



# Report Analysing Feedback to Upton and West Kirby Station Merger Proposals at Saughall Massie Road, Saughall Massie

**VERSION 1.0**

## STRATEGY & PERFORMANCE

Please note that the data in this document is based on the live Incident Recording System. As this is a live system, the data contained within this document is subject to review and can be changed without announcement.

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Date Assigned: 21/05/2015  
Date Data Extracted: 26/05/2015  
Work Completed:

Document Type:  Statistics / Maps  Survey  Report

System(s) Used:  Incident Recording System  
 FSEC / Vision BOSS  
 Survey Monkey  
 Oshens  
 Other:

### Related Documents

Title:

Date of Document:

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## 1. Introduction

On the 2<sup>nd</sup> March 2015; Merseyside Fire & Rescue Service began a twelve week consultation with residents of West Wirral regarding the potential merger of the Upton and West Kirby station areas at a site on Saughall Massie Road, Saughall Massie.

The purpose of this report is to provide analysis of the feedback received concerning the proposed merger. A copy of the questions used in the consultation questionnaire are found within the Appendices of this report.

Map 1: Location of the proposed Saughall Massie Road site in relation to the existing Upton and West Kirby Station areas



Author: Business Intelligence  
Date: 03/02/2015  
Produced using MapInfo  
Strategy & Performance

Map Reference:

Map of Upton and West Kirby Station Areas  
with Proposed Saughall Massie Road Site

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In total there were 129 responses to the survey.

## 2. Methodology

For the purpose of producing the feedback, an online survey was created using SurveyMonkey - which also collected responses from members of the public. Though the Survey is now closed it was originally published at the following URL: [https://www.surveymonkey.com/r/saughall\\_massie](https://www.surveymonkey.com/r/saughall_massie)  
Feedback data was downloaded from SurveyMonkey and analysed using Microsoft Excel 2013. The report only uses **valid** responses to each question - this is why counts can differ between questions.

MapInfo Professional 11.0 was used to map location based data.

Comments published within this document are based on a selection received, the only adjustments to commentaries are corrections to misspelled words.

Otherwise comments are verbatim.

### 3. Findings

**Q1) Having read the newsletter, do you agree that it is reasonable for the Fire and Rescue Authority to make the necessary savings by:**

**Table 1: A) Closing West Kirby and Upton fire stations; building a new station at Saughall Massie road**

Agreement	Count	%
Strongly Agree	32	25.2%
Tend to Agree	19	15.0%
Neither Agree nor Disagree	1	0.8%
Disagree	0	0.0%
Strongly Disagree	75	59.1%
Grand Total	127	

Table 1 identifies that views were polarised concerning the potential development at Saughall Massie Road with 75 (59.1%) respondents being strongly against the building of a new merged station. However in combination 51 (40.2%) respondents were broadly in favour of the proposed develop of which 32 (25.2%) respondents were strongly in favour of the development.

**Table 2: B) Closing West Kirby fire station outright, as the alternative to merger at Saughall Massie road**

Agreement	Count	%
Strongly Agree	18	14.8%
Tend to Agree	29	23.8%
Neither Agree nor Disagree	11	9.0%
Tend to Disagree	20	16.4%
Strongly Disagree	44	36.1%
Grand Total	122	

Like table 1, views are polarised concerning whether instead of building a new merged station – West Kirby should be just closed. In general the majority of respondents (64 or 52%) disagreed with this proposed to some extent, with 47 or 38.5% of respondents agreeing with the proposal to close.

**Table 3: C) For both A and B above, one of the two 24/7 (wholetime) fire appliances would still provide an immediate response to incidents, but we propose that the second appliance would be crewed by on-call wholetime firefighters to provide a response within 30 minutes in exceptional circumstances only (eg periods of high demand).**

Agreement	Count	%
Strongly Agree	26	21.0%
Tend to Agree	37	29.8%
Neither Agree nor Disagree	27	21.8%
Tend to Disagree	12	9.7%
Strongly Disagree	22	17.7%
<b>Grand Total</b>	<b>124</b>	

Concerning whether a retained appliance being available regardless of whether a new fire station is built on Saughall Massie Road or not, the majority of respondents 63 (50.8%) broadly agreed with the proposal, 27 (21.8%) were undecided and a combined 34 (27.4%) disagreed with the proposal.

**Table 4: Q2) Do you support including community facilities at the proposed station?**

Agreement	Count	%
Strongly Agree	28	21.9%
Tend to Agree	17	13.3%
Neither Agree nor Disagree	18	14.1%
Tend to Disagree	12	9.4%
Strongly Disagree	53	41.4%
<b>Grand Total</b>	<b>128</b>	

Table 4 identifies that a sizeable proportion of respondents (53 or 41.4%) strongly disagreed with the concept of including community facilities at the proposed station. In combination 65 (50.8%) of respondents disagreed with the provision of community facilities at the proposed fire station. By contrast 45 (35.2%) respondents supported community facilities at the proposed station and 18 (14.1%) neither agreed nor disagreed.

