



SEFTON PARADES CENTRE STUDY - 2011

The health check analysis by WYG has focused on an assessment of the performance of the key 94 parade centres in Sefton. A comprehensive and detailed evidence base has been produced by WYG, with site visits conducted of each of the centres. This information has been supplemented by the floorspace data which was provided by Sefton Council. A summary of each of the parades is detailed in the following section. **Table 1** provides a summary of the key retail and service facilities in each of the centres, with further details of the specific centre outlined in the following section.

Table 1: Summary of the facilities in the parade centres (August 2011)

No.	Parade Centre	Centre	ATM	Convenience Store*	Pharmacy	Post Office	% National Operators**	% Vacancies
1	Sandbrook Road	Ainsdale	X	✓	X	X	0%	25%
2	Station Road	Ainsdale	X	X	✓	X	0%	50%
3	Altway	Aintree	✓	✓	✓	✓	50%	17%
4	Upper Aughton Road	Birkdale	X	✓	✓	X	10%	13%
5	Eastbourne Road	Birkdale	X	X	X	X	0%	29%
6	Liverpool Road	Birkdale	X	✓	X	X	3%	6%
7	Grantham Road/Guildford Road	Birkdale	X	✓	X	✓	20%	0%
8	Heathfield Road (North)	Birkdale	X	X	X	X	0%	100%
9	Heathfield Road (South)	Birkdale	✓	✓	X	X	0%	14%
10	Hillside Road	Birkdale	X	X	✓	X	0%	0%
11	Aintree Road	Bootle	X	✓	✓	X	17%	8%
12	Marsh Lane (West)	Bootle	X	X	X	X	0%	56%
13	Marsh Lane (East)	Bootle	X	X	X	X	0%	60%
14	Orrell Road	Bootle	✓	✓	X	✓	13%	6%
15	Harris Drive	Bootle	X	X	X	X	0%	0%

Source: Site Visit - August 2011

* Nb. 'Convenience store' refers to units offering a range of food goods, ** Nb. Excluding vacant units



Table 1 (Continued): Summary of the facilities in the parade centres (August 2011)

No.	Parade Centre	Centre	ATM	Convenience Store*	Pharmacy	Post Office	% National Operators**	% Vacancies
16	Hawthorne Road (1)	Bootle	X	X	X	X	0%	0%
17	Hawthorne Road (2)	Bootle	X	X	X	X	0%	67%
18	Hawthorne Road (3)	Bootle	✓	X	X	X	25%	34%
19	Hawthorne Road (4)	Bootle	X	✓	X	X	7%	55%
20	Irlam Road	Bootle	X	X	X	X	14%	0%
21	Knowsley Road	Bootle	✓	✓	✓	✓	15%	25%
22	Linacre Lane	Bootle	X	✓	X	X	11%	0%
23	Litherland Road	Bootle	X	✓	✓	X	14%	36%
24	Stanley Road (1)	Bootle	X	X	✓	X	20%	17%
25	Stanley Road (2)	Bootle	X	✓	X	✓	13%	34%
26	Stanley Road (3)	Bootle	✓	✓	X	X	0%	0%
27	The Crescent	Bootle	X	✓	✓	X	25%	11%
28	Stanley Road/Linacre Road	Bootle	✓	✓	✓	✓	5%	37%
29	Cooks Road	Crosby	X	X	X	X	25%	20%
30	Bridge Road	Crosby	✓	✓	✓	X	3%	16%
31	Brompton Avenue	Crosby	✓	✓	✓	✓	6%	6%
32	Brownmoor Lane	Crosby	X	✓	X	X	22%	0%
33	Coronation Road	Crosby	X	✓	X	X	0%	8%
34	Liverpool Road/Endbutt Lane	Crosby	✓	✓	X	X	0%	23%
35	Myers Road East	Crosby	X	✓	✓	X	0%	0%
36	Ford Lane	Litherland	✓	X	X	✓	20%	29%

Source: Site Visit - August 2011

* Nb. 'Convenience store' refers to units offering a range of food goods, ** Nb. Excluding vacant units



Table 1 (Continued): Summary of the facilities in the parade centres (August 2011)

No.	Parade Centre	Centre	ATM	Convenience Store*	Pharmacy	Post Office	% National Operators**	% Vacancies
37	Church Road (1)	Formby	X	✓	X	X	5%	5%
38	Church Road (2)	Formby	X	X	X	X	0%	0%
39	Liverpool Road	Formby	✓	X	X	✓	40%	0%
40	Victoria Road	Formby	X	X	X	X	0%	0%
41	Duke Street	Formby	X	X	X	X	0%	10%
42	Harington Road	Formby	✓	✓	✓	X	25%	11%
43	Redgate	Formby	X	✓	X	X	0%	0%
44	Queens Road	Formby	X	✓	X	X	25%	0%
45	Bridge Road	Litherland	X	X	✓	X	0%	40%
46	Church Road	Litherland	X	X	X	X	0%	0%
47	Kirkstone Road North	Litherland	X	✓	✓	X	8%	20%
48	Sefton Road (1)	Litherland	✓	✓	✓	X	24%	19%
49	Ennerdale Drive	Litherland	X	X	X	X	17%	0%
50	Pendle View	Litherland	X	✓	X	X	0%	25%
51	Sefton Road (2)	Litherland	✓	✓	✓	X	100%	0%
52	Sonning Avenue	Litherland	X	✓	X	X	0%	0%
53	Liverpool Road	Lydiate	X	✓	✓	X	13%	11%
54	Moss Lane	Lydiate	X	✓	X	X	20%	0%
55	Liverpool Road North	Maghull	X	✓	✓	X	8%	20%
56	Liverpool Road South (1)	Maghull	X	X	X	X	0%	18%
57	Liverpool Road South (2)	Maghull	✓	✓	✓	X	28%	10%
58	Moorhey Road	Maghull	X	✓	X	X	0%	20%

Source: Site Visit - August 2011, * Nb. 'Convenience store' refers to units offering a range of food goods, ** Nb. Excluding vacant units



Table 1 (Continued): Summary of the facilities in the parade centres (August 2011)

No.	Parade Centre	Centre	ATM	Convenience Store*	Pharmacy	Post Office	% National Operators**	% Vacancies
59	Northway	Maghull	X	✓	X	X	25%	0%
60	Deyes Lane	Maghull	✓	✓	X	✓	31%	0%
61	Dover Road	Maghull	X	X	X	✓	8%	0%
62	Tree View Court	Maghull	X	✓	✓	X	14%	18%
63	Waddicar Lane (1)	Melling	X	X	✓	X	50%	0%
64	Waddicar Lane (2)	Melling	X	X	X	X	0%	20%
65	Carr Meadow Hey	Netherton	X	X	X	X	0%	50%
66	Copy Lane	Netherton	X	✓	X	X	0%	25%
67	Homestead Avenue	Netherton	X	X	X	X	0%	67%
68	Park Lane (1)	Netherton	X	✓	X	X	0%	0%
69	Park Lane (2)	Netherton	✓	✓	X	✓	50%	0%
70	Park Lane (3)	Netherton	X	X	X	X	0%	33%
71	Randall Drive	Netherton	X	✓	✓	X	50%	0%
72	Rawson Road	Seaforth	X	✓	X	X	40%	17%
73	Seaforth Road	Seaforth	X	✓	X	X	0%	20%
74	Ash Street	Southport	X	X	X	X	0%	25%
75	Hart Street	Southport	X	X	X	X	0%	50%
76	Bispham Road	Southport	✓	✓	✓	✓	13%	3%
77	Bold Street	Southport	X	X	X	X	0%	9%
78	Bridge Grove	Southport	X	X	X	X	0%	0%
79	Cable Street	Southport	X	X	X	X	0%	8%
80	Hoghton Street	Southport	X	X	✓	X	17%	4%

Source: Site Visit - August 2011

* Nb. 'Convenience store' refers to units offering a range of food goods, ** Nb. Excluding vacant units



Table 1 (Continued): Summary of the facilities in the parade centres (August 2011)

No.	Parade Centre	Centre	ATM	Convenience Store*	Pharmacy	Post Office	% National Operators**	% Vacancies
81	Churchill Avenue	Southport	X	X	X	X	0%	17%
82	Portland Street/King Street	Southport	X	X	X	X	6%	20%
83	Manchester Road	Southport	X	X	X	X	8%	0%
84	Hesketh Drive	Southport	X	✓	X	✓	13%	0%
85	High Park Place	Southport	X	✓	✓	X	10%	0%
86	Ovington Drive	Southport	X	✓	X	✓	33%	0%
87	Queens Road	Southport	✓	✓	✓	X	25%	0%
88	Rufford Road	Southport	X	✓	✓	✓	8%	0%
89	Sussex Road	Southport	X	X	X	X	20%	29%
90	The Crescent	Thornton	✓	✓	✓	✓	44%	0%
91	Crosby Road North	Waterloo	X	X	X	X	0%	17%
92	Oxford Road	Wateroo	X	X	X	X	0%	50%
93	Ashley Road	Southport	X	X	X	X	0%	33%
94	Dale Acre Drive	Netherton	✓	X	X	X	0%	67%

Source: Site Visit - August 2011 & May 2012

* Nb. 'Convenience store' refers to units offering a range of food goods, ** Nb. Excluding vacant units

Shopping Parade Number 1: Sandbrook Road, Ainsdale

Status: The parade was not identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004).

Centre Overview: Sandbrook Road parade is located to the south of Ainsdale local centre and comprises only four units, namely: Samyo Mini Market (Convenience), Short Stop Tyres (Comparison), Fu Long Take Away (Leisure Service) and a vacant store. The retail stores adjoin several residential units on Sandbrook Way. The site visit identified that there was very little pedestrian activity, with no ATM facilities located in the parade. There is small area of on-street car parking spaces in front of the units.

Representation from National Retailers: There are no national operators within the Sandbrook Road parade.

Table 2: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Sandbrook Road	UK*	Sq m	Sandbrook Road	UK*
Convenience	1	25.0%	8.4%	95	29.1%	14.3%
Comparison	1	25.0%	33.4%	99	30.2%	37.0%
Retail Service	0	0.0%	13.2%	0	0.0%	7.0%
Leisure Service	1	25.0%	21.8%	100	30.5%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	1	25.0%	11.9%	33	10.1%	9.8%
Total	4	100%	100%	327	100%	100%

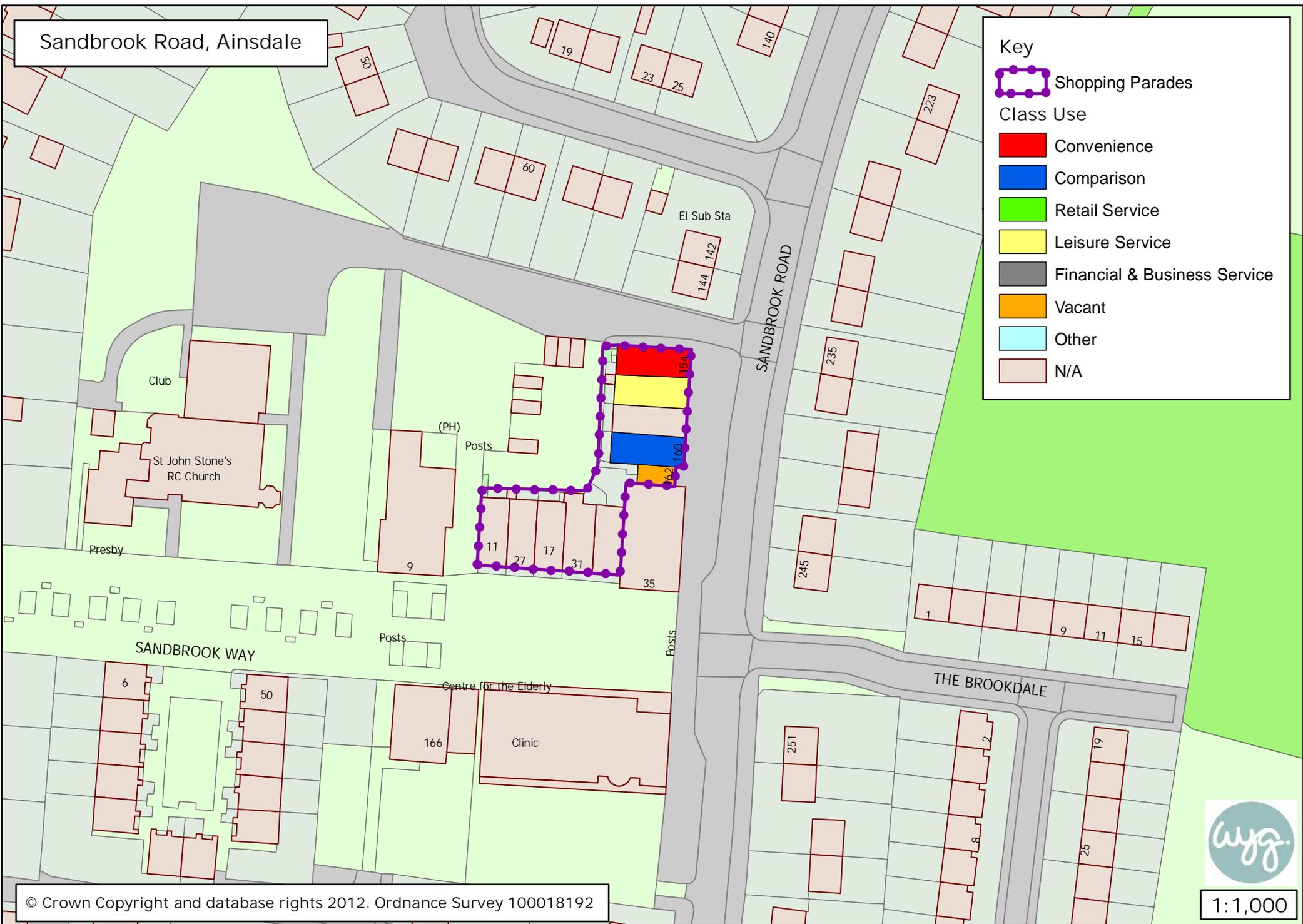
Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Sandbrook Road, Ainsdale

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 2: Station Road, Ainsdale

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Ainsdale district centre.

Centre Overview: The Station Road parade is located directly to the south of Ainsdale district centre, opposite Sherwood House and Ainsdale Medical Centre. There are only two units in operation within the parade, namely Heyes Opticians (Retail Service) and Fishlocks Chemist (Comparison). Unit 19-19a previously operated as Howards of Ainsdale Glazing/Electrical Supplies, though this unit is now vacant. There are no ATM facilities located in the parade. There is an area of off-street car parking space to the front of the Sherwood House units in Ainsdale district centre.

Representation from National Retailers: There are no national operators within the Station Road parade.

Table 3: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Station Road	UK*	Sq m	Station Road	UK*
Convenience	0	0.0%	8.4%	0	0.0%	14.3%
Comparison	1	25.0%	33.4%	77	27.1%	37.0%
Retail Service	1	25.0%	13.2%	65	22.9%	7.0%
Leisure Service	0	0.0%	21.8%	0	0.0%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	2	50.0%	11.9%	142	50.0%	9.8%
Total	4	100%	100%	284	100%	100%

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Station Road, Ainsdale

Key

 Shopping Parades

Class Use

 Convenience

 Comparison

 Retail Service

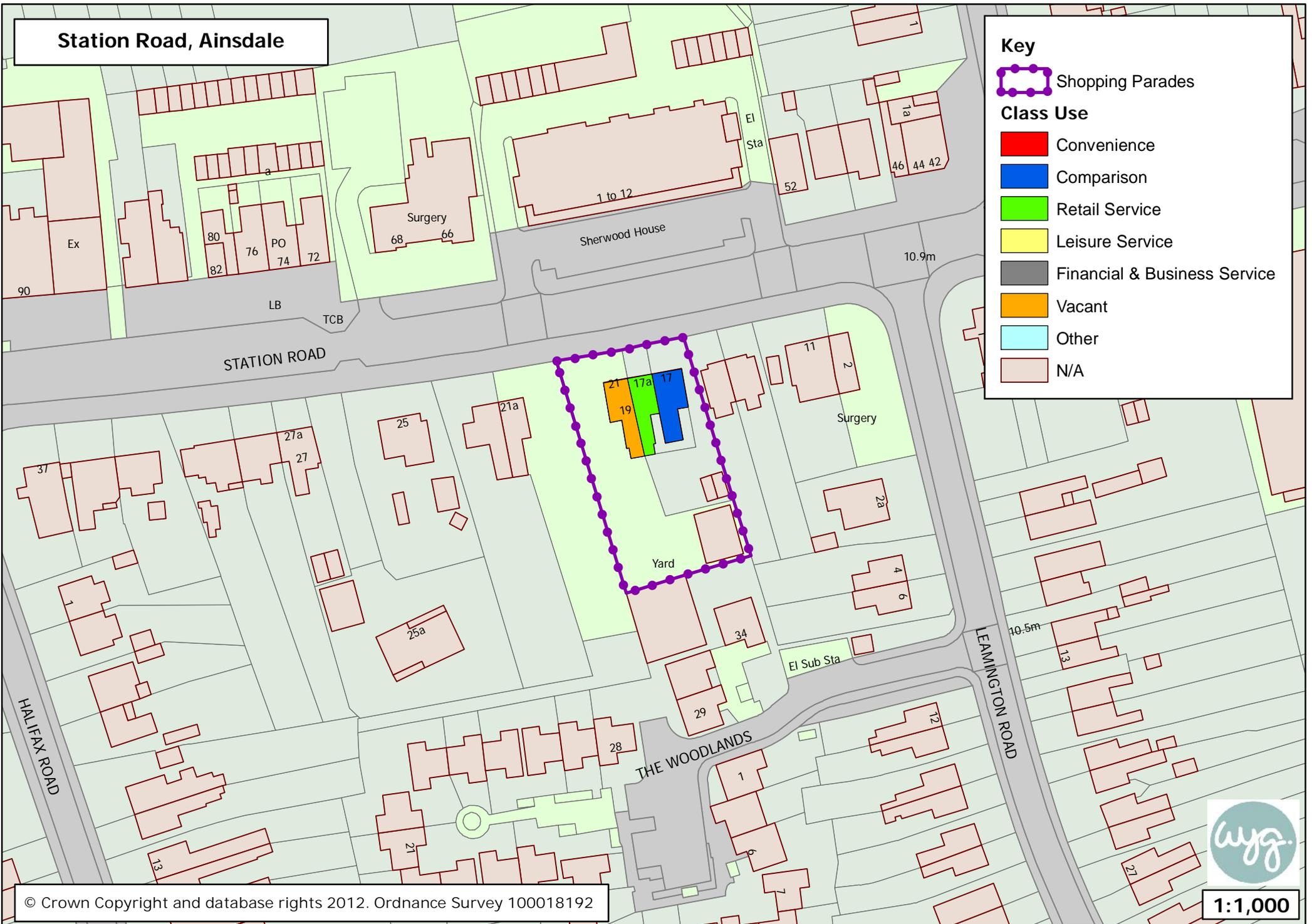
 Leisure Service

 Financial & Business Service

 Vacant

 Other

 N/A



Shopping Parade Number 3: Altway, Aintree

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre BP22 – Altway parade.

Centre Overview: The Altway parade is located approximately 0.8km to the east of Old Roan district centre and accommodates 13 units. There is a good provision of retail and service units within the centre, in addition to an ATM machine at the Martins convenience store. A small parking area is located in front of the retail units and it appeared almost full on the day of the site visit. Aintree Chiropody Clinic is also located in the centre.

Representation from National Retailers: There are five national operators within the Altway parade, namely: Martins CTN (and Post Office), William Hill, Bargain Booze and Sayers bakers.

Table 4: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Altway	UK*	Sq m	Altway	UK*
Convenience	4	33.3%	8.4%	571	41.3%	14.3%
Comparison	1	8.3%	33.4%	110	8.0%	37.0%
Retail Service	2	16.7%	13.2%	178	12.9%	7.0%
Leisure Service	2	16.7%	21.8%	228	16.5%	22.8%
Financial & Business Service	1	8.3%	10.9%	112	8.1%	8.4%
Vacant	2	16.7%	11.9%	182	13.2%	9.8%
Total	12	100%	100%	1,381	100%	100%

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Altway, Aintree

Key

 Shopping Parades

Class Use

 Convenience

 Comparison

 Retail Service

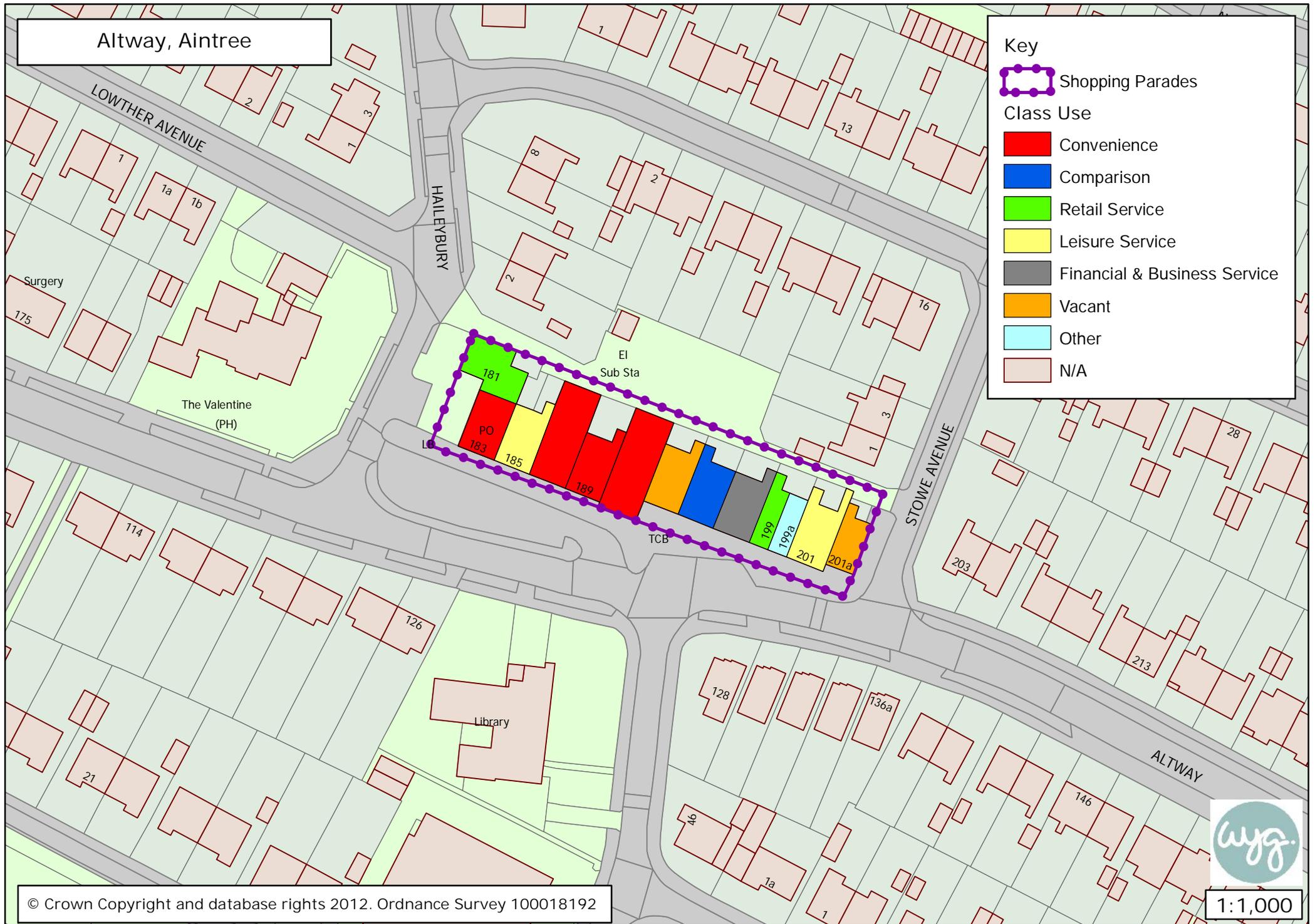
 Leisure Service

 Financial & Business Service

 Vacant

 Other

 N/A



Shopping Parade Number 4: Upper Aughton Road, Birkdale

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as Centre SP03 – Upper Aughton Road parade.

