



Consultation Report:

Crosby Investment Strategy

### **Introduction**

The Council commissioned consultants Broadway Malyan to prepare an Investment strategy for Crosby. Stakeholder and public consultation and engagement are an essential element in the production of any draft strategy. 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 residents, local businesses and the voluntary sector to help us focus on what's important for Crosby going forward. The Investment Strategy 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.

### **Consultation and Engagement**

The aim of the consultation and engagement process was to:

- Inform the development of the Crosby Investment Strategy; and
- Provide a platform for the public and other key stakeholders to shape a future vision for Crosby.

### **Methodology**

Officers brought the consultation proposals to the November 2014 Consultation and Engagement Panel for advice. Following guidance from the Panel the following consultation activity took place:

- A press release was issued inviting people to join a Steering Group and also to sign up for updates on the Crosby Investment Strategy.
- The Steering Group contained public, private and voluntary representation. The role of the Group was to oversee the development of the Investment Strategy and they had direct input into the vision, development options and agreeing material for the public consultation events.
- A two stage public engagement process was undertaken to capture the views and suggestions of residents and the wider Crosby community. Stage 1 public consultation looked at developing the Vision, Objectives and Options for the Strategy. Information collected at this stage of the consultation fed into the first draft Crosby Investment Strategy document. Stage 2 public consultation gathered feedback on the first draft strategy and fed into the second draft Crosby Investment Strategy.
- Member and officer updates were also provided throughout the process and discussions also took place with key stakeholders.
- This second draft then went back out to public consultation. The Crosby Steering Group was closely involved in the wording of this second draft. Comments from this round of consultation then fed into the final draft strategy, where appropriate. It was this final draft document that was presented to Cabinet.

Comments from the Stage 2 Consultation that were directly relevant to the Strategy were fed back to the consultants. They incorporated these comments into the second draft Strategy document. Comments from the Stage 3 Consultation that were directly relevant to the Strategy were fed back to the consultants and then incorporated into the final draft of the Crosby Investment Strategy.

### **Consultation Responses**

## **Phase 1**

The majority of responses to the draft strategy were positive with support for the overarching Vision and the development of the 3 key Regeneration Sites identified (and the response suggested there was an appetite for major redevelopment in order to realise the potential benefits).

- 70% broadly agreed with the Vision and Objectives
- 83% broadly agreed with the Regeneration Opportunity Sites (x 3)
- 76% broadly agreed with the Design Principles
- Regeneration Site 1 (Moor Lane north) – of the scenarios presented, more people supported the comprehensive redevelopment of the whole site.
- Moor Lane improvements – a mixed response was received on whether to keep it pedestrianised or de-pedestrianise. Low level intervention was not as favoured.
- Car Parking – people were supportive of maintaining the number of parking spaces. Respondents were generally in favour of providing deck parking, albeit more were supportive of deck parking on Regeneration Site 1.
- Access and Environment – the majority of respondents supported the potential improvements proposed.

## **Key Themes and Messages**

Key themes and common messages emerging from the consultation process include:

<b>Theme/Message</b>	<b>What does this mean</b>
A vibrant Town	<ul style="list-style-type: none"><li>• Development of derelict plots</li><li>• Improved retail/vacant units to be occupied</li><li>• Encourage national retailers</li><li>• Lower rents / rates to encourage new businesses</li></ul>
Enhanced environment & street scene	<ul style="list-style-type: none"><li>• A clean and tidy Crosby</li><li>• Improvements to shop fronts</li><li>• Improvements to the public realm</li></ul>
Access to and movement around the town	<ul style="list-style-type: none"><li>• Improvements to Pedestrian access</li><li>• Longer free / free / better parking facilities</li></ul>

When asked 'Do you currently visit Crosby village centre or the surrounding local shopping parades?' The most popular responses were:

- Crosby village centre
- College Road
- Coronation Road

When asked 'What is the purpose of your visit to Crosby village centre?' The most popular responses were:

- Food shopping
- Non-food shopping
- Services e.g. bank, estate agent, post office, doctors

When asked 'If you do not currently visit Crosby village centre where do you go and why?' The 3 most popular reasons, the retail offer, environment and community and parking are shown in the table below.



When asked 'What would encourage you to visit Crosby village centre more often?' The most popular responses were:

- Improved retail offer
- Improved environment
- Improved parking

An illustrative masterplan was shown to demonstrate how development could happen (indicative only). Respondents were asked to look at the potential development scenarios for each of the three regeneration sites and asked which were worth looking at in more detail.

- At Regeneration Opportunity Site 1: Moor Lane North a comprehensive re-development scenario was preferred by respondents. A refurbishment scenario was least supported.
- At Regeneration Opportunity Site 2: Islington a comprehensive development scenario was preferred by respondents that would include addressing the frontage of Islington followed by a small food store with upper floor uses addressing Moor Lane.
- At Regeneration Opportunity Site 3: Moor Lane South the refurbishment of Moor Lane South was the preferred scenario.

Respondents were asked which they thought should be considered in more detail from a series of potential public realm, access and environmental improvements.

- 69% of respondents support keeping Moor Lane Pedestrianised with a significant investment in upgrading the public realm.
- 58% of respondents support De-pedestrianising Moor Lane which could allow limited access for vehicles and on-street parking, with a significant investment in upgrading the public realm.

When asked to consider options for car parking in the village centre, there was more support for maintaining if not increasing the number of parking spaces in the centre, particularly on Regeneration Opportunity Site 1 Moor Lane North. Reducing the number of existing parking spaces had an overwhelming lack of support.

