



Consultation Report:

Bootle Town Centre Investment Framework

### **Introduction**

The Council commissioned consultants LambertSmithHampton to prepare an Investment Framework for Bootle. The Framework will set out opportunities for Bootle Town Centre, including the retail area, the office area and the Town Hall complex. Stakeholder and public consultation and engagement are an essential element in the production of a draft Framework. This report provides the findings from the engagement process undertaken by Sefton Council and the consultants. The Council worked closely with Stakeholders such as local employers, Hugh Baird College, the voluntary, community and faith sector, the private sector and the community to help us focus on ambitions for Bootle. The Investment Framework has been prepared at a time when local authorities are operating with significantly reduced budget settlements. This underlines the importance of working in partnership with the private sector alongside the community and local business, to deliver improvements that are needed.

NB At the time of the consultation exercise the Bootle Town Centre Investment Framework was known as the Bootle Town Centre Investment Strategy.

### **Consultation and Engagement**

The aim of the consultation and engagement process was to:

- Inform the development of the Bootle Town Centre Investment Framework; and
- Provide a platform for key stakeholders including the public to shape a future vision for Bootle.

### **Key themes**

The consultation exercise confirmed that the consultees were in broad agreement with the themes highlighted in the draft document.

- Retail Quarter: Broad agreement with the proposals for the retail quarter.
- Leisure Focus: Supportive of the prospect of more of a leisure offer in the retail quarter.
- Canal: Improvements to the canal area to encourage more people into the Town Centre.
- Commercial Quarter: Broad agreement with the proposals for the commercial quarter.

### **Methodology**

Officers brought the consultation proposals to the December 2015 Consultation and Engagement Panel for advice. Following guidance from the Panel the following consultation activity took place:

- Public consultation
  - Ran from 4<sup>th</sup> January to 7<sup>th</sup> March 2016
  - 2 drop-in sessions in Bootle Strand (Saturday 16<sup>th</sup> January and Saturday 20<sup>th</sup> February)
  - Hard copies of documentation available in Bootle Library, Bootle One Stop Shop and Magdalen House
  - E-consultation through the Sefton website
- Stakeholders event - Approximately 30 attendees

The Strategy consultation was publicised by:

- Information on the Sefton website
- Tweets out from Sefton Council
- Press releases to local papers
- Leaflets in town centre locations, including offices

## The Results

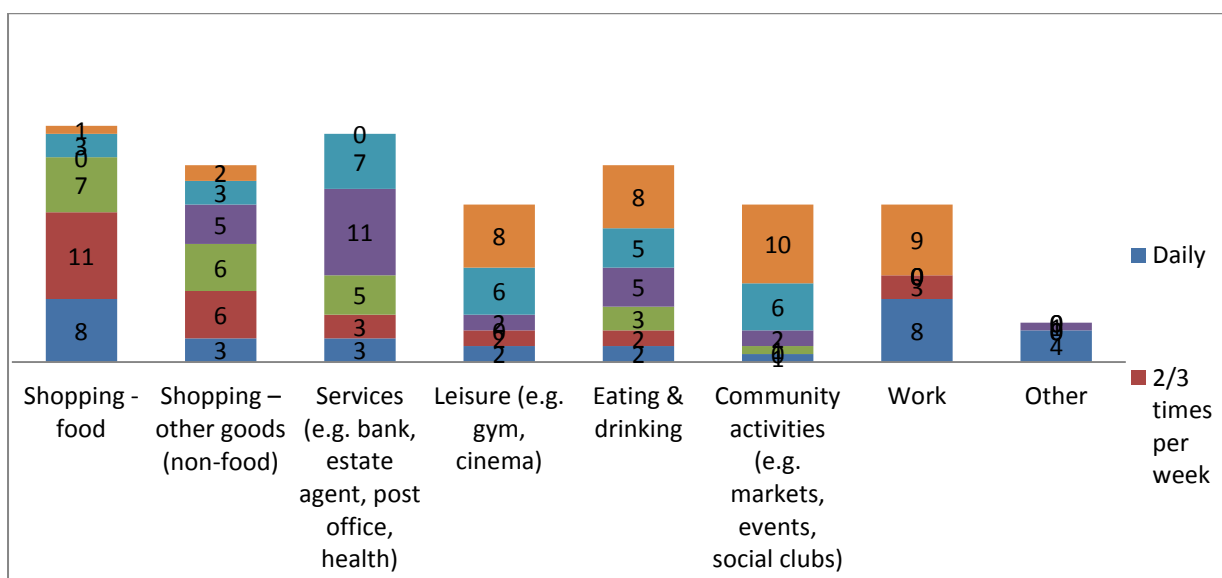
34 questionnaire responses were received. Of these 18 were from e-consult, 15 were completed questionnaire returns and there was 1 written return (where a questionnaire was not completed). Approximately 134 people also spoke to officers about the Strategy at the drop-in sessions. The Stakeholder Event was attended by approximately 30 people.

## Consultation Responses

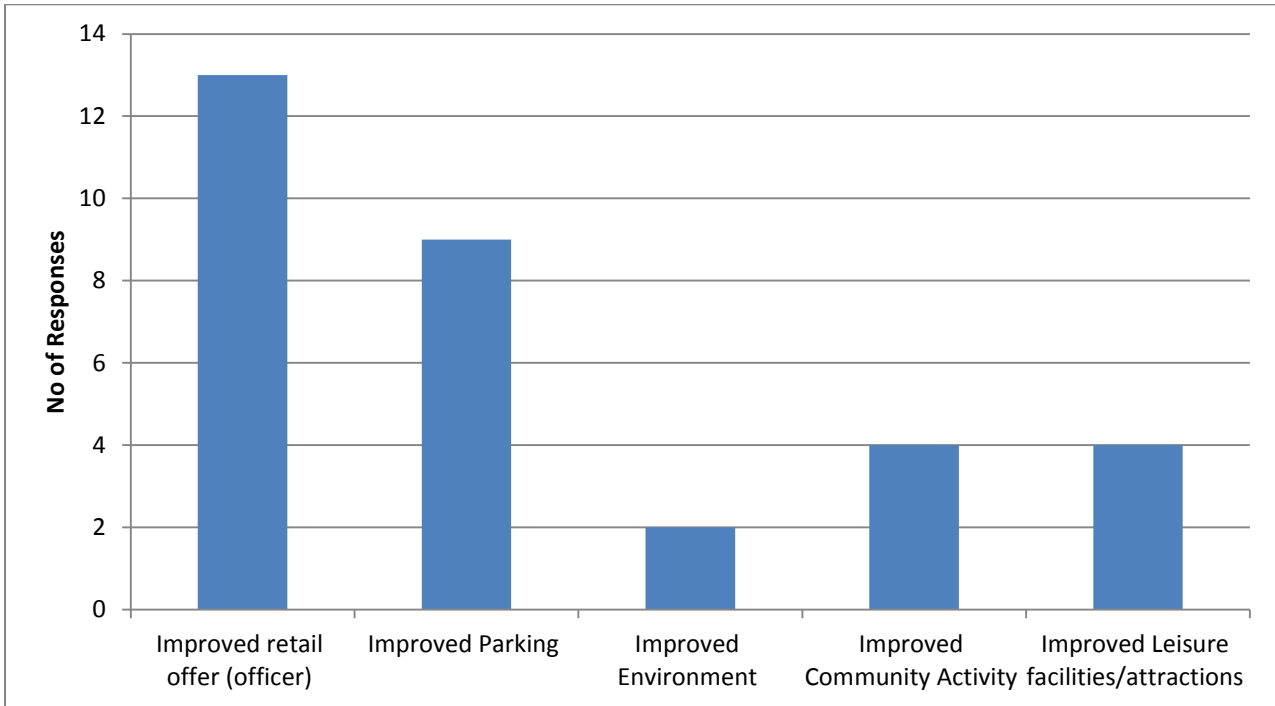
The consultation carried out for the Bootle Town Centre Investment Framework showed that people are very supportive of the ideas contained within the document. Of people that provided a written response:

- 96% broadly agreed with the Strategy for Bootle, as described in the Bootle Town Centre Investment Strategy consultation document
- 90% broadly agreed with the proposals for the retail quarter
- 96% liked the prospect of more leisure focused in the retail quarter
- 93% thought the canal area should be improved to encourage more people into the Town Centre
- 92% broadly agreed with the proposals for the commercial quarter

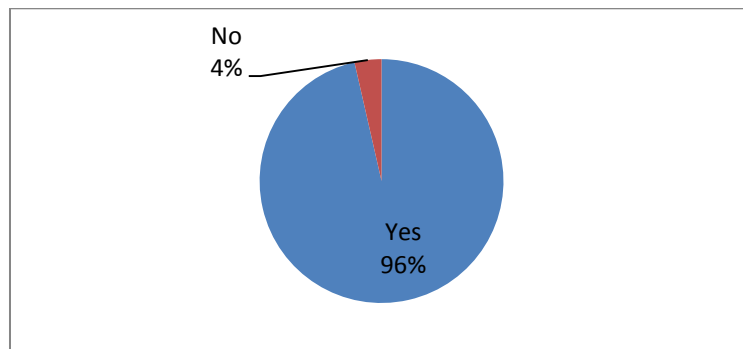
When asked 'What do you visit Bootle for?' A range of answers were provided, as shown in the chart below.



When asked 'What would encourage you to visit Bootle more often?' The table below shows that an improved retail offer and improved parking were the most popular answers.