Centre Overview: Upper Aughton Road is a linear centre located halfway between the district centres of Birkdale and Shakespeare Street. There are a high proportion of financial & business service units (5) and offices (8), with a limited provision of convenience and comparison goods operators. Birkdale Carpets is the largest store, with the small-scale nature of the majority of the units reflecting the strong level of independent traders operating within the parade. There are no ATM facilities located in the parade. There is limited on-street car parking in front of the units.

Representation from National Retailers: There are two national operators within the Upper Aughton Road parade: Rowlands Pharmacy and Bet Fred.

Table 5: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Upper Aughton Road	UK*	Sq m	Upper Aughton Road	UK*
Convenience	1	4.3%	8.4%	61	3.1%	14.3%
Comparison	6	26.1%	33.4%	574	29.5%	37.0%
Retail Service	4	17.4%	13.2%	492	25.3%	7.0%
Leisure Service	4	17.4%	21.8%	268	13.8%	22.8%
Financial & Business Service	5	21.7%	10.9%	332	17.1%	8.4%
Vacant	3	13.0%	11.9%	217	11.2%	9.8%
Total	23	100%	100%	1,945	100%	100%

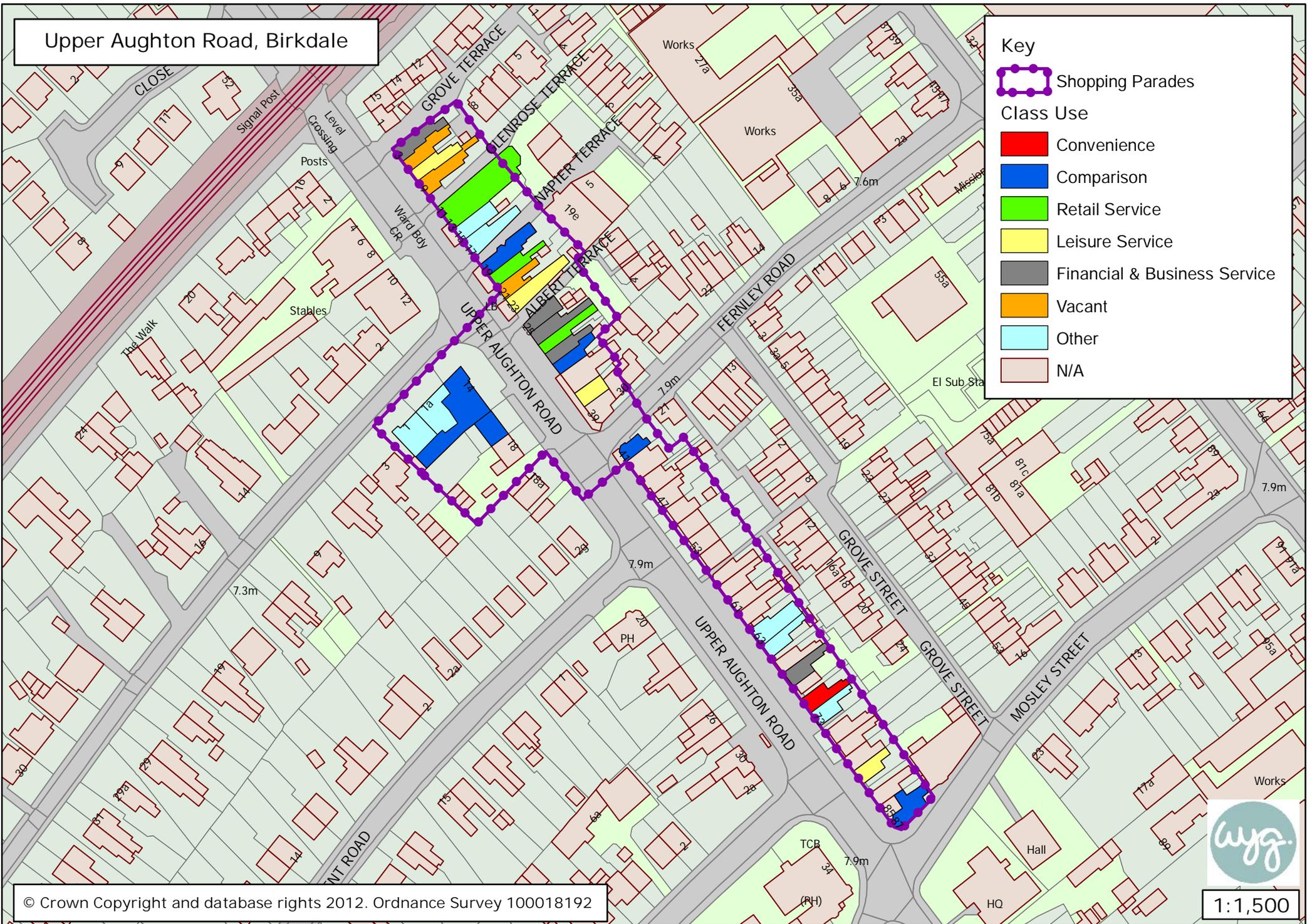
Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Upper Aughton Road, Birkdale

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 5: Eastbourne Road, Birkdale

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as Centre SP12 – Eastbourne Road parade.

Centre Overview: The parade is located approximately 0.6 km to the south-east of Birkdale District Centre, with the retail units located along Eastbourne Road (A5267) and at the junction of Bury Road. There is a high level of retail service units (including four health and beauty retailers) within the parade. The site visit identified that off-street parking was available to the front of the retail units and on the pavements, with pedestrian flows noted as being low.

Representation from National Retailers: There are no national operators within the Eastbourne Road parade.

Table 6: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Eastbourne Road	UK*	Sq m	Eastbourne Road	UK*
Convenience	0	0.0%	8.4%	0	0.0%	14.3%
Comparison	0	0.0%	33.4%	0	0.0%	37.0%
Retail Service	7	50.0%	13.2%	521	51.3%	7.0%
Leisure Service	2	14.3%	21.8%	140	13.7%	22.8%
Financial & Business Service	1	7.1%	10.9%	76	7.5%	8.4%
Vacant	4	28.6%	11.9%	280	27.5%	9.8%
Total	14	100%	100%	1,016	100%	100%

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Eastbourne Road, Birkdale

Key

- Shopping Parades
- Class Use**
- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other
- N/A



Shopping Parade Number 6: Liverpool Road, Birkdale

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as Centre SP01 – Liverpool Road.

Centre Overview: The linear parade runs on both sides of Liverpool Road (A5267) and is approximately 1.4 km to the south of Birkdale district centre. The majority of the retail units are concentrated at the junction of Clifford Road, with additional units also located beyond the residential properties, at the junction of Langdale Gardens and Halsall Road to the south. There is a good provision of convenience and comparison retailers in the centre for local residents, with Tesco Express and Spar units also located immediately adjacent to the Parade. The centre contains several furniture and electrical goods operators, a butcher, baker, four take away units, six health and beauty retailers and two offices. Although there are no ATM machines within the centre boundary, both the Tesco Express and Spar units outside of the centre have these facilities.

Representation from National Retailers: There is one national operator within the Liverpool Road parade, namely a Bargain Booze unit.

Table 7: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Liverpool Rd	UK*	Sq m	Liverpool Rd	UK*
Convenience	4	12.1%	8.4%	308	10.9%	14.3%
Comparison	12	36.4%	33.4%	1,071	37.9%	37.0%
Retail Service	9	27.3%	13.2%	828	29.3%	7.0%
Leisure Service	5	15.2%	21.8%	340	12.0%	22.8%
Financial & Business Service	1	3.0%	10.9%	67	2.4%	8.4%
Vacant	2	6.1%	11.9%	213	7.5%	9.8%
Total	33	100%	100%	2,826	100%	100%

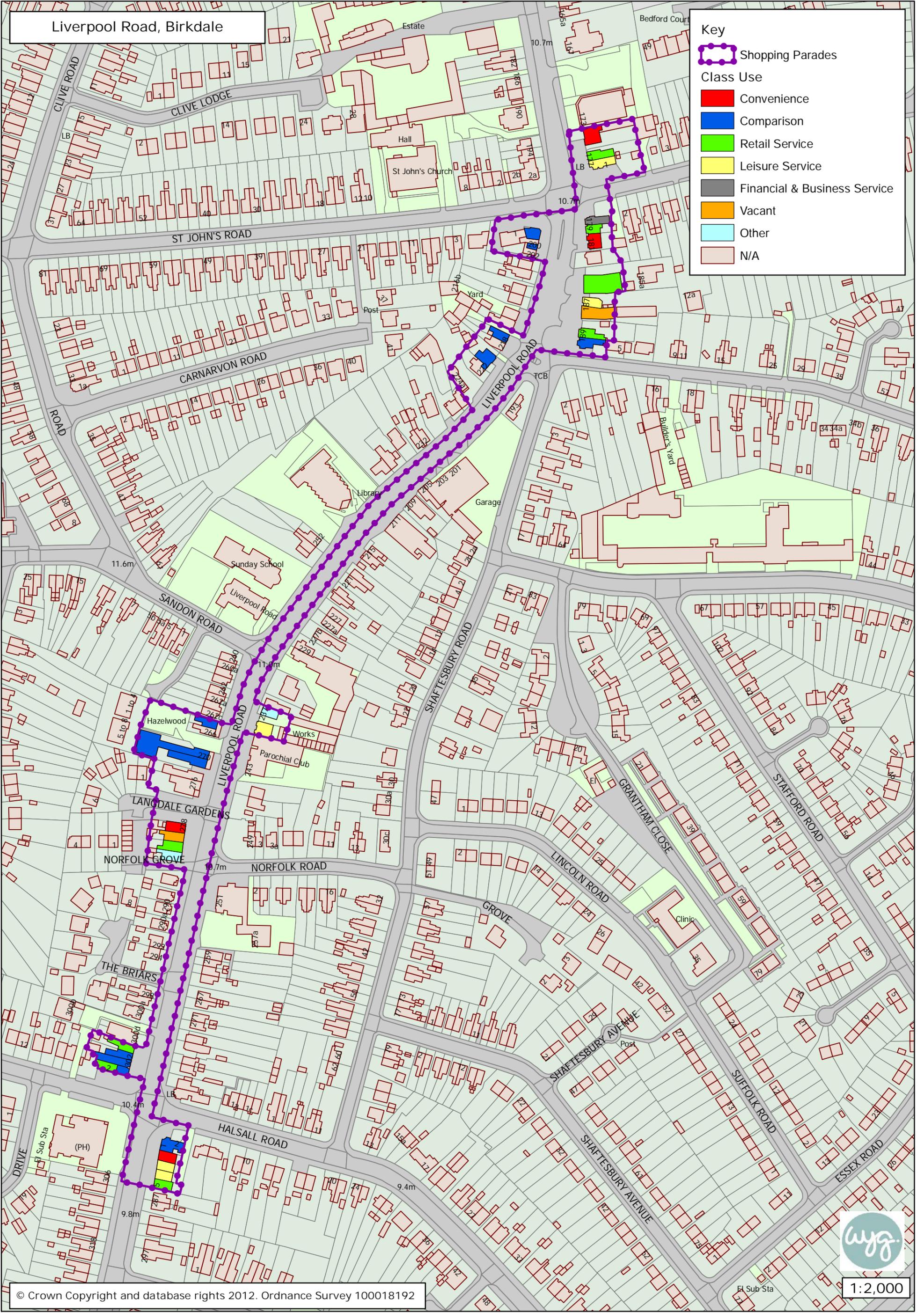
Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Liverpool Road, Birkdale

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 7: Grantham Road, Birkdale

Status: The parade was not identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004).

Centre Overview: The parade is located at the junction of Guildford Road and Grantham Road, approximately 1.9 km to the south-east of Birkdale district centre. The five retail units comprise one convenience operator (Birkdale Store CTN), one comparison operator (Computer Sales), two retail service operators (Post Office and First Impressions Health & Beauty) and one leisure service (take away) operator. Off-street parking is available to the front of the retail units. There are no ATM facilities located in the Parade.

Representation from National Retailers: There is one national operator within the Grantham Road parade, namely a Post Office.

Table 8: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Grantham Road	UK*	Sq m	Grantham Road	UK*
Convenience	1	20.0%	8.4%	23	9.1%	14.3%
Comparison	1	20.0%	33.4%	58	22.8%	37.0%
Retail Service	2	40.0%	13.2%	117	46.1%	7.0%
Leisure Service	1	20.0%	21.8%	56	22.1%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	5	100%	100%	254	100%	100%

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Grantham Road / Guildford Road, Birkdale

Key



Shopping Parades

Class Use



Convenience



Comparison



Retail Service



Leisure Service



Financial & Business Service



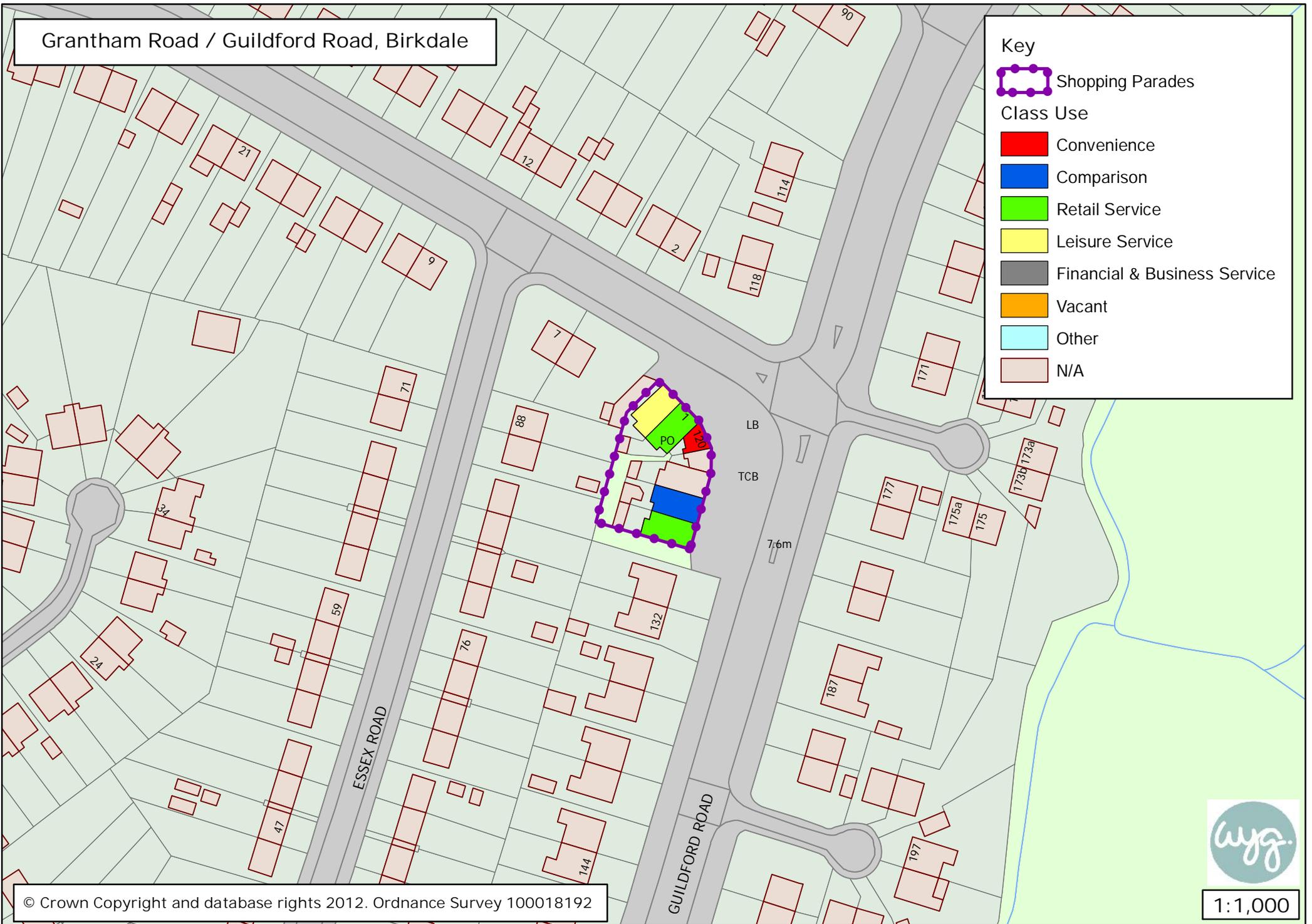
Vacant



Other



N/A



Shopping Parade Number 8: Heathfield Road (North), Birkdale

Status: The parade was not identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004).

Centre Overview: The parade is located at the junction of Heathfield Road and Ranelagh Drive, approximately 2.3 km to the south of Birkdale district centre and 1.5 km to the north-east of Ainsdale district centre. The site visit identified that all three of the units within the Parade were vacant and boarded-up, with no pedestrian movement recorded in the centre. There are no ATM facilities located in the parade.

Representation from National Retailers: There are no national operators within the Heathfield Road (North) parade.

Table 9: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Heathfield Road (North)	UK*	Sq m	Heathfield Road (North)	UK*
Convenience	0	0.0%	8.4%	0	0.0%	14.3%
Comparison	0	0.0%	33.4%	0	0.0%	37.0%
Retail Service	0	0.0%	13.2%	0	0.0%	7.0%
Leisure Service	0	0.0%	21.8%	0	0.0%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	3	100.0%	11.9%	154	100.0%	9.8%
Total	3	100%	100%	154	100%	100%

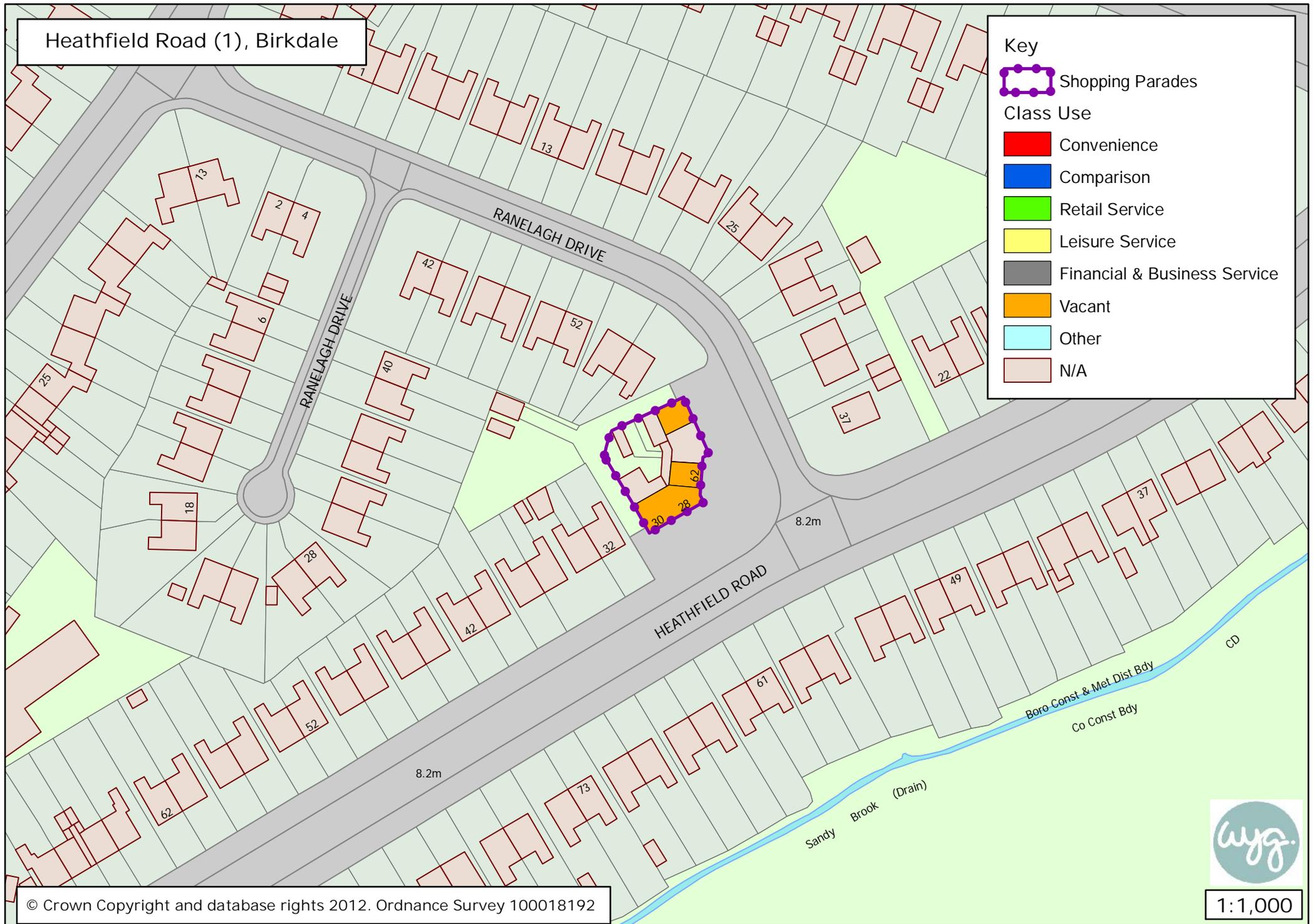
Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Heathfield Road (1), Birkdale

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 9: Heathfield Road (South), Birkdale

Status: The parade was not identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004).

