



Crosby District Centre Health Check Assessment

Centre Overview

The district centre of Crosby is located approximately 1.5km to the north of Waterloo District Centre and 9.5km to the south of Formby District Centre. The A565, which is an important major highway and which runs from the north to the south of the local authority area, passes through the centre. The majority of the district centre is contained within an area bounded by The By-Pass (A545) which forms the southern boundary of the centre and Islington (B5193) which forms the western boundary of the centre. The majority of the Crosby's retail units are located along the pedestrianised areas of Liverpool Road, with this area designated as primary shopping area within the Local Plan Publication Draft (January 2015)¹. Further groupings of retail and commercial units are located on Cooks Road, Coronation Road and Liverpool Road.

The centre provides a good range of uses including a healthy mix of both national and independent retailers. A Sainsburys supermarket provides the key anchor store within the centre which is conveniently located close to the pedestrianised shopping environment on Liverpool Road. Three separate Council operated surface car parks circle the pedestrianised shopping area. Within the district centre boundary, at the eastern side of the centre, a site bounded by Liverpool Road and The By-Pass is being redeveloped for 46 retirement apartments.

The Local Plan Publication Draft (January 2015)¹ identifies a revised district centre boundary compared to that set out in the adopted Unitary Development plan. The Publication Draft boundary includes an additional terrace of five units on the north eastern side of Cooks Road. St Helen's Church to the west of Islington and a small number of properties to the south of The By-Pass including the St Luke's Church Hall are omitted from the latest district centre boundary as identified within the Publication Draft of the emerging Local Plan.

¹ No material changes of relevance have been made to the Local Plan between the Publication Draft (January 2015) document and the Local Plan Submission (July 2015) document.



Diversity of Uses

Table 1: Units in Crosby District Centre at 31st July 2015

	Number of Units			Floorspace Figures		
	No.	Crosby	UK	Sq.m	Crosby	UK
Convenience	10	8.6%	8.5%	3,920	21.1%	15.1%
Comparison	23	19.8%	32.5%	3,951	21.2%	36.1%
Retail Service	23	19.8%	14.2%	3,352	18.0%	7.4%
Leisure Service	34	29.3%	22.5%	4,254	22.9%	23.3%
Financial and Business Service	14	12.1%	10.8%	1,847	9.9%	8.2%
Vacant	12	10.3%	11.3%	1,269	6.8%	9.2%
Total	117	100.0%	100.0%	18,593	100.0%	100.0%

Source: WYG site visit based on town centre boundary, (Local Plan Publication Draft January 2015¹)
UK average from the Experian Goad Category Report (June 2015)

Table 2: District Centre Facilities

National Operators	Total
Key Anchor Store: Sainsburys	29
Other National Retailers: Bargain Booze, Farm Foods, Greggs, Tesco, Barnardos, Boots, Superdrug, Oxfam, Age UK, Hallmark, Card Factory, Home Bargains, Timpsons, Cooperative Travel, Max Spielman, Thomas Cook, Post Office, Domino's, William Hill, Coast, Ladbrokes, Bet Fred, Reeds Rain, HSBC, Halifax, Barclays, NatWest, Santander	
Community Facilities	
Doctors Surgery, Crosby Youth Centre (edge of centre)	2

The Sainsburys supermarket store (2,172 sq.m gross) provides the major convenience shopping offer within the centre. The store benefits from a Council operated pay and display car park (163 spaces) which serves customers to the store. Additionally, a Tesco Express (544 sq.m gross) on Coronation Road and a Farm Foods store (340 sq.m gross) on Liverpool Road are also located within the centre. The latest survey identifies ten convenience retailers within the centre with this representing no change from that recorded at the time of WYG's last survey in 2011. The centre is considered to be well represented for convenience shopping, with the extent of convenience floorspace within the centre being well above the national average. Since the last health check survey was undertaken in 2011 the amount of convenience floorspace is recorded as increasing by 474 sq.m, largely as a result of the Tesco Express store opening.

Crosby's comparison shopping offer is found to be below the national average in terms of both the number of outlets and floorspace, although this is as would be expected given the centre's size and role within the shopping hierarchy. The centre contains a number of national comparison retailers which include Home Bargains, Superdrug and Boots. The centre is well represented in terms of both retail and financial and business services, making Crosby an important location for the local resident population to access services. The number of units providing retail services and financial and business services within the centre are both recorded as above that of the national average. The number of retail service units has increased by eight since 2011, from 15 to 23. Over the same time the number of financial and business service units has decreased by two from 16 to 14. Leisure service businesses account for the highest number of the centre's units, representing 29.3% of the total units. Leisure service uses include food and beverage businesses such as restaurants, cafes, public houses and fast food take-aways as well as other service provisions such as betting shops. This sector has experienced the greatest growth over recent years, with WYG's survey in 2011 identifying 22 leisure service businesses, which has risen to 34 such businesses in 2015.

