

Headbolt Lane Rail Station

A Statement of Community Involvement



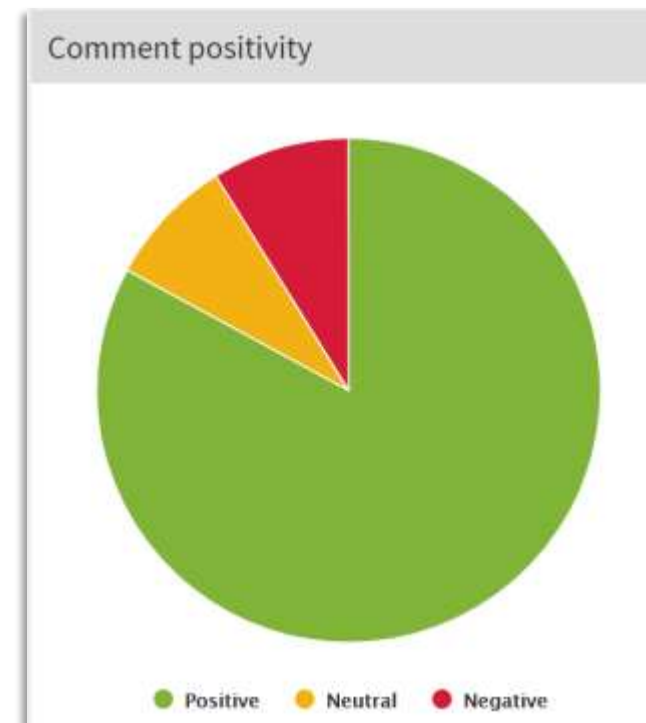
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Key Sentiment Findings

Sentiment from the Commonplace website - of the 363 respondents who confirmed their email address, over four-fifths (83%, 301) expressed positive feelings for the station scheme. Less than a tenth (8%, 30) were neutral and a similar number (9%, 32) were negative.

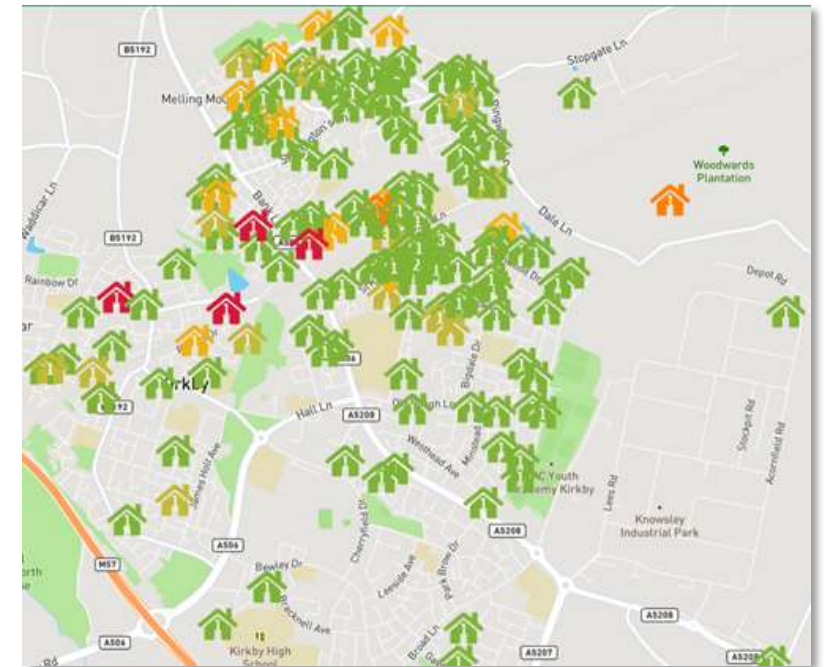
The **sentiment from the postcards** engagement, found three-quarters of respondents (74.7%, 314) expressed positive feelings about the proposal of the new scheme. A fifth (21.7%, 91) were neutral and a small number of respondents (3.6%, 15) were negative about the proposal.



Source: Commonplace
Base: 363

Question: Overall, how do you feel about the proposals for the new Headbolt Lane station?

Local Consultation – it's evident we were successful in capturing comments predominantly from the Kirkby area, Northwood & Tower Hill in particular.