Centre Overview: The linear Heathfield Road parade is located between the junctions of George Drive and Mary Avenue, approximately 0.6 km to the north-east of Ainsdale district centre. The largest unit comprises Holly's Mini Mart (Convenience), with the other retail units comprising; a pet grooming unit, furniture store, café, health & beauty salon and charity shop unit. On-street parking is available to the front of the retail units, with ATM facilities available within Holly's Mini Mart.

Representation from National Retailers: There are no national operators within the Heathfield Road (South) parade.

Table 10: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Heathfield Road (South)	UK*	Sq m	Heathfield Road (South)	UK*
Convenience	1	14.3%	8.4%	140	22.6%	14.3%
Comparison	2	28.6%	33.4%	144	23.3%	37.0%
Retail Service	2	28.6%	13.2%	166	26.8%	7.0%
Leisure Service	1	14.3%	21.8%	72	11.6%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	1	14.3%	11.9%	97	15.7%	9.8%
Total	7	100%	100%	619	100%	100%

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Heathfield Road (2), Birkdale

Key

 Shopping Parades

Class Use

 Convenience

 Comparison

 Retail Service

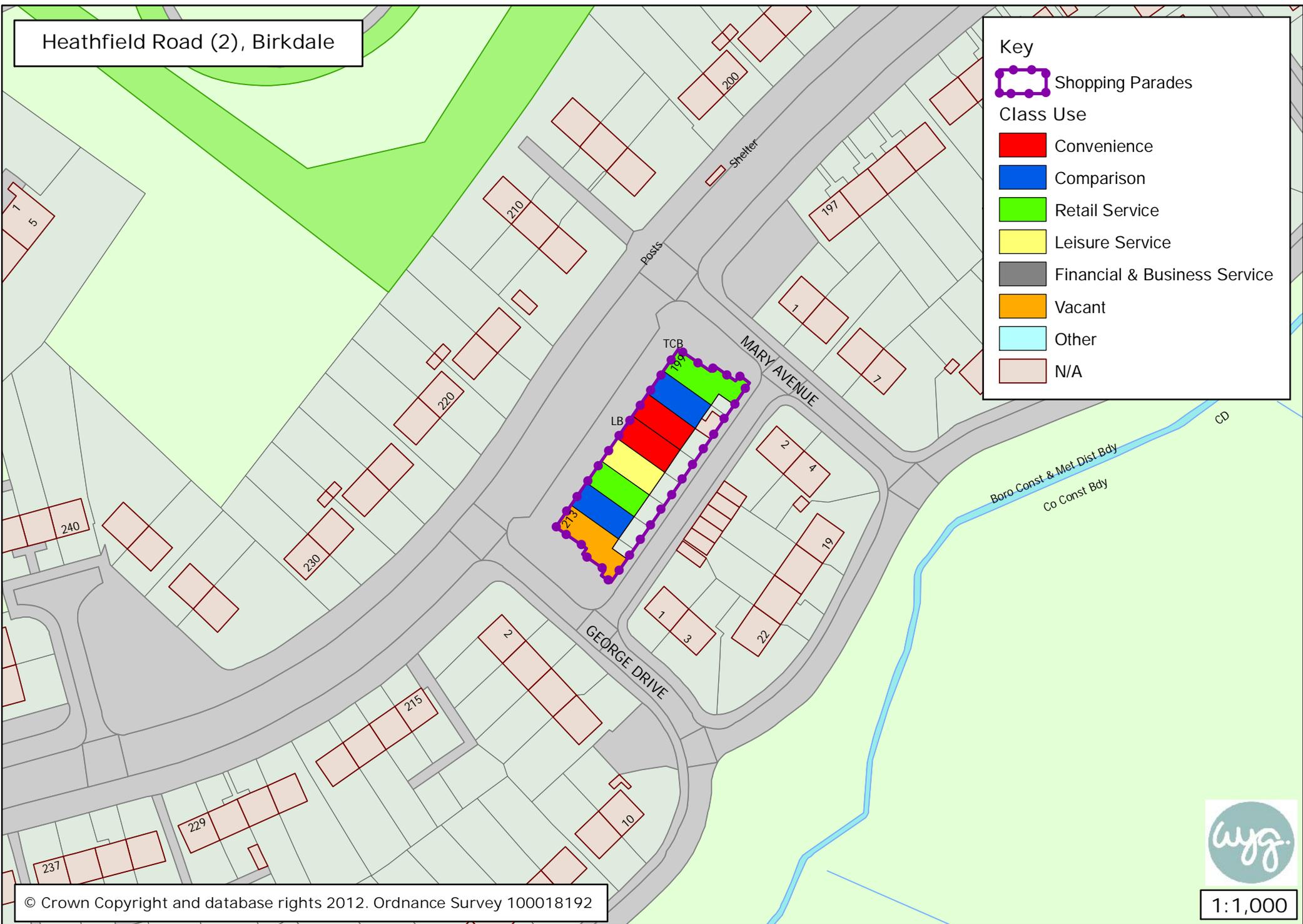
 Leisure Service

 Financial & Business Service

 Vacant

 Other

 N/A



Shopping Parade Number 10: Hillside Road, Birkdale

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as comprising part of Centre SP02 – Sandon Road.

Centre Overview: The parade is located on both sides of Sandon Road, approximately 1.8 km to the south of Birkdale district centre. There is a good provision of comparison and retail service operators within the parade, including Hillside Pharmacy, Discount Bathrooms and six health and beauty units. The site visit identified that there was low levels of pedestrian traffic, with on-street parking available for shoppers. There are no ATM facilities in the parade.

Representation from National Retailers: There are no national operators within the Hillside Road parade.

Table 11: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Hillside Road	UK*	Sq m	Hillside Road	UK*
Convenience	2	13.3%	8.4%	148	11.2%	14.3%
Comparison	2	13.3%	33.4%	280	21.2%	37.0%
Retail Service	8	53.3%	13.2%	673	51.0%	7.0%
Leisure Service	1	6.7%	21.8%	55	4.2%	22.8%
Financial & Business Service	2	13.3%	10.9%	163	12.3%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	15	100%	100%	1,319	100%	100%

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Hillside Road, Birkdale

Key

- Shopping Parades
- Class Use**
- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other
- N/A



Shopping Parade Number 11: Aintree Road, Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP16 – Aintree Road parade.

Centre Overview: The parade is located at the junction of Aintree Road (A5098) and Fernhill Road, approximately 0.9 km to the north-east of Birkdale district centre. There is a good variety of retail and leisure operators in the area, including two convenience stores, a butcher, three health and beauty units, a take away and charity shop. The centre appeared to be quite busy on the day of the site visit, with off-street parking available at the majority of the units.

Representation from National Retailers: There are two national operators within the Aintree Road parade, namely Coral and Lifestyle Express.

Table 12: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Aintree Road	UK*	Sq m	Aintree Road	UK*
Convenience	4	30.8%	8.4%	232	28.3%	14.3%
Comparison	2	15.4%	33.4%	118	14.3%	37.0%
Retail Service	4	30.8%	13.2%	284	34.5%	7.0%
Leisure Service	2	15.4%	21.8%	141	17.2%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	1	7.7%	11.9%	47	5.7%	9.8%
Total	13	100%	100%	822	100%	100%

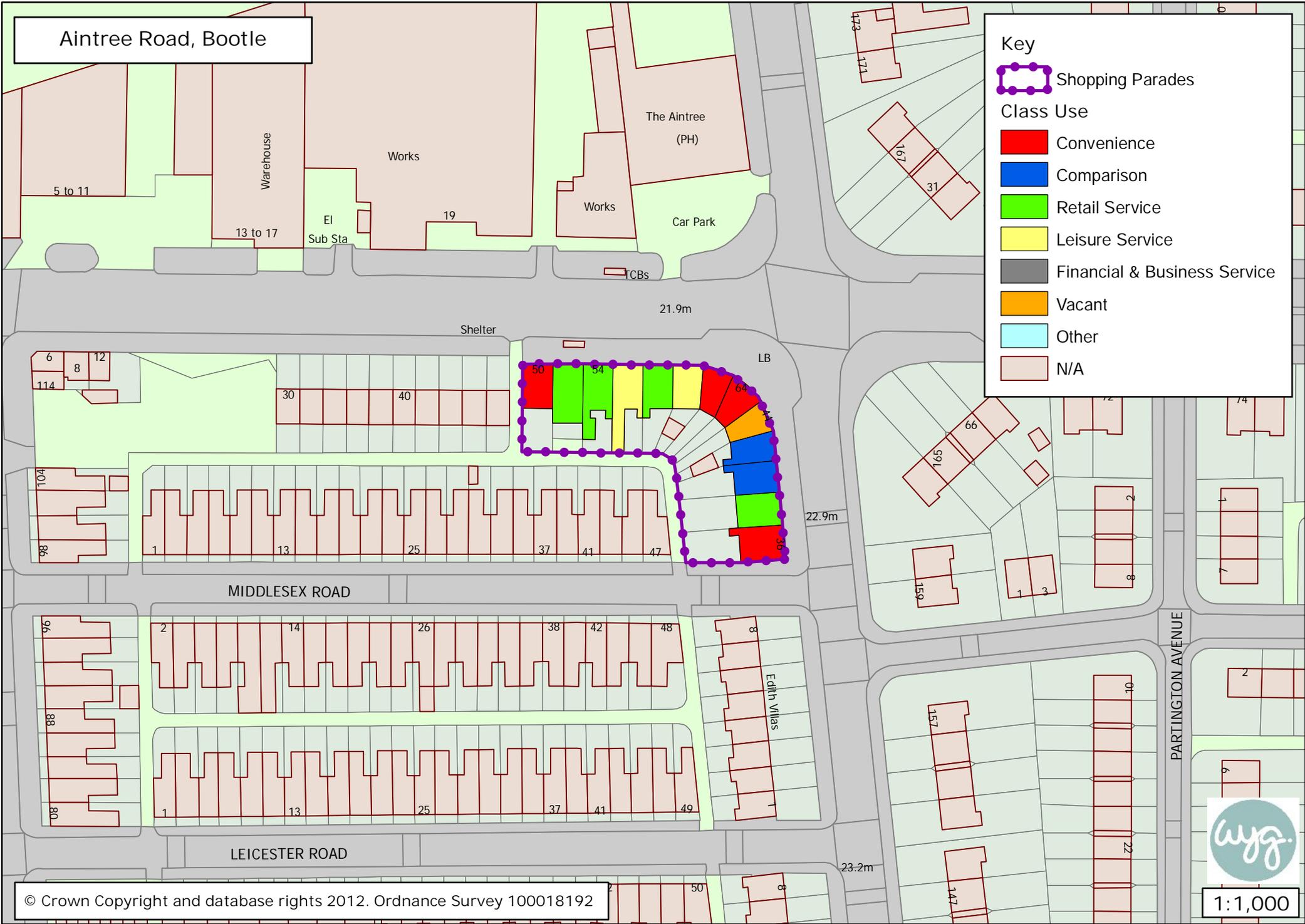
Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Aintree Road, Bootle

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 12: Marsh Lane (West), Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP12 - Marsh Lane parade.

Centre Overview: The parade comprises a linear row of commercial units on Marsh Lane which extends from Anvil Close to the east and Bibby's Lane to the west. The commercial units include a butcher, two off licences, three take away units and a health and beauty operator. There is a significant level of vacancies in the parade, with the site visit identifying that more than half of the units and floorspace were vacant. There are no ATM facilities in the parade. The site visit identified that there was adequate levels of on-street car parking spaces available on Marsh Lane.

Representation from National Retailers: There are no national operators within the Marsh Lane (West) parade.

Table 13: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Marsh Lane (West)	UK*	Sq m	Marsh Lane (West)	UK*
Convenience	3	18.8%	8.4%	201	20.6%	14.3%
Comparison	0	0.0%	33.4%	0	0.0%	37.0%
Retail Service	1	6.3%	13.2%	46	4.7%	7.0%
Leisure Service	3	18.8%	21.8%	235	24.1%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	9	56.3%	11.9%	493	50.6%	9.8%
Total	16	100%	100%	976	100%	100%

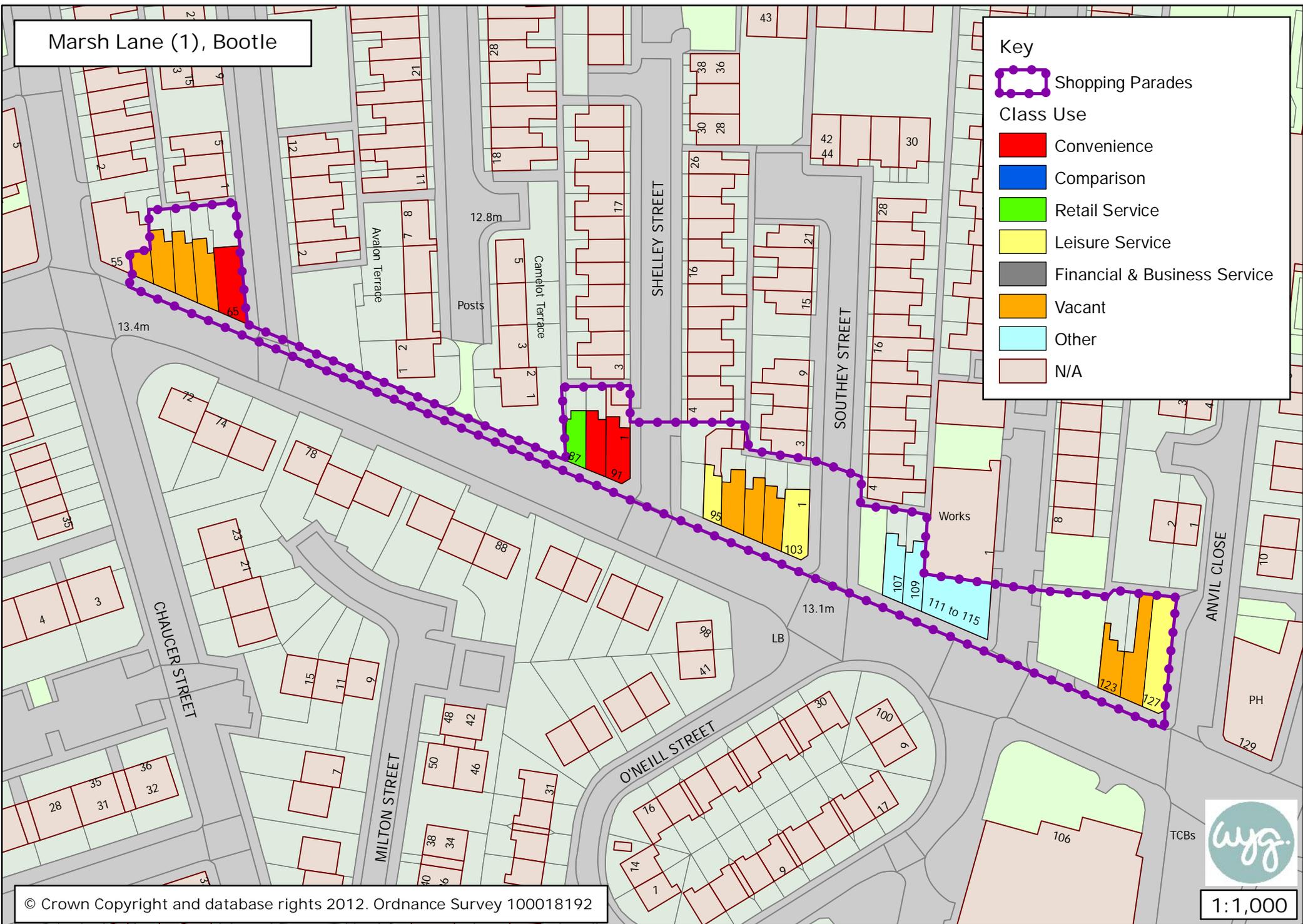
Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Marsh Lane (1), Bootle

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 13: Marsh Lane (East), Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP16 – Aintree Road parade.

Centre Overview: The parade is located at the junction of Marsh Lane (A5098) and Hawthorne Road (A5090), and comprises a total of 5 commercial units (of which three are vacant). The two operators in the parade comprise The Olde Curiosity Shop furniture retailer and Athena Café. A number of residential units are dispersed throughout the centre, with the remaining units boarded-up and in a poor state of repair. There are no ATM facilities in the parade. Marsh Lane is a busy route, with barriers and double-yellow lines in operation to prevent cars from parking at the parade, with limited on-street parking available in front of several residential units on Hawthorne Road.

Representation from National Retailers: There are no national operators within the Marsh Lane (East) parade.

Table 14: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Marsh Lane (East)	UK*	Sq m	Marsh Lane (East)	UK*
Convenience	0	0.0%	8.4%	0	0.0%	14.3%
Comparison	1	20.0%	33.4%	69	22.3%	37.0%
Retail Service	0	0.0%	13.2%	0	0.0%	7.0%
Leisure Service	1	20.0%	21.8%	62	20.1%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	3	60.0%	11.9%	178	57.6%	9.8%
Total	5	100%	100%	309	100%	100%

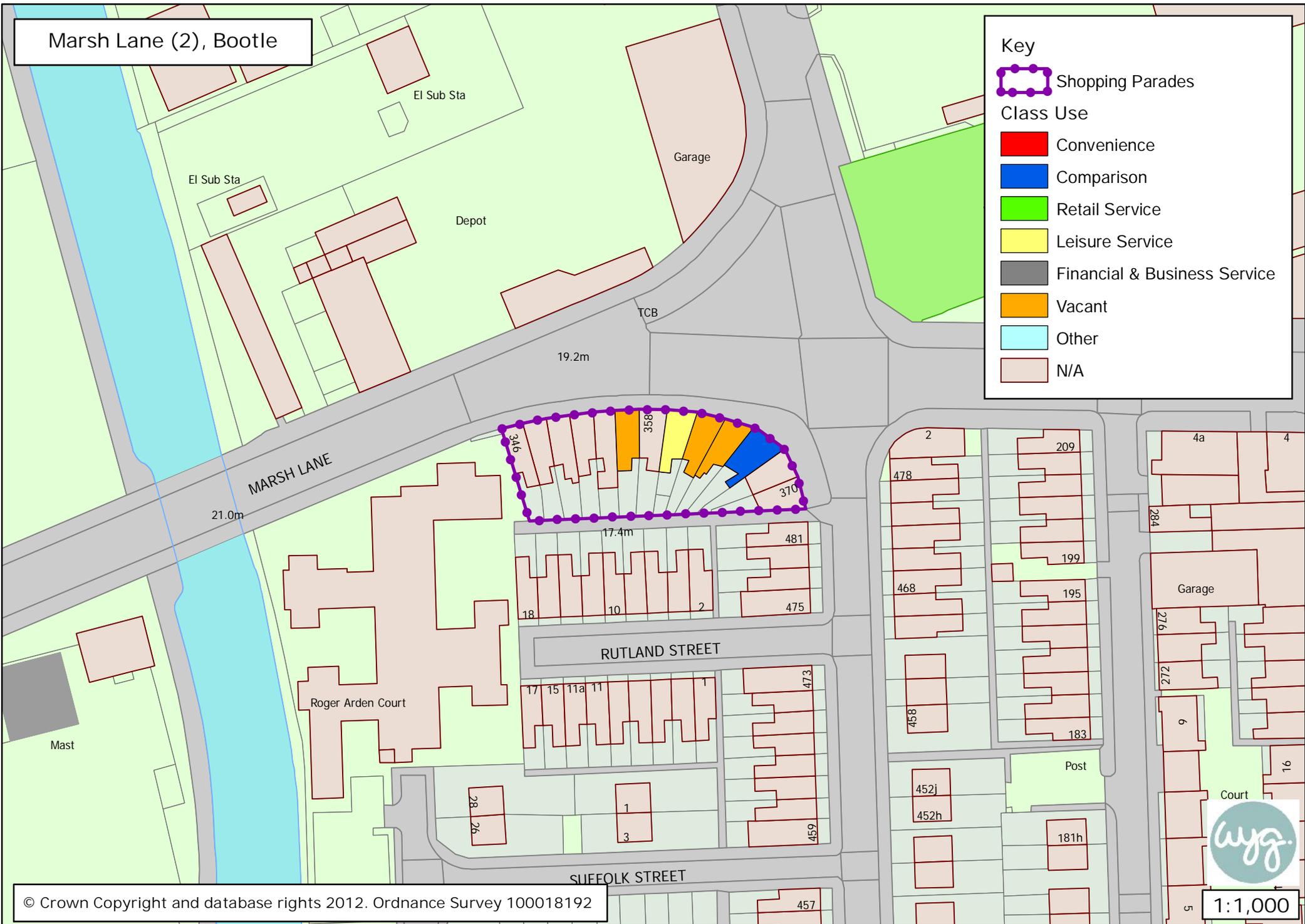
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Marsh Lane (2), Bootle

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 14: Orrell Road, Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP11 – Orrell Road parade.

Centre Overview: The parade is a linear centre on Orrell Road which extends from the junction of Harris Drive to the west and Cinder Lane to the east. There is a variety of commercial and service units, including three convenience stores, an off-licence, butcher, DIY retailer, betting store, café, fast food outlet, four health and beauty retailers, vehicle service centre and Post Office. Adequate parking is available to the front of many of the retail units and the centre appeared to be quite active on the day of the site visit. An ATM machine is available outside of the Post Office unit.

