



Have your say

Community Safety Strategy Review Consultation Report

SAFER WIRRAL



Consultation: 8 June 2026 – 28 June 2026

Report: 02/07/2026

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1.0 Executive Summary

A consultation was run to hear the feedback from residents and stakeholders about community safety in Wirral, to help inform the development of the new Wirral Community Safety Strategy (2026-2030).

Participants were asked how safe they felt in different settings outside of the home, and what they felt the priorities should be for the 2026-2030 Community Safety Strategy.

The consultation ran for three weeks between 8 June and 28 June 2026, and the findings will be used to formulate the new Community Safety Strategy and discussed at the Tourism, Communities, Culture and Leisure committee in Autumn 2026.



1.1 Key Findings

- The questionnaire was responded to by 60 people.
- Participants were equally split between male and female (50% each). (Question 1)
- The most represented ward was Liscard (13.3%), followed by West Kirby and Thurstaston (10.0%). There were no participants from Bromborough or Rock Ferry wards. (Question 2)
- Most participants (76.7%) were not previously aware of the Wirral Community Safety Strategy (2021-2026). (Question 3)
- Home is consistently the setting where respondents feel safest, both in daylight (86.7%) and darkness (71.7%). (Question 4)
- The top places where people feel safest outside of the home, based on the percentage reporting feeling 'safe' (Question 4) are:
 - In your neighbourhood – Daylight (68.3%)
 - In shopping areas – Daylight (65.0%)
 - In parks and open spaces – Daylight (60.0%)
 - On public transport – Daylight (60.0%)
- The top places where people feel most unsafe, based on the percentage reporting feeling 'unsafe' (Question 4) are:
 - In parks and open spaces – Darkness (61.7%)
 - On travel routes – Darkness (53.3%)
 - In shopping areas – Darkness (40.0%)
- The findings suggest that darkness is a major driver of perceived vulnerability, particularly in parks/open spaces, travel routes, shopping areas and on public transport. (Question 4)
 - Parks and open spaces become the least-safe environment after dark, with the proportion feeling safe dropping from 60.0% in daylight to 6.7% in darkness, a decrease of 53.3 percentage points (pps).
- Overwhelmingly, the thing that most participants mentioned as something that would make them feel safer outside of their home was a visible police presence and patrols (76.7%). Other things that would make people feel safer are a safer public realm, including CCTV (28.3%) and better lighting and environmental safety (28.3%). (Question 5)
- The thing that most participants mentioned as something that agencies and partners should focus resources on was a visible police presence and patrols (48.3%). Other things that people felt resources should be focused on are crime enforcement and

consequences and the provision of youth diversionary activities (23.3% each). Tackling youth related ASB in general, and specifically ASB related to bikes and e-bikes and youths wearing face covering were also high on the agenda (21.7% each). (Question 6)

- When asked for other comments about community safety, the comments closely mirror the topics previously raised, with Police visibility (30.6%), enforcement and consequences (16.7%) and youth related anti-social behaviour (ASB) (11.1%) being the most prevalent themes. (Question 7)



2.0 Methodology

Views were sought to inform the development of the 2026-2030 Community Safety Strategy. Participants were asked how safe they felt in different settings outside of the home, and what they felt the priorities should be for the 2026-2030 Community Safety Strategy.

When and where the public were asked – the consultation was carried out between 8 June 2026 and 28 June 2026. The approach used was an online public consultation through the ‘Have your say’ consultation portal at www.haveyoursay.wirral.gov.uk with a page dedicated to the Community Safety Strategy Review Consultation. Available on the site was a copy of the current (2021-2026) Community Safety Strategy.

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

2.1 Questionnaire

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

- How safe people currently feel outside of their homes in various setting in Wirral.
- What area of community safety should be prioritised under the new Community Safety Strategy.

To enable further understanding and in-depth analysis, respondents were invited to provide free-text comments to expand on their ideas or concerns. Following closure of the consultation, the responses to each of the direct questions were collated and the responses included in this report. For the free-text comment questions, a text coding approach was used based on the reoccurring themes. This data was then collated and summarised in the report.

2.2 Analysis of Respondents

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

2.3 Interpretation of Results

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

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

2.4 Communication

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

- Organic social media (video and photographic content shared across Facebook, Instagram and Twitter).
- Media release issued to local print and digital media (Wirral Globe).
- Wirral View news article.



3.0 Results

3.1 The Questionnaire

The Survey was responded to by 60 people. All 60 responses came through the online portal.

Free-text questions that offered respondents the option to provide written feedback could have covered multiple themes. Therefore, free-text responses were categorised using a coding system. The percentages given, reflect the percentage of respondents who made the comment. As they may have made more than one comment, the total percentage may exceed 100%.

3.1.1 Question 1: What is your gender?

This was a single choice, mandatory question. Participants were equally split between male and female (50% each).

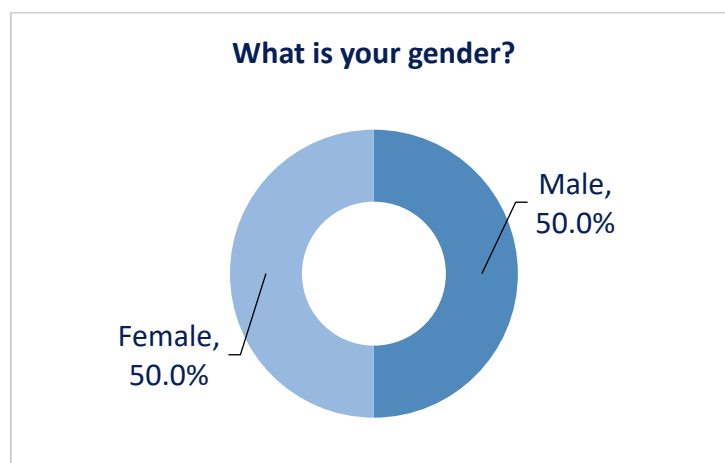


Figure 1: What is your gender?

What is your gender?	Total	%
Male	30	50.0%
Female	30	50.0%
Non-Binary	0	0.0%
Prefer not to say	0	0.0%
Other	0	0.0%
Total	60	100.0%

Table 1: What is your gender?

3.1.2 Question 2: What ward do you reside in?

Single Choice, mandatory Question

The most represented ward was Liscard (13.3%), followed by West Kirby and Thurstaston (10.0%). There were no participants from Bromborough or Rock Ferry wards.