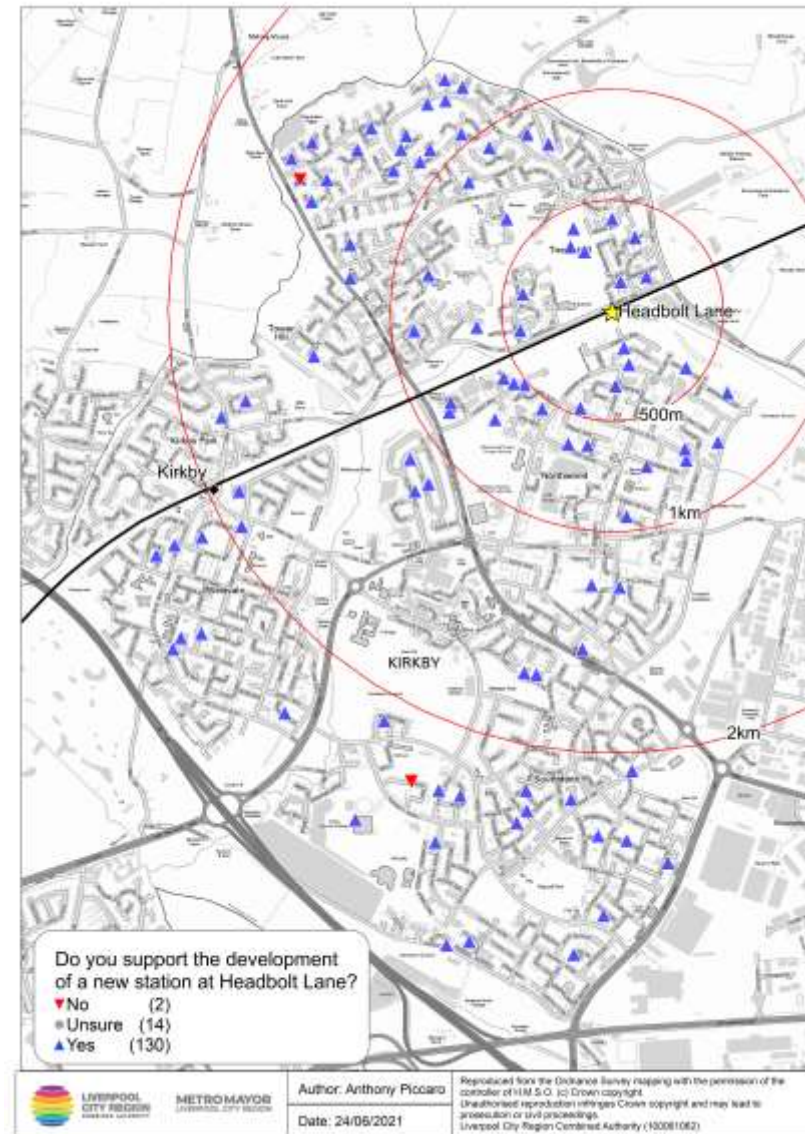
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Key Support Findings

Looking at the Postcard respondents who provided a postcode within a 2km radius of the proposed station site, we can see that the large majority of 130 respondents supported the development of a new station at Headbolt Lane. There were 14 respondents who answered 'Unsure' and two who answered 'No'.



Question: Do you support the development of a new station at Headbolt Lane?



Methodology



- The key engagement tool was a dedicated [site](#) using the **Commonplace** web platform, live for 3 ½ weeks between 19th May – 13th June 2021 to receive comments.
- Merseytravel & LCRCA's own digital media channels were used to promote the Commonplace site, allowing easy sharing for followers.
- We incorporated a CGI Flythrough video (hosted on our YouTube channel) 1659 views (as of 28/6/21). A site plan, stills from the video with descriptive captions and a FAQ section were available to view on other pages of the website.
- **Postcards** were used with dual purposes: a) To signpost to Commonplace webpages, b) To give those without online access a chance to share their thoughts.
- 15,000 copies printed, door dropped to targeted households, delivered to local Primary & Secondary schools, Community Groups & Centres and the town's existing rail station. In total 472 postcards were returned.

A printed survey postcard titled "Have your say...". It contains five questions with checkboxes for responses. Question 1: "Do you support the development of a new station at Headbolt Lane? (Choose one option only)" with options Yes, No, Unsure. Question 2: "How often do you think you would use the new station at Headbolt Lane? (Choose one option only)" with options Daily, Weekly, Monthly, Less than 5 times a year, Never. Question 3: "Would you use the station to access any of the following? (Choose all that apply)" with options Indoor sports/leisure, Shopping trips, Health services, Leisure, Commute to work, Green open spaces, Education, Retail/leisure (community), Other, None of the above. Question 4: "How would you get to the station? (Choose all that apply)" with options Car (using car park), Motorcycle/moped, Cycle, Other, Driven to station (dropped off), None of the above, Taxi. Question 5: "Overall, how do you feel about the proposals for the new Headbolt Lane station? (Circle the one that applies to you)" with a scale of five smiley faces from sad to happy. There are also sections for "Do you have any other comments about the development of Headbolt Lane Station?", "Your postcode (Optional)", "Your gender (Optional)" (Male, Female, Prefer not to say), and "Your age (Optional)".