When asked 'Which options should be considered for other potential access and environmental improvements?' The 3 most popular responses were:

- providing cycle stands in central areas of the village
- improving pedestrian access at Cooks Road, Coronation Road and Liverpool Road junctions
- improving cycle access to the village centre including new cycle links across the ring road at key junctions

Other suggestions for public realm, parking, access or environmental improvement schemes were:

- More green space wanted

- Clean and tidy Crosby
- Landscape (trees and planting)
- Children’s play area
- Seating to be provided
- Longer free parking
- Free parking introduced
- Vacant units to be occupied

When asked for help for top priorities within the next 1-3 years top answers included:

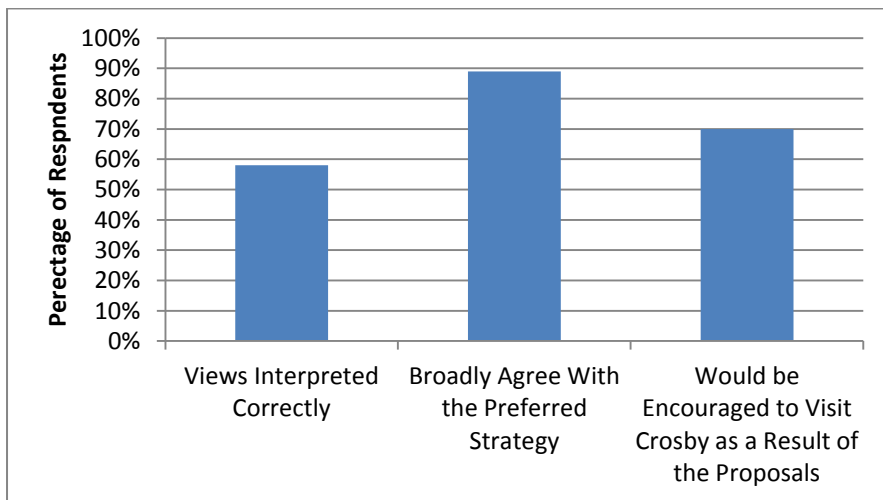
- Clean and tidy
- Develop derelict plots
- Lower rents / rates to encourage new businesses
- De-pedestrianise (reference should however be made to question 9 Responses to Moor Lane Options for Environmental Improvement)
- Longer free / free / better parking facilities

Popular answers when asked for additional comments were:

- Modelling on other Town centres
- Change retail offer
- Crosby currently run down
- Improve environment of area

**Phase 2**

The response to the preferred strategy has been majority positive with 89% broadly agreeing with the preferred strategy, as shown in the table below.



When asked for any other comments the main themes were:

- Town centre offer, businesses and trade
- Environment and public realm
- Transport, access and car parking
- Delivery and timescales

A range of suggestions were made on the graffiti wall, which could be grouped into marketing, events, environment and other.

**Phase 3**

Due to the previous extensive consultations the only question asked in the final round was: *Please record below your comments on the Crosby Investment Strategy. Please be as specific as*

*possible about the section that your comments relate to.*

A range of comments were received about the three sites proposed as suitable for development and more generally about the Town Centre proposals. Overall:

- Generally positive feedback: 7
- Generally negative feedback: 5
- Neither positive or negative: 21

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 content of this report.

### **Contact**

If you have queries about the Crosby Investment Strategy please contact Andrew Hall at Sefton Council on 0151 934 3604.

## Appendix 1 – Consultation Responses

### Phase 1

Consultation took place on the draft proposals for the Crosby Investment Strategy between Saturday 12th July and Tuesday 29th July 2014. Approximately 500 people attended the public exhibition and 239 completed questionnaires were received.

In the following consultation responses those responses repeated less than 3 times have not been recorded.

The majority of responses to the draft strategy were positive with support for the overarching Vision and the development of the 3 key Regeneration Sites identified (and the response suggested there was an appetite for major redevelopment in order to realise the potential benefits).

- 70% broadly agreed with the Vision and Objectives
- 83% broadly agreed with the Regeneration Opportunity Sites (x 3)
- 76% broadly agreed with the Design Principles
- Regeneration Site 1 (Moor Lane north) – of the scenarios presented, more people supported the comprehensive redevelopment of the whole site.
- Moor Lane improvements – a mixed response was received on whether to keep it pedestrianised or de-pedestrianise. Low level intervention was not as favoured.
- Car Parking – people were supportive of maintaining the number of parking spaces. Respondents were generally in favour of providing deck parking, albeit more were supportive of deck parking on Regeneration Site 1.
- Access and Environment – the majority of respondents supported the potential improvements
- proposed.

Priorities – top answers:

- 1) Clean and tidy
- 2) Develop derelict plots
- 3) Lower rents / rates to encourage new businesses
- 4) De-pedestrianise (reference should however be made to question 9 Responses to Moor Lane Options for Environmental Improvement)
- 5) Longer free / free / better parking facilities
- 6) Vacant units to be occupied
- 7) Improve shop fronts
- 8) Encourage national retailers
- 9) Seating to be provided
- 10) Remove boarding

Feedback from the questionnaires was as follows (those responses repeated less than 3 times have not been recorded):

#### **1) Do you currently visit Crosby village centre or the surrounding local shopping parades?**

Of the responses received, the most frequently visited shopping area is Crosby village centre with 205 respondents visiting at least once per week and only 17 respondents visiting monthly (total 222). College Road is the next most visited area with 132 respondents visiting at least weekly and 31 visiting monthly. Not many respondents visit Coronation Road daily but many (145) make visits at least weekly or monthly. There is a relatively even spread of visits to Cooks Road with 129 visits at least monthly, many of which are on a weekly basis. Endbutts Lane/Liverpool Road is the least visited (105) with the majority of those making weekly or monthly visits.

## 2) What is the purpose of your visit to Crosby village centre?

When asked, what is the purpose of your visit to Crosby village centre, the responses were as follows:

- Food shopping is the most stated reason – 185 respondents use the village centre for this purpose at least once per week, many of which visit daily or 2-3 times per week.
- Other stated reasons for visiting the centre on a frequent basis (at least weekly) include:
- Non-food shopping (131), and;
- Services e.g. bank, estate agent, post office, doctors (116) (and 47 stated monthly).
- Respondents stated that they visit for the following reasons on a weekly or monthly basis:
- Eating and drinking e.g. restaurants, bars, cafes (97), albeit 60 stated that they do not visit very often/never ;
- Community activity e.g. markets, events, social clubs (66), albeit 91 stated that they do not visit very often/never

Respondents stated that they were not likely to visit very often / never for:

- Leisure facilities e.g. gym/health (115), and Work (115).

## 3) If you do not currently visit Crosby village centre where do you go and why?

When respondents were asked where they visit other than Crosby village centre, the most frequent response was Formby (33 respondents), followed by Liverpool (13) and College Road (9).