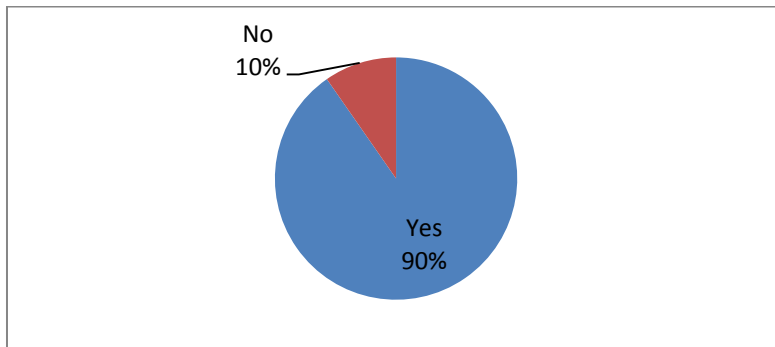
When asked 'Do you broadly agree with the Strategy for Bootle, as described in the Bootle Town Centre Investment Strategy Consultation document?' As the chart below shows the response was overwhelmingly positive.



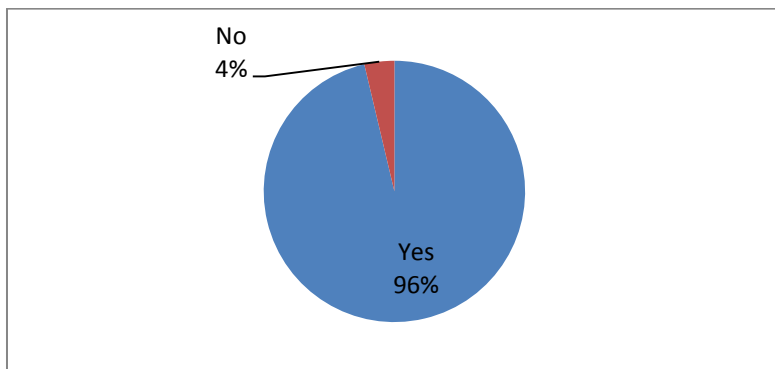
When asked 'How would you improve the vision for Bootle?' A range of responses were received but key themes were:

- Cleaner environment
- Better use of canal
- Increase range of facilities in Town Centre

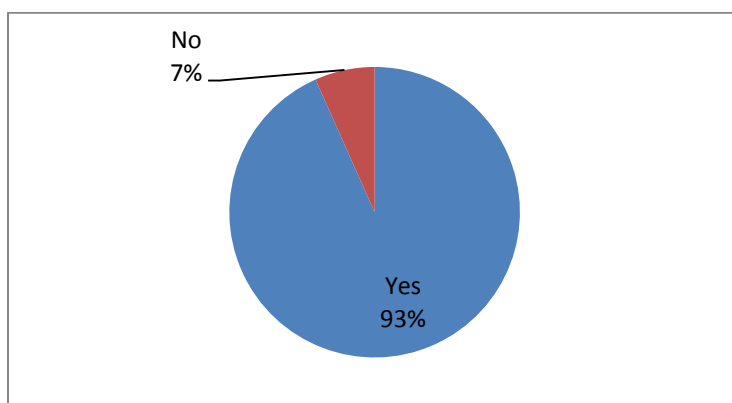
When asked 'Do you broadly agree with the proposals for the retail quarter?' As the chart below shows the response was overwhelmingly positive.



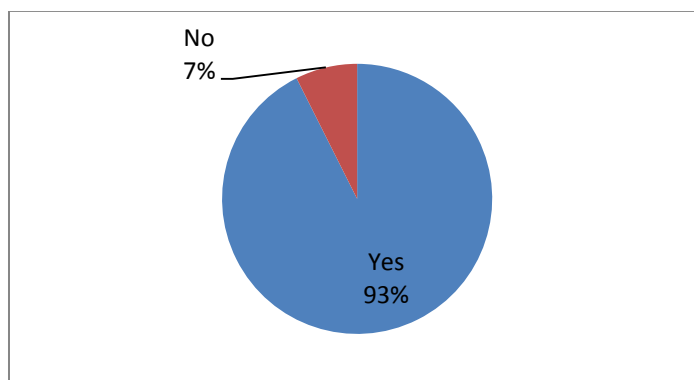
When asked 'Do you like the prospect of more leisure focused in the retail quarter?' Again the response was overwhelmingly positive as the chart below shows.



The consultation asked 'Should the canal area be improved to encourage more people into the Town Centre?' The chart below that this was an overwhelmingly popular proposal.



The consultation asked ‘Do you broadly agree with the proposals for the Commercial Quarter?’ This provided another very positive response, as shown below.



We asked ‘Bootle Town Hall provides important civic functions, but parts of the complex are underused. What ideas could be considered for the Town Hall that might add to the appeal of the Town Centre?’ This generated a wide range of responses, but key themes were:

- Increased cultural activity
- A café
- Use as a function venue

When asked ‘If some improvements to Bootle could be achieved in the short-term (1-3 years) what would be your top 3 priorities?’ a wide range of responses were generated however key themes were:

- Cleaner environment
- Improvements to Strand Shopping Centre
- More leisure facilities

Key themes from the drop-in sessions were:

- Improved cleansing
- Improved retail offer
- More activities for families and young people
- Improvements to the canal

The Stakeholder event generated a wide range of responses. Key themes included:

- Better interaction between Stanley Road and Strand
- Better use of canal, including leisure and environmental improvements
- Improved pedestrian access

- Better marketing and branding for the Town Centre
- Opportunities from Port Expansion
- Better leisure and evening offer
- Improved car-parking for commercial users
- Providing a hotel
- Improved connection between the retail and commercial quarters
- Improved signage
- Look at mixed use development for the Bootle Town Hall complex
- Increase the number of businesses within the Town Centre
- Increase the cultural offer
- Increase the amount of housing

More detailed information about the feedback received as part of the consultation and engagement process is given in the appendix.

### **Recommendations**

- That the Consultation and Engagement Panel notes the contents of this report.

### **Contact**

If you have queries about the Bootle Town Centre Investment Strategy please contact Andrew Hall at Sefton Council on 0151 924 3604.

## Appendix 1 – Consultation Feedback

Feedback from questionnaires is as follows:

1. How did you find out about the Bootle Town Centre Investment Strategy feedback opportunity? (Please tick all that apply)

Newspaper	13
Sefton Website	5
Twitter	2
Email	4
Letter	0
Leaflet	1
Other	3 Sefton Council staff at Strand Shopping Centre Strand Shopping Centre (shop) Strand 2 Stand in the Strand Shopping Centre Strand by Me Display stand at Strand Shopping Centre

2. What do you visit Bootle for?

	Daily	2/3 times per week	Weekly	Monthly	Not very often	Never
Shopping - food	8	11	7	0	3	1
Shopping – other goods (non-food)	3	6	6	5	3	2
Services (e.g. bank, estate agent, post office, health)	3	3	5	11	7	0
Leisure (e.g. gym, cinema)	2	2	0	2	6	8
Eating & drinking	2	2	3	5	5	8
Community activities (e.g. markets, events, social clubs)	1	0	1	2	6	10
Work	8	3	0	0	0	9
Other	4	0	0	1	0	0
Comments	<ul style="list-style-type: none"> <li>• I live very near to the town centre, on Stanley Rd. When not working I usually visit the Strand every day.</li> <li>• We come to Hugh Baird College to learn.</li> <li>• Lunch time shopping in the Strand Banks Pub for lunch or after work</li> <li>• Sometimes take the children to feed the wildlife on the canal</li> </ul>					



	<ul style="list-style-type: none"> <li>• Daily. Live in Strand House. Have to walk through Strand Shopping Centre for buses/shops/Stanley Road etc.</li> <li>• I live on Litherland Rd &amp; visit the Strand often for all sorts of reasons</li> <li>• Monthly - Jobsearch - Sefton at Work</li> <li>• Never 2</li> <li>• Live in Bootle</li> </ul>
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3. What would encourage you to visit Bootle more often (please tick all that apply)?

	Comments
Improved retail offer (officer)	<ul style="list-style-type: none"> <li>• The market should be there more, was meant to be there every month and isn't.</li> <li>• More diverse shops</li> <li>• Chemist, white goods, butchers</li> <li>• More white goods shops</li> <li>• More variety</li> <li>• Men retail shops</li> <li>• New owners of Strand are working on it</li> <li>• Bigger variety of shops in New Strand - more choice of shops</li> <li>• A wider variety of shops that reflect changing demography of the population</li> <li>• Clothes shops, shoe shops</li> <li>• Larger &amp; more varied retail outlets</li> <li>• Farmers market, more national retail outlets i.e. Next etc.</li> <li>• No 5</li> <li>• Yes 13</li> </ul>
Improved Parking	<ul style="list-style-type: none"> <li>• Free parking, we pay too much tax</li> <li>• Think seriously, underground parking</li> <li>• For students</li> <li>• Around by Strand House</li> <li>• Why charges here, yet other (wealthier) areas of Sefton have free parking?</li> <li>• Yes 9</li> <li>• No 11</li> </ul>
Improved Environment	<ul style="list-style-type: none"> <li>• Get the police to remove misfits from front of the Strand</li> <li>• Clean access roads Washington Parade</li> <li>• Cleaning etc. dog muck</li> <li>• More greenery</li> <li>• A little soft background music</li> <li>• It really does need cleaning up. Responsibility of council and population</li> <li>• Allotments, green spaces, kids something to be proud of</li> <li>• A safe roof in the Strand. Hot in summer cold in winter</li> <li>• Safer green areas. Parks blighted by anti-social behaviour. Litter everywhere, drunks etc.</li> <li>• Yes 2</li> </ul>
Improved Community	<ul style="list-style-type: none"> <li>• Public information. Local events</li> <li>• Community halls (free)</li> </ul>

