SEFTON DISTRICT AND LOCAL CENTRES
HEALTH CHECK SUMMARY - 2011

Introduction

Set out below is WYG's health check assessment of the vitality and viability of the key settlements in Sefton, namely: Ainsdale, Birkdale, Churchtown, Crosby, Formby, Maghull, Netherton, Old Roan, Seaforth, Shakespeare Street and Waterloo.

The Importance of District and Local Centres

Each of the 11 centres have an important role to play in Sefton for serving the needs of the local community on a day-to-day basis. They form a focal point for the surrounding area and provide a wide range of services that are accessible to the population, including retail, employment, leisure and education facilities.

The National Planning Policy Framework (March 2012) emphasises the need for local authorities to monitor the health of their town centres and determine how they are changing over time. Indeed, vital and viable town centres help to foster civic pride, promote local identity and contribute towards the aims of sustainable development.

Since the turn of the century, town centres nationally have witnessed high levels of vitality and viability with strong retail sales growth and the implementation of major town centre redevelopment schemes. Therefore, despite the growth of out-of-centre retail development, development activity has been focused within established centres primarily linked to the ambitious expansion plans of national department stores and key retailers such as Debenhams, Primark and Next. However, the recent recession has had an impact on consumer spending which in turn has had a negative impact on the vitality of the high street nationally. This has led to an increase in vacancy rates within many town centres, as retailers attempt to compete in a challenging market and shop owners struggle to let their stores to retailers.

Purpose of the Health Checks

It is important that these centres therefore remain competitive in light of increased competition and continue to attract shoppers, visitors and businesses. To achieve this, they must continually strive to build on their strengths, alleviate their weaknesses and improve the facilities they provide to the community.

Health Check Indicators

The National Planning Policy Framework (NPPF) recognises the importance of local authorities preparing an up-to-date and sound evidence base to plan positively for town centre uses. In particular, it notes that this evidence base should be used to assess the role and function of town centres and the relationship between them, including any trends in the performance of the centres. Although the Framework does not provide a list of indicators which should be used to assess the health of a centre, the former Planning Policy Statement (PPS) 4: Planning For Sustainable Economic Growth (December 2009) had set out a number of key indicators which should be monitored on a regular basis in order to judge the health of a centre and its performance over time. The performance indicators outlined in PPS4 comprised the following:

Health Check Indicator A1 – Diversity of Main Uses

The A1 indicator makes reference to the need to review the diversity of main town centre uses (by number, type and amount of floorspace). This will include reviewing the different function of each unit to determine whether it represents a convenience, comparison, retail service, leisure service or financial and business service use. This information is obtained from Experian Goad, though it should be noted that smaller centres are less likely to have been surveyed by Experian. The analysis by WYG compares the proportion of different uses in each centre against the UK national average rates.

Health Check Indicator A2 – The Amount of Retail, Leisure and Office Floorspace in Edge-of-Centre and Out-of-Centre Locations

In addition to reviewing the diversity of retail, leisure and office uses in a town centre, there is also a requirement to review the quantum of floorspace which exists in edge-of-centre and out-of-centre locations. The NPPF defines that retail units at edge-of-centre locations are defined as being well connected and up to 300 metres from the Primary Shopping Area of the town centre, and that for all other main town centre uses, it should be within 300 metres of a town centre boundary.

Health Check Indicator A3 – Potential Capacity for Growth or Change

This indicator involves a review of the opportunities available for the centre to expand or consolidate, with this information typically measured in the amount of land available for new or more intensive forms of town centre development. The indicator also requires the review of any extant or emerging planning permissions for new town centre uses, both within and out of the centre. In addition, land which has been allocated within the development plan for town centre uses and which may have not come forward and/or which may be vacant will also be identified to assess any potential new development sites for town centre uses.

Health Check Indicator A4 – Retailer Representation and Retailer Demand

Indicator A4 should be used to determine the existing retailer representation in a given centre and intentions to change representation within centres, including the demand of retailers wanting to come into a centre. The Focus database is used to identify commercial demand and retailer requirements for floorspace in town centres, whilst also recognising that this source only represents a limited number of operators. WYG note that such requirement searches will also not identify independent retailers considering premises in the area. In addition, it should be noted that retailer demand can also be strongly influenced by the provision of new schemes being made available and effectively marketed. The analysis can also include a review of the number of national or independent retailers which are present within a centre, recognising that multiple retailers (such as Boots, Marks & Spencer and Debenhams) can act as anchor tenants in the centre, thus adding to its appeal and attracting a greater number of shoppers. Venuescore's UK Shopping Venue Rankings (2011) is used to identify the retail hierarchy of the centres, using a weighted scoring system which takes account of the presence in each location of multiple retailers.

Health Check Indicator A5 – Shopping Rents

An analysis of the rate of Zone A shopping rental patterns in the primary shopping area of a town centre can provide an important indication of the overall strength and competitiveness of the centre. It is also important to review the movement of rental patterns over a few years and compare the figures with other nearby centres. Zone A rents is defined as the value for the first six metres of floorspace in retail units from the shop window. The data can be obtained from Estates Gazette and Focus, which uses Colliers CRE's data in respect of open market Zone A rents.

Health Check Indicator A6 – Vacant Street-Level Property

The number of vacant units within a centre can provide a good indication of how a shopping centre is performing. However, care should be taken when interpreting figures. Vacancies can occur for positive as well as negative reasons; for example, the opening of a new retail centre elsewhere in a town may draw retailers from older properties or more peripheral areas of the city. Vacant units will therefore be found in even the strongest of town centres. For example, some properties may lay vacant because they are poorly maintained, unsuited to modern retailing requirements or are simply not being actively marketed. However, they can be a useful indicator of the level of demand. Conversely, a low vacancy rate does not necessarily mean that a centre is performing well. For example, if there is a proliferation of charity shops and other uses not usually associated with a town centre it may be a sign of decline, particularly where these uses are located in prime locations.

Health Check Indicator A7 – Commercial Yields

The commercial yield on non-domestic property data is obtained from the Valuation Office Agency (July 2008) and is deemed a reliable indicator of general health as it reflects investor confidence in a centre. The yield value is calculated by determining the open market rent of a unit as a percentage of its capital value. A low yield generally indicates that a town is considered to be attractive and, as a result, be more likely to attract investment than a town with high yields. The data can also demonstrate the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments.

Health Check Indicator A8 – Land Values

The land value of a site and the length of time it may have remained undeveloped can provide an important indication as to how flexible the planning policies on the site can be and can help to inform planning decisions. However, it should be recognised that each parcel of land is often subject to a unique set of circumstances, for example physical or ownership constraints, which could affect the likelihood of the land being developed.

Health Check Indicator A9 – Pedestrian Footfall

The analysis of the pedestrian footfall of a town centre is deemed as a key indicator of the vitality of the area. It is measured by recording the number and movement of people in different areas of a centre.

Health Check Indicator A10 – Accessibility

The accessibility of a centre is a key measure of its vitality and viability, noting that this will be determined by the ease and convenience of access by a choice of means of travel (including the quality, quantity and type of car parking; the frequency and quality of public transport services; and the range of customer origins served), quality of provision for pedestrians, cyclists and disabled people and the ease of access from the main arrival points to the main attractions in the centre.

Health Check Indicator A11 – Customer and Residents' Views and Behaviour

Regular surveys are often used by local authorities to obtain the views of customers and residents in their area, with the findings often helpful for monitoring and evaluating the effectiveness of town centre improvements and for identifying future priorities. The survey can either be undertaken in the town centre or at home, with WYG regularly appointing survey companies to determine the pattern of retail and leisure expenditure patterns in the local area and to establish the degree of linked trips.

Health Check Indicator A12 – Perception of Safety and Occurrence of Crime

The perception of the safety and security of a town centre can include a number of indicators, for example: the number of CCTV systems in operation; the crime levels; the police presence in the street; whether there is a Pub Watch/Street Watch scheme in operation; and any other issues associated with the night-time economy.

Health Check Indicator A13 – Town Centre Environmental Quality

The final indicator requires a review of the quality of the town centre environment, including an assessment of the positive and negative factors affecting environmental quality, such as the provision of trees, open spaces and landscapes, as well as potential problems, including noise, clutter, litter and graffiti.

Methodology

The health check analysis by WYG has focused on an assessment of the performance of the key district and local centres in Sefton. A comprehensive and detailed evidence base has been produced and supplemented with site visits at each of the Centres. This information was also supplemented by floorspace data which was provided by Sefton Council.

The following section summarises the key findings from the health check analysis, with the former PPS4 indicator headings used to categorise the analysis and figures from the site visit and other evidence sources. It is then followed by an in-depth review of the vitality and viability for each of the centres.

Table 1: Summary of the District and Local Centres (August 2011)

Centre	Total No. of Outlets	Total Amount of Gross Floorspace (Sq m)
Waterloo District Centre	206	28,271
Formby District Centre	101	17,308
Crosby District Centre	98	17,287
Maghull District Centre	81	13,322
Ainsdale	78	13,522
Birkdale	59	6,945
Churchtown	70	7,618
Netherton	31	5,118
Old Roan	17	1,589
Seaforth	54	5,424
Shakespeare Street	40	4,092

Source: Site Visit - August 2011, Floorspace data from Sefton Council and data analysis by WYG, *Nb. Excluding vacant units

Health Check Indicator A1 – Diversity of Main Town Centre Uses

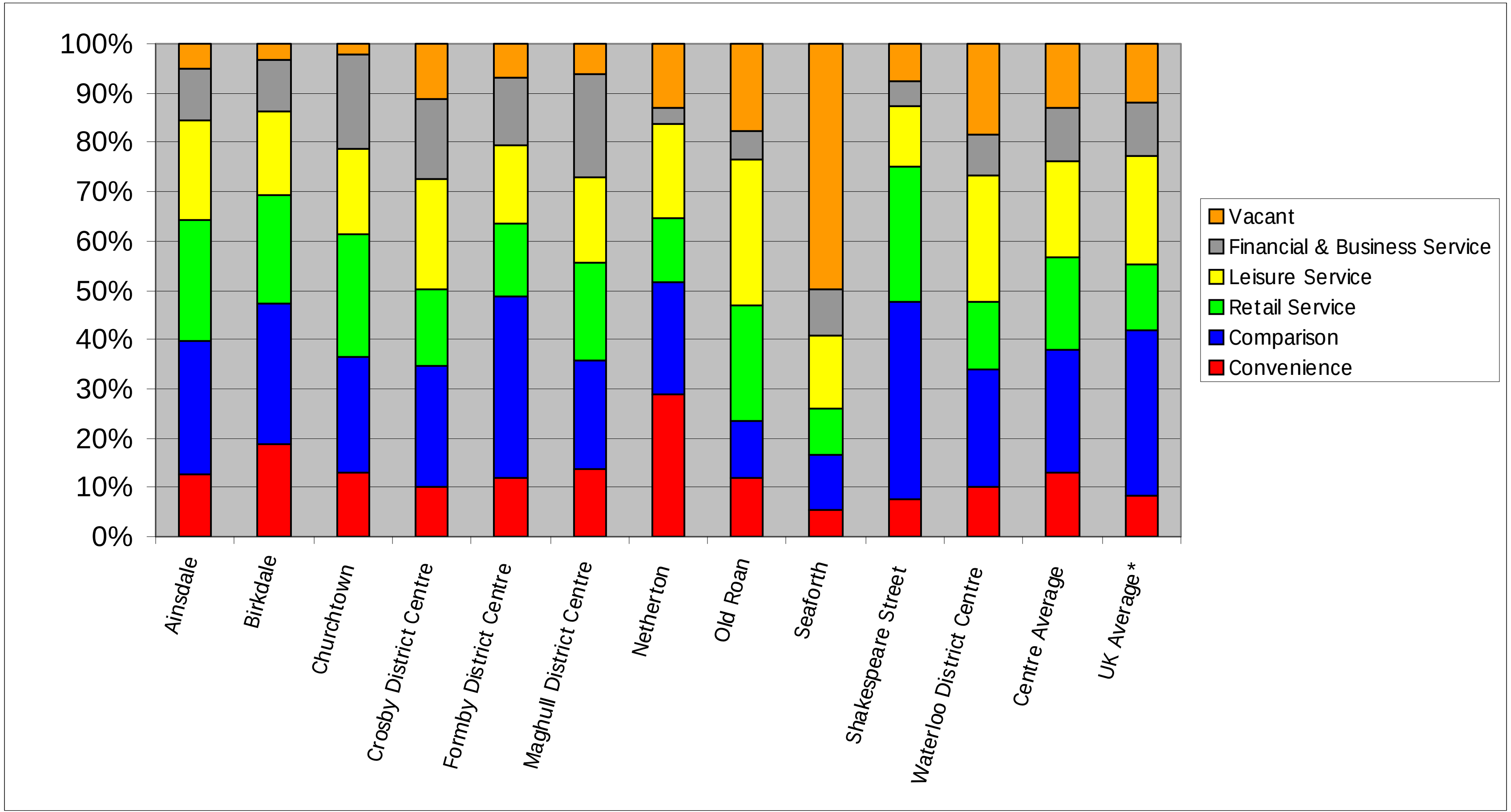
Table 2: Diversity of Use (Outlets) Figures (August 2011)