Crosby Community Market takes place on the last Friday of every month along the pedestrianised area of Liverpool Road. The market offers a broad range of goods including food produce, clothing, gifts, and jewellery. At the time of WYG's visit to the market there were in the region of 20 traders operating.

Vacancies:

Vacancies within the centre represent 10.3% of units, which is slightly below the national average of 11.3%. Similarly, the amount of vacant floorspace at 6.8% of the centre's total floorspace is found to be below the national average of 9.2%. The number of vacant units has increased slightly since 2011 when 11 vacancies were recorded, compared to 12 in 2015, although the amount of vacant floorspace has decreased by 182 sq.m between this time from 1,451 sq.m to 1,269 sq.m. The majority of the currently vacant units are located along the identified primary shopping area on Liverpool Road, with vacancies on the fringes of the centre less common. Only two of the vacant units within the Primary Shopping Area were also recorded as being vacant in 2011, with both of these units located at the eastern end of the pedestrianised area. This analysis suggests that the centre is not experiencing significant problems with regard to long term vacant units.



Market Stalls on pedestrianised Liverpool Road.



Pedestrianised area of Liverpool Road



Bus stops and car parking located on Islington

Accessibility:

By virtue of the A565 passing through the centre, Crosby is well connected to the main road network within the surrounding area. The closest train station is Blundellsands and Crosby Station which is located 1.1km to the west, be approximately a 15 minute walk away.

The centre's three main Council operated car parks together provide very convenient access to the centre for car users. The largest car park which is adjacent to the Sainsburys store provides 163 spaces, with the car park at the western side of the centre accessed from The Green providing 126 spaces. The third Council car park which is accessed from London Road provides an additional 60 spaces. These car parks all charge seven days a week, with prices being free for up to 30 minutes,



£0.90 for up to 2 hours and £1.70 for up to 4 hours. Modern parking payment machines have been installed with signage indicating that contactless payments will soon be possible. This is considered to be a positive step in helping to modernise the centre's parking facilities.

The centre is well served by a number of bus services which provide routes which pass through many of the surrounding communities, as well as to important destinations such as Liverpool and Southport. Many of the bus services available can be accessed from a grouping of bus stops on Islington which together provide a clear location for users to access bus services. The bus shelters in this location appear to be relatively recent installations and feature electronic displays providing live travel information on bus services.

Pedestrian accessibility is considered to be very good, assisted by the pedestrianised high street environment on Liverpool Road. The fringes of the centre can easily be reached with access assisted by pelican crossings and marked crossing points. Cycle parking facilities are well located at key entrance points to the pedestrian environment formed on Liverpool Road.

Environmental Quality:

The main focus for shopping activity is found within the pedestrianised area along Liverpool Road where the majority of the national retailers within the centre are located. The paved environment, away from the vehicle traffic passing on the surrounding roads, provides a pleasant environment for shoppers. The quality of the surroundings is benefited by the presence of planting and mature trees. Seating opportunities are plentiful within the pedestrianised area. Shop units are generally considered to be in a fair condition, although the presence of some evidently vacant units does detract from the visual amenity of the centre. Crosby's car parks appear to be well maintained. Similarly, bus shelters and street furniture within the centre are generally of a good standard.

Two sites presently surrounded by hoardings, the residential retirement development at the eastern side of the centre which is under construction, and the cleared site to the south of Church Road, offer two opportunities for the improvement of the district centre's environment.

The concentrated nature of the shopping offer within the centre helps to provide healthy levels of activity along the key shopping streets. This in turn is to the benefit of perceptions of safety, which are considered to be good. The car parks are generally accommodated within relatively open settings which have multiple pedestrian access points, helping to providing a good perception of safety for users.

