage healthy eating and growing own food (15.7%), improve access to health services (13.7%) and support community projects (13.7%). Many of the responses incorporated these three groupings such as supporting community projects to educate the public about healthy eating and gardening as well as initiatives to improve mental health.

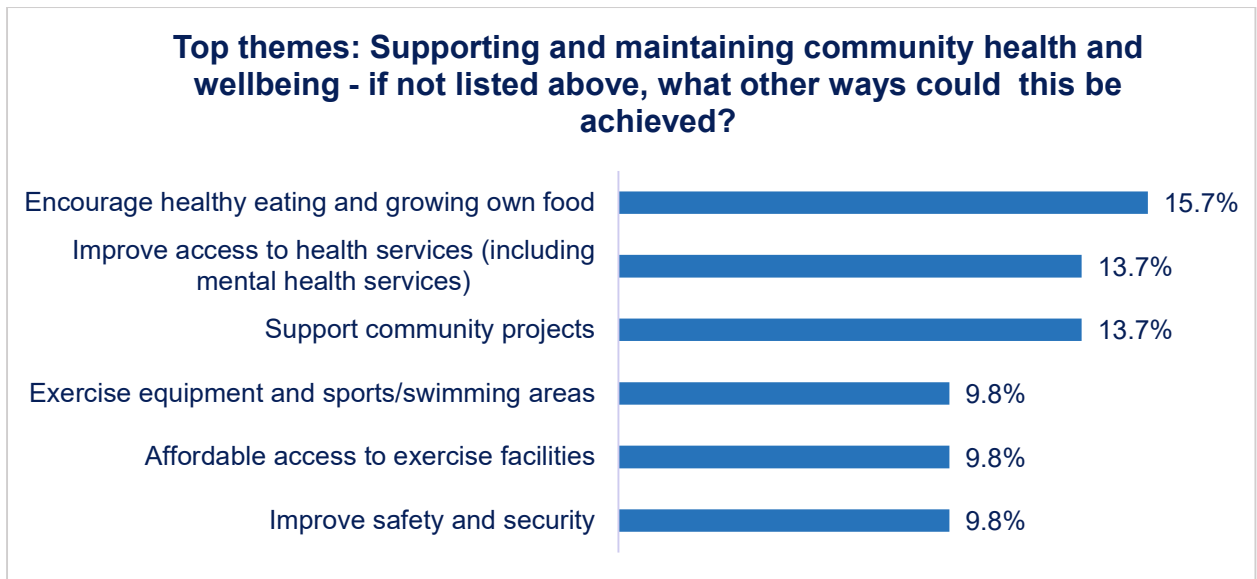


Figure 30: Supporting and maintaining community health and wellbeing. What other ways could this be achieved? Top Themes

Supporting and maintaining community health and wellbeing - if not listed above, what other ways could this be achieved?	Online	Paper	Total	%
Encourage healthy eating and growing own food	7	1	8	15.7%
Support community projects	7	0	7	13.7%
Improve access to health services (including mental health services)	6	1	7	13.7%
Improve safety and security	5	0	5	9.8%
Affordable access to exercise facilities	5	0	5	9.8%
Exercise equipment and sports/swimming areas	5	0	5	9.8%
Maintain the area and clean streets	4	0	4	7.8%
Improve education	4	0	4	7.8%
Better pedestrian and cycling infrastructure	3	0	3	5.9%
Improve transport links	3	0	3	5.9%
<b>Total</b>	<b>49</b>	<b>2</b>	<b>51</b>	<b>100.0%</b>

Table 30: Supporting and maintaining community health and wellbeing. What other ways could this be achieved? Themes