Activity	<ul style="list-style-type: none"> <li>• Fishing</li> <li>• Yes 4</li> </ul>
Improved Leisure facilities/attractions	<ul style="list-style-type: none"> <li>• Cinema</li> <li>• Cinema, dance or gym facilities</li> <li>• Restaurants, parks</li> <li>• Cinema, ice rink, sports facilities</li> <li>• Yes 4</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Improve canal-side i.e. Café, bars, outdoor areas. Litter everywhere, dark, dirty &amp; drunks take over the area.</li> <li>• Bootle town centre is pretty dismal in the evening it's lost its vibrant buzz. More family eating places would be great for the summer.</li> <li>• It's not a destination I would choose to visit for leisure purposes as currently facilities are very limited and it is not a particularly safe environment for evening or weekend leisure. If things improved and there were unique attractions not available elsewhere then I would consider it.</li> <li>• Return of a major supermarket (egg Morrison's, Sainsbury's) to the Strand. At present I use car to go to Litherland for grocery essentials, e.g. bread, butter, etc. (very little choice at Strand). Also, another department store like Hughes' would be welcome, perhaps greater choice of budget cafes, a chippy, a dry cleaner's, etc. <b>COULD SOMETHING BE DONE ABOUT CYCLISTS RIDING ON PAVEMENT FROM STRAND - WETHERSPOON'S? SOMEONE COULD BE KILLED.</b></li> <li>• Spend some money on the Strand Shopping Centre and encourage known brand shops to lease. Parking charges at the Strand are too high.</li> <li>• Better reputation, more shops in the Strand, for example a Primark, H&amp;M and more independent fashion retailers, better eating houses, a bowling alley, cinema or other type of leisure offer for rainy days.</li> <li>• More enticing retail experience - dining and shopping - if facilities were better and more 'up market'</li> <li>• free parkin</li> <li>• A bowling alley/cinema would be a massive pull factor. The nearest bowling alley is Edge Lane, Liverpool. There is massive interest in the rich history of Bootle, and many people are in support of a small museum/heritage centre, either in the original town hall museum or in the town centre. More restaurants to avoid the expense of having to travel into Liverpool, and to bring more jobs into the area. Better use of the canal in terms of leisure, waterside eateries, etc.</li> <li>• Better and safer cycle links to/from Bootle</li> <li>• Leisure Facilities primarily Football facilities we often have to travel to Liverpool of Netherton or even Skelmersdale for facilities.</li> </ul>

4. Do you broadly agree with the Strategy for Bootle, as described in the Bootle Town Centre Investment Strategy Consultation document?

Yes	27	No	1
Comments	<ul style="list-style-type: none"> <li>• It can only make things better. But we need police on the street 24/7. 2. Start now by putting more cycle lanes down A.S.P. 3. Reduce the speed ltd for L.G. vehicles on Queens Drive Miller Bridge to 20 mph 4. Keep rds mended A.S.P. pavements. Enforce the highway code on speeding &amp; cyclists on pavement. It will improve the environment drastically.</li> <li>• Unless a strategy is suitable for users it can fail.</li> <li>• As long as it includes up to the boundary with Liverpool, and not just centred around the Strand.</li> <li>• As long as peoples comments are listened to.</li> <li>• As long as people’s comments are taken into account and not dismissed.</li> <li>• Yes there is a need for a change</li> <li>• There are not a lot of spaces for the younger age groups. 12 years to 18 years. This will take this group from the streets and getting into trouble</li> <li>• I do think we need to up our game &amp; provide the infrastructure to attract business &amp; on-going development. However, office blocks are not the only solution; we need to attract new, diverse start-up business. Ideas &amp; initiatives need to be thoroughly supported &amp; promoted, not disregarded &amp; left to struggle.</li> <li>• More green/open plan spaces</li> <li>• As a resident I can see the decline of the area Bootle has a lot to offer but needs to come up to present and future needs of the community and workforce.</li> <li>• Something different re leisure facility i.e. an ice-rink, tennis facility (affordable), indoor football pitches - much in demand. If retail units on Stanley Road no longer viable - convert to residential. Tidy up access routes to town centre - looks run-down, scruffy &amp; un-inviting. Hotel - in close proximity to LCC, football grounds &amp; Grand National. Pedestrianised retail area with nice street furniture, green areas.</li> <li>• I live between the Liverpool border and Hugh Baird and there doesn’t seem to be anything about this area on the plan. Will this be addressed in the future? New shops and flats were built but the shops are still empty and with other vacant shops it makes the area look shabby.</li> <li>• I am all for the improvement of the Strand as I think that it is a key investment opportunity given that it is the only fully indoor shopping centre in the Liverpool area so maximising its output for rainy days is key. Introductions such as Primark, H&amp;M, a bowling alley or cinema screens and a food court would greatly improve it. As someone who works in Bootle every day, all of the improvements to Stanley Road would make a real difference to my working week and would make me happier about coming to work in Bootle.</li> <li>• I AM NOT SURE ABOUT THE ABOVE QUESTION. IT ALL SOUNDS GOOD, EXCEPT FOR THE PROSPECT OF MORE BARS. DOES 'ASSEMBLY OF PROPERTY' ('APPROACH', SUMMARY OF STRATEGY) MEAN COMPULSORY PURCHASE? PLEASE CONSIDER EVEN MORE PARKING. IT IS IMPOSSIBLE</li> </ul>		

	<p>TO PARK ON STANLEY RD., SAY FOR (EVEN A QUICK) TRIP TO MACDONALD'S.</p> <ul style="list-style-type: none"> <li>• anything to make the area more pleasant and welcoming is good</li> <li>• A central sports community hub outlined in the Sefton Sports Pitch and Playing Strategy must be considered in the regeneration of the Area having a community hub centre around football would be hugely beneficial.</li> </ul>
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5. How would you improve the vision for Bootle?

- Use the canal for locals and tourist. Would be a big attraction all year round. But these simple things I believe are beyond you people.
- Poll residents and users i.e. Who would use new facilities, how often to ensure usage
- Cleaner environment. More litter bins. More trees (greenery). Dog wardens
- More chemists, Drs etc. along Stanley Road
- See answer 4
- More retail/shops and leisure facilities. A cleaner environment. Clean up front & back of New Strand shopping centre
- Inhabitants/residents need to take pride in where we live but that runs deeper than a new lick of paint. Community needs to be supported by Council & close co-operation at all levels established & maintained. To be told it's down to central government isn't enough - stand up to them & support your residents.
- Just try and make people have a passion for where they live.
- Improve Bootle New Strand to encourage the public to shop here, greater variation in retail outlets, more well-known names i.e. Next, etc.
- Improve street cleanliness & entrance to Bootle from Kirkdale into Bootle looks like a slum area! Main roads dangerous to cross i.e. Balliol Rd/Hawthorne Rd on a dual carriageway and no pedestrian lights.
- More social housing to encourage residents to live here, not everyone can afford a mortgage.
- I think that Bootle Town Hall shouldn't continue as a civic building as it needs huge investment as it is greatly run down. I believe it should be sold off to private investors for commercial or housing use.
- TOP SUPERMARKET AS PRIORITY, CLOSE BETTING SHOPS, NO MORE BARS, MORE ON-STREET CONVENIENCE SHORT-STAY PARKING, CYCLING INHIBITORS ON PAVEMENT TO SAFEGUARD PEDESTRIANS' SAFETY FROM SPEEDING ON-PAVEMENT CYCLISTS, PROVISION OF UNCLUTTERED PUBLIC SPEAKING/EVENT AREA, (EG OUTSIDE/ ADJACENT TO, STRAND)? BETTER USE OF CANAL BUT WITH SAFETY RAILS FOR CHILDRENS' SAKE, MORE TREES, MORE JOBS, ETC.
- no comment
- A big retail/outlet park
- Clean up the canal Have a separate area for street drinkers / smokers to congregate Smarten up the public open spaces, dog fouling, encourage use of derelict buildings and pubs (Irlam road) Extend opening ours of Irlam Rd Recycling Centre, open over Christmas period to reduce build up outside gates Better parking facilities
- Better signage promoting Bootle. Boundary signage to show you are entering Bootle on the Liverpool/Sefton boundary. More tree planting. Demolish the Triad which is a blot on the landscape and replace with a modern building half the size, possibly incorporating a hotel with out of town prices to attract custom. More bins and more street cleaning.
- Arriving from the North via the Sefton Coastal Path, it is difficult to reach the centre safely. I would improve the cycle route to Bootle New Strand, enabling my family to come along without risking it in motor traffic.

- I would include more leisure activities facilities.