Methodology

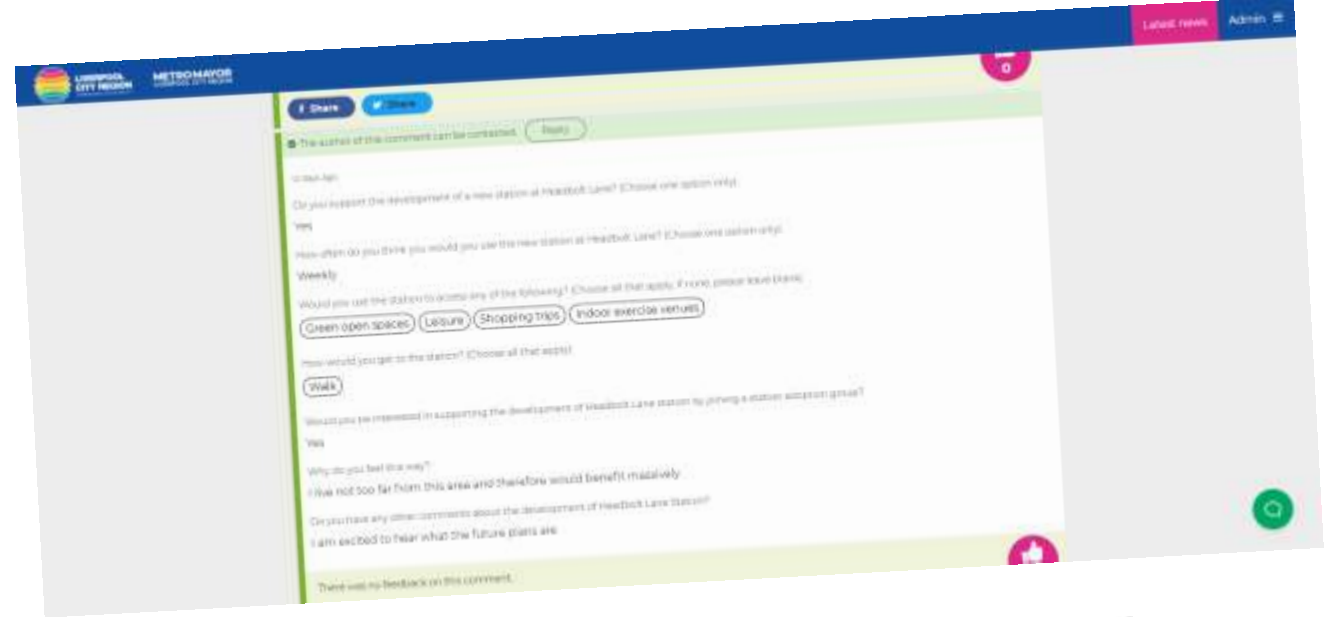


Website banner stories and repeated social media postings on Twitter & Facebook accounts occurred throughout the duration of the consultation period

Methodology

Having read the proposals, FAQ's and watched the CGI video, site visitors could;

- complete a set of 7 questions,
- express general sentiment towards the scheme,
- leave additional demographic information as an option.



Do you support the development of a new station at Headbolt Lane? (Choose one option only)

Yes

How often do you think you would use the new station at Headbolt Lane? (Choose one option only)

Monthly

Would you use the station to access any of the following? (Choose all that apply, if none, please leave blank)

Shopping trips Leisure Health services Commute to work

How would you get to the station? (Choose all that apply)

Walk Driven to station (dropped off)

Would you be interested in supporting the development of Headbolt Lane station by joining a station adoption group?

No

Why do you feel this way?

Good positive thing for Kirkby but I am concerned about the housing estates surrounding the station becoming overflow car parks for people using the station like what has happened at the new Maghull North station.

Do you have any other comments about the development of Headbolt Lane Station?

Could the walking access to/from the station from St Kevin's Drive as stated in the proposals possibly be locked after the last train to help with security issues.

Summary of Commonplace Visitors & Respondents

5532

Visitors



An individual person who visited a Commonplace website. If a person used multiple devices, they may be counted as several visitors.

498

Respondents



A person who contributed to a Commonplace website by either adding a comment or an agreement.

516

Comments



A comment is a contribution that someone made to express their opinion.