**3.1.29 Question 29: Seacombe River Corridor can contribute to reducing climate change by:**

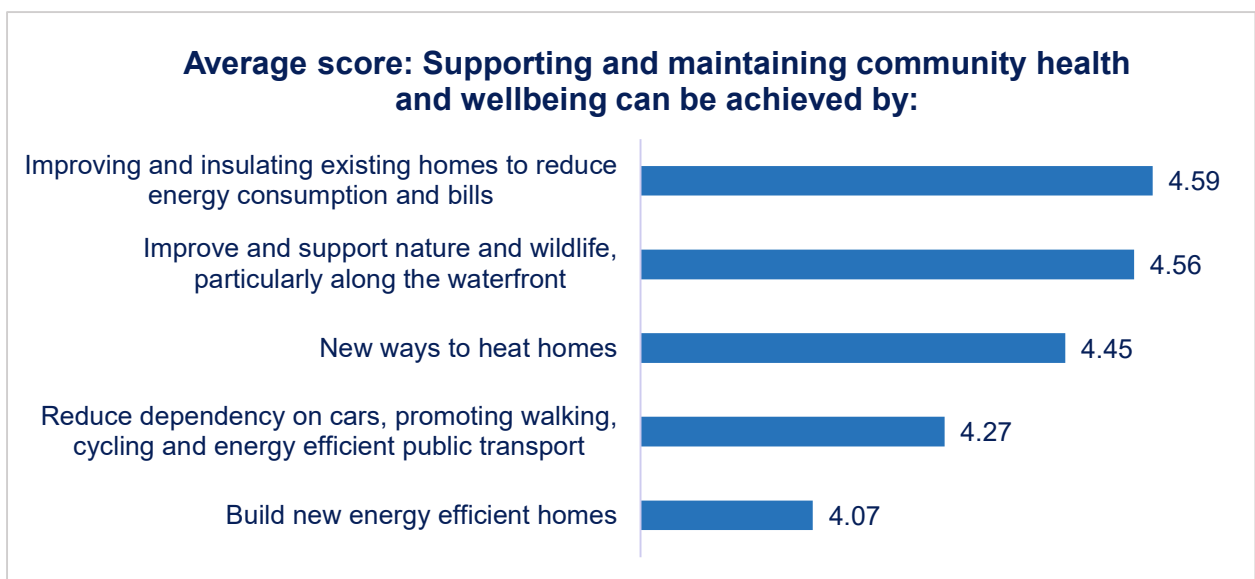
- Improving and insulating existing homes to reduce energy consumption and bills
- Building new energy efficient homes
- Improve and support nature and wildlife, particularly along the waterfront

- Reduce dependency on cars, promoting walking, cycling and energy efficient public transport
- New ways to heat homes

Respondents were asked to indicate their level of agreement with the above statements, on a scale of Strongly disagree (1) to strongly agree (5). The average score out of 5 for each option was calculated to enable us to identify those statements that were most agreed with.

The higher the average score, the higher the level of agreement with the statement.

‘Improving and insulating existing homes to reduce energy consumption and bills’ had the highest average level of agreement (4.59 out of 5) and ‘Build new energy efficient homes’ had the lowest average agreement (4.07).



*Figure 31: Supporting and maintaining community health and wellbeing can be achieved by. Average score*

Supporting and maintaining community health and wellbeing can be achieved by:	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)	Average rank
Improving and insulating existing homes to reduce energy consumption and bills	122	36	10	1	3	4.59
Improve and support nature and wildlife, particularly along the waterfront	116	38	13	1	2	4.56
New ways to heat homes	102	48	17	1	2	4.45
Reduce dependency on cars, promoting walking, cycling and energy efficient public transport	95	44	23	4	6	4.27
Build new energy efficient homes	81	45	22	15	6	4.07

Table 31: Supporting and maintaining community health and wellbeing can be achieved by. Average score

**3.1.30 Question 30: Wallasey Town Hall is an important landmark building with a rich heritage. It has accommodated Wirral council officers and civic functions. Now that the building is underused, should we investigate options for community uses?**

The vast majority of respondents (93.4%) believe that we should investigate options for community uses for Wallasey Town Hall.