6. Do you broadly agree with the proposals for the retail quarter?

- Improved public space
- Links to the canal
- Family entertainment and leisure
- New residential development
- Community facilities

Yes	28	No	3
Comments	<ul style="list-style-type: none"> <li>• Improved public space should have bike lanes and no dogs. Links to the canal. New residential development - only if they are fair rent not for greedy greed landlords and council. More shops that sell well known brands. Too many cheap shops.</li> <li>• Residential development or profit and gentrification?</li> <li>• Yes it would bring community together</li> <li>• I struggle to see how this can thrive without residents having long-term employment &amp; ready access to good quality health, welfare, housing &amp; education - the foundations of any thriving society. There is a much bigger picture.</li> <li>• Need to provide car parking</li> </ul>		

7. Do you like the prospect of more leisure focused in the retail quarter?

Yes	26	No	1
Comments	<ul style="list-style-type: none"> <li>• Yes but not 24/7 drinking etc.</li> <li>• If required</li> <li>• If it is not at the expense of the local communities.</li> <li>• One will benefit the other if close to each other</li> <li>• But see previous. I won't just "exist"</li> <li>• Not interested</li> <li>• Must be affordable and with a community focus. Also attract users from outside the area so need variety i.e. to suit all ages etc.</li> <li>• I believe a cinema, bowling alley, more eating places and community facilities are greatly needed.</li> <li>• YES TO RESTAURANTS, NO TO BARS. ENOUGH DRUNKENNESS AND DISORDER ALREADY IN BOOTLE.</li> </ul>		

8. Should the canal area be improved to encourage more people into the Town Centre?

Yes	28	No	2
Comments	<ul style="list-style-type: none"> <li>• Simple have cruise barges to Liverpool from all stages along the canal and keep canal clean etc. It is a winner.</li> <li>• Look at other towns - countries to see what works</li> <li>• Banks of canal should be upgraded - benches and litter bins provided.</li> <li>• By making it a clean and safe environment.</li> <li>• Yes it really would maybe activities in the summer months</li> <li>• Homes, shops, leisure &amp; a clean canal</li> <li>• Café, cinema. Boat trips along canal, especially in the summer.</li> </ul>		

	<ul style="list-style-type: none"> <li>• The canal does need improvement throughout.</li> <li>• "Clean it up" more seating areas</li> <li>• Better lighting, move drunks away, encourage business to open, make educational to encourage local schools, transport/taxi on canal, cafes, child friendly.</li> <li>• Clean environment child safe</li> <li>• Follow a Salford Quays type feel. Perhaps even introduce a Premier Inn or other cheap hotel chain.</li> <li>• Improved maintenance and demolition of ageing buildings and structures.</li> <li>• PROVISION OF LEISURE AREA OF LIMITED SIZE, ADJACENT TO STANLEY RD BRIDGE, BY STRAND? WITH SAFETY RAILS TO PREVENT FALLING IN. ALSO SECURITY SUPERVISION, TO PREVENT BECOMING CENTRE FOR ILLICIT DRUG/ ALCOHOL ABUSE, ETC, WHEN NOT IN REGULAR USE. WHAT ABOUT A CANALSIDE CAFE OR RESTAURANT, WITH DINING ON PATIO? ALSO, MORE TREES. WHAT ABOUT A SMALL BARGE PORT, EG AROUND THE CANAL 'SPUR' AT GEORGIA CLOSE?</li> <li>• Make it nicer for walks and add water sports.</li> <li>• no idea, that's why we pay you</li> <li>• Better footpaths, seating, police patrols</li> <li>• Move the street drinkers away from the Post Office, improved access to the canal, improved planting and green space, soften the harsh wrought iron 'barriers' maybe paint them in a warmer colour. The street drinkers and smokers are off putting, I wouldn't feel safe approaching the canal from the Post Office - relocate the Post Office to inside the Strand and make the building into a Cafe and make use of the open space in front of the Post Office for seating and access to the canal</li> <li>• Clean up the canal. Some public artwork/benches/picnic benches would be nice. Lighting to operate up until midnight maybe. Preserve the heritage of the canal. Restore the lanterns on Litherland Road bridge. Canal trips.</li> <li>• Attention needs to be given not only to repairing, but crucially to maintaining the towpath surface. Nothing worse than riding over broken glass fragments resulting in a puncture....Regular sweeping is essential to accomplish this.</li> </ul>
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9. Do you broadly agree with the proposals for the Commercial Quarter?

- New residential
- Public realm improvements
- New commercial, education or hotel developments
- Multi-storey carpark

Yes	25	No	2
Comments	<ul style="list-style-type: none"> <li>• No multi-storey carpark</li> <li>• Without proper proposed plans it is asking people to opinion on a myth.</li> <li>• Public realm improvements.</li> <li>• Strikes me as being service-led &amp; cosmetic. Again see previous.</li> <li>• Not sure about multi-storey carpark. Already dangerous roads for</li> </ul>		

	<p>pedestrians especially, and would only encourage more traffic. With HMRC moving out in next few years should consider using existing parking that may become available.</p> <ul style="list-style-type: none"> <li>• It would be useful to know a bit more about the multi-storey car park (i.e. charges applicable or free?)</li> <li>• I wish to raise questions surrounding the proposals for Carolina Street. As a resident living opposite this proposed development issues surrounding noise and disturbance concern me</li> </ul>
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10. Bootle Town Hall provides important civic functions, but parts of the complex are underused. What ideas could be considered for the Town Hall that might add to the appeal of the Town Centre?

- More festivals, more entertainment markets, morris dancers more open to the public.
- Ask the public what they would like to see. Give viable options.
- Bring back the museum
- Provide facilities for communities projects
- Events for the public
- Bring back the art gallery, upgrade the swimming pool, (the one in use is nasty) restaurants, café and maybe a cinema
- To produce & promote a more community-based approach as opposed to the out-dated & unrecognised civic-only approach.
- Plays, Christmas activities.
- Going back to having parties & having weddings
- Hotel, cinema
- Use for concerts i.e. Local singers, bands trying to get recognised i.e. Competition, comedy clubs etc. Shame to keep knocking down old buildings such as old Balliol Baths - could this be used despite only the façade still standing?
- Incorporate a museum of local history
- Small museum maybe cafe meeting place.
- Housing use (apartments), commercial use, open up part of the building as a museum complete with cafe (similar to The Atkinson in Southport, eatery such as gastro pub type offer or canteen for workers in the area - maximising the surroundings to use them to their full potential. Make the most of some of the fantastic views you get from the higher floors of the building by introducing a panoramic restaurant/bar, maximise the space to be used for functions such as weddings/conferences.
- Any use is good, even conversion to residential use or selling to a company/organisation
- A 'Victorian Age' museum? This could be a unique offer, I think, and might draw people visiting Liverpool (e.g., cruise passengers?) and maybe even people from nationwide, to see what Bootle had to offer. The Town Hall is ideally situated, opposite Oriel Rd station, but would also need much better parking facilities. Would 'National Museums and Galleries on Merseyside' be interested?
- Adding Bootle museum to the Town Hall.
- The building needs a serious overhaul to make it more suitable as a working environment and civic venue.
- Functions for residents, weddings etc.
- Hire the Town Hall for private functions / weddings / parties / licenced bar facilities Use for social activities e.g. toddler groups, nursery crèche facilities, local history groups, tea dances, classical music concerts, local band practice, or local band venues, relocate Bootle Library to the Town Hall?
- Bootle heritage centre/museum focusing on the war and Bootle's rich maritime heritage, incorporating a community bistro. A mock Victorian classroom that could be used for

educating schools around the North West. Improve the ballroom which is a 1960's monstrosity and encourage more acts to the town hall, such as those that take place in the Atkinson.

- Any use is good, even conversion to residential use or selling to a company/organisation

11. If some improvements to Bootle could be achieved in the short-term (1-3 years) what would be your top 3 priorities?

- The shopping centre Strand. Houses at affordable rent. Bike Lanes. Speed reduction. A good clean-up of the Sefton area.
- Clean up. Stem criminal/antisocial behaviour. Joint efforts to attract more visitors.
- Look at the empty houses, shops. Possibly bring them back to use.
- More shops along Stanley Road between Balliol Rd and Liverpool boundary
- Improve Stanley Road between Balliol Road and Liverpool boundary.
- To modernise it
- Clubs for 12-18 years. Clean up canal. Soft music for Strand.
- More shops. Cleaner environment
- Cleaner streets, less dog-dirt & more enlightened & empowered people in employment.
- Retail. Workplace. Good transport links.
- For the improvement to stand out
- New Strand improvements
- Increased road safety & environment. Such as pedestrian lights on Balliol Rd/Hawthorne junction as well as appearance of central reservation - i.e. Flowers (like in Formby, Southport ...) Fines imposed for littering/dog mess. Most prolific littering outside office buildings including Magdalen House where staff throw cigarette butts away or put down gutters!!
- Leisure facilities 2. Retail 3. Housing
- Better retail offer in The Strand. More leisure facilities i.e. a bowling alley or cinema. Safer atmosphere
- Improved street maintenance Demolition of old and disused Victorian structures
- close betting shops (to help reduce gambling addiction/waste of money) 2) provision of on-street short-term parking 3) Big supermarket at Strand
- Better shopping more places for young people to go. Better leisure facilities.
- retail/dining clean up the area to make it more visually appealing
- Car park A hotel for business visitors Canal development
- Retail
- Car parking Canal Move street drinkers on Improve public space in front of Strand, bus stops
- Improved signage to encourage people to the town centre and divert attention away from Liverpool. Boundary signage promoting a positive image of Bootle at the Liverpool/Sefton boundary Increased litter clearing and more bins Promoting Bootle in regional newspapers, Bootle Champion, Liverpool Echo etc. Bootle Heritage centre/museum, possible a pop up museum in the Strand centre.
- A safe-to-use segregated and comprehensive network of cycle routes, allowing all to travel by bike. Fear of traffic is the biggest single reason why people will not switch from car to bike. This will not be accomplished until they have a network of safe tarmac to use.
- Leisure facilities Jobs push to retain Civil Service presence in Bootle

12. Are there any other priorities for Bootle that you would like to see that we have not included in the Strategy?

- Just get on with it ASAP
- A proper comprehensive consultation.



- See answer 11
- More places for children and families to get together
- Safeguard homes on Litherland Road as extra traffic will come to Town Centre.
- Diverse, long-term employment across all sectors.
- Post office should be in the Centre not outside, bus station should be used more efficiently.
- Park& ride scheme for local employees instead of multi-storey build i.e. parking area in outlying area such as Switch Island. Cheaper bus/rail fares to encourage use of public transport - cheaper at the moment to park rather than use buses! Improve access routes to town centre i.e. Stanley Road/Hawthorne Rd from Liverpool City Centre looks very run-down\uninviting.
- A site for Bootle Football Club within Bootle itself.
- No
- More powers to police/PCSO's to stop anti-social behaviour, e.g. dangerous cycling on pavements. Provision of large-scale employment opportunities -this must still be one of the hardest areas in the country to obtain a job.
- Bootle museum in the Town Hall.
- Sport facilities

## ABOUT YOU

What is the first part of your postcode? (The first 3 or 4 letters and numbers)

PR9	L23	L20	L2	L22	L30	L21
2	3	13	1	1	2	1

Are you Male or Female?