Representation from National Retailers: There are two national operators in the Orrell Road parade, namely Bet Fred and the Post Office.

Table 15: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Orrell Road	UK*	Sq m	Orrell Road	UK*
Convenience	5	31.3%	8.4%	342	28.1%	14.3%
Comparison	1	6.3%	33.4%	50	4.1%	37.0%
Retail Service	6	37.5%	13.2%	435	35.7%	7.0%
Leisure Service	3	18.8%	21.8%	319	26.2%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	1	6.3%	11.9%	73	6.0%	9.8%
Total	16	100%	100%	1,218	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Shopping Parade Number 15: Harris Drive, Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP20 – Hawthorne Road parade.

Centre Overview: The parade comprises five commercial units at the junction of Hawthorne Road (A5090), Margaret Avenue and Harris Drive, approximately 1km to the north-east of Bootle centre. There is one CTN unit, an estate agent, café, take away unit and health and beauty operator, with off-street parking available to the front of all five units. There are no ATM facilities in the parade, with limited pedestrian movement noted on the day of the site visit. Off-street parking is available in front of the units and appeared to be adequate to serve the needs of visitors to the parade.

Representation from National Retailers: There are no national operators within the Harris Drive parade.

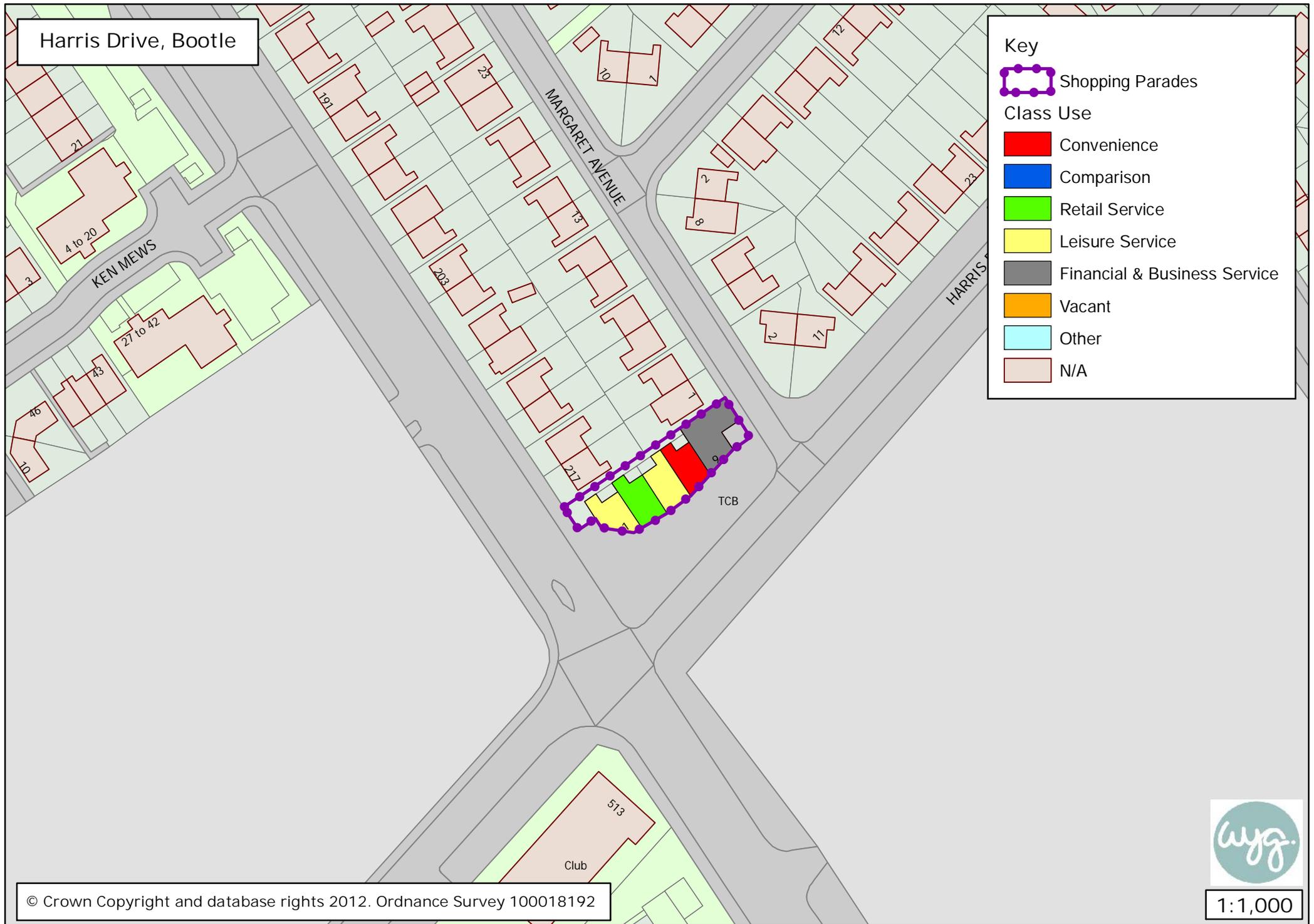
Table 16: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Harris Drive	UK*	Sq m	Harris Drive	UK*
Convenience	1	20.0%	8.4%	58	16.8%	14.3%
Comparison	0	0.0%	33.4%	0	0.0%	37.0%
Retail Service	1	20.0%	13.2%	65	18.8%	7.0%
Leisure Service	2	40.0%	21.8%	122	35.4%	22.8%
Financial & Business Service	1	20.0%	10.9%	100	29.0%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	5	100%	100%	345	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Harris Drive, Bootle



Key

- Shopping Parades
- Class Use
 - Convenience
 - Comparison
 - Retail Service
 - Leisure Service
 - Financial & Business Service
 - Vacant
 - Other
 - N/A



Shopping Parade Number 16: Hawthorne Road (1), Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP20 – Hawthorne Road parade.

Centre Overview: The small parade on Hawthorne Road (A5090) extends from Humphrey Street to the north and Province Road to the south, with only three units identified here, namely a convenience store and two carpets and flooring units. The remaining buildings to the north of these units have been demolished. The parade appeared quiet on the day of the site visit, with no pedestrian movement recorded. There are no ATM facilities in the parade. On-street parking is available to the front of the units.

Representation from National Retailers: There are no national operators within the Hawthorne Road (1) parade.

Table 17: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Hawthorne Road 1	UK*	Sq m	Hawthorne Road 1	UK*
Convenience	1	33.3%	8.4%	126	56.8%	14.3%
Comparison	2	66.6%	33.4%	96	43.2%	37.0%
Retail Service	0	0.0%	13.2%	0	0.0%	7.0%
Leisure Service	0	0.0%	21.8%	0	0.0%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	3	100%	100%	222	100%	100%

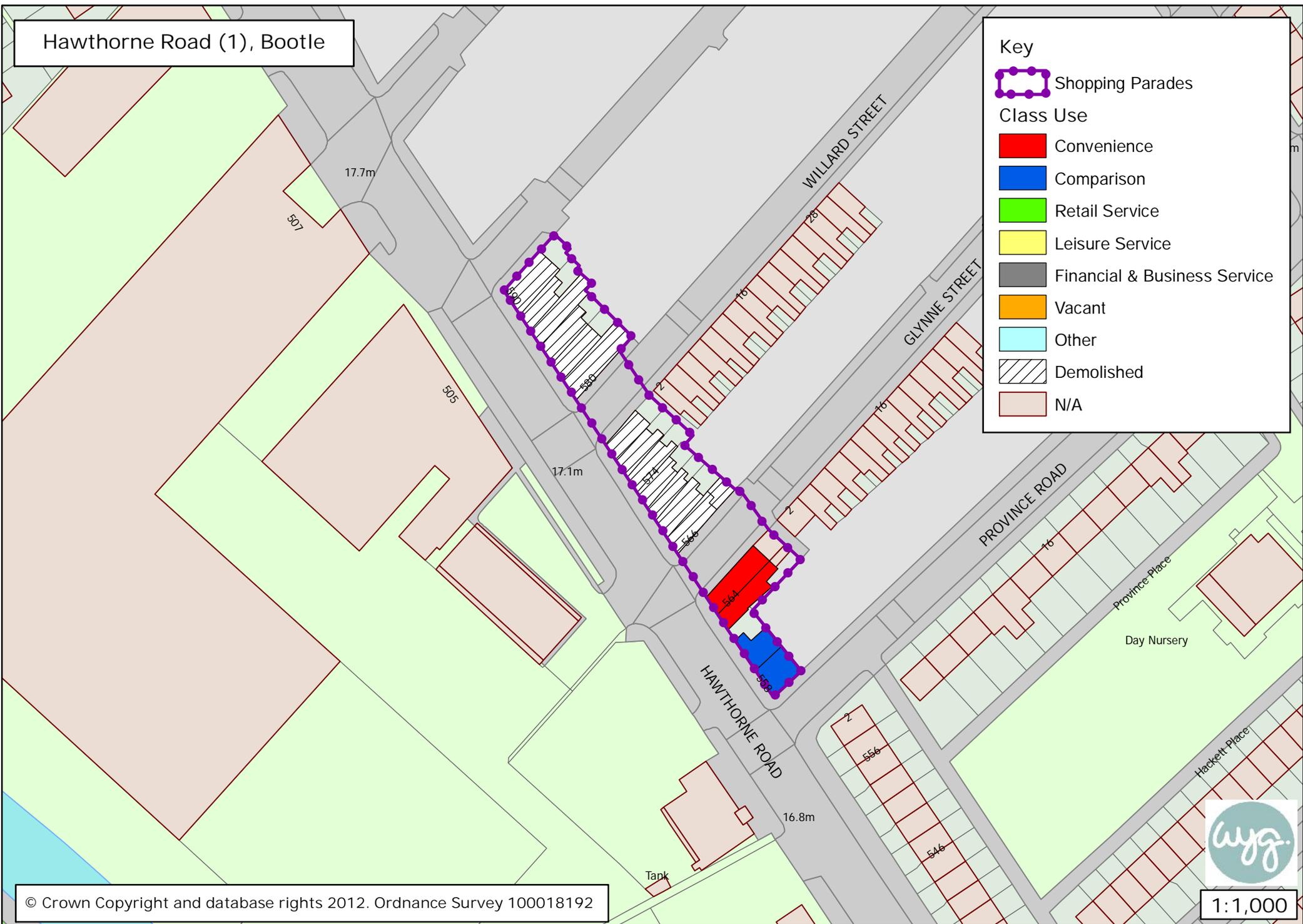
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Hawthorne Road (1), Bootle

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  Demolished
-  N/A



Shopping Parade Number 17: Hawthorne Road (2), Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP15 – Hawthorne Road parade.

Centre Overview: The parade extends from Mill Lane to the north and Park Street to the south and comprises 12 commercial units, though only four of these are currently in operation, namely as a convenience store, off-licence, cafe and take away unit. The remaining buildings in the parade are either residential properties or are vacant. There are no ATM facilities in the parade. Bollards are in place to prevent cars from illegally parking on the pavement, with limited on-street parking available in the nearby residential roads, including Park Street.

Representation from National Retailers: There are no national operators within the Hawthorne Road (2) parade.

Table 18: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Hawthorne Road 2	UK*	Sq m	Hawthorne Road 2	UK*
Convenience	2	16.7%	8.4%	158	20.8%	14.3%
Comparison	0	0.0%	33.4%	0	0.0%	37.0%
Retail Service	0	0.0%	13.2%	0	0.0%	7.0%
Leisure Service	2	16.7%	21.8%	103	13.7%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	8	66.7%	11.9%	496	65.5%	9.8%
Total	12	100%	100%	757	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Shopping Parade Number 18: Hawthorne Road (3), Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP15 – Hawthorne Road parade.

Centre Overview: The parade is located on the eastern side of Hawthorne Road between Sussex Street to the north and Earl Road to the south. The shopping parade No. 17: Hawthorne Road 2 is located to the south of the parade. The six commercial units within the parade comprise a convenience store, off-licence, betting office, takeaway and two vacant units. An ATM machine is available outside of the Discount Booze unit. There is limited on-street parking at the parade, with barriers also in place to prevent cars from parking on the pavement.

Representation from National Retailers: There is one national operator within the Hawthorne Road (3) parade, namely Bet Fred.

Table 19: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Hawthorne Road 3	UK*	Sq m	Hawthorne Road 3	UK*
Convenience	2	33.3%	8.4%	131	33.4%	14.3%
Comparison	0	0.0%	33.4%	0	0.0%	37.0%
Retail Service	0	0.0%	13.2%	0	0.0%	7.0%
Leisure Service	2	33.3%	21.8%	132	33.6%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	2	33.3%	11.9%	129	33.0%	9.8%
Total	6	100%	100%	392	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Shopping Parade Number 19: Hawthorne Road (4), Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BPO4 – Hawthorne Road parade.

Centre Overview: The parade is located approximately 1km to the south-east of Bootle. There is a good level of convenience and leisure service operators in the parade, including three convenience stores, an off-licence, three take away units and a fitness centre. There is a clear shortfall in the provision of comparison, retail service and financial and business service operators, with only a florist and two health and beauty outlet units located there. There is a significant number of vacancies and amount of vacant goods floorspace, with many of the commercial units also run-down and in a poor state of repair. On-street car parking spaces are available in front of the majority of the units.

Representation from National Retailers: There is one national operator within the Hawthorne Road (4) parade, namely Ladbrokes.

Table 20: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Hawthorne Road 4	UK*	Sq m	Hawthorne Road 4	UK*
Convenience	4	12.9%	8.4%	376	15.5%	14.3%
Comparison	1	3.2%	33.4%	63	2.6%	37.0%
Retail Service	2	6.5%	13.2%	110	4.5%	7.0%
Leisure Service	7	22.6%	21.8%	692	28.4%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	17	54.8%	11.9%	1,192	49.0%	9.8%
Total	31	100%	100%	2,433	100%	100%

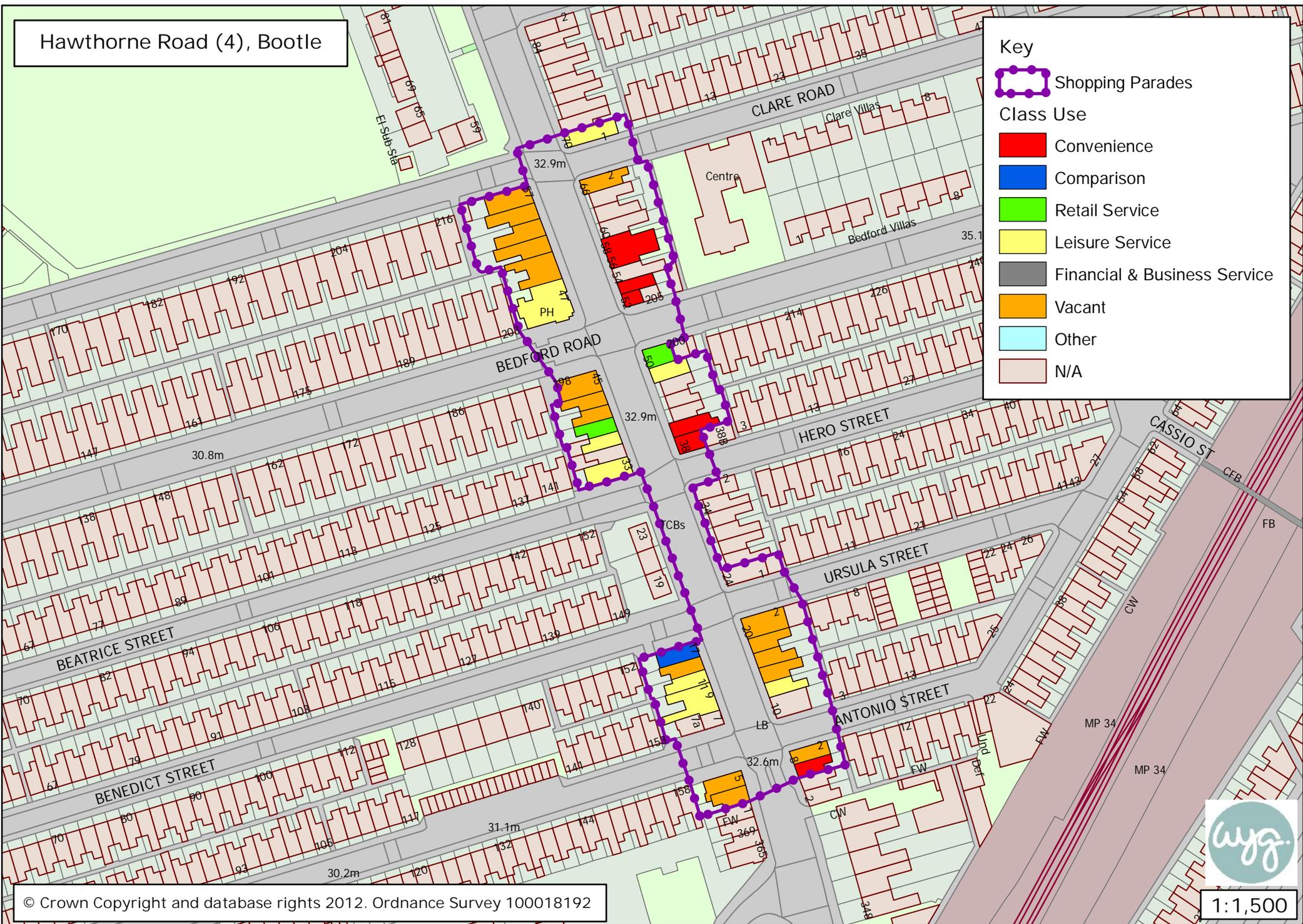
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Hawthorne Road (4), Bootle

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 20: Irlam Road, Bootle

Status: The parade was not identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004).

Centre Overview: The parade is located to the south of the study area, several hundred metres to the south-west of Bootle Primary Shopping Area. The self-contained row of commercial units comprises two convenience units, a pet shop, health and beauty salon, take away unit, betting office and gym. There are no financial and business service or vacant units in the parade. The units appeared to be quiet on the day of the site visit, with the William Hill and gym appearing to be the most visited units. There are no ATM facilities in the parade. There is a small off-street parking bay area to the front of the parade.

Representation from National Retailers: There is one national operator within the Irlam Road parade, namely William Hill.

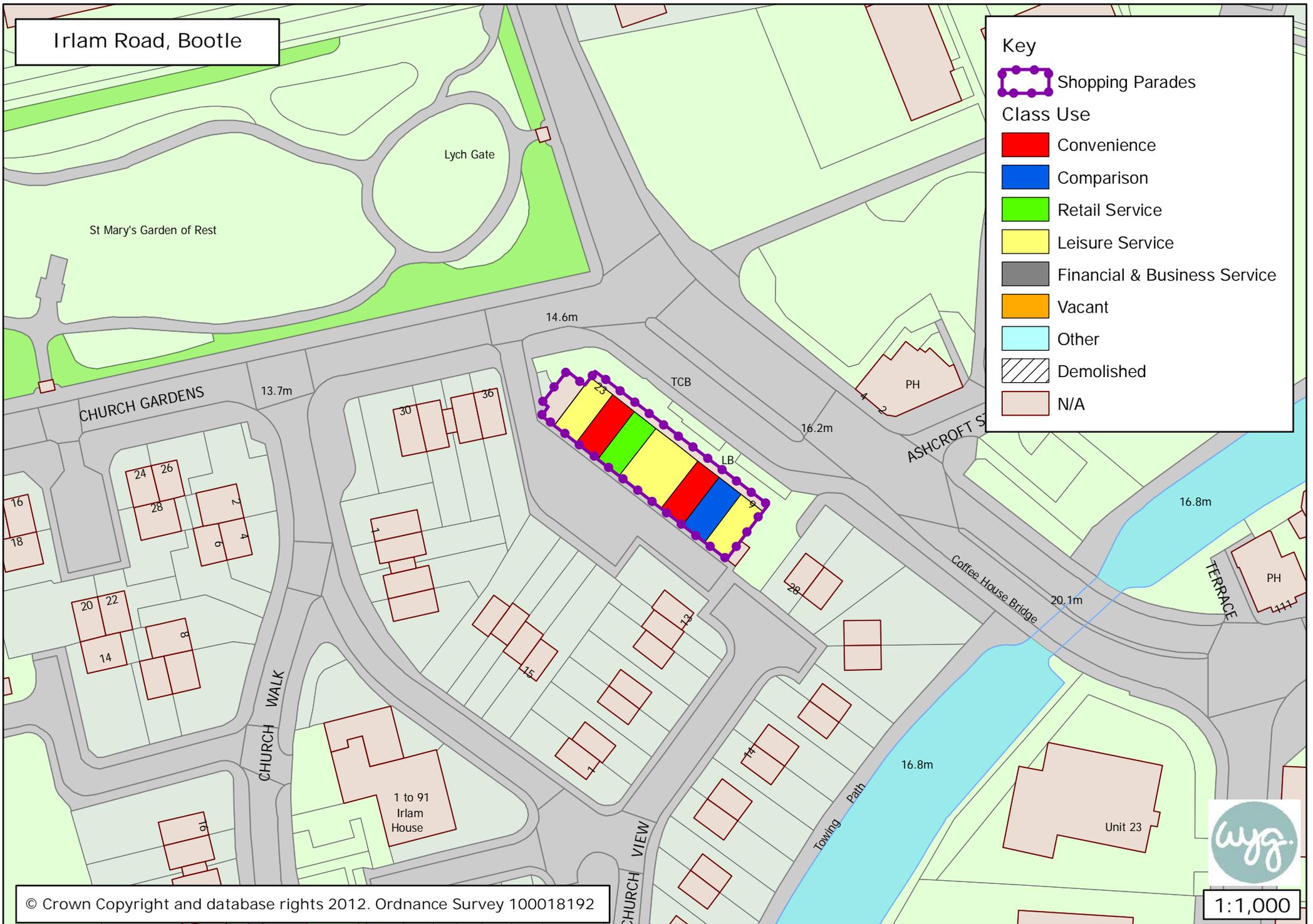
Table 21: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Irlam Road	UK *	Sq m	Irlam Road	UK *
Convenience	2	28.6%	8.4%	144	24.8%	14.3%
Comparison	1	14.3%	33.4%	74	12.8%	37.0%
Retail Service	1	14.3%	13.2%	72	12.4%	7.0%
Leisure Service	3	42.9%	21.8%	291	50.1%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	7	100%	100%	581	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Irlam Road, Bootle



Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  Demolished
-  N/A



Shopping Parade Number 21: Knowsley Road, Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP02 – Knowsley Road parade.