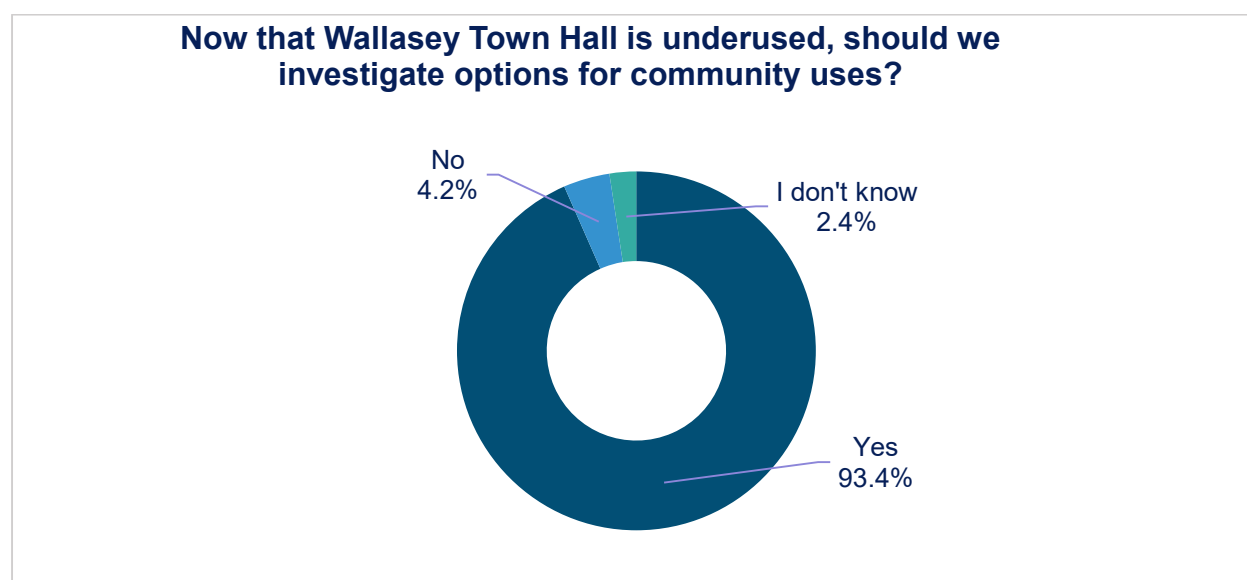


Figure 32: Now that Wallasey Town Hall is underused, should we investigate options for community uses?

Now that Wallasey Town Hall is underused, should we investigate options for community uses?	Online	Paper	Total	%
Yes	121	35	156	93.4%
No	7	0	7	4.2%
I don't know	4	0	4	2.4%
<b>Total</b>	<b>132</b>	<b>35</b>	<b>167</b>	<b>100.0%</b>

Table 32: Now that Wallasey Town Hall is underused, should we investigate options for community uses?

### 3.1.31 Question 31: What other functions could Wallasey Town Hall building be used for?

- Improving local people’s health and wellbeing
- Creating jobs and business opportunities/start ups
- Improving education and training
- Creating inclusive accessible leisure and social activities for family and friends – cafes/function suite
- Retaining the community’s heritage

Respondents were asked to rank which suggested functions that Wallasey Town Hall could be used for that they felt were most important on a scale of no importance at all (1) to very important (5). The average rank for each option was calculated to enable us to identify those aspects of Seacombe that people felt were most in need of change/improvement.

The higher the average rank, the more important change/improvement is.

Overall people felt that it was most important function would be to use the building for Improving education and training with an average rank of 4.14. The least popular suggested function was to use it for creating jobs and business opportunities/start-ups (4.01).

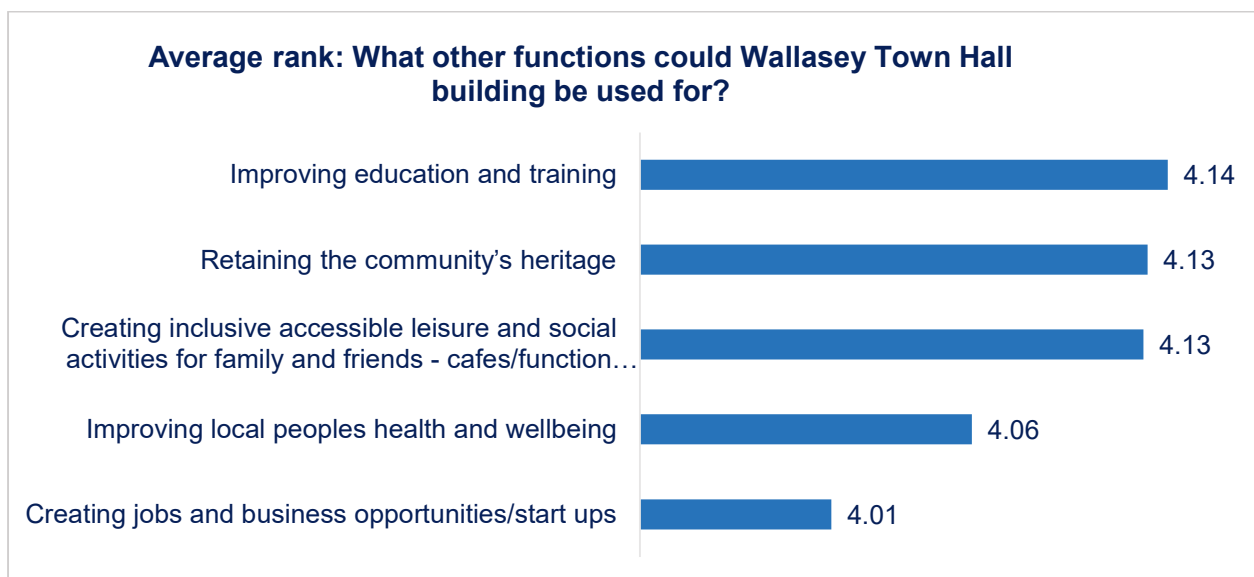


Figure 33: What other functions could Wallasey Town Hall building be used for? Average rank