**Table 5: Q3) Do you support the possibility of sharing the proposed station with other blue light services?**

Agreement	Count	%
Strongly Agree	36	28.1%
Tend to Agree	16	12.5%
Neither Agree nor Disagree	13	10.2%
Tend to Disagree	12	9.4%
Strongly Disagree	51	39.8%
<b>Grand Total</b>	<b>128</b>	

Table 5 identifies that 36 (28.1%) respondents strongly agree with the concept of sharing the proposed station with other blue light services. In combination 52 (40.6%) agree to some extent with the concept of sharing the proposed fire station site with other blue light services. However 63 (49.2%) respondents disagreed with the concept of sharing the site with other blue light services.

**Q4) If a station was to be built at the site on Saughall Massie Road, please let us have your view on what you would like the station to look like, including any particular design features or facilities you would like included**

The following comments are structured according to what respondents suggested as valid design features<sup>1</sup>.

**Comments related to the scale of building:**

As there are concerns over greenbelt loss, I think a single storey facility would fit in better and not be as big a "blot on the landscape".

Given that Saughall Massie village is a conservation area, I would have had no objections to a small development such as the one Dan Stephens showed in the Lake District, i.e. a single storey stone building, as I understand the need for the residents of West Kirby to have access to rapid response.

As low key as possible - and more like the Heswall station

A low level building that could not be seen above the tree line.

As small as possible

Modern. Low key (trees?). Preferably away from houses

Just a small single story down the bottom end of the field away from the sheltered housing bungalow all in keep with the green belt

Low key to fit in with surroundings with additional community facilities i.e. youth club. Public meeting rooms

Single storey unit with Landscaped grounds, set back from road, no tower

It has to be functional first and foremost, whilst considering the surrounding rural area. Possibly only one storey.

**Comments related to using a "traditional / rural" design**

Clear access and a building which is appropriate to the semi-rural area

Something that blends in with the area

Blend in with local environment as best as possible - use of landscaping

Green & Organic in appearance to keep in with the existing aesthetics in Saughall Massie. Plant trees around the building

Design to be kept in keeping with local area

I think the fire service should design a station which suits their needs.

I would like it to be sympathetic to the area

Appearance to be in keeping with area - either in sandstone or old brick. Low lying building, eco-friendly. Planting trees and scrubs to block from road side (similar to the Warrens building at Arrowe Park). Facilities to include: library, computer access with support and learning facility, coffee shop, citizens advice bureau

As it's in a village-like area something in keeping with the farming heritage of the village across the road would be preferable.

As suggested, fits in with local architecture. Consider local environment impact too - e.g. include a community garden, new hives, bird boxes, etc.

For me the building does not need to be disguised as anything other than a fire station. Realistically everyone needs Fire & Rescue Services and occasionally sacrifices have to be made. We can't always have the choice of being a NIMBY.

I think it should be in line with the surroundings and fit in with the green belt

In offensive - most importantly cost effective. Fire service saves lives - building should be able to do the job not to look pretty

Is there any way of using any natural features in Saughall Massie as the tower or part of training facility?

It should be as cost effective as possible. Wasting money on expensive design features or architecture is contrary to the purpose of this exercise.

It should be in fitting with surroundings

<sup>1</sup> Please note this section only includes responses which were relevant to the question. There were comments detailing why individuals were against the development however as this question corresponds to design details of the potential build, these have been discounted.



Sympathetic Design - Consult Saughall Massie residents. Community Rooms - education facilities to educate children

I would like it to look like a piece of un-interfered with greenbelt land

I would like it to only include the facilities for housing fire pumps and crew. I would not like training towers etc.

Trees in front of fire station - lining the road from Saughall Massie to Three Lanes End

### Comments related to using a “modern” design

I like the 2 storey design as proposed in the document

Modern, something for kids nearby

Similar to Birkenhead and Mill Lane, Wallasey

I have seen the new Birkenhead fire station and feel that it looks modern and functional but not too austere.

### Q5) Please provide any further comments in support of your responses:

The majority of responses to this question are critical in nature reflecting the sceptical view of the proposal to build a new fire at Saughall Massie.

Following are a *selection* of responses to this question gauging different opinions and views.<sup>2</sup>

#### Selected comments in favour of the development (total of 10 comments)

By building a new station in Saughall Massie means that reasonable response times can still be met, and would also mean that ambulances can get to west Kirby quicker than currently from Arrowe Park. I understand the concerns about loss of greenbelt and if this was for a shopping centre then I would be wholeheartedly against it. However, this is an important service so some compromises must be made.

