

Hoylake Neighbourhood Development Plan Engagement Summary



Introduction

Hoylake Vision Community Planning Forum are currently in the process of reviewing their existing Neighbourhood Development Plan which runs from 2015-2020, and preparing for a new, updated plan which will be effective from 2020-2025.

As part of this process, the Forum want to broaden engagement in the key ideas, proposals and policies to ensure that the new plan reflects the views of local people. PLACED were commissioned to deliver this engagement, which sought to understand what local people thought should happen in three areas: the town centre including a possible town square, the beach and promenade, and the Carr Lane Estate.

The objectives of engagement were:

- To obtain information and data to inform the objectives, priorities and policies of the Neighbourhood Development Plan.
- Generate local awareness of and support for the Neighbourhood Development Plan, demonstrating that the process is open and transparent and that local voices have been heard.
- Production of a clear, evidenced based report.

Whilst initially planned to be delivered as a series of face-to-face events, engagement was transferred online as it coincided with the Covid-19 pandemic and lockdown measures. PLACED developed a Hoylake Social PinPoint website, an interactive platform for discussion and sharing views, discussion and leaving of ideas (<https://placed-engagement.org.uk/hoylake>). The website consisted of three routes to share views:

- An online survey
- An Ideas Wall
- An Interactive Map

The website was open for comment from July to October 2020 and remains open to view. In addition to the website, the following were undertaken:

- PLACED delivered an online Zoom workshop
- A paper survey was distributed in the local paper. Results from the survey were added to the online survey and incorporated into the findings here.
- Local media release to increase awareness of the engagement opportunities.

This report will present findings from this engagement. A short over-arching summary of the findings in relation to the key themes is followed by more in-depth analysis of findings from the survey, Ideas Wall, Interactive Map and workshop.

Summary

The following summarises the findings across all engagement in respect of the key themes.

1. The high street and town square

The majority of respondents expressed their support for the idea of a town square, which was first raised in the council commissioned BDP Masterplan of 2004. They considered it to be an opportunity to create a focal point for the town, feeling that it would be beneficial for the community to have a place to gather. People would like the square to be used for events, performances and a farmer's market.

Some expressed doubts about the proposed location and suggested the area near the train station as an alternative. Another idea was to incorporate the old Co-op building as part of the square, as an indoor market or an event space. Respondents noted the need for regular cleaning and maintenance. Finally, concerns were also raised about the relationship of the square to those businesses currently established in the Row and the adjacent area.

On the high street, respondents thought it was paramount to have a vibrant, distinctive and diverse offer, including independent shops, hospitality offers and services.

2. Beach

The majority of respondents were in support of a more natural beach management plan in future. Many suggestions were made around this theme, with people talking about the potential for eco-tourism and an eco-town. However, 22% of survey respondents explicitly voiced their disagreement with the naturalisation of the beach.

There was a broad consensus on developing activities along the promenade, such as events and sports. Some people suggested using existing spaces for this, such as the green space by the Lifeboat Station and the former public toilets.

Connectivity was considered a key issue; people asked for a cycle lane along the promenade and better signage.

Another key request was facilities, in particular toilets and a café.

The need for cleaning and maintenance was regularly mentioned by both supporters and opponents of a natural beach, along with issues of surface water and waste water drainage contaminating the beach.

3. Carr Lane Estate

Most people who engaged in the discussion about the

Carr Lane Industrial and Residential Estate were not from the immediate area, but from the wider town and surrounding areas.

Respondents talked about increasing businesses and sports facilities, suggesting developing these activities would improve the connection of the estate with the rest of the town.

Respondents talked about the need to improve the appearance of the houses, streets and green spaces on the estate.

One of the main issues identified was the rail crossing. Some people suggested building a bridge or building a road on the other side of the estate.

4. Other

Parking and traffic issues were brought up when discussing the town centre, the beach and the Carr Lane estate. Signage was considered to be a solution to this and a way to link the various areas together.

An open-air swimming pool was a popular idea, although it was unclear where it could be located.

The suggestion of bringing back the pirate ship on the beach was widely supported.

The needs of young people did not feature heavily, but people who did discuss them agreed on the need to have a youth centre and / or more activities for the younger population.

Protecting the built heritage saw limited discussion. However, respondents expressed their support for a list of protected buildings and asked for shopfront appearances to be improved.

Next Steps

- Additional engagement is needed to ensure residents and businesses from the Carr Lane Estate can be engaged in emerging proposals for the area.
- There would be value in delivery of a session for local young people in order to both capture their ideas and ensure that they feel Hoylake meets their needs.
- The good level of engagement to date illustrates a real passion, interest and knowledge within the local community. Whilst the NDP is primarily a planning document, there are ideas within the engagement which could be instigated, led and delivered by local people.
- There may be scope to explore interest in the establishment of an impartial group / groups for ongoing action, with the potential to deliver on some of these early action projects. This may be under the umbrella of Hoylake Vision, or a separate group.

Hoylake Neighbourhood Development Plan Engagement. Detailed Analysis

The following analysis offers a more detailed insight into the responses through the various engagement routes.

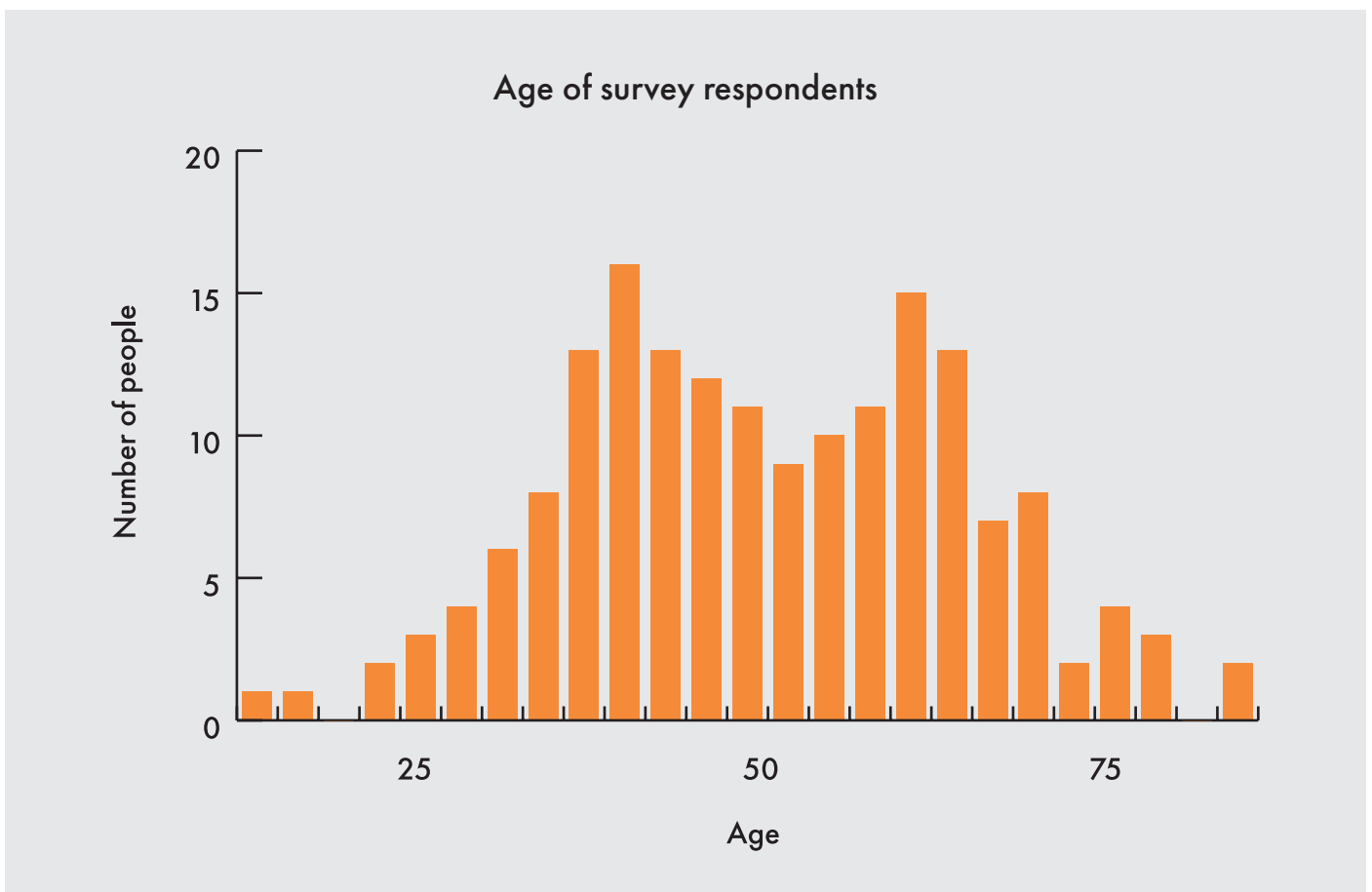
Survey Results

Respondents

In total, 214 people responded to the survey. Most completed the survey online themselves. However, some completed the widely distributed paper surveys which were then entered onto the digital survey.

The age of people who took the survey is not evenly distributed; we can observe two peaks in the data, representing two generations: people aged around 40 years old and people aged around 60 years old. There were only a small number of respondents from the Carr Lane area.

12 people came to the website from an online petition related to the grass growing on the beach.



Town Square

1. Function of a town square

Survey respondents were asked to select the ideas / functions that they would like to see on the proposed town square from the list shown on the graph below. People could select multiple options. The graph below shows the popularity of ideas, with events being the most popular response.



Under the option, "Other. What have we missed?" people answered:

- **Events:** Under 'Other,' the majority of respondents saw having a Town Square as an opportunity to organise community events, such as the Christmas lights switch-on.

Respondents stressed the importance of having a place for the community to come together. Some people highlighted the need to cater to current challenges by ensuring the square could host socially distanced events and provide a place for people to bring laptops and work remotely.

- **Farmer's market:** Many comments mentioned a regular farmer's market as another type of event they would like to see on the square.
- **Focal point:** Respondents spoke about the need for "Something central like a bandstand or a performance area". Other ideas included a fountain or a display celebrating Hoylake's history and fishing heritage.

- **Social and affordable housing:** Some respondents expressed concerns about the loss of affordable housing should The Row be demolished. They were also worried about losing the car park that is currently used by residents and delivery trucks. There are calls to give special attention to people who are presently living in the Row.
- **Number of shops and their type:** Some respondents took the opportunity to talk about the wider high street, expressing varied and sometimes contradictory opinions on how many shops are needed and their type. Some people stressed the importance of keeping a village atmosphere and wanted no more shops or services to be opened in the town centre. Others would like to see more independent shops and cafés.
- **Sheltered area:** Some survey respondents asked for a sheltered area with wind protection, with some seating, and talked about elderly people being able to meet safely.
- **Free games and activities:** A few respondents emphasized the need for games and activities that would be free. One person mentioned open-air chess or dominoes.

2. Benefits of a town square

Respondents were asked what benefits they thought a town square would bring. This was an open question. The word cloud below shows the most frequently used words.