What other functions could Wallasey Town Hall building be used for?	Very Important (5)	Slightly important (4)	I don't mind (3)	Not very important (2)	Not important at all (1)	Average Rank
Improving education and training	88	39	22	11	7	4.14
Retaining the community's heritage	100	27	22	4	16	4.13
Creating inclusive accessible leisure and social activities for family and friends - cafes/function suite	95	36	20	7	13	4.13
Improving local people's health and wellbeing	89	34	29	8	11	4.06
Creating jobs and business opportunities/start ups	85	33	30	13	9	4.01

Table 33: What other functions could Wallasey Town Hall building be used for? Average rank

**3.1.32 Question 32: What other functions could Wallasey Town Hall building be used for? – if not listed above, have you any other ideas?**

The respondents were asked in addition to the previous question, what other ideas they have for Wallasey Town Hall. The question was a free text question.

The most common theme raised was for a community hub (17.5%). The most common topics raised in this grouping were ideas such as using it as a library or a one stop shop. Many of those who suggested these functions also suggest using it for local training and skills workshops (8.3%).

The next most common suggestion was for it to be used for hired events (16.7%) such as weddings, craft fairs and live music. Many who suggested these ideas also suggested it could be used as a café, bar, restaurant or local shop (14.2%).

**Top themes: What other functions could Wallasey Town Hall building be used for? – if not listed above, have you any other ideas?**



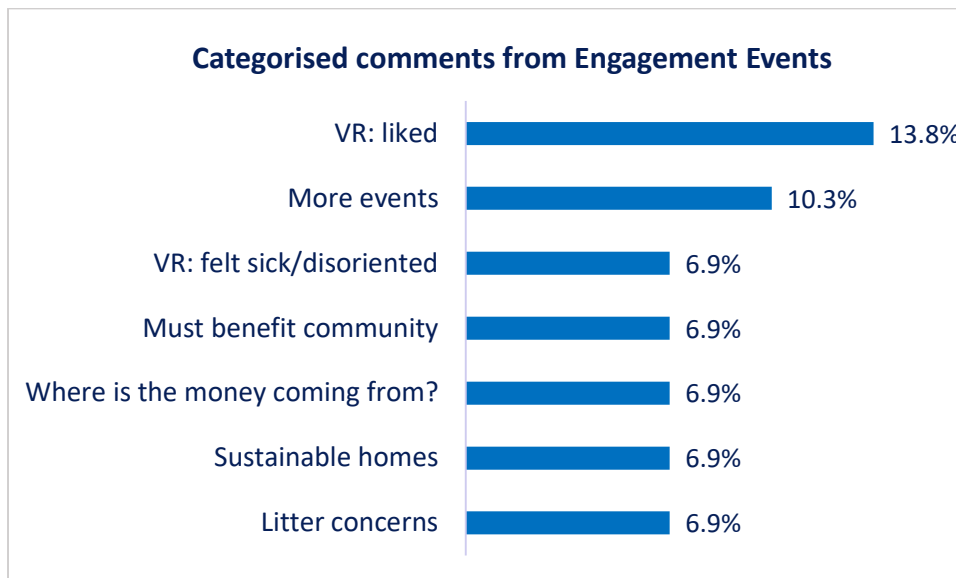
Figure 34: What other functions could Wallasey Town Hall building be used for? Have you any other ideas? Top themes

What other functions could Wallasey Town Hall building be used for? – if not listed above, have you any other ideas?	Online	Paper	Total	%
Community hub	19	2	21	17.5%
Hired events (weddings, craft fairs, live music, etc)	19	1	20	16.7%
Cafe, bar, restaurant and local shop/business	15	2	17	14.2%
Office or shared working space	9	1	10	8.3%
Local training and skills workshops	8	2	10	8.3%
Local museum	8	1	9	7.5%
Retain it as a town hall	8	0	8	6.7%
Use as a creative space (theatre, art exhibitions, etc)	7	2	9	7.5%
Encourage tourism (hotel, local attractions, etc)	7	1	8	6.7%
Housing	5	3	8	6.7%
<b>Total</b>	<b>105</b>	<b>15</b>	<b>120</b>	<b>100.0%</b>

