

## Waterloo District Centre

### Description

Waterloo district centre is located around 1 kilometre to the south of Crosby, adjacent to Waterloo railway station. Waterloo is the largest district centre in Sefton and, as such, has a good range of convenience, comparison and service operators sufficient to serve the needs of the surrounding community. Despite this, the vacancy rate has increased since the 2015 survey and there has been a decline in comparison goods provision.

The centre benefits from its railway station, the key arterial route of Crosby Road North and its 'gateway' role to Crosby waterfront.

### Status

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

### Photos



**Figure 1:** Retail units on South Road in March 2020.



**Figure 2:** Waterloo Rail Station and the adjacent Home Bargains in March 2020.



**Figure 3:** St John's Road, which runs through the north of Waterloo, in January 2019



**Figure 4:** Retail units on Crosby Road North in January 2019

**Table 1: District Centre Floorspace Composition**

Goad Category	Waterloo District Centre Floorspace at 2011 (%)	Waterloo District Centre Floorspace at 2015 (%)	Waterloo District Centre Floorspace at 2020 (%)	Waterloo District Centre Floorspace at 2020 (sq.m)	Floorspace UK Average at 2020 (%)
Convenience	18.5	14.5	13.2	4,750	15.4
Comparison	21.5	26.9	22.7	8,170	33.5
Retail Services	9.9	11.1	14.0	5,050	7
Leisure Services	26.2	35.7	34.9	12,550	25.6
Financial and Business Services	7.0	3.3	3.4	1,240	7.3
Miscellaneous	0.0	0.0	0.0	0	0.0
Vacant	16.9	8.5	11.8	4,230	10.6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>35,990</b>	<b>100</b>

Source: Composition of Waterloo 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	Waterloo District Centre Units at 2011 (%)	Waterloo District Centre Units at 2015 (%)	Waterloo District Centre Units at 2020 (%)	Waterloo District Centre Number of Units 2020	Units UK Average at 2020 (%)
Convenience	10.1	9.0	9.5	22	9.2
Comparison	23.8	29.0	22.9	53	29.2
Retail Services	13.6	16.2	19.5	45	15.1
Leisure Services	25.7	31.9	30.7	71	24.5
Financial and Business Services	8.3	4.3	3.5	8	9.8
Miscellaneous	0.0	0	0.0	0	0.0
Vacant	18.4	9.5	13.9	32	11.9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>231</b>	<b>100</b>

Source: Composition of Waterloo 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**

Type of Provision		Total
<b>Key Anchor Store</b>	None	13
<b>Other National Retailers</b>	Bargain Booze, Betfred, Boots Pharmacy, Co-operative Food, Greggs, Home Bargains, Iceland, Ladbrokes, Lloyds Pharmacy, Londis, Subway, TSB, William Hill	
<b>Community Facilities</b>	Five medical and health services, a dental surgery and a veterinary are located within the district centre boundary. Immediately adjacent to the boundaries of the district centre are a place of worship, a library and a primary school.	10

Source: Composition of Waterloo District Centre derived from Nexus Planning Survey of November 2019

### Overall Composition

- There are a total 231 units within Waterloo district centre, accounting for a total of 35,990 sq.m of retail floorspace.
- There are 22 convenience goods operators in Waterloo. These account for 4,750 sq.m of floorspace and equate to 13.2% of the total stock of floorspace.
- A total of 53 comparison goods operators are located in Waterloo district centre which account for 8,170 sq.m of floorspace, equating to 22.7% of the total stock of floorspace.
- Service units account for 18,840 sq.m or 52.3% of total retail floorspace.
- At the time of our survey in March 2020 there were 32 vacant units (13.9% of all units in Waterloo). These account for 4,230 sq.m of floorspace, or 11.8% of the total stock of floorspace.
- Although this represents an increase on the figures from 2015, they remain lower than those recorded in 2011.
- There are few national multiples located within the district centre and the vast majority of operators are independent or regional. National multiple operators include TSB, Subway, Co-operative Food and Boots.

### Convenience & Comparison

Waterloo contains a diverse mix of convenience and comparison goods uses. There are a total of 22 convenience goods retailers, amounting to 4,750 sq.m of floorspace and equating to 13.2% of the total retail floorspace. The proportion of floorspace in convenience goods use is broadly similar to the national average figure of 15.4%. Convenience goods uses include Co-operative Foodstore and Iceland, together with convenience stores, bakers, off-licences, butchers and greengrocers. The convenience offer has reduced since the 2015 survey with the loss of the One Stop Shop.

The 53 comparison goods retailers account for 8,170 sq.m. of floorspace or 22.7% of the total floorspace in the centre. This figure is lower than that identified by the previous 2015 survey, and significantly lower than the national figure of 33.5% of floorspace being in comparison goods use. Comparison goods operators include clothes stores, charity shops, carpet/flooring stores, hardware/household goods units, chemists and jewellers. National multiples include Savers, Boots and Home Bargains. In particular, the number of clothes shops is considered relatively high for a district centre.