I am fully supportive of making the fire service efficient and to cut its cloth according to the funds available but extremely disappointed that the only option that is apparently available is to build the station on green belt land.....

I am keenly aware of the sacrifices Merseyside Fire and Rescue Service have had to make due to government cuts. I live in West Kirby, and although I'm concerned about the closure of the station, I know you have no choice but to make reductions and close sites, and I fully support your judgement, as professionals, in doing so. I think the intervention of councillors with political interests in blocking any form of change to their area has been shameful, if predictable. I also think local opinion has largely been swayed by a small number of very vocal NIMBYs who hate any idea of change, regardless of the necessity of it taking place. Good luck and thank you for what you do for the community.

I think ideally I wouldn't want to lose any emergency services but if it's inevitable then I suppose Saughall Massie is the best option although I don't live there

#### Selected neutral comments – neither favourable nor unfavourable (total of 8 comments)

I don't understand why using on-call fire-fighters who live within 5 minutes of West Kirby or Upton hasn't been considered? They are both reasonably populated areas and I think it would be easy to keep the pumps on the run, significantly reduce costs and provide a 10 minute response into both towns. The idea of having whole-time fire-fighters, on-call to provide a 30 minute response seems like a waste of resources - why keep a fire-station open only for resilience purposes? Upton and West Kirby aren't even that far from each-other, you could quite easily provide 30 minute cover from Birkenhead if needs be!

No youth club facilities as it is in close proximity to vulnerable adults and elderly people. There is a new youth facility, being provided in Birkenhead. The council has been closing youth clubs, because of this one

<sup>2</sup> Please note that comments not detailing any reasoning or vexatious have not been included in the above comments and total counts

### Selected comments in favour of developing Upton (total of 3 comments)

Close West Kirby, if you must, but retain and redevelop Upton (if needed). The comment "I am of the view that a merger in West Wirral would deliver a less impactful operational outcome than the outright closure of West Kirby or any other option open to the Authority." is meaningless as both options involve closure of West Kirby.

The most economical solution: - 1. Upton fire station is in the best position to cover the area. It can be refurbished and if necessary be provided with a second fire engine. The police station opposite is very large indeed and well situated to make co-operation convenient - if it is not so already, they also have space in their car park if required e.g. rapid response vehicles. Although there is space at present at the fire station. 2. I understand that West Kirby fire station is seldom in use. So what is all the fuss about retaining it? Apparently the present situation covers West Kirby already. Rapid response vehicles could cover Hoylake and West Kirby with back up from a fire engine

### Selected comments against the development due to various reasons (total of 11 comments)

A fire station should not be built in Saughall Massie and there are many good reasons why. It is green belt and home to a wide variety of birds and animals. It provides a valuable space for dog walkers, horse riders, Families enjoying time together and taking exercise. We are all aware of the need for people to be more active and that space provides an excellent opportunity for local residents thus improving physical and mental health. Consideration should also be given to the fact that a large number of elderly/vulnerable people right next to the proposed site and it would be extremely unfair on them. I was at the meeting on Monday 20th April at the Centre in Saughall Massie. Dan Stephens had no interest whatsoever in any of the above, wanting to focus only on "response times" In actual fact they are the very thing that would most certainly not be met. The lanes which would be used to get to West Kirby are very narrow with ditches along the side in some places and very many bends. Traffic is very heavy during peak times in those lanes, they are already a no go area for walkers and cyclists. Even in a car, the possibility of coming face to face with such a large vehicle would be extremely dangerous, an accident just waiting to happen. It would be a case of when, not if. Any accident, apart from the obvious risk to life and limb would block the lanes completely raising the need for a further vehicle to be called out and take a different route. The lanes in question (from Three Lanes End roundabout to the foot of Black Horse Hill) are not just a few hundred yards long, they stretch for over a mile and a half and another thing to bear in mind is the fact that there is a primary school at the end. Dan said conditions like these are found anywhere else in the country, refusing to listen to the fact that this is the route to the motorway for residents of West Kirby and Hoylake. To build a fire station on this proposed site would be sheer madness, not to mention totally unnecessary, I strongly urge you to reconsider.

Having lived in Saughall Massie for over 26 years I can see how the village has been already ruined by the new road, Traffic congestion and a 15 minute wait to get out of Girtrell Road onto Saughall Massie to go to work and the same at night. The road cannot sustain the extra traffic, noise and feel that the fire station together with other plans i.e. gym, accommodation, training centre and accommodation for youths has no place in our village. This also causes stress to the vulnerable people in our sheltered accommodation and there is also a drainage problem after the building of the road with the pond (now lake) getting closer to private property (this did not happen before the building of the road). I feel that the Fire Service together with the Council should listen to residents who actually live in the village and have done so for many years.