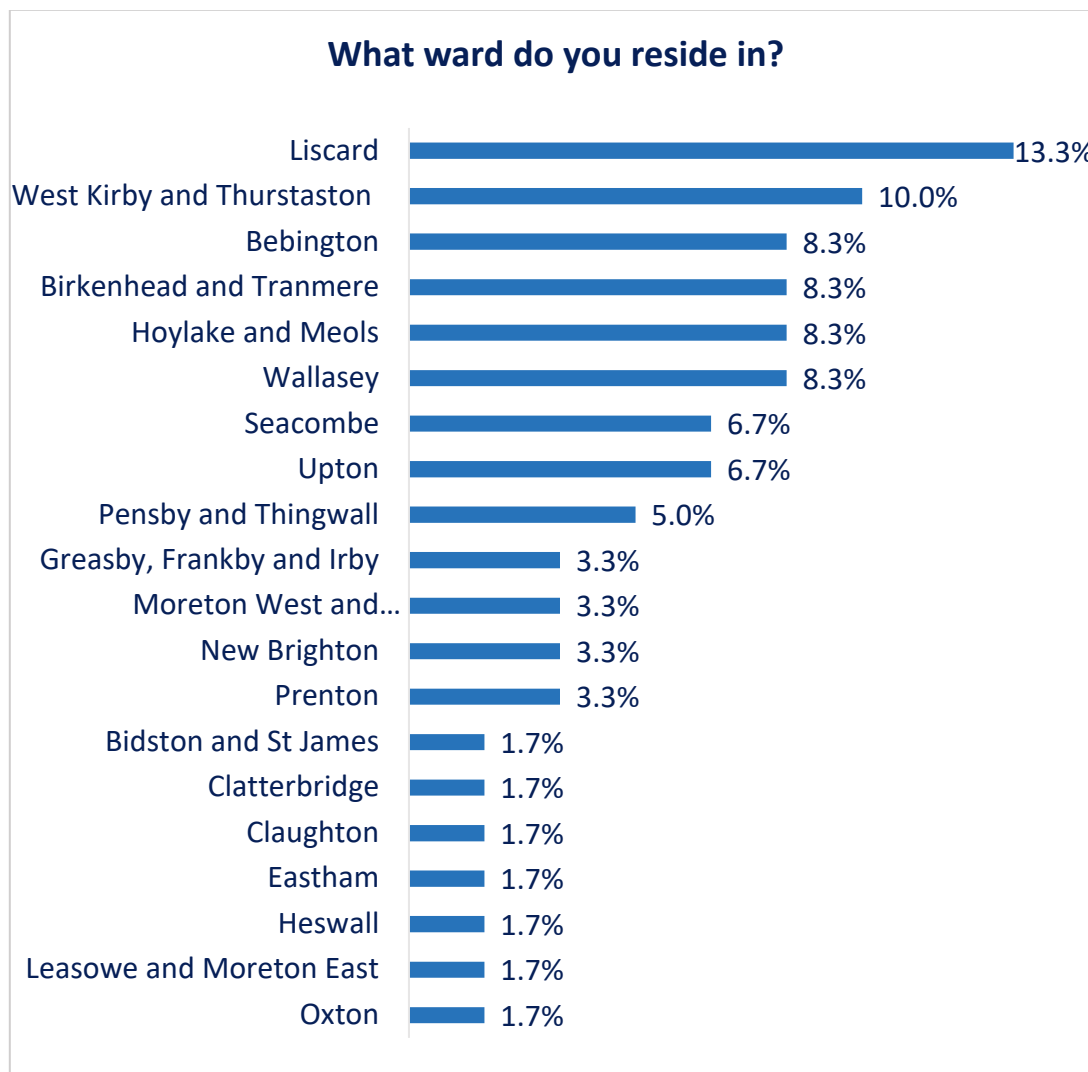


Figure 2: What ward do you reside in?

What ward do you reside in?	Total	%
Liscard	8	13.3%
West Kirby and Thurstaston	6	10.0%
Bebington	5	8.3%
Birkenhead and Tranmere	5	8.3%
Hoylake and Meols	5	8.3%
Wallasey	5	8.3%
Seacombe	4	6.7%
Upton	4	6.7%
Pensby and Thingwall	3	5.0%

What ward do you reside in?	Total	%
Greasby, Frankby and Irby	2	3.3%
Moreton West and Saughall Massie	2	3.3%
New Brighton	2	3.3%
Prenton	2	3.3%
Bidston and St James	1	1.7%
Clatterbridge	1	1.7%
Claughton	1	1.7%
Eastham	1	1.7%
Heswall	1	1.7%
Leasowe and Moreton East	1	1.7%
Oxton	1	1.7%
Bromborough	0	0.0%
Rock Ferry	0	0.0%
Total	60	100.0%

Table 2: What ward do you reside in?

3.1.3 Question 3: Prior to this survey, were you aware of the Wirral Community Safety Strategy (2021-2026) and its contents?

This was a single choice, optional question. Most participants (76.7%) were not previously aware of the Wirral Community Safety Strategy (2021-2026).

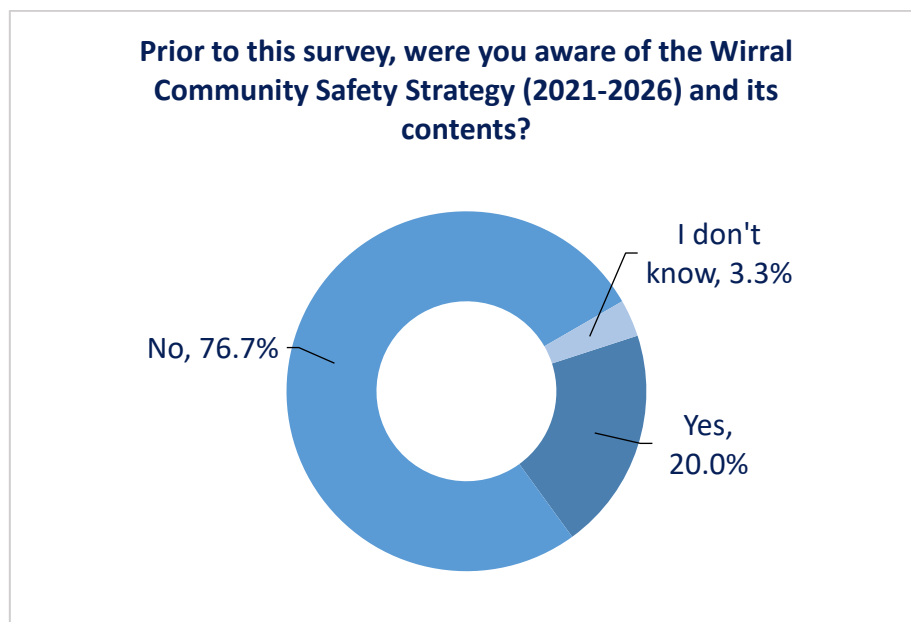


Figure 3: Prior to this survey, were you aware of the Wirral Community Safety Strategy (2021-2026) and its contents?

Prior to this survey, were you aware of the Wirral Community Safety Strategy (2021-2026) and its contents?	Total	%
Yes	12	20.0%
No	46	76.7%
I don't know	2	3.3%
Total	60	100.0%

Table 3: Prior to this survey, were you aware of the Wirral Community Safety Strategy (2021-2026) and its contents?

