



# Bootle Town Centre Investment Framework

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Commissioned by Sefton Council



**This document provides an ambitious starting point that encourages discussion and buy-in from the local community, business and potential investors. This framework will be the basis for developing a more detailed set of investable propositions that will deliver the vision outlined below.**



## Vision 2030

By 2030, Bootle has been reshaped and grown its reputation as a desirable residential, education and business location. Town centre living and cultural attractions have increased, with local communities able to access excellent health facilities, and a greater range of services on their doorstep, including a much improved leisure offer.

Within the existing fabric of the **Retail Quarter**, and through new development opportunities, the Strand Shopping Centre performs well, but no longer looks in on itself.

In addition a more diverse offer has been achieved, including leisure, culture, restaurants, new homes, community activity and public space, that has optimised the canalside setting. This diversified mixed offer, improved physical integration and connectivity has enabled Bootle to remain the main centre serving South Sefton and North Liverpool. Its destination appeal as a visitor hub for local residents, employees and students has been strengthened. This is helped by the attractive, high quality public realm.

Within the **Commercial Quarter** Hugh Baird College has achieved all of its expansion plans and on Stanley Road a more mixed town centre development

has been delivered with a mix of private, social and public businesses. This has strengthened the Stanley Road frontage and supported footfall into the retail quarter. Some former office buildings have been converted for other uses or demolished, offering future redevelopment opportunities for residential and education between Trinity Road and Balliol Road. Parking is well provided for through a new multi-storey that caters for office employees and visitors.

Within the town a health & well-being centre, providing GP and primary care services, as well as community health and social care and access to voluntary services has been delivered. Bootle Town Hall and its complex of buildings has unique potential within Bootle Town Centre due to its history and grade 2 listing. The Complex has evolved over time into a mixed offer including options that could embrace residential, cultural, heritage, leisure and community activity, as well as for business start-up opportunities, both private and social.

## Foreword

Bootle is located 4 miles to the north of Liverpool City Centre and has a population of approximately **24,700 residents** within its two wards of Derby and Linacre. It is home to Hugh Baird College, Superport and the start of the city region's maritime corridor, as well as a 6,000 plus public sector workforce.

Sefton Council is committed to a reimagined Bootle that delivers sustainable economic growth and jobs as well as providing **improved infrastructure, housing, retail, culture and leisure facilities**. The Council will act as a facilitator and enabler to stimulate the necessary conditions capable of supporting future investment, working with investors and town centre stakeholders and its community.

Key strengths and assets that we can build on are:

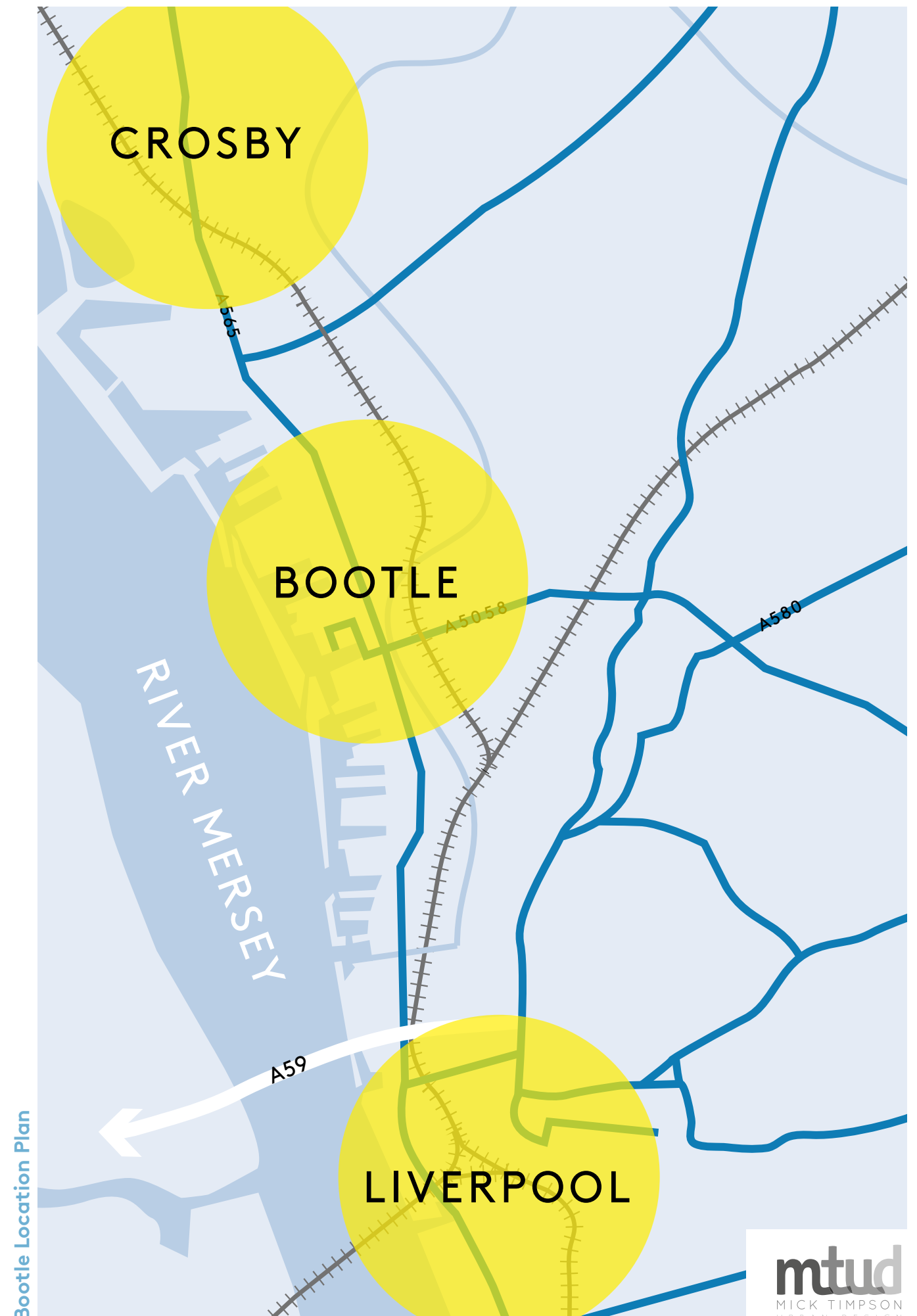
- A local community who feel ownership of the Town Centre
- A higher percentage of young people compared to other areas of Sefton
- Excellent local transport links and connectivity to the national transport network
- An ambitious and well performing FE/HE College with plans to grow
- A Strand Shopping Centre that is

proactive with both the community and the Council

- Bootle's location, home of the Port of Liverpool and close proximity to the City Centre
- Employment and business growth in and around the town as a result of port expansion and a strong social enterprise culture
- Extensive Superfast Broadband and fibre coverage (98.9%)