August 2011	Convenience		Comparison		Retail Service		Leisure Service		Financial/Business Service		Vacant	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Crosby District Centre	10	10.2%	24	24.5%	15	15.3%	22	22.4%	16	16.3%	11	11.2%
Formby District Centre	12	11.9%	37	36.9%	15	14.9%	16	15.8%	14	13.9%	7	6.9%
Maghull District Centre	11	13.6%	18	22.2%	16	19.8%	14	17.3%	17	21.0%	5	6.2%
Waterloo District Centre	21	10.2%	49	23.8%	28	13.6%	53	25.7%	17	8.3%	38	**18.4%**
Ainsdale	10	12.8%	21	26.9%	19	24.4%	16	20.5%	8	10.3%	4	5.1%
Birkdale	11	18.6%	17	28.8%	13	22.0%	10	16.9%	6	10.2%	2	3.4%
Churchtown	9	12.9%	16	22.9%	17	24.3%	12	17.1%	13	18.6%	3	2.3%
Netherton	9	29.0%	7	22.6%	4	12.9%	6	19.4%	1	3.2%	4	**12.9%**
Old Roan	2	11.8%	2	11.8%	4	23.5%	5	29.4%	1	5.9%	3	**17.6%**
Seaforth	3	5.6%	6	11.1%	5	9.3%	8	14.8%	5	9.3%	27	**50.0%**
Shakespeare Street	3	7.5%	16	40.0%	11	27.5%	5	12.5%	2	5.0%	3	7.5%
Sefton Average	9	13.1%	19	24.7%	13	18.9%	15	19.3%	9	11.1%	10	12.9%
UK Average*	**-**	**8.4%**	**-**	**33.4%**	**-**	**13.2%**	**-**	**21.8%**	**-**	**10.9%**	**-**	**11.9%**

Source: Site Visit - August 2011, Floorspace data from Sefton Council and data analysis by WYG
*UK Average Figure, Goad, August 2011

Health Check Indicator A1 – Diversity of Main Town Centre Uses

Figure 1: Diversity of Use (Outlets) Figures (August 2011)



Source: Site Visit - August 2011, Floorspace data from Sefton Council and data analysis by WYG
*UK Average Figure, Goad, August 2011

Health Check Indicator A1 – Diversity of Main Town Centre Uses

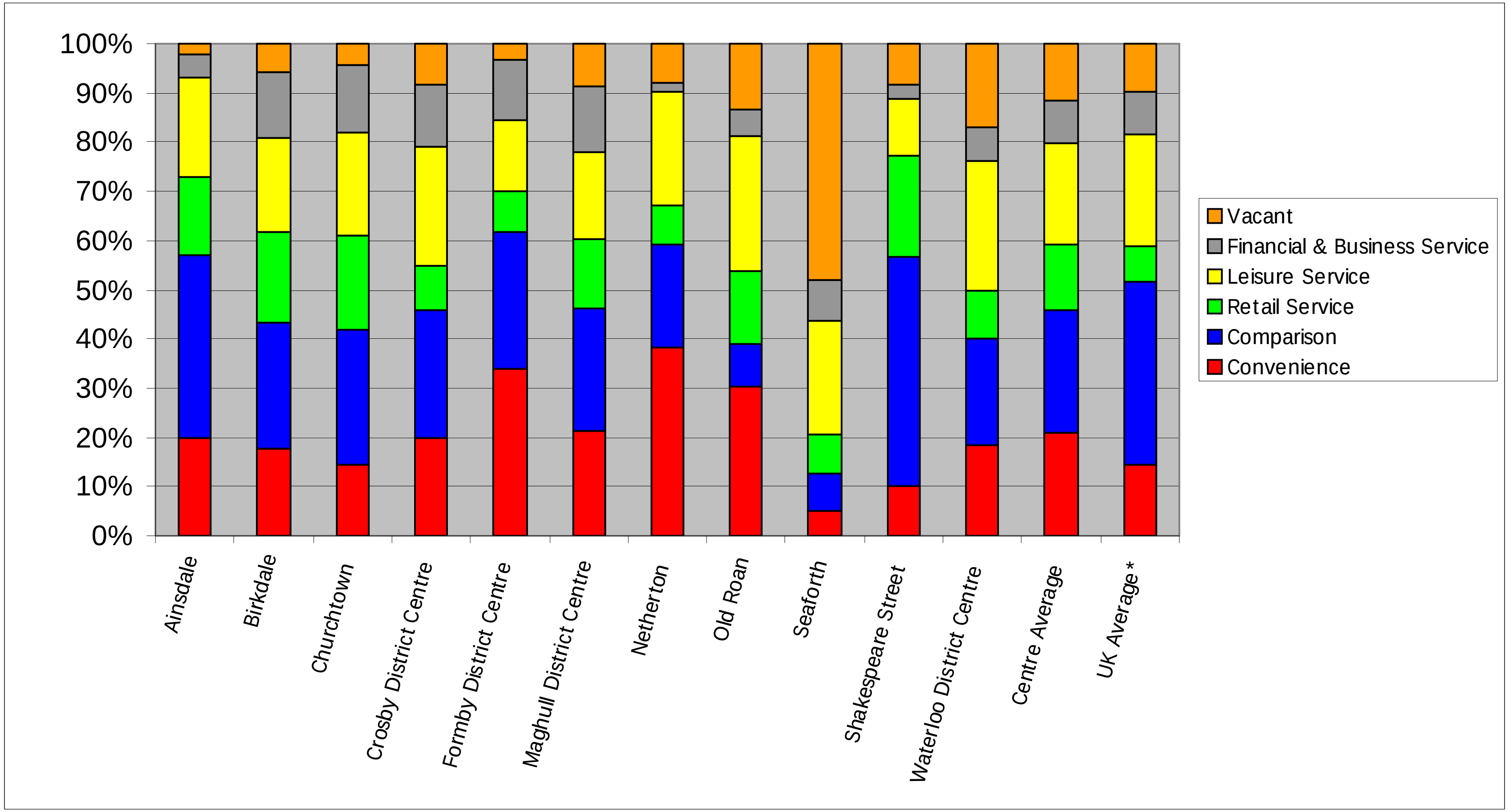
Table 3: Diversity of Use (Floorspace) Figures (August 2011)

August 2011	Convenience		Comparison		Retail Service		Leisure Service		Financial/Business Service		Vacant	
	Sq m	%	Sq m	%	Sq m	%	Sq m	%	Sq m	%	Sq m	%
Crosby District Centre	3,446	19.9%	4,468	25.8%	1,563	9.0%	4,217	24.4%	2,142	12.4%	1,451	8.4%
Formby District Centre	5,871	33.9%	4,824	27.9%	1,436	8.3%	2,474	14.3%	2,143	12.4%	559	3.2%
Maghull District Centre	2,839	21.3%	3,323	24.9%	1,865	14.0%	2,367	17.8%	1,755	13.2%	1,173	8.8%
Waterloo District Centre	5,226	18.5%	6,090	21.5%	2,786	9.9%	7,413	26.2%	1,989	7.0%	4,767	**16.9%**
Ainsdale	2,681	19.8%	5,042	37.3%	2,161	16.0%	2,728	20.2%	623	4.6%	287	2.1%
Birkdale	1,215	17.5%	1,787	25.7%	1,294	18.6%	1,324	19.1%	934	13.4%	392	5.6%
Churchtown	1,111	14.6%	2,072	27.2%	1,468	19.3%	1,579	20.7%	1,062	13.9%	326	4.3%
Netherton	1,968	38.4%	1,068	20.9%	393	7.7%	1,197	23.4%	92	1.8%	399	7.8%
Old Roan	483	30.4%	139	8.7%	235	14.8%	436	27.4%	81	5.1%	215	**13.5%**
Seaforth	267	4.9%	422	7.8%	424	7.9%	1,260	23.2%	452	8.3%	2,599	**47.9%**
Shakespeare Street	408	10.0%	1,913	46.7%	843	20.6%	476	11.6%	112	2.7%	339	8.3%
Sefton Average	2,320	20.8%	2,832	25.0%	1,315	13.3%	2,316	20.8%	1,035	8.6%	1,137	11.5%
UK Average*	**-**	**14.3%**	**-**	**37.0%**	**-**	**7.0%**	**-**	**22.8%**	**-**	**8.4%**		**9.8%**

Source: Site Visit - August 2011, Floorspace data from Sefton Council and data analysis by WYG
*UK Average Figure, Goad, August 2011

Health Check Indicator A1 – Diversity of Main Town Centre Uses

Figure 2: Diversity of Use (Floorspace) Figures (August 2011)



Source: Site Visit - August 2011, Floorspace data from Sefton Council and data analysis by WYG
*UK Average Figure, Goad, August 2011

HEALTH CHECK ASSESSMENTS
ANALYSIS OF PUBLISHED DATA SOURCES

Health Check Indicator A4 – Retailer Representation and Retailer Demand

Regional Retail Hierarchy

Table 4 illustrates the position of the local and district centres within the hierarchy of centres based on the Venuescore's UK Shopping Venue Rankings (2011). The index ranks 2,291 retail venues within the UK (including town centres, stand-alone malls, retail warehouse parks and factory outlet centres) based on current retail provision. Towns and major shopping centres are rated using a scoring system which takes account of the presence in each location of multiple retailers – including anchor stores, fashion operators and non-fashion multiples.

Formby and Maghull are classed as minor district centres by Venuescore and are currently ranked 667th and 760th out of all the retail venues surveyed, though their ranking has declined since 2005. The other centres of Crosby, Netherton and Waterloo have also experienced a decline in their retailer rankings, for example the ranking of Waterloo has decreased from a peak of 1,282nd in 2005 to 2,029th in 2011.

In terms of the nearby competitor centres, Southport is classed as a regional centre by Venuescore (2011) and is currently ranked 81st of retail venues surveyed, placing it within the top 5% of UK shopping venues. Its retail ranking has decreased from a peak of 44th in 2005, with no data available for 2007. The retail ranking of the major district centre of Bootle has also declined between 2005 and 2011, with a ranking by Venuescore of 247th in 2005, 267th in 2007 and 260th in 2011.

Table 4: The Sub-Regional Shopping Hierarchy

Centre	Score	Location Grade	Rank 2011	Rank 2007	Rank 2005	Change in Rank 2005-2011
Liverpool	539	Major City	4	12	15	↑ + 11
Preston	283	Major Regional	29	35	36	↑ + 7
Southport	198	Regional	81	n/a	44	↓ - 37
Birkenhead	157	Regional	136	107	96	↓ - 40
St Helens	152	Regional	143	126	93	↓ - 50
Bootle	98	Major District	260	267	247	↓ - 13
Aintree	92	Major District	282	310	352	↑ + 70
Ormskirk	64	District	449	361	345	↓ - 104
Huyton	57	District	500	434	533	↑ + 33
Kirkby	45	Minor District	637	611	626	↓ - 11
Formby	**43**	**Minor District**	**667**	**543**	**605**	**↓ - 62**
Maghull	**38**	**Minor District**	**760**	**590**	**581**	**↓ - 179**
Crosby	**23**	**Local**	**1,261**	**886**	**1,002**	**↓ - 259**
Netherton	**20**	**Local**	**1,436**	**1,448**	**1,222**	**↓ - 214**
Litherland	**14**	**Local**	**1,915**	**n/a**	**n/a**	**-**
Waterloo	**13**	**Local**	**2,029**	**1,304**	**1,282**	**↓ - 747**
Garston	13	Local	2,029	1,383	1,362	↓ - 667

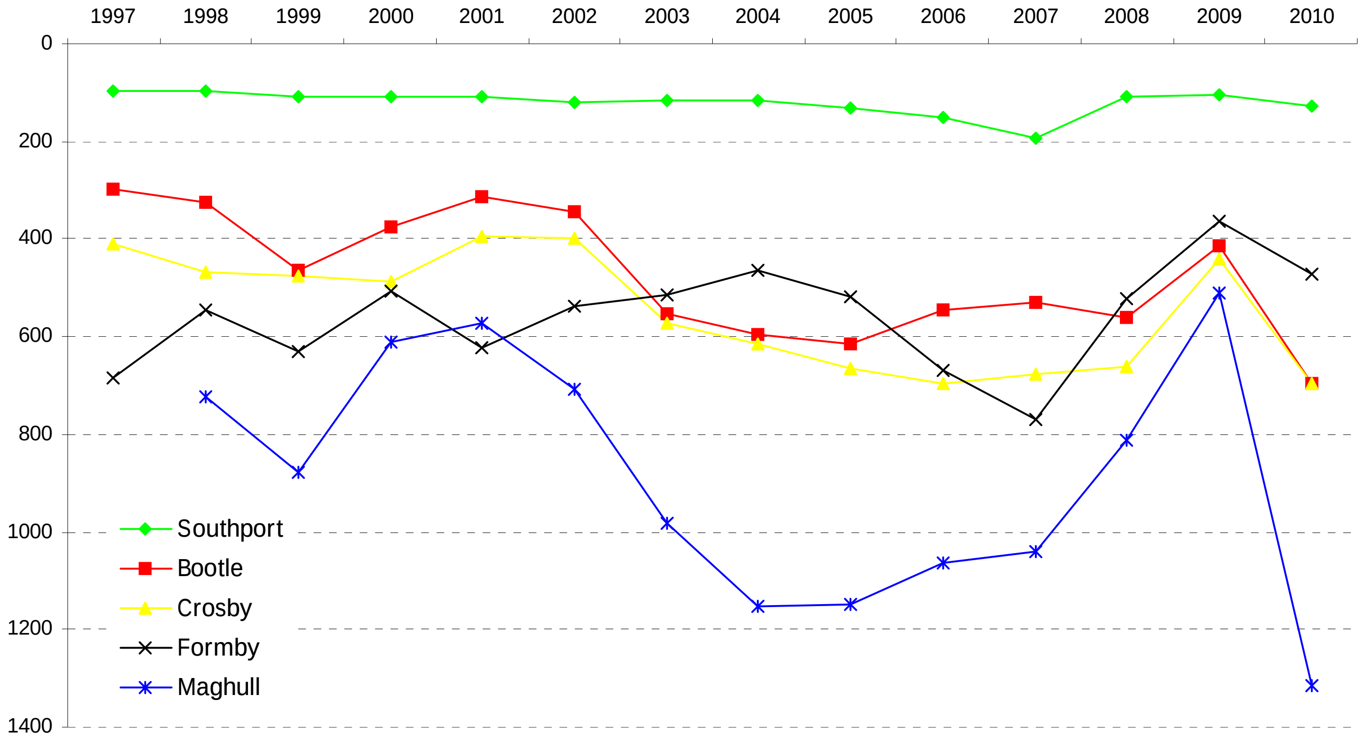
Source: Venuescore (2011)

Retailer Demand / Ranking

The Focus reports for Southport, Bootle, Crosby, Formby and Maghull were reviewed to determine their retail ranking (based on retailer demand) between 1997 and 2010 and in order to compare how other nearby competing centres are performing.