Matters relating to parking are clearly a reason why some people state that they chose to visit other centres. However, the number, choice, variety and quality of shops (whether referring to multi-nationals or independents) are also, more frequently, given as a reason for going to other centres. The reasons can be categorised as follows:

### The retail offer –

- Increased variety of shops (18)
- Dining out (9)
- Independent stores available (7)
- Better quality shops (5)
- Better value shops (4)

### Parking –

- Better / free parking available (21)

### Environment & community –

- A pleasant environment (18)
- The sense of community (3)
- A more vibrant atmosphere (3)

## 4) What would encourage you to visit Crosby village centre more often?

When asked what would encourage respondents to visit Crosby village centre the responses in the table below were given. The most frequent responses can be categorised below. By far the most frequent response referred to improving the retail offer.

### An improved retail offer –

358 suggestions were made that were about improving the retail offer.

- Increased variety of shops (98)
- Better quality shops (56)
- Improved quality of restaurants / bars / bistros (45)
- More independent retailers (39)
- Better / bigger / alternative food store (s) (22)
- More café's / restaurants (22)
- Marks and Spencer (18)



- Clothes shops (17)
- Specialist food shops (artisan bakers, butcher, etc.) (15)
- Fast food outlets wanted (7)
- Shoe shops (6)
- A family friendly pub (6)
- Gift shop (4)
- Waitrose (3)

#### **An improved environment –**

178 suggestions were made that were about improving the environment.

- An improved environment (57)
- Crosby to be clean and tidy (45)
- More green space (12)
- Seating (11)
- Children's play area (10)
- Improved shop fronts (9)
- De-pedestrianise village (8)
- Improved landscaping (trees and planting) (8)
- Model Crosby on Formby (8)
- Make Crosby more inviting (4)
- Outside areas for socialising (3)
- Public Art (3)

#### **Improved parking –**

75 suggestions were made that were about parking.

- Free parking / longer free parking (55)
- Improved parking facilities (15)
- Cheaper parking (5)

#### **Community activity –**

41 suggestions were made that were about activities and an improved sense of community.

- Community events (15)
- Markets (farmers, etc.) (19)
- A more vibrant atmosphere (7)

#### **Transport**

11 suggestions were made that were about transport and highways.

- Improved public transport (4)
- Mend potholes / road surfaces (4)
- Less cyclists in pedestrian areas (3)

#### **Other suggestions –**

117 suggestions were made that were about addressing issues or reducing certain types of offer.

- A reduction in charity shops (30)
- Vacant units to be occupied (21)
- Improved parking facilities (15)
- Less pubs / bars (15)
- Less drunk people / anti-social behaviour (11)
- Development of derelict plots (9)
- Crosby is currently run down (7)
- Less betting shops (5)
- Better facilities (4)

### **5) Do you broadly agree with the Vision and Objectives?**

When asked if they broadly agree with the vision and objectives for Crosby, 135 respondents (70%) stated yes, 12 respondents stated no (6%) and the remaining 46 respondents stated that they were not sure (24%).

#### **How could the Vision or Objectives be improved?**

- Independent shops encouraged
- Vision needs to be bolder
- Improved landscaping (trees/planting, more green space)
- New business should be supported
- Development of derelict plots
- Shorter timescale for improvements
- Community centre required
- Low business rents / rates offered
- Minimise national chains / large stores
- Anti-social behaviour tackled
- 3 food stores unnecessary for Crosby
- De-pedestrianisation not wanted
- The plan needs to be more 'family friendly'
- Car parking issues to be resolved
- De-pedestrianisation welcomed
- Model Crosby on Formby

#### **6) Do you broadly agree with the Regeneration Opportunity Sites proposed?**

Three key 'regeneration opportunity sites' have been identified which could be the focus for development/ regeneration/improvement in the village centre, when asked if they broadly agree 139 (83%) of respondents stated yes, 7 respondents stated no (4%) and the remaining 22 respondents stated that they are not sure (13%).

#### **If not, why?**

- Clean and tidy the village centre
- Include retail on Cooks Road
- Retain a village character
- Develop derelict plots
- 

#### **7) Do you broadly agree with the draft Design Principles?**

A series of broad Design Principles have been established to provide guidance for new development in the village centre. Any future proposals would be required to respond to these principles. When asked if they broadly agree with the design principles 125 (76%) of respondents stated yes, 12 respondents stated no (7%) and the remaining 28 respondents stated that they are not sure (17%).

#### **How could the Design Principles be improved?**

- De-pedestrianisation not required
- A two deck car park is not welcomed
- Clean and tidy the village centre
- Improvements to be made to shop fronts
- De-pedestrianisation required

**8) An illustrative masterplan was shown to demonstrate how development could happen (indicative only). Respondents were asked to look at the potential development scenarios for each of the three regeneration sites and asked which are worth looking at in more detail?**

#### **Regeneration Opportunity Site 1: Moor Lane North**

A comprehensive re-development scenario was preferred by respondents. A refurbishment scenario was least supported.

### **Development Scenario 1: Medium size food store and deck parking**

- Enough food stores available
- Two deck parking not wanted
- Marks and Spencer
- Two deck parking wanted
- Competition for Sainsbury's welcomed
- High quality food store required
- A larger variety of retail wanted
- Waitrose
- Large food store would attract other retailers

### **3Development Scenario 2: Retail units, deck parking and surface parking**

- Extra parking welcomed
- A larger variety of retail wanted(non-food)
- Enough food stores available

### **Development Scenario 3: Refurbishment of Telegraph House**

- Option doesn't provide enough change
- Demolish Telegraph House
- Redevelop Telegraph House

### **Regeneration Opportunity Site 2: Islington**

A comprehensive development scenario was preferred by respondents that would include addressing the frontage of Islington (56%), even though this type of development was stated as being more difficult to deliver in the current market. A small food store with upper floor uses addressing Moor Lane was supported by 43%. The least certainty was expressed in response to scenario 3 which would provide a medium sized food store (35%), even though it was stated that this type of development would be more viable to deliver.

#### **Development Scenario 1: Islington retail frontage with potential for small food store**

Enough food stores available

Vacant units should be filled

Creates an active frontage

#### **Development Scenario 2: Small food store with upper floor uses and surface parking**

- Enough food stores available
- Hotel welcomed
- Development of Central Buildings site welcomed

#### **Development Scenario 3: Medium food store with surface and/or deck parking**

- Proposed supermarket too large

### **Regeneration Opportunity Site 3: Moor Lane South**

The refurbishment of Moor Lane South was the preferred scenario for Site 3 with 68% support, (this would potentially be based on wider regeneration encouraging investment in this area). A comprehensive development which could include a medium size food store was the least supported development scenario (29%). 44% of respondents support development along the By-Pass and a refurbishment of existing buildings, even if this would entail a loss of parking and is unlikely to be deliverable in the foreseeable future.