3.1.4 Question 4: How safe do you feel in the following settings?

This was a Likert style, mandatory question. *A Likert question asks respondents to rate their perceived level of safety in certain settings, on a scale.*

Home environments and daytime neighbourhood settings generate the strongest feelings of safety. Home is consistently the setting where respondents feel safest, both in daylight (86.7%) and darkness (71.7%). The top places where people feel safest outside of the home, based on the percentage reporting feeling 'safe', are:

- In your neighbourhood – Daylight (68.3%)
- In shopping areas – Daylight (65.0%)
- In parks and open spaces – Daylight (60.0%)
- On public transport – Daylight (60.0%)

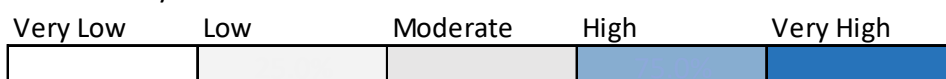
The top places where people feel most unsafe, based on the percentage reporting feeling 'Unsafe', are

- In parks and open spaces – Darkness (61.7%)
- On travel routes – Darkness (53.3%)
- In shopping areas – Darkness (40.0%)

How safe do you feel in the following settings?	Safe	Unsafe	Neither safe nor unsafe	NA - I do not spend time in this setting
In online spaces	56.7%	10.0%	25.0%	8.3%
In parks and open spaces - Darkness	6.7%	61.7%	18.3%	13.3%
In parks and open spaces - Daylight	60.0%	18.3%	21.7%	0.0%
In shopping areas - Darkness	15.0%	40.0%	35.0%	10.0%
In shopping areas - Daylight	65.0%	11.7%	23.3%	0.0%
In the night-time economy	23.3%	21.7%	28.3%	26.7%
In your home - Darkness	71.7%	15.0%	13.3%	0.0%
In your home - Daylight	86.7%	8.3%	5.0%	0.0%
In your neighbourhood - Darkness	31.7%	38.3%	30.0%	0.0%
In your neighbourhood - Daylight	68.3%	11.7%	20.0%	0.0%
In your school/education setting - Darkness	5.0%	1.7%	0.0%	93.3%
In your school/education setting - Daylight	6.7%	0.0%	0.0%	93.3%
On public transport - Darkness	16.7%	35.0%	30.0%	18.3%
On public transport - Daylight	60.0%	13.3%	18.3%	8.3%
On travel routes - Darkness	13.3%	53.3%	26.7%	6.7%
On travel routes - Daylight	55.0%	15.0%	26.7%	3.3%

Figure 4: How safe do you feel in the following settings?

Gradient Key



Impact of darkness on feelings of safety:

The findings suggest that darkness is a major driver of perceived vulnerability, particularly in parks/open spaces, travel routes, shopping areas and on public transport.

Public spaces experience substantial declines in perceived safety after dark, with parks and open spaces showing the most pronounced deterioration.

Daylight significantly improves perceptions of safety across every public setting measured:

- Parks and open spaces become the least-safe environment after dark, with the proportion feeling safe dropping from 60.0% in daylight to 6.7% in darkness, a decrease of 53.3 percentage points (pps).
- Shopping areas also see a substantial decline in perceived safety after dark, with the proportion feeling safe falling from 65.0% in daylight to 15.0% in darkness, a decrease of 50.0 pps.

- Public transport users experience a 43.3 pps reduction in feeling safe after dark, decreasing from 60.0% in daylight to 16.7% in darkness.
- Travel routes also see a decline in perceived safety, of 41.7 pps, with the proportion feeling safe falling from 55.0% in daylight to 13.3% in darkness.
- Feelings of safety within home neighbourhoods decrease by 36.6 pps after dark, with 68.3% feeling safe in daylight compared with 31.7% in darkness.

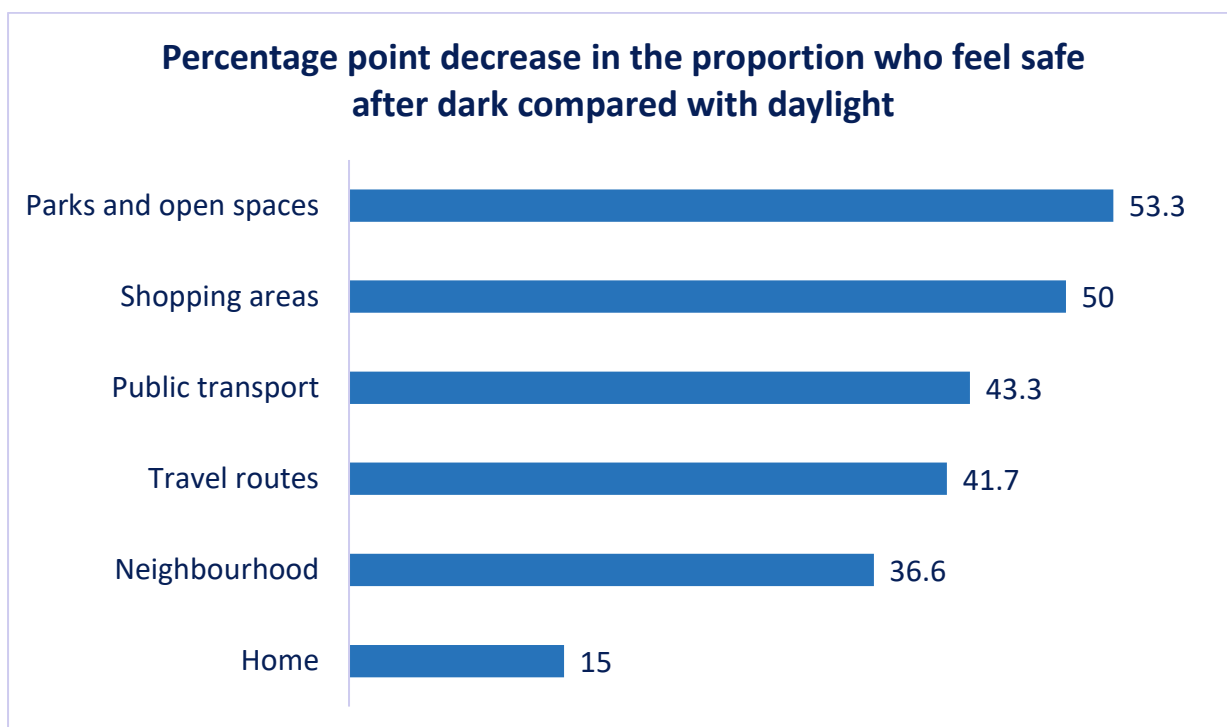


Figure 5: Percentage point decrease in the proportion who feel safe after dark compared with daylight

Data table

How safe do you feel in the following settings?	NA		Neither safe nor unsafe		Safe		Unsafe		Total Respondents
In online spaces	5	8.3%	15	25.0%	34	56.7%	6	10.0%	60
In parks and open spaces - Darkness	8	13.3%	11	18.3%	4	6.7%	37	61.7%	60
In parks and open spaces - Daylight	0	0.0%	13	21.7%	36	60.0%	11	18.3%	60
In shopping areas - Darkness	6	10.0%	21	35.0%	9	15.0%	24	40.0%	60
In shopping areas - Daylight	0	0.0%	14	23.3%	39	65.0%	7	11.7%	60
In the night-time economy	16	26.7%	17	28.3%	14	23.3%	13	21.7%	60
In your home - Darkness	0	0.0%	8	13.3%	43	71.7%	9	15.0%	60