Centre Overview: The parade is a linear centre located on Knowsley Road (A566), to the north-west of Bootle town centre. There is a good provision of convenience and retail service units in the parade, including several CTNs, a butcher, bakers, five health and beauty salons and a Post Office. There is a shortfall in the number of comparison, leisure service and financial and business service operators, with only one estate agent located in the parade. There are two ATM facilities in the centre, as well as a dental surgery. The on-street car parking spaces along Knowsley Road appeared to be well used on the day of the site visit.

Representation from National Retailers: There are five national operators in Knowsley Road including Coral, Lifestyle Express and Lloyds Pharmacy.

Table 22: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Knowsley Road	UK *	Sq m	Knowsley Road	UK *
Convenience	7	15.9%	8.4%	613	16.3%	14.3%
Comparison	12	27.3%	33.4%	1,320	35.0%	37.0%
Retail Service	6	13.6%	13.2%	407	10.8%	7.0%
Leisure Service	7	15.9%	21.8%	667	17.7%	22.8%
Financial & Business Service	1	2.3%	10.9%	65	1.7%	8.4%
Vacant	11	25.0%	11.9%	701	18.6%	9.8%
Total	44	100%	100%	3,773	100%	100%

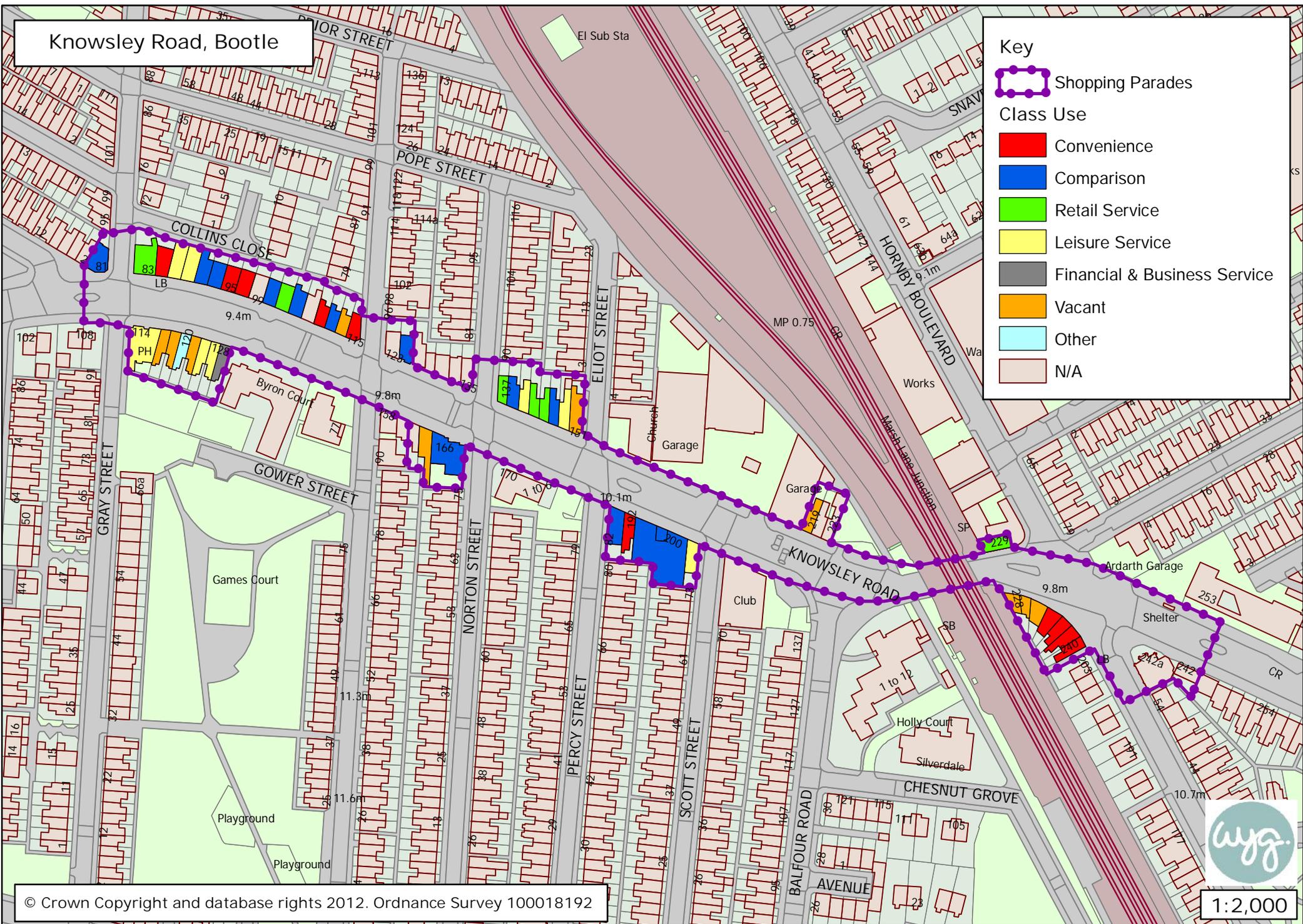
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Knowsley Road, Bootle

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 22: Linacre Lane, Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP17 – Linacre Lane parade.

Centre Overview: The parade is located at the junction of Linacre Lane (A566) and Fernhill Road, approximately 1km to the north east of Bootle town centre. There is a good level of convenience, retail service and leisure service provision in the parade, including Super Saver convenience store, Discount Booze off-licence, three health and beauty salons, a take away unit, café and betting shop. There is only one comparison outlet, a DIY and home improvement store, with no financial and business or vacant units. There are no ATM facilities in the parade. On-street parking is available to the front of the units, with bollards and barriers in operation to prevent cars from parking on the pavements.

Representation from National Retailers: There is one national operator in Linacre Lane parade, namely William Hill.

Table 23: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Linacre Lane	UK *	Sq m	Linacre Lane	UK *
Convenience	2	22.2%	8.4%	214	34.2%	14.3%
Comparison	1	11.1%	33.4%	107	17.0%	37.0%
Retail Service	3	33.3%	13.2%	147	23.4%	7.0%
Leisure Service	3	33.3%	21.8%	160	25.4%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	9	100%	100%	628	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Shopping Parade Number 23: Litherland Road, Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP19 – Litherland Road parade.

Centre Overview: The parade is located on both sides of Litherland Road, approximately 200m to the south of Bootle town centre. The seven commercial units appear to serve a need for local residents only, due to the parades location in close proximity to Bootle. The Londis is the largest unit in the centre, with other operators including a chemist, florist, take away, health and beauty outlet and estate agent. There is a high level of vacancies, with no ATM facilities located in the parade. There are several on-street parking bays at the parade which permits one hour of free parking.

Representation from National Retailers: There is one national operator in Litherland Road parade, namely the Londis convenience store.

Table 24: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Litherland Road	UK *	Sq m	Litherland Road	UK *
Convenience	1	9.1%	8.4%	116	16.2%	14.3%
Comparison	2	18.2%	33.4%	133	18.5%	37.0%
Retail Service	2	18.2%	13.2%	134	18.7%	7.0%
Leisure Service	1	9.1%	21.8%	66	9.2%	22.8%
Financial & Business Service	1	9.1%	10.9%	76	10.6%	8.4%
Vacant	4	36.4%	11.9%	191	26.7%	9.8%
Total	11	100%	100%	716	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Litherland Road, Bootle

Key

 Shopping Parades

Class Use

 Convenience

 Comparison

 Retail Service

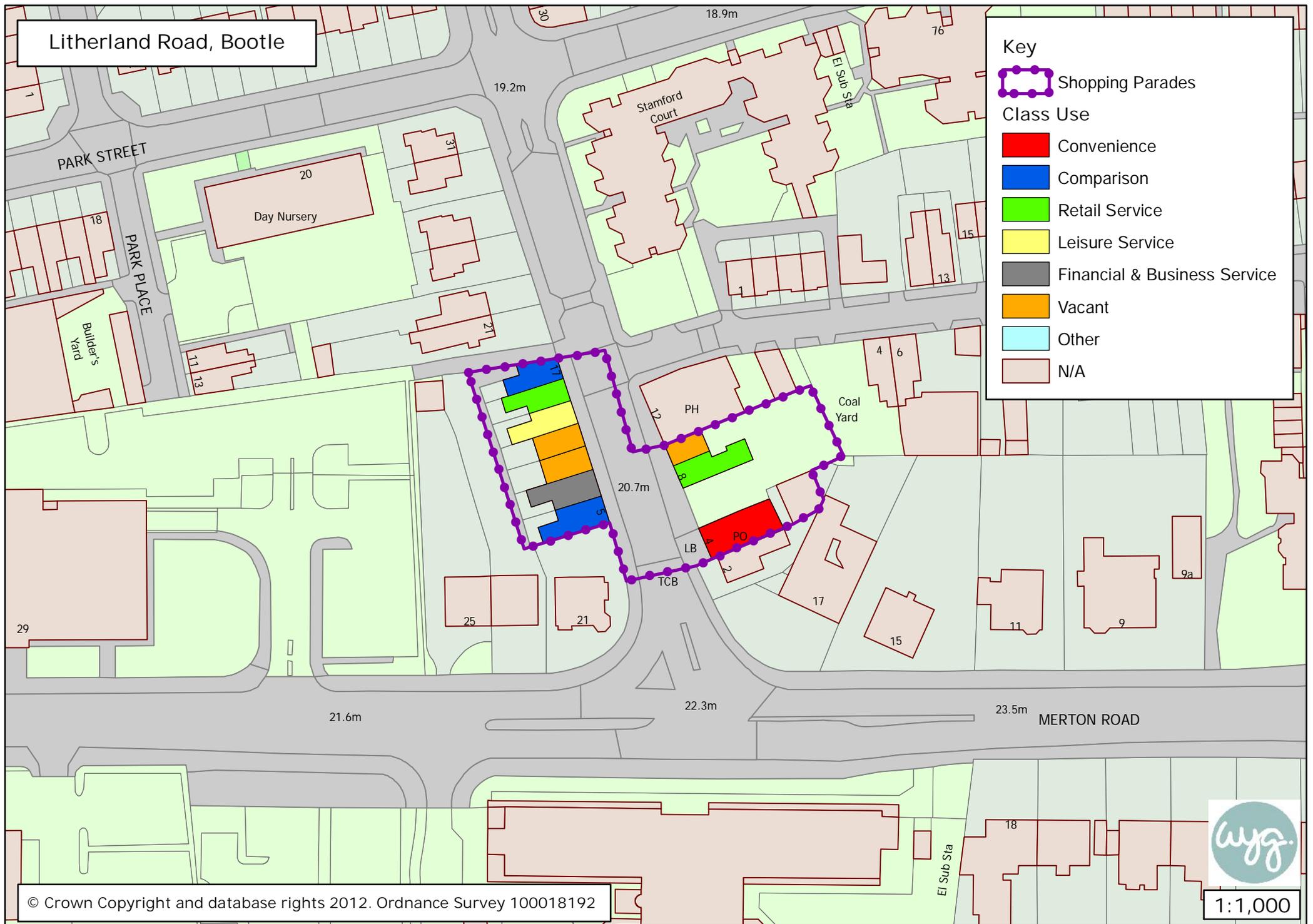
 Leisure Service

 Financial & Business Service

 Vacant

 Other

 N/A



Shopping Parade Number 24: Stanley Road (1), Bootle

Status: The parade was not identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004).

Centre Overview: The parade is located to the south of Bootle town centre, opposite the Government Office building (Jobcentre Plus) and public library. There are only 6 units in the centre and these comprise Strand News, Numark Pharmacy, two take away units, a barbers and a vacant unit. The site visit identified good levels of pedestrian traffic flows in the Parade, though it was apparent that the majority of pedestrians were walking past the parade to go into Bootle town centre.

Representation from National Retailers: There is one national operator in Stanley Road (1) parade, namely the Numark Pharmacy unit.

Table 25: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Stanley Road (1)	UK*	Sq m	Stanley Road (1)	UK*
Convenience	1	16.7%	8.4%	86	15.5%	14.3%
Comparison	1	16.7%	33.4%	146	26.4%	37.0%
Retail Service	1	16.7%	13.2%	24	4.3%	7.0%
Leisure Service	2	33.3%	21.8%	176	31.8%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	1	16.7%	11.9%	122	22.0%	9.8%
Total	6	100%	100%	554	100%	100%

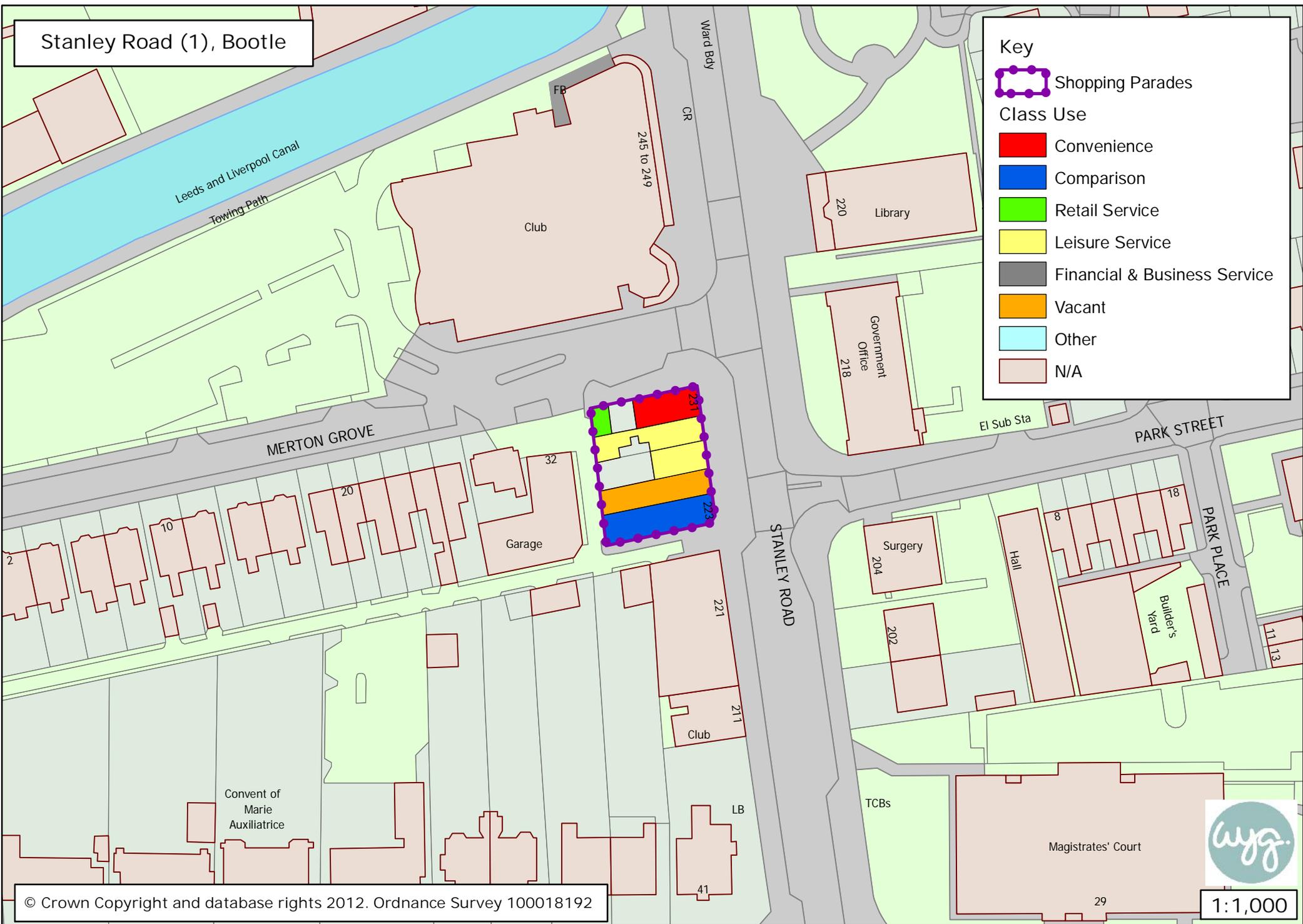
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Stanley Road (1), Bootle

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 25: Stanley Road (2), Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP03 – Stanley Road parade.

Centre Overview: The parade is located to the south of Bootle town centre and runs in a linear pattern from Exeter Road in the north and Bianca/Benedict Street in the south. There is a good provision of convenience and retail service units, including the Stanley Foods store and seven health and beauty salons. There is a high level of vacancies in the parade and these boarded-up units detract from the overall environmental quality of the centre. There is a limited provision of car parking spaces in the parade, with visitors restricted to only 30 minutes of parking in the on-street bays.

Representation from National Retailers: There are four national operators in Stanley Road (2) parade, namely Bargain Booze, the Post Office, Sayers and William Hill.

Table 26: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Stanley Road (2)	UK*	Sq m	Stanley Road (2)	UK*
Convenience	9	18.8%	8.4%	835	19.4%	14.3%
Comparison	5	10.4%	33.4%	627	14.5%	37.0%
Retail Service	8	16.7%	13.2%	785	18.2%	7.0%
Leisure Service	7	14.6%	21.8%	559	13.0%	22.8%
Financial & Business Service	3	6.3%	10.9%	244	5.6%	8.4%
Vacant	16	33.3%	11.9%	1,264	29.3%	9.8%
Total	48	100%	100%	4,315	100%	100%

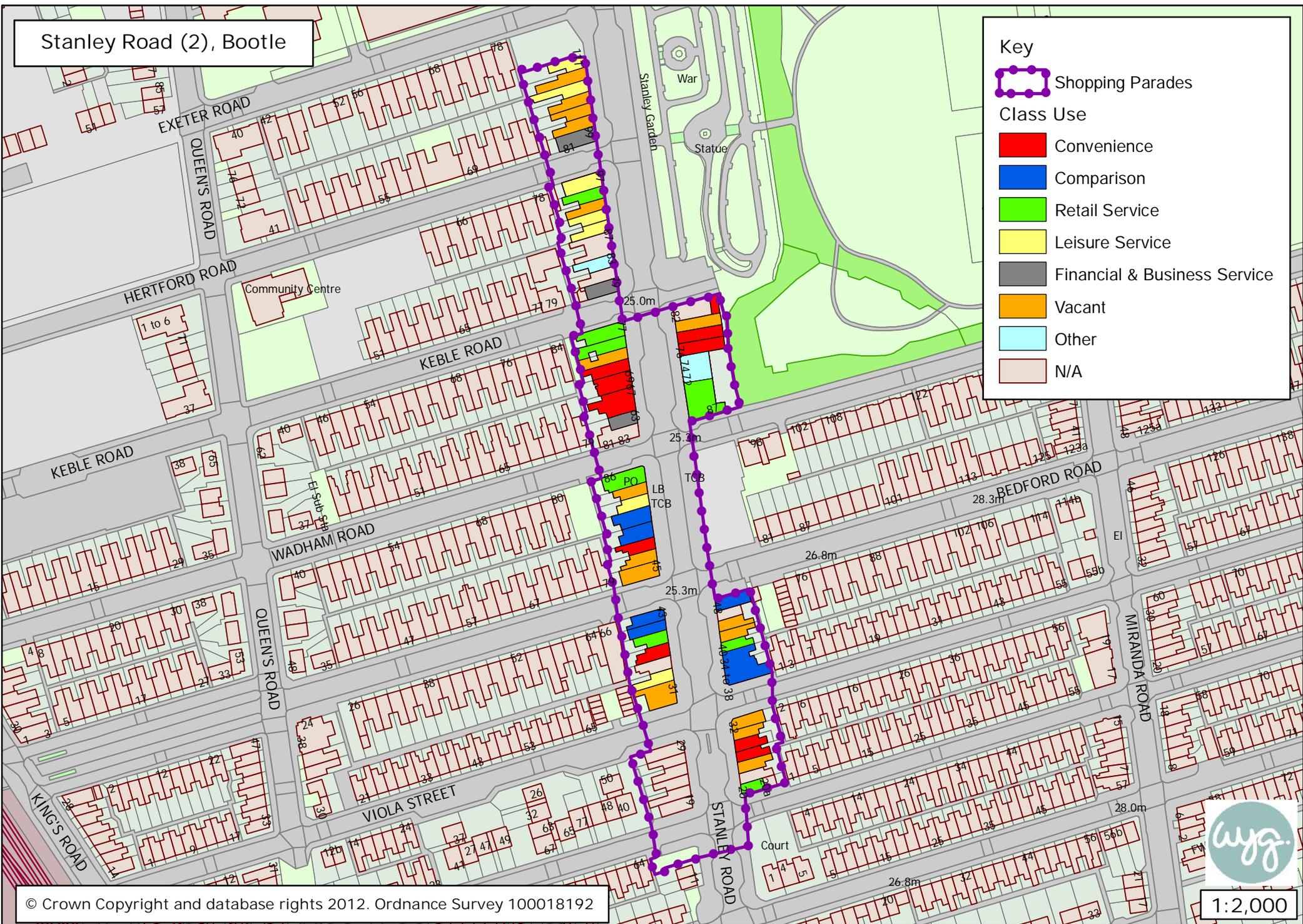
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Stanley Road (2), Bootle

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 26: Stanley Road (3), Bootle

Status: The parade was not identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004).

Centre Overview: The parade is located to the north of Bootle Primary Shopping Area and is located on one side of Stanley Road and the units at the junction of Marsh Lane. The 11 commercial units comprise a high level of comparison and retail service operators, including several furniture/carpets/home improvement stores and two health and beauty salons. The Lidl foodstore is located outside of the Parade boundary. There are no financial and business service or vacant units in the parade. ATM facilities are available at the North Park convenience store. In addition to the on-street parking bays at the front of the units on the parade, there is also the multi-storey car park at The Strand Shopping Centre on the opposite side of Stanley Road.

Representation from National Retailers: There are no national operators within the Stanley Road (3) parade.