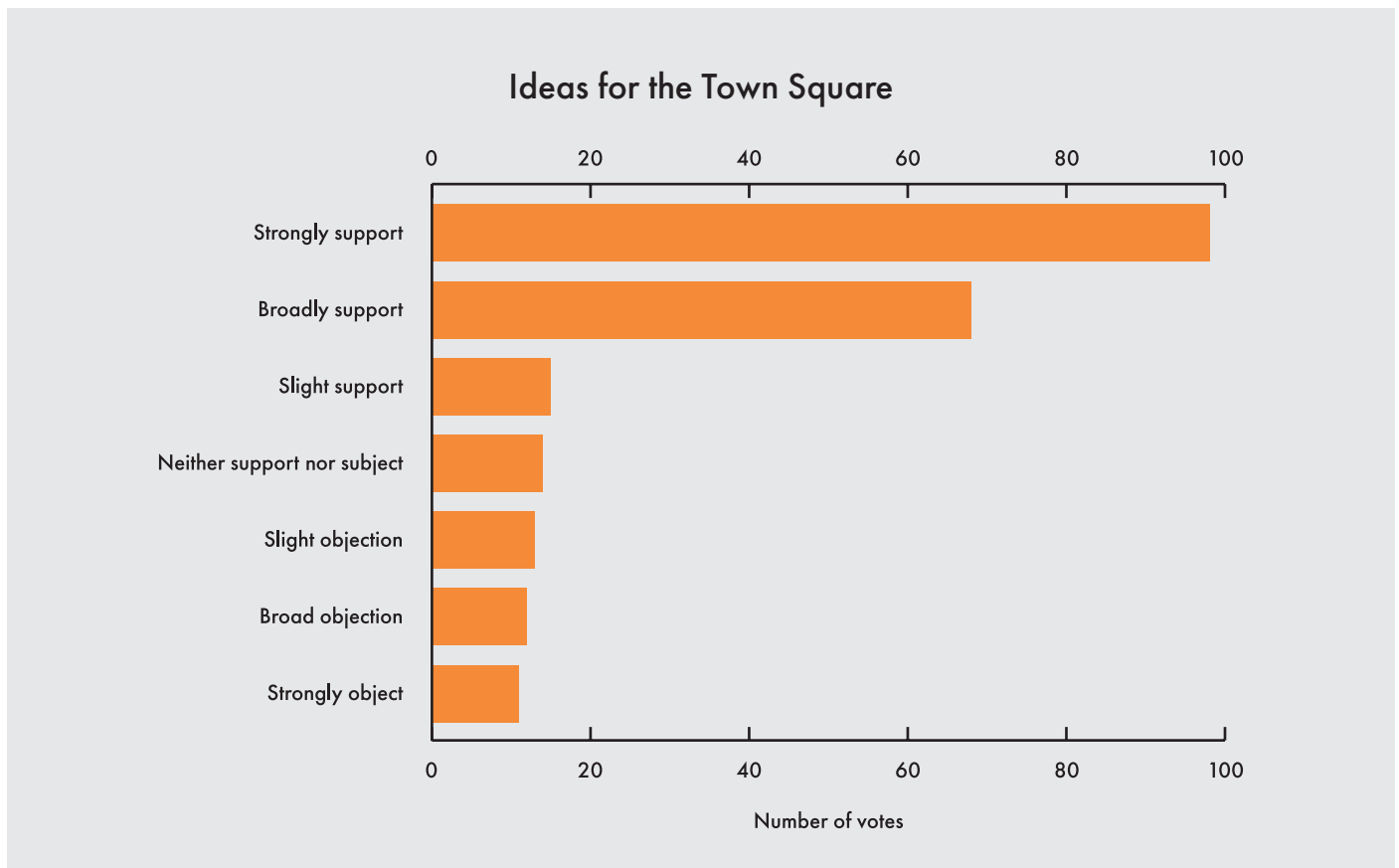


Word	Frequency
Community	81
Space	41
People	39
Events	37
Point	37
Place	35
Local	32
Social	29
Focal	29

- **Variety:** A town square would make the long high street more dynamic and bring variety to the town centre, with zones that have different identities.
- **Community:** The square would also have social benefits, namely the ability to host events. It would promote cohesion by providing a place for people to congregate on special occasions.
- **Driving force:** A dynamic centre would drive the growth of surrounding areas. It would attract visitors and have a positive impact on the local economy.
- **Inclusivity:** The space would allow a broad demographic to meet and would be safe for everybody, including older people.
- **Atmosphere:** Some respondents described the atmosphere they have experienced in other town squares across Europe. They noted that having cafés and activities on the Town Square would increase wellbeing in the area.
- **Environmental:** The benefits could also be environmental if the square is seen as somewhere local people can access via walk or bike.

3. Support for the creation of a town square

People were asked to rate their level of support for the idea before adding comments about their choice.



Although 78% of respondents support the creation of a Town Square, there were also reservations and doubts expressed:

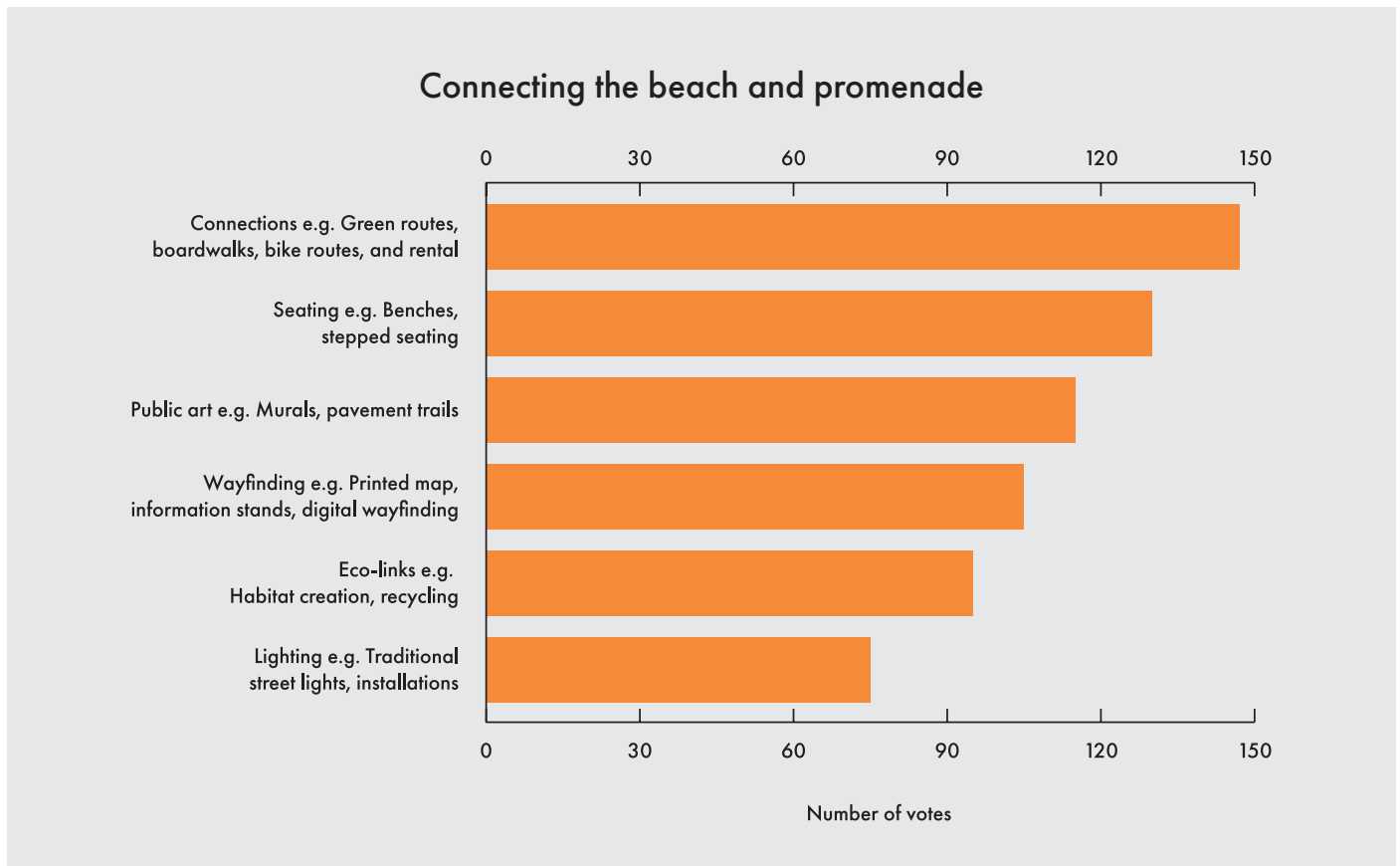
- **Location:** A few people mentioned the train station area as a more suitable location. Others suggested knocking down part or all of the old Co-op building and keeping the Row and the car park.
- **Importance of design and management:** Some people indicated that their support of a town square would depend on a quality design and management being addressed.
- **Current businesses and residents in the area:** Survey respondents insisted on the importance of thinking about people directly affected by the project.
- **Strong objections:** People who strongly object to a town square consider it a “vanity” project when affordable homes are a more pressing issue.

A few respondents also expressed a fear of creating opportunities for anti-social behavior.

Beach and Promenade

1. Connecting the beach and promenade to the town

People were asked what they thought would help connect the beach to the rest of the town and encourage people to visit. The question presented several options to select from, allowed respondents to select multiple options and a comment box was provided where people could elaborate on their thoughts or make other suggestions.



Survey respondents pointed out that due to Covid-19, many people have used the promenade and beach this summer, either on foot or by bike.

- Connections: This was the most popular theme, with comments including:
- The beach is currently virtually disconnected from Hoylake as the only existing connections are small, residential roads.
- Respondents would like to see a cycle lane to stop groups of cyclists using the pavement. Some people stressed that the roundabout was not safe for cyclists and that this needed to be addressed.
- There was a suggestion of embedding the promenade as part of a green walking and cycling route that would also go through town.
- Speed restrictions and measures to avoid people parking in residential streets are needed.

Other popular suggestions were:

- Accessibility and seating: People asked for paths and boardwalks to make the beach safer and more accessible. Others pointed out that something other than boardwalks would be needed to make the beach accessible for elderly people and people with health issues or disabilities. Seating was the second most popular idea, reflecting the need for accessibility.
- Public art was seen as a way to give a “community feel” to the place. People also mentioned colourful benches, beach huts and points of interest.
- Signage: A clearly labelled route to the beach would be beneficial.
- Outdoor activities: An outdoor gym and activities that encourage people to enjoy wildlife.
- Improvements: People would like to see the lighting improved and the railings repainted.

- Toilets: There is a general call for facilities that include restrooms but also a café for refreshments. People pointed out that these facilities should not take away the residential nature of the place.
- Disagreement on having a natural beach: Although the NDP boundary stops at the promenade wall, many people used the survey to convey their worries about the negative impact of grass on the beach, in particular around pest problems. Parkgate was mentioned often. Those who took this view asked for the beach, or part of it, to be regularly raked.

2. Increased footfall on the beach and the promenade

Respondents were asked what benefits they thought increased footfall would bring. This was an open question. The word cloud below shows the most frequently used words which were both positive and negative.