In your home - Daylight	0	0.0%	3	5.0%	52	86.7%	5	8.3%	60
In your neighbourhood - Darkness	0	0.0%	18	30.0%	19	31.7%	23	38.3%	60
In your neighbourhood - Daylight	0	0.0%	12	20.0%	41	68.3%	7	11.7%	60
In your school/education setting - Darkness	56	93.3%	0	0.0%	3	5.0%	1	1.7%	60
In your school/education setting - Daylight	56	93.3%	0	0.0%	4	6.7%	0	0.0%	60
On public transport - Darkness	11	18.3%	18	30.0%	10	16.7%	21	35.0%	60
On public transport - Daylight	5	8.3%	11	18.3%	36	60.0%	8	13.3%	60
On travel routes - Darkness	4	6.7%	16	26.7%	8	13.3%	32	53.3%	60
On travel routes - Daylight	2	3.3%	16	26.7%	33	55.0%	9	15.0%	60

Table 4: Percentage point decrease in the proportion who feel safe after dark compared with daylight

3.1.5 Question 5: List the 3 things, in order of priority, that would make you feel safer outside of your home:

This was a free text, mandatory question. Comments have been categorised into themes, to assess those mentioned most frequently. The percentages given reflect the percentage of respondents whose comment contained that thematic element. As comments included multiple thematic elements, the total percentage may exceed 100%.

Overwhelmingly, the thing that most participants mentioned as something that would make them feel safer outside of their home was a visible police presence and patrols (76.7%). Other things that would make people feel safer are a safer public realm, including CCTV (28.3%) and better lighting and environmental safety (28.3%)

The below summarises the points most frequently raised:

Visible Police Presence & Patrols (76.7%)

This was by far the most frequently raised theme. Respondents consistently called for a stronger and more visible police presence, particularly through regular foot patrols rather than officers remaining in vehicles. Many comments emphasised the deterrent effect of visible policing on crime and anti-social behaviour, especially in town centres, parks, transport hubs, and during evenings, school holidays, and other busy periods. Contributors also highlighted the importance of community policing, dedicated neighbourhood officers, and improved public confidence through greater police visibility and engagement.

Infrastructure – CCTV & Public Realm Improvements (28.3%)

Many respondents supported increased CCTV coverage, particularly in parks, town centres, alleys, and known hotspots. There were also calls for wider environmental improvements, including better maintenance of parks, fencing, pavements, cleanliness, signage, and public infrastructure. Contributors often linked neglected environments with increased anti-social behaviour and reduced feelings of safety.

Lighting & Environmental Safety (28.3%)

Improved lighting was one of the most commonly mentioned environmental interventions. Respondents identified poorly lit roads, parks, alleyways, and public spaces as locations where people feel vulnerable, particularly after dark. Many comments called for repairs to faulty lighting, brighter illumination, and better maintenance of public spaces to improve perceptions of safety and discourage anti-social behaviour.

Crime Enforcement & Consequences (25.0%)

Comments focused on the need for stronger enforcement and more visible consequences for offending. Respondents wanted quicker responses to crime, tougher penalties for repeat offenders, greater use of police powers, action against shoplifting and disorder, and reassurance that reports of crime would be taken seriously. Many felt that visible enforcement would help restore confidence and deter future offending.

Fewer Masked Youths / Face Coverings (20%)

Respondents expressed concern about groups of young people wearing balaclavas or face coverings, often linking this behaviour to intimidation, anti-social behaviour, and fears around criminality. Comments frequently called for stronger enforcement powers, restrictions on face coverings in public spaces, and action to prevent groups congregating while concealing their identities.

Road Safety & Dangerous Driving (18.3%)

Respondents raised concerns about speeding, reckless driving, unsafe junctions, poor road markings, and inadequate crossing facilities. Many highlighted the need for stronger traffic enforcement, lower speeds in residential areas, improved road layouts, and safer pedestrian crossings to reduce risks for both pedestrians and cyclists.

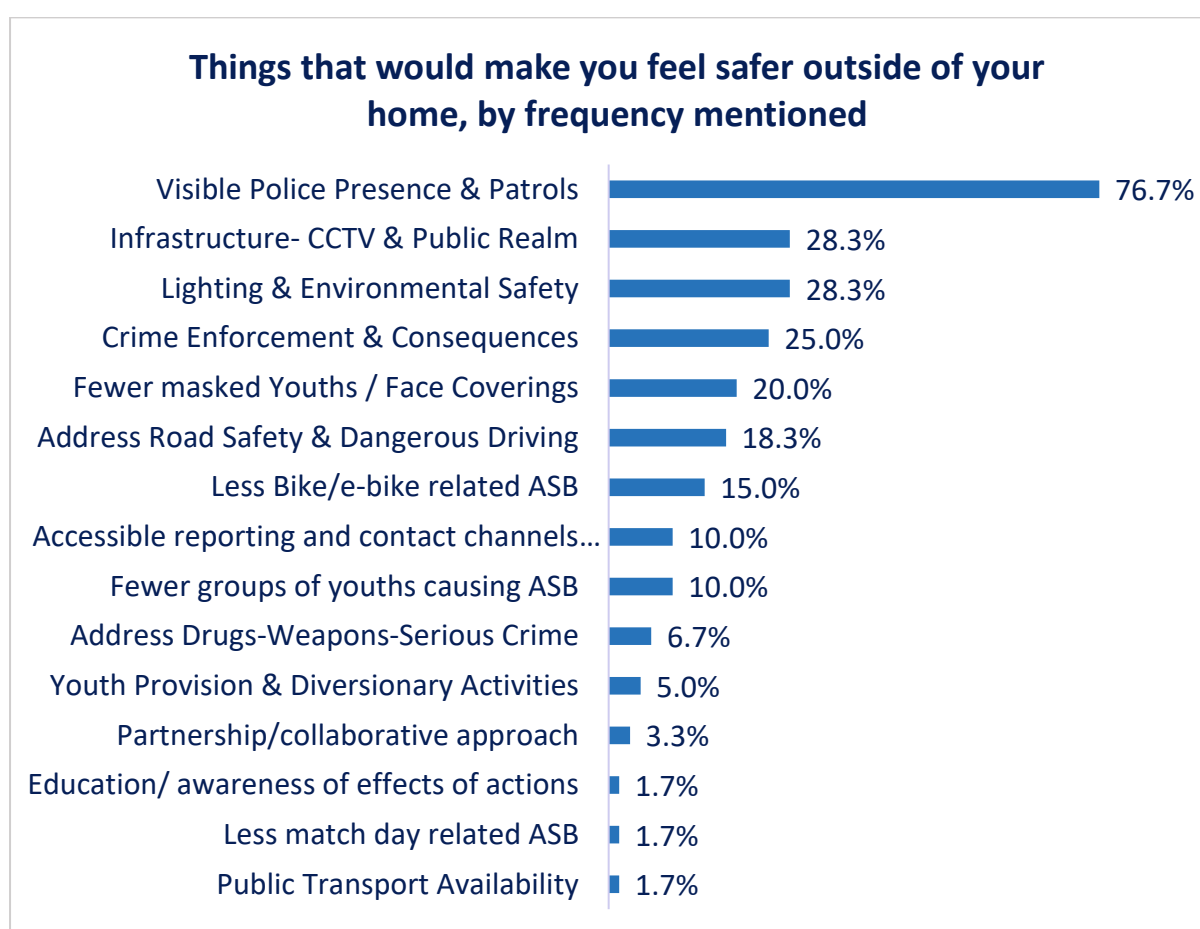


Figure 6: Things that would make you feel safer outside of your home, by frequency mentioned

