

Crosby District Centre

Description

Crosby district centre is located in the south of Sefton, approximately 5 kilometres to the north of Bootle town centre. The majority of retail and service units, including the Sainsbury's supermarket which anchors the centre, are located around the pedestrianised area of Liverpool Road and Moor Lane. This pedestrian area ensures that Crosby district centre has a good environmental quality and level of safety for users.

Status

District Centre (as defined by the Local Plan for Sefton, adopted April 2017)

Photos



Figure 1: Vacant units at the northern end of Moor Lane at March 2020



Figure 2: Recently opened Peacocks unit on Moor Lane at January 2019



Figure 3: The well-used Allengate car park is located adjacent to Sainsbury's and Moor Lane at June 2018



Figure 4: Recently refurbished shop units on Moor Lane at March 2020

Table 1: District Centre Floorspace Composition

Goad Category	Crosby District Centre Floorspace at 2011 (%)	Crosby District Centre Floorspace at 2015 (%)	Crosby District Centre Floorspace at 2020 (%)	Crosby District Centre Floorspace at 2020 (sq.m)	Floorspace UK Average at 2020 (%)
Convenience	19.9	21.1	20.6	4,410	15.4
Comparison	25.8	21.2	20.3	4,350	33.5
Retail Services	9.0	18.0	15.7	3,360	7.0
Leisure Services	24.4	22.9	26.3	5,650	25.6
Financial and Business Services	12.4	9.9	8.0	1,710	7.3
Miscellaneous	0.0	0.0	0.0	0	0.0
Vacant	8.4	6.9	9.2	1,970	10.6
TOTAL	100	100	100	21,450	100

Source: Composition of Crosby District Centre based on Experian Goad definition of the centre and derived from Nexus Planning Survey of March 2020; historic data derived from Sefton Retail Strategy Review 2015 and Sefton Retail Strategy Review Update 2012; UK Average from Experian Goad Report February 2020

Table 2: District Centre Unit Composition

Goad Category	Crosby District Centre Units at 2011 (%)	Crosby District Centre Units at 2015 (%)	Crosby District Centre Units at 2020 (%)	Crosby District Centre Number of Units 2020	Units UK Average at 2020 (%)
Convenience	10.2	8.6	9.6	12	9.2
Comparison	24.5	19.8	20.0	25	29.2
Retail Services	15.3	19.8	22.4	28	15.1
Leisure Services	22.4	29.9	28.0	35	24.5
Financial and Business Services	16.3	12.1	8.8	11	9.8
Miscellaneous	0.0	0.0	0.0	0	0.0
Vacant	11.2	10.3	11.2	14	11.9
TOTAL	100	100	100	125	100

Source: Composition of Crosby District Centre based on Experian Goad definition of the centre and derived from Nexus Planning Survey of March 2020; historic data derived from Sefton Retail Strategy Review 2015 and Sefton Retail Strategy Review Update 2012; UK Average from Experian Goad Report February 2020

Table 3: District Centre Facilities

		Total
Key Anchor Store	Sainsbury's	25
Other National Retailers	Age UK, Argos, Barclays Bank, Barnardo's, Betfred, Boots, Card Factory, Co-operative Funeralcare, Costa, Domino's, Farmfoods, Greggs, Home Bargains, Ladbroke's, Max Spielmann, McColl's, Natwest, Oxfam, Peacocks, Specsavers, Superdrug, Tesco Express, Timpson, William Hill	
Community Facilities	Two places of worship, a doctor's surgery, a community centre and a nursery. St Luke's Halsall Church of England Primary School is located adjacent to the district centre boundary.	6

Source: Composition of Crosby District Centre derived from Nexus Planning Survey of March 2020

Overall Composition

- There are 12 convenience goods operators in Crosby district centre. These account for a total of 4,410 sq.m of floorspace, equating to 20.6% of the total stock of floorspace.
- There are 25 comparison goods operators in Crosby which account for 4,350 sq.m of floorspace. These units account for 20.3% of the total stock of floorspace.
- Service operators account for 10,720 sq.m of floorspace in Crosby equating to 50.0% of floorspace in the centre.
- The 14 vacant units in Crosby account for 1,970 sq.m of floorspace or 11.2% of the total number of units.
- Within Crosby centre there are a number of redevelopment sites, including a site redeveloped by St. Modwen on Moor Lane and Telegraph House. These units, which were completed in early 2018 are occupied by Peacocks, Card Factory and a number of food and drink uses.
- The centre itself is bounded by Islington and The By-Pass, and accessibility is secured by a high level of surface car parking in the centre and pedestrianised areas.