Table 34: What other functions could Wallasey Town Hall building be used for? Have you any other ideas? Themes

## 3.2 Virtual Reality Events

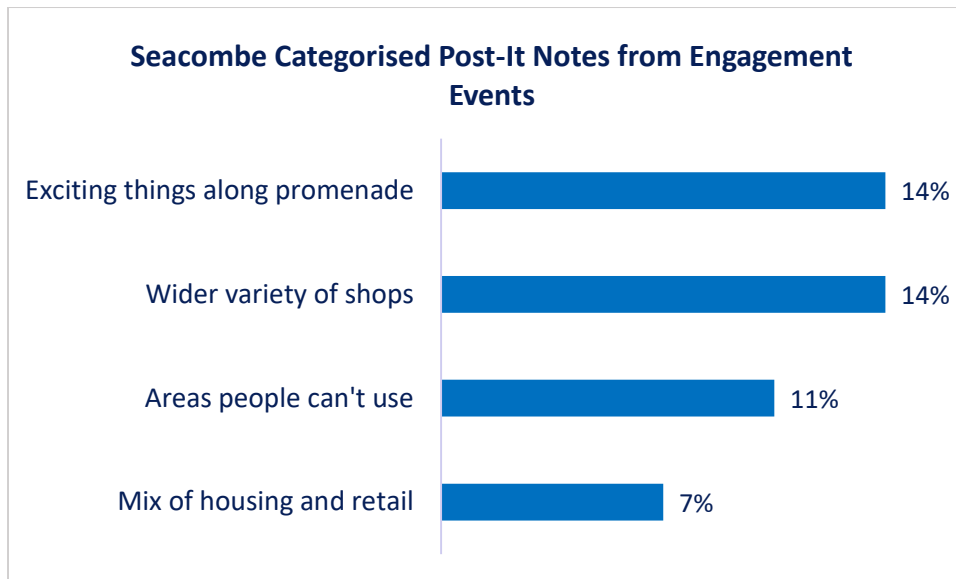
At the events there were many conversations with participants which covered a diverse range of subjects. Whilst it is not possible to provide every area that was discussed, analysis of the feedback allowed some key themes which were mentioned most frequently to be identified. The chart below displays the top themes.



*Figure 35: Top themes from the Engagement Events*

The most prevalent theme in the comments (13.8%) was that people liked the Virtual Reality Experience. 10.3% of them were that participants would like more events in Seacombe. 6.9% mentioned that the Virtual Reality Experience made them feel sick or disorientated, 6.9% mentioned that development must benefit the community, 6.9% asked where the money was coming from, 6.9% wanted sustainable homes, and 6.9% had concerns about litter.

In addition, there were some post-it notes specifically for Seacombe, the main themes are shown below.



*Figure 36: Top comments from the Post Its from Engagement Events*

Participants said that they would like to see more exciting things along the promenade, a wider variety of shops, some commented there are currently some areas that people cannot use, and some said that they would like to see a mix of housing and retail.

# 4.0 Demographics and Site Traffic

## 4.1 Demographics

Registration was required to engage in the online Seacombe River Corridor Masterplan 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 of the respondents (85.3%) classed themselves as local residents.



Figure 37: Who are you registering as?

The gender of respondents was 57.1% female, 38.9% male, with 2.9% preferring not to say and 1.1% preferring to use their own term.



Figure 38: Gender of respondents

The age group profile is illustrated below with the most common age groups being 35-44 years (23.7%), followed by 45-54 and 55-64 years (both 23.1%). Under 25's only made up 1.2% of respondents.