Things that would make you feel safer outside of your home, by frequency mentioned:	Total	%
Visible Police Presence & Patrols	46	76.7%
Infrastructure- CCTV & Public Realm	17	28.3%
Lighting & Environmental Safety	17	28.3%
Crime Enforcement & Consequences	15	25.0%
Fewer masked Youths / Face Coverings	12	20.0%
Address Road Safety & Dangerous Driving	11	18.3%
Less Bike/e-bike related ASB	9	15.0%
Accessible reporting and contact channels for support	6	10.0%
Fewer groups of youths causing ASB	6	10.0%
Address Drugs-Weapons-Serious Crime	4	6.7%
N/A	3	5.0%
Youth Provision & Diversionary Activities	3	5.0%
Partnership/collaborative approach	2	3.3%
Education/ awareness of effects of actions	1	1.7%
Less match day related ASB	1	1.7%
Public Transport Availability	1	1.7%

Table 5: Things that would make you feel safer outside of your home, by frequency mentioned

3.1.6 Question 6: In terms of making communities safer, list the 3 things, in order of priority, that you think agencies and partners should focus resources on:

This was a free text, mandatory question. Comments have been categorised into themes, to assess those mentioned most frequently. The percentages given reflect the percentage of respondents whose comment contained that thematic element. As comments included multiple thematic elements, the total percentage may exceed 100%.

The thing that most participants mentioned as something that agencies and partners should focus resources on was a visible police presence and patrols (48.3%). Other things that people felt resources should be focused on are crime enforcement and consequences and the provision of youth diversionary activities (23.3% each).

Tackling youth related ASB in general, and specifically ASB related to bikes and e-bikes and youths wearing face covering were also high on the agenda (21.7% each).

The below summarises the points most frequently raised:

Visible Police Presence & Patrols (48.3%)

Once again, Visible policing emerged as one of the strongest themes throughout the responses. Respondents repeatedly called for more officers on foot, regular neighbourhood patrols, and a greater presence in town centres, parks, transport hubs, and residential areas. Many believed that highly visible policing would deter offending, improve public confidence, provide reassurance to residents, and enable quicker responses to emerging issues. Community-based policing and stronger engagement between officers and residents were also frequently highlighted.

Crime Enforcement & Consequences (23.3%)

Comments focused on directing resources to ensure stronger enforcement against criminal and anti-social behaviour. Respondents wanted greater action against shoplifting, vandalism, low-level crime, youth offending, and repeat offenders. A common theme was the perception that there are insufficient consequences for offending, leading to calls for tougher sanctions, more proactive policing, and prompt responses to incidents.

Youth Provision & Diversionary Activities (23.3%)

Participants called for greater investment in youth services, clubs, sports facilities, youth centres, and diversionary activities. Respondents frequently argued that limited opportunities for young people contribute to anti-social behaviour and street-based gatherings. Many comments emphasised the need to provide safe, affordable, and attractive alternatives that encourage positive engagement, social interaction, and skill development.

Tackle youth related ASB (21.7%), Tackle Bike/e-bike related ASB (21.7%) and Tackle Masked Youths / Face Coverings (21.7%)

Respondents consistently identified youth-related anti-social behaviour as a key area where community safety partners should prioritise resources. Many respondents saw youth anti-social behaviour, face coverings, and bike-related nuisance as interconnected challenges that would benefit from a coordinated allocation of resources across enforcement, prevention, and early intervention

Comments focused on groups of young people gathering in parks, town centres, shopping areas, transport hubs, and other public spaces, which were often perceived as intimidating, disruptive, or linked to wider concerns about crime and disorder.

A significant aspect of this theme related to the use of face coverings, particularly balaclavas. Respondents frequently associated masked individuals with intimidation, anti-social behaviour, and criminal activity. This was often viewed as an issue requiring targeted attention because of its perceived impact on public confidence and feelings of safety.

The anti-social use of bicycles, e-bikes, electric scooters, and similar vehicles also featured prominently. Contributors highlighted concerns around dangerous riding, excessive speeds, pavement cycling, and groups using bikes and scooters in a manner that created fear or nuisance for others. Many responses suggested that resources should be directed towards enforcement, regulation, and interventions aimed at tackling irresponsible use, while also providing opportunities for legitimate recreational use.



Things that agencies and partners should focus resources on, by frequency mentioned:

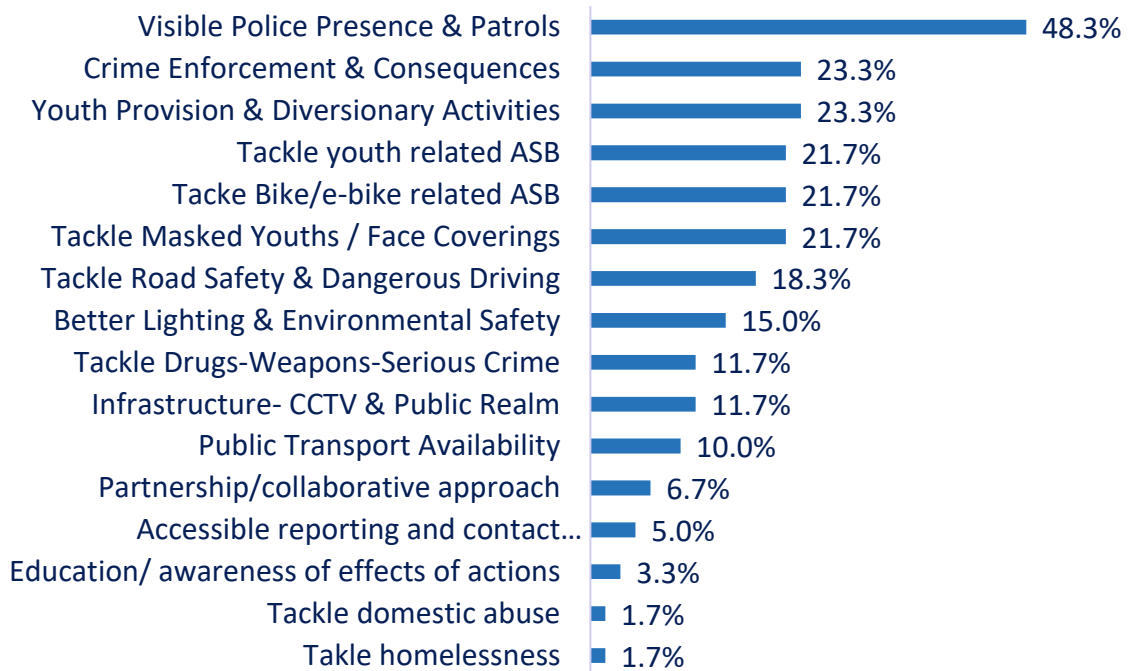


Figure 7: Things that agencies and partners should focus resources on, by frequency mentioned.