Table 27: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Stanley Road (3)	UK*	Sq m	Stanley Road (3)	UK*
Convenience	1	9.1%	8.4%	48	2.8%	14.3%
Comparison	6	54.5%	33.4%	1,307	77.5%	37.0%
Retail Service	2	18.2%	13.2%	141	8.3%	7.0%
Leisure Service	2	18.2%	21.8%	190	11.3%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	11	100%	100%	1,686	100%	100%

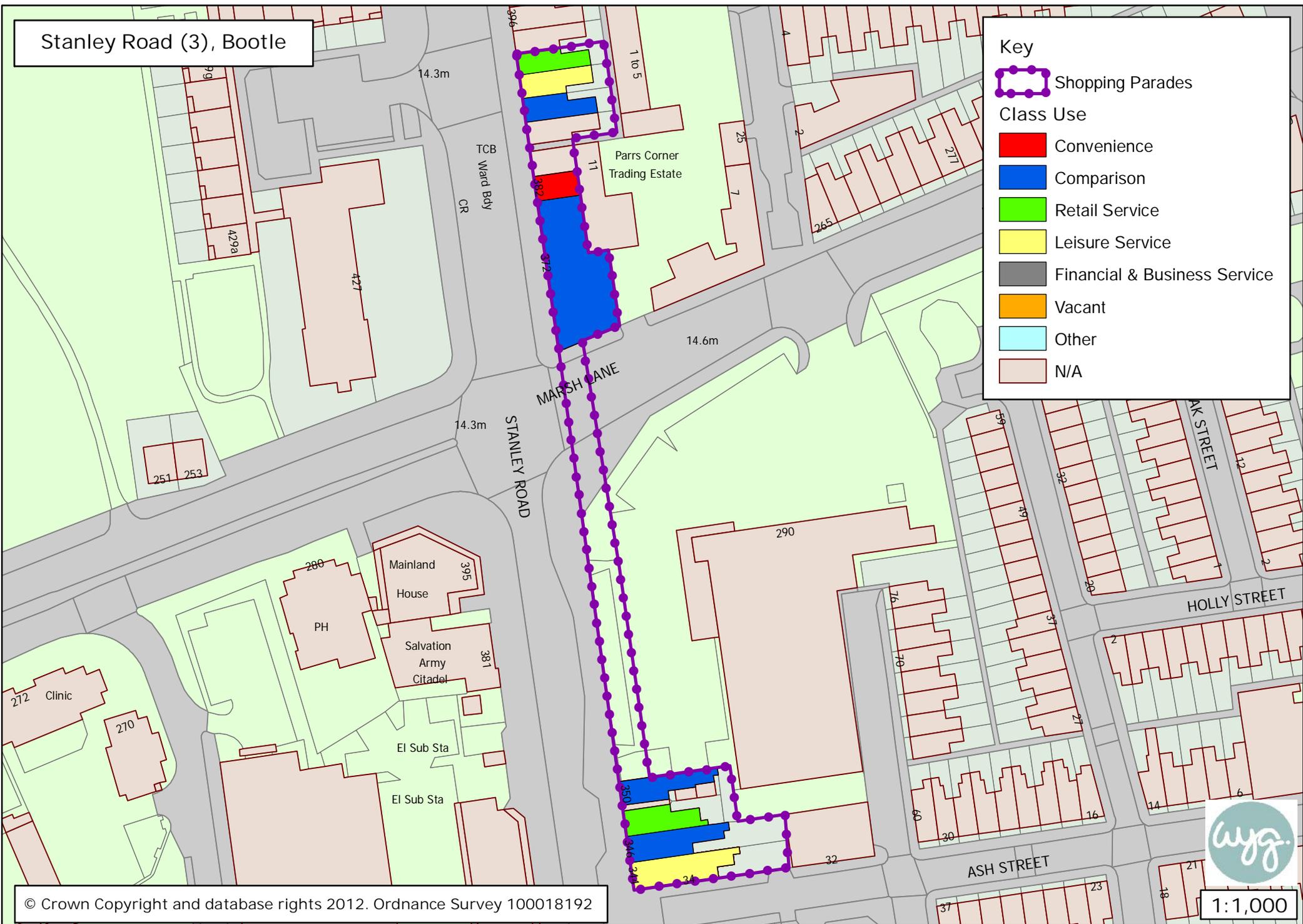
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Stanley Road (3), Bootle

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 27: The Crescent, Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP18 – The Crescent parade.

Centre Overview: The parade is located to the north east of Bootle town centre, and comprises a small cluster of shops at the roundabout junction of Moss Lane and the A5308. The nine units in the parade comprise Londis convenience store, a chemist, electrical retailer, PVC installation firm, a take away unit, two health and beauty salons and a funeral care unit. Limited on-street parking is available in the bays to the front of the retail units.

Representation from National Retailers: There are two national operators within The Crescent parade, namely Londis and the Co-op (Funeral Care).

Table 28: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	The Crescent	UK*	Sq m	The Crescent	UK*
Convenience	1	11.1%	8.4%	102	19.0%	14.3%
Comparison	2	22.2%	33.4%	105	19.5%	37.0%
Retail Service	3	33.3%	13.2%	154	28.6%	7.0%
Leisure Service	1	11.1%	21.8%	79	14.7%	22.8%
Financial & Business Service	1	11.1%	10.9%	61	11.3%	8.4%
Vacant	1	11.1%	11.9%	37	6.9%	9.8%
Total	9	100%	100%	538	100%	100%

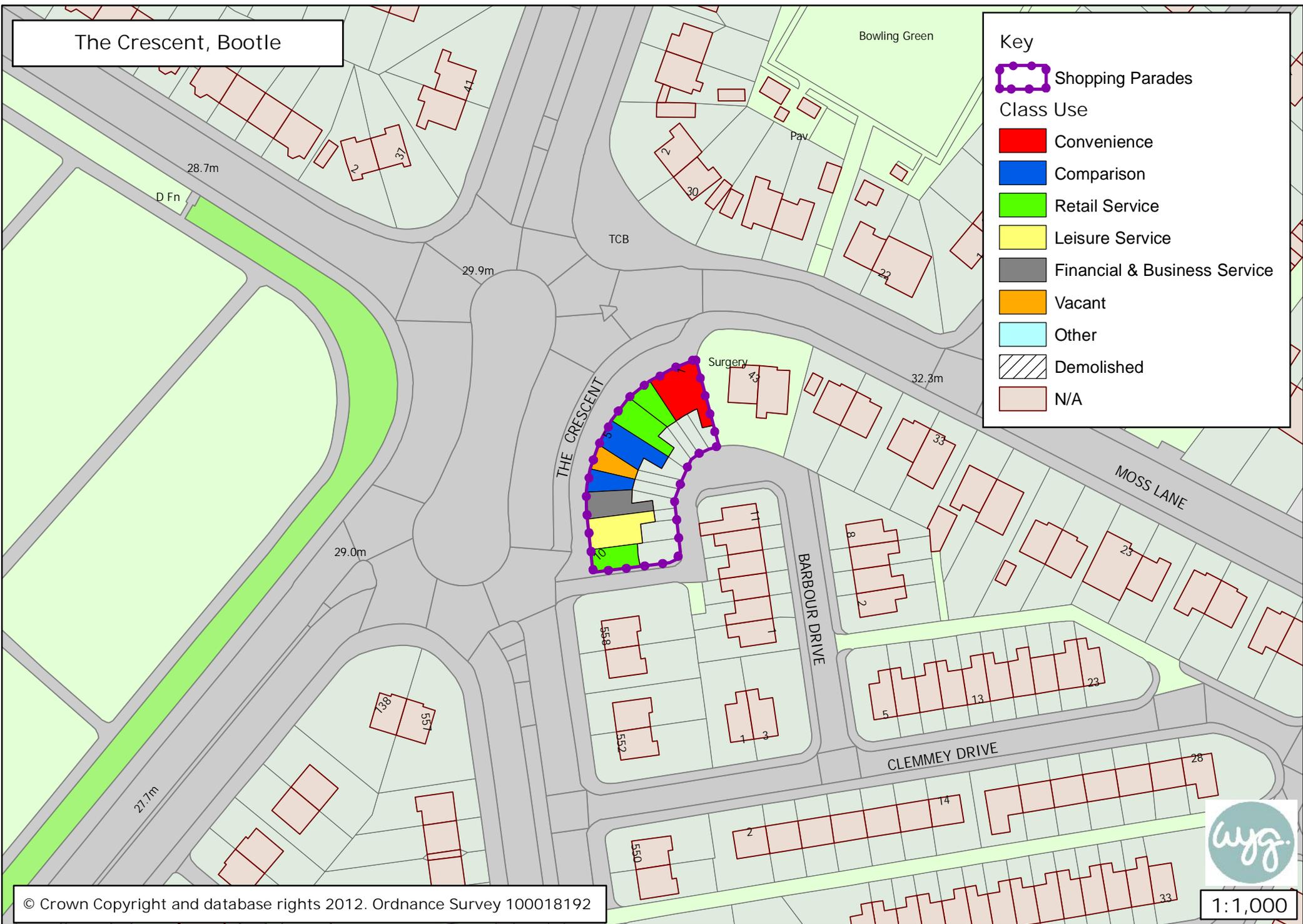
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



The Crescent, Bootle

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  Demolished
-  N/A



Shopping Parade Number 28: Stanley Road/Linacre Road, Bootle

Status: The parade was identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being included within Centre BP01 – Linacre Road parade.

Centre Overview: The parade is located to the north of Bootle town centre, extending from Scarisbeck Avenue in the north and the roundabout junction of Stanley Road/Linacre Lane to the south. There is a good provision of convenience and retail service operators in the centre, including a Somerfield store, seven health and beauty salons and a Post Office. In terms of other commercial uses in the parade, there are four building companies, 13 take away units and three furniture stores. ATM facilities are available at the Somerfield, Post Office and Martins card shop units.

Representation from National Retailers: There are three national operators on Stanley Road/Linacre Road parade, namely the Post Office, Somerfield and William Hill.

Table 29: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	No.	Stanley/Linacre Rd	UK*	Sq m	Stanley/Linacre Rd	UK*
Convenience	10	9.9%	8.4%	1,966	20.5%	14.3%
Comparison	17	16.8%	33.4%	1,820	19.0%	37.0%
Retail Service	15	14.9%	13.2%	1,316	13.7%	7.0%
Leisure Service	15	14.9%	21.8%	1,265	13.2%	22.8%
Financial & Business Service	7	6.9%	10.9%	647	6.8%	8.4%
Vacant	37	36.6%	11.9%	2,571	26.8%	9.8%
Total	101	100%	100%	9,586	100%	100%

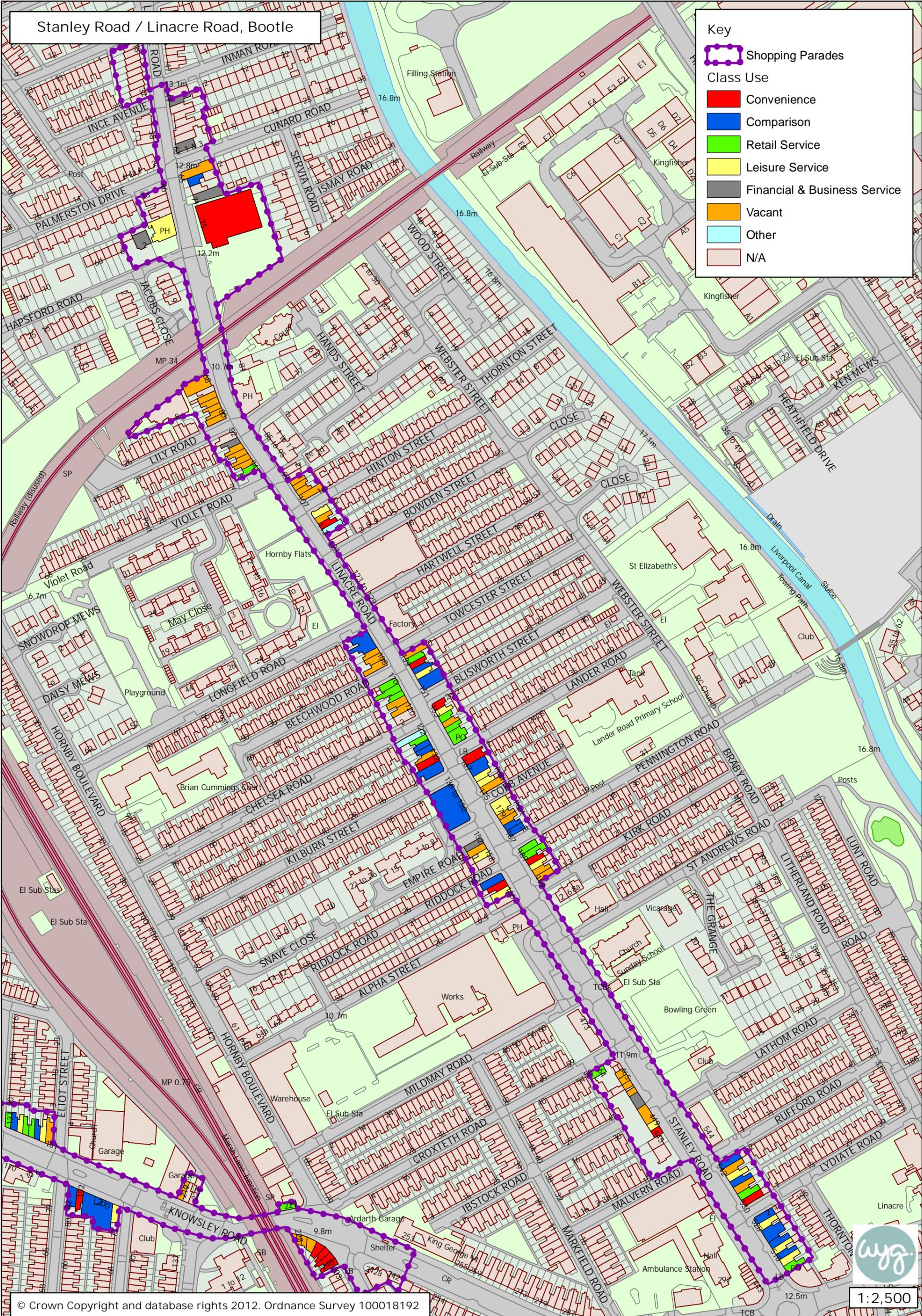
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Stanley Road / Linacre Road, Bootle

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 29: Cooks Road, Crosby

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Crosby district centre.

Centre Overview: The parade is located immediately adjacent to Crosby district centre and comprises only five units, namely The Pantry bakers, two health and beauty salons, Reeds Rains estate agent and a vacant unit. The parade appeared quiet on the day of the site visit, with pedestrian movement tending to pass the parade towards the centre of Crosby and the Sainsbury's store 100m to the south-east. There are no ATM facilities in the parade. The on-street parking bays at the parade limit parking to a maximum of one hour, though the main car parks in Crosby District Centre do allow greater flexibility and longer parking restrictions.

Representation from National Retailers: There is one national operator on Cooks Road parade, namely Reeds Rains estate agent.

Table 30: Diversity of Use and Floorspace Figures (August 2011)

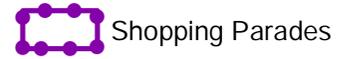
	Number of Units			Floorspace Figures		
	Number	Cooks Road	UK*	Sq m	Cooks Road	UK*
Convenience	1	20.0%	8.4%	41	14.8%	14.3%
Comparison	0	0.0%	33.4%	0	0.0%	37.0%
Retail Service	2	40.0%	13.2%	117	42.5%	7.0%
Leisure Service	0	0.0%	21.8%	0	0.0%	22.8%
Financial & Business Service	1	20.0%	10.9%	67	24.2%	8.4%
Vacant	1	20.0%	11.9%	51	18.4%	9.8%
Total	5	100%	100%	276	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



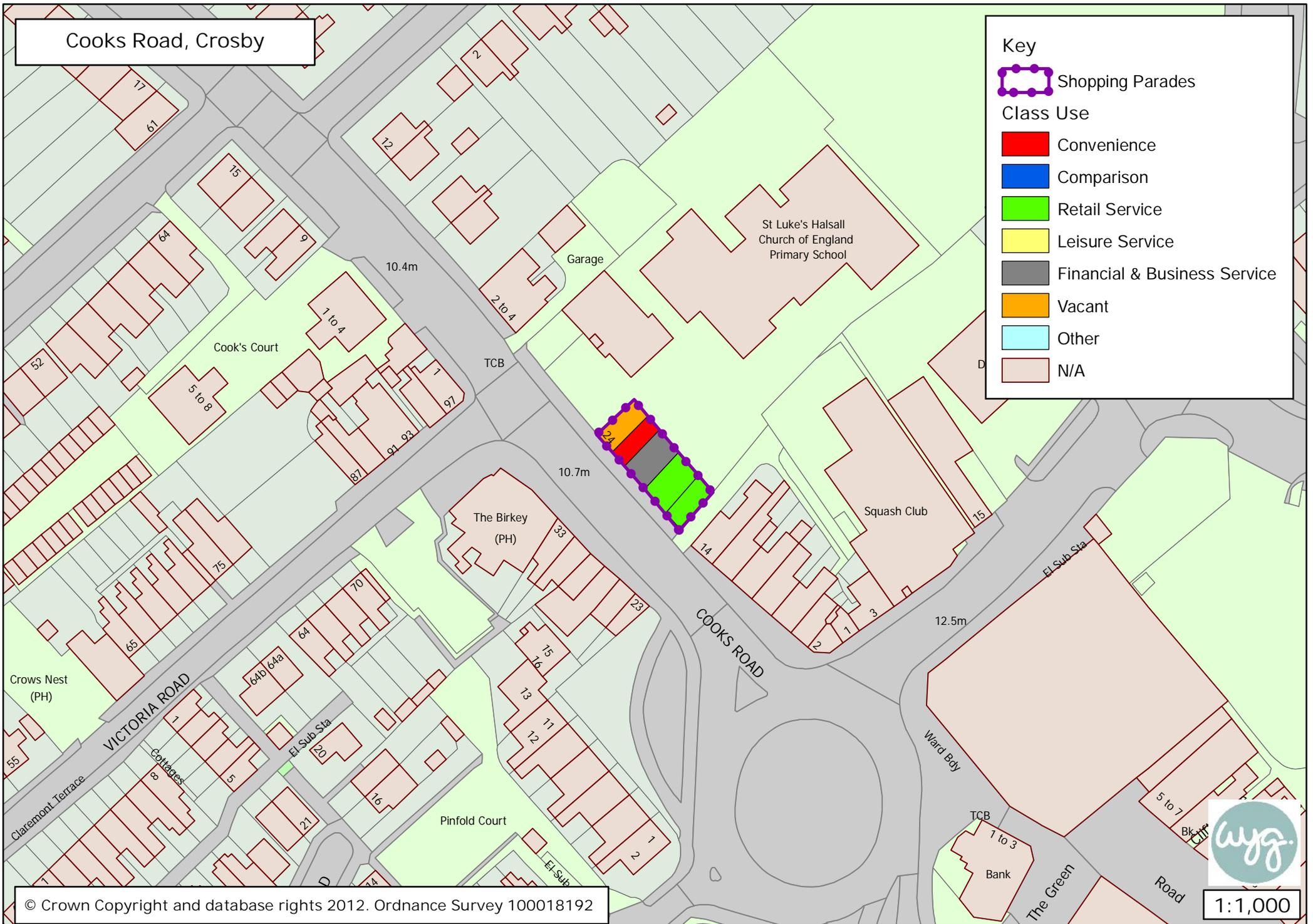
Cooks Road, Crosby

Key



Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other
- N/A



Shopping Parade Number 30: Bridge Road, Crosby

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre CP01 – Bridge Road parade.

Centre Overview: The parade is located approximately 1.5km to the south-west of Crosby district centre. It extends in a linear form from the roundabout junction at Mariners Road to the north and the junction at Warrenhouse Road to the south. There is a strong level of retail service units in the parade, including nine health and beauty salons. There are also four fast food units, three offices and two financial services. ATM facilities are available at the Discount Food & Wine unit. On-street car parking spaces are located to the front of many of the units along Bridge Road.

Representation from National Retailers: There is one national operator in Bridge Road parade, namely the Lifestyle Express convenience store.