A greater sense of Community is critical to the emergence of Bootle Town centre as a sustainable place. As investment comes forward local residents will be able to benefit, in terms of **employment opportunities, education facilities** and a **more desirable place to live**. To do this there is a need to connect existing investments with the potential for additional activity by enhancing the quality of the place and supporting the needs of businesses already in the area and those who wish to invest in it.

The **Bootle Town Centre Investment Framework** covers the core area of the Town, from Hugh Baird College to Bootle Leisure Centre.





## Introduction

These proposals have been developed following detailed discussions with key stakeholders and a review of property market issues, planning policy, property title, highways, transportation and design.

There are **investment opportunities** and challenges ahead, which could result in a long term positive or negative impact for Bootle. They provide a coherent approach, linking assets and identifying opportunities. The part that the Council is able to play in facilitating the conditions conducive for growth is likely to be a **critical factor in ensuring a positive outcome.**

The strategy work represents a starting point, a set of principles and ideas, not a prescriptive list. Higher aspirations further down the line are not to be discounted as options for a set of investable projects are developed in response to market need.

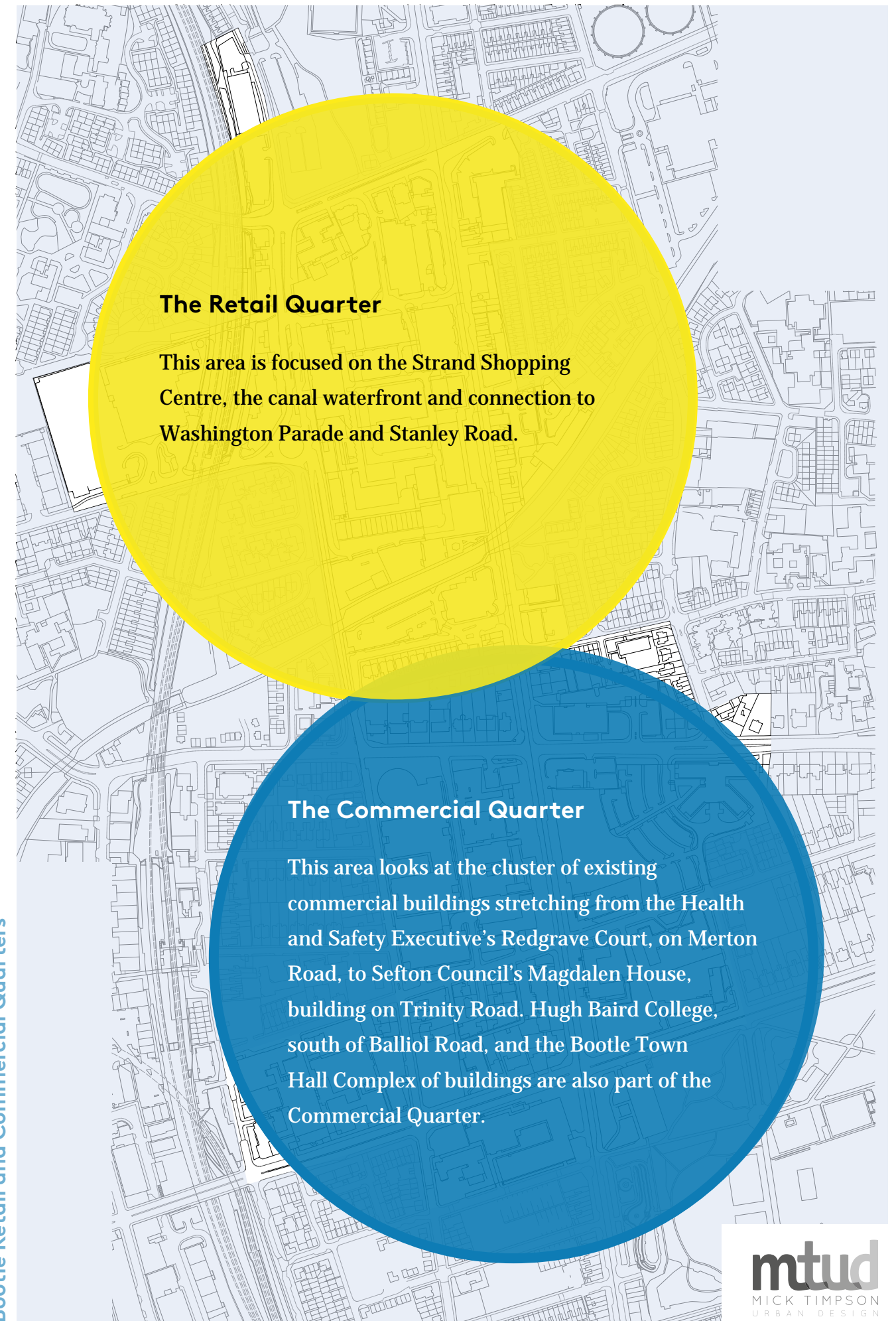
The Vision for Bootle was initially based around **4 distinct areas focusing on retail, offices, learning and culture.** The reality is that these 4 areas are focussed around two distinct parts of Bootle, the **north focussed on retail** and the **south focussed on commercial and education:**

### The Retail Quarter

This area is focused on the Strand Shopping Centre, the canal waterfront and connection to Washington Parade and Stanley Road.

### The Commercial Quarter

This area looks at the existing cluster of existing commercial buildings stretching from the Health and Safety Executive's Redgrave Court, on Merton Road to Sefton Council's Magdalen House on Trinity Road. Hugh Baird College south of Balliol Road and the Bootle Town Hall Complex of buildings are also part of the Commercial Quarter.