Things that agencies and partners should focus resources on, by frequency mentioned:	Total	%
Visible Police Presence & Patrols	29	48.3%
Crime Enforcement & Consequences	14	23.3%
Youth Provision & Diversionary Activities	14	23.3%
Tackle youth related ASB	13	21.7%
Tackle Bike/e-bike related ASB	13	21.7%
Tackle Masked Youths / Face Coverings	13	21.7%
Tackle Road Safety & Dangerous Driving	11	18.3%
Better Lighting & Environmental Safety	9	15.0%
Tackle Drugs-Weapons-Serious Crime	7	11.7%
Infrastructure- CCTV & Public Realm	7	11.7%
Public Transport Availability	6	10.0%
Partnership/collaborative approach	4	6.7%
Accessible reporting and contact channels for support	3	5.0%
Education/ awareness of effects of actions	2	3.3%
Tackle domestic abuse	1	1.7%
Tackle homelessness	1	1.7%

Table 6: Things that agencies and partners should focus resources on, by frequency mentioned.

3.1.7 Question 7: Do you have any additional comments you wish to share in relation to Community Safety?

This was a free text, optional question. Comments have been categorised into themes, to assess those mentioned most frequently. The percentages given reflect the percentage of respondents whose comment contained that thematic element. As comments included multiple thematic elements, the total percentage may exceed 100%.

These comments closely mirror the topics previously raised, with Police visibility (30.6%), enforcement and consequences (16.7%) and youth related anti-social behaviour (ASB) (11.1%) being the most prevalent themes.

The below summarises the points most frequently raised:

Visible Police Presence & Patrols (30.6%)

The most common theme within the additional comments related to policing, enforcement, and confidence in the ability of agencies to respond effectively to community concerns. Many respondents felt that a visible police presence remains fundamental to community safety, particularly through neighbourhood patrols and officers being present in local communities. Overall, responses suggest that residents see both increased visibility and consistent enforcement as key factors in improving confidence and perceptions of safety.

Crime Enforcement & Consequences (16.7%)

Many comments highlighted concerns that offenders face insufficient consequences for their actions, particularly in relation to anti-social behaviour, vandalism, drug-related activity, and youth offending. Respondents frequently expressed frustration with perceived gaps between reporting incidents and seeing meaningful outcomes, with several calling for stronger enforcement and more decisive action against repeat offenders. A common view was that consistent consequences would act as a deterrent and help restore public confidence in community safety.

Anti-Social Behaviour (ASB) – Youth-Related (11.1%)

Youth-related anti-social behaviour featured prominently throughout the additional comments. Respondents referred to groups gathering in parks, shopping areas, neighbourhoods, and other public spaces, often describing behaviour perceived as intimidating, disruptive, or threatening. Some contributors shared personal experiences of incidents involving groups of young people and discussed the negative impact this had on their feelings of safety and willingness to use local public spaces.

Do you have any additional comments you wish to share in relation to Community Safety?

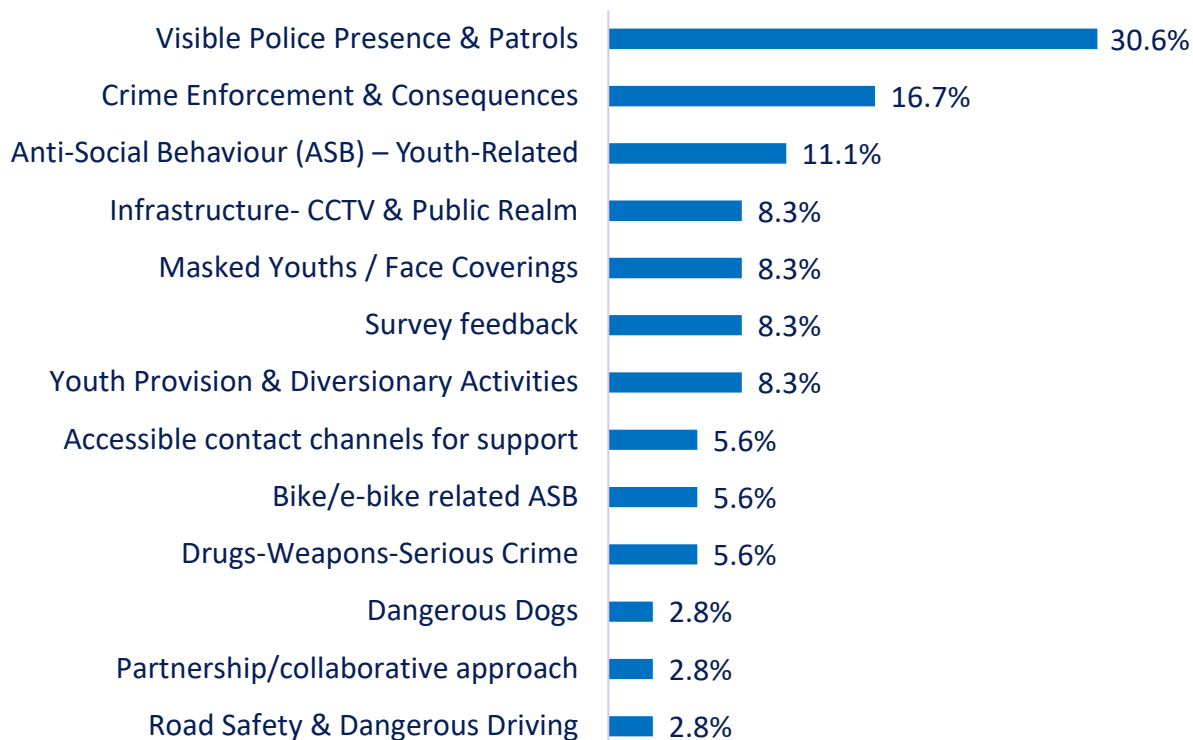


Figure 8: Do you have any additional comments you wish to share in relation to Community Safety?