Between 2009 and 2010, each of the five centres experienced a reduction in their retail ranking, with Bootle and Maghull in particular experiencing a significant decline in their retail rankings. Crosby, Formby and Maghull all experienced strong improvements in their rankings between 2007 and 2009, though have all subsequently declined, in-line with many other key centres.

Figure 3: Retail Ranking



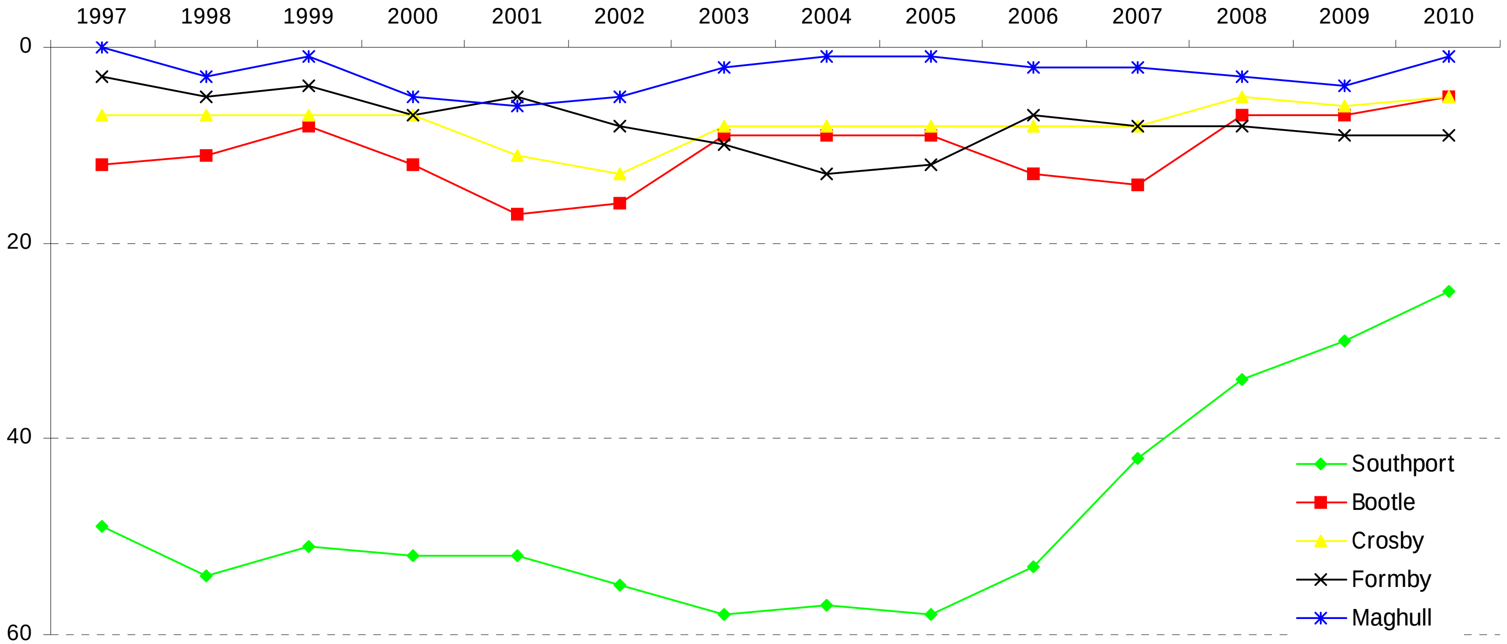
Source: Focus Report (December 2011)

Retailer Requirements

The Focus reports for Southport, Bootle, Crosby, Formby and Maghull were reviewed to determine the number of retailers who are seeking representation in both of the centres and in order to compare how other nearby competing centres are performing.

It is evident that, in-line with the retail ranking of the centres, Southport, Bootle and Formby are subject to the greatest number of retailers seeking representation, with 25 retailers having a requirement in Southport, 5 retailers in Bootle and 9 retailers in Formby in 2010. In contrast, Crosby and Maghull have traditionally had fewer retailers wishing to locate in these centres, with both centres experiencing a peak in the retailer requirements in 2000/2001, though since then, with the exception of a slight improvement between 2002 and 2005, there has been a decline in the retailer requirements. A total of 5 retailers in Crosby and 1 retailer in Maghull were seeking representation in 2010.

Figure 4: Retail Requirements



Source: Focus Report (December 2011)

Health Check Indicator A5 – Shopping Rents

Table 5 identifies the changes in Zone A rents in Liverpool, Preston, St Helens, Southport and Bootle between June 2003 and June 2009. It is evident that the rental level for Liverpool is far in excess of the other nearby centres, reflecting its important role as a key retail and commercial destination. The shopping rental level for St Helens is surprisingly high when reviewing it against its retail ranking and it is the only centre to have not experienced a reduction in its rental value between June 2008 and June 2009, in contrast to each of the other four centres. The Focus reports for Crosby, Formby and Maghull do not provide details of the Zone A rental figures.

Table 5: Prime Pitch Zone A Rents (£/sq m)

Centre	June '03	June '04	June '05	June '06	June '07	June '08	June '09
Liverpool	£2,960	£2,960	£3,229	£3,445	£3,445	£3,445	£2,906
Preston	£1,507	£1,507	£1,507	£1,507	£1,507	£1,561	£1,399
St Helens	£1,076	£1,076	£1,076	£1,076	£1,076	£1,130	£1,130
Southport	£915	£861	£861	£861	£915	£915	£753
Bootle	£700	£700	£753	£753	£753	£753	£646

Source: Focus Report based on Colliers CRE's opinion of open market Zone A rents

Health Check Indicator A6 – Vacant Street – Level Property

Table 6 indicates the number of vacant units and amount of vacant floorspace in the district and local centres, with the figures indicating that the centres of Old Roan, Seaforth and Waterloo District Centre have an above average level of vacancies, compared to both the overall national average and centre average figures. Seaforth in particular has a significant level of vacancies, with 50.0% of the units and 47.9% of the floorspace noted as being vacant, in contrast to the national average figures of 11.9% and 9.8%. Waterloo district centre also has a high percentage of vacancies in comparison to the centre and national average figures.

Table 6: Vacant Units in August 2011

Centre	Total No. of Vacant Outlets	% of Outlets	Total Amount of Vacant Floorspace (sq m)	% of Floorspace
Crosby District Centre	11	11.2%	1,451	8.4%
Formby District Centre	7	6.9%	559	3.2%
Maghull District Centre	5	6.2%	1,173	8.8%
Waterloo District Centre	38	**18.4%**	4,767	**16.9%**
Ainsdale	4	5.1%	287	2.1%
Birkdale	2	3.4%	392	5.6%
Churchtown	3	2.3%	326	4.3%
Netherton	4	**12.9%**	399	7.8%
Old Roan	3	**17.6%**	215	**13.5%**
Seaforth	27	**50.0%**	2,599	**47.9%**
Shakespeare Street	3	7.5%	339	8.3%
Sefton Average	10	12.9%	1,137	11.5%
UK Average*	**-**	**11.9%**	**-**	**9.8%**

Source: Site Visit - August 2011, Floorspace data from Sefton Council and data analysis by WYG
*UK Average Figure, Goad, August 2011

Ainsdale Local Centre

Centre Overview: Ainsdale is located approximately 7km to the north of Formby district centre. The retail and service units along the linear centre are focused on Station Road and extend from Liverpool Road to the east and the junction of Chesterfield Road and Burnley Road to the west. The largest unit within the centre is the Co-op store which comprises a total gross floorspace of 1,825 sq m. There is a good provision of convenience and retail service operators in the centre, with the vacancy rates below the respective national average figures. The two ATM facilities in Ainsdale are located at the RBS bank and the Post Office, with the centre also containing a police station and public library. There are a limited number of parking spaces available in the centre, though customer parking is available to the front of the Co-op and Sherwood House stores.

Representation from National Retailers: There are 11 national operators including Bargain Booze, Ladbrokes, the Post Office and the RBS bank.

Table 7: Diversity of Use and Floorspace Figures (August 2011)

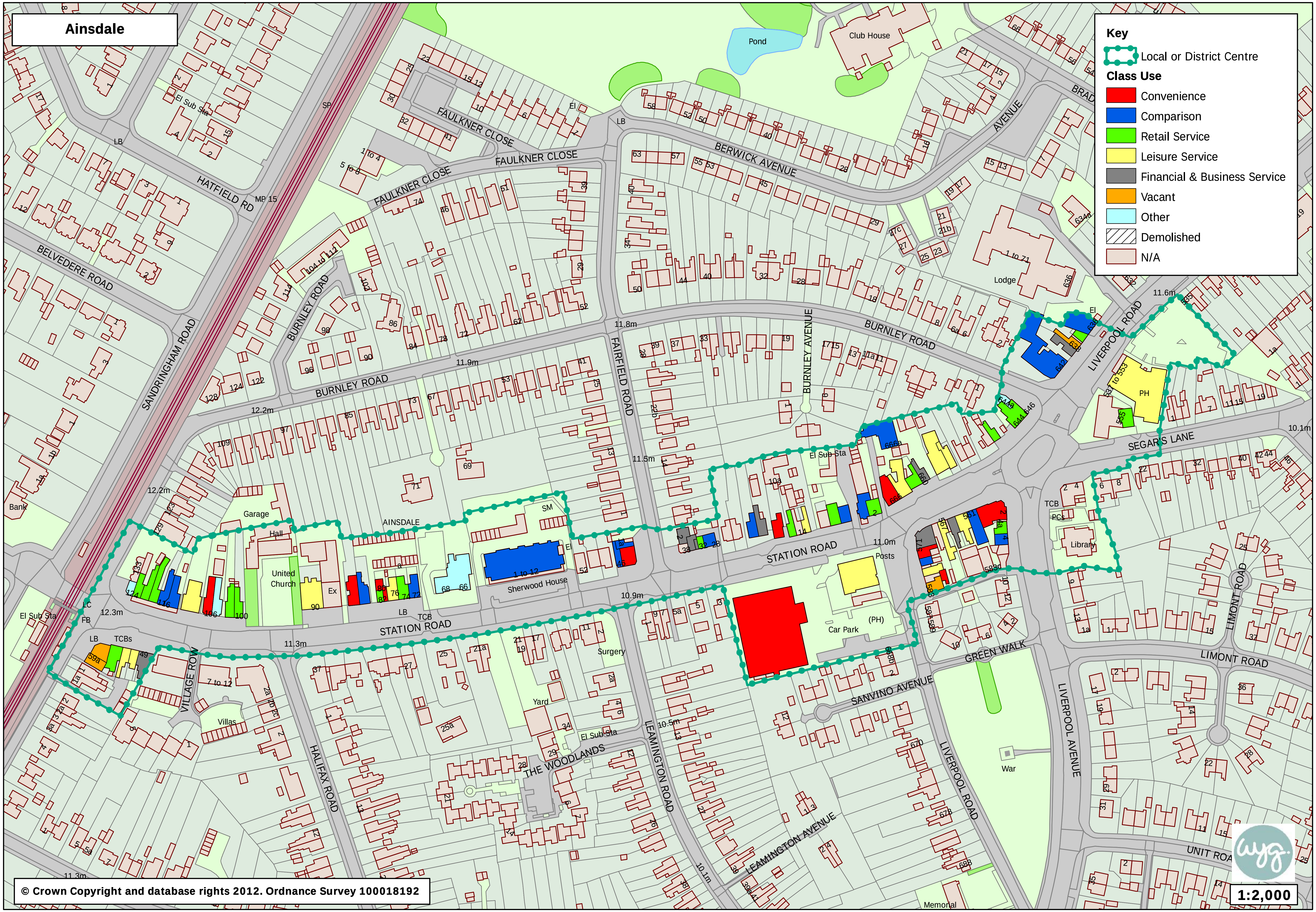
	Number of Units			Floorspace Figures		
	Number	Ainsdale	UK*	Sq m	Ainsdale	UK*
Convenience	10	12.8%	8.4%	2,681	19.8%	14.3%
Comparison	21	26.9%	33.4%	5,042	37.3%	37.0%
Retail Service	19	24.4%	13.2%	2,161	16.0%	7.0%
Leisure Service	16	20.5%	21.8%	2,728	20.2%	22.8%
Financial & Business Service	8	10.3%	10.9%	623	4.6%	8.4%
Vacant	4	5.1%	11.9%	287	2.1%	9.8%
Total	**78**	**100%**	**100%**	**13,522**	**100%**	**100%**

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011

Co-op Foodstore, Station Road

Independent café and take-away unit, Station Road

Sherwood House


Ainsdale
Key
Local or District Centre
Class Use
Convenience
Comparison
Retail Service
Leisure Service
Financial & Business Service
Vacant
Other
Demolished
N/A
STATION ROAD
BURNLEY ROAD
LIVERPOOL ROAD
SEGARS LANE
FAIRFIELD ROAD
BURNLEY AVENUE
BERWICK AVENUE
FAULKNER CLOSE
HATFIELD RD
BELVEDERE ROAD
SANDRINGHAM ROAD
VILLAGE ROW
HALIFAX ROAD
LEAMINGTON ROAD
LEAMINGTON AVENUE
THE WOODLANDS
SANVINO AVENUE
GREEN WALK
LIVERPOOL AVENUE
LIMONT ROAD
UNIT ROAD
United Church
Sherwood House
Car Park
Library
Surgery
Club House
Pond
1:2,000
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Birkdale Local Centre

Centre Overview: Birkdale local centre is concentrated in a linear form along Liverpool Road, approximately 1.5km to the south of Southport. Birkdale station is located in the northern section, with the railway line and level crossing bisecting the centre. The centre is a popular retail and service destination, with high quality and attractive shopping facilities, notably the Victorian parades which accommodate a number of the units. There are four ATM facilities within Birkdale centre at the Barclays, Nat West and Santander banks as well as at McColls at Weld Parade. There is a good provision of convenience and retail service operators in the centre, a low level of vacancies compared to the national average and a variety of both national and independent operators. The car parking in the centre is fairly limited, though Weld Parade has a small area of off-street parking in front of the units.