#### **Development Scenario 1: Development fronting By-Pass (on the Cooksland car park)**

- Food store not required in every area
- Outward facing design welcomed

#### **Development Scenario 2: Comprehensive development with a medium size food store**

- Reduced parking not welcomed
- Enough food stores available

#### **Development Scenario 3: Refurbishment of existing**

Area needs to be outward facing

Option not very exciting  
Relocate bus stops  
Improve existing area  
Improvement made to shop fronts

**9) A series of potential public realm, access and environmental improvements are being considered. Respondents were asked which they thought should be considered in more detail?**

When asked to consider options for improvements to Moor Lane, there is more support for two of the potential options presented. The results are summarised below.

- 69% of respondents support keeping Moor Lane Pedestrianised with a significant investment in upgrading the public realm.
- 58% of respondents support De-pedestrianising Moor Lane which could allow limited access for vehicles and on-street parking, with a significant investment in upgrading the public realm.
- It is worth noting that 37% do not support option 3 De-pedestrianisation, compared to the 16% that do not support option 2 Pedestrianisation.

Clearly there is a desire to see the quality of the environment along Moor Lane improved, albeit perhaps it is not yet clear on the best strategy. Options 2 and 3 would require further consideration. There is less support for option 1 Refurbishment of Moor Lane. However, improving the quality of the environment is a top answer /suggestion to many of the other questions asked during this consultation. The balance of short and longer term investments therefore needs to be carefully considered.

**Comments**

When asked to comment on options for improvements to Moor Lane the following responses were received.

**Option 1: Low Level Intervention – keeps pedestrianised but refurbish**

- Retain pedestrianised area
- Not enough change

**Option 2: Medium Level intervention – keep pedestrianised but with significant upgrade**

- Retain pedestrianised area
- Community spaces would be welcomed
- Moor Lane is run down and requires improvement
- Needs to be kept clean

**Option 3: High Level intervention – de-pedestrianise with limited vehicle access and significant public realm upgrade**

- De-pedestrianise area
- Low speed limits introduced
- Retain pedestrianised area
- Approve of option
- Install one-way system

**10) To deliver development in Crosby Village centre will require a review and reorganisation of car parking and the development of some existing car parks. Respondents were asked, of the options being considered below which they thought should be considered in more detail?**

When asked to consider options for car parking in the village centre, there is more support for maintaining if not increasing the number of parking spaces in the centre, particularly on Regeneration Opportunity Site 1 Moor Lane North. Reducing the number of existing parking space has an overwhelming lack of support. Maintaining or increasing parking will clearly be a

challenge if existing car park sites are developed.

The results are summarised below.

- 52% of respondents stated that the number of parking spaces should be maintained.
- 58% of respondents agreed with providing 1 or 2 levels of parking on Regeneration Opportunity Site 1 (Moor Lane North).
- 46% of respondents agreed with providing 1 or 2 levels of parking on Regeneration Opportunity Site 2 (Islington).
- 90% of respondents do not agree with reducing the number of parking spaces.
- 47% of respondents stated that they consider a need for a review of parking management (which could include for example a pay on exit scheme). 27% are however not sure.

**i) Maintain the number of parking spaces**

- Already enough parking spaces in Crosby
- More parking spaces for Crosby required

**ii) Increase the number of parking spaces by introducing 1 or 2 levels of deck parking on Regeneration Site 1 (Moor Lane North – the Allengate car park)**

- Two deck parking, if the structure is attractive
- Already enough parking spaces in Crosby
- Two deck car park not wanted
- Approve of suggestion
- More spaces will be required if Crosby is transformed
- More parking spaces for Crosby required

**iii) Increase the number of parking spaces by introducing 1 or 2 levels of deck car park on Regeneration Site 2 (Islington - The Green car park)**

- Two deck car park not wanted
- More spaces will be required if Crosby is transformed
- Approve of suggestion
- Already enough parking spaces in Crosby

**iv) Reduce the number of parking spaces**

- No repeated comments were received.

**v) A review of parking management including a pay on exit scheme**

- More affordable car parking needed
- Agree with pay on exit scheme
- Longer free parking period
- Longer visits should be encouraged
- Free parking introduced

**11) Respondents were asked which options should be considered for other potential access and environmental improvements?**

When asked to consider potential access and environmental improvements there is majority support for considering each of the options further. The results are summarised below.

- 57% of respondents agree with the relocation of the bus stops to Richmond Road and/or the By-Pass, albeit this was the lowest percentage of support out of all potential improvements;
- 69% of respondents agree with changing the highways arrangements and/or removing the roundabouts at Cooks Road and Coronation Road;
- 82% of respondents agree with improving pedestrian access at Cooks Road, Coronation Road and Liverpool Road junctions;
- 87% of respondents agree with providing cycle stands in central areas of the village;
- 82% of respondents agree with improving cycle access to the village centre including new cycle links across the ring road at key junctions.

**i) Relocation of the bus stops to Richmond Road and/or the 'By-Pass' A565 to create a better gateway at Islington**

- No repeated comments received

**ii) Changing the highways arrangement and/or removing the roundabouts at Cooks Road and Coronation Road to create more space for other highways improvements**

- Remove double roundabout
- Cooks Road does not require improvements
- Double roundabout is dangerous
- Double roundabout causes congestion
- Coronation Road needs improvements

**ii) Improved pedestrian access and provide new crossings at the Cooks Road, Coronation Road and Liverpool Road junctions**

- Pedestrian access needs improving
- Make safer

**iv) Provision of cycle stands in central areas of the village**

- Encourages cycling
- Makes greener
- Reduces congestion
- Approves of suggestion

**v) Improved cycle access to the village centre including new cycle links across the ring road at key junctions**

- No cycling to be allowed in pedestrian areas

**12) Do you have any other suggestions for public realm, parking, access or environmental improvement schemes?**

- More green space wanted
- Clean and tidy Crosby
- Landscape (trees and planting)
- Children's play area
- Seating to be provided
- Longer free parking
- Free parking introduced
- Vacant units to be occupied

**13) Please help us Prioritise some Actions. If there were something we could achieve in the short term what would be your Top Priorities be i.e. within the next 1-3 years?**

The responses received are summarised below. The top answers include:

- 1) Clean and tidy
- 2) Develop derelict plots
- 3) Lower rents / rates to encourage new businesses
- 4) De-pedestrianise (reference should however be made to question 9 Responses to Moor Lane Options for Environmental Improvement)
- 5) Longer free / free / better parking facilities
- 6) Vacant units to be occupied
- 7) Improve shop fronts
- 8) Encourage national retailers
- 9) Seating to be provided
- 10) Remove boarding

All comments:

- Crosby needs to be cleaned and tidied
- Reduce amount of pubs bars
- Develop derelict plots
- Support new businesses
- Lower rents / rates to encourage new businesses

- Market (farmers)
- De-pedestrianise
- Smarten up Crown Building
- Longer free / free parking
- Major landowners to take action
- Vacant units to be occupied
- Events
- Improve shop fronts
- Pop up shops introduced
- Encourage national retailers
- Shopkeepers to tidy outside areas
- Seating to be provided
- Better quality restaurants
- Remove boarding
- Shorter timescales for improvements
- Better parking facilities
- Improve Moor Lane environment
- Better quality shops
- Fast food outlets required
- Less charity shops
- Family friendly areas wanted
- Outward facing shops

#### **14) Do you have any other comments?**

- Crosby currently run down
- Retain village character
- Model Crosby on Formby
- Encourage national retailers
- Sainsbury's / Maghull to take responsibility for areas of decline
- Reduced anti-social behaviour
- Lower rents / rates to encourage new business
- Specialist food shops wanted
- Encourage independent shops
- More family friendly
- Agree with project objectives
- Less charity shops
- Vacant units to be occupied
- Model on Ormskirk
- Engage with local people
- Longer free parking
- Better quality restaurants
- Market (farmers)
- Better quality shops
- Reduce amount of pubs / bars
- Model on Birkdale

#### **RESPONDENTS**

##### **Numbers**

Resident	215
Visitor	8
Business / Business Owner	10

Other 7

### **Age Groups**

Under 16	5
16-24	2
25-34	34
35-44	47
45-54	41
55-64	58
65-74	30
75 and over	17

## How Consultation Responses from Phase 1 informed Phase 2

Around 500 people visited the exhibition in July 2014 and there were 240 completed feedback forms. Overall the response has been very positive and has helped to inform how the Crosby Investment Strategy has developed.

### **How have we responded?...**

- **You said a comprehensive approach of the redevelopment of Moor Lane North and Islington sites was preferred** – we have therefore considered how to best bring about positive improvements to the village centre by enabling these sites to be delivered in the short to medium term.
- You said a refurbishment approach to the Moor Lane South site was preferred.
- You helped to identify what your top priorities were for the next 1 – 3 years

Based on your feedback we have developed a preferred strategy to help deliver these improvements, which was illustrated on the phase 2 exhibition boards.

### **Moor Lane North Site**

Based on your feedback, we have considered in more detail a comprehensive approach for the re-development of Moor Lane North.

This site is identified as the most important regeneration site in the village centre and the Council's first priority in the short-medium term. It is considered to be a catalyst for regeneration due to its location, its capacity to provide the type of accommodation needed, and to provide car parking and environmental improvements to Moor Lane. By prioritising this site it would help to promote wider investment in other areas and sites, such as Islington.

### **Islington Site**

Based on your feedback, we have considered in more detail a comprehensive approach for the development of the Islington site.

There are various options for the scheme's design which could be considered. Any scheme would need to provide appropriate uses (see below) and respond to the design principles established. It is expected that this site would be a more attractive development proposition once the Moor Lane North site is brought forward. It is therefore likely to be a medium term project.

## Phase 2



The second stage of public engagement took place on the final draft proposals for the Crosby Investment Strategy between Saturday 27th September and Sunday 12th October 2014. 64 completed questionnaires were received.

Stage 2 public engagement followed a similar format to stage 1 and included:

- A staffed exhibition on Moor Lane held on Saturday 27th September and Thursday 2<sup>nd</sup> October 2014.
- Information could be viewed on Sefton Council's website [www.sefton.gov.uk/crosby](http://www.sefton.gov.uk/crosby).
- The public engagement period was advertised online, in the local papers, a banner and posters were displayed in the village centre and a leaflet was emailed (via the steering group) to local groups and schools.
- An email was sent to the people who provided their details during the stage 1 public engagement inviting them to the stage 2 event.
- All of the material was available to view and download online and/or at the exhibition, including:
  - Stage 2 Exhibition boards
  - Feedback form
  - Stage 1 Draft Proposal
  - Stage 1 Public Engagement Results
  - Frequently asked questions
  - Community Involvement Strategy
- The Stage 2 Feedback Forms could be completed online or paper copies could be submitted

Around 320 people attended the public exhibition over 2 days and 64 completed questionnaires were received. The response to the preferred strategy has been majority positive with 89% broadly agreeing with the preferred strategy.

- 58% agree that their views have been interpreted correctly from the stage 1 public engagement
- 89% broadly agree with the preferred strategy
- 70% would be encouraged visit Crosby more often as a result of the proposals

Comments provided by respondents are included in this report and are grouped by theme, which broadly comprise:

- Town centre offer, businesses and trade
- Environment and public realm
- Transport, access and car parking
- Development and sites
- Delivery and timescales

Other comments

- A range of comments were made and discussions had with people attending the exhibition. Overall the response is encouraging as most people would like to see the village centre change for the better and are supportive of the preferred strategy as a means of achieving improvements. Discussions with people attending the exhibition were generally around: options for improvements to Moor Lane; car parking improvements; attracting the right type and quality of occupiers; supporting small businesses; how development would be delivered, when and by who including the Council's and Sainsbury's role.

### **1) Have we interpreted your views correctly, if not where and why?**

The Draft Proposals were consulted on in July 2014. The feedback received was summarised in the report and at the stage 2 exhibition. The feedback we received informed the development of a

preferred strategy. When asked 23 respondents (58%) stated that they felt their views from the previous round of consultation had been interpreted correctly.

Comments were received from 20 respondents and are included below. They have been summarised under a number of themed headings.

Town centre offer, businesses and trade:

- A diverse range of shops required, services and attraction for children e.g. soft play
- Concerns regarding 'run down image' of the village centre
- Crosby recognised as an affluent area though - Lark Lane and the pioneer on End Butt Lane could be investigated, representing successful case studies
- first foremost attract business in the village with lower rents and rates.
- Need to think bigger and better.