Word	Frequency
People	54
Parking	49
Local	41
Increased	32
Visitors	30
Footfall	30
Litter	26
Impact	25
Increase	25
Economy	24

Positive impacts:

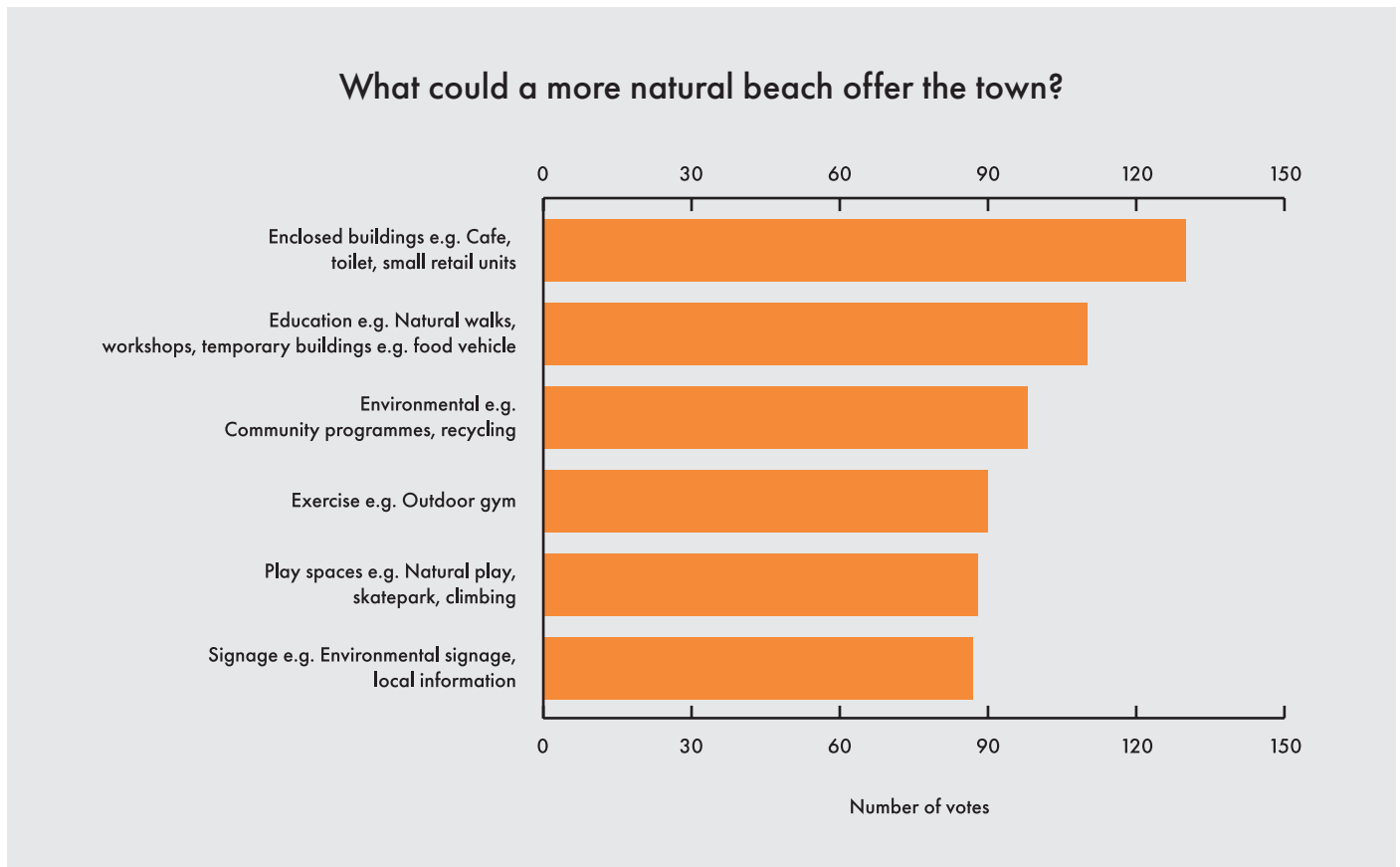
- It would turn the promenade and the beach into a vibrant place to go, where the community meets.
- It would have a positive impact on the local economy.
- Highlighting the value of natural spaces would create advantages for wildlife and visitors alike. Some see this as an opportunity to educate and increase people's awareness of climate change and biodiversity.
- Others mentioned the possibility of becoming an "eco-town" and attracting new visitors.

Negative impacts:

- The increased number of visitors this year reinforced a concern about traffic, parking, speeding issues and noise pollution.
- Many respondents raised the issue of litter and stressed the importance of regular maintenance.
- Respondents pointed out that an increased footfall would disturb the wildlife. They noted that people visit Hoylake for its calm, natural character and would not want to see the promenade being commercialised.
- Some comments talked about the grass on the beach, stating their belief that it will discourage visitors in the future and that this had started to happen already.

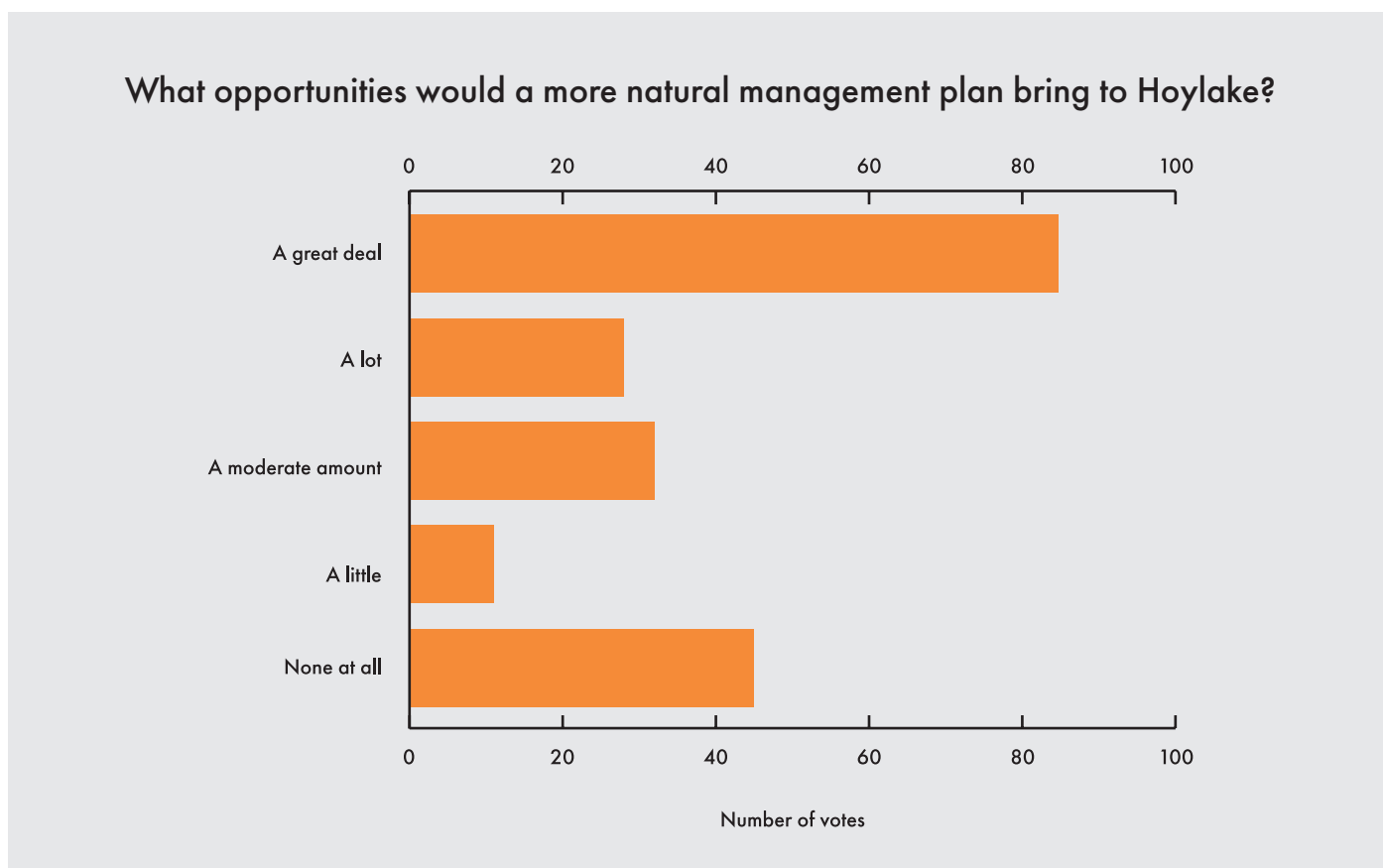
3. What could a more natural beach offer?

This question presented several options to select from, and allowed respondents to select multiple options. A comment box was provided where people could elaborate on their thoughts or make other suggestions.



- Many respondents expressed again their wish to see a place for refreshments and toilets in the area.
- There was a divide between people asking for more activities, such as art and creative activities, and people asking for no activity to keep the area quiet and natural.
- Others pointed out the need to find a balance between natural space and human activities and find a sustainable solution.
- Some people see in the naturalisation of the beach as an opportunity for the town to “reinvent itself as an eco-destination”, providing a natural space that is exciting to explore. They suggest expanding on activities that involve interacting with nature, such as birdwatching, which is already attracting visitors.
- People also see it as an educational opportunity. Some of them suggested that signage and showing the growing wildlife and plants would help people feel better towards a natural beach.
- Some saw the grass as a chance to develop a much richer local ecology, to reduce the amount of “wind-blown sand” and to protect against erosion.
- It was also observed that the beach would need regular cleaning and maintenance.
- A few survey respondents suggested connecting the promenade with Hoylake Community Centre, which already provides toilets and refreshments.
- Some respondents mentioned “beach hut” structures to stay in line with the natural character of the place.