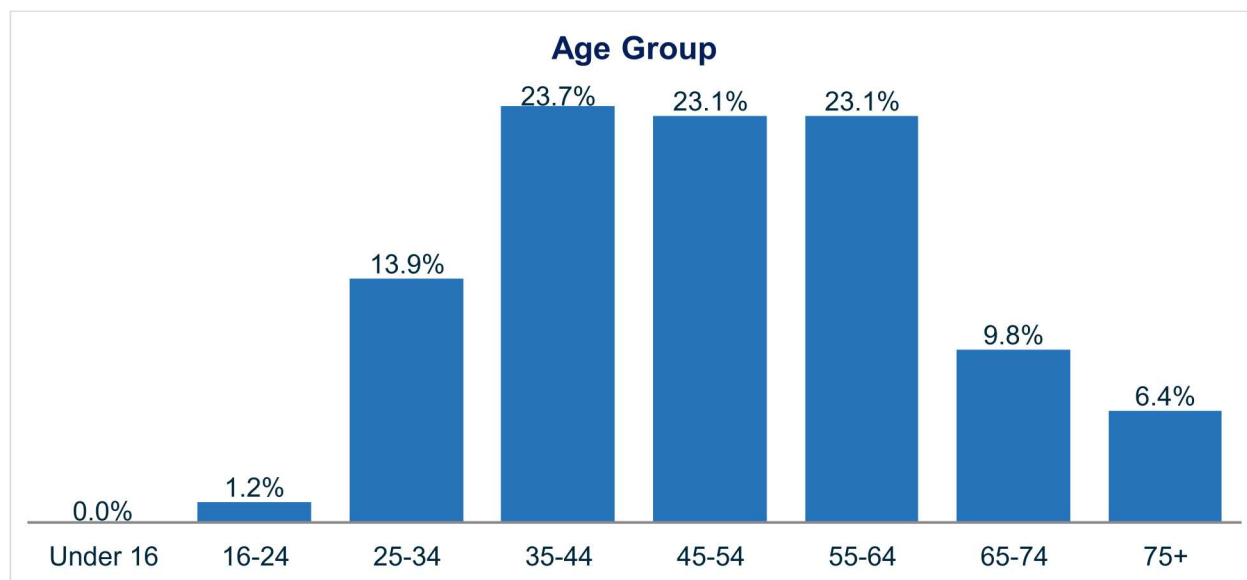


Figure 39: Age group of respondents

92.5% of respondents were white British, 0.6% of respondents were of a non-white ethnicity.

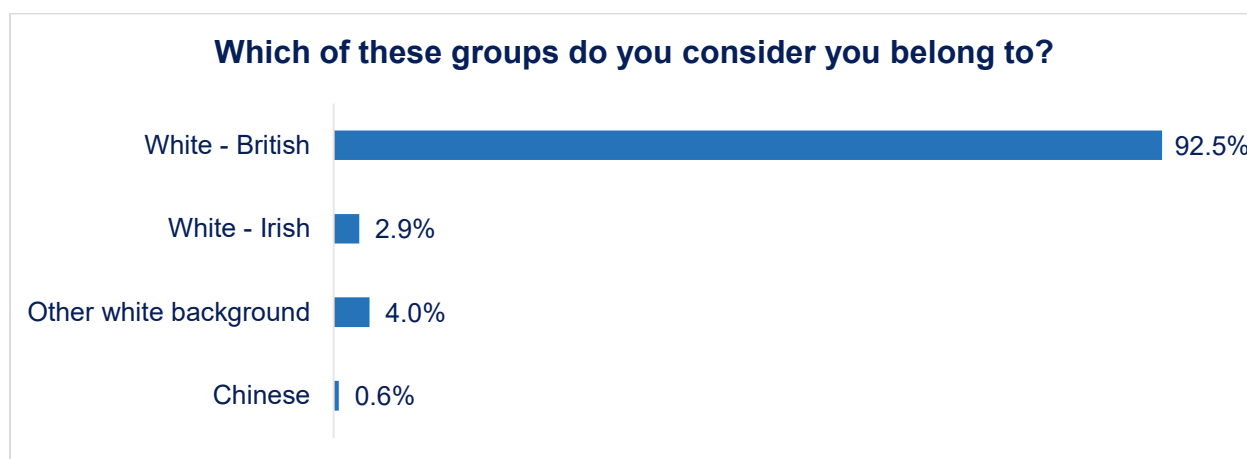


Figure 40: Ethnicity of respondents

79.7% of respondents were heterosexual, 6.4% were gay/ lesbian, 2.9% bisexual and 11.0% preferred not to say.