Representation from National Retailers: There are 11 national operators including Barclays, Hallmark Cards, Laura Ashley, the Post Office and Spar.

Table 8: Diversity of Use and Floorspace Figures (August 2011)

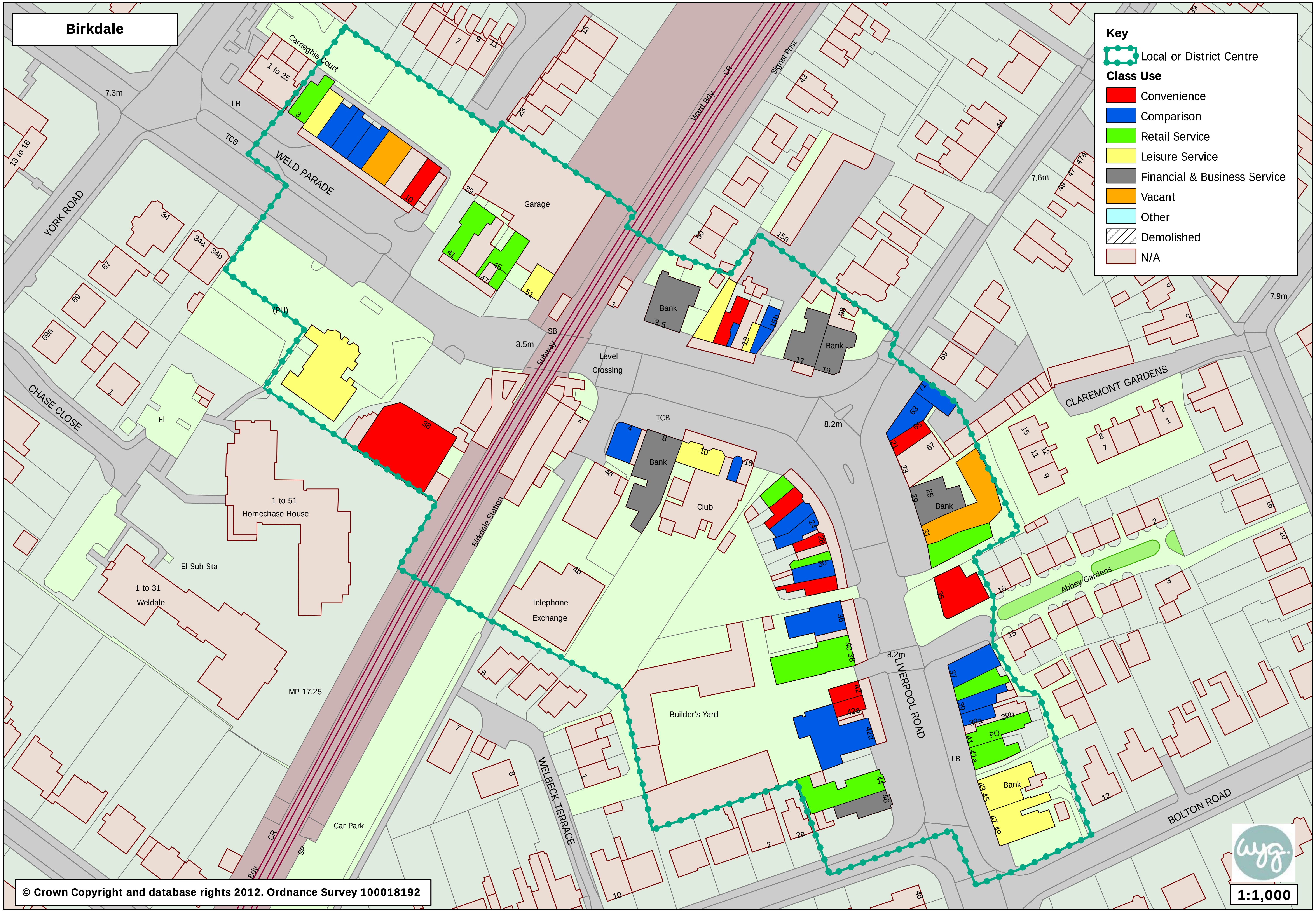
	Number of Units			Floorspace Figures		
	Number	Birkdale	UK*	Sq m	Birkdale	UK*
Convenience	11	18.6%	8.4%	1,215	17.5%	14.3%
Comparison	17	28.8%	33.4%	1,787	25.7%	37.0%
Retail Service	13	22.0%	13.2%	1,294	18.6%	7.0%
Leisure Service	10	16.9%	21.8%	1,324	19.1%	22.8%
Financial & Business Service	6	10.2%	10.9%	934	13.4%	8.4%
Vacant	2	3.4%	11.9%	392	5.6%	9.8%
Total	**59**	**100%**	**100%**	**6,945**	**100%**	**100%**

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011

Laura Ashley & Majestic, Weld Road


Weld Parade


Liverpool Road


Birkdale
Key
Local or District Centre
Class Use
Convenience
Comparison
Retail Service
Leisure Service
Financial & Business Service
Vacant
Other
Demolished
N/A
WELD PARADE
YORK ROAD
CHASE CLOSE
CLAREMONT GARDENS
LIVERPOOL ROAD
WELBECK TERRACE
BOLTON ROAD
Abbey Gardens
Carnegie Court
Garage
Level Crossing
Birkdale Station
Subway
1 to 51 Homechase House
1 to 31 Weldale
El Sub Sta
Telephone Exchange
Builder's Yard
Club
Bank
PO
Car Park
1:1,000
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Churchtown Local Centre

Centre Overview: Churchtown is located approximately 5km to the north east of Southport, with the local centre split into two areas. The northern section of Churchtown is concentrated at the junction of Cambridge Road and Marshside Road. It is a busy centre, with high levels of both vehicular and pedestrian traffic. The southern section comprises a number of independent retailers and service operators along the one-way Botanic Road. There is a good provision of convenience, retail service and financial and business service operators in the whole centre, with five ATM facilities located within Churchtown North. On-street and off-street car parking in the centre is predominantly focused in Churchtown North, with fewer spaces available on Botanic Road.

Representation from National Retailers: There are 10 national operators located within Churchtown North, including Bet Fred, Boots Pharmacy, Nat West, Spar, Subway and Tesco Express. No national operators are located within Churchtown South.

Table 9: Diversity of Use and Floorspace Figures (August 2011)

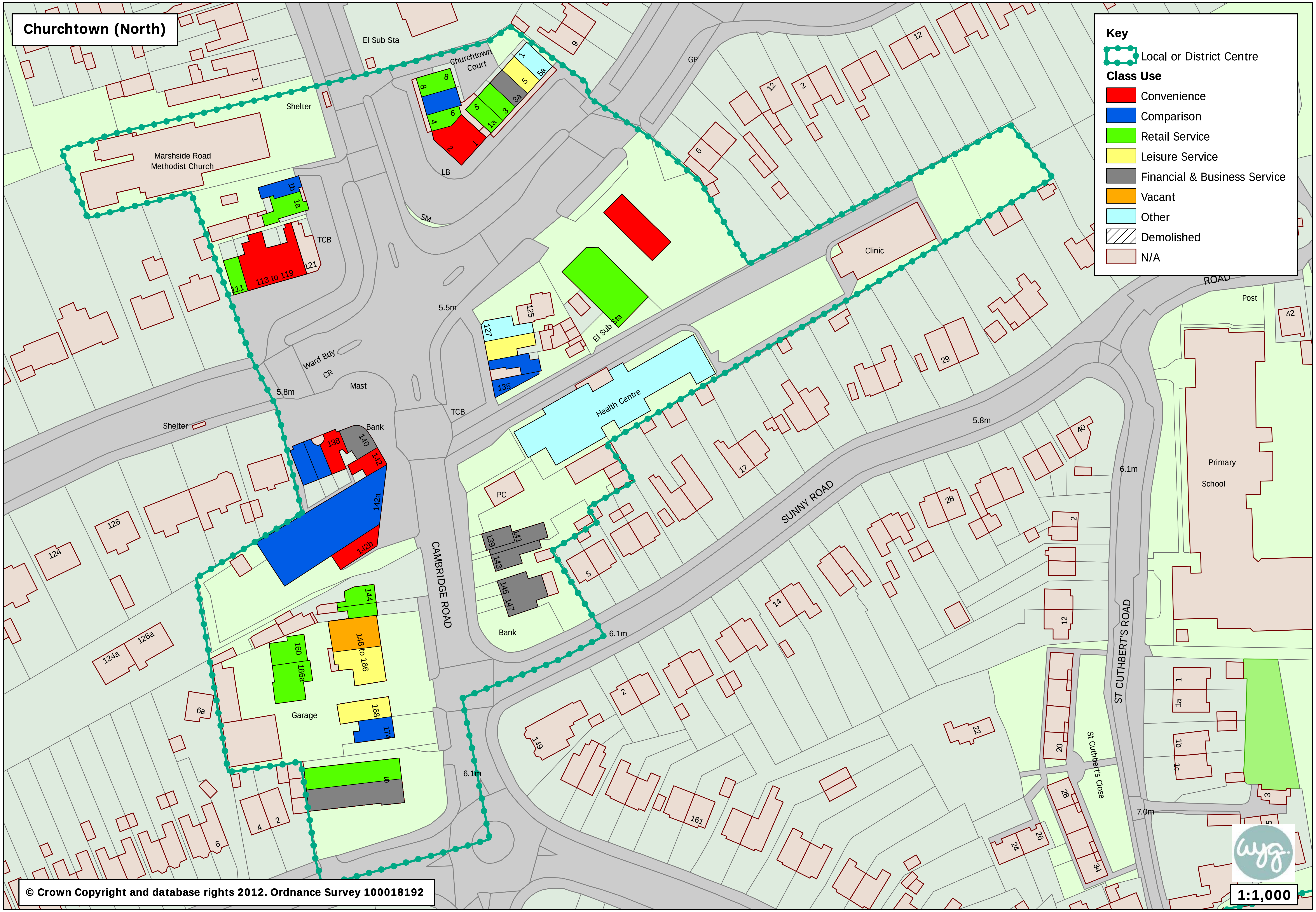
	Number of Units			Floorspace Figures		
	Number	Churchtown	UK*	Sq m	Churchtown	UK*
Convenience	9	12.9%	8.4%	1,111	14.6%	14.3%
Comparison	16	22.9%	33.4%	2,072	27.2%	37.0%
Retail Service	17	24.3%	13.2%	1,468	19.3%	7.0%
Leisure Service	12	17.1%	21.8%	1,579	20.7%	22.8%
Financial & Business Service	13	18.6%	10.9%	1,062	13.9%	8.4%
Vacant	3	4.3%	11.9%	326	4.3%	9.8%
Total	**70**	**100%**	**100%**	**7,618**	**100%**	**100%**