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## Aims and Objectives

The project brief was to create a framework for future town centre investment. The document illustrates and defines where investment can happen and what form it may take. Of particular importance is how each investment opportunity can combine and integrate to help define a new future for Bootle. It is recognised that some developments and investment rely on other investments being made collaterally, for example better access opens up both the commercial and retail offer. This framework provides the means for engagement with investors to assess priorities and how investment is linked. In turn the Council can help “unlock,” the potential for a faster pace of inward investment, social and physical infrastructure regeneration.

The framework, together with an initial town centre vision includes significant public realm projects, highway improvements and changes and strategic demolition and new build within the study area boundary.

The investment framework is underpinned by 5 key design tactics. These are:

1. Stanley Road - Bringing back the spine of the town. The limited use of Stanley Road as a place for parking and though traffic has significantly impacted on

the health and wealth of the town. Stanley Road, which is characterised by wide pavements, and tall buildings, is also marked by the limited vehicular access and low pedestrian movement resulting in an overall lack of activity and vibrancy. This can be seen at the Strand Shopping Centre where retail frontage has turned away from the street towards internal malls in response to more pedestrian activity. The strategy looks to bring back Stanley Road as an active, vibrant place around which a new identity of the town can be built, connecting opportunities together.

2. Place Making - Creating and defining distinctive places along the spine. The long linear nature of Stanley Road can serve to promote and encourage movement and connectivity between the different quarters. The strategy defines new public areas such squares and parks along the spine all helping to serve as catalysts for change throughout the town.
3. Structuring the Centre - Making the town simpler, clearer and more legible. The framework looks to create a more efficient, compact structure to the town centre focused on a new town square and waterfront. The reconnection of Strand Road brings back a ‘cross’ and sense of centre to the town around which new retail development can be developed.

4. Defining quarters - Reinforcing the role of the town. The framework looks to help define and strengthen different quarters of the town helping to build distinctive places to work, learn, live and invest in. Each quarter is based on current activity nodes and clusters of buildings old and new, so that new momentum of change and growth can be stimulated.
5. Cross-linking - Linking the town. The framework also looks to strengthen east west links across the town centre, particularly to both railway stations and the bus station. Reinforced street connectivity, particularly through way finding, will link neighbouring residential areas into the town. Each defined quarter can be efficiently served by public transport.
6. The Town Concept - A thriving reconnected place. The resulting comprehensive town structure provides an attractive place where people choose to live, visit, work, shop, learn and enjoy.

Each development area is defined along with where key active frontage is required. Similarly, areas of highway improvements, parking, public realm and stronger pedestrian connections are indicated. As the project progresses it is envisaged that the framework can be fine-tuned to define a range of different development

and investment scenarios. For example, it’s likely that not all of the areas of change indicated will be open sites. The framework will need to incorporate the possibility that some buildings will remain, extend or change use.

The Vision describes a range of indicative projects based on the principals set out by the framework. Indicative solutions such as new buildings, strategic demolition and new public spaces are shown. Together these combine to show an ‘ideal’ Bootle from which a number of scenarios can now be shaped to build up the Framework document. It will act as a guide for Sefton Council and other key stakeholders to facilitate and enable required development.



## Background

### Where have we come from

Bootle grew from a small agricultural village with a population of 500 in 1801 into an industrial borough of over 60,000 in 1901. By the end of the 19th century the docks had been constructed along the whole of the river front. The Strand Road tram link and rail lines would have provided important links to the Mersey waterfront and docks. Post Second World War the significance of port activity grew even further as the working port expanded in Sefton.

The development of the Strand Shopping Centre, ambitious and forward thinking when it was constructed in the 1960s, (expanded in 1998/9) changed the historic connecting streets of Stanley Road and Strand Road and the Government sponsored public sector high rise offices of the 60s and 70s significantly changed the skyline.

A range of physical investment and renewal has previously taken place, often supported by the availability of external public funding. The housing market renewal programme saw Keepmoat develop Regency



St Hughes House



The Investment Centre



Oriel Road Railway Station

Park immediately adjacent to the main College Campus, Bruntwood refurbished St Hughes House and a new building, owned and managed by Regenerus, The Investment Centre, in the retail quarter has been successfully let. Work was also undertaken to improve the public realm on Stanley Road and around the Canal, both North Park and South Park, and around Bootle Town Hall. A new headquarters for the HSE was built and the rail station at Oriel Road was upgraded. In respect to future funding, a City Region approach through the Combined Authority will become increasingly important. By taking a holistic approach to the town centre, this framework will support those future conversations.

Bootle and its town centre continues to serve the communities of South Sefton and North Liverpool, with retail as one of its core functions, anchored by The Strand Shopping Centre. Bootle has great transport links, a successful further education college in Hugh Baird (with aspirations to develop its higher education offer) and historically a strong public sector office presence.

## Where are we now

### Office/Commercial

Given its location north of the City Centre, Bootle falls within the wider Liverpool office market. Activity in Liverpool is generally driven by demand from local occupiers or those with a historic tie to the City. In recent years stock has been difficult to let, and there have been high levels of available office space. Much of the office space is occupied by public sector bodies. However the public sector's requirement for office space is changing and where possible they are relocating into fewer buildings. More recently in Liverpool and Bootle vacant offices have come forward for conversion to accommodation.

Bootle has continued to perform as a public sector location, with over 6,000 employees. It is the administrative hub of Sefton Council. Redgrave Court, (247,000 sq ft) home to the HSE, was completed in 2005 and represents a good example of a public sector hub, which has successfully attracted other Government organisations and is extremely well let.

Whilst several of the original purpose built 1960s/70s office buildings were vacated and subsequently refurbished as a result of the HSE consolidation into Redgrave Court, it is anticipated that several of these buildings do not have a future as offices. They do not match investor or private sector business requirements for office accommodation, due to floorspace layout, age and running costs. Sub division of these types of property to smaller offices is unattractive due to the high management costs associated with this type of letting. Major public sector partners who are consolidating into fewer buildings are also seeking modern property, therefore the possibility of relocation elsewhere over the next five years is real. HMRC has declared its intentions to relocate out of three buildings in Bootle into Liverpool City Centre.