It's about time the fire service accepted there is no longer the demand for mass 24/7 fire crew coverage. There should be a move to a more specialised service with 24/7 crews that specifically cover industrial areas such as the docks and Stanlow, serious road traffic collisions and fires which endanger life. The remaining coverage should be met by part time crews similar to the lifeboat service where for all non life threatening jobs are dealt with by on call trained firemen from the local community. Unlike the over worked police and specifically ambulance service, fire crews can relax and sleep during their shift so instead of paying them to sit around just have the necessary crews either that or crews should undergo greater medical training and support the ambulance service.

Whilst the fire engines use this road if they need to go West Kirby way, we do not see them when they attend other areas, but this would change as they would then be travelling up and down the road to attend incidents every day. The traffic on the road is already heavy and speed limits are already ignored causing a hazard to children, the elderly and disabled in the area. Additionally, open green space is being taken away from the community and views obliterated. Not content with a fire station the proposal also includes a gym and youth facilities increasing people and vehicular traffic. The fire authority has been banging on about response times but the ambulances manage to get to people all over the Wirral from further along the road from the Upton Fire Station.

### Selected comments against the development due to green belt concerns (total of 21 comments)

I strongly disagree with the proposed use of green belt land at Saughall Massie. This land has been protected for

many years and should remain so. It is an important ecosystem and nature area. Also, placement of a station here would mean the appliances relying heavily on the lanes between Saughall Massie; and west Kirby, Hoylake and Greasby. These roads are not suitable for regular blue light appliances, there are many blind bends and few overtaking opportunities. There would be a raised risk of accidents and a slower response time as a result.

The proposed new fire station would be built on green belt land. This should not be allowed due to the impact on the wildlife, the environment and the living standards for local residents. There is housing for the elderly and vulnerable people next to the proposed site which would have an adverse effect on their wellbeing due to noise pollution at any time of day or night. I have concerns about the increase in traffic and the likelihood of further building being erected on green belt land near the site. I think the little money that the fire service has would be best spent on improving Upton fire station.

There is very little Green space in Saughall Massie and it is unacceptable to build on the small amount there when there is an existing fire station so nearby in Upton. Traffic is already very bad in this area and as a local resident I would be very concerned by the impact of siting the fire station here.

when you build on the greenbelt you are taking away open spaces that people enjoy nature (peace) enjoying the walks also Upton fire station is in the perfect spot for accidents on M53 and also Arrowe Park Hospital

### Selected comments against the development due to traffic (total of 8 comments)

If the fire engines travel out towards the Upton by Pass they will encounter heavy traffic in the morning and evening plus children going to and from school. I appreciate the need for cost cutting but there are many alternative sites which could be utilised for the necessary merger

This is a conservation area and is Green Belt. The road is also extremely busy with two roads of OAP residences. We also every 8 years have the Open Golf at Royal Liverpool and the traffic crawls along Saughall Massie Road during the five days of the Open.

When the new Saughall Massive Road bypass was constructed the residents were given assurances that no increased traffic would result. This was a complete falsehood. Traffic has significantly increased and now the proposal is to add one or more emergency services. Traffic is already regularly backed up in both directions. It can be extremely difficult to turn out of and into side roads and adding emergency vehicles will make turning on to and off Saughall Massive Road far more dangerous. Not to mention the potential delays to the response of vehicles. I will vehemently oppose this proposal at every stage. I also cannot see any logic in moving the fire station further away from the bulk of the population it serves (Upton & Woodchurch). I cannot see any good reason why constructing a new centre on Saughall Massie Road is a good option - it is environmentally unsound, it is less efficient for virtually the entire population it serves in that it is further away from them, it will increase traffic and danger on an already extremely busy road and it cannot be cheaper to construct a new centre than use the existing ones more effectively. The plan is a D minus. Must do better.

### Selected comments against the development due to funding (total of 2 comments)

If the number of call outs have dropped significantly since 2004, why or how does this justify the building of a new fire station? It would seem your own information would support the closing of west Kirby and keeping Upton fire station not building a white elephant of a fire station which you seem to be dangling the fake pointless carrot of community facilities, which on the new proposed site would not have the required space for people to visit etc. This is pointless capital expenditure programme with zero benefit to the community.

### Selected comments against the development due to local concerns (total of 3 comments)

I strongly disagree with the new station at Saughall Massie Road. It would ruin the peaceful landscape and therefore decrease the values of the properties in that area so I think it would be better for everyone if the station were in an existing site instead of an open field.

Are you aware that the majority of houses adjacent to the proposed development are for elderly or disabled residents? In the event of an emergency call out, there is a risk to residents from traffic blocking driveways or emergency vehicles travelling along the main Saughall Massie Road. There are no such dangers if the existing stations are kept.