The convenience and comparison goods retail offer is more varied and diverse than that found at other district centres; however, the proportion of floorspace in comparison goods use is less than the national average level, reflecting Waterloo's role in meeting day to day convenience and service needs.

### Services

There are 124 service units at Waterloo accounting for 18,840 sq.m of floorspace, a figure which equates for 52.3% of the total stock.

In total, 45 retail service operators are located within the district centre. These units account for 5,050 sq.m of floorspace, which equates to 14.0% of total floorspace. The operators include hairdressers, beauty salons, laundrettes, opticians, a post office, a shoe repair shop and an undertaker.

Leisure service operators account for 12,550 sq.m of floorspace equating to 34.9% of total retail stock. Within the district centre there are 71 leisure service operators which include restaurants, hot-food takeaways, public houses, cafés and betting offices. There are a total of eight financial and business service operators in the district centre which account for 1,240 sq.m of floorspace, or 3.4% of total floorspace in Waterloo. The operators include estate agents, banks or building societies, an accountants and a solicitor. The financial and business service has reduced somewhat since 2015 with the loss of RBS from its unit on St John's Road.

As the largest district centre, Waterloo continues to provide a strong service offer, despite some changes in provision since 2015. The number of leisure, retail and financial and business services are broadly reflective of national average levels, and comprise a strong offer.

**Vacancies**

When compared to the previous 2015 survey, the vacancy rate has increased somewhat from 9.5% to 13.9% in respect of units, and from 8.5% to 11.8% in terms of floorspace. Our survey recorded a total of 4,230 sq.m of vacant floorspace in Waterloo. The vacancy rate is therefore a greater figure than the national average of 11.9% for units and 10.6% for floorspace.

However, it should be noted that the 2020 vacancy rate is still far lower than that recorded at 2011, and although the rates are above the UK average it is clear the Waterloo remains a viable centre at this time.

**Miscellaneous**

Waterloo district centre contains a number of community facilities, including five medical and health services, a library, a dental surgery, a veterinarian, a place of worship and a primary school. In addition to these facilities are a number of offices, warehouses and stores.

**Pedestrian Flows**

Waterloo is essentially two parallel, linear streets – South Road and the secondary St John's Road – which are linked by the A565 Crosby Road North and a number of residential streets. Pedestrian footfall therefore follows the 'grid' pattern of the centre.

Flows in general were observed to be relatively light, consistent with the district centre's role and the linear nature of the centre. On both South Road and St John's Road, activity appeared to be greater close to Crosby Road North. However, little pedestrian movement was observed along Crosby Road North itself.

On St Johns Road, beyond the area close to Crosby Road North, pedestrian movement appeared to be generally light. On South Road, pedestrian flows were observed to be generally higher, with additional concentrations in central South Road, around the train station and bus interchange on Burton Road, and close to the larger units of Iceland, Boots and Home Bargains. To the south west of South Road, the entrance to Crosby Coastal Park was also the subject of a more concentrated level of footfall.

## Accessibility

### Road Access

Waterloo is served by the A565 Crosby Road North, which links Crosby Village to Bootle, Seaforth and central Liverpool. Liverpool city centre is just over 15 minutes' drive (at off-peak times), whilst Crosby village is around 5 minutes' drive to the north.

### Parking

Both of the principal streets of St Johns Road and South Road accommodate short stay on-street parking areas along much of their length, with parking also available in a number of side streets. There is also a surface level car park, accessible off Hougoumont Avenue, which provides 115 spaces (£1.00 for up to two hours) and an area of pay-and-display car parking adjacent to Crosby Library.

### Public Transport: Rail

Waterloo Railway Station is located centrally on South Road. Regular services from the station link to central Liverpool to the south and to Formby/Southport to the north.

### Public Transport: Buses

The regular 53 bus service links Waterloo Station to central Bootle, Crosby and central Liverpool. The centre also benefits from regular services along Crosby Road North, including the 47 service which runs to Formby, Liverpool and Southport.

### Walking, Cycling and Disabled Access

The principal streets provide a reasonable environment for pedestrians, although the quality of paving and street furniture could be improved in some areas. Pedestrian crossing points on Crosby Road North are conveniently located for the entry points to South Road and St Johns Road. There is also a crossing point linking the train station to the principal bus stops on South Road.

There are no other crossing facilities in the centre, however traffic flows appear to be generally light and at low speed. No cycle stands were observed.

The principal streets provide a moderate level of accessibility and safety for disabled visitors.

Waterloo therefore benefits from a high level of accessibility to the areas that are located in its immediate surroundings, but also to the wider regional public transport network.

**Perception of Safety**

The centre overall appears to offer high level of user safety, with good levels of footfall and activity through most of the day and with an active street environment with a range of uses, including restaurants and bars. The centre is well related to adjacent residential areas with again adds to a sense of activity and surveillance. This is augmented by visible CCTV located on South Road and in the vicinity of the railway station.