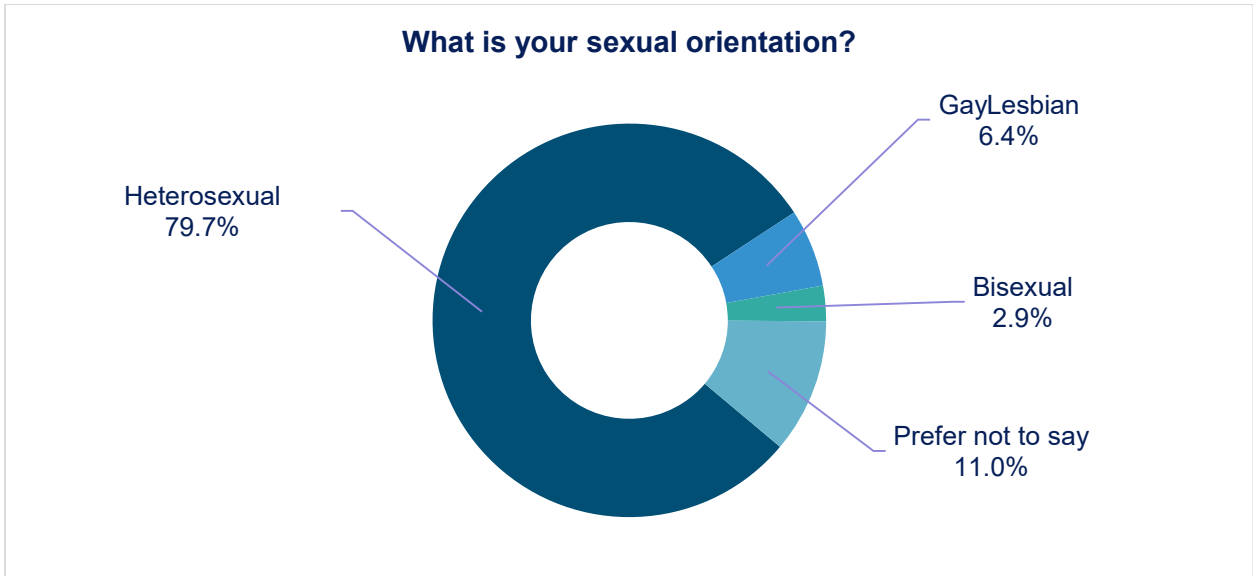


Figure 41: Sexual orientation of respondents

15.7% of respondents said they had a disability, 7.2% preferred not to say, and 77.1% said they did not have a disability.

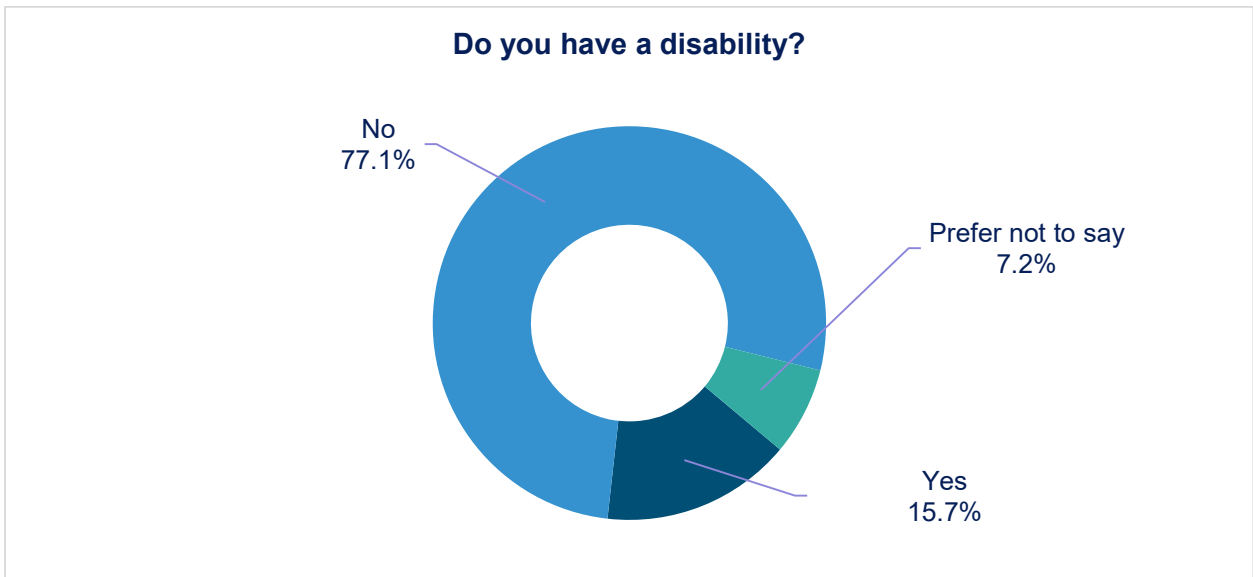


Figure 42: Disability status of respondents

The most represented Ward, not unexpectedly, was Seacombe (52.0%) followed by nearby Liscard (15.1%) and New Brighton (12.3%).