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011

Botanic Road, Churchtown South

Preston New Road, Churchtown North

Spar foodstore, Cambridge Road


Churchtown (North)
Key
Local or District Centre
Class Use
Convenience
Comparison
Retail Service
Leisure Service
Financial & Business Service
Vacant
Other
Demolished
N/A
Marshside Road Methodist Church
Churchtown Court
Health Centre
Clinic
Primary School
Garage
Bank
CAMBRIDGE ROAD
SUNNY ROAD
ST CUTHBERT'S ROAD
St Cuthberts Close
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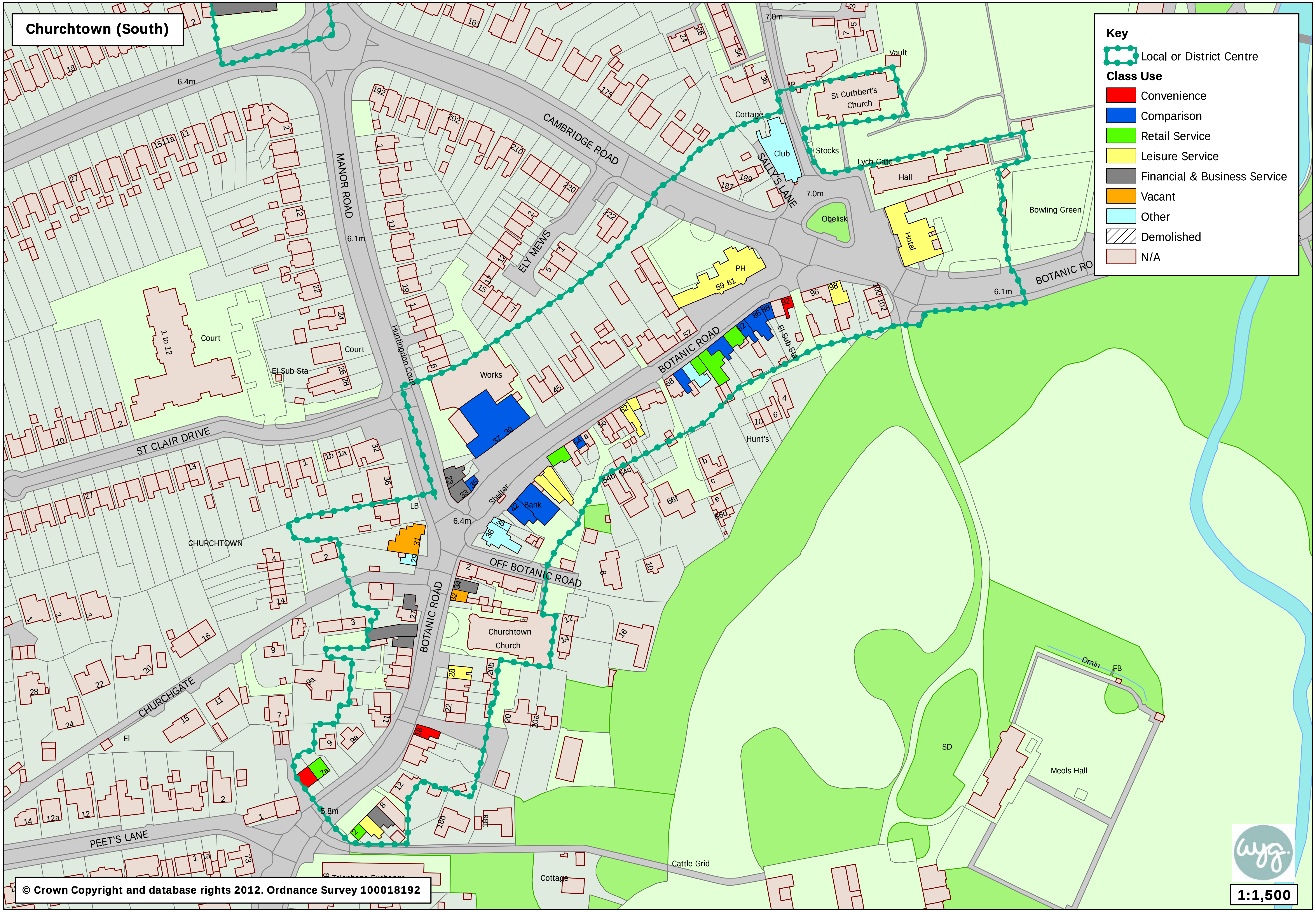
1:1,000


Churchtown (South)
Key
Local or District Centre
Class Use
Convenience
Comparison
Retail Service
Leisure Service
Financial & Business Service
Vacant
Other
Demolished
N/A
CAMBRIDGE ROAD
MANOR ROAD
BOTANIC ROAD
ST CLAIR DRIVE
OFF BOTANIC ROAD
CHURCHGATE
PEET'S LANE
SALLY'S LANE
ELY MEWS
Huntingdon Court
CHURCHTOWN
St Cuthbert's Church
Churchtown Church
Meols Hall
Bowling Green
Obelisk
Hotel
PH
Bank
Works
Club
Stocks
Lych Gate
Hall
Vault
Cottage
Court
El Sub Sta
Shelter
Hunt's
Cattle Grid
Drain
FB
SD
1:1,500

Crosby District Centre

Centre Overview: Crosby district centre is located in the southern section of the study area, approximately 1.5km to the north of Waterloo district centre and 9km to the south of Formby. The pedestrianised area of Liverpool Road and Moor Lane accommodate the majority of the retail and service units, with additional operators located on Coronation Road and Cooks Road. There is a good variety of uses in Crosby, with the centre appearing to be busy on the day of the site visit, particularly between the Sainsbury's store and the commercial units on Moor Lane. Car parking in Crosby primarily comprises the Allengate and The Green council-operated facilities adjacent to the Sainsbury's foodstore, as well as to the rear of the Home Bargains store on Cooksland.

Representation from National Retailers: There are 27 national operators including Bet Fred, Boots, Co-op Travel, Ethel Austin, Greggs, Home Bargains, the Post Office and Sainsbury's.

Table 10: Diversity of Use and Floorspace Figures (August 2011)

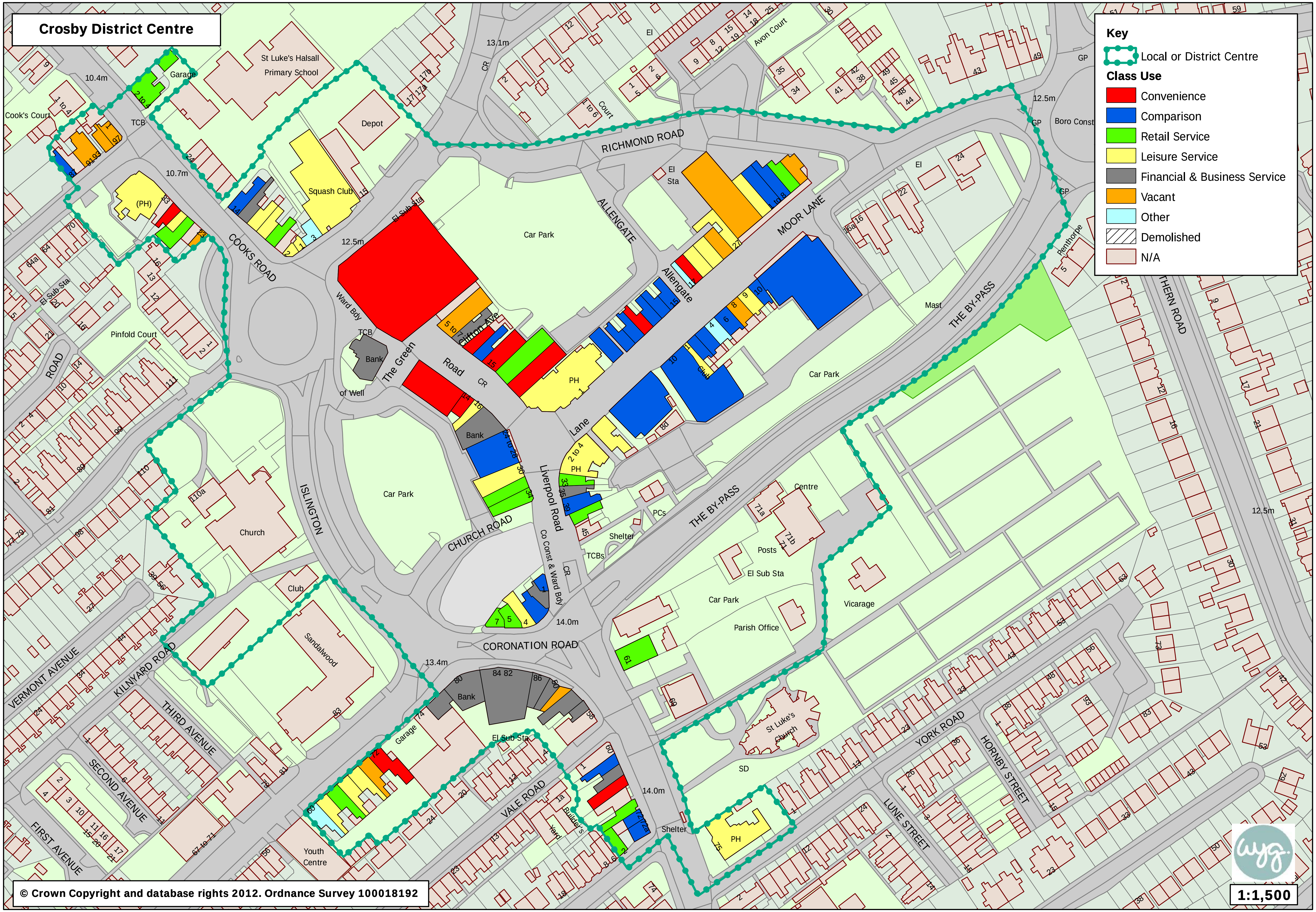
	Number of Units			Floorspace Figures		
	Number	Crosby	UK*	Sq m	Crosby	UK*
Convenience	10	10.2%	8.4%	3,446	19.9%	14.3%
Comparison	24	24.5%	33.4%	4,468	25.8%	37.0%
Retail Service	15	15.3%	13.2%	1,563	9.0%	7.0%
Leisure Service	22	22.4%	21.8%	4,217	24.4%	22.8%
Financial & Business Service	16	16.3%	10.9%	2,142	12.4%	8.4%
Vacant	11	11.2%	11.9%	1,451	8.4%	9.8%
Total	**98**	**100%**	**100%**	**17,287**	**100%**	**100%**

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011

Sainsbury's foodstore, Liverpool Road

Moor Lane

Ethel Austin and Martins units, Liverpool Road


Crosby District Centre
Key
Local or District Centre
Class Use
Convenience
Comparison
Retail Service
Leisure Service
Financial & Business Service
Vacant
Other
Demolished
N/A
RICHMOND ROAD
COOKS ROAD
MOOR LANE
ALLENGATE
Allengate
THE BY-PASS
Liverpool Road
Road
Lane
The Green
ISLINGTON
CHURCH ROAD
CORONATION ROAD
VALE ROAD
YORK ROAD
HORNBY STREET
LUNE STREET
KILNYARD ROAD
VERMONT AVENUE
THIRD AVENUE
SECOND AVENUE
FIRST AVENUE
Clifton Ave
St Luke's Halsall Primary School
Squash Club
Depot
Car Park
Bank
PH
(PH)
Church
Sandalwood
Youth Centre
St Luke's Church
Vicarage
Parish Office
Pinfold Court
Cook's Court
Avon Court
Garage
Mast
Club
Shelter
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1:1,500

Formby District Centre

Centre Overview: Formby is located in the centre of the study area, approximately 12km to the south of Southport and 13km to the north-west of Maghull District Centre. There is a good provision of convenience, comparison, retail service and financial and business service units in the centre, with a below average level of vacancies. The Waitrose store on School Lane (former Safeway) and M&S Simply Food units were busy, with good levels of pedestrian activity noted on the wide-pedestrianised area of Three Tuns Lane and Chapel Lane. There are five ATM facilities in the centre including HSBC and RBS. The main car park is the privately-operated facility at The Cloisters, as well as the spaces at the Council-run Sumner Road facility to the rear of the Iceland store.

Representation from National Retailers: There are 41 national operators including Boots, Costa, Domino's, Dorothy Perkins, Iceland, Johnson's dry cleaners, Nat West, New Look, Santander, SpecSavers, Superdrug and Waitrose.

Table 11: Diversity of Use and Floorspace Figures (August 2011)

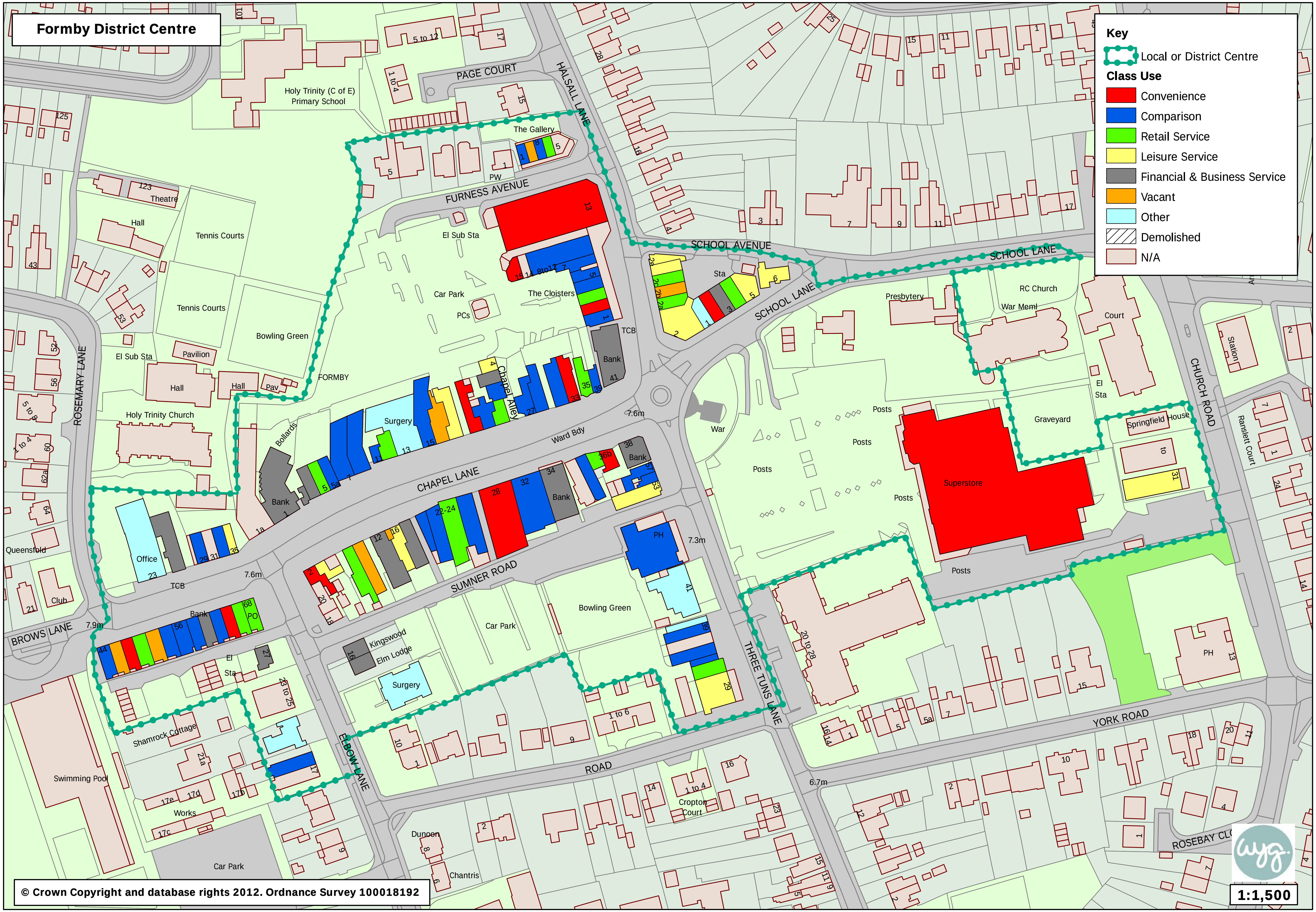
	Number of Units			Floorspace Figures		
	Number	Formby	UK*	Sq m	Formby	UK*
Convenience	12	11.9%	8.4%	5,871	33.9%	14.3%
Comparison	37	36.6%	33.4%	4,824	27.9%	37.0%
Retail Service	15	14.9%	13.2%	1,436	8.3%	7.0%
Leisure Service	16	15.8%	21.8%	2,474	14.3%	22.8%
Financial & Business Service	14	13.9%	10.9%	2,143	12.4%	8.4%
Vacant	7	6.9%	11.9%	559	3.2%	9.8%
Total	**101**	**100%**	**100%**	**17,308**	**100%**	**100%**