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

- 2,941 crimes (approximately 245 per month) between August 2019 and July 2020
- 2,976 crimes (approximately 248 per month) between August 2018 and July 2019
- 3,103 crimes (approximately 259 per month) between August 2017 and July 2018

**Environmental Quality**

As a centre split between two areas, the environmental quality of Waterloo varies considerably with different character areas noted throughout the centre. The buildings throughout the centre are largely from the Victorian era, and consequently are fairly small when compared with modern premises. These are generally well maintained, with the exception of a few units on South Road.

The environmental quality of the streets through the centre is generally good, with wide pavements providing a comfortable and safe shopping environment. The quality of St John's Road is further strengthened by the trees that line the pavements. However further planting and improvements to façades, particularly around Waterloo railway station and along South Road would help to improve the quality of the centre.

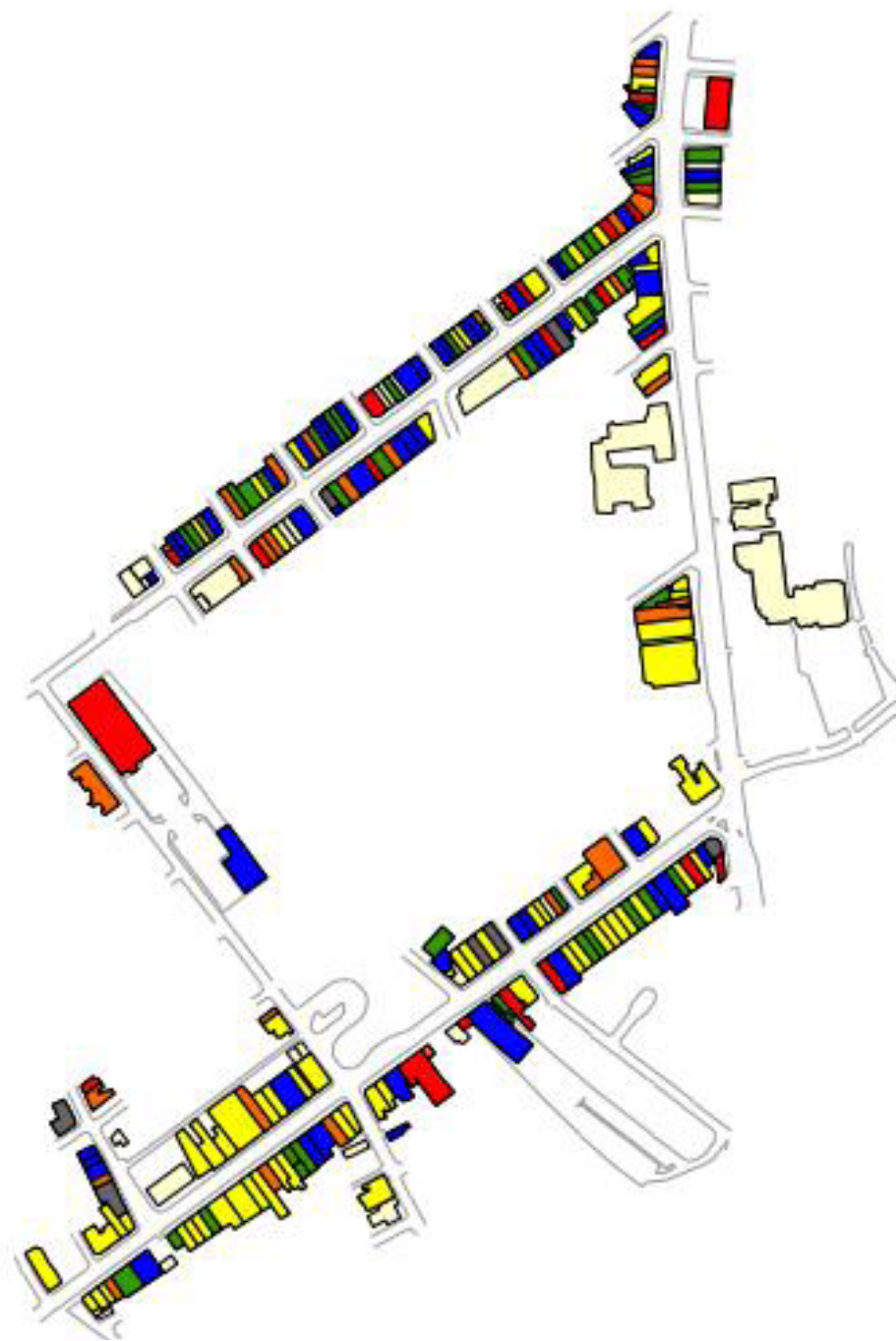
**Conclusion**

Located adjacent to a railway station and bus station, Waterloo benefits from a high level of accessibility which in turn ensures that pedestrian activity is high. Despite some change in composition in recent years, Waterloo has a good range of retail and service operators, but also a good range of community facilities that may increase the instances of linked trips.

Although the vacancy rate has increased slightly since the previous survey, it remains lower than that recorded in 2011 and does not substantially detract from the overall vitality of the centre.

Efforts should be made to improve the overall environmental quality of the centre as a means of maintaining vitality.





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

# Waterloo District Centre

Survey Date  
March 2020