4. What opportunities would a more natural management plan bring to Hoylake?



Summary

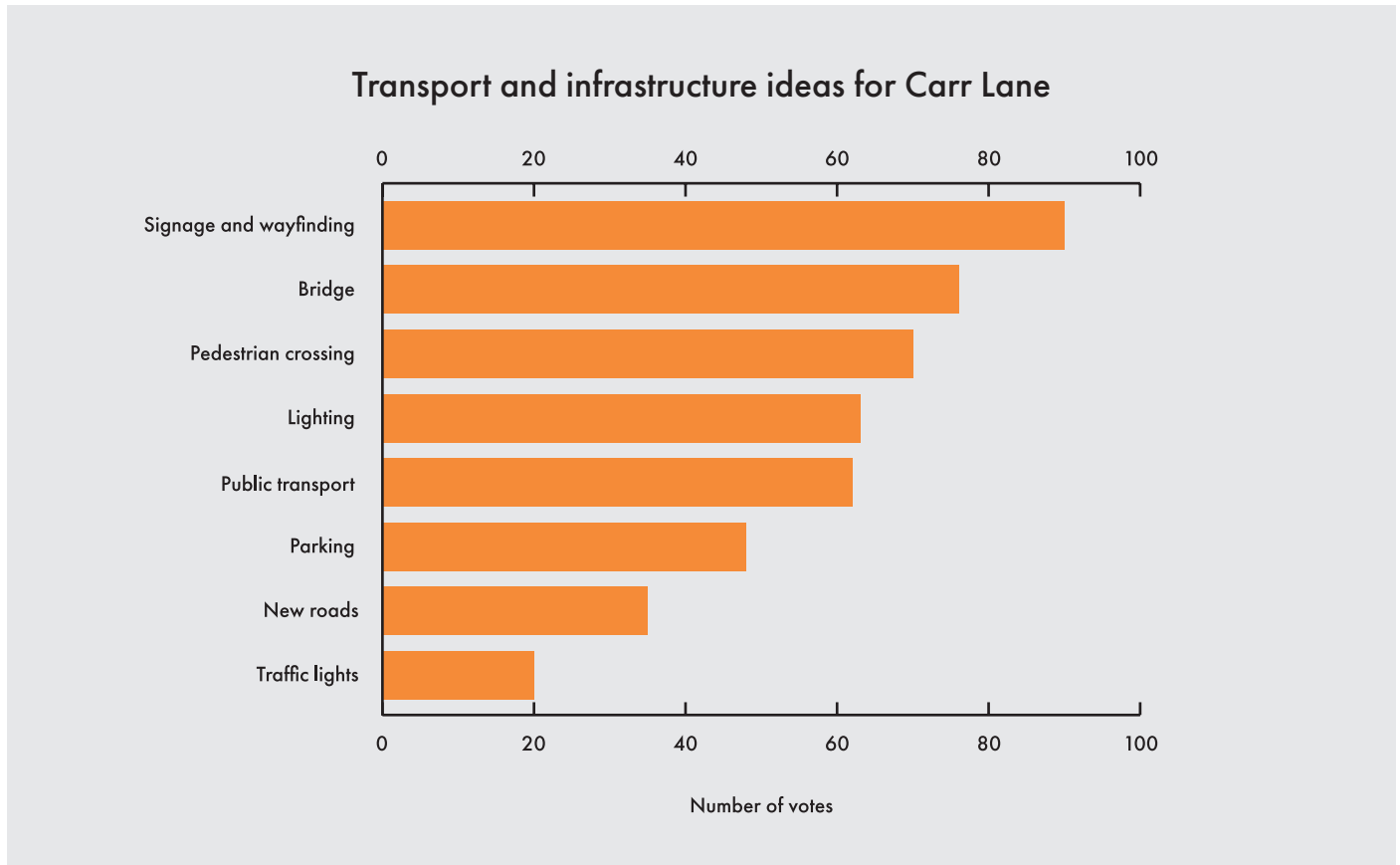
Overall, people were optimistic about having a more natural management plan for the beach. They talked about the climate emergency and felt excited about the possibilities for rich wildlife to develop in the area.

Whilst the minority, there remains a strong sentiment against a natural beach amongst some. Within the survey, approximately 22% of people explicitly commented that they want to retain a sandy beach. It is felt this represents a significant change in people's lives and the way they picture their hometown. Within that, some people think that the sandy beach is its natural form and that the grass is due to litter and a lack of cleaning.

Carr Lane

1. Transport and infrastructure ideas and interventions

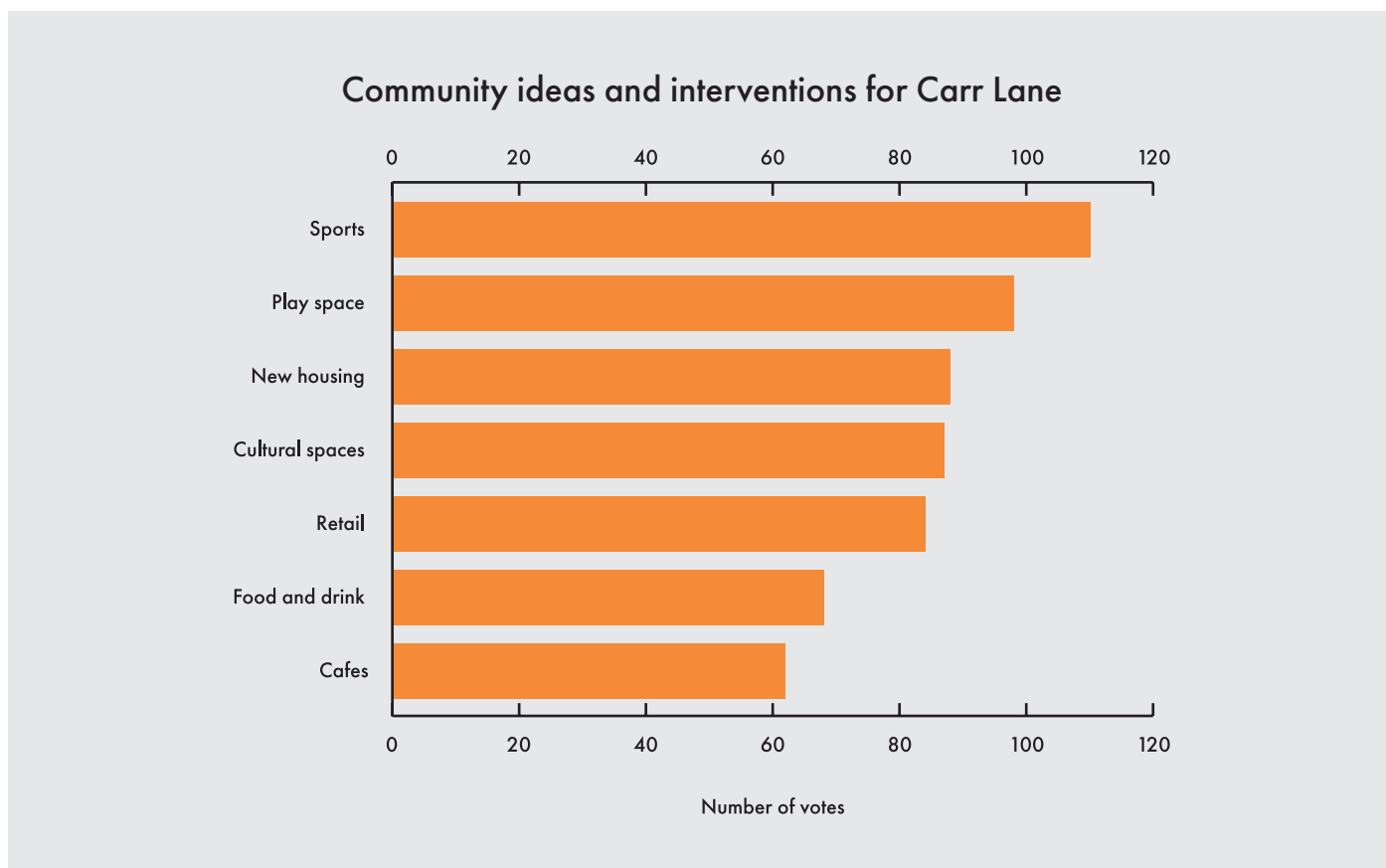
Several options to select from were presented. Respondents could select multiple options.



- As most people who took the survey were not from the Carr Lane area, they pointed out that a more targeted survey was needed to hear residents' views.
- Most comments were about access to the area.
 - The rail crossing was considered unsafe. The system causes traffic delays, and as a result, the area is isolated from the rest of the town. This can be particularly problematic when emergency services struggle to access the area.
 - Some people asked for a bridge or a footbridge and more pedestrian crossings.
 - Creating another access route to the town centre would open up the area.
- Better signage was thought to be helpful to let people know what the area has to offer.

2. Community ideas and interventions

Several options were presented to select from. Respondents could select multiple options.



- **Connect with and develop sports already in the area** such as the golf course, football pitch and rugby club. A play area and a skate park or other activity type for young people were also popular ideas.
- **Improve the area's appearance** by cleaning, renovating homes, improving lighting, creating more green spaces and planting flowers.
- **The industrial character** of the area was considered to be an issue. People thought there was a lack of clarity on the function of the area and said a clearer separation between industry and housing was needed.
- Some people said that if there were **more businesses or activities**, they would visit the area more often.
- People asked **for affordable, new and attractive housing** to be built.
- A few people talked about **valuing the history of the area** that is linked to engineering and farming.

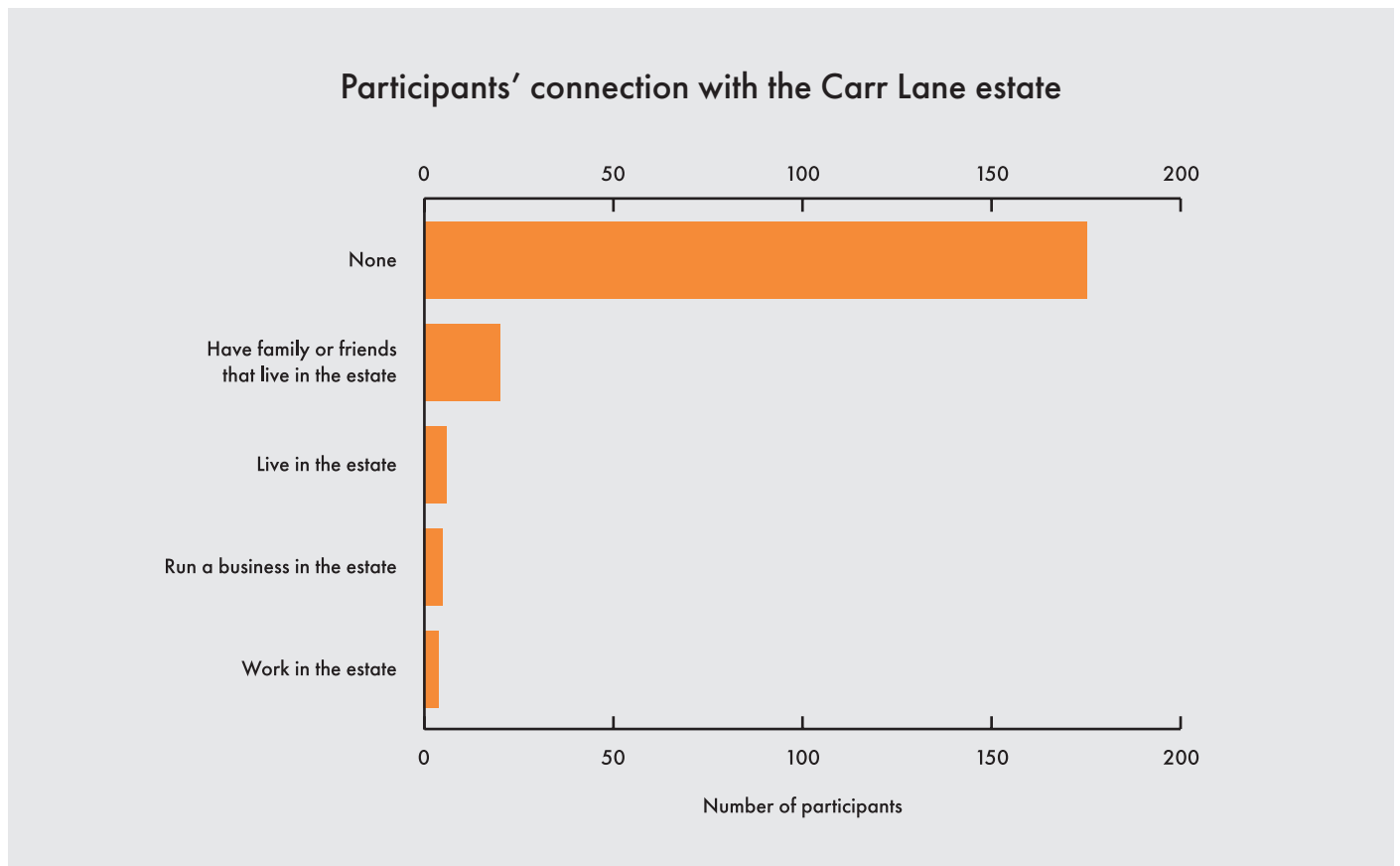


Word	Frequency
Industrial	31
Question	23
Residents	21
Better	20
Road	19
Housing	18

The following word cloud shows the words used the most frequently by respondents to discuss the Carr Lane area.