Male	Female
11	13

What is your age?

16-17	18-29	30-39	40-49	50-59	60-69	70-79	80-84	85+
0	2	2	4	3	9	2	1	0

Disability: Do you have any of the following?

Physical Impairment	Visual Impairment	Learning Difficulty	Hearing Impairment / Deaf	Mental health / mental distress	Long term illness that affects your daily activity	Other
3	0	0	3	0	4	1

Do you consider yourself as disabled?

Yes	No
1	8

Ethnicity – Do you identify as ...

### Asian

Bangladeshi	Indian	Pakistani	Other Asian Background
0	0	0	0

### Black

African	British	Caribbean	Other black background
0	2	0	0

## Chinese

Chinese	Other Chinese background
0	0

## Mixed Ethnic Background

Asian and White	Black African and White	Black Caribbean and White	Other Mixed
0	0	0	0

## White

British	Irish	Welsh	Latvian	English	Scottish	Polish	Gypsy/ Traveller	Other white background
16	0	0	0	9	0	0	0	0

Do you have a religion or belief?

Yes	No
13	8

If ticked yes, please tick one of the following;

Buddhist	Christian	Hindu	Jewish	Muslim	Sikh	No Religion	Other – Please specify
0	14	0	0	0	0	1	0

How would you describe your sexual orientation?

Heterosexual	Bisexual	Gay	Lesbian
20	0	1	0

Do you live in the gender you were given at birth?

Yes	No
22	0

## Comments from Drop-In Sessions

- Use canal, glassworks Bankhall
- Better facilities; sports, families, accessible
- Canvas offices and Ykids
- In Douglas Place the trees need looking at, and cleansing is an issue, especially on the steps
- Need more small shops with independent retailers
- Public and Commercial Services Union have got a committee and are holding an event to encourage HMRC to stay in Bootle. HMRC want building for 4,500 staff, prepared to build it themselves but need the space.
- Low cost leisure activities for families, extreme type stuff, e.g. dry ski-slope
- New housing has made a big difference (Queens Road area). Community needs to stay involved.
- Washington Parade/Strand Service area/car rental place. Cleansing is a big issue, rats.
- Fly-tipping in Little Merton carpark. Needs bollards across to prevent access, Sefton are

having to clean it regularly

- Better shops in the Strand, used to be all kinds
- By the canal, more places to mix
- More open spaces/trees
- Refreshing to see, knock the office blocks down and start again
- The canal idea is great. Pedestrianise Stanley Road
- Cleansing is an issue across the town centre, but particularly in the outlying bits, e.g. Irlam Road
- More car parking
- Quality design and materials, buildings need to be fit for purpose
- Lots of litter and dog fouling in the Queens Road area
- Cleanliness of streets
- Dogs in Strand, kids in gents
- Facilities for kids, boxing gym, soft play
- Better shops not bookmakers
- Make more of the canal area
- Bootle going downhill, needs something, good idea
- Parking expensive
- Derby Park – Christmastime activity, evening biking, mid to late teens something to do around Derby Park, more in the winter
- Open up traffic on Stanley Road
- Activities for children and young people – limited and expensive at the moment
- Get rid of scallies
- Canal – get rid of rats
- Retail – too many vacant shops, too many charity shops
- More disabled parking
- Too middle class, restaurants
- Need facilities for kids – floodlit football pitches
- Wind turbines, free electricity/heat
- Community facility in the Strand

#### **Other Comments – by phone or in writing**

There is a lack of information in the Strategy about Peel Port and how it links to the centre. There is a worry about the potential loss of green space and the loss of the library. And the results of previous consultations have not been included in this Strategy. I do not want a multi-storey carpark in the town centre.

**Nicky Owen**

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**From:** [REDACTED]  
**Sent:** 06 March 2016 20:58  
**To:** Nicky Owen  
**Subject:** Bootle Town Centre Investment Strategy - Consultation Response

Hello Nicky,

I have now had an opportunity to peruse the Strategy Report and visited the study area again last week. My comments do not fall easily into the various 'boxes' in your questionnaire, hence I am summarising them in this e-mail as follows:

**Introduction:** I welcome the preparation of this study. Regeneration of Sefton's town centres is one of the Council's priorities. Bootle centre is one of the two major town centres in the Borough providing a range of important services and employment opportunities to the local population. Following recognition by the government of the importance of town centres ('town centre first' planning policy; the Portas Review; etc.), I am pleased that a fresh look at the future of Bootle town centre has been undertaken. However, I do have concerns about whether the objectives of the study have been made sufficiently explicit. At present, the Strategy reads more like a Prospectus than a rigorous appraisal. I wonder whether there are any research or background papers which have informed the proposals?

**Overview:** Some basic questions need to be asked and answered:

- Who is Bootle town centre for?
- Who are its customers and where do they come from?
- What is Bootle town centre's role in Sefton?
- What will be its future role in the wider Liverpool City Region?
- Is Bootle town centre to be an economic driver?
- What will be its relationship with the L2 Superport and how will it contribute to the Northern Economic Powerhouse?

**Evidence Base:** The Strategy is particularly weak on aspects of this:

- The customer base, both existing and potentially, and why people may not be using the town centre
- Competitive pressures, both existing and future
- Commercial market assessment: there is little about demand, values, viability, etc., for potential future uses and the likelihood of investment (particularly from the private sector) being attracted to the town centre
- How have the proposals for c.200,000 sq ft of new (largely) office floorspace been arrived at?
- Have any indicative Development Appraisals been prepared for any of the suggested new developments?
- Has any 'Gap Analysis' been undertaken to inform uses and services which Bootle town centre currently lacks and which might be attracted in the future?

All these matters require careful consideration in order to help:

- Define what kind of Place Bootle Town Centre should be
- Reimagine Bootle Town Centre in spatial and physical terms

**Use Considerations:** I comment in turn on each of the following:

**Offices:**

- There needs to be explicit recognition of the recently announced relocation of the HMRC offices to Liverpool and the consequences this will have both for Bootle town centre and the office market in the centre
- The forthcoming programme of the rationalisation of Council-occupied office accommodation in the centre also needs further recognition, as do the consequences
- There is little indication of where future demand for offices in Bootle might come from or how viable new development might be

**Retail:**

- This is under severe competitive pressure with a substantial level of vacancy in 'The Strand' shopping complex
- It is increasingly a 'value-driven' offer
- So where should Bootle town centre position itself in the retail hierarchy?
- Does the existing floorspace in the centre meet the current (and future) floorplate requirements of occupiers?
- If there is too much retail floorspace in the town centre, how might it be rationalised and other uses attracted?

**Residential:**

- Clearly there may be further opportunities for town centre living and specialist sectors, e.g. the elderly, the disabled, care villages, etc., particularly if further office buildings become surplus or unlettable, but will values be sufficiently high to pay for costs of site assembly, site preparation and servicing, remediation, etc.?

**Leisure Uses:**

- The potential for commercial leisure uses needs further examination, e.g. multiplex cinema, bingo, food and beverage, owing to the changing nature of the market and the fact that that they all need each other to create synergy and critical mass

**Bootle Town Centre as a Service Hub:**

- There should be far more explicit recognition of the importance of Bootle town centre as hub for a wide range of community services, e.g. health, social services, police, etc., particularly given the good public transport links the centre enjoys, and how these services and uses might be developed in the future

**Opportunities:** Some in the Strategy are to be welcomed:

- There appears to be a recognition of the need to return to the concept of 'street-based urbanism' with active frontages along principal roads. It will be particularly important that this is carried out along Stanley Road, the 'shop window' of Bootle, and especially with the frontage of 'The Strand' shopping centre which currently turns its back on the street and to the one area of the public realm in Bootle town centre which might be considered a 'square' with the scope for public activities
- The Leeds - Liverpool Canal currently has low visibility in the centre and development which recognises the potential of a canalside setting is to be welcomed

However, other opportunities need to be further recognised and exploited:

- The Council's land and property holdings in the town centre and how they might be actively used to promote investment and development
- Conserving and enhancing what remains of Bootle's Victorian heritage in the centre particularly in and around the Bootle Town Hall group of civic buildings
- Ensuring that Bootle town centre becomes an 'economic driver' with provision made for entrepreneurial development, small businesses, independent traders, etc., through the creation of appropriate business space, sites, managed workspace, support, etc.
- Active Town Centre Management, not just of the traditional 'janitorial' nature but also in terms of environmental enhancement, marketing and business support

**Delivery:** It is far from clear as to how an ambitious vision is to be successfully realised. Some questions which need to be addressed include:

- Who will **champion** the Investment Strategy?
- Who will take the **executive lead** in its delivery?
- What will be the nature of the **delivery model** - a partnership; a joint venture; a local asset-based vehicle (LABV)??
- Will an **Action Plan** be prepared?
- Which are the **key milestones** in the delivery of the Strategy?

I hope that you will find these comments of assistance in developing the Strategy. May I request a copy of the summary of the consultation responses when it becomes available in due course. Many thanks.

Kind regards,



## **Bootle Town Centre Investment Strategy Stakeholder Event 29<sup>th</sup> January 2016**

Each table is asked to consider the aspirations for;

- The Retail Quarter
- The Commercial Quarter

Participants were asked for three quick wins at the end of each session. Car parking, public transport, access, movement and circulation were considered as a cross cutting theme within the discussions.