Table 31: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Bridge Road	UK*	Sq m	Bridge Road	UK*
Convenience	3	7.9%	8.4%	378	12.3%	14.3%
Comparison	8	21.1%	33.4%	610	19.9%	37.0%
Retail Service	12	31.6%	13.2%	981	31.9%	7.0%
Leisure Service	7	18.4%	21.8%	519	16.9%	22.8%
Financial & Business Service	2	5.3%	10.9%	188	6.1%	8.4%
Vacant	6	15.8%	11.9%	395	12.9%	9.8%
Total	38	100%	100%	3,071	100%	100%

Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Bridge Road, Crosby

Key

 Shopping Parades

Class Use

 Convenience

 Comparison

 Retail Service

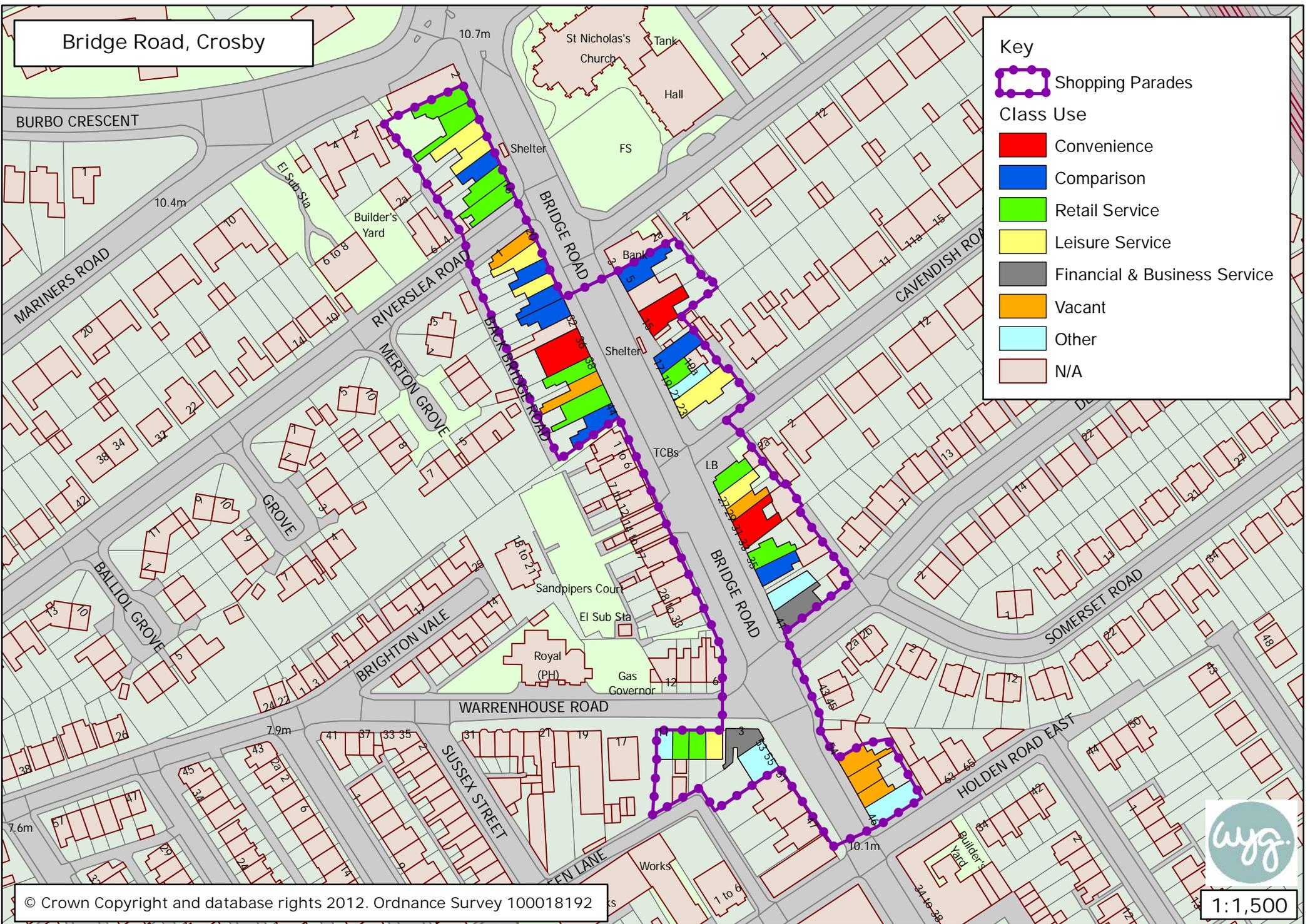
 Leisure Service

 Financial & Business Service

 Vacant

 Other

 N/A



Shopping Parade Number 31: Brompton Avenue, Crosby

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre CP02 – College Road parade.

Centre Overview: The parade is located approximately 0.5km to the south-west of Crosby district centre, extending from Lancaster Avenue in the south and almost to the Coronation Road roundabout to the north. There is a good level of convenience, comparison and retail service operators, with a shortfall in leisure service and financial and business service units. It should also be noted that there is a Co-op foodstore located just outside the parade boundary. There is an ATM machine which is located outside of the Post Office unit, with Marine Football Club grounds located in the centre of the parade. There is a limited provision of parking on College Road, with visitors restricted to one hour of parking in the on-street bays.

Representation from National Retailers: There are three national operators in the parade, namely Numark Pharmacy, the Post Office and William Hill.

Table 32: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Brompton Avenue	UK*	Sq m	Brompton Avenue	UK*
Convenience	7	13.5%	8.4%	480	12.5%	14.3%
Comparison	18	34.6%	33.4%	1,479	38.4%	37.0%
Retail Service	12	23.1%	13.2%	913	23.7%	7.0%
Leisure Service	10	19.2%	21.8%	642	16.7%	22.8%
Financial & Business Service	2	3.8%	10.9%	163	4.2%	8.4%
Vacant	3	5.8%	11.9%	170	4.4%	9.8%
Total	52	100%	100%	3,847	100%	100%

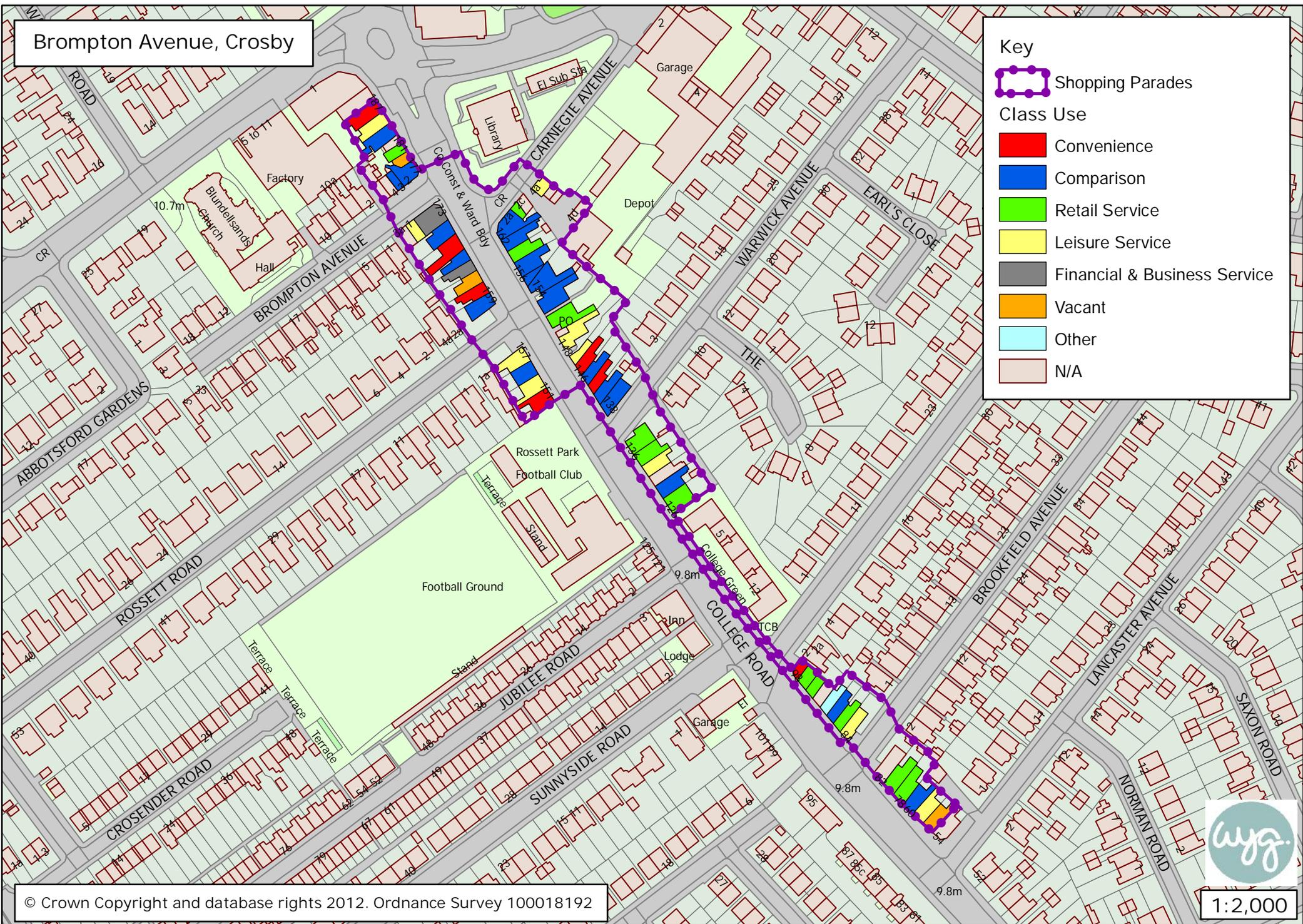
Source: Site Visit, August 2011, *UK Average Figures – Goad August 2011



Brompton Avenue, Crosby

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 32: Brownmoor Lane, Crosby

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre CP04 – Brownmoor Lane parade.

Centre Overview: The parade is located approximately 0.5km to the south-east of Crosby district centre, at the junction of Brownmoor lane and Forefield Lane. The nine commercial units comprise two CTNs, a butcher, off licence, betting office, take away unit, health and beauty salon and computer repair shop, with these units appearing to serve a local need only. Several on-street parking bays are provided to the front of the units, with low levels of pedestrian movement noted on the day of the site visit. There are no ATM facilities located within the parade.

Representation from National Retailers: There are two national operators in the parade, namely Booze Buster and William Hill.

Table 33: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Brownmoor Lane	UK *	Sq m	Brownmoor Lane	UK *
Convenience	4	44.4%	8.4%	259	48.1%	14.3%
Comparison	0	0.0%	33.4%	0	0.0%	37.0%
Retail Service	3	33.3%	13.2%	157	29.2%	7.0%
Leisure Service	2	22.2%	21.8%	122	22.7%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	9	100%	100%	538	100%	100%

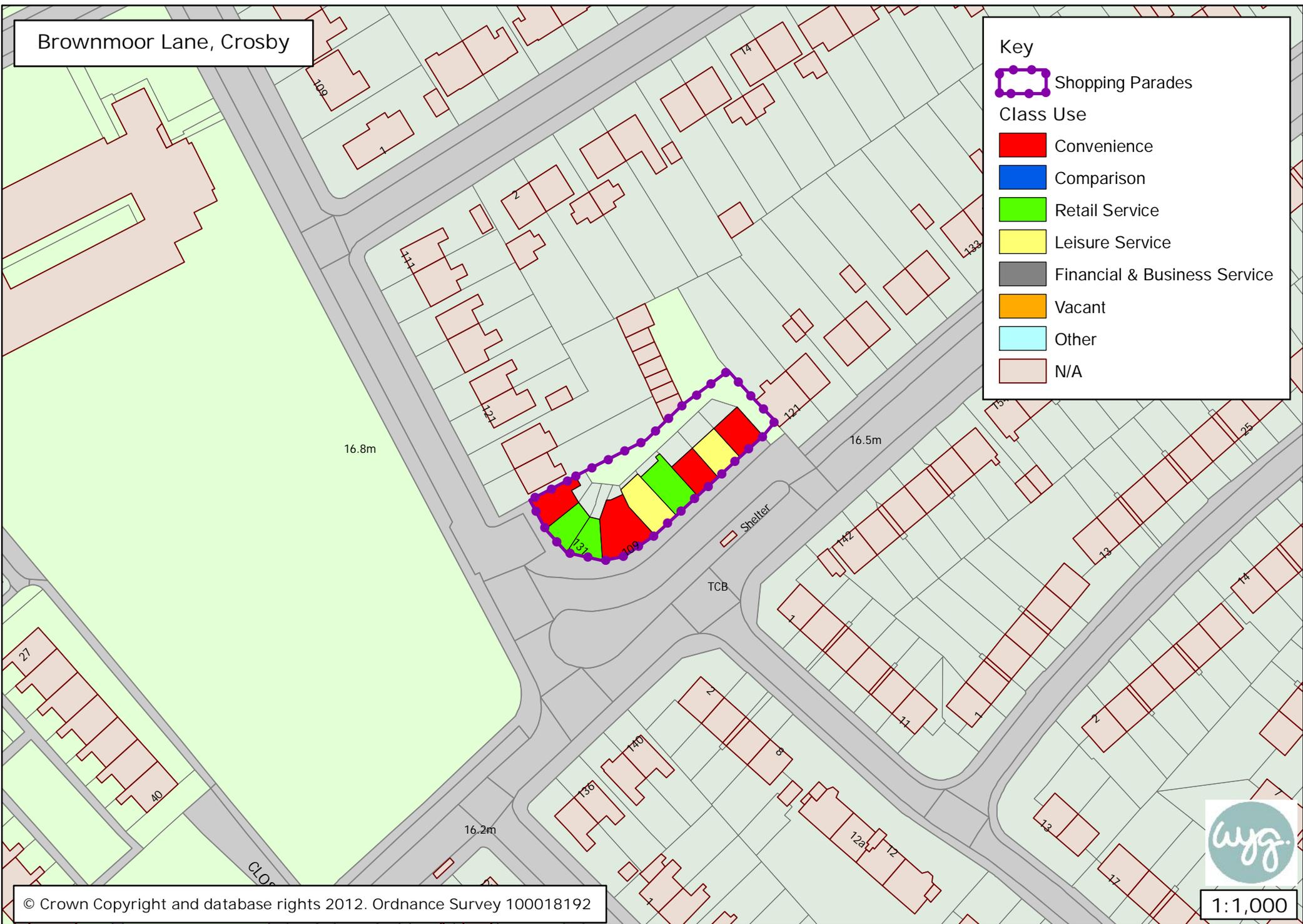
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Brownmoor Lane, Crosby

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 33: Coronation Road, Crosby

Status: The parade was not identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004).

Centre Overview: The parade is located close to Crosby district centre, with the units located in a linear form on one side of Coronation Road. The 12 commercial units comprise a good level of convenience, retail service and financial and business service operators, including a CTN, bakers, a furniture and home improvement outlet, a legal and property services outlet and three health and beauty salons. The parade appeared quiet on the day of the site visit, with pedestrians noted as tending to walk directly to Crosby centre. There are no ATM facilities located within the parade. On-street parking is available to the front of the units along Coronation Road, though parking in this location may be difficult due to its close proximity to Crosby district centre.

Representation from National Retailers: There are no national operators Coronation Road parade.

Table 34: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Coronation Road	UK *	Sq m	Coronation Road	UK *
Convenience	2	16.7%	8.4%	343	20.8%	14.3%
Comparison	2	16.7%	33.4%	485	29.3%	37.0%
Retail Service	4	33.3%	13.2%	373	22.5%	7.0%
Leisure Service	1	8.3%	21.8%	81	4.9%	22.8%
Financial & Business Service	2	16.7%	10.9%	271	16.4%	8.4%
Vacant	1	8.3%	11.9%	102	6.2%	9.8%
Total	12	100%	100%	1,654	100%	100%

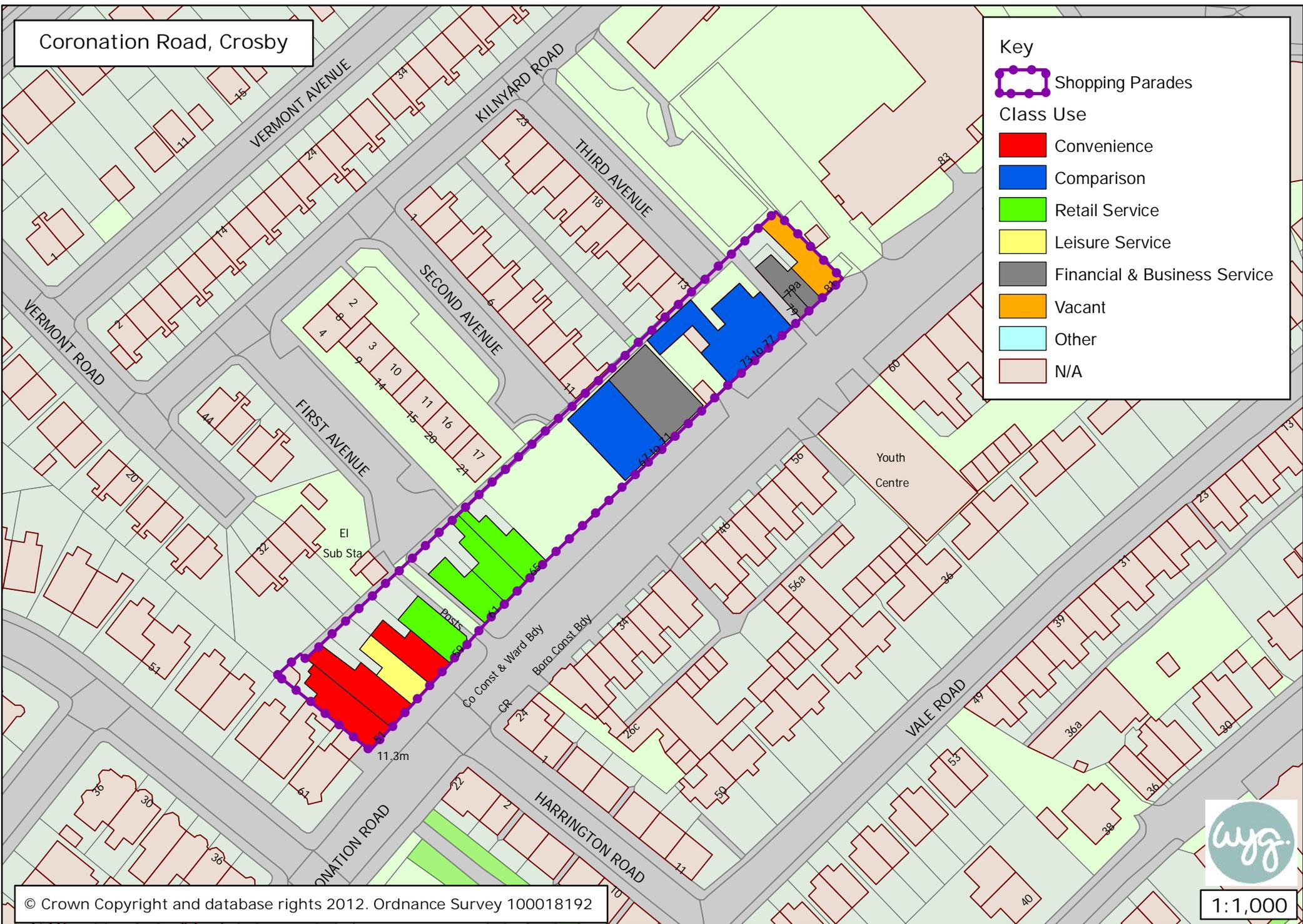
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Coronation Road, Crosby

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 34: Liverpool Road/Endbutt Lane, Crosby

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre CP07 – Endbutt Lane.

Centre Overview: The parade is located to the south of Crosby district centre, at the junction of Liverpool Road and Endbutt Lane. The 30 commercial units include four CTNs, four electrical and other durable goods units, two furniture retailers, a florist, six health and beauty salons, a take away unit and dry cleaners. ATM facilities are available at The Local convenience store. The site visit identified that there was a good level of pedestrian traffic, though this could be attributed to its location in close proximity to Crosby district centre. There are a limited number of car parking spaces in the parade, with the bays along Endbutt Lane also restricting parking to one hour.

Representation from National Retailers: There are no national operators in Liverpool Road/Endbutt Lane parade.

Table 35: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Liverpool Road/Endbutt Lane	UK*	Sq m	Liverpool Road/Endbutt Lane	UK*
Convenience	4	13.3%	8.4%	321	12.8%	14.3%
Comparison	9	30.0%	33.4%	1,127	45.0%	37.0%
Retail Service	7	23.3%	13.2%	359	14.4%	7.0%
Leisure Service	3	10.0%	21.8%	231	9.2%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	7	23.3%	11.9%	464	18.6%	9.8%
Total	30	100%	100%	2,502	100%	100%

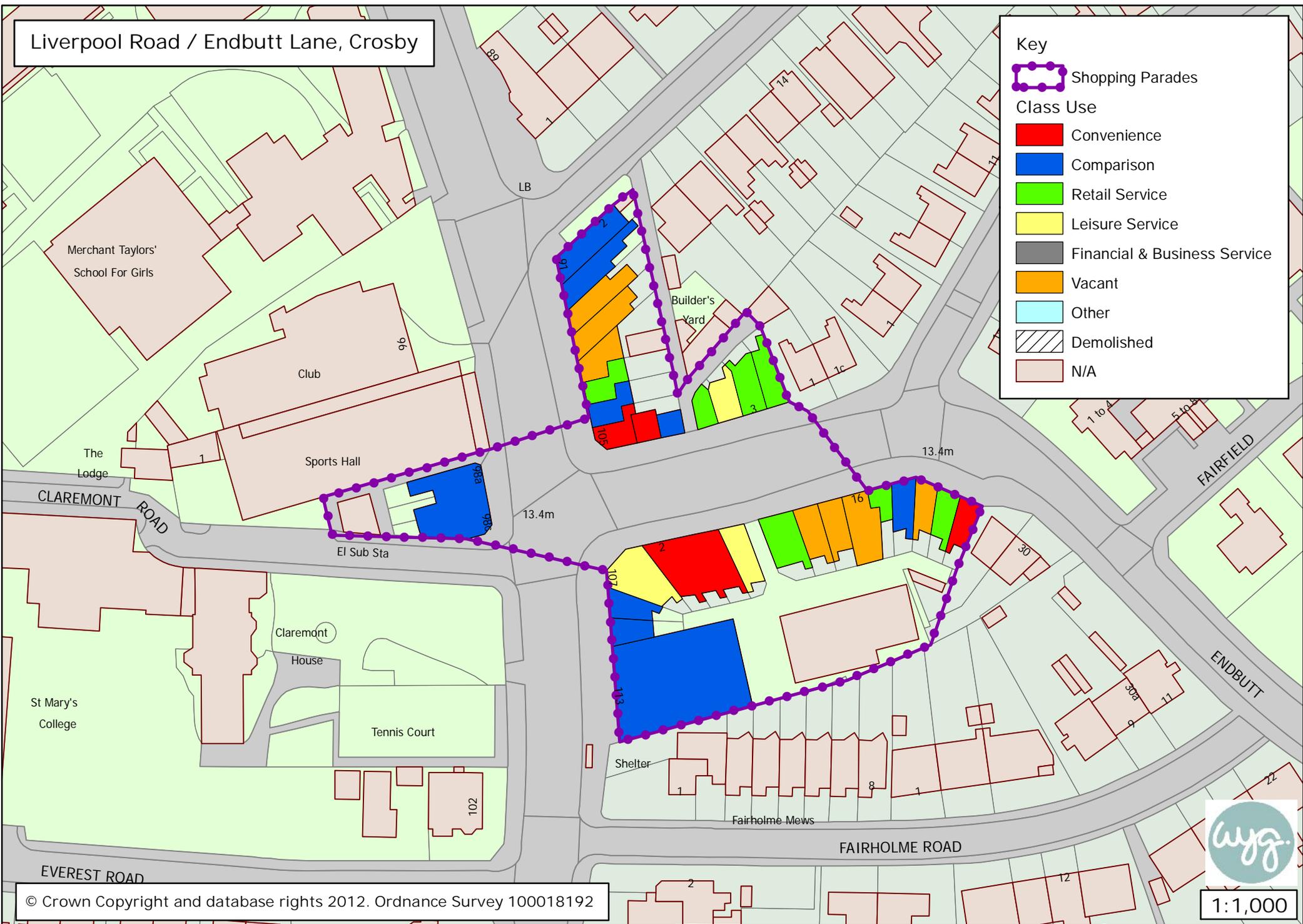
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Liverpool Road / Endbutt Lane, Crosby

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  Demolished
-  N/A



Shopping Parade Number 35: Myers Road East, Crosby

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre CP03 – Stuart Road parade.