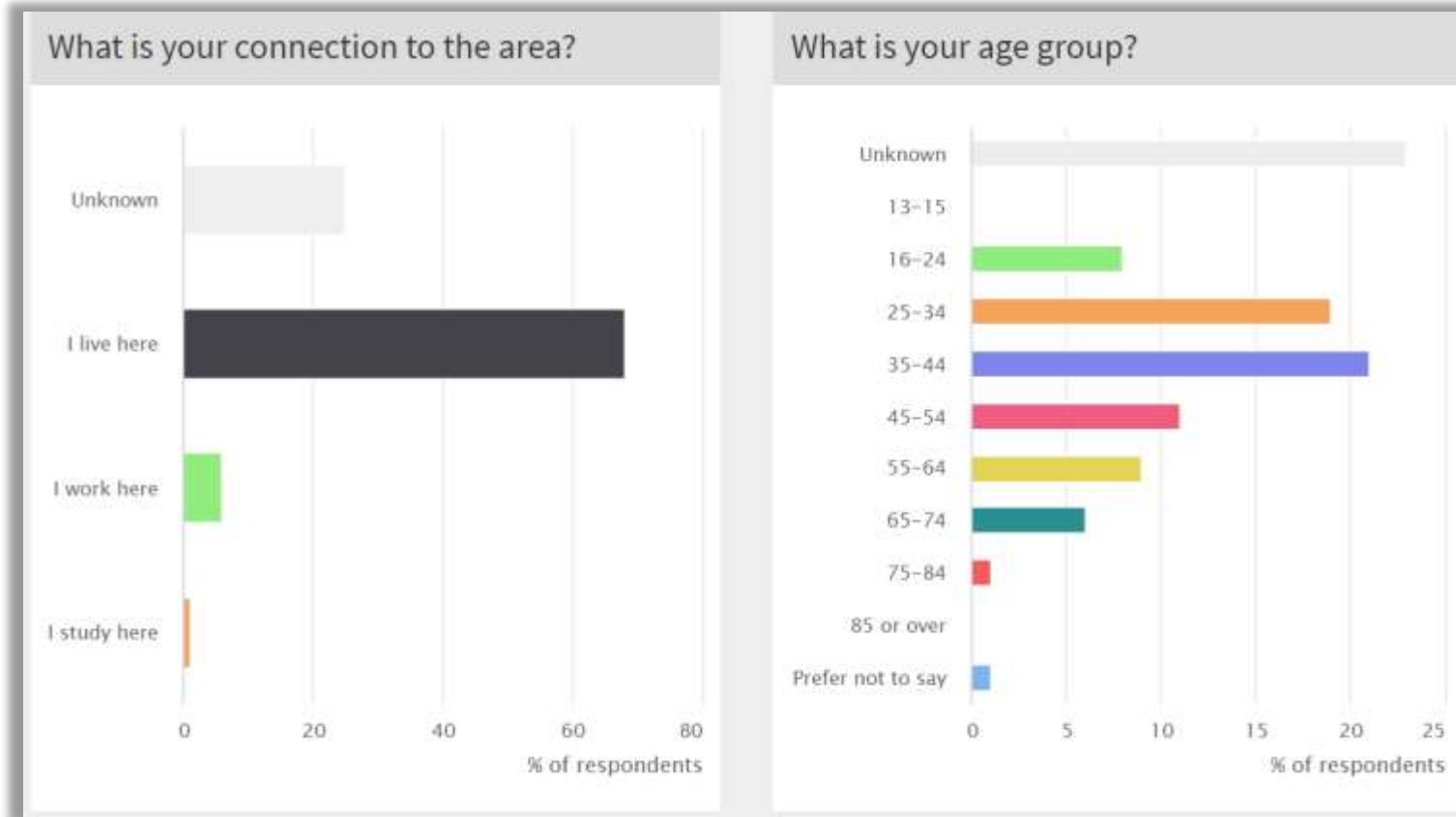
367

Agreements



An agreement is a one click interaction to agree with an existing comment.