### **Session 1 - Retail Quarter 2030**

1. What views does the table have regarding aspirations for the Retail Quarter;
  - A strongly performing community shopping centre, but one that looks outwards rather than in on itself
  - A physical heart to the town centre created and canal-side development has been achieved (includes Safe Regeneration p13)
  - New development has delivered a more diverse town centre offer that will help sustain footfall, dwell time, evening economy, resident and visitor appeal, employment and investor confidence
    - An improved Leisure and Restaurant offer
    - New Homes
    - Community activity, enterprise, culture and public space
    - Modern services that communities need to access
2. Ask participants what they consider to be other issues not yet captured in the discussion – are there obstacles in the way at present
3. Ask participants where they want the topic to be in 5-10 years' time.
4. Ask participants to consider three quick wins that can be achieved (ask this at the start)

### **Session 2- Commercial Quarter 2030**

1. What views does the table have regarding aspirations for the Commercial Quarter (incls Hugh Baird Campus, offices and Bootle Town Hall Complex)

#### Traditional office area/Hugh Baird College

- more mixed offer with Office Accommodation remaining important but also Residential Accommodation, Hotel, Education
- Hugh Baird College is able to achieve its growth plans p12
- Stanley Road frontage has been strengthened with some new build
- Some existing buildings converted for other uses such as residential
- Parking is now well provided for with a multi-storey

#### Bootle Town Hall Complex

1. In addition to the important civic function the Town Hall performs, what ideas could be considered for Bootle Town Hall and its complex of buildings? P12  
(If appropriate prompt views on parking, taxis, public transport, access, movement and circulation, wayfinding if required – is there the need for improvements and where)
2. Ask participants what they consider to be other issues not yet captured in the discussion – are there obstacles in the way at present
3. Ask participants where they want the topic to be in 5-10 years' time.
4. Ask participants to consider three quick wins that can be achieved (ask this at the start)

progress.

5. Ask participants to consider three quick wins that can be achieved for the Town Centre

There was an agreement around the table that there was a distinct separation between the retail quarter and the commercial sector. Was felt this could be diminished by:

- Opening up of Stanley Road to traffic
- Super crossings as in Liverpool where it is possible to give pedestrians more time to cross both roads at Merton and Stanley road junction – which would make walking easier for office workers.
- Public realm work near canal and along Stanley road with the use of more green spaces may encourage office workers out at lunchtimes.
- Strand shopping centre; reconfigured opening onto Stanley Road particularly for food and beverages.
- Shop frontage improved for those shops between the commercial sector and the retail sector may lead workers towards the strand and make it a whole Bootle rather than a disjointed two separate areas. This would also give the shops in between an identity.
- It was felt that there was a lack of night-time economy and a lack of places to go for both workers in Bootle and residents.
- Opening up the canal for leisure activities including restaurants and cinema may bring the required footfall and may also help with perceived personal security issues.
- It was also felt that there should be more residents within the area which increases footfall and which in turn will solve the issue of safety.
- There was a discussion about farmers markets and if they increased footfall within the strand complex and it was agreed these were popular.
- Marketing for the Strand is mostly event focused and aimed usually at children. It was felt that the local authority and the strand could work together to use this type of advertising.
- Empty shops in the strand could be filled by schools / colleges. There was also talk of free lets for business start-ups and incubation offices.
- Discussion on car parks and incentives to use the strand so maybe the introduction of free parking for half an hour as in other parts of the borough.
- Hotel – perception is there is no demand for a hotel in borough – even with the expansion of docks the benefit is perceived to be in Liverpool rather than Sefton. However, with proximity to Anfield/Goodison, improved night time economy and leisure facilities this could be a possibility.
- Port expansion means that there is the opportunity for Bootle to build on its positives. Hugh Baird College and less expensive office space potentially make it an attractive location.
- It was felt that there was an over reliance on the public sector within Bootle and this was felt to be dangerous in these times of reduced public sector workers. A business park concept on an urban site may attract more private businesses.
- Lots of old buildings, college, Bootle Town Hall, offices are not currently attractive to the private sector. Felt that Town Hall should be kept for civic function, registry, etc. but a new building with a multi-function on Stanley Road may bring in footfall to the area. A co-location of library, housing and health into one building across from the strand may help bring more people to the area.
- Discussion with HMRC in order to protect the commercial sector: at least keep the number of workers currently within Bootle.
- Creation of a brand for Bootle and marketing of the area; makeover of totem signage.
- Super crossings – helping footfall towards the Strand for workers with a limited time.
- Advertising of green spaces / areas for people to sit and have lunch during summer months.



- With the nature of the people on the table, the general focus of discussions focused towards the retail quarter of the investment strategy.
- Outlined that they invested in schemes where there was a strong community catchment. (Although he did highlight the scheme was cheap). The new letting to TJ Hughes had increased footfall tremendously. Ellandi are committed long term.
- Thought there was a need for people to believe in Bootle. Was there a need for improved overall branding?
- Finding the balance between major high street brands and the opportunity for independents
- Need to identify where the shoppers are coming from. Ellandi have employed technology to review visitors. At the moment they understand that most visitors come 1.5 times a week.
- Thought that developing around the canal was key.
- There are many examples of successful regeneration around water, particularly residential and leisure.
- It was agreed that Bootle needed to improve its leisure/evening economy. The canal side linking into the shopping centre would offer key opportunities.
- Was there a demand for a Cinema? It would be key to drawing in the restaurants/bars.
- Though we shouldn't ignore the student population, the new block by Signature will give the town a new population but there is very little for them in the town.....and will ultimately go back into Liverpool.
- It was noted that this could be the last stop for barges, as once past the town the barges require assistance through the locks. Was there an opportunity for a marina/dockside in the centre of town, would attract more leisure pastime uses into the town, as well as residential opportunities fronting on to.
- Raised the need to improve the link between the commercial cores on Stanley Road as apart from a few operators such as Costa it was dead frontage and did not draw people to from the office/educational core. How could the links be improved? Suggestions included covered walkway,
- Open the road up to traffic with short term lay by car parking. Raised concerns that it would cause congestion and that having Stanley Road for public transport meant that a better service was offered.
- Locate more destination type uses in this area, doctors surgery, schools, nursery, public uses etc.
- Raised the point that many employees in Bootle benefitted from flexi – time so they worked there lunch time and did not visit the retail for lunch anymore. Secondly Bootle now lacked the offer for people to use the town for there every day needs and would rather leave work earlier and go to their “jobs/shopping” elsewhere in the car.
- Thought that student accommodation could be a key driver for regeneration, the new scheme by signature came out of the blue. Is there scope for more? Opportunity for making student accommodation more affordable compared to Liverpool. A planning application for student accommodation was recently turned down in Liverpool City Centre.
- Agreed Car Parking was an issue in the town, with the main supply of car parking in the wrong areas. There was a need for more in the educational/commercial core with people parking up the streets. Long stay needed to be affordable.
- Ellandi pointed out that they now offered affordable Contract Car parking and had been out to target the local working population, as they had an oversupply.
- It was pointed out that the temporary surface carpark had increased its price recently but was still full, which demonstrated there was demand.
- It was agreed that car parking needed to be a uniform approach across the town with co-operation with all partners. Ideas included reviewing pricing structures at certain times of

the day. Car parking should not act as a deterrent to dwell time. E.g. should car parking be free after 4 pm.

- How to make Bootle a more functional town centre?
- Where are the short term wins, key drivers to regeneration

### **Short Term Actions**

- Signage and branding
- Make sure Residents needs through existing groups are targeted

### **General comments**

- The commercial Quarter would benefit from having a bigger draw to pull people out of the offices and College at lunch time. Secondary retail e.g. bars/restaurants/sandwich shops to generate more footfall.
- The HSE has 2 to 3 dozen visitors requiring a place to stay each week day. The table felt that there was a demand for a hotel and that this should be pursued
- Adequate parking for visitors and staff was an issue in the commercial quarter
- Suggested that there was a park and ride on a Saturday or a football park and ride from the commercial quarter
- Wardens arguably heavy handed on Sundays. Could parking restrictions be more flexible at certain times of the day?
- Bus and rail links to the City and Liverpool Airport felt to be strong. Bus services generally are frequent and a strong point for Bootle.
- One location providing different functions and offers to support economic activity across the week (day and evening) required. Salford Quays/Lowrey given as an example
- Freight traffic wasn't just down to the port
- Could Bootle TH host more events – similar to St Georges Hall? Museum and Docklands trail discussed.
- The table agreed that the ideas for the canal were the right ones
- That the aim of creating an attractive destination would be an important driver for residents and student population.
- Indoor skate park was suggested (similar to the Wirral?)
- The Merseyside Police estate Strategy is 2 years in – Bootle Police Station on Marsh Lane is proposed to be refurbished. We agreed to keep a watching brief with Paul Bailey as some refurbishment proposals have proved more expensive than a new build. If a new build was proposed alternative sites in the town centre could be considered if available.
- Principle of co-location/new build opportunities to support other types of non-town centre community services supported

### **Session 1 - Retail Quarter 2030**

What views does the table have regarding aspirations for the Retail Quarter;

- Proposals in the strategy for generating a night time economy in and around the Strand are seen as positive.
- Proposals for enhancing the canal and providing new leisure facilities including bars, restaurants were endorsed as being positive.
- Question raised – does Bootle have a night time economy? Shops close down and the Stand closes at 6pm. Other shopping centres continue to trade later.
- Restaurants and bars have the potential to change to perceptions of the Stand shopping centre.
- Will improved access to the canal negatively or positively improve people's perceptions of

security and safety?