Delivery and timescales:

- Would like more certainty on proposals in respect to timescales.
- Some things but need some short term work done to encourage the public to come back and view.
- Important that the Council are proactive in discussing the Strategy and delivery with Maghull Holdings and Sainsbury's.

Transport, access and car parking:

- Parking barriers to enable visitors to leave on exit would encourage people to stay and browse in village. Still offer free 1/2 hour.
- Multi storey on North Moor Lane – concern about location in respect to residential property
- Suggestion to re-introduce traffic not supported, for safety, amenity and impact on access for pedestrians
- Bypass not suitable for bus stops.
- No bus stops on the bypass - not suitable Richmond Road could be a better option.

Other comments:

- Not sure if the incorporation of greening the village centre has been fully appreciated.
- Resident in the village would like to see an 11pm bar not 2am or 3am on holidays, noise from bars rubbish, bottle being emptied are a problem.
- Still find it difficult to completely understand it. I probably need just need one big board which is tabulated with bullet points to comprehend it better.
- The message seems to be getting through that Crosby requires a radical rethink. It is currently a dead town which many local visitors never visit. I have made a special trip to attend the exhibition and the town centre is more tired / depressing than ever.
- Four respondents stated that they were not able to provide feedback in July 2014.

## **2) Do you broadly agree with the Preferred Strategy?**

When respondents were asked if they broadly agree with the preferred strategy for Crosby, 49 respondents stated yes (89%).

Comments were received from 28 respondents and are included below. They have been grouped by theme.

Town centre offer, businesses and trade:

- Would prefer less bars, but the scheme sounds promising.
- Aim to achieve a choice of quality shops and bars that will attract visitors

- A comment broadly agreeing but would wish to see a variety of shops including larger retailers - having pleasant environment is not enough.
- Desire to know which types of shops will be attracted to this area.
- Formby given as an example of a successful village centre that could be followed.

#### Transport, access and car parking:

- A comment supporting more parking is good, but more free parking, for longer and better.
- A comment requesting a review of car parking fees needed to encourage longer stays. For example 20p for 40mins , £ 1 for 2hrs
- A comment asking for a free parking pilot to understand its effect
- A comment on whether disabled parking and number of parking spaces has been considered?
- A Comment supporting a road back through Moor Lane
- Several more comments opposing traffic re-introduction
- Car parks should not dominate the village.
- Several comments that adequate parking already exists or that parking shouldn't dominate
- Access from car parks to streets should be made easier and access for taxis when dropping off or picking up - designated areas
- Improve traffic lights at Liverpool rd., Moor la junction to increase flow of traffic e.g. heading north from the by-pass have inside lane on green at same time as traffic heading south is green and improve queuing area by crown building to stop jams at roundabout on Coronation rd.

#### Development and sites:

- Sainsbury's have responded in writing which records that they are; supportive of investment in Crosby. They have a long-term interest as a retailer and wish to continue to be a part of the development of the review of car parking (short term review of parking facilities (Sefton Council) with medium/longer term changes linked to development opportunities) proposed in the strategy. They are keen to find solutions to parking that make the centre more efficient and attractive to visitors.

#### Other Comments (development):

- Concern about timeline and that there may be slow progress
- Comments for comprehensive redevelopment on the whole of the site.
- Due to impact of vacant Maghull site on amenity, suggestion is that it should be developed at the same time.
- A strategy for Crown Buildings which is an eyesore.

#### Delivery and timescales:

- Comment querying whether developers engaged in delivering the strategy, where funding will come and role of the Council in respect to any co-operation required from Maghull Developments and Sainsbury's to co-operate.
- Comment on market demand for the proposed new buildings.
- Other comments:
- Multi storey car parks not made clear how many floors - have seen (2-3) (2-4) storeys for same area. What will be the parking regime for Moor Lane car park
- Make sure there is adequate space to host markets, festivals and other community gatherings.
- Do it right the first time.
- Any improvements will be better than the current situation.

### **3) Would the proposals encourage you to visit Crosby more often?**

When respondents were asked if the proposals would encourage them to visit Crosby more often, 39 stated that they would (70%)

Comments were received from 20 respondents and are included below. They have been grouped by theme. Some people who responded „no“ or „not sure“, stated in their comments that they already visit Crosby village centre regularly.

Town centre offer, businesses and trade:

- Would need to be more varied shops and services generally and as a result of development
- A comment about fast food shop and concern about litter and food waste- particularly at night.
- A comment about requirement for a better cleaning regime for village in general – bins emptied regularly and pavements swept/washed
- It needs to meet the needs of young families.

Other comments:

- Any improvement welcomed.
- A comment as to whether Sainsbury's would agree to agree to another food outlet?
- Captive audience.

Already visit Crosby regularly:

- In answer to this question there were around 8 comments that respondents use the village already.

In addition;

- it would make the time a lot more pleasant.
- I already visit Crosby 5-6 days a week for shopping and leisure (gym) and always try to use local businesses.

#### **4) Do you have any other comments?**

When asked if respondents had any further comments, 39 people responded. The responses are provided below and are grouped by theme.

Town centre offer, businesses and trade:

- A key message is that consultees want to see progress made
- Need to attract occupiers into the units that are suitable and sustainable.
- Comment about needing stores such as M & S, Waitrose Next and the village would be booming.
- Will enough be done to encourage new businesses? i.e. competitive rates etc.
- Consultation is an excellent idea but too much focus on improving environment and not enough on attracting traders.
- More restaurants (as opposed to bars) would be an improvement.

Environment and public realm:

- The village needs a general clean-up for example lamp posts and empty shops
- Comments about wanting to achieve a pleasant shopping area without cyclists, buskers and goods spread out on pavementsx3
- A small children's play area and more green space would be attractive and family friendly.
- Request that the Council on areas it is already responsible for (e.g. lighting, car park, environment)
- Make Moor Lane green. Make food and drink outlets, pubs etc. with seating on the street
- very attractive - continental style, defined space not just people drinking and smoking on the street.

- Definitely good to co-ordinate events with marketing variety, relevance all under one umbrella.

#### Transport, access and car parking:

- If, part of the village (Moor lane) were to be re-opened, one way, then might we consider restricted access only to "low carbon emission" vehicles and public transport. As part of an overall modern, low energy strategy low emission vehicles (similar to those regulated for central London congestion) be extended to taxi service vehicles too. Hybrid and plug in taxis. Also, electric car charge bays in village to facilitate these vehicles and attract visitors.