Bootle also has the potential to harvest its share of the benefits from Port Growth given its proximity to both Superport and the maritime corridor. For example it could potentially provide a business location for any future growth in back office functions in the Port/Maritime supply chain sector, and this would sit alongside Hugh Baird College's courses in port logistics, and for enterprise and business growth more generally.

It is only 4 miles from Bootle to the heart of Liverpool City Centre, 15 minutes by car or 9 minutes by train. Liverpool John Lennon Airport is only 12 miles away. Manchester, Birmingham and London can all be reached from Bootle in a similar time as from Liverpool City Centre due to the excellent motorway links.

Bootle offers both affordable and accessible commercial and office accommodation. Office prices in Bootle offer a 60% uplift in accommodation costs compared to similar property in Liverpool City Centre.

Car Parking within the commercial area is currently limited at peak times. This will need to be looked at as development proposals for this area are brought forward.

### Retail

Bootle Town Centre is the main focus for retail in the south of Sefton and is well represented from a retailer point of view for convenience and comparison goods, as well as providing access to non-retail services. However as with many towns of a similar size across the UK, this offer has recently experienced higher retail vacancy levels, as consumer habitats and retail trends

have changed. This is due to the growth in supermarkets, out of town centres and web based retailing.

Despite this change in circumstance for our town centre, retail is expected to remain a core function of Bootle, continuing to provide both a comparison and convenience goods offer, It also provides a range of nationally recognised retailers, supported by local services, such as banks, coffee shops, opticians and hairdressers.

The Strand Shopping Centre (415,000sq.ft) offers over 100 retailers (local and national) and an average weekly footfall of 200,000. The centre also benefits from a bus station and a 600 space multi storey car park.

Stanley Road itself is predominantly occupied by small independent retailers and service providers. In responding to the changing role of town centres one opportunity for filling voids generally in the retail quarter will be the ability to attract independent retailers and new retail start-ups. Other opportunities exist to diversify into other uses that supports footfall and can help Bootle fulfil its role as a community shopping centre, such as leisure and health services.



## Potential Commercial Quarter

A more diversified Commercial Quarter is proposed, which can meet the requirements for the future needs of business, a hotel leisure offer and education. Opportunities for new homes are anticipated on vacant land or through conversion of vacant offices. Long stay public parking provision has been improved.

The Town Hall and Baths are significant and memorable structures as you enter the town on Baliol Road, these buildings offer a wealth of high profile opportunities. The new public realm works surrounding the buildings work well and provide a much need sense of place and history for the town.

Feasibility options should be explored to consider a range of uses for parts of Bootle Town Hall and its complex of buildings, recognising its role as a Council accommodation building and civic function. Examples may include; residential, business enterprise, offices, cultural, heritage, leisure and community activities. But this would be subject to market testing.

Hugh Baird College have ambitious plans to grow the further and higher education offer in the town centre. The potential exists to redevelop the main college building on the existing footprint, as well

as expand onto neighbouring sites along Stanley Road.

Bootle currently experiences high levels of superfast broadband coverage. If Bootle Town Centre is to be promoted as an area for businesses to start up in or move to this existing infrastructure will need to be enhanced to ultrafast standards and beyond to meet demand. Ultrafast provision will be key to LCR Growth Sector companies such as Digital and Creative, Financial & Professional Services, and Maritime & Logistics businesses.

## Retail Quarter

Bootle must meet the expectations of residents, shoppers, students and employees. A stronger destination offer is proposed that will enhance the sense of arrival, access and focal appeal for visitors. Making the most of the canal for waterfront attractions including leisure, restaurants and cultural activity within a high quality public realm setting, will help grow the Bootle economy by capturing additional spend through more visits, longer stays, and an evening economy. These proposals will create a heart to this part of the Town Centre, help strengthen investor confidence and create new employment opportunities.

Safe Regeneration (a creative social enterprise), working with the Canal and River Trust, have advanced plans for a small hotel, workshops and a community canoe hub at the canal basin on Carolina Street. These proposals will inject increased visitor activity, support local enterprise and provide a more secure environment along the canal.

The canal could also provide a location for new homes, with 40 being built in the next 5 years. Opportunities for new business developments, private, social and start-up, should also be explored along this corridor. The area between the canal and the Strand Shopping Centre is key to an improved Town Centre in the future. This area can provide opportunities for investment as well as building on Bootle's destination appeal and its distinctiveness.

## Education and learning

A major success for the town is Hugh Baird College, which has grown its educational offer and is now considered the one of the best quality further education institutions in Merseyside. With plans for higher education, it currently attracts over 7,000 students from all over the region. The College has developed its own masterplan vision to

illustrate its ambitious plans for expansion, which has been captured in this Strategy. The recently created L20 Hotel School offers courses in the hospitality and catering and has one of the first Career College's for 14 to 19 year olds in this sector. Its main campus building has been refurbished as an Enterprise Zone, where students, apprentices and internships will train alongside employers, developing them for the world of work. The College opened an £8million University Centre (former Connolly House site) in January 2014 and offers Foundation and Honour Degrees relating to Creative Arts, Business, IT and Health and Social Care. The College, located less than 1 mile away from the deep-water terminal, Liverpool2, at Superport has developed a Port Academy at its Pembroke site, on Balliol Road. It sees itself becoming the main provider of logistics related programmes and training, with progression routes to levels 4 and 5 including engineering.

## Residential

The residential population of the Derby and Linacre wards is approximately 24,700. New residential accommodation in and around the town centre is of good quality, offering a range of housing types, sizes and tenures.



This includes a significant programme of new homes at Regency Park, immediately adjacent to the main College Campus by Keepmoat. One Vision own and manage the New Strand flats. These flats have a high occupancy level and are popular with tenants. It's understood that this building is likely to be retained within their property portfolio.

From the evidence suggested by the Residential Market Review and Consultation undertaken with officers and key stakeholders a residential component would add to the overall mix of development. A combination of new build and conversion schemes could help support footfall and a sustainable future for the town. There are a number of possibilities for large-scale residential development within the Bootle town centre area. The continuation of Planning measures to allow under used offices to be converted into residential uses has created the opportunity to further develop a number of residential sites within Bootle, complementing the overall mix of existing town centre uses. There may be a number of further 'windfall' sites that may lend themselves readily to residential conversion, an example of which is the Daniel House scheme developed by Signature Living due for completion in 2016. These 'windfall' housing sites are likely to become available in the short to medium-

term through changes to Bootle businesses' operational priorities and locational needs.