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011


Newsagent and Specsavers, Halsall Lane

Chapel Lane


Chapel Lane



Formby District Centre
Key
Local or District Centre
Class Use
Convenience
Comparison
Retail Service
Leisure Service
Financial & Business Service
Vacant
Other
Demolished
N/A
1:1,500
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CHAPEL LANE
HALSALL LANE
FURNESS AVENUE
SCHOOL AVENUE
SCHOOL LANE
CHURCH ROAD
THREE TUNS LANE
SUMNER ROAD
ELBOW LANE
BROWS LANE
ROSEMARY LANE
YORK ROAD
PAGE COURT
ROSEBAY CL
Chapel Alley
Superstore
Holy Trinity (C of E) Primary School
Holy Trinity Church
Bowling Green
Tennis Courts
Car Park
Swimming Pool
Graveyard
RC Church
Presbytery
The Cloisters
The Gallery

Maghull District Centre

Centre Overview: Maghull district centre is located at the junction of Westway (B5422), the A59 and Liverpool Road North (A5147), to the east of the study area. The majority of the commercial units comprise floorspace within Central Square, Westway, Moreton Way and the Red Lion Centre. It is a popular centre, with high levels of pedestrian movement recorded between the Morrisons store and the units and car parking spaces at Central Square. There are also several other buildings in the centre, including a medical centre and police station. There are five ATM facilities in the centre, namely at Halifax, HSBC, Lloyds TSB, Morrisons and, Nat West. There is a good provision of convenience, retail service and financial and business service operators, reflecting its important role as a key retail and service destination in the local area.

Representation from National Retailers: There are 35 national operators including B&M Bargains, Boots, Greggs, Halifax, Home Bargains, Morrisons, the Post Office, RBS and Superdrug.

Table 13: Diversity of Use and Floorspace Figures (August 2011)

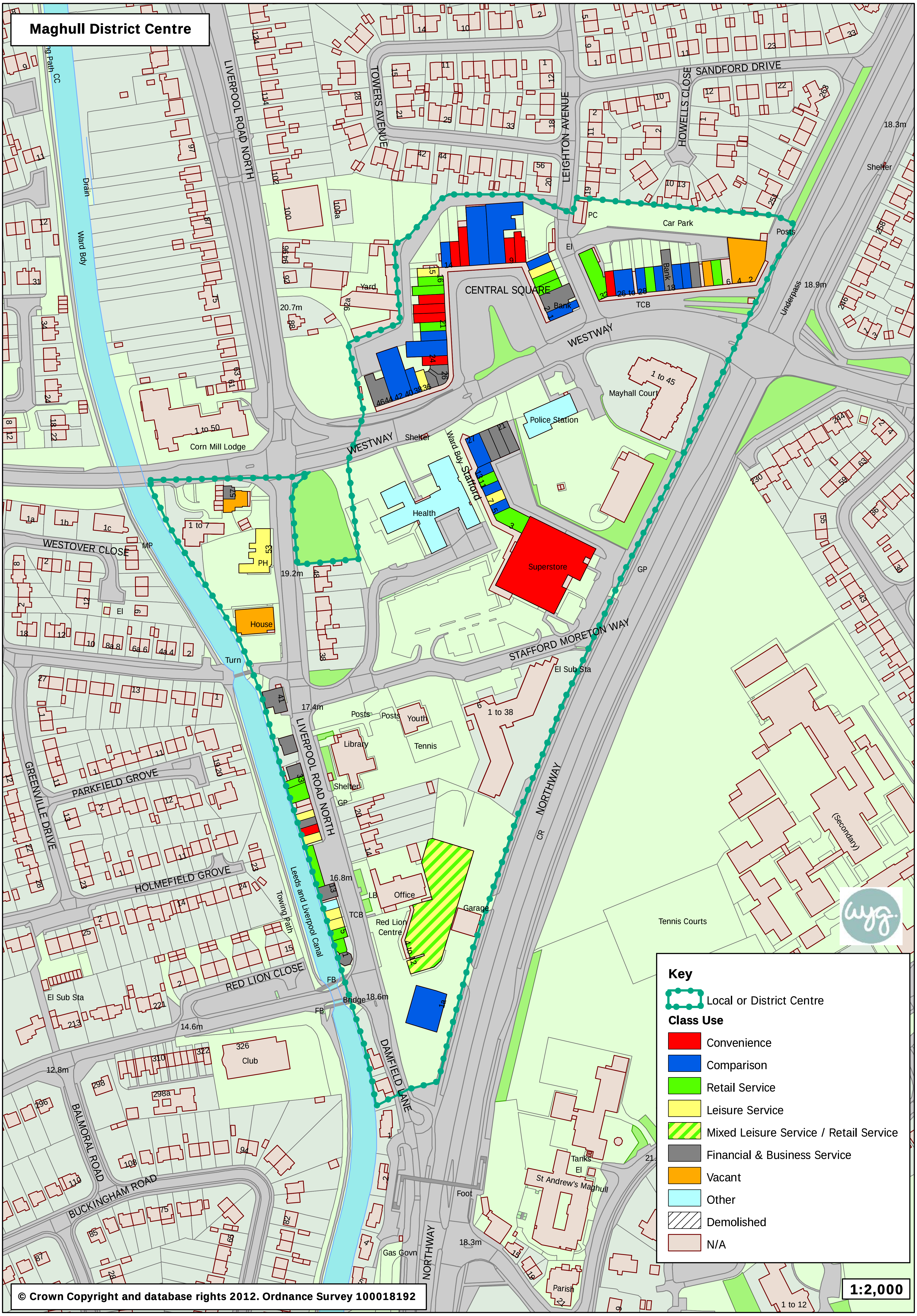
	Number of Units			Floorspace Figures		
	Number	Maghull	UK*	Sq m	Maghull	UK*
Convenience	11	13.6%	8.4%	2,839	21.3%	14.3%
Comparison	18	22.2%	33.4%	3,323	24.9%	37.0%
Retail Service	16	19.8%	13.2%	1,865	14.0%	7.0%
Leisure Service	14	17.3%	21.8%	2,367	17.8%	22.8%
Financial & Business Service	17	21.0%	10.9%	1,755	13.2%	8.4%
Vacant	5	6.2%	11.9%	1,173	8.8%	9.8%
Total	**81**	**100%**	**100%**	**13,322**	**100%**	**100%**

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011

Liverpool Road North

Central Square

Morrisons foodstore


Maghull District Centre
LIVERPOOL ROAD NORTH
TOWERS AVENUE
LEIGHTON AVENUE
HOWELLS CLOSE
SANDFORD DRIVE
CENTRAL SQUARE
WESTWAY
Car Park
Bank
TCB
Police Station
Mayhall Court
1 to 45
Corn Mill Lodge
1 to 50
Health
Superstore
STAFFORD MORETON WAY
NORTHWAY
WESTOVER CLOSE
PH
House
Leeds and Liverpool Canal
Towing Path
Drain
Ward Bdy
Library
Youth
Tennis
Office
Red Lion Centre
Garage
PARKFIELD GROVE
HOLMEFIELD GROVE
GREENVILLE DRIVE
RED LION CLOSE
DAMFIELD LANE
BALMORAL ROAD
BUCKINGHAM ROAD
Club
Tennis Courts
(Secondary)
St Andrew's Maghull
Underpass
Shelter
Key
Local or District Centre
Class Use
Convenience
Comparison
Retail Service
Leisure Service
Mixed Leisure Service / Retail Service
Financial & Business Service
Vacant
Other
Demolished
N/A
1:2,000
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Netherton Local Centre

Centre Overview: Netherton local centre is located to the south of the defined study area, approximately 3km to the north-east of Bootle. The retail and service units in the Centre are located on one side of Glovers Lane within the Marian Square development, with several health centre buildings located on the opposite side of the road. There is a good level of convenience provision in the centre, though there is a clear lack of comparison and financial and business service facilities, with vacancy rates broadly similar to the national average. The pedestrianised square and wide pavements of the centre aid movement by foot. The two ATM facilities within the centre are located outside of the Martins store and William Hill betting shop. Limited on-street parking is available on Glovers Lane and this appeared to be well-used by visitors to the area.

Representation from National Retailers: There are 12 national operators including Bargain Booze, Greggs, Home Bargains, Iceland and Somerfield.

Table 14: Diversity of Use and Floorspace Figures (August 2011)

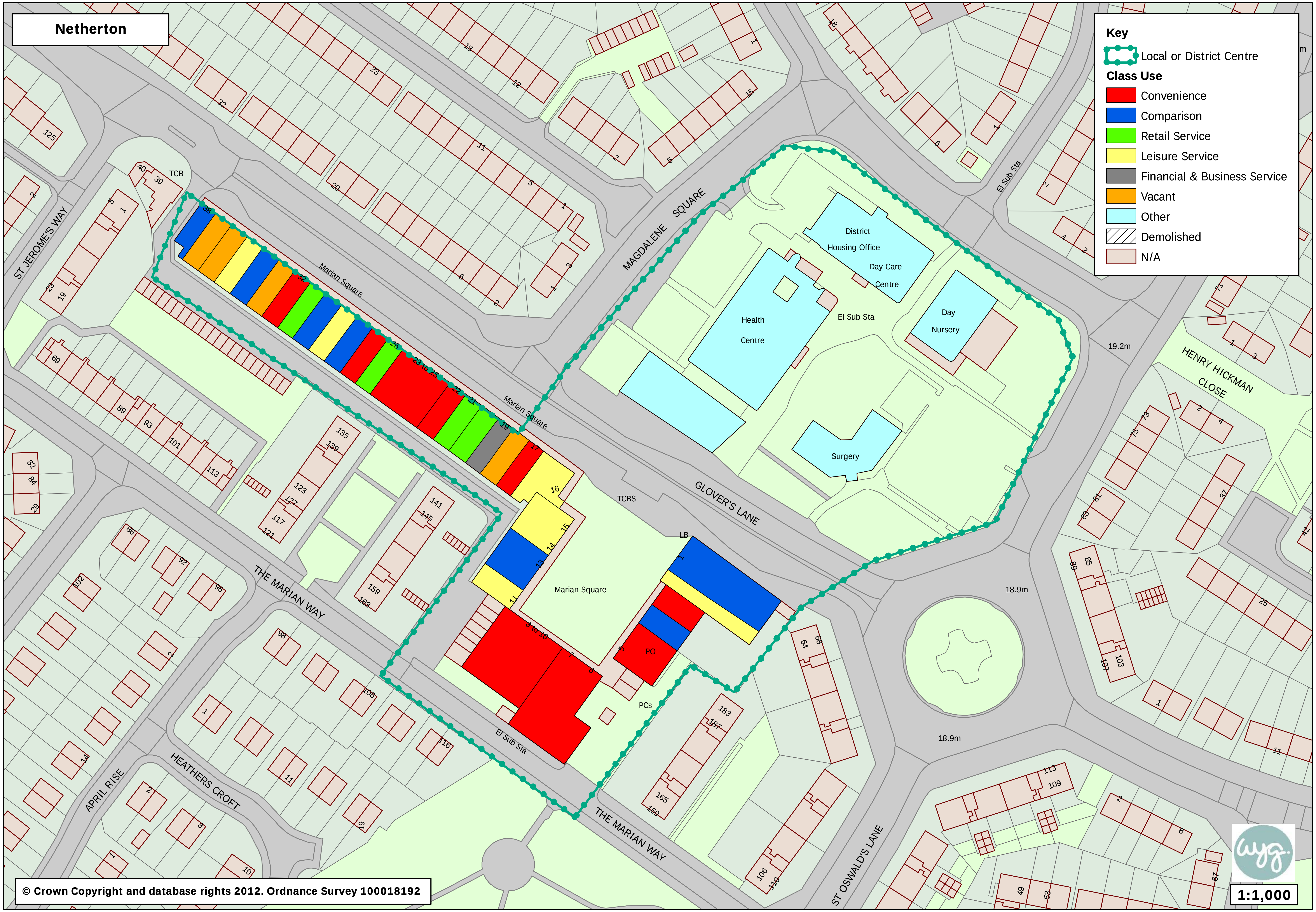
	Number of Units			Floorspace Figures		
	Number	Netherton	UK*	Sq m	Netherton	UK*
Convenience	9	29.0%	8.4%	1,968	38.4%	14.3%
Comparison	7	22.6%	33.4%	1,068	20.9%	37.0%
Retail Service	4	12.9%	13.2%	393	7.7%	7.0%
Leisure Service	6	19.4%	21.8%	1,197	23.4%	22.8%
Financial & Business Service	1	3.2%	10.9%	92	1.8%	8.4%
Vacant	4	12.9%	11.9%	399	7.8%	9.8%
Total	**31**	**100%**	**100%**	**5,118**	**100%**	**100%**