**Q6) Having read the newsletter, do you have any other suggestions on how the Authority can make the required savings?**

The following selected comments relate to respondents who have suggested ideas on where the Authority could make financial savings / recover costs. Though not detailed in the following list, many respondents favoured keeping Upton open with the closure of West Kirby and therefore no development within Saughall Massie.

As backup the Heswall Fire Station can provide alternative fire engines, the road to West Kirby is much more straight forward and does not suffer from narrow lanes, being a good road all the way. Why is there seldom a fire engine at Heswall, when I understand they can provide backup from Neston? Upgrading Upton station will be much less expensive than building A new fire station on virgin, greenbelt land (which is also a site of archaeological finds) is wrong. Upton Fire Station is centrally placed to cover a wide area, including Hoylake, Woodchurch estate, Arrowe Park & M53 for motor accidents

Consider Merging Blue Light Sites

Cut the bosses!

Develop a charity arm

Go with option C as outlined above. Charge companies and organisations money for unnecessary calls or automated calls.

Have a low pressure option to donate especially when someone receives free services such as smoke alarms, perhaps this could take the form of a card with details of how to donate? Guided tours and/or demonstrations again with donation or even a charge? Fire engine sponsorship, individual and corporate? I'd pay to have my name on an engine to indicate my support for this essential service.

Increase council taxes, as suggested at the meeting on 20th Apr, in order to properly fund an effective fire service.

Merge the 2 fire stations at the cheaper location of Upton Sell the west Kirby site for re-development Apply for an increase to the local c/tax to fill the gap in your funding, as local resident feel strongly about your proposals Could the fire service not apply the similar approach that the fast response ambulance uses

Merging Birkenhead / Wallasey on Dockland

More cross-border collaboration. You should consider building a joint fire station with Cheshire on the Chester High Road. Heswall cannot provide an adequate response into Neston and Cheshire currently have no plans to build a station in Neston. The current location of Heswall fire station is ripe for development and could make the Service some money - sharing the costs of building and staff with Cheshire is likely to provide a more cost effective way of keeping a station and will benefit both areas. Why not have a joint Merseyside and Cheshire, Fire, Police and Ambulance station on this site?

My only concern is that building a new station is going to cost. If Upton Fire station closed instead, what would the response times be coming from Birkenhead? Could this be an alternative to spending some money on a new building? I apologise if this was mentioned but there was a lot to take in even though I read this a few times.

You are spending not saving, the cost of building a new site is going to cost a fortune. Invest that money more effectively into the existing stations

## 4. Further Analysis

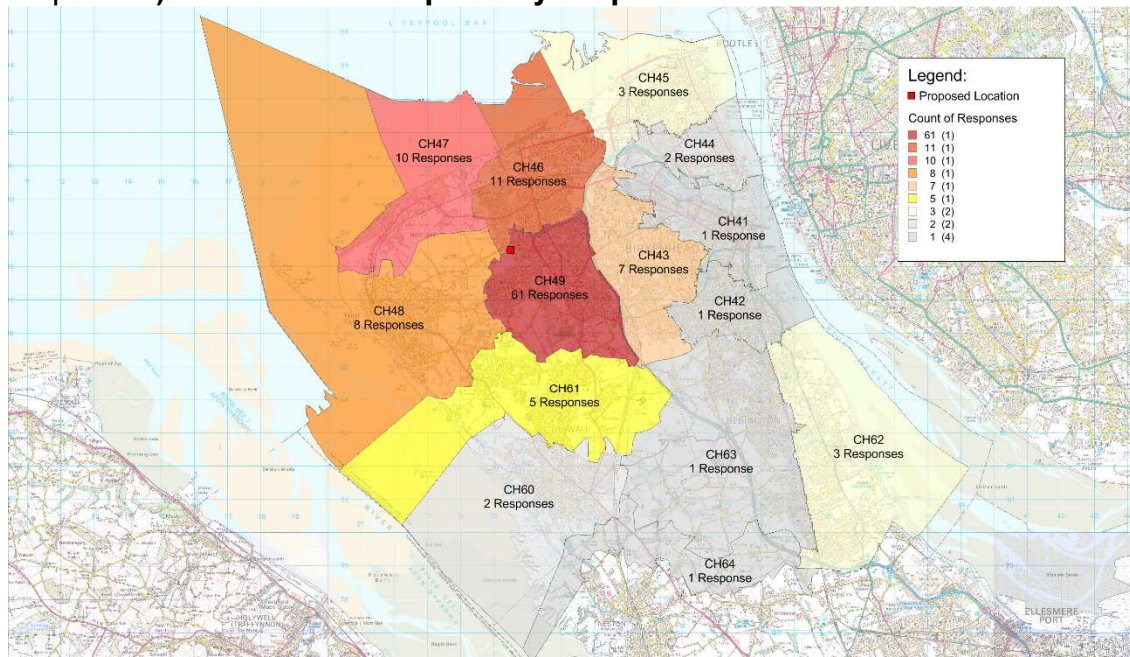
The following section provides an overview monitoring information submitted by respondents, this includes: Age, Gender, Ethnicity and Location.