## Leisure

With the exception of Castle Bingo and several public houses, Bootle has very little by way of a town centre leisure offer and therefore a limited night time economy. More leisure type uses such as hotels, bars and restaurants would help to diversify the town centre economy. Cultural and heritage uses within the Town Centre would also help, both along Stanley Road and in the Bootle Town Hall complex. There is currently a leisure centre, including a swimming pool, in the town centre, however sports provision could be improved, with opportunities in the existing leisure centre and on the canal, as well as through the potential development of new facilities. The Strand can be transformed to increase significant day and night time economies if the Canal was opened up with a link into the centre. One way to do this is to put in place a destination point along the canal from Liverpool to Leeds, this would likely incorporate a much improved restaurant and food offer.

The quality of the public realm adds to the ambience of the area. This, together with the increased range of leisure and cultural activities provides a centre where people want to spend their time.

## Transport and Access

A number of suggestions for improving transport links and access in the short and longer term are proposed. These range from small scale changes, such as more favourable on-street parking and timing of pedestrian signals, to improved cycle lanes, bus stops, public realm and cycle storage. The potential exists for a joint wayfinding/interpretation strategy in conjunction with key Town Centre partners.

Consideration of limited re-opening of Stanley Road in the retail quarter to private vehicular traffic will be kept under review.

The need for a multi storey car park in the Commercial Quarter has been identified for employees and visitors in conjunction with future development. A review of car parking is required to ensure current and anticipated demands are addressed.



L20 Hotel School



Daniel House Residential Conversion



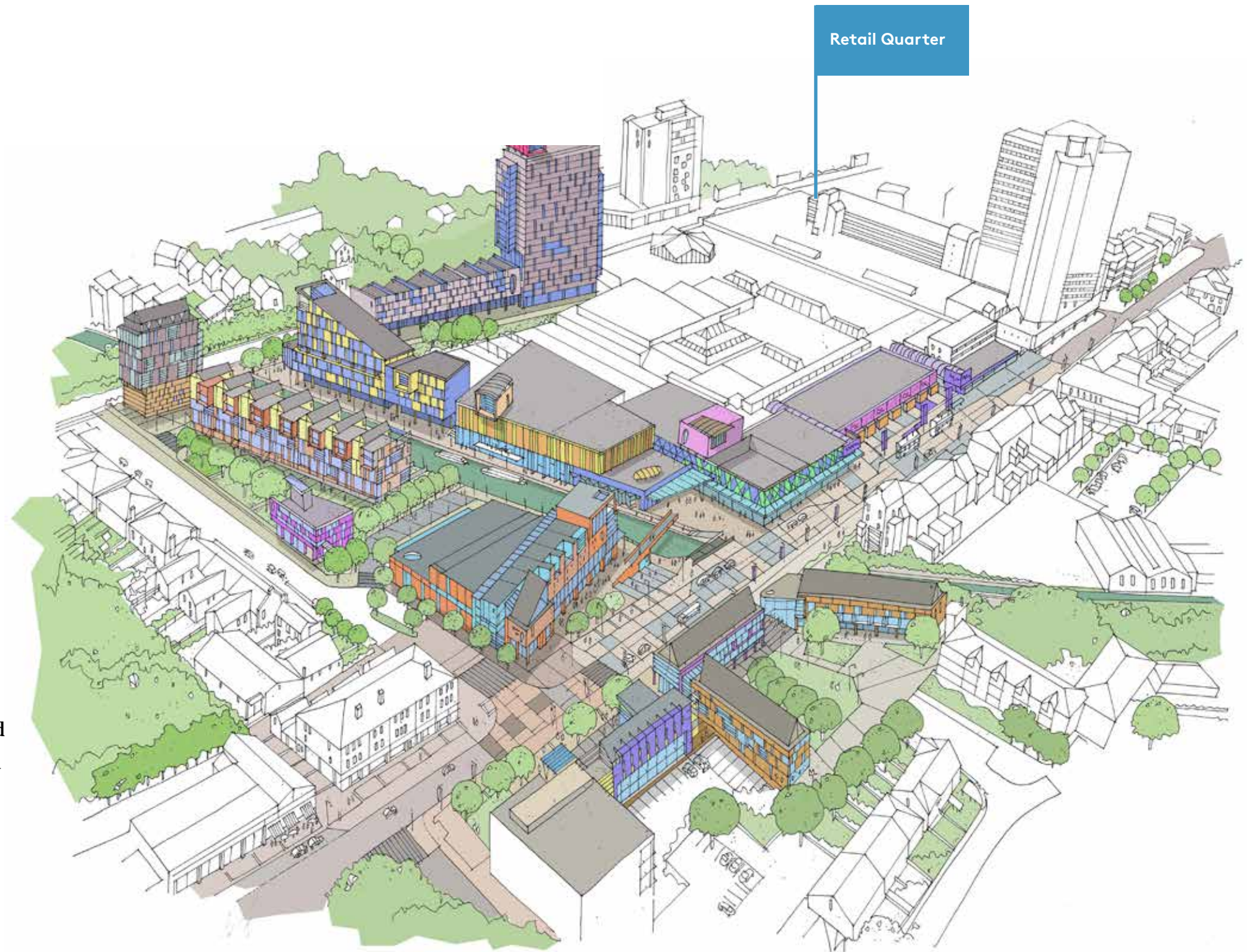


## Proposals

### Strategy Vision

By 2030, Bootle has been reshaped and grown its reputation as a desirable education and business location. Town centre living and cultural attractions have increased, with local communities able to access excellent health facilities, and a greater range of services on their doorstep, including a much improved leisure offer.

Within the existing fabric of the Retail Quarter, and through new development opportunities, The Strand Shopping centre performs well, but no longer looks in on itself. In addition a more diverse offer has been achieved, including leisure, restaurants, new homes, community activity and public space, that has optimised the canalside setting. This diversified mixed offer, improved physical integration and connectivity has enabled Bootle to remain the main centre serving South Sefton and North Liverpool. Its destination appeal as a visitor hub for employees, local residents and students has been strengthened.