Do you have any additional comments you wish to share in relation to Community Safety?	Total	%
Visible Police Presence & Patrols	11	30.6%
Crime Enforcement & Consequences	6	16.7%
Anti-Social Behaviour (ASB) – Youth-Related	4	11.1%
Infrastructure- CCTV & Public Realm	3	8.3%
Masked Youths / Face Coverings	3	8.3%
Survey feedback	3	8.3%
Youth Provision & Diversionary Activities	3	8.3%
Accessible contact channels for support	2	5.6%
Bike/e-bike related ASB	2	5.6%
Drugs-Weapons-Serious Crime	2	5.6%
Dangerous Dogs	1	2.8%
Partnership/collaborative approach	1	2.8%
Road Safety & Dangerous Driving	1	2.8%

Table 7: Do you have any additional comments you wish to share in relation to Community Safety?

4.0 Demographics and Site Traffic

4.1 Demographics

Registration was required to engage in the online Community Safety Strategy Review consultation. The registration form included questions regarding demographics including, 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.

Respondents may select multiple options for what they are registering as and as a result, the total percentage may exceed 100%. Most respondents (95.0%) were local residents.



Figure 9: Are you registering as?

The age group profile is illustrated below with the most common age groups being 55-64 years (29.8%), followed by 45-54 years (22.8%) and 65-74 years (19.3%).

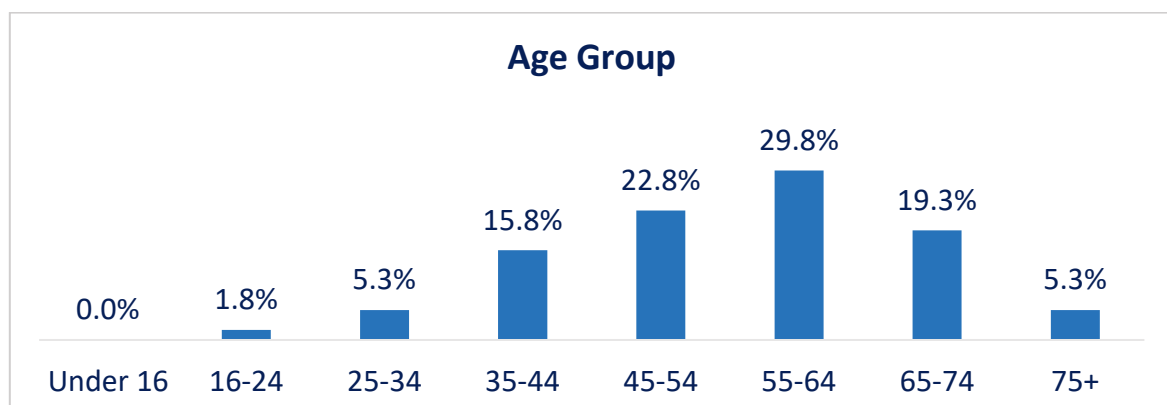


Figure 10: Age groups

47.4% of respondents were female and the same proportion were male. A further 5.3% preferred not to say.

This information is collected when participants register on the Have Your Say website. Registration may have occurred at the time of completing this survey or at an earlier date for those who had previously used the website and/or engaged in previous consultations.

These proportions differ slightly from the responses to Survey Question 1, 'What is your gender?', because fewer respondents selected 'Prefer not to say' in the survey than on the registration form.

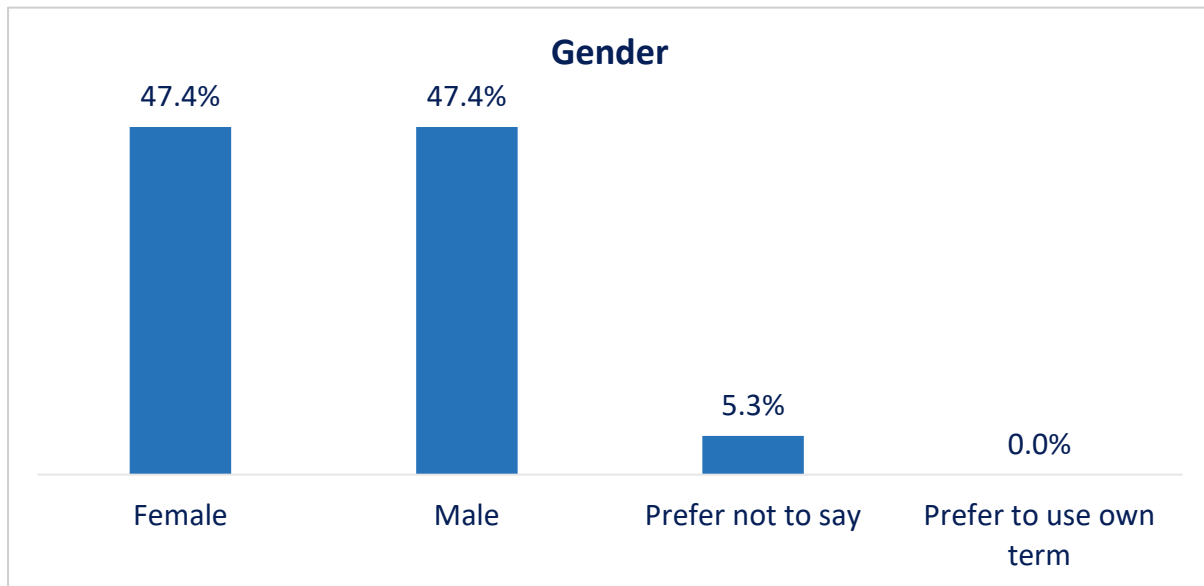


Figure 11: Gender

75.4% of respondents were heterosexual, 7.0% were gay or lesbian, 3.5% bisexual and 14.0% preferred not to say.

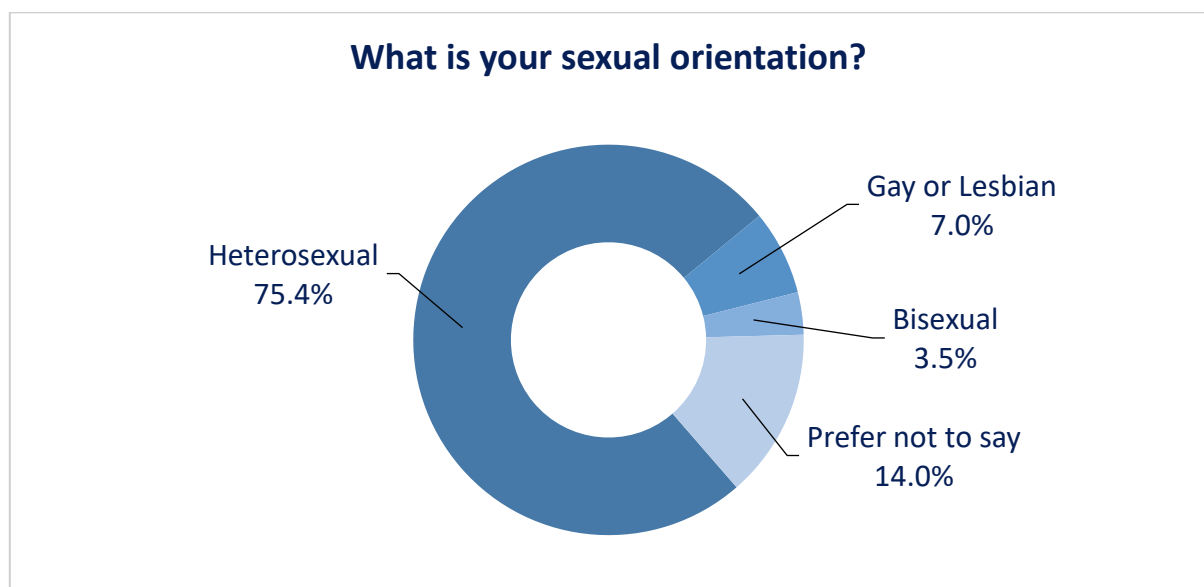


Figure 12: Chart displaying sexual orientation

73.7% said they did not have a disability whilst 10.5% of respondents said that they had a disability. 15.8% preferred not to say.