**Table 6: D1) Are you a member of: Please tick the appropriate box**

Organisation	Count	%
Partner Organisation	5	4.2%
Public	115	95.8%
Merseyside Fire & Rescue Service Staff	0	0.0%
<b>Grand Total</b>	<b>120</b>	

Question D1 asks respondents whether they are members of the Public, Partner Organisations or internal members of staff. The table clearly identifies that the vast majority (95.8% or 115 respondents) were members of the public.

**Map 2: D2) What is the first part of your post code:**



Author: J Fielding  
Date: 26/05/2015  
Produced using MapInfo  
Strategy & Performance  
Map Reference:

**Thematic Map Identifying Density of Survey Respondents by Postcode**

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Map 2 provides an overview of the density of respondents by postcode. The map clearly identifies that of the valid responses to the questionnaire the CH49 post code had the greatest volume of respondents with 61. This was then followed by the CH46 post code with 11 responses, the CH47 post code with 10 responses and CH48 post code with 8 responses.

Chart 1: Comparison of Age and Gender (D3 and D4)  
 Respondents by Age and Gender

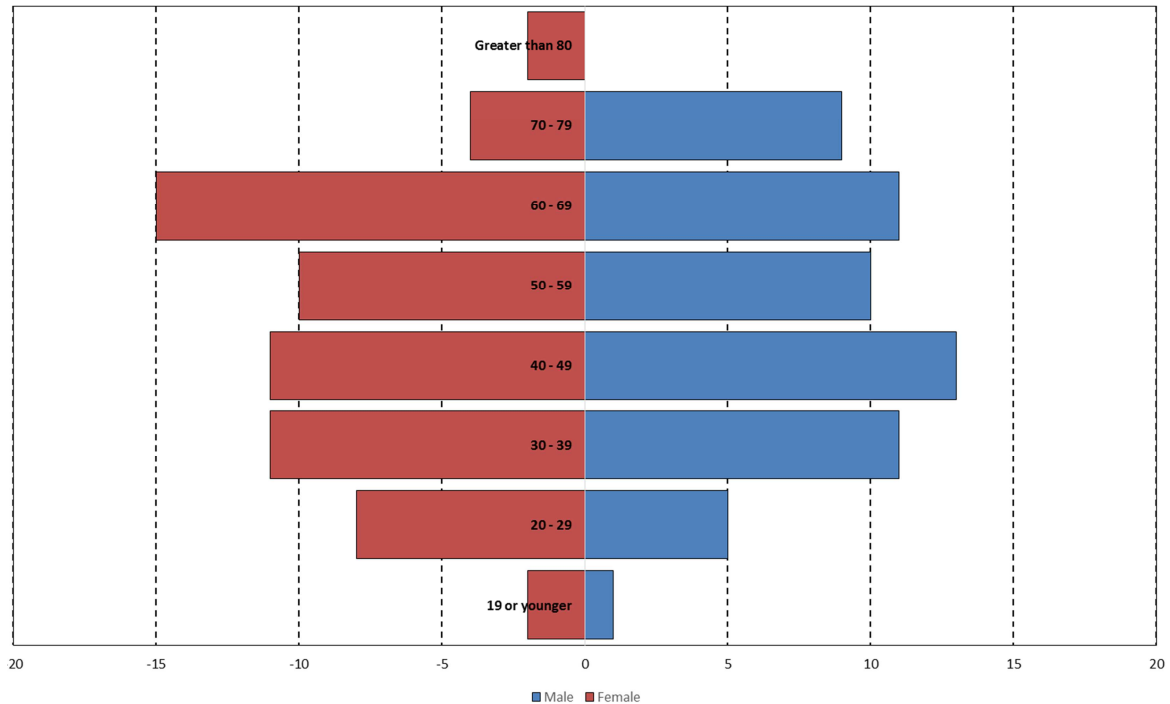


Chart 1 provides a population pyramid graphically representing the ages and genders of respondents to the consultation questionnaire. The age group with the greatest number of responses is the 60-69 group with 26 responses in total, this is then followed by the 40-49 group with 24 responses and 30-39 group with 22 responses. The age groups to submit the fewest questionnaires are at the extremes of the age spectrum with the 19 or younger group having 3 respondents and the Greater than 80 group with 2 respondents.<sup>3</sup>

The overall count of female respondents was 63, with the 60-69 age range being most common and the overall count of males being 60, with the 40-49 age range being most common.

Table 6: D5) Do you consider yourself to have disability?