Convenience & Comparison

Overall, the proportion of units in convenience and comparison goods retail use in the centre is significantly less than national average level. Our survey recorded 37 convenience and comparison units in total in Crosby (equating to 29.6% of all units) and 8,760 sq.m of floorspace, equating to 40.8% of total stock. These figures are significantly less than the respective UK national averages of 38.4% of units and 48.9% of floorspace in convenience and comparison goods retail uses. However, as we discuss below, this is principally due to a limited comparison offer which is below the average both in terms of units and floorspace.

There are 12 convenience goods retailer operators in Crosby, one of which is a Sainsbury's foodstore which anchors the centre. The convenience operators account for 4,410 sq.m of floorspace (equating to 20.6% of the total stock), a figure which is largely unchanged from that recorded by the previous July 2015 survey of the centre. Operators include national multiples such as Sainsbury's, Tesco Express and Farmfoods, along with two bakers, a butchers, off licence and newsagents. The convenience goods offer in the centre (which equates to 20.6% of floorspace and 9.6% of units) is in excess of national average level (across the UK as a whole, 15.4% of floorspace and 9.2% of units are in convenience goods use).

There are 25 comparison operators in the district centre which account for 4,350 sq.m of floorspace (equating to 20.3% of the total stock of retail floorspace). Operators include charity shops, gift shops, chemists and a large household goods operator (Home Bargains). Crosby's comparison goods offer has increased since the previous survey was undertaken in 2015. The quantum of floorspace in comparison goods use has grown from 3,951 sq.m at 2015 to 4,350 sq.m at 2020; the number of units has increased from 23 to 25 over the same period. This

potentially reflects recent developments on Moor Lane providing more suitable, modern premises for retail operators.

Despite accounting for a proportionally lesser amount of units and floorspace than the national average, the range of comparison goods uses recorded at the time of our survey is considered generally appropriate to support Crosby's function as a district centre and to serve the immediate community. In this regard, it should be noted that smaller centres (such as district centres) often principally meet convenience goods and service needs, with comparison goods needs often being met in higher order centres.

Services

There are 35 leisure service operators in Crosby, which account for 5,650 sq.m of floorspace and occupy 26.3% of the total stock of floorspace. The operators are diverse and include hot-food takeaways, coffee shops, bars, public houses, betting offices and a restaurant.

A total of 28 retail service operators are located within the centre, including hairdressers, vehicle repair and service operators, travel agents and an undertaker. Our survey recorded that the 28 retail service operators account for 3,360 sq.m of floorspace, which accounts for 15.7% of the total floorspace throughout the centre.

There are 11 financial and business service operators within the district centre. These account for 1,710 sq.m. of floorspace, equating to 80% of the total floorspace occupied by service operators. Operators include estate agents, banks, solicitors and accountants. Since the time of the last survey, two banks (Halifax and Santander) have closed in Crosby.

The range of service operators within the centre is diverse, with service uses accounting for 8,400 sq.m of floorspace (equating to 45.4% of total stock of floorspace and 57.1% of the total number of units). The representation of service operators in Crosby district centre is therefore greater than national average levels.

The service offer in Crosby is considered to be one of its key attributes, with a diverse range of operators and uses. There has been some change in operators since the previous study; however, the range of uses remains strong.

Vacancies

Our survey recorded a total of 14 vacant units within the district centre, a figure which equates to a vacancy rate of 11.2% of units. There is a total of 1,970 sq.m of vacant floorspace in Crosby, equating to 9.2% of the total stock of floorspace.

The vacancy figure represents an increase from the level recorded during WYG's previous survey of the centre in 2015 (at which point only 10.3% of units were vacant). However, the vacancy figure is currently marginally lower than the UK national average figure.

Vacancies range in size from 40 sq.m up to 390 sq.m (former bank on Coronation Road) and are scattered across the centre.

Miscellaneous

There are a number of community facilities within the district centre, including two places of worship, a doctor's surgery, a community centre and a nursery. St Luke's Halsall Church of England Primary School is located just beyond the district centre boundary on Manor Road.

The range and diversity of community facilities ensures that Crosby fulfils a key role, and has the potential to support linked trips.

Pedestrian Flows

Pedestrian flows in the centre are principally concentrated along the pedestrian area of Moor Lane, between Liverpool Road and the access to the Cooks Road car park, off Moor Lane, just to the north of Home Bargains. The link to Sainsbury's from the Allengate Car Park also generates significant pedestrian movement.