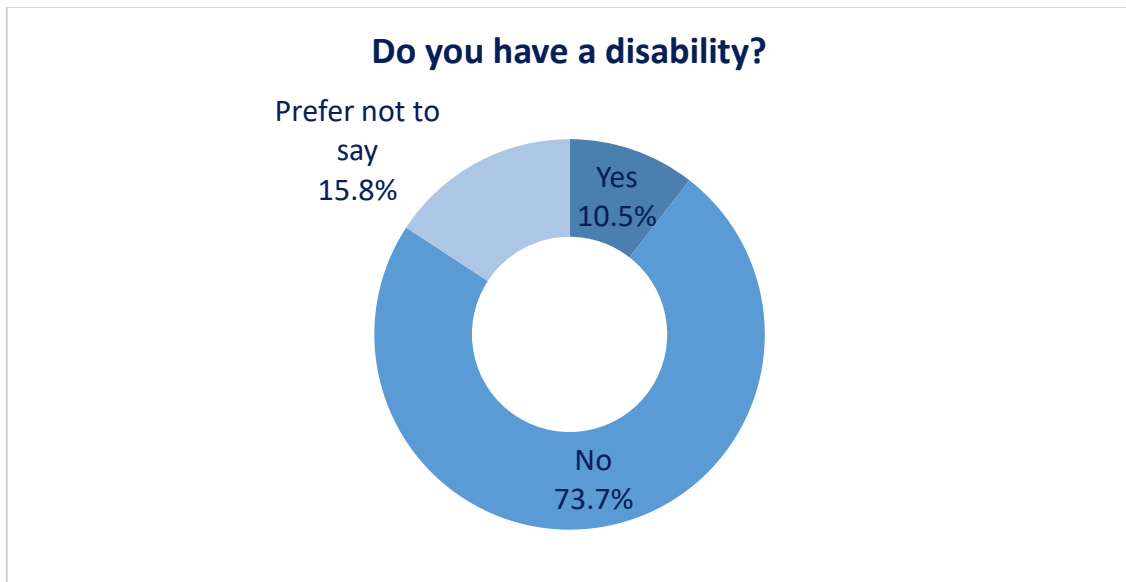


Figure 13: Chart displaying disability

The majority (87.9%) of respondents identified as White – English, Welsh, Scottish, Northern Irish, British.

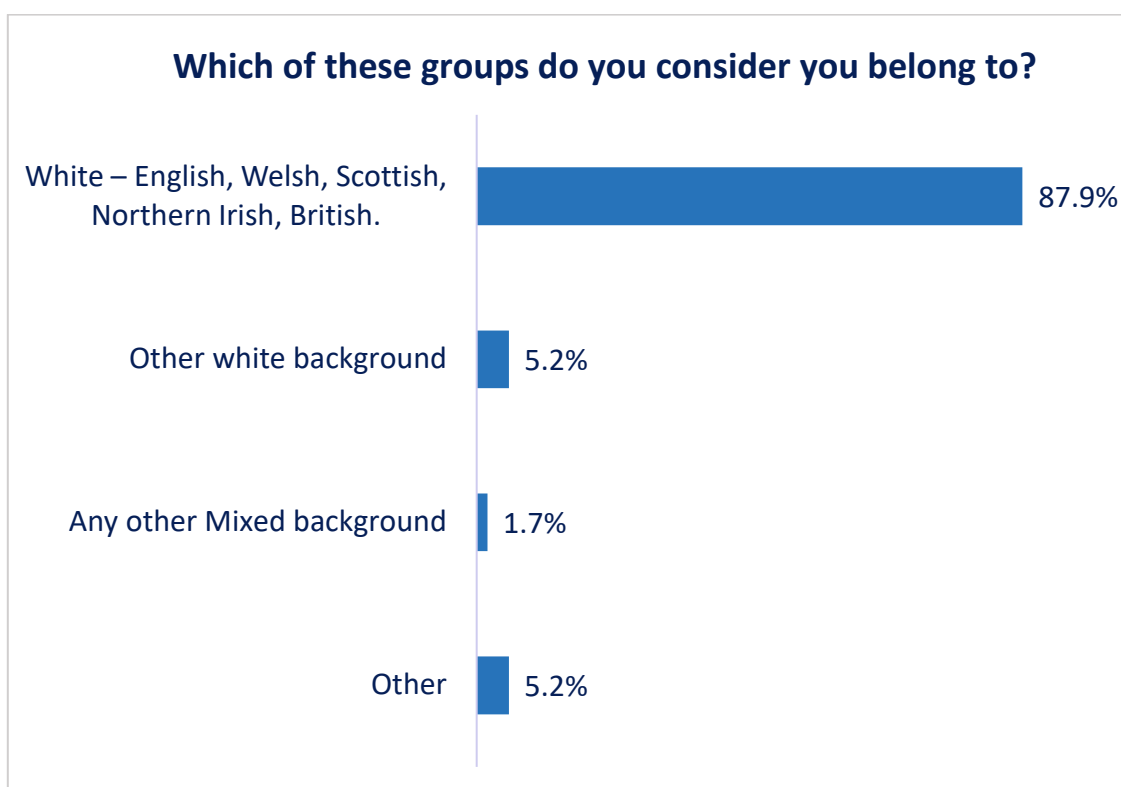


Figure 14: Chart displaying ethnicity

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. 316 unique visitors viewed the Community Safety Strategy Review consultation on the Have Your Say site. Of these, 195 visited multiple project pages and 60 people in total completed the online questionnaire.

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

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

For this project a range of traffic sources have been reviewed and summarised in the table below. Most visits to the site were direct visits where people typed the internet address into their web browser (146) or referrals, where visitors have clicked a link from another website (133), in this case mostly wirralview.com (61) and the wirralglobe.co.uk (57

Traffic Source	Aware Visits	Informed Visits (%)	Engaged Visits (%)
Direct	146	61 (41.8%)	16 (11%)
Email	46	19 (41.3%)	3 (6.5%)
.GOV sites	2	0 (0%)	0 (0%)
Search Engine	7	5 (71.4%)	3 (42.9%)
Social	54	31 (57.4%)	7 (13%)
Referrals	133	88 (66.2%)	31 (23.3%)

Table 8: Site traffic sources