Commonplace on-line respondents' demographics



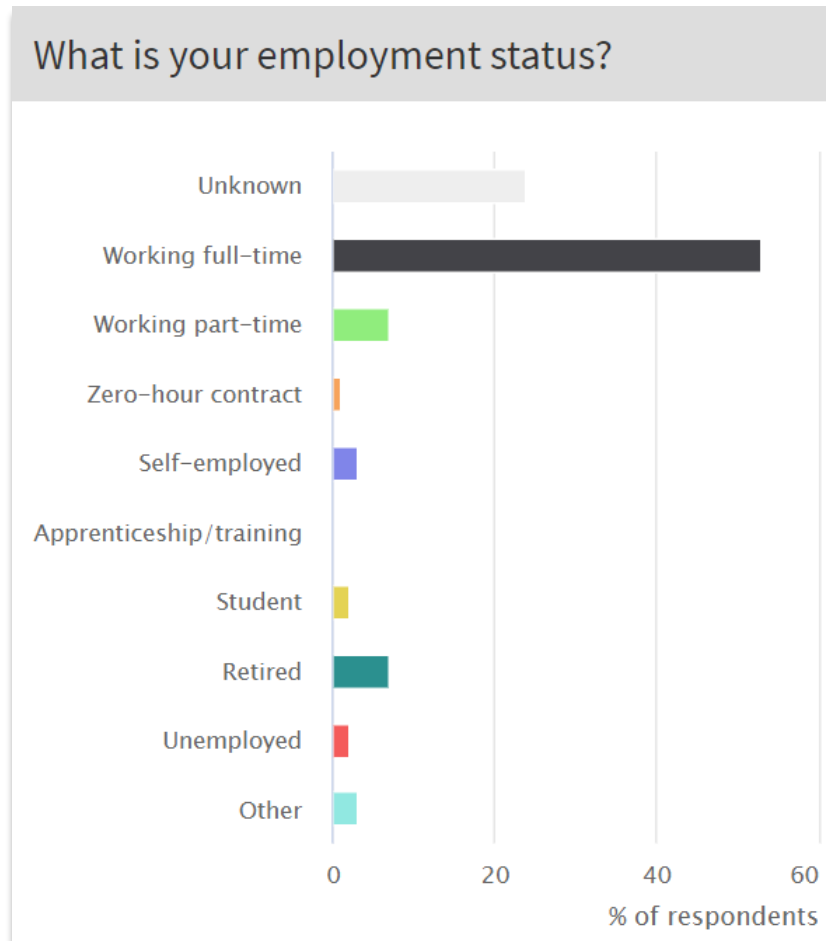
Base: 516

Base: 516

316 of the total 516 respondents offered demographic information as presented;

- 68% noted they live in the area
- The majority of respondents (166) were aged between 25 and 44 (40%).
- 159 were female, 149 male, 6 others preferred not to say or another term.
- 168 people expressed no health conditions, of the 50 that did, mental health (34) and physical disability (29) were the top two featured.
- Of 134 respondents to 'Ethnic group' 128 selected 'White British'

Commonplace respondents' demographics

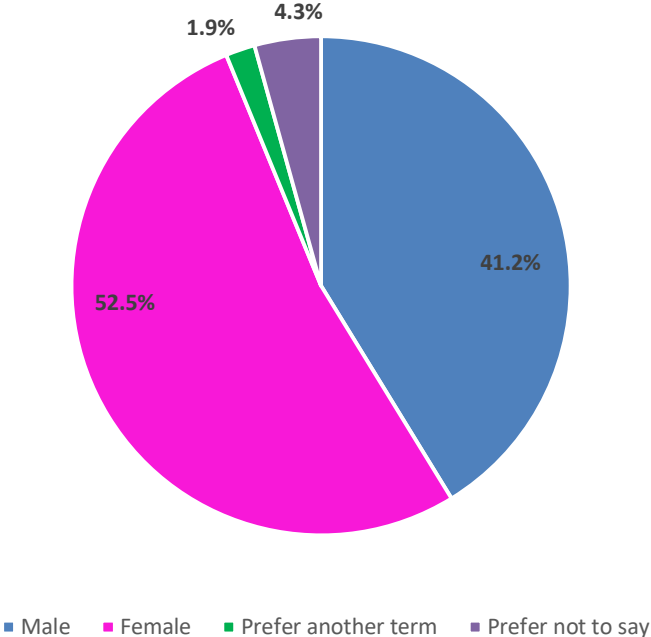


The majority, 53%, of those who offered demographic information were working full-time, with 7% each either part-time or retired

Base: 316

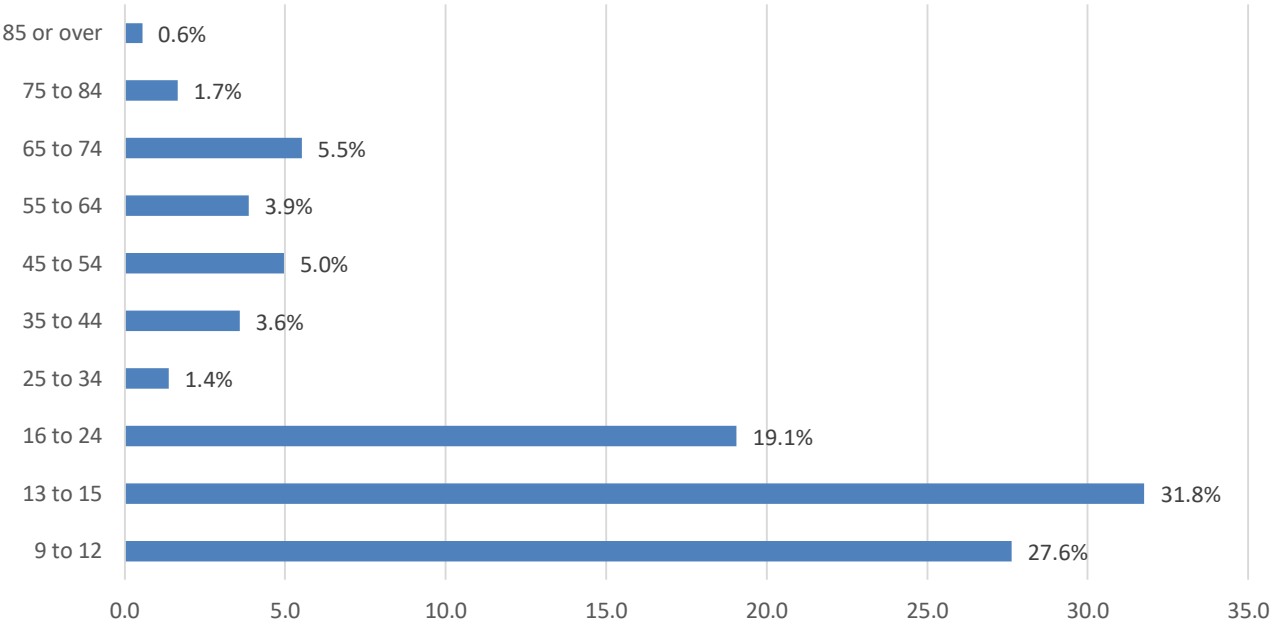
Postcard respondents' demographics

Gender of Postcard respondents



Base: 417

Postcard respondents' Age group



Base: 362

Over half (52.5%, 219) of postcard respondents were female. Three-fifths (59.4%, 215) of respondents were aged between 9 and 15. This can be attributed to the focused engagement activities with schools in the local area.