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011

Home Bargains, Marian Square

Greggs and Cardarama, Marian Square

Chemist and Turf bookmakers, Marian Square


Netherton
Key
Local or District Centre
Class Use
Convenience
Comparison
Retail Service
Leisure Service
Financial & Business Service
Vacant
Other
Demolished
N/A
District Housing Office
Day Care Centre
Health Centre
Day Nursery
Surgery
El Sub Sta
Marian Square
TCB
TCBS
LB
PO
PCs
MAGDALENE SQUARE
GLOVER'S LANE
THE MARIAN WAY
ST JEROME'S WAY
APRIL RISE
HEATHERS CROFT
ST OSWALD'S LANE
HENRY HICKMAN CLOSE
19.2m
18.9m
1:1,000

Old Roan Local Centre

Centre Overview: Old Roan is located approximately 4.5km to the south of Maghull district centre. The commercial units are in two separate self-contained parades of shops on both sides of Altway, at the junction of Molyneux Way and also parallel to the A59 (Ormskirk Road). There is a good level of convenience, retail service and leisure service units in the Centre, including a butcher, chemist, three restaurants and three health and beauty retailers. The two ATM facilities within the centre are located at the Nat West bank and the Tesco Express. Limited parking is available in front of the units, with disabled car parking spaces also provided at the entrance of the Tesco Express store.

Representation from National Retailers: There are six national operators, namely Barnardo's charity shop, Domino's, Nat West, the Post Office, Tesco Express and William Hill.

Table 15: Diversity of Use and Floorspace Figures (August 2011)

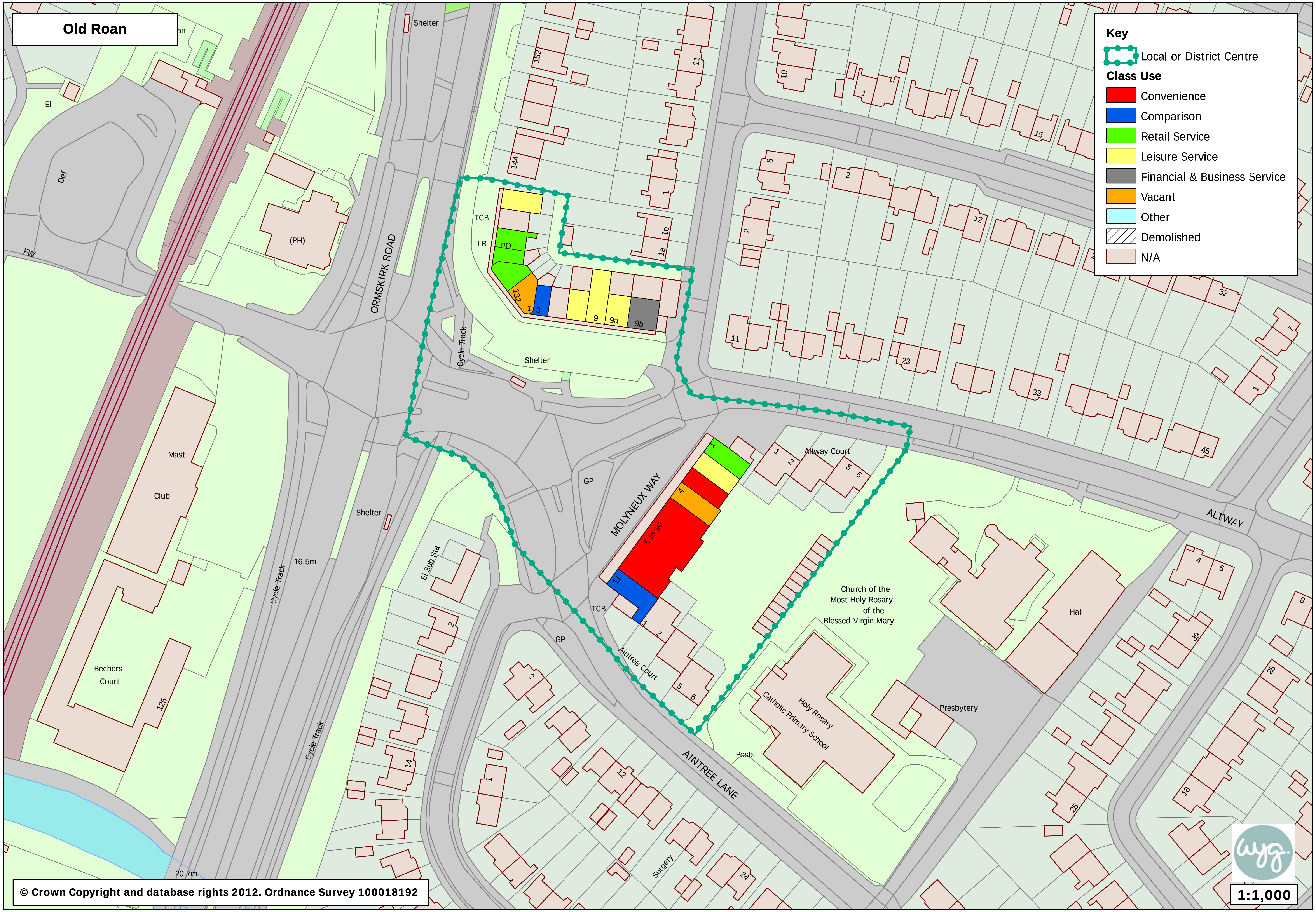
	Number of Units			Floorspace Figures		
	Number	Old Roan	UK*	Sq m	Old Roan	UK*
Convenience	2	11.8%	8.4%	483	30.4%	14.3%
Comparison	2	11.8%	33.4%	139	8.7%	37.0%
Retail Service	4	23.5%	13.2%	235	14.8%	7.0%
Leisure Service	5	29.4%	21.8%	436	27.4%	22.8%
Financial & Business Service	1	5.9%	10.9%	81	5.1%	8.4%
Vacant	3	17.6%	11.9%	215	13.5%	9.8%
Total	**17**	**100%**	**100%**	**1,589**	**100%**	**100%**

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011


Tesco Express, Molyneux Way

Post Office, Ormskirk Road


Natwest bank, Altway


Old Roan
Key
Local or District Centre
Class Use
Convenience
Comparison
Retail Service
Leisure Service
Financial & Business Service
Vacant
Other
Demolished
N/A
ORMSKIRK ROAD
MOLYNEUX WAY
ALTWAY
AINTREE LANE
Altway Court
Aintree Court
Church of the
Most Holy Rosary
of the
Blessed Virgin Mary
Holy Rosary
Catholic Primary School
Presbytery
Hall
Mast
Club
Bechers
Court
(PH)
Shelter
Cycle Track
El Sub Sta
Surgery
Posts
TCB
LB
PO
GP
5 to 10
9a
9b
16.5m
20.7m
1:1,000

Seaforth Local Centre

Centre Overview: Seaforth local centre is located in the southern section of the study area, approximately 3km to the north of Bootle. The commercial units are located in a linear pattern along Seaforth Road, from the junction of Sandy Road to the north and Lime Grove to the south, with a small purpose built shopping centre at Stella Precinct. As noted in the previous Study (March 2004), there is a significant level of vacancies in the centre, with many of the vacant units in a poor state of repair. The ATM facility in the centre is available at the Post Office unit. In addition to the commercial units, Seaforth includes several other uses, including a dentist and doctor's surgery. There is a good provision of on-street car parking in Seaforth, with off-street spaces also available at the Stella Precinct centre.

Representation from National Retailers: There are four national operators, namely Boots Pharmacy, Booze Buster, the Post Office and William Hill.

Table 16: Diversity of Use and Floorspace Figures (August 2011)

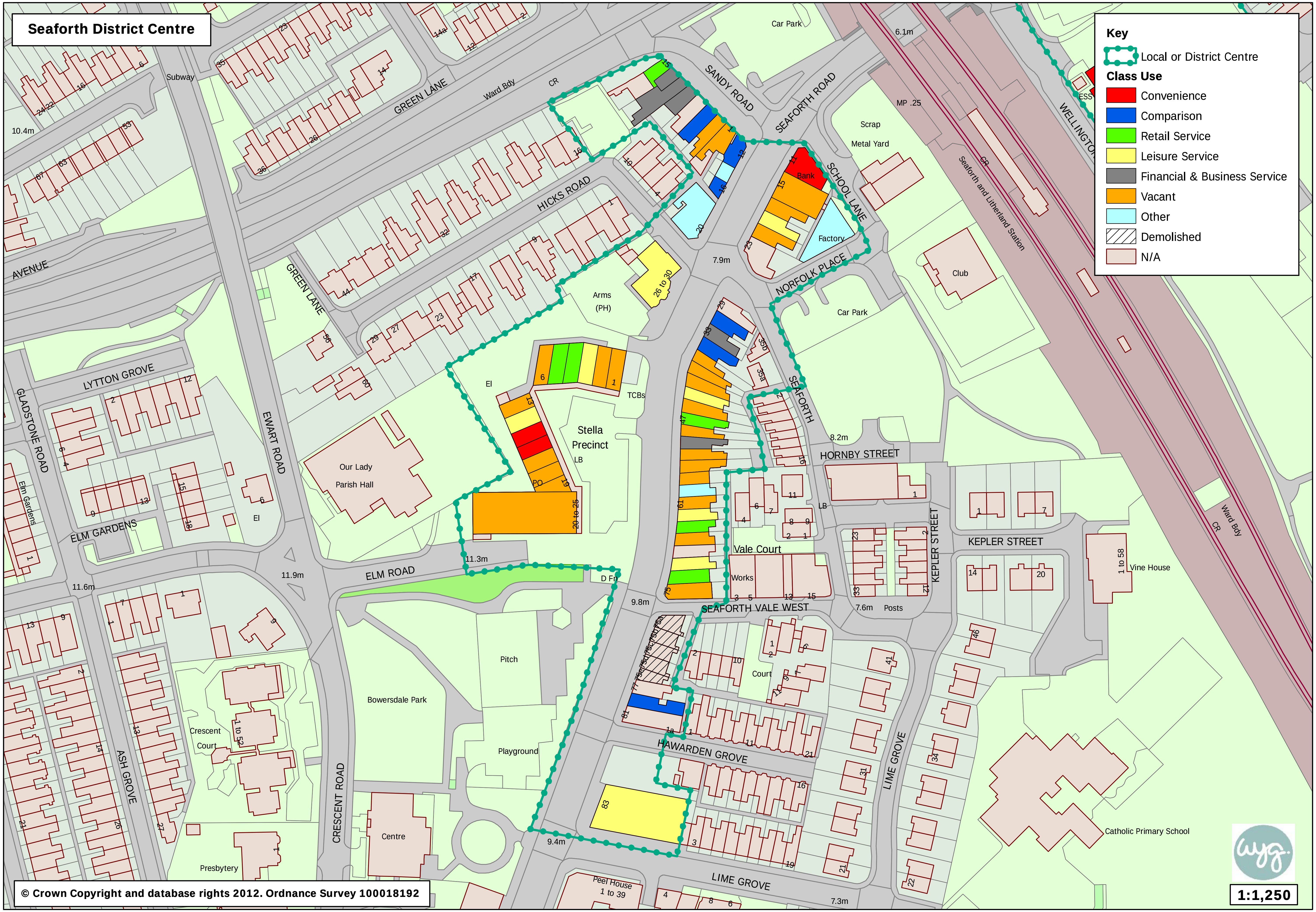
	Number of Units			Floorspace Figures		
	Number	Seaforth	UK*	Sq m	Seaforth	UK*
Convenience	3	5.6%	8.4%	267	4.9%	14.3%
Comparison	6	11.1%	33.4%	422	7.8%	37.0%
Retail Service	5	9.3%	13.2%	424	7.9%	7.0%
Leisure Service	8	14.8%	21.8%	1,260	23.2%	22.8%
Financial & Business Service	5	9.3%	10.9%	452	8.3%	8.4%
Vacant	27	50.0%	11.9%	2,599	47.9%	9.8%
Total	**54**	**100%**	**100%**	**5,424**	**100%**	**100%**

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011

The Stella Precinct


Post Office, Seaforth Road


Seaforth Road


Seaforth District Centre
Key
Local or District Centre
Class Use
Convenience
Comparison
Retail Service
Leisure Service
Financial & Business Service
Vacant
Other
Demolished
N/A
1:1,250
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SANDY ROAD
SEAFORTH ROAD
SCHOOL LANE
NORFOLK PLACE
GREEN LANE
HICKS ROAD
LYTTON GROVE
GLADSTONE ROAD
EWART ROAD
ELM GARDENS
ELM ROAD
SEAFORTH
HORNBY STREET
KEPLER STREET
SEAFORTH VALE WEST
HAWARDEN GROVE
LIME GROVE
ASH GROVE
CRESCENT ROAD
WELLINGTON
AVENUE
Stella Precinct
Our Lady Parish Hall
Bowersdale Park
Pitch
Playground
Vale Court
Vine House
Catholic Primary School
Seaforth and Litherland Station
Factory
Scrap Metal Yard
Car Park
Club
Bank
Arms (PH)
Crescent Court
Centre
Presbytery
Peel House 1 to 39
Works
Posts
Subway
Ward Bdy

Shakespeare Street Local Centre

Centre Overview: Shakespeare Street is located to the south of the Southport Primary Shopping Area, approximately 1km to the north of Birkdale. The centre is linear in form, running from the junction of Duke Street to the west and Portland Street to the east, with a variety of independent and multiple retailers accommodated here. Whilst there is a good level of comparison and retail service operators, there is a lack of convenience, leisure service, and financial and business service units in the centre. In addition to commercial units, there are also a number of other units, including two offices, a community centre and dentist, with ATM facilities in the centre available at the Co-op store. There amount of car parking spaces in Shakespeare Street is adequate to serve the number of visitors who will come to the centre.