- Increased footfall will lead to increased feelings of safety.
- Improvements to the Strand completed thus far are seen to be a positive.
- The Strand Shopping Centre needs to have a more comprehensive shopping offer.
- The shopping offer is poor.
- Previous changes to shops e.g. downgrading of M&S to an outlet store was perceived to negative.
- “As someone who lives outside Bootle I wouldn’t think of visiting Bootle to shop”, the offer is perceived as poor and other shopping areas for example Liverpool 1 is better”.
- The image of the shopping is negative.
- For the centre to be successful it needs to attract people living in neighbouring communities but there is competition.
- Statistics show only 2% of money earned in Bootle stays in Bootle.
- Transport links were believed to be a positive asset but also a potential negative as they facilitate people moving out of the areas to take up offers presented by other shopping areas.
- The redevelopment of Daniel House was believed to be an opportunity to increase footfall but the challenge would be to keep new residents shopping in Bootle.
- Proposals in the strategy show that there is much that can be done to open up the Shopping Centre to create an entertainment area for early evening used. Links to the proposed canoe centre would be improved by this and opportunities for barges mooring could be considered.
- The redevelopment of Burscough Wharf was cited as an example of good canal side regeneration including night time uses and niche shopping.
- We need to look at what other areas and town centres have done and look to replicate them, this might not necessarily be on the same scale, i.e. we can’t expect to attract a large John Lewis store but maybe a smaller store with reduced offer.
- The offer at Aintree Retail Park is good, easily accessible and free parking.
- Bootle can’t compete with Liverpool.
- Bootle needs to offer what local people need which should be convenient and provide good value.
- Stanley Road is an impressive road, and we need to get traffic back using it through the town centre. It could be regenerated to be a boulevard with car parking along its length, appropriate and improved signage to what’s on offer in Bootle.
- Bootle needs to have a High Street.
- Waterfront housing would be aspirational
- Need to create a destination e.g. a new square
- Stanley Road is an asset and it should be exploited, boulevard feel better lighting etc.
- There is a disconnect between the Retail Quarter and the Commercial Quarter.
- The Retail Quarter and the Commercial Quarter need to integrate.

Ask participants what they consider to be other issues not yet captured in the discussion – are there obstacles in the way at present.

- Do local people have the disposable income to spend in entertainment facilities that may be provided?
- We need to understand why people working in Bootle would chose not to stay in the evening.
- Would a large store like Ikea be interested in Bootle? And if so how could we accommodate the car parking?
- If shopping is improved again do local people have disposable income to spend in them?
- How safe is Bootle at Night? If the town is busy people will feel safe.

- Are we doing enough to promote the Strand and shopping offer to staff and students and Hugh Baird and in those working in offices in the Commercial quarter?
- Leisure facilities e.g. playing fields for students, they don't use park as they feel unsafe.
- Disconnect between the poor/working poor of Bootle and the benefits the town has to offer.

Ask participants where they want the topic to be in 5-10 years' time.

- Parking places to stop to shop.
- Flexibility to respond to the opportunities that Liverpool 2 and port expansion may offer.
- We need to be able to provide professional services and accommodation to support port expansion.
- We need to react quickly to the changes port expansion will bring or Bootle will be left behind.

Ask participants to consider three quick wins that can be achieved (ask this at the start)

- Open up Stanley Road
- Improve the environment, plant trees and upgrade street furniture.
- Promote Bootle better.
- Better parking.
- Open up Stanley Road to all traffic.
- Open up the Canal area.
- Improve cycle routes.
- Improved sign posting
- Security – perception of danger so needs improving.
- Strand to “outward face”.
- Let people know what shops are in the Strand.
- Better signage and branding of Bootle.
- Encourage start-ups and social enterprises possibly linked to HE students.
- Stimulate cultural and arts offer.

### **Session 2- Commercial Quarter 2030**

What views does the table have regarding aspirations for the Commercial Quarter (includes Hugh Baird Campus, offices and Bootle Town Hall Complex).

- Bootle Town Hall has previously been used to host entertainment acts in the evening – Jules Holland cited.
- Bootle Town hall could be redeveloped to be more like the Atkinson at Southport. Mixed usage with varied footfall. Heritage proven to attract visitors.
- The old buildings and layout make the existing building at the Town Hall unsuitable to modern office uses.
- The Town Hall Complex needs to be retained for Civic functions.
- Bootle should promote itself as offering cheaper office accommodation than city centre locations.
- The old Bootle Baths could be redeveloped to be a Maritime Centre supporting courses provided by Hugh Baird.
- There is a disconnect between the Commercial Quarter and the Retail Quarter.
- The fact that HSE had signed a long lease was recognised as positive and was something that Bootle should be built upon.
- The Commercial Quarter needs HMRC as a hub.
- We need to attract private sector businesses into the commercial Quarter.
- Social enterprise business models provide an opportunity to expand Bootle's business base.

- A potential expansion into arts and culture could provide an opportunity for new social enterprise businesses.
- There is too much of the wrong type of office space in the commercial Quarter.
- Bootle needs smaller office building providing accommodation of up to 100,000ft<sup>2</sup>. Range 30,000ft<sup>2</sup> up to 100,000ft<sup>2</sup>.
- Accommodation needs to be flexible to be able to adapt to client's needs.
- Do we need a Hotel? Noted that visitors to HSE and HMRC stay in Liverpool because there is no offer in Bootle.
- L20 Restaurant - when chefs of some notoriety are cooking this is a particular draw, at other time there is limited use of the facility.
- The award winning florist and hairdresser at Hugh Baird are not used as much as there is potential for as it is easy to drive through and miss what the college has to offer.
- Hugh Baird would like to have better access and use of South Park by and for students but there are negative perceptions of safety in the park.
- Hugh Baird has potential to build up skill base Bootle needs to provide space for spin off businesses and retain /attract entrepreneurs.

Ask participants what they consider to be other issues not yet captured in the discussion – are there obstacles in the way at present

- Does and or should the Commercial Quarter need a Stakeholder Board?
- What about new housing in Bootle Town Centre.
- New housing needs to offer high quality homes attractive to higher income groups to improve expenditure in Bootle.
- The quality of High schools may be a problematic in attracting new higher income families in to Bootle.
- Perception that Bootle is just for the public sector.
- Bootle has a poor wider offer, shops, schools etc. people want more.
- Need flexible space for start-up companies that can expand as the business expands including arts and creative businesses.

Ask participants where they want the topic to be in 5-10 years' time.

- We need secure jobs available within Bootle – no growth without income.
- Students from Hugh Baird (FE & HE) require job opportunities.
- A Bootle heritage centre/museum to be operating

Ask participants to consider three quick wins that can be achieved (ask this at the start)

- Keep HMRC
- Connect with Port development
- Promote Bootle better.
- Increase availability of start up space.
- Low cost hotel to support conference trade which already exists.
- Improved parking – multi storey?

## **Retail**

What are the aspirations for the retail quarter?

Where do you think we will be in years to come?

- Development at canal side, can't be classified as retail, Strategy mentions leisure.
- Need to differentiate in the strategy. Commercial – wider range of uses, retail and leisure and cultural.
- CIC is a social enterprise based in local school, 118 community stakeholders
- Cultural attracts more retails, leisure, more things to the area.

- Cultural not mentioned in the Strategy. Safe Products have people from all over the world, needs to highlight.
- Neds to have not places to eat to attract people.
- Safe Productions have website 'Destination Bootle', developing canal side eatery, to attract people in.
- Reluctance to take advantage of the canal
- Birmingham canals have been heavily invested in, need to do it here. Industrial opportunity 200 years, need to celebrate it.
- Need to change perception of canal, canal has a reputation, drunks go to hide on it. It should be a major asset. Creative business potential
- The Post Office and Buckingham Bingo back onto the canal but in Litherland where more houses front the canal, it looks better. Make most of it. More people who use the canal the less anti-social behaviour there is.
- The Investment centre is turning the first floor into a Digital Creative centre and hopefully link this in with Safe Productions.
- Not great signage available, especially to car parks. It is hard to actually get to the car parks.
- Lots of office buildings but not a lot of parking. Transport links to Bootle are much better than the Baltic area, better links.
- Buildings are too big for some uses.
- Industrial stock could be better used. Try and use the space available, the industrialised stock may not be fit for purpose now.
- Who would use the café facilities? It is hard to get sufficient footfall into the door, what sort of food, café, the demographic of the area. Difference between day time and night-time may help.
- People want to spend money but there is not thing there.
- Families want high end but not necessarily a pub. Lots of houses close to town centre but nothing for people to do.
- Get the college in. Costa Coffee works well.
- Unless you get gentrification into the town centre, the amount of disposable income isn't that great.
- 40% of children live in poverty in Linacre ward. Huge amount of people who have not enough disposable income to spend that money in Bootle. Basic facts are that to attract more people into the area, to make it more desirable to live, add to the people how have more cash. Are there more jobs in the area? Is the college helping with skills and increasing jobs
- Looking to create a social supermarket. Need more local jobs and things made in the area.
- Local opportunities for local people
- Student population. Daniel House clearly aims at student demographic and with the proximity to the Town Centre – there is an opportunity.
- Backlash against gentrification.
- Bars, restaurants populated by students, graduates, as they grow older they move out. Concentric circles.
- Social enterprise community, business, looking at a positive focus into the area.
- Look at examples of other places, e.g. London, look at employment levels which link to spending power.

#### Quick Win

1. signage, access to let people drive in, need reason to shop in the area
2. Marketing opportunities, raising awareness. Visit Bootle – needs positive message.

3. Not very short terms but a cinema or leisure destination, like Liverpool One but on a smaller scale
4. Capital of Social Enterprise/Social Enterprise Town.
  - What about business rate reductions or pop up shops to attract businesses to the area. The success of a cluster makes more businesses set up and increases competitiveness.
  - Shops at the Strand don't open up onto Stanley Road, having the frontage of the shops on Stanley Road would make it more appealing.

## You Said, We Did

**Question 3** asked 'What would encourage you to visit Bootle more often?' **You listed** a variety of things, around improved retail offer, parking, environment, community activity, leisure facilities/attractions and other.