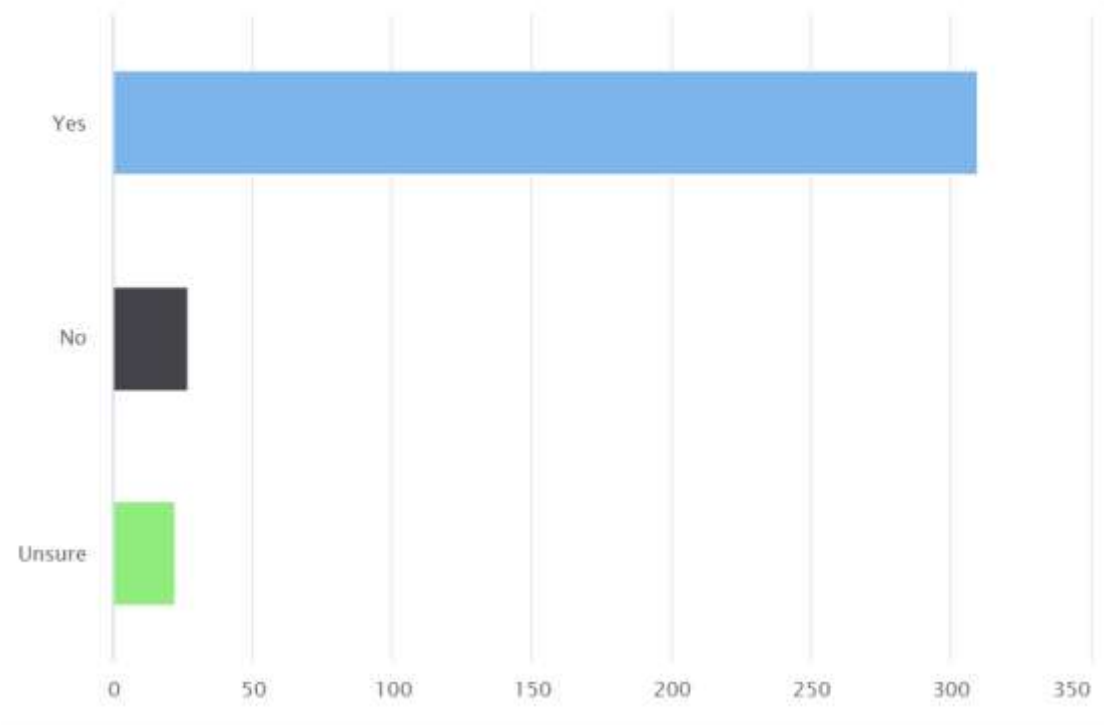


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Support for the development

Do you support the development of a new station at Headbolt Lane?
(Choose one option only)

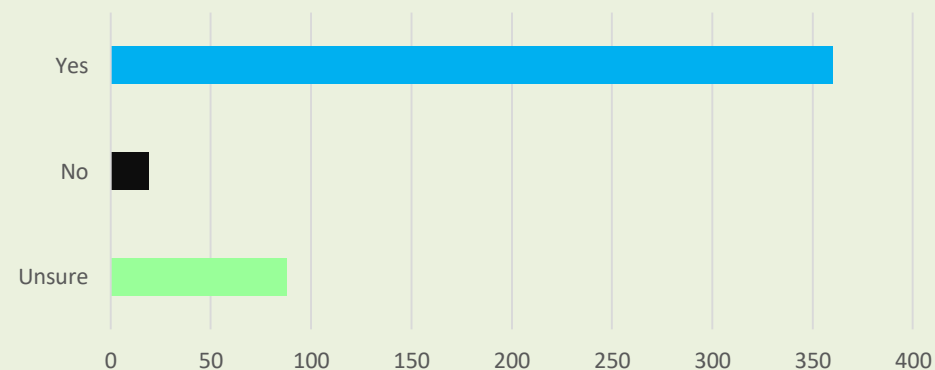


Online Commonplace comments above.
Bases: Yes 310, No 27, Unsure 22

From the postcard engagement, over three-quarters (77.1%, 360) of respondents supported the development of a new station at Headbolt Lane. A small number (4.1%, 19) postcard respondents answered 'No' and a fifth (18.8, 88) of the postcard respondents were 'unsure about the development'