Retail Quarter Aerial View

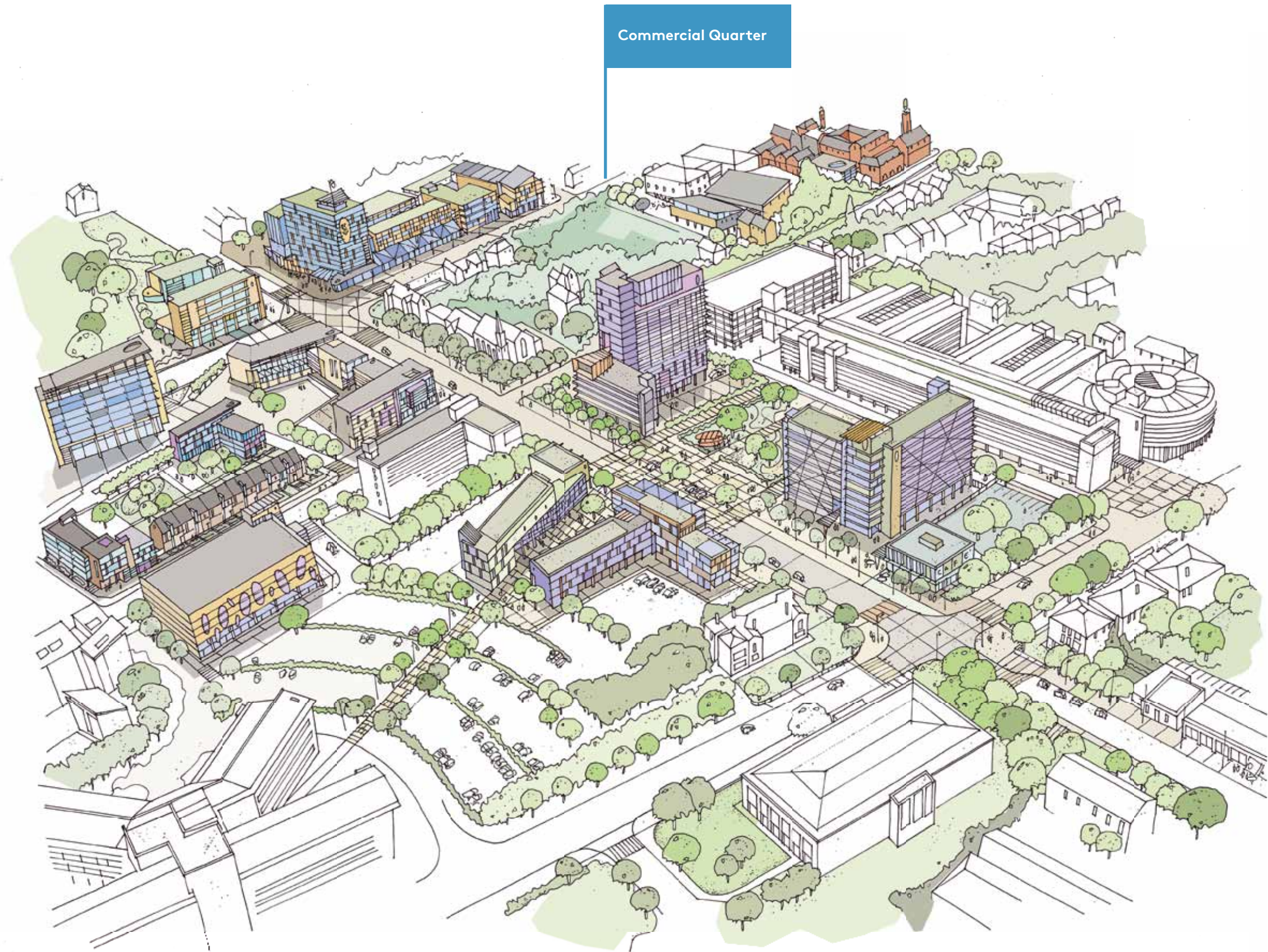


Stanley Road View into Retail Quarter





Within the Commercial Quarter Hugh Baird College has achieved all of its expansion plans, and on Stanley Road a more mixed town centre development has been delivered and attracted private sector businesses. This has strengthened the Stanley Road frontage and supported footfall into the retail quarter. Some former office buildings have been converted for other uses or demolished offering future redevelopment opportunities, for residential and education, between Trinity Road and Balliol Road. Parking is well provided for through a new multi-storey carpark that caters for office employees and visitors. Within the town a health & well-being centre, providing GP and primary care services, as well as community health and social care and access to voluntary services has been delivered. Bootle Town Hall and its complex of buildings has become a zone for cultural, leisure and community activity, and for business start up opportunities.