The Framework agrees with many of these comments. It proposes a stronger destination offer, enhancing the appeal for visitors. New leisure, eating and cultural venues are suggested in and around the Strand, with a particular focus on the canal. This will help drive footfall into the retail quarter of the Town Centre, encouraging people to stay longer and spend more. The document also proposes strengthening the Town Centre as a service hub. This increase in footfall will also encourage existing retailers to expand and encourage new retailers to move into the area. These proposals will create new jobs within the town. Sefton Council are currently in discussion with stakeholders about these proposals.

The Framework also proposes improvements to the environment within the Town Centre. Again there is a focus on the canal, with the creation of new public space in the area around the Stanley Road Bridge. There will be more green space along the core corridor of Stanley Road. Taking the comments from the consultation these green areas need to be carefully designed to ensure that they continue to look good in the long term. They also need to be well maintained and kept clean.

The Framework suggests new parking, both on and off street, within the Commercial Quarter. Within the Retail Quarter the Framework proposes that a limited re-opening of Stanley Road should be considered. This could potentially provide some short-term on-street parking in this area. The Framework also acknowledges the need for better signage in the Town Centre, including for car parks.

**Question 4** asked 'Do you broadly agree with the Strategy for Bootle, as described in the Bootle Town Centre Investment Strategy Consultation document?' 96% of respondents agreed.

**You said** that you wanted to see improvements continued along Stanley Road from Balliol Road to the Liverpool boundary. Although this area will not be addressed as part of the Town Centre Investment Framework, Sefton Council are looking at the potential of re-starting discussions with Liverpool City Council about the way forward for this important South Sefton/North Liverpool corridor.

**You said** 'I do think we need to up our game & provide the infrastructure to attract business & on-going development. However, office blocks are not the only solution; we need to attract new, diverse start-up business. Ideas & initiatives need to be thoroughly supported & promoted, not disregarded & left to struggle.' The Framework agrees, with potential for a more diversified commercial quarter, to meet the requirements for the future needs of business. It also proposes the use of the currently under used buildings within the Town Hall complex for business enterprise

and looking at the development of leisure, restaurants and cultural activity in the retail quarter. These developments will provide new employment opportunities.

**You said** that you would like to see more sports activities within the Town Centre. This is something that has not been specifically mentioned within the draft Framework. The final version of the Framework includes a section on this.

**You said** that you were all for the improvement of the Strand, including leisure as well as retail. Sefton Council are currently in discussion with the Strand Shopping Centre about broadening the offer of the centre.

**Question 5** asked 'How would you improve the vision for Bootle?' **You said** you would like to see the canal used for locals and tourists. The Framework agrees that more use should be made of the canal. Sefton Council is supportive of proposals for Carolina Street being developed by Safe Regeneration and the Canal and River Trust. The Council is also in discussion with the Strand Shopping Centre about the use of the canal side. The Framework also suggests more public space along the canal. All of which will help to promote a more secure environment along this section of the canal, which in turn will promote use.

**You talked** about better signage for the Town Centre and better access for pedestrians, both within and around the Centre. Pedestrian movement around the Town Centre is a key part of the Framework. The Framework will contain more information about this. Signage is also important, and again the Framework will contain further information about this.

**You said** that you don't think Bootle Town Hall should continue as a civic building as it is greatly run down and requires huge investment; you believe it should be sold. As stated in the Framework document feasibility options should be explored to consider a range of uses for the currently under used buildings within the Town Hall complex of buildings, recognising its continued role as both Council accommodation and a civic building.

You said that you wanted to see a greater variation in retail outlets with more well-known names. Although this is not something that the Framework can influence directly Sefton Council is in discussion with the Strand about future developments in this area.

**You said** that there should be more social housing to encourage residents to live here, not everyone can afford a mortgage. The Framework encourages new homes throughout the Town Centre and Sefton Council will work with developers and registered providers to ensure there are a range of property types to meet local need.

**Question 6** asked 'Do you broadly agree with the proposals for the retail quarter?' 90% of those that answered the question on the postal survey agreed with this. The comments for this question are about specific detail, the Framework is a high level view and at this stage the detail is not known.

**Question 7** asked 'Do you like the prospect of more leisure focused in the retail quarter?' 96% of those that answered this question in the postal survey agreed with this. There were specific comments about the type of leisure activities that would be available. The Framework is a high level view and at this stage the detail is not known.

**Question 8** asked 'Should the canal area be improved to encourage more people into the Town Centre?' 93% of those that answered this question in the postal survey agreed with this. **You said** that you would like to see more greenery around the canal and an improved environment;



make better use of the canal for walking and leisure; improve access to the canal near the Strand; have a better range of facilities alongside the canal – suggestions included housing, leisure, cafes and restaurants. Safe Regeneration is working with the Canals and Rivers Trust to develop the area around Carolina Street and have plans for a small hotel, workshops and a community canoe hub. Sefton Council are working with them on these proposals. New leisure, eating and cultural venues are suggested in and around the Strand, with a particular focus on the canal. Improvements to the environment and public realm in this area are also proposed.

Taking the comments from the consultation into account any environmental improvements need to be carefully designed to ensure that they continue to look good in the long term. They also need to be well maintained and kept clean.

**Question 9** asked ‘Do you broadly agree with the proposals for the commercial quarter?’ 92% of those that answered this question in the postal survey agreed with this. 1 person stated that they did not want a multi-storey carpark, 1 person was not sure and 1 person wanted to know more information about it.

**Question 10** asked ‘Bootle Town Hall provides important civic functions, but parts of the complex are underused. What ideas could be considered for the Town Hall that might add to the appeal of the Town Centre?’ The consultation came up with a range of potential uses, many of which were around culture and heritage. These included a museum, an art gallery, concerts, a cinema and a restaurant or café. More community uses were also suggested, as were using the space for private functions. Other suggested uses were a hotel and residential conversion.

As stated in the Framework document feasibility options should be explored to consider a range of uses for the currently under used buildings within the Bootle Town Hall complex, recognising its continued role as both Council accommodation and a civic building.

**Question 11** asked ‘If some improvements could be achieved in the short-term (1-3 years) what would be your top 3 priorities?’ Again the consultation came up with a range of improvements; however those that were raised by a number of people included:

- Cleaner environment/streets
- More/better shops
- Canal improvements
- Leisure facilities
- More places for young people to go
- Improvements to Stanley Road between Balliol Road and the Liverpool boundary

Question 8, above, talks about the Framework proposals for the canal. Question 7, above, talks about the Framework proposals for leisure uses within the Town Centre. An improved leisure offer and more activity on the canal may provide additional activities in the Town Centre for young people, as could future uses for the Town Hall.

Again as previously discussed above (under question 4) although the area between Balliol Road and the Liverpool boundary will not be addressed as part of the Town Centre Investment Framework Sefton Council are looking at the potential of re-starting discussions with Liverpool City Council about the way forward for this important corridor.

The cleanliness of the Town Centre has been brought up on numerous occasions throughout the consultation process, either with regard to specific sites or issues, or more generally across the area. Where specific locations have been mentioned comments have been passed through to cleansing at Sefton Council. More general cleansing relate to a wider Town Centre management

agenda. This agenda needs to be addressed alongside the Framework proposals as improvements in the Town Centre are taken forward.

**Question 12** asked ‘Are there any other priorities for Bootle that you would like to see that we have not included in the Strategy?’

- Just get on with it ASAP
- A proper comprehensive consultation.
- More places for children and families to get together
- Safeguard homes on Litherland Road as extra traffic will come to Town Centre.
- Diverse, long-term employment across all sectors.
- Post office should be in the Centre not outside, bus station should be used more efficiently.
- Park& ride scheme for local employees instead of multi-storey build i.e. parking area in outlying area such as Switch Island. Cheaper bus/rail fares to encourage use of public transport - cheaper at the moment to park rather than use buses! Improve access routes to town centre i.e. Stanley Road/Hawthorne Rd from Liverpool City Centre looks very run-down\uninviting.
- A site for Bootle Football Club within Bootle itself.
- More powers to police/PCSO's to stop anti-social behaviour, e.g. dangerous cycling on pavements. Provision of large-scale employment opportunities -this must still be one of the hardest areas in the country to obtain a job.
- *Bootle museum in the Town Hall.*
- *Sport facilities*

The points in italics have been addressed earlier in the feedback. New employment opportunities could be created in the Town Centre through an improved leisure offer, through the Safe Regeneration proposals for the canal, through the diversification of vacant office buildings into other uses, by improvements in the retail offer, by encouraging new businesses into the Town Centre and by potential other uses for the under used buildings within the complex of buildings that comprise Bootle Town Hall. A Park and Ride scheme for employees of Sefton Council in Hawthorn Road closed due to lack of use.

The production of this document is the first step in the development of Bootle Town Centre, looking towards 2030. At this stage who will carry out these proposals, how they will be achieved and by when has still to be agreed.

#### Other Comments

- There was a mixed response about traffic on Stanley Road, from pedestrianisation through to fully reopening the route to traffic. Further consultation on this issue will be required with Merseytravel, bus companies, local businesses and others before any decision is made.
- There were comments about linking the commercial and retail quarters together better, with talk of ‘super crossings’ at Merton Road, better frontage and more retail along Stanley Road between Balliol Road and the Strand.
- Car-parking should be reviewed holistically across the Town Centre.
- Signage and branding need to be looked at.
- Need to provide opportunity for a night time economy in the Town Centre.
- Bootle should be linked to the Port expansion.
- Office space needs to be more flexible.
- Need to expand Bootle’s business base, with both private and social enterprises and start-ups.
- Low-cost hotel is a good idea.

- Need to include cultural activity in Strategy.
- Student population is important, need to encourage them to spend and stay longer in wider Town Centre.