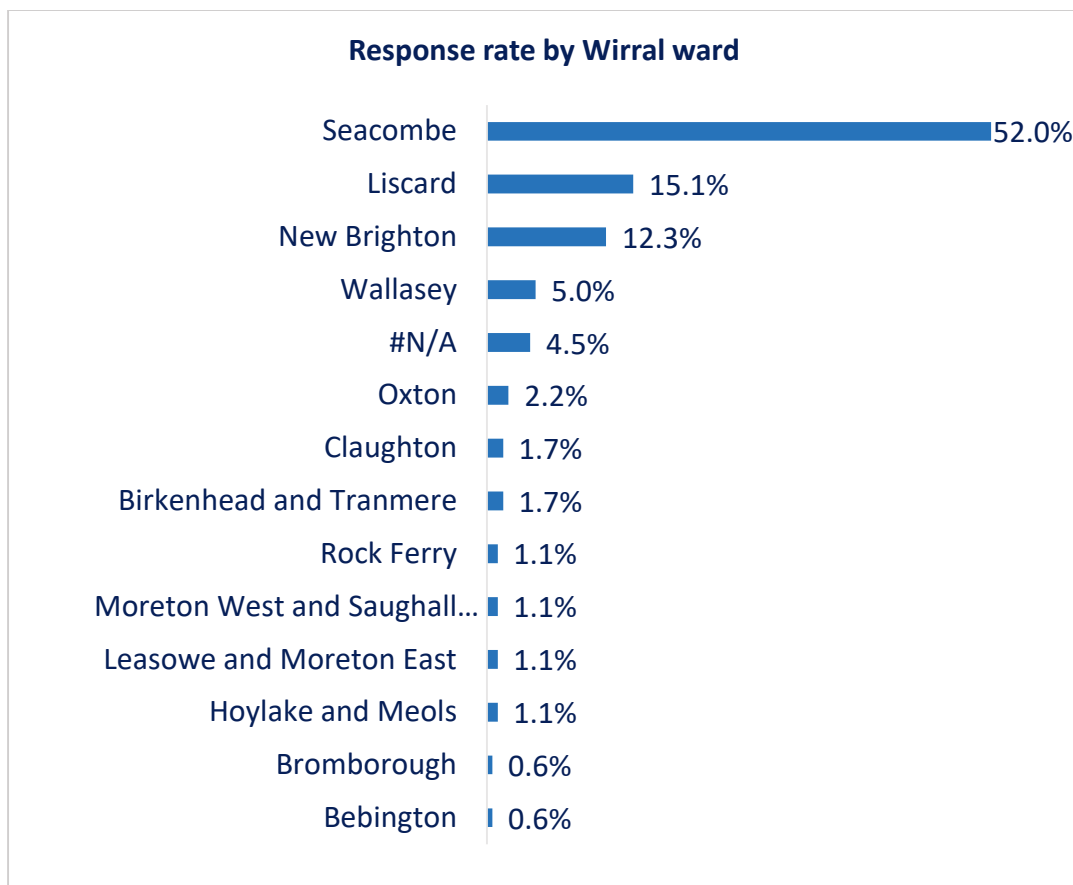


Figure 43: Wirral Ward representation

## 4.2 Have your say - Site Traffic

Reviewing the site activity, visits, and how people visit the site can be useful to evaluate if people are aware of the site, as well as to ensure engagement activities are deployed effectively, and to a wide range of different people – enhancing public engagement in the future. 2,661 visited the Seacombe River Corridor Masterplan consultation page of the Have Your Say site, of these 384 visited multiple project pages and 58 viewed a photo. 140 people in total completed the questionnaire online.

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

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

For this project a range of traffic sources have been reviewed and summarised in the table below. Most visits to the site were either links clicked from social media sites (1,740) or direct visits where people typed the internet address into their web browser (448 visits). It should be noted that Direct visits generated a rate of engagement of 17.9%, meaning 17.9% of these visits resulted in completion of the survey, whereas Social Media visits had an engagement rate of 1.7%.

TRAFFIC CHANNEL	AWARE VISITS	INFORMED VISITS (%)	ENGAGED VISITS (%)
SOCIAL	1740	271 (15.6%)	30 (1.7%)
DIRECT	448	194 (43.3%)	80 (17.9%)
EMAIL	292	80 (27.4%)	12 (4.1%)
REFERRALS	111	41 (36.9%)	10 (9%)
SEARCH ENGINE	66	34 (51.5%)	6 (9.1%)
.GOV SITES	4	2 (50%)	2 (50%)

Table 35: Site traffic sources

# Appendix 1 Photographs of School Events

## RIVERSIDE PRIMARY SCHOOL









# THE OLDERSHAW SCHOOL