#### Parking fees should be kept down (and not everyone has a smartphone)

- What can be done to connect crossroads community cafe / St Luke's church more easily to the village – are there plans for a pedestrian crossing (or such). Don't think opening up Moor Lane to traffic is a good idea as drivers will use this to avoid the by-pass – more thought needed on this.
- I think parking strategies should include plans for free parking (fee returned by shops in exchange for a minimum spend) I think lots of people shop in Formby (Tesco) due to free parking. Crosby misses out!
- Some more specific explanation of your plans for bus stops would be welcome. I feel that when the time comes they will need very careful consideration. Also I do not want any depedestrianisation.
- I don't think opening Moor Lane to traffic will achieve any greater footfall. It would reduce the events possibilities
- I prefer to keep it pedestrianised
- do not allow cars in centre. make safer for walking and cycles.

#### Delivery and timescales:

- Changes seem to be too far into the future, plans seem to be based on possibilities.
- Comments re-emphasising when change will begin and that it needs to happen sooner rather than later
- We need to implement improvements quickly as well as working on longer term strategies. E.g. clean up.
- Unsure about potential for private investment.

#### Other comments:

- Businesses are suffering improve security.

Suggestions that were made on the graffiti wall are included below. Themes which emerged from the stage 1 consultation process and from the steering group included: Marketing; Events; Environment; Other.

## **MARKETING**

### **How should we market Crosby?**

- Market along the lines of Bold St: St John's Road, an eclectic mix of facilities and resources
- Look at Lark Lane as a model
- Iron men lamp posters
- Indoor market Mon/Wed/ Fri or Sat
- "Award winning fish/chip diner – take-away" .... "The Good Catch" ranked 1st in Merseyside and Manchester – opening here in Crosby Village!
- Traditional. British fare of top quality
- Could flag up on IRON MAN website for visitors (where travelled?) to come and eat = footfall

- Crosby – a Fairtrade town (?) USP (working group already up: “Fairtrade Crosby” website)
- “Village in the Town” signage from the bypass
- (Zero) Carbon (Free) Crosby
- More decent shops
- Do something with the empty house
- Better smaller shops

## EVENTS

### What do you think?

- Calendar of events co-ordinated by a single body
- Pie festival (Satterthwaits to organise!)
- Beer festival
- Fast food festival
- Arts & Crafts + Fairtrade
- One late night opening for professionals like me who when arrive home – shops shut!
- Refresh music festival
- Xmas festival / market
- Crosby ½ marathon / tri-athlon
- Iron Man 10 year? Celebration
- Child focussed events – e.g. toy fairs / large model trains / model car racing / Punch & Judy festival
- Farmers market
- Antique / craft / art market
- More independent shops i.e. clothes / shoes speciality bakers

## ENVIRONMENT

- Flowers back on Moor Lane roundabout
- Small children’s play area
  - agree
  - attracts young families AND pensioners (“grey ££”) who like to watch them play....
- Significant green spaces
- Food for free beds and planters
- How about a small aviary / pet enclosure (no idea how it would work) as temporary attraction?
- Paint lamp stands (look grubby!)
- De-clutter – can CCTV and lampstands be put in one unit post (currently too many posts!)
- Pleasant seating area
- Less late night bars and reduce outdoor bar seating in village area!
- Shared space approach on periphery to reduce barriers around centre
- Shuttle bus / cart / bike (electric) from station
- Free bikes between station and centre (i.e. ½ hour free as in Pool)
- All new development to have renewable energy inc. „exemplar sites“
- Zero waste Crosby

### How can we improve the environment of Crosby village?

- Preserve architectural features!!
- Tree maintenance to make shop signage visible
- Improve green spaces near seating
- Keep bins looking clean and smart (painted and rust free) and empty after events
- Move more seating and planting into area being left for pedestrians now to give resting areas for shoppers

- One way traffic (20mph and bumps) to keep a buzz going with ½ parking for free (just pop into the centre!)
- The Crosby village! needs to move into 21st Century:- open it up; planting areas; seating etc.; maybe introduce traffic; but not through Moor Lane. Give people an incentive to invest!
- PROJECT – improve the image from the bypass – landscaping Southport-bound bus stop – AGREE
- Project image of the village on the bypass

## OTHER

- There is enough business ready to set up if rates were not as much
- Stop cyclists riding in village and on pavements, someone already been knocked down by Sainsbury's by young man riding too fast
- Connect to Cross roads community centre i.e. crossing or such like
- Retailer who clutter pavements with goods only make area untidy
- Definitely stop cyclists riding through the village, very dangerous for pedestrians as they ride at speed
- Just reduce the business rates
- Stop local shops selling silly string at end of term! As the village always looks a total mess
- Improve security make people feel safer
- Keep pedestrian area – have signed listing shops / facility such as at entrance to shopping estates so passing travellers know what is there
- Stop people feeding pigeons – particularly in Islington Car Park it happens every morning
- Shop owners keep fronts clean and tidy

## What immediate improvements should happen?

- Crosby is a good family area and buzzing around 3pm when children are going home – do something with this opportunity.
- Clean the pavements of chewing gum
- When is something being done with vacant space where central buildings used to be – looks like prison camp
- Look for novel pilot schemes to add interest and mark willingness to change (such as the hire bikes when new)
- Use yellow box on roundabout at top of Coronation Road to stop traffic backing up so badly
- Embrace technology - park using "the App" 20p = 2 hours – All camera recognition – nudge to mob when time is expiring
- Car parking – free parking for 2 hours
- School art / environment competition
- Better Police visibility
- Tidy shop front competition
- Heritage trail – links to Little Crosby / Beach / Waterloo
- Remove barriers and railings to be more welcoming. ACCESS must be simplified (scrap multi mini roundabout mess)
- Should never have been allowed to happen. Fix it. Quickly.
- Flowers and benches
- If parking charges go (or go to nominal amounts) advertise this to passing traffic on by-pass, they might stop to shop here
- Occupy vacant shops where possible

## Type of respondent

Resident	49
Visitor	0
Business / Business Owner	2

Other	2
Age group	
Under 16	1
16-24	0
25-34	5
35-44	6
45-54	4
55-64	19
65-74	11
75 and over	8

### How Consultation Responses from Phase 2 informed Phase 3

Around 320 people attended the public exhibition over 2 days and 64 completed questionnaires were received. The response to the preferred strategy has been majority positive with 89% broadly agreeing with the preferred strategy.