Commercial Quarter Aerial View



Stanley Road View into Comercial Quarter





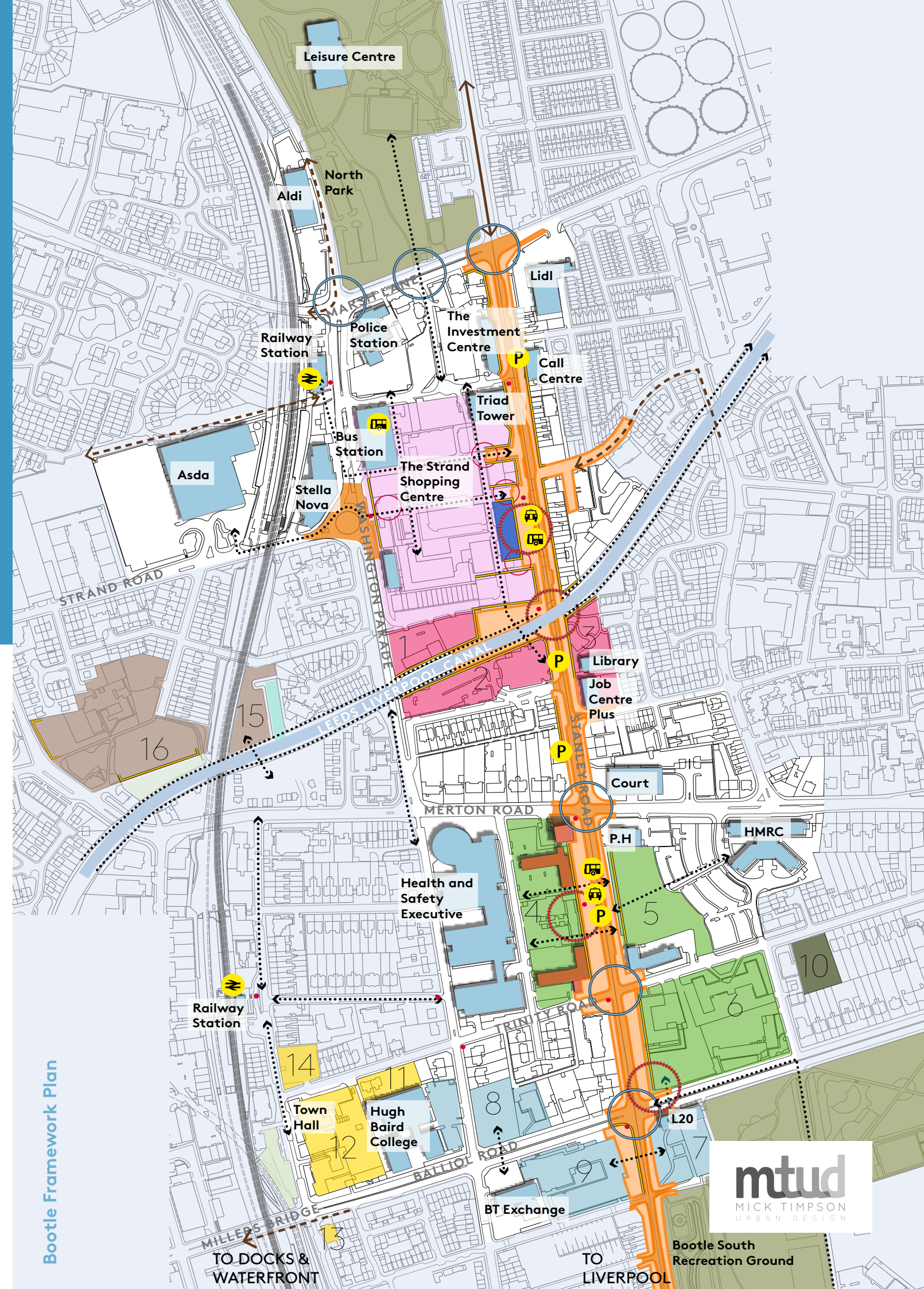
## Development Framework

The framework proposes the gradual remodelling and upgrading of Stanley Road in order to bring it back as the spine of the town and the centre of day-to-day activity. As major development opportunities come forward it's important that they enhance Stanley Road as a place and a destination unique to Bootle.

1,2 and 3	Retail Quarter, diversified mixed use
4,5 and 6	Commercial Quarter, diversified mixed use
7,8 and 9	Expanded education offer
10	Residential
11,12,13 and 14	Bootle Town Hall Complex
15,16	Social enterprise, community and residential

### Key

-  Options for on street pilot parking
-  Taxi Rank
-  Bus Stops
-  Railway Station
-  Improved traffic junction and Pedestrian crossing
-  Existing key buildings
-  Remodelled shopping centre
-  Wayfinding Structures
-  Commercial Quarter diversified mixed use
-  Retail Quarter, diversified mixed use
-  Expanded education offer
-  Residential
-  Bootle Town Hall Complex
-  Social enterprise, community and residential
-  Active Frontage
-  Public realm improvement and cycle lane
-  Highway improvements
-  Improved pedestrian routes
-  Existing cycle access
-  Improved cycle access
-  Retain buildings for new uses
-  Strategic shopping centre improvements
-  Active node
-  Retained car parking
-  Site Descriptions












## Transport and Access

A number of suggestions for improving transport links and access in the short and longer term are proposed. These range from small scale changes, such as more favourable on-street parking and timing of pedestrian signals, to improved cycle lanes, bus stops, public realm and cycle storage. There is potential to develop a signage strategy for the Town Centre in conjunction with key partners.

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### KEY

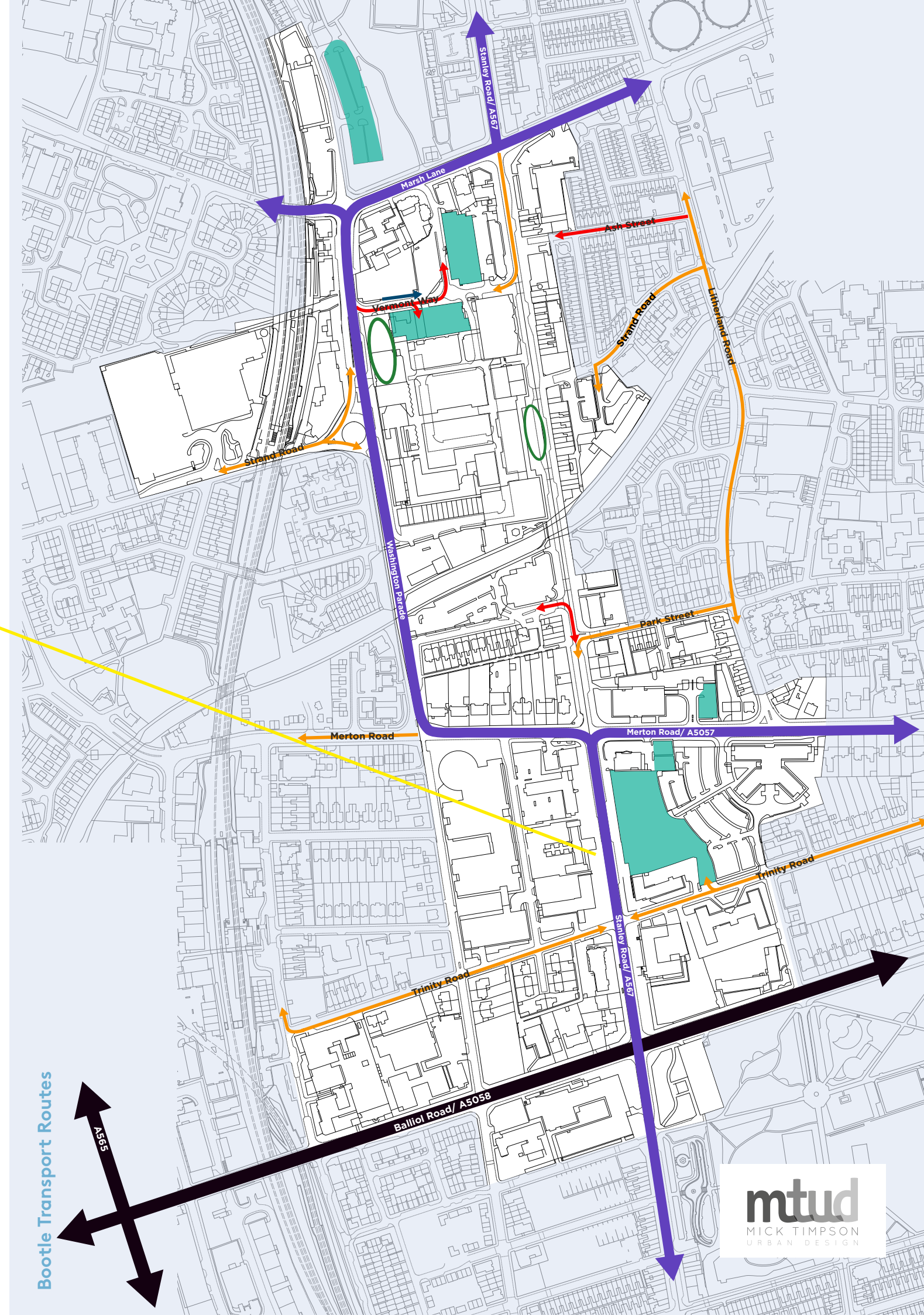
	Bypass vehicular route
	Primary vehicular route
	Secondary route/local access
	Vehicle access into retail quarter
	Service vehicle access
	Bus interchange
	Existing public car parks