3. Connection with the area

The vast majority of survey respondents had no connection with the area. A few people noted that they visit the estate to use services like businesses or the rugby club.



Ideas Wall

Introduction

A key engagement tool on the Social Pinpoint website was an Ideas Wall, on which people could contribute ideas and interact with others. People were invited to:

- Leave their own new comment
- Respond to a comment another participant had made
- Indicate if they agreed or disagreed with a comment another participant had made through using up votes and down votes.

The Ideas Wall differs from the survey in that it is completely open, and any visitor to the site can read and interact with the comments left by others.

Participants were invited to share their age when leaving comments. However, most chose not to. It is therefore difficult to judge whether those who engaged with the Ideas Wall were a different demographic than the more traditional survey.

An estimated 60 respondents left 145 comments (determined by counting all unique participant values) Overall, comments received 575 up votes and 142 down votes.

Five pre-defined categories were provided as prompts, along with an 'Other ideas or concerns' option.

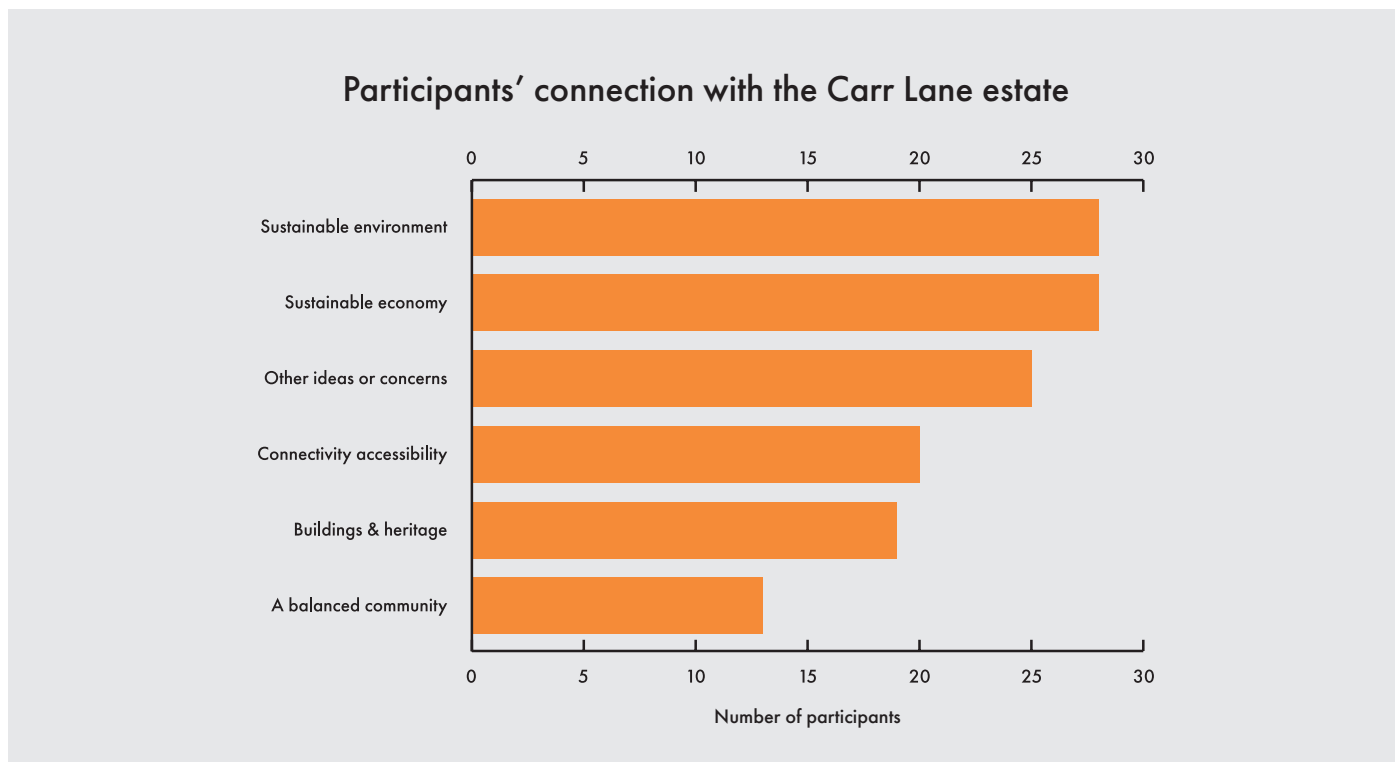
The screenshot displays the PLACED Ideas Wall interface. At the top, there is a navigation bar with the PLACED logo, a 'Closed for Comment' status indicator, and sorting options for 'Sort Comments' (Recent, Popular). The main content area is a grid of comment cards, each with a unique background color and containing text, a timestamp, and interaction icons (like, dislike, reply). The comments cover various topics such as adding amenities to Hoylake, environmental concerns, town square ideas, and sustainability. Some cards include images, such as a photograph of a town square and a graphic of sustainable living icons. A 'Start a discussion' button is visible on several cards. The interface also includes a sidebar with navigation options like 'Return', 'MENU', 'HOW TO USE', and 'THEMES'.

Engagement with Categories

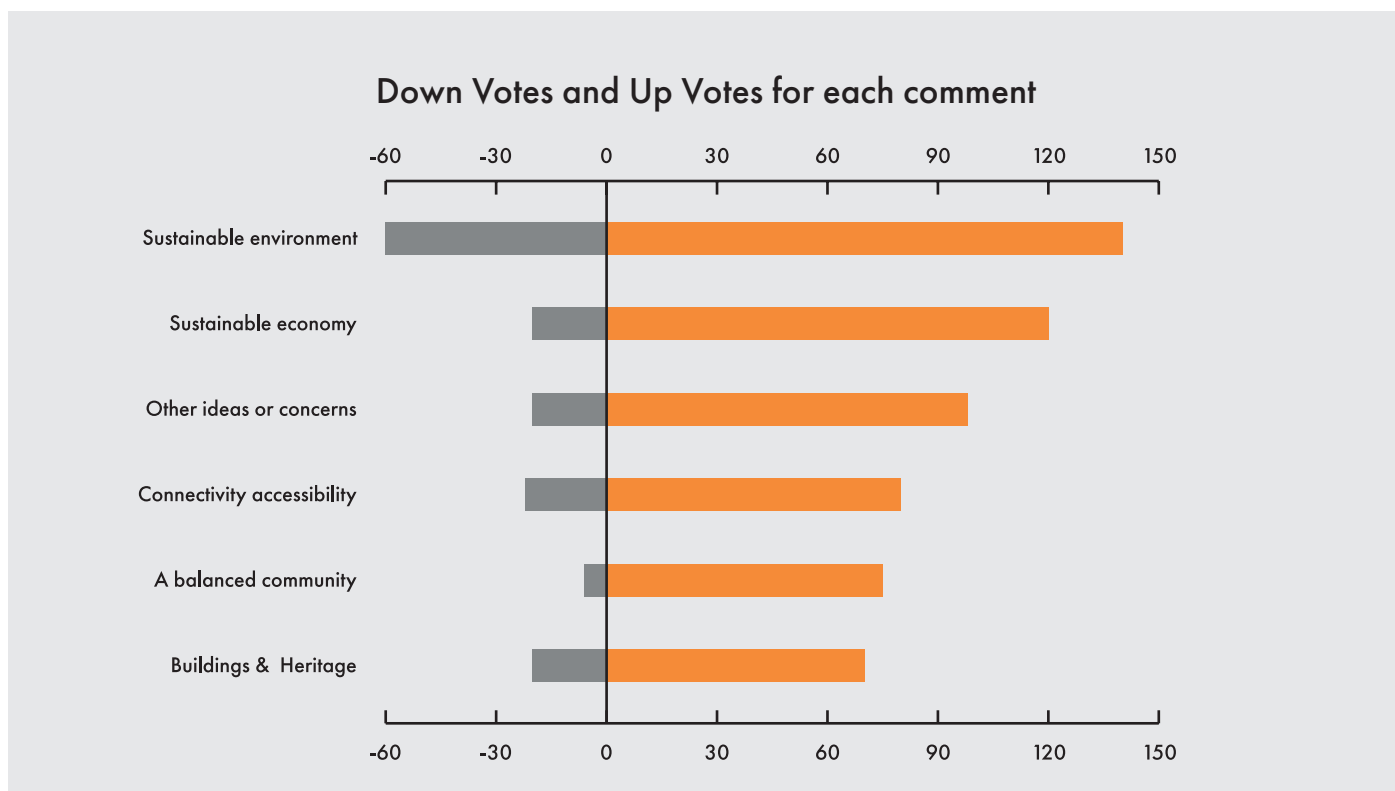
Respondents were invited to choose the category that best suited their comment. The categories were are shown in the table below.

The most-discussed categories were "Sustainable environment" and "Sustainable economy".

The least commented category is "A balanced community," a category which encouraged people to discuss the needs of young and older people and those with disabilities.



In terms of up and down votes, "Sustainable environment" and "Sustainable economy" saw the most engagement. The "Sustainable environment" received the most down votes. This mostly reflects the debate around a natural beach.



Most Popular Themes

The table below shows the most popular 'themes' across all categories. Planning for a cycle lane on the promenade was the highest-scored idea, followed by a regular market and developing eco-tourism.