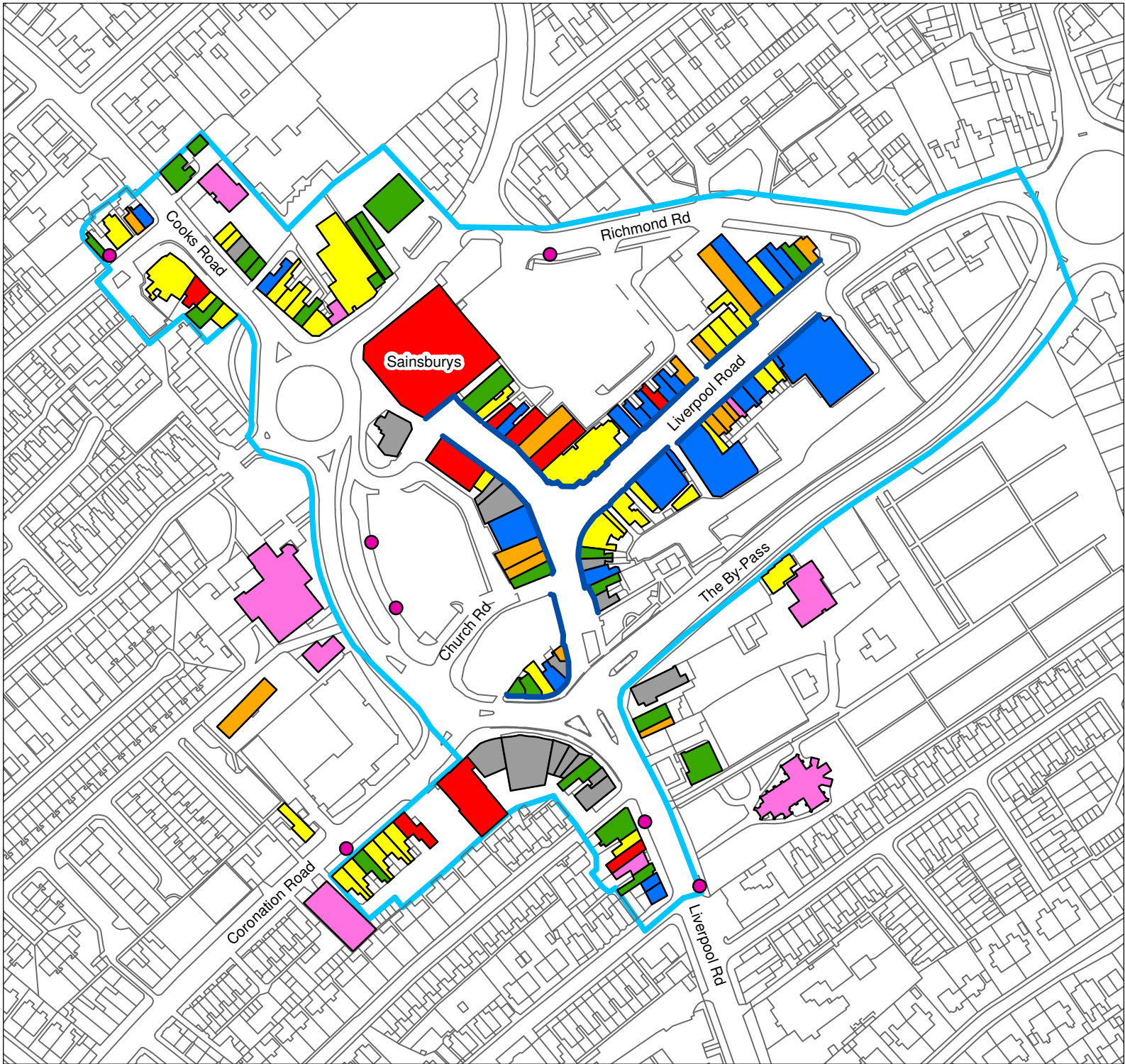
Pedestrian Flows:

WYG made visits to the centre on 22nd July and 31st July 2015. The centre was observed to be a popular destination, with shopping activity focused around visits to the Sainsburys store and the shops along the main pedestrianised high street. Healthy levels of activity were also observed at the fringes of the centre where a greater number of service businesses are located. Each of the three Council car parks were found to be well used, particularly the car park adjacent to Sainsburys.

**Summary:**

The centre is considered to be a popular destination for convenience shopping and as a location to access services, alongside providing a more limited comparison goods offer. A key strength of Crosby is the good quality of the centre's physical environment, focused around an attractive pedestrianised high street. The accessibility of the centre is very good, with both the car parks and key bus stations favourably located for convenient access. The compact physical form of Crosby also allows for the full extent of the centre's shops and services to be easily accessible for visitors. Since WYG's last survey of the centre in 2011 Crosby has experienced an increase in the number of retail and leisure service businesses, a trend which has been recorded more generally at the national level.

The centrally located vacant site to the south of Church Road provides a future development opportunity within the centre. The site's location, adjacent to the pedestrianised shopping area, lends itself to accommodating a retail-led development. The development of this site would benefit Crosby's environmental quality and could improve connectivity for pedestrians in the locality.



Client: Sefton Council
A092546
Crosby District Centre

Diversity of Uses Plan

Key

- Primary Retail Frontage (Local Plan Publication Draft 2015)
- District Centre Boundary (Local Plan Publication Draft 2015)
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Other Main Town Centre Use
- Vacant
- Bus Stops



Scale 1:2,500 @ A4

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