Existing Vehicular Signage on Stanley Road



Train Station



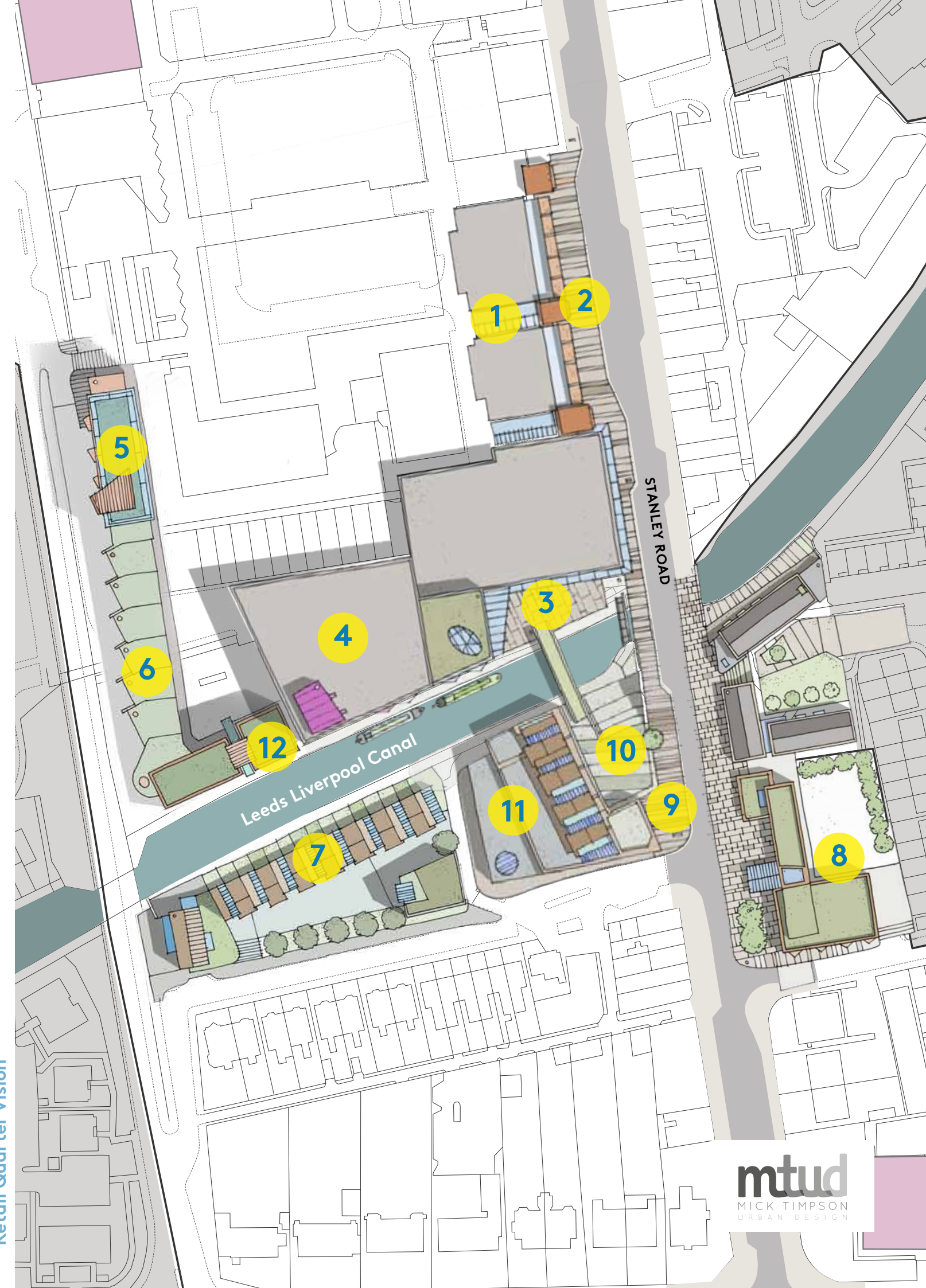


## Retail Quarter

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1,2	Improved entrance, public space to Strand Shopping Centre
3	Improved public space and links to the canal
4	Family entertainment and leisure
5	Existing new strand flats
6,7	New residential development
8	Potential community facilities
9	Improved public realm
10	Terraced public space
11, 12	Leisure and Residential

Retail Quarter Vision





For more information contact

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