Pedestrian movement along the pedestrian area of Liverpool Road is less substantial than along Moor Lane, although there is evidence of a reasonable flow of pedestrians accessing the town centre from the Islington car park, from Coronation Road and Liverpool Road from the south, and along Richmond Road in the north. Pedestrian crossings are provided on these key routes into the town centre.

Accessibility

Road Access

Crosby is bypassed by the A565, which links central Liverpool to Formby and Southport. It also links with the M57 and M58 motorways via the A5758, which leads to Netherton. Liverpool city centre is around 30 minutes' drive to the south.

The central part of the district centre - along Moor Lane and Liverpool Road - is pedestrianised. Car parking is provided adjacent to the pedestrianised area at Allengate, Cooks Road and Islington. There is some on-street short stay car parking available along Cooks Road.

In total, 60 spaces are available at Cooks Road car park (£1 for up to two hours; £3.30 for four plus hours). Allengate car park, adjacent to the Sainsbury's store, provides 163 spaces (which the changes being comparable to Cooks Road), whilst Islington provides 126 spaces. All of Crosby's car parks are surface level and of a good quality. The Allengate car park appears to be particularly popular and was busy on the day of the centre visit

Public Transport: Rail

Crosby is not directly served by rail, with the Blundellsands and Crosby railway station being around a kilometre walk from Moor Lane. Regular services from the station link to central Liverpool to the south, and to Formby and Southport to the north.

Public Transport: Buses

Bus services are accessible via stands along Islington, just to the west of the centre. Regular services link to Bootle, Formby, Liverpool, Southport and Waterloo.

Walking and Cycling Assess

Pedestrianised areas within the centre provide a generally good quality environment, which provides for straightforward access on foot.

However, the quality of the paving and street furniture could be improved in some areas, particularly to the northern end of Moor Lane. Pedestrian crossing points on roads adjacent to the centre are conveniently located. There are a limited number of cycle stands at entry points to the pedestrian area, but these did not appear to be well used. Cycling within the pedestrianised area is prohibited.

The pedestrianised area provides a good level of accessibility and safety for disabled visitors, although disabled car parking spaces are limited to car parking areas outside of the pedestrianised area.

Perception of Safety

The centre appears to offer high level of user safety, with high levels of footfall and activity through most of the day. This provides an active street scene, which accommodates a range of uses, including restaurants and bars. The district centre is well related to adjacent residential areas, which again adds to a sense of activity and surveillance.

According to the website UKCrimeStats the following crime rates were reported within a mile radius of Crosby District Centre over the past three years:

- 2,011 crimes (approximately 168 per month) between August 2019 and July 2020
- 1,953 crimes (approximately 163 per month) between August 2018 and July 2019
- 2,208 crimes (approximately 184 per month) between August 2017 and July 2018

Environmental Quality

The environmental quality of the centre is generally good, with recent improvements to properties along Moor Lane adding to the overall aesthetics of the area.

However, there is a prominent vacant site between 1 Crown Buildings and 34 Liverpool Road which detracts from the overall environmental quality and in addition, Telegraph House at Moor Lane appears underutilised and offers further opportunity for improvements.

Shop frontages are generally of a good standard and appear to be well maintained, and the provision of street furniture in the centre ensures a high standard of environmental quality.

Whilst the public realm is of reasonably good quality, there is scope for improvement, particularly to the northern end of Moor Lane around Telegraph House.

Conclusion

Notwithstanding the potential for improvements to prominent vacant buildings on Liverpool Road and around the northern end of Moor Lane, Crosby district centre is considered to be a generally attractive centre, which performs an important local function. However, the pedestrianised core of the centre does result in a lack of through traffic and the potential resultant lack of footfall. The offer - particularly from a convenience and service perspective - is meeting the local catchment's day-to-day needs.

Furthermore, recent redevelopment in the centre has resulted in a slight increase in the level comparison goods retailers supported in the centre since the previous healthcheck assessment was undertaken. However, there has been an increase in the vacancy rate since the previous healthcheck.

Further regeneration and development activity does appear to be leading to increasing occupancy with recent improvements. This should continue to ensure the vitality and viability of the centre is safeguarded.



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|  Comparison |  Leisure Service |
|  Convenience |  Retail Service |
|  Financial & Business Services |  Vacant |

Crosby District Centre

Survey Date
March 2020