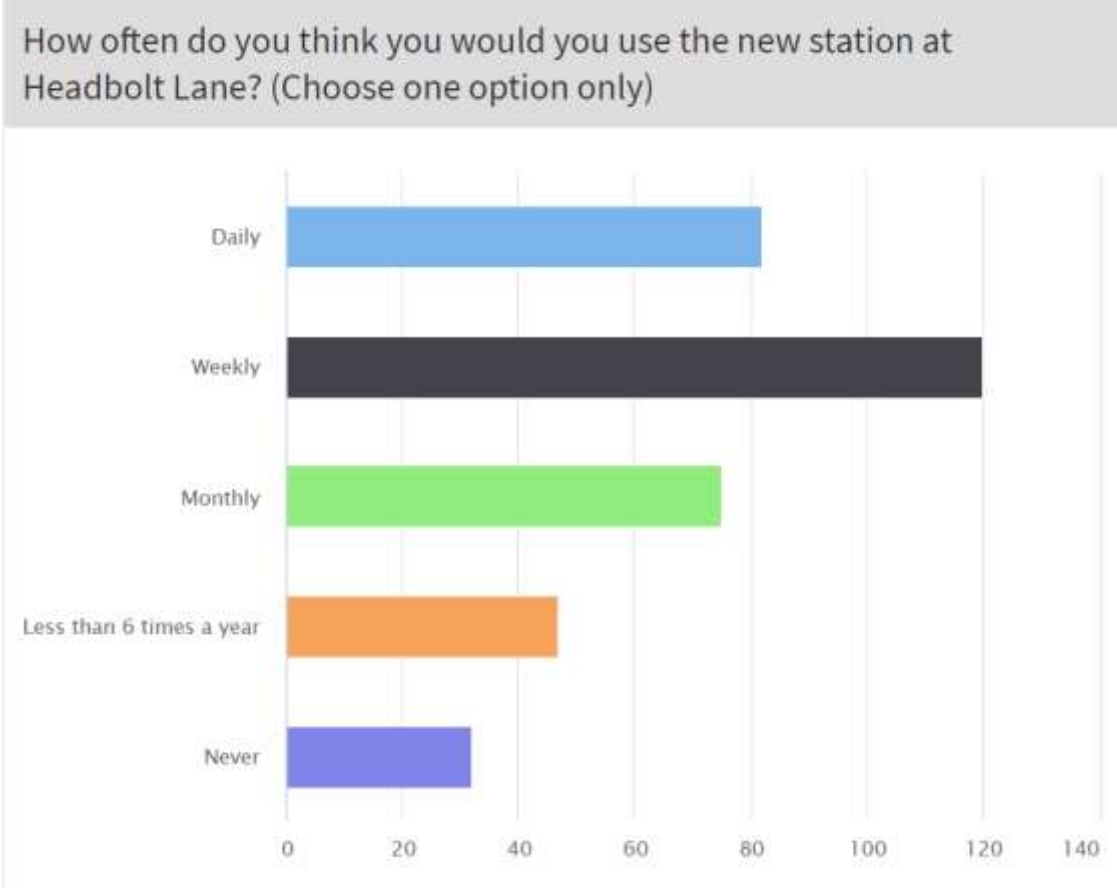


Do you support the development of a new station at Headblot Lane?



Question: Do you support the development of a new station at Headbolt Lane?

Potential frequency to use the new station at Headbolt Lane



Question: How often do you think you would use the new station at Headbolt Lane?		
Postcard findings		
Daily		37
		8.10%
Weekly		76
		16.60%
Monthly		126
		27.60%
Less than 6 times a year		153
		33.50%
Never		65
		14.20%



Base: 457

When looking at the postcard findings we can see a third of respondents (33.5%, 153) said they would use the station 'Less than 6 times a year'. There is possibility that this answer has been chosen more often, as three-fifths (59.4%) of respondents were aged between 9 and 15.



Reason for accessing station by sentiment

Trip purposes – Of the 267 online respondents expressing ‘Shopping’ as a reason to use the station, 241 (90%) expressed positive sentiment to the station proposal, as did 69 of the 70 selecting ‘Health Services’

#	Would you use the station to access any of the following? (Choose all that apply, if none, please leave blank)	Sentiment
267	Shopping trips	
232	Leisure	
159	Commute to work	
102	Green open spaces	
70	Health services	
46	Education (school/college/university)	
30	Indoor exercise venues	
4	Visit family	
3	Visiting family	

Mode for accessing station by sentiment

Modes of access to the station 89% of the 267 who would walk have positive sentiment to the scheme. 48 of the 54 potential cyclists are the same with an extra 3 of each either neutral or feeling negative about the current plans

#	How would you get to the station? (Choose all that apply)	Sentiment
267	Walk	
114	Car (using car park)	
78	Driven to station (dropped off)	
54	Cycle	
46	Bus	
40	Taxi	
6	Train	
1	Wouldn't use it	
1	Train from Kirkby	
1	Train	
1	Train from Kirkby Station	
1	Motorcycle / moped	