Category	Idea	Score
Connectivity and Accessibility	Cycle lane on promenade	41
Sustainable Economy	Market	38
Sustainable Economy and Sustainable Environment	Eco-Tourism	32
Sustainable Economy	Independent shops	27
A Balanced Community	Idea for new facility - young	26
Buildings and Heritage	Celebrate and protect building heritage	24
Sustainable Environment	Educational signage on importance of natural beach	24
Sustainable Environment	In support of natural beach	21
A Balanced Community	Activities for young people	20
Other Ideas or Concerns	Outdoor swimming pool	20
Sustainable Environment	Repair drains and let nature grow on the beach	18

Analysis of Findings on Categories and Themes

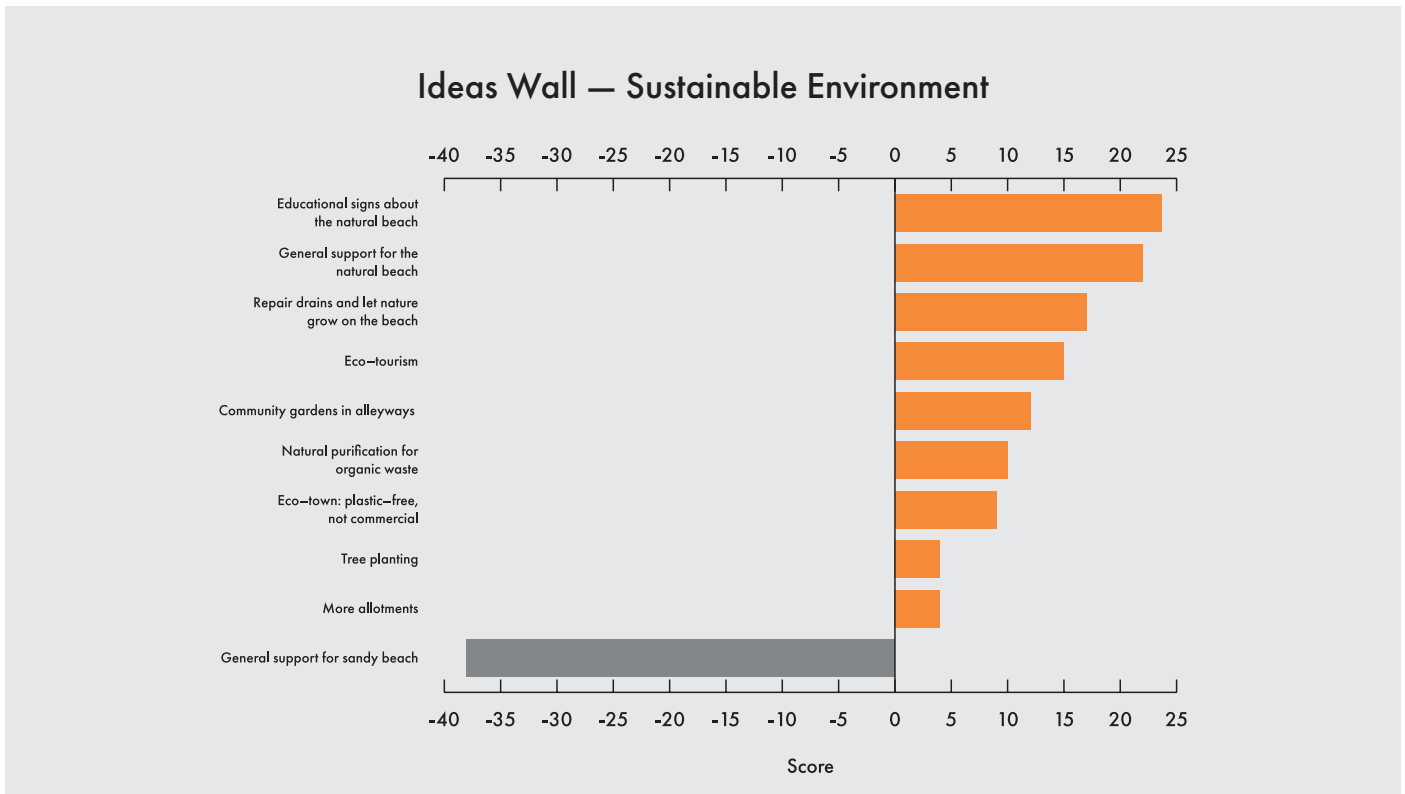
The tables below summarise the different themes that emerged within the five categories.

Comments have been judged as being positive or negative. The graphs show the total overall score where the total negative score (comments and down votes) have been deducted from the total positive score (comments and up votes).

E.g. If 10 positive comments and 10 up votes were received, alongside 2 negative comments and 5 down votes, the overall score would be 13.

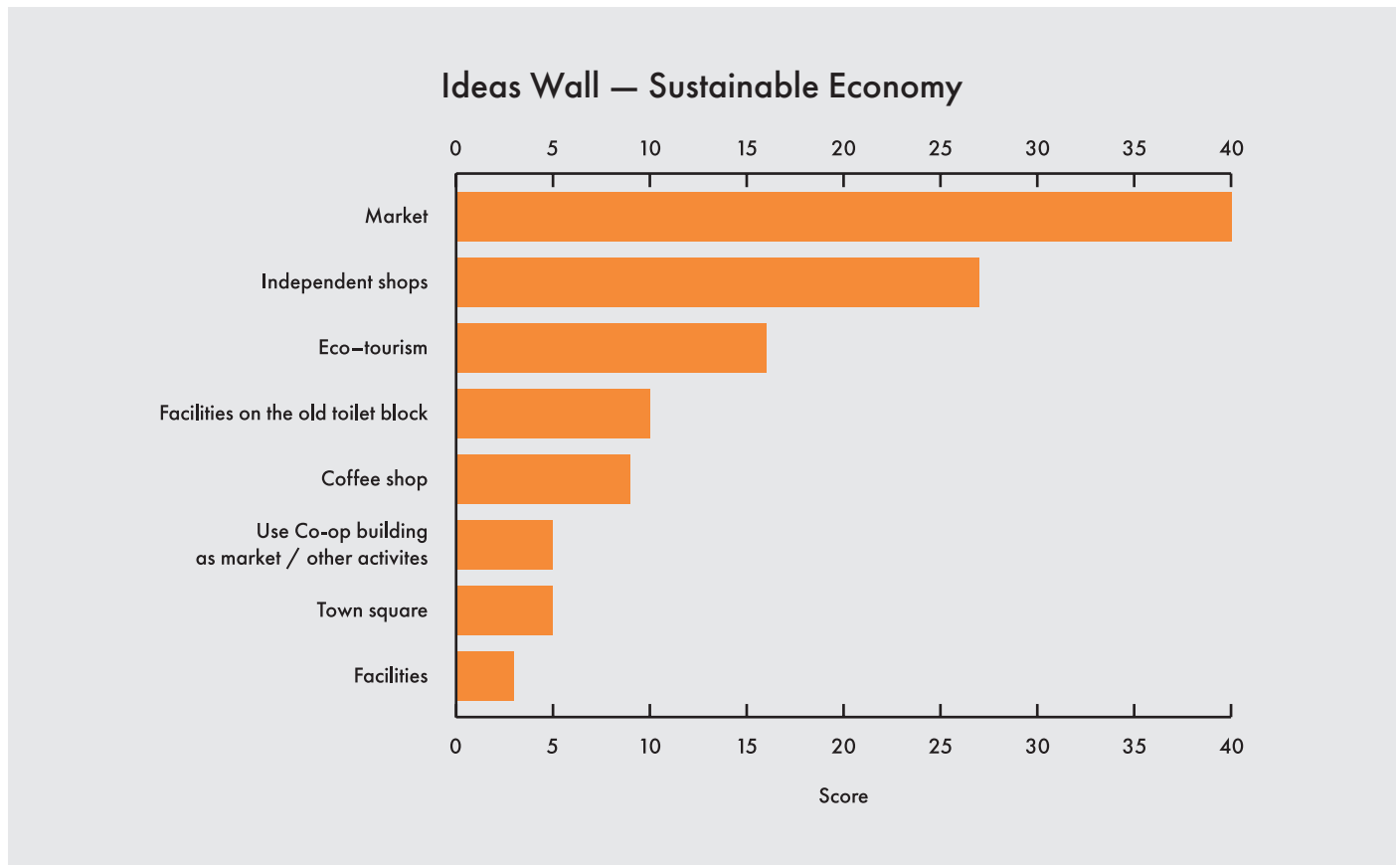
Whilst all categories received some negative votes, as shown above, the only theme that saw a negative total was that of 'In support of a sandy beach'.

1. Sustainable Environment



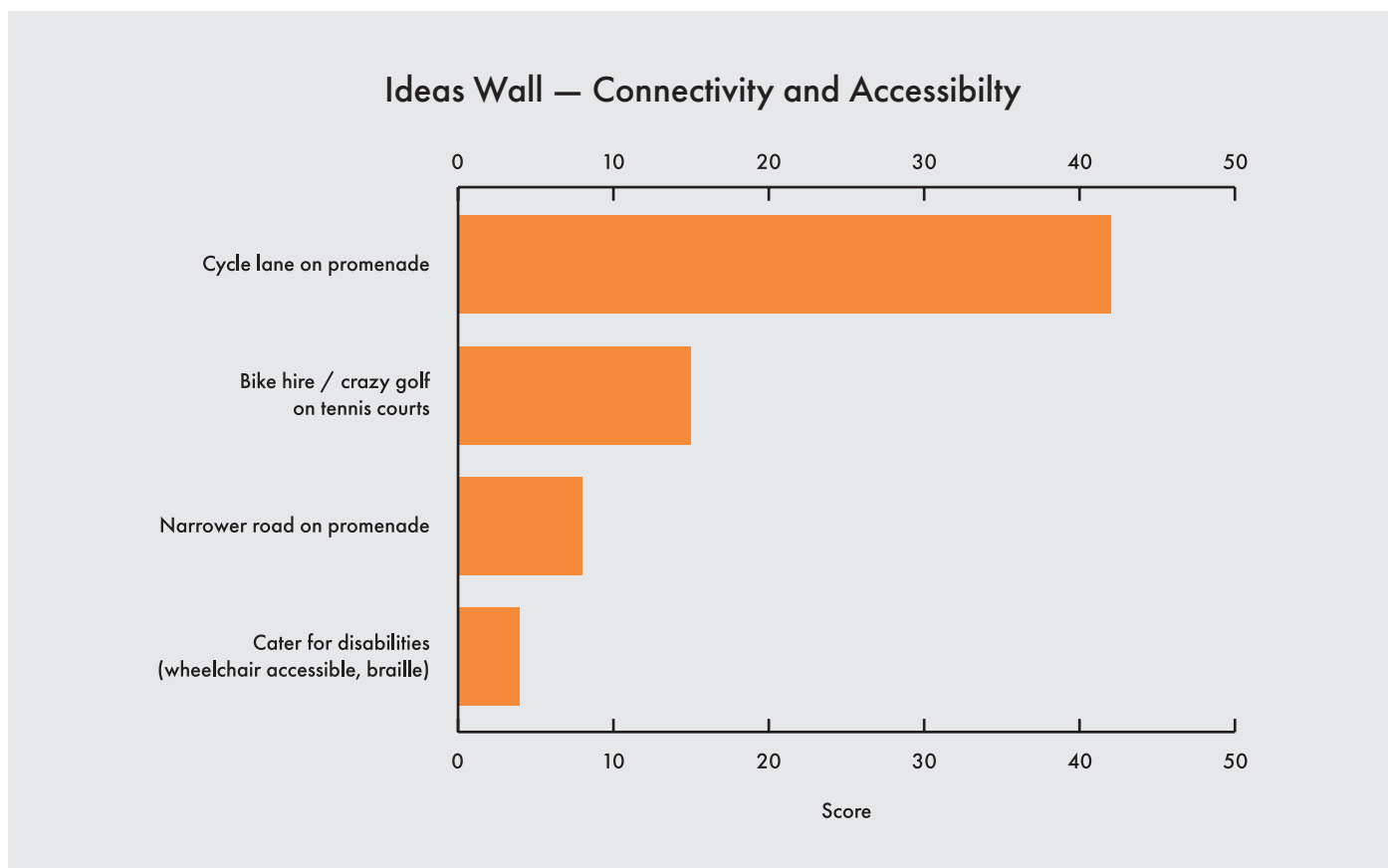
- Seven comments were made in support of retaining a grass-free, sandy beach. They received 10 up votes and 57 down votes, indicating people were in support of a more naturalised beach or accepting that removal of beach grasses (by spraying and / or raking) is no longer sustainable. People also expressed their support for a natural beach in general.
- There was discussion around the impact of blocked surface-water drains in the promenade wall as well as possible broken mains and wastewater drainage issues which lead to vegetation growth adjacent to the promenade wall. Some people called for these issues to be addressed.
- Others were keen to note that these infrastructure problems are separate from naturalisation of the beach, such as the increase in natural vegetation and emerging dunes, and these issues should therefore not be confused.
- The most popular idea was to have educational signage on the beach and the promenade explaining the process, value and importance of developing a natural beach.