Representation from National Retailers: There are four national operators, namely Blockbuster, Boots Pharmacy, Co-op and Lifestyle Express.

Table 17: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Shakespeare Street	UK*	Sq m	Shakespeare Street	UK*
Convenience	3	7.5%	8.4%	408	10.0%	14.3%
Comparison	16	40.0%	33.4%	1,913	46.7%	37.0%
Retail Service	11	27.5%	13.2%	843	20.6%	7.0%
Leisure Service	5	12.5%	21.8%	476	11.6%	22.8%
Financial & Business Service	2	5.0%	10.9%	112	2.7%	8.4%
Vacant	3	7.5%	11.9%	339	8.3%	9.8%
Total	**40**	**100%**	**100%**	**4,092**	**100%**	**100%**

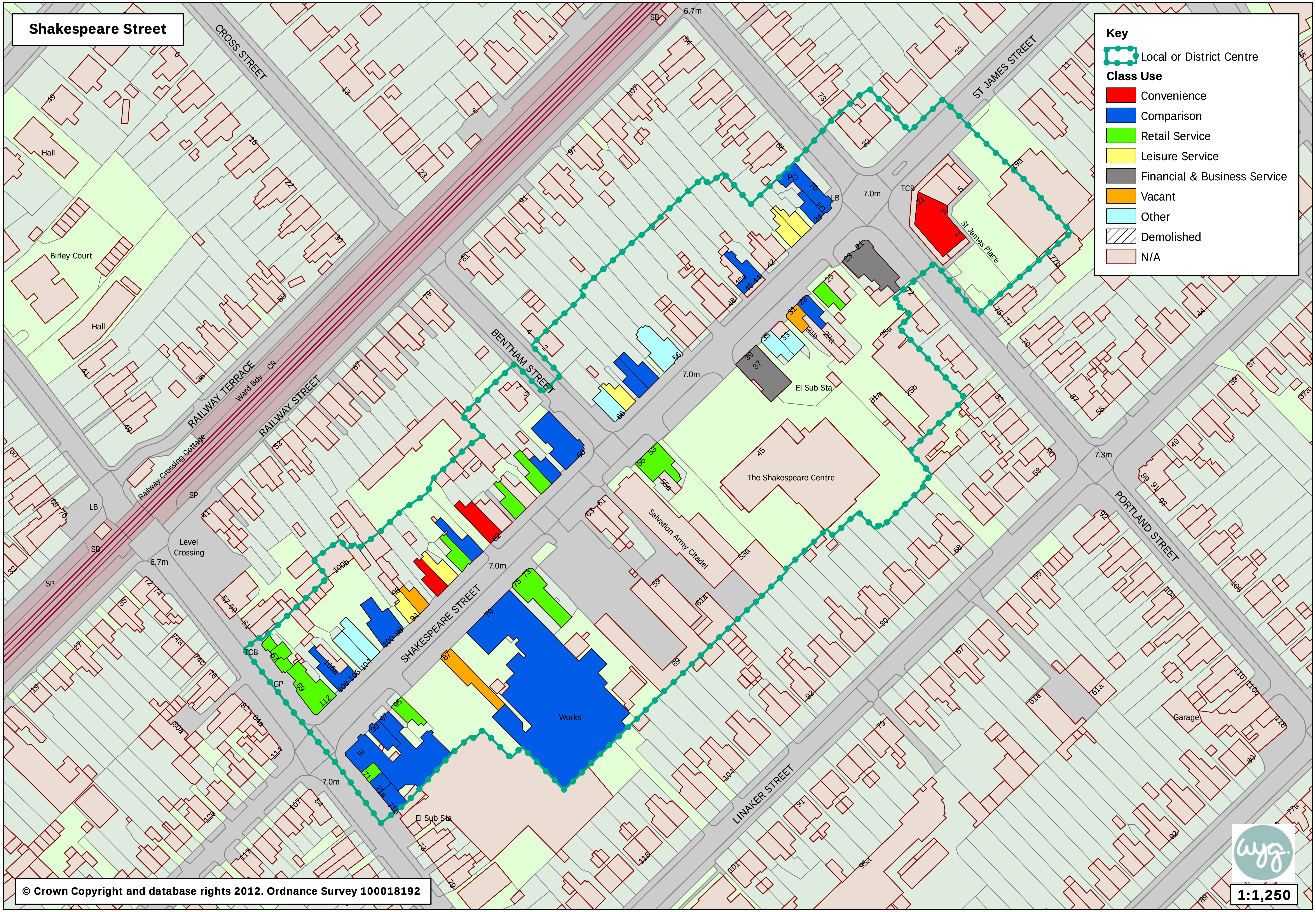
Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011

Key-cutting store, Shakespeare Street

Shakespeare Street

Co-op foodstore, St James Street

Shakespeare Street



1:1,250

Waterloo District Centre

Centre Overview: Waterloo district centre is located approximately 1km to the south of Crosby, and immediately to the west of the A565 (Crosby Road North). The railway station and bus station are located in the middle of the centre, with the key commercial units located on St John's Road and South Road. There is a good level of convenience, retail service and leisure service operators in Waterloo, with a shortfall in the provision of comparison and financial and business service units. The vacancy rates are high in comparison to the national average figures, with the vacancies distributed throughout the centre. There are two ATM facilities in Waterloo, which are located at the Lloyds TSB and RBS banks. It was noted that pedestrian movement was concentrated at the railway station and the key national operators on South Road, particularly Boots, Heron Foods, Home Bargains and Iceland.

Representation from National Retailers: There are 24 national operators including Bet Fred, Boots, Co-op, Greggs, Heron Foods, Londis, Subway and William Hill.

Table 19: Diversity of Use and Floorspace Figures (August 2011)

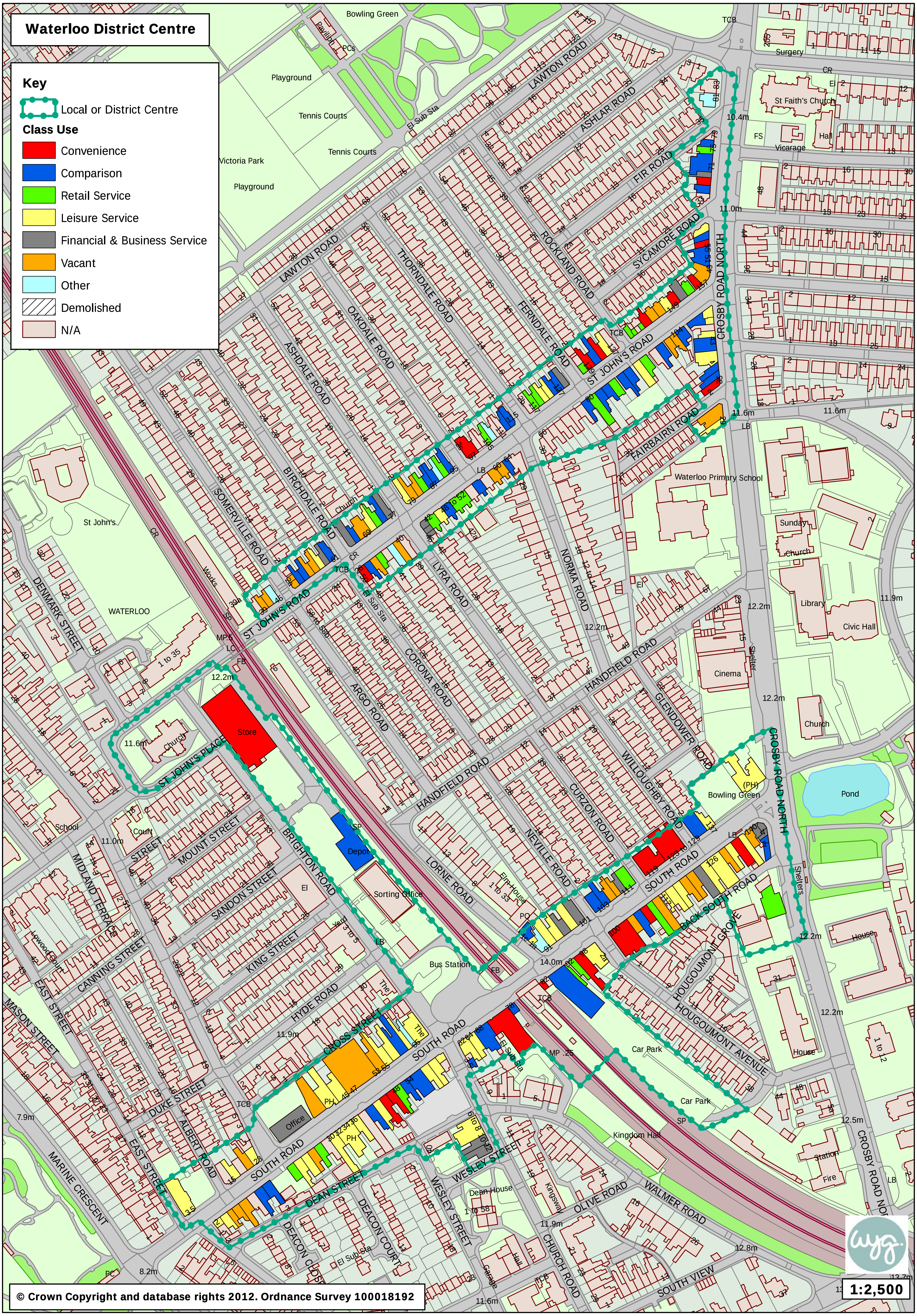
	Number of Units			Floorspace Figures		
	Number	Waterloo	UK*	Sq m	Waterloo	UK*
Convenience	21	10.2%	8.4%	5,226	18.5%	14.3%
Comparison	49	23.8%	33.4%	6,090	21.5%	37.0%
Retail Service	28	13.6%	13.2%	2,786	9.9%	7.0%
Leisure Service	53	25.7%	21.8%	7,413	26.2%	22.8%
Financial & Business Service	17	8.3%	10.9%	1,989	7.0%	8.4%
Vacant	38	18.4%	11.9%	4,767	16.9%	9.8%
Total	**206**	**100%**	**100%**	**28,271**	**100%**	**100%**

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011

St John's Road

South Road

South Road



Waterloo District Centre
Key
Local or District Centre
Class Use
Convenience
Comparison
Retail Service
Leisure Service
Financial & Business Service
Vacant
Other
Demolished
N/A
Bowling Green
Playground
Tennis Courts
Victoria Park
St Faith's Church
Vicarage
Surgery
LAWTON ROAD
ASHLAR ROAD
FIR ROAD
SYCAMORE ROAD
ROCKLAND ROAD
FERNDALE ROAD
THORNDALE ROAD
OAKDALE ROAD
ASHDALE ROAD
BIRCHDALE ROAD
SOMERVILLE ROAD
DENMARK STREET
ST JOHN'S ROAD
CROSBY ROAD NORTH
FAIRBAIRN ROAD
Waterloo Primary School
NORMA ROAD
LYRA ROAD
CORONA ROAD
ARGO ROAD
HANDFIELD ROAD
GLENDOWER ROAD
WILLOUGHBY ROAD
CURZON ROAD
NEVILLE ROAD
LORNE ROAD
Cinema
Library
Civic Hall
Church
Pond
Bowling Green
Store
Depot
Sorting Office
Bus Station
ST JOHN'S PLACE
BRIGHTON ROAD
MOUNT STREET
SANDON STREET
KING STREET
HYDE ROAD
CROSS STREET
SOUTH ROAD
BACK SOUTH ROAD
HOUGOUMONT GROVE
HOUGOUMONT AVENUE
Car Park
Kingdom Hall
MIDLAND TERRACE
CANNING STREET
EAST STREET
MASON STREET
MARINE CRESCENT
DUKE STREET
ALBERT ROAD
DEAN STREET
DEACON COURT
WESLEY STREET
OLIVE ROAD
WALMER ROAD
CHURCH ROAD
SOUTH VIEW
Dean House
Office
School
WATERLOO
St John's
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