Age Group	Yes	No	Grand Total	% Disabled
19 or younger	0	3	3	0.0%
20 - 29	2	9	11	18.2%
30 - 39	2	17	19	10.5%
40 - 49	3	19	22	13.6%
50 - 59	5	16	21	23.8%
60 - 69	2	23	25	8.0%
70 - 79	6	6	12	50.0%
Greater than 80	1	2	3	33.3%
<b>Grand Total</b>	<b>21</b>	<b>95</b>	<b>116</b>	<b>18.1%</b>

Table 6 provides a breakdown of respondents by age and whether they considered themselves to have a disability. The majority of respondents, 95

<sup>3</sup> For additional benchmarking information please refer to Appendix B at the rear of this document

or 81.9% did not consider themselves to be disabled with 18.1% considering themselves to have a disability.

When benchmarked against Census 2011 figures the Wirral has a proportion of 21.9% of the population who have long term health problem or disability; where day-to-day activities are limited a lot 11.3% or a little 10.6%. In combination the 18.1% of respondents to have reported themselves to have a disability is very close to that of Wirral as a whole

**Table 7: D6) How would you describe your ethnic origin?**

Ethnicity	Count	%
White: English	111	87.4%
White: Other White Background	3	2.4%
White: Scottish	3	2.4%
White: Northern Irish	1	0.8%
White: Irish	1	0.8%
Mixed / Multiple Ethnic Background: White & Asian	1	0.8%
Prefer not to say	7	5.5%
<b>Grand Total</b>	<b>127</b>	

Table 7 identifies that the majority of respondents 111 or 87.4% were recorded as White: English. The next largest recorded ethnicity was the “Prefer not to say” group with 7 of 5.5% of respondents. Should this group be omitted then in combination the White ethnicities equate to 99.2% of respondents, which is slightly higher than the White ratio for the Wirral of 97.0%.

## 5. Corporate Communications

**Table 8: C1) How did you find out about this consultation?**

Communication Type	Count
Newsletter from Merseyside Fire & Rescue Service/Authority	48
Merseyside Fire & Rescue Service website <a href="http://www.merseyfire.gov.uk">www.merseyfire.gov.uk</a>	10
Newspaper	27
Online news website	20
Radio	4
TV	0
Word of Mouth / Telephone	62
Social Media	10

Table 8 identifies that respondents primarily became aware of the consultation and associated events via Newsletters and Word of Mouth which includes direct telephone calls (on behalf of Opinion Research Services).

More people were made aware of the consultation and associated events via the Internet and Social Media than the Radio or Television. Concerning Social Media; 6 respondents were made aware of the consultation and associated events via the Merseyside Fire & Rescue Service Facebook account and 1 individual via Twitter. Therefore 3 respondents did not state which form of social media they used.

## 6. Appendices

### Appendix A: Electronic version of the consultation questionnaire

#### Proposed Upton and West Kirby Merger - Consultation Questionnaire

Our consultation document outlines Merseyside Fire and Rescue Authority's proposal to merge Upton and West Kirby fire stations at a new station on Saughall Massie Road, Saughall Massie as an alternative to an outright closure of West Kirby Fire Station. The newsletter explains why we are proposing this change and how we would do it.

We are planning public meetings and other events during the twelve week consultation beginning on 2nd March 2015 in order to fully understand the views of the public, stakeholders and other interested parties.

There is an opportunity for you to comment on the proposed changes online.

The Fire and Rescue Authority will consider all the comments it receives before it makes any final decisions.

Please note this survey should take no longer than 5 minutes to complete

Q1) Having read the newsletter, do you agree that it is reasonable for the Fire and Rescue Authority to make the necessary savings by:

	Strongly Agree	Tend to Agree	Neither Agree nor Disagree	Tend to Disagree	Strongly Disagree
A) Closing West Kirby and Upton fire stations; building a new station at Saughall Massie road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B) Closing West Kirby fire station outright, as the alternative to merger at Saughall Massie road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C) For both A and B above, one of the two 24/7 (wholtime) fire appliances would still provide an immediate response to incidents, but we propose that the second appliance would be crewed by on-call wholtime firefighters to provide a response within 30 minutes in exceptional circumstances only (e.g. periods of high demand).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q2) Do you support including community facilities at the proposed station?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q3) Do you support the possibility of sharing the proposed station with other blue light services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4) If a station was to be built at the site on Saughall Massie Road, please let us have your view on what you would like the station to look like, including any particular design features or facilities you would like included:

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Q5) Please provide any further comments in support of your responses:

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Q6: Having read the newsletter, do you have any other suggestions on how the Authority can make the required savings?

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**Monitoring Information**

Please note that information collected within this section is for monitoring purposes no personal identifiable information will be collated.