2. Sustainable Economy



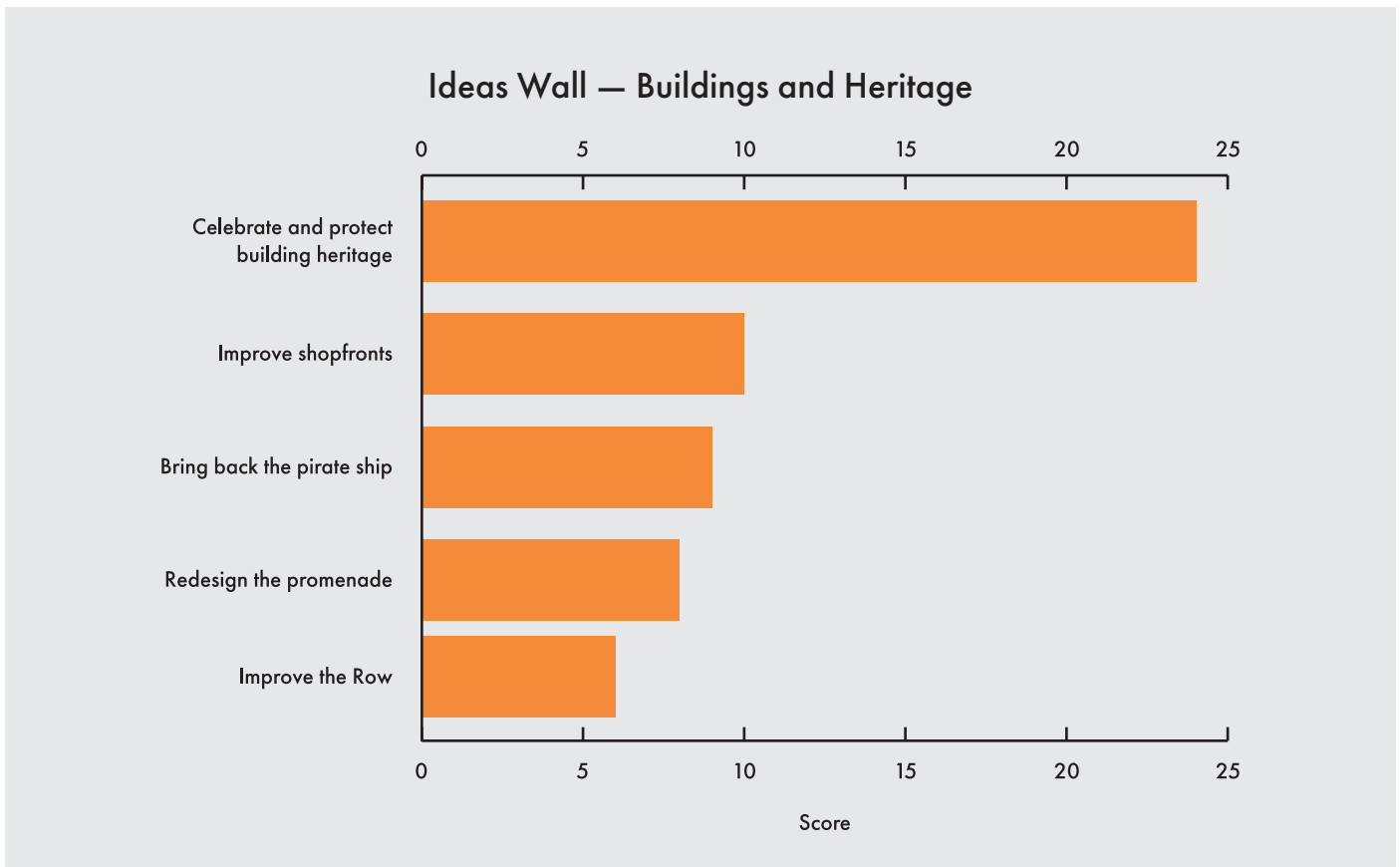
- There is a crossover between the “Sustainable Economy” and “Sustainable Environment” categories, in particular in relation to the ideas of eco-tourism and eco-town. The total number of votes and comments about these two themes across the two categories makes them one of the most popular overall, with a combined score of 41.
- Respondents were very enthusiastic about having a farmer’s market in the town centre.
- They also would like to see more independent shops.
- One comment that proposed having an outlet on the Carr Lane estate was one of the worst-rated overall with 12 down votes.

3. Connectivity and Accessibility



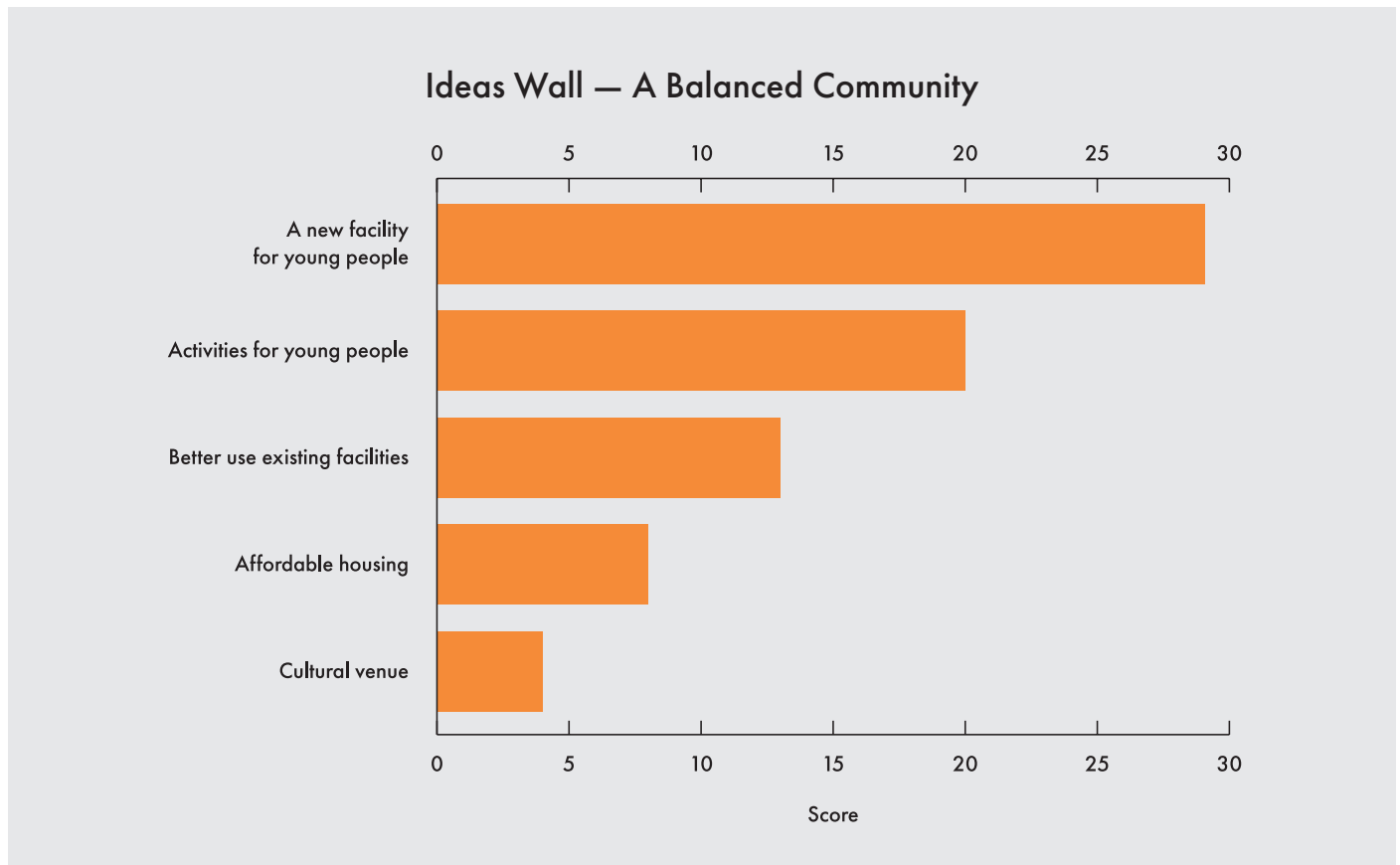
- The main request was a clear cycle lane on the promenade. People asked for the promenade’s various uses (pedestrians, cyclists, motorists) to be better organised and insisted on safety.
- Respondents were open to developing activities on the promenade. An outdoor swimming pool was a popular idea (included in the “Other ideas” theme). Another idea was crazy golf, considered to be a way to introduce local people to the sport and link it with the future golf resort.