Postcard Findings: Reason and Mode for accessing station



Shopping trips	324
	70.40%
Education (school/ college/ university)	141
	30.70%
Leisure	135
	29.30%
Green open spaces	87
	18.90%
Health services	70
	15.20%
Commute to work	69
	15.00%
Indoor exercise venues	52
	11.30%
Other	91
	19.80%
None of the above	59
	12.80%

Question: Would you use the station to access any of the following? (Choose all that apply)



Walk	315
	68.30%
Car (using car park)	153
	33.20%
Driven to the station (dropped off)	145
	31.50%
Bus	107
	23.20%
Taxi	98
	21.30%
Cycle	56
	12.10%
Motorcycle/ moped	9
	2.00%
Other	12
	2.60%
None of the above (This is an Exclusive option)	27
	5.90%

Question: How would you get to the station? (Choose all that apply)

Seven-tenths (70.4%, 324) of postcard respondents would use the proposed station for shopping trips. And a similar number (68.3%, 315) would walk to the station.

Overarching Online Comments

‘Better Public transport links’ and ‘Closer to home’ were the themes that occurred most often in people’s on line comments when asked to explain why they’d chosen their sentiment rating

Answer themes	Number	%
Better Public Transport Links	163	28.7
Closer to home	78	13.7
Improvement to local area	49	8.6
Positive news	35	6.2
Reduce Congestion	29	5.1
Overdue	27	4.8
Reduce pressure at neighbouring stations	20	3.5
Traffic Congestion	20	3.5
Future job opportunities	13	2.3
Noise	13	2.3
Benefit New Housing Development	11	1.9
Losing Green Space	11	1.9
Waste Money	11	1.9
Greener / More Sustainable Travel	9	1.6
Car Park capacity	8	1.4
Appearance	7	1.2
Better Facilities	5	0.9
Not required	4	0.7
Poor bus links	2	0.4
Too far to walk	2	0.4
Other	51	9.0
Grand Total	568	100.0

“Currently the station in Kirkby is a 35 minute walk away, which I wouldn't do after dark anyway. To have a station close enough to walk to and from means I can socialise more, consider using public transport for work sometimes and go shopping in Liverpool. I also feel this station will increase property prices having good transport links close by.

“I think the plans look great. I live in Northwood and don't drive so getting to the current Kirkby station is quite difficult. This is perfect.

“Great to have a station within walking distance of my home. Able to travel easier to Liverpool city centre and further afield

Example of a negative sentiment comment

The bike parking looks awful. Storage should be on the platform and in a more secure hub to make theft of bicycles less attractive. Other stations in Merseyside have this why not a new one in Kirkby especially when a dedicated cycle lane is being built?

Overarching Online Comments: Do you have any comments about the development of Headbolt Lane Station?

Answer themes	Number	%
Positive News	50	20.4
Better public transport links	30	12.2
Traffic congestion	21	8.6
Improvement to local area	15	6.1
Safety / Security concerns	14	5.7
Better facilities	10	4.1
Rename	8	3.3
Additional Access Points	7	2.9
Waste Money	7	2.9
Losing Green Space	6	2.4
Overdue	5	2.0
Bus Connectivity	4	1.6
Noise	4	1.6
Additional Platform Shelter	3	1.2
EV Charging Points	2	0.8
Other	59	24.1
Grand Total	245	100.0

The sooner this can come to fruition the better, the economic benefits for Kirkby will be excellent, house prices will go up, more young professionals will move here if they can commute easily, this will be hugely beneficial for the well-being of the town.

This can only be a good thing for both Tower Hill and Northwood as it is investing in the local area. As both areas have expanded with new housing and new families it gives a stability to the area and is looking to the future transport needs.

The station building should have some amenities such as a small shop/cafe with a seating area, as there are none in the immediate vicinity unlike at Kirkby for example. Also a pedestrian route to the A506 south of the rail bridge would improve connectivity, particularly to the town centre, and not over burdening the residential streets south of the track.

Hurry up and get it built!

Postcards overarching Online Comments: Do you have any comments about the development of Headbolt Lane Station?



Of the 69 postcard respondents who left comments, most noted how the proposed new station would be an improvement for the local area (31 comments).

Do you have any comments about the development of Headbolt Lane Station?

Improvement to local area	31
	44.90%
Better Public Transport Links	18
	26.10%
Closer to home	10
	14.50%
Better Facilities	6
	8.70%
Appearance	5
	7.20%
Losing Green Space	4
	5.80%
Traffic Congestion	4
	5.80%
Car Park capacity	3
	4.30%
Reduce Congestion	2
	2.90%
Waste Money	2
	2.90%
Benefit New Housing Development	1
	1.40%
Noise	1
	1.40%
Other	7
	10.10%