- 58% agree that their views have been interpreted correctly from the stage 1 public engagement
- 70% would be encouraged visit Crosby more often as a result of the proposals

The Crosby Steering Group and the consultants worked together to amend the Investment Strategy based on relevant comments from the phase 2 consultation.

Many of the comments relate to Town Centre management type issues, e.g. parking. A wider Town Centre management agenda needs to be addressed alongside the Strategy proposals as improvements in the Town Centre are taken forward. Comments that were specific to each of the proposed development sites will be picked up as and when development proposals are taken forward.

### **Phase 3**

The Crosby Steering Group was closely involved in the wording of the final Draft of the Crosby Investment Strategy prior to consultation, which finished on 9<sup>th</sup> August 2015. This final consultation was publicised in the local press and on the Sefton website. Questionnaires could either be completed through econsult or hard copies were available at Crosby Library.

Due to the previous extensive consultations the only question asked in the final round was: *Please record below your comments on the Crosby Investment Strategy. Please be as specific as possible about the section that your comments relate to.*

There were 77 responses, of which 33 provided comments. A range of comments were received about the three sites proposed as suitable for development and more generally about the Town Centre proposals. Whilst these are to be welcomed many of the points made will be addressed through the planning process, should a development proposal be brought forward.

For example the following comments were made about the multi-storey carpark:

- 4 responses were in favour of a multi-storey carpark
- 8 responses did not want a multi-storey carpark
- At least 3 level multi-storey required to allow repurposing of other carparks
- Any wall built round carpark should be brick, wood looks tatty over time and need maintenance. Iron railings look cheap and will be full of rubbish
- Proposed parking changes and improved bus access could potentially make Village more vibrant



- Improve existing carparks

Generally positive feedback: 7  
 Generally negative feedback: 5  
 Neither positive nor negative: 21

## Specific Comments

### Site 1

- Agree with all suggestions
- Unclear if development will involve demolition of buildings on Moor Lane, which I'd object to. More southerly ones have nice distinctive Deco cream tiles, match those on other side and Cremona corner, should be preserved (even as frontage)
- Agree with proposals and priority
- Doubt a medium food store stands much chance against Sainsbury's
- Don't want new food store
- Need another supermarket
- Don't need more supermarkets
- New medium sized food store unnecessary

### Site 2

- Want residential use
- With removal of Cooks Road roundabout we lose greenspace in middle of Crosby, needs offsetting with more planting in pedestrianised area and entry points
- Doubt medium food store stands much chance against Sainsbury's
- Don't agree with removal of Cooks Road roundabout

### Site 3

- Keep for retail/leisure/bars restaurants
- Don't remove garden space
- Only needs a bit of tidying and new shops by Crown Buildings
- Proposal adversely affects public 'square'
- Leave public toilets
- Remove recycling yard
- Plant trees + shrubs along Moor Lane South/By-pass carpark
- Need to keep toilets
- Need to keep Rotary-funded area

## Pedestrianisation

Remove 3  
 Keep 19  
 Not sure 2

## Parking

- Multi-storey carpark yes: 4
- Multi-storey carpark no: 8
- At least 3 level multi-storey required to allow repurposing of other carparks
- Simple cheap (preferably free) parking
- Longer parking times required
- Parking is currently adequate but feels punitive
- Need removal of time limits on parking
- Pay parking has been a disaster, need free parking
- Need to extend free parking time
- Lengthen free time at carpark
- Pay on foot good idea

- Suggest 1 hour free
- Manage parking better
- Pay on exit for carparks

### **Transport**

- Cycle path through Village is positive
- Don't move bus stops
- Do move bus stops
- Good to encourage cyclists
- Proposed bus stops much less convenient
- Encourage pedestrians and cyclists
- Moor Lane should be buses and taxis only
- At pedestrian connection points road should be raised as both calming and crossing point

### **General Comments**

#### **Retail & Other Uses**

- More shops, bars + restaurants required, including national chains
- High quality food store required
- Not convinced more retail units needed, protection of greenspace should be priority
- Need more big brand shops, less pound shops
- Too many charity shops and shops selling cheap tack
- Sainsbury's: more consideration given to company business plans than to people of Crosby
- Who will take small convenience store
- Need good quality shops
- College Road is a great example of the way Crosby people want to shop
- Needs a good cross-section of shops
- Looking for more upmarket shops/restaurants/bars
- Instant positive driver for scheme is M&S
- Would prefer outlets or anchor stores aimed at more affluent market
- Shoppers now prefer out of town supermarkets
- Village has very good small shops
- Increase diversity of shops in Village

#### **Other**

- Any wall built round carpark should be brick, wood looks tatty over time and needs maintenance. Iron railings look cheap and will be full of rubbish
- Moor Lane roundabout needs fancying up
- Exterior of Village not inviting
- Nothing to invite people in to shop or relax or keep them there
- Need to be greenspace in and outside Village
- Proposed parking changes and improved bus access could potentially make Village more vibrant
- Crosby needs to look like Hoylake or Didsbury
- More reasons to be there needed
- Some effort to harmonise/standardise look of Village
- Need replacement/renovation of existing ugly buildings
- Changes should try to keep buildings that are useful, attractive and functional
- Pedestrian area needs upgrading
- Maghull Holdings need to be publically challenged on land/lack of investment
- Need some greenery and small garden areas
- The whole Village will be incarcerated by carparks
- Glaze Moor Lane from The George to the Post Office to make a mall

- Improve existing car parks
- More greenery in car parks and Village
- Fencing round the waste collection area

Gender of respondents:

Male	10
Female	21

Age of respondents:

16-17	0	60-69	8
18-29	2	70-79	6
30-39	1	80-84	1
40-49	6	85+	0
50-59	6		

### **How Consultation responses from Phase 3 informed the final Framework Document**

None of the comments received as part of the phase 3 consultation process directly affected the wording of the final draft of the document.

As in the phase 2 consultation many of the comments relate to Town Centre management type issues, e.g. parking. A wider Town Centre management agenda needs to be addressed alongside the Strategy proposals as improvements in the Town Centre are taken forward. Comments that were specific to each of the proposed development sites will be picked up as and when development proposals are taken forward.