4. Buildings and Heritage



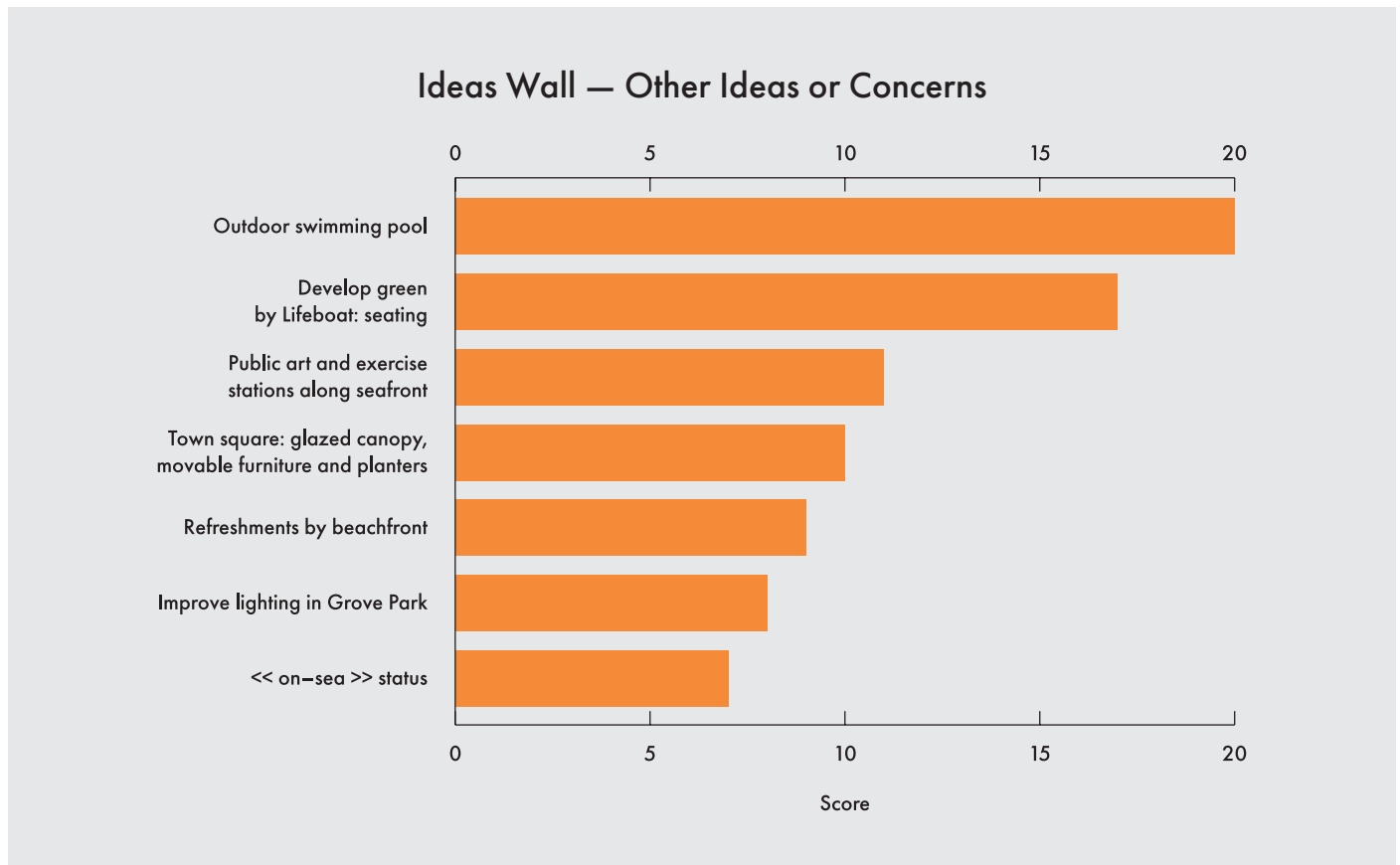
- The most popular topic for discussion was the protection of existing historical buildings. People responded positively to the idea of having a list of protected buildings.
- Shopfronts were also discussed. Some people asked for the current shutters to be removed.

5. A balanced community



- Most of the comments on this category revolved around facilities and activities for young people. Building a youth centre, or converting an existing vacant building into one, were popular ideas. Respondents also talked about the activities they would like to see; crafts, wellbeing and sports were mentioned.
- It is essential to note that these contributions appear not to be made by young people, but by parents and older people.

6. Other ideas and concerns



- As previously mentioned, an outdoor swimming pool was a popular idea that received a score of 20.
- Developing the green by the lifeboat station and installing benches was also an idea that appeared repeatedly.

Interactive Map

Ideas relating to specific locations

1. Town Square

- People were largely in favour of a town square. Creating a Town Square in the current proposed location was one of the most popular ideas.
- Some respondents suggested locating the town square by Hoylake train station. Another idea was to incorporate the old Co-op Building as part of the square.
- There was agreement on the need for more signage for parking in the town centre, as some car parking spaces are currently under-used: by the train station, Charles Road and Hoylake Trinity C of E Primary School

2. Beach

In general, respondents expressed a desire to see more activities on the promenade. They also discussed the issues of drainage and signage.

- The most popular idea along the beach and promenade was to bring back the pirate ship.
- There was a consensus around developing the green space by the lifeboat station. People expressed their love of the lifeboat station and the events taking place there. Ideas that received a lot of 'likes' were the repurposing of the green as a garden or building a zero-carbon, modular building with facilities and a café.
- People suggested installing aesthetically pleasing signage to connect the promenade to the high street, at the intersection between the promenade and Trinity Road.
- Temporary signage and cones were placed on roads adjacent to the promenade for the summer 2020 season. Some respondents would like to make them durable, in order to extend pavements and make roads narrower.
- A series of exercise stations along the beach was suggested and the idea saw some support. This fits with the general wish to see more activities on the promenade.
- Meols Parade Gardens was considered good but some respondents asked for investment to renovate and cater for visitors' needs.
- There is a need for more cycle parking in the Red Rocks area at the end of Stanley Road. Respondents thought it could help to reduce the traffic and volumes of parked cars.
- Drainage was discussed: a popular comment explained that "water needs to be suctioned out rather than allowed to spill onto the beach and a longer-term re-division of the drains into the common drain system is needed".

3. Carr Lane

- Most ideas related to green spaces situated beyond the Carr Lane estate.
- The most popular idea was to explore better ways to use green land behind Carr Lane. People suggested a Wildfowl and Wetlands centre providing activities, education and protection of the environment.
- The suggestion of a road linking the area to the rest of the town to avoid the railway crossing received positive votes.
- There was also a proposal to use the Ellerman Lines Cricket Ground as part of a redevelopment of housing and industry in the Carr Lane area.

Ideas relating to policies

1. General

- An outdoor pool was one of the most commented and most highly rated ideas, but people were unclear on its location. A few suggestions were made across the map; on the promenade and in the Carr Lane area, but none saw significant support.
- Planning for dog owners was suggested numerous times across the survey and website: people asked for dog-friendly places and a designated dog-walking area on the beach.

2. Town Centre

- Some people talked about planning for a future where people own less cars. In particular, they thought that increased levels of car sharing would mean less cars parked on the roads. They also discussed having charging stations for electric cars.
- Respondents mentioned a community tree planting scheme, which is in line with the general support for making Hoylake an eco-town.

3. Beach

- People suggested organising regular market days featuring local businesses on the promenade in the summer.
- There was broad agreement on the general idea of "a more vibrant promenade".

4. Carr Lane

- Respondents talked about planning for a change in the type of businesses in Carr Lane. In particular, they pointed out that existing companies are "focused on petrol / diesel engine vehicles" and would like to encourage new technology businesses to replace them.



Overall Most Popular Ideas

The table below shows the top 10 ideas on the map, along with their score. Comments have been judged as being positive or negative. Scores were calculated by deducting the total negative score (negative comments and down votes) from the total positive score (positive comments and up votes).

Idea	Score
Town square on the proposed location	41
Outdoor swimming pool	28
A regular market on the promenade in summer	24
Bringing back the pirate ship	22
Town Square by Hoylake train station	20
More signage indicating car parks in the town centre	20
A centre providing activities, education and protection of the environment on the green area behind Carr Lane	17
Repurposing the green space by the Lifeboat Station	16
Improving the beach drainage system	16
Attractive signage at the junction between promenade and Trinity Road to connect the beach to the high street	16

Workshop

On 13th October, PLACED delivered a workshop for 14 participants. The following is an analysis of the ideas gathered during the session through interactive presentation.

1. What does Hoylake have to offer that makes it special?

This was an open question. People's responses could be broadly grouped in themes, as shown in the following table:

Access to outdoors	20
Vibrant high street	12
Community	11
Built environment	9
Peaceful / space	5
Environment	4
Transport	4
Creativity	3
Other	3
Clean / safe	2

- Access to the outdoors was identified as being the top feature of Hoylake. It was felt there were many opportunities to enjoy the local environment, whether for walking, cycling, visiting the beach and promenade or more adventurous activity such as kite bugging.
- The range of offers are felt to make Hoylake a vibrant place to be. People felt there is a good range of shops, including independent businesses, pubs, hairdressers and cafes.
- Alongside this, there was a sense that there is a strong, friendly and active community in Hoylake.
- People spoke of the built environment and local heritage, along with there being a good range of housing options.

2. What are the priorities for the High Street? What should we be focusing on?

The following options were provided. Respondents could select up to 3 priorities.

Attracting / supporting independent businesses	12
Creating community spaces	9
Environmental improvements	9
Creativity and culture	7
Attracting visitors	3
Quality public realm	3
Greening	1
Other	1

The order of priorities reflects participants' desire to enhance what they feel are the existing key features for Hoylake; independent businesses, community and the environment.

3. What should be the Vision for Hoylake high street?

This was an open question. People's responses could be grouped in themes, shown below:

Diverse offer	7
Safe / clean	5
Addressing traffic / calming measures / pedestrian friendly	4
Arts / culture	4
Inclusive	4
Individual / unique	3
Welcoming	2
Well designed	2
Green	1
Market	1

- Respondents were keen to see Hoylake as a vibrant town, with a range of offers that would encourage people to come, spend time and meet friends. This included reference to independent businesses, food, drink and retail offers along with some night-time offers.
- Whilst people want it to be vibrant, they also want to ensure it still feels safe, clean and welcoming. One person noted they didn't want it to feel 'too busy.'
- Some stressed the importance of ensuring Hoylake is inclusive, attracting people of different ages and ensuring you do not have to spend money in order to have something to do.
- Addressing traffic was a key point of discussion. In addition to the four comments recorded on the presentation, the group spent some time discussing how to resolve this issue. Those who live on the promenade spoke of problems with cars speeding, due to people seeing it as a 'quick route.' They felt any measures on Market St would create further issues on the prom. Heron Road was also cited as a problem.

4. How are we going to achieve this vision?

This was an open question. People's responses could be grouped in themes, shown below:

Community involvement	7
Activities - young people	6
Use space effectively	4
Attract new businesses	3
Community events	3
Meanwhile / temporary use	3
Facilities on the promenade	2
Other	4

- There were calls for the community to be able to influence and inform the future of Hoylake on an ongoing basis. Young people were particularly singled out in three comments as being key to engage.
- More activities for young people were a high priority, with calls for better facilities and activities in the local area to replace those which have been lost.
- Using currently underutilised spaces more effectively was suggested, enabling events to be put on and people to come together. In a similar vein, meanwhile use of empty shops for community purposes was also suggested e.g. for art exhibitions.
- Regular activities for the wider community, including a weekly market, were suggested.
- Other ideas were identifying funding, securing the backing of WBC and supporting community groups.
- Just creating a space would not be sufficient. It would require regular activities and a programme of events to be successful.
- There is value in being ambitious and testing ideas to see whether they are popular and work e.g. making the high street completely pedestrianised.
- The space in front of the Co-op has naturally become more of a town square in recent months, with people sitting having food and drinks in response to Covid.
- There were questions over whether the space in front of the Co-op would be big enough for the suggested uses. The space behind the Beacon and in front of the train station were suggested as potential alternatives.
- Weather presents problems when programming events.
- Support for the town square even if it was acknowledged that there are real challenges.

5. What is your view on the idea of a Town Square?

Respondents could choose from strongly support, support, slight support, neither support or oppose, slight objection, broad objection or strong objection.

8 strongly supported, 3 broadly supported and 2 slightly supported. No one opposed.

6. What should happen in a town square?

This was an open question. People's responses could be grouped in themes, shown below:

Performance	12
Market	8
Meeting place	8
Other	7
Arts	3
Food / drink	2

- Using the space for performances of different types was the most popular idea. This includes music, theatre and poetry.
- Markets were popular, including food and drink, artisan and food stalls.
- More broadly, people were keen to see it functioning as a space to meet with family and friends. A covered area and seating were suggested as part of this.
- Ideas mentioned just once included; heritage information, sustainable businesses, a cargo bike storage area and a swap shop.

In addition, to those comments collated through the interactive presentation, broader discussion took place. Key points were:

7. Have your views changed?

People took this opportunity to feed back on the session more broadly. People felt the session had been very positive. Three comments noted the need to involve young people in the process of thinking about the future of Hoylake.