D1) Are you a member of:

Please tick the appropriate box

- Public
- Merseyside Fire & Rescue Service Staff
- Partner Organisation

D2) what is the first part of your post code: (for example CH49) \_\_\_\_\_

D3) Your Gender: Please tick the appropriate box

- Male
- Female

D4) Your Age: - Please tick the appropriate box

- 19 or younger
- 20 29
- 30 39
- 40 49
- 50 59
- 60 69
- 70 79
- Greater than 80

D5) Do you consider yourself to have disability? - Please tick the appropriate box

- Yes
- No

D6) How would you describe your ethnic origin?- Please tick the appropriate box

<input type="checkbox"/> <b>White:</b> English	<input type="checkbox"/> <b>Mixed / Multiple Ethnic Background:</b> Other Mixed / multiple background
<input type="checkbox"/> <b>White:</b> Welsh	<input type="checkbox"/> <b>Asian or Asian British:</b> Indian
<input type="checkbox"/> <b>White:</b> Scottish	<input type="checkbox"/> <b>Asian or Asian British:</b> Pakistani
<input type="checkbox"/> <b>White:</b> Northern Irish	<input type="checkbox"/> <b>Asian or Asian British:</b> Bangladeshi
<input type="checkbox"/> <b>White:</b> Irish	<input type="checkbox"/> <b>Asian or Asian British:</b> Chinese
<input type="checkbox"/> <b>White:</b> Gypsy or Traveller	<input type="checkbox"/> <b>Asian or Asian British:</b> Other Asian Background
<input type="checkbox"/> <b>White:</b> Other White Background	<input type="checkbox"/> <b>Black or Black British:</b> Caribbean
<input type="checkbox"/> <b>Mixed / Multiple Ethnic Background:</b> White & Black Caribbean	<input type="checkbox"/> <b>Black or Black British:</b> African
<input type="checkbox"/> <b>Mixed / Multiple Ethnic Background:</b> White & Black African	<input type="checkbox"/> <b>Black or Black British:</b> Other Black Background
<input type="checkbox"/> <b>Mixed / Multiple Ethnic Background:</b> White & Asian	<input type="checkbox"/> Prefer not to say

Other ethnic group (please state) \_\_\_\_\_

C1) How did you find out about this consultation?

(Please select all that apply)

- Newsletter from Merseyside Fire & Rescue Service/Authority
- Merseyside Fire & Rescue Service website www.merseyfire.gov.uk
- Newspaper
- Online news website
- Radio
- TV
- Word of Mouth
- Social Media

C2) If you responded "Social Media" in the previous question, please indicate if this social media was:

- @MerseyFire Twitter
- Merseyside Fire & Rescue Service Facebook page

## Appendix B: Age Structure Benchmark

Table 9: Benchmark<sup>4</sup> of Response Proportions by age against Wirral and neighbouring wards to proposed Saughall Massie development

Age	Responses	Wirral	Moreton West & Saughall Massie	Greasby, Frankby & Irby
20 - 29	10.8%	14.7%	13.9%	10.5%
	<b>+/-</b>	<b>3.8%</b>	<b>3.1%</b>	<b>-0.3%</b>
30 - 39	18.3%	14.3%	14.4%	10.6%
	<b>+/-</b>	<b>-4.1%</b>	<b>-3.9%</b>	<b>-7.8%</b>
40 - 49	20.0%	18.5%	18.0%	17.1%
	<b>+/-</b>	<b>-1.5%</b>	<b>-2.0%</b>	<b>-2.9%</b>
50 - 59	16.7%	17.9%	18.3%	19.5%
	<b>+/-</b>	<b>1.3%</b>	<b>1.6%</b>	<b>2.9%</b>
60 - 69	21.7%	16.3%	18.2%	20.2%
	<b>+/-</b>	<b>-5.4%</b>	<b>-3.4%</b>	<b>-1.4%</b>
70 - 79	10.8%	10.9%	10.7%	12.6%
	<b>+/-</b>	<b>0.1%</b>	<b>-0.1%</b>	<b>1.8%</b>
>= 80	1.7%	7.4%	6.4%	9.4%
	<b>+/-</b>	<b>5.7%</b>	<b>4.8%</b>	<b>7.7%</b>

Using the proportion of population by age group, table 9 compares responses to the survey against the Wirral, "Moreton West & Saughall Massie" and "Greasby, Frankby & Irby" age structures. The table identifies that when compared against the Wirral population structure, the 20-29 and 80 and above age groups are underrepresented within the Survey data. The 30-39 and 60-69 age groups are overrepresented.

The wards of "Moreton West & Saughall Massie" and "Greasby, Frankby & Irby" are also benchmarked against as these wards had the greatest counts of respondents. The figures however still identify that the same trends as that of the Wirral as a whole.

<sup>4</sup> This table omits the 19 and below age group in all calculations. This was done as this age group would heavily skew the analysis. %'s have been used to allow direct comparison