Centre Overview: The parade is located less than 0.5km from the north-east of Waterloo district centre and to the south-east of Crosby district centre. The small parade only comprises six commercial units, namely two convenience stores, a chemist, two take away units and a health and beauty salon. There are no ATM facilities or financial and business service operators within the parade. There are several parking bays to the front of the units, with bollards in operation at the Simply Food & Drinks to prevent cars being parked there.

Representation from National Retailers: There are no national operators in the Myers Road East parade.

Table 36: Diversity of Use and Floorspace Figures (August 2011)

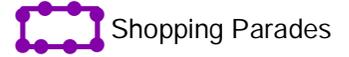
	Number of Units			Floorspace Figures		
	Number	Myers Road East	UK*	Sq m	Myers Road East	UK*
Convenience	2	33.3%	8.4%	185	42.9%	14.3%
Comparison	1	16.7%	33.4%	99	22.9%	37.0%
Retail Service	1	16.7%	13.2%	41	9.5%	7.0%
Leisure Service	2	33.3%	21.8%	106	24.6%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	6	100%	100%	432	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



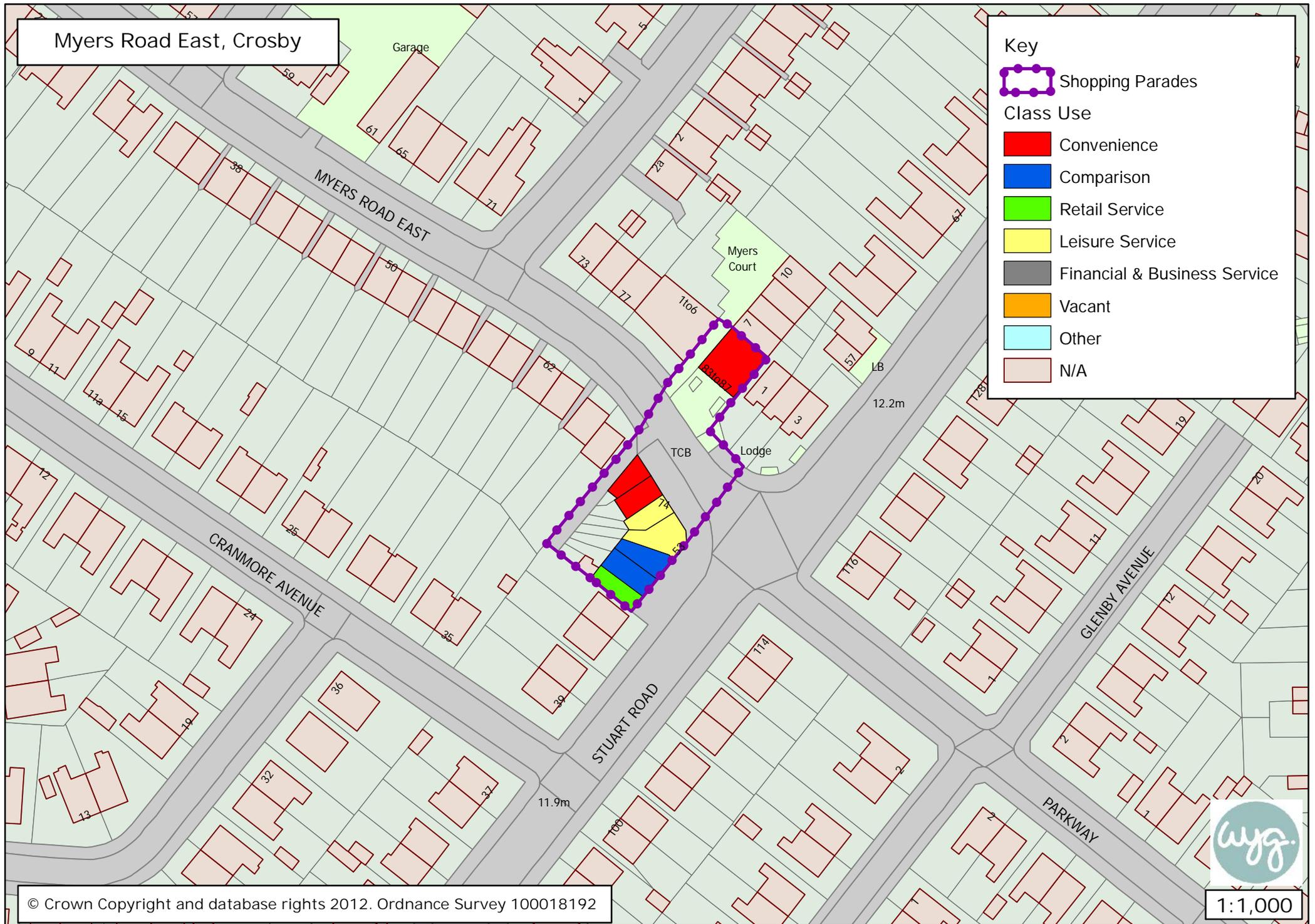
Myers Road East, Crosby

Key



Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other
- N/A



Shopping Parade Number 37: Church Road (1), Formby

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre FP03 – Church Road parade.

Centre Overview: The linear parade is located to the north of Formby district centre, on both sides of Church Road which extends beyond the junction of Piercefield Road/Ryeground Lane to the north and the junction of Old Mill Lane/Cable Street to the south. There is a variety of retailers located in the parade, including four health and beauty salons, three clothing stores, two restaurants, a take away unit, florist, legal services unit, community sports club and office. Off-street bay parking is available at the front of most of the shops, enabling visitors to the parade to easily gain access to the commercial units.

Representation from National Retailers: There is one national operator in the parade, namely the Spar convenience store.

Table 38: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Church Road (1)	UK*	Sq m	Church Road (1)	UK*
Convenience	2	9.5%	8.4%	353	13.3%	14.3%
Comparison	7	33.3%	33.4%	490	18.4%	37.0%
Retail Service	5	23.8%	13.2%	1,217	45.8%	7.0%
Leisure Service	4	19.0%	21.8%	364	13.7%	22.8%
Financial & Business Service	2	9.5%	10.9%	132	5.0%	8.4%
Vacant	1	4.8%	11.9%	104	3.9%	9.8%
Total	21	100%	100%	2,660	100%	100%

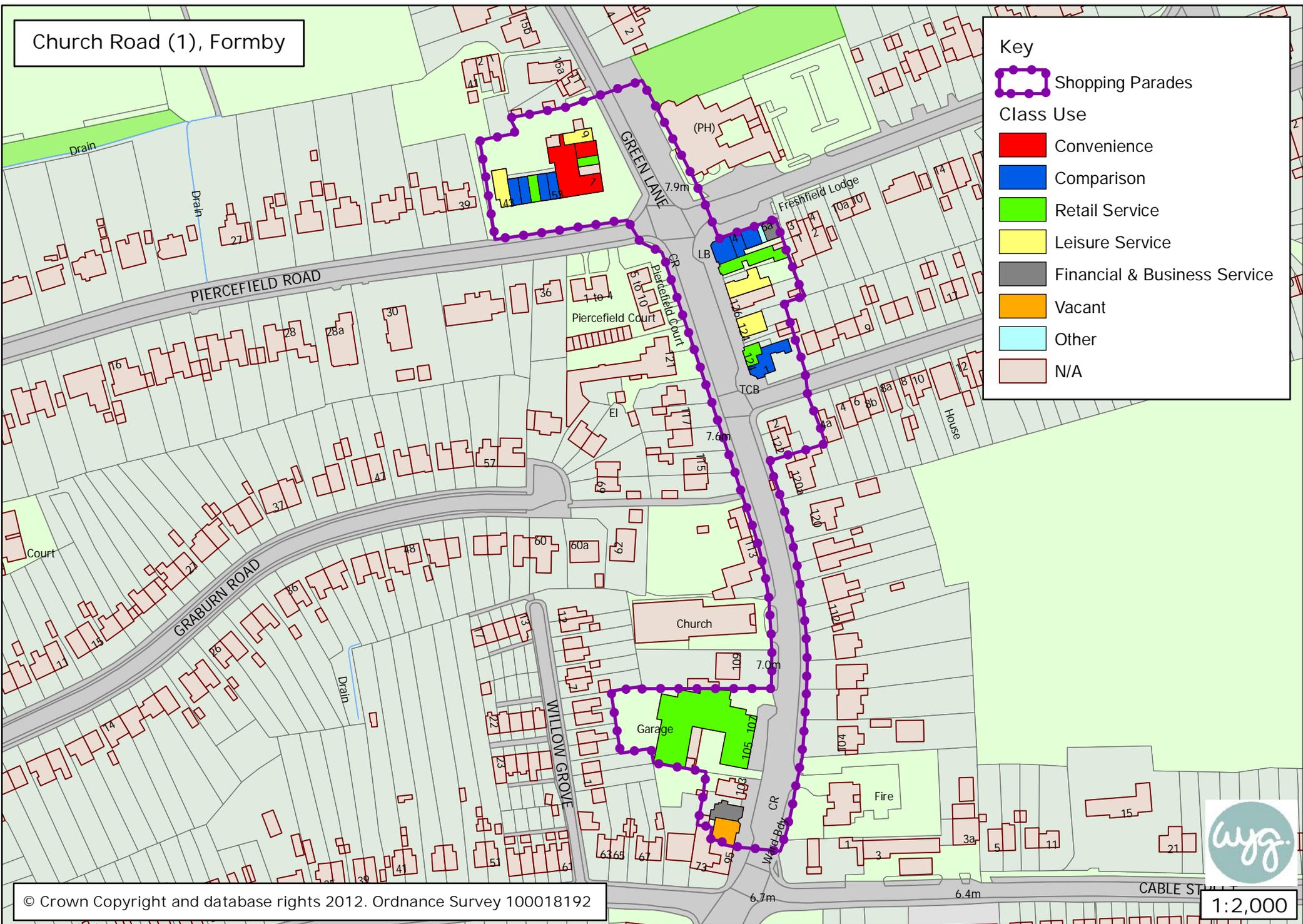
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Church Road (1), Formby

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 38: Church Road (2), Formby

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre FP03 – Church Road parade.

Centre Overview: The parade is located to the south of Church Road (1) and to the north of Formby district centre. The self-contained precinct is at the entrance of Church Close, a residential estate, with the six commercial units appearing to serve a local need only. The site visit identified that there are two health and beauty salons, a take away, greeting cards shop, off-licence and newsagent within the parade. There are no ATM facilities located within the parade. A small car parking area which accommodates approximately twenty cars is located adjacent to the take away unit on Church Road.

Representation from National Retailers: There are no national operators in the Church Road (2) parade.

Table 39: Diversity of Use and Floorspace Figures (August 2011)

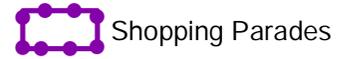
	Number of Units			Floorspace Figures		
	Number	Church Road (2)	UK *	Sq m	Church Road (2)	UK *
Convenience	2	33.3%	8.4%	127	32.9%	14.3%
Comparison	1	16.7%	33.4%	62	16.1%	37.0%
Retail Service	2	33.3%	13.2%	130	33.6%	7.0%
Leisure Service	1	16.7%	21.8%	67	17.4%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	6	100%	100%	386	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Church Road (2), Formby

Key



Shopping Parades

Class Use



Convenience



Comparison



Retail Service



Leisure Service



Financial & Business Service



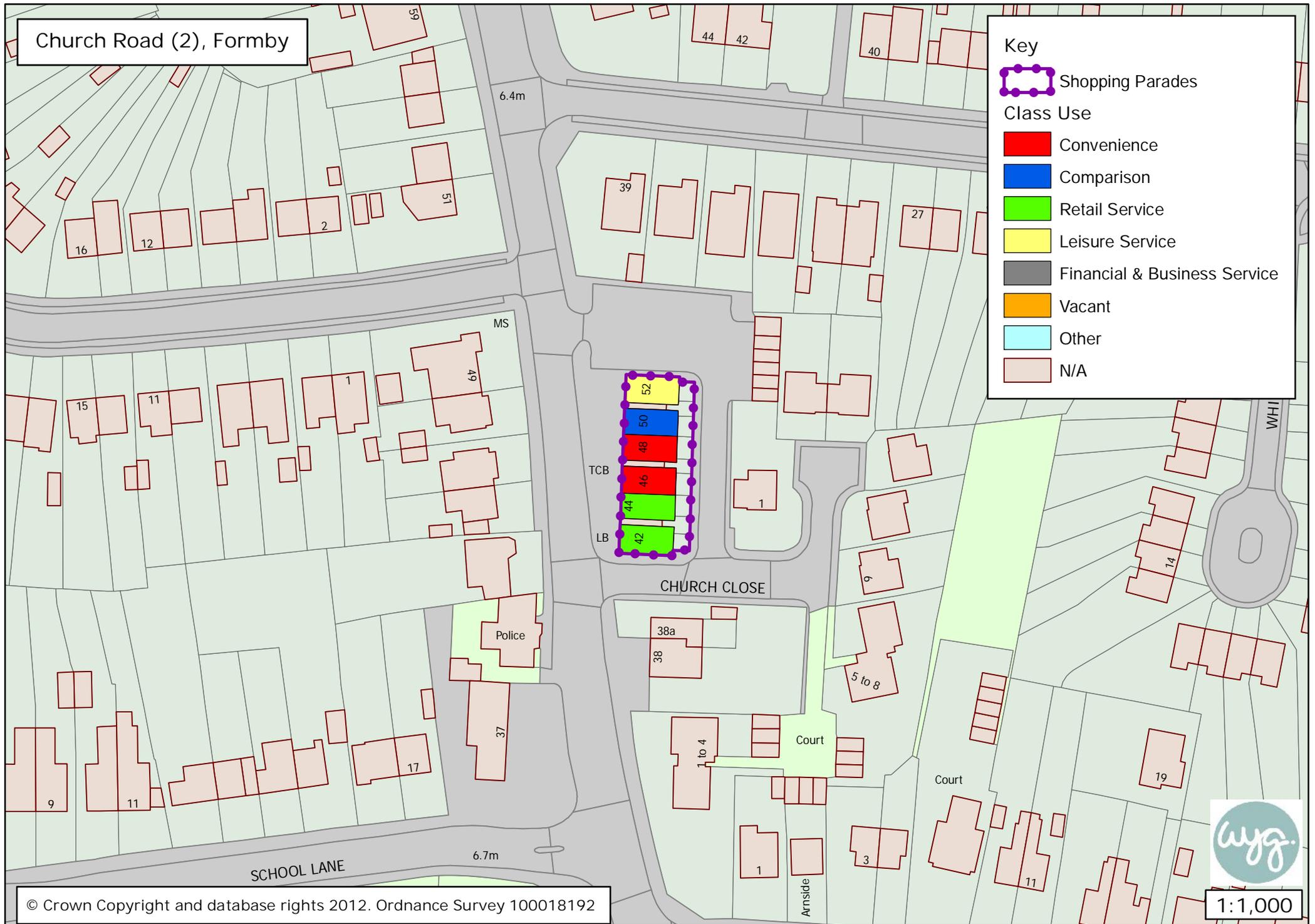
Vacant



Other



N/A



Shopping Parade Number 39: Liverpool Road, Formby

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre FP02 – Liverpool Road parade.

Centre Overview: The parade is located approximately 1km to the south of Formby district centre, with the self-contained units including a newsagents, off-licence, vehicle accessories retailer, health and beauty salon, Post Office and medical service unit. An ATM machine is located outside of the Post Office unit, with several car parking spaces also available for shoppers to the front of the parade. The site visit identified that the Post Office and newsagents were the most popular units, though pedestrian footfall in the area was noted as generally being low.

Representation from National Retailers: There are two national operators in the parade, namely Bargain Booze and the Post Office.

Table 40: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Liverpool Road	UK *	Sq m	Liverpool Road	UK *
Convenience	2	40.0%	8.4%	126	40.0%	14.3%
Comparison	1	20.0%	33.4%	62	19.7%	37.0%
Retail Service	2	40.0%	13.2%	127	40.3%	7.0%
Leisure Service	0	0.0%	21.8%	0	0.0%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	5	100%	100%	315	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Shopping Parade Number 40: Victoria Road, Formby

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre FP05 – Victoria Road parade.

Centre Overview: The parade is located approximately 1.5km to the north-west of Formby district centre, at the junction of Victoria Road and Freshfield Road, immediately adjacent to Freshfield railway station. There is a good variety of commercial units within the self-contained parade, including a newsagent, pet shop, two financial service units, two take-away units, a café and health and beauty salon. There are no ATM facilities located within the parade, with limited parking available.

Representation from National Retailers: There are no national operators in the Victoria Road parade.

Table 41: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Victoria Road	UK*	Sq m	Victoria Road	UK*
Convenience	1	12.5%	8.4%	56	12.8%	14.3%
Comparison	1	12.5%	33.4%	62	14.2%	37.0%
Retail Service	1	12.5%	13.2%	66	15.1%	7.0%
Leisure Service	3	37.5%	21.8%	118	27.1%	22.8%
Financial & Business Service	2	25.0%	10.9%	135	30.9%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	8	100%	100%	438	100%	100%

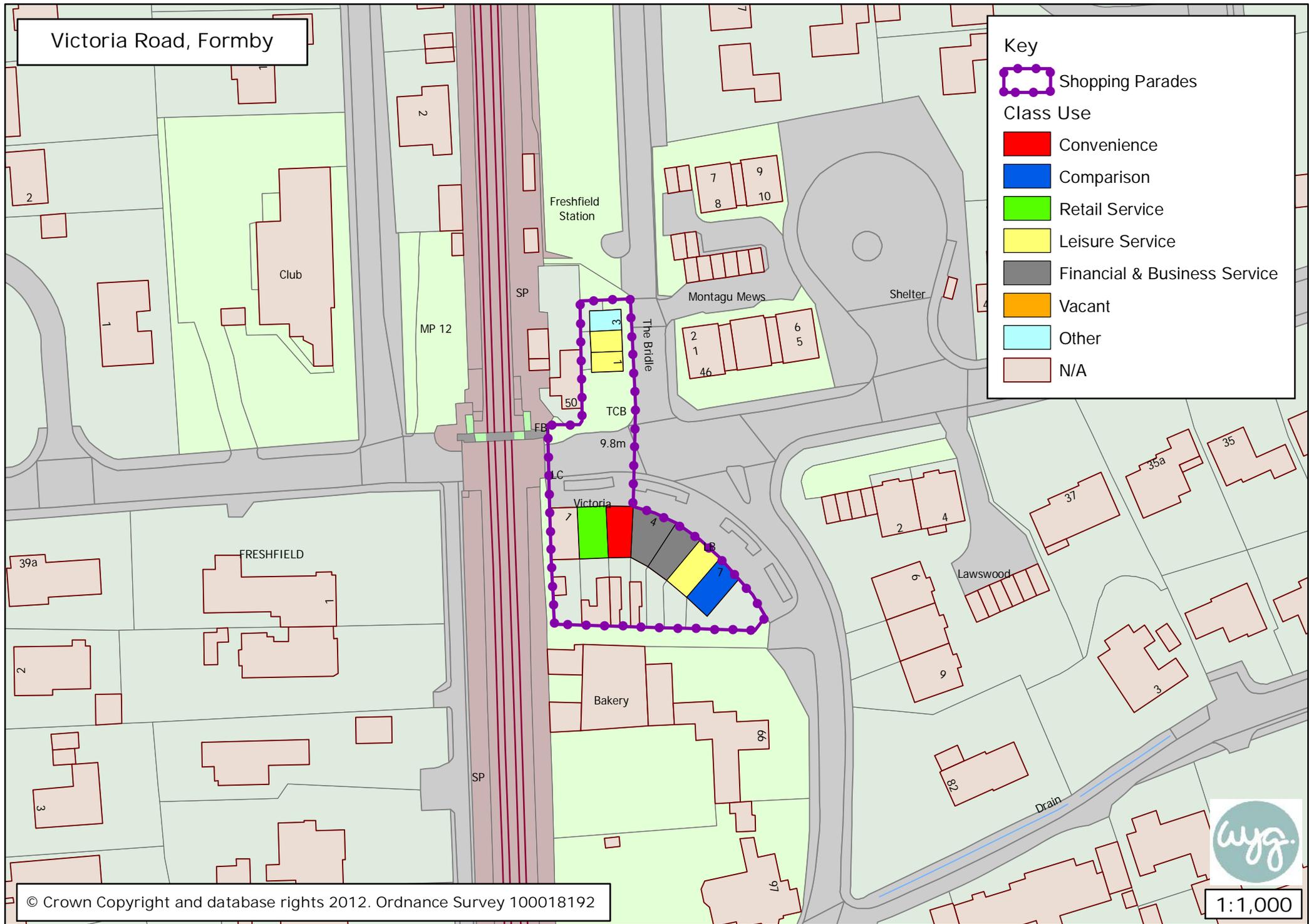
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Victoria Road, Formby

Key

- Shopping Parades
- Class Use**
- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other
- N/A



Shopping Parade Number 41: Duke Street, Formby

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre FP04 – Duke Street parade.

Centre Overview: Duke Street parade is located to the south-west of Formby district centre, with the railway station located to the west of the parade on Formby Bridge. The 10 units comprise an off-licence, wedding shop, building supplies centre, a take away unit and restaurant, four health and beauty salons and one vacant unit. There is also an office and chiropodist, though no ATM facilities, within the parade. There was a lack of pedestrian movement in the parade, with limited on-street parking available.

Representation from National Retailers: There are no national operators in the Duke Street parade.

Table 42: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Duke Street	UK*	Sq m	Duke Street	UK*
Convenience	1	10.0%	8.4%	55	6.2%	14.3%
Comparison	1	10.0%	33.4%	171	19.2%	37.0%
Retail Service	4	40.0%	13.2%	235	26.5%	7.0%
Leisure Service	2	20.0%	21.8%	225	25.4%	22.8%
Financial & Business Service	1	10.0%	10.9%	139	15.6%	8.4%
Vacant	1	10.0%	11.9%	63	7.1%	9.8%
Total	10	100%	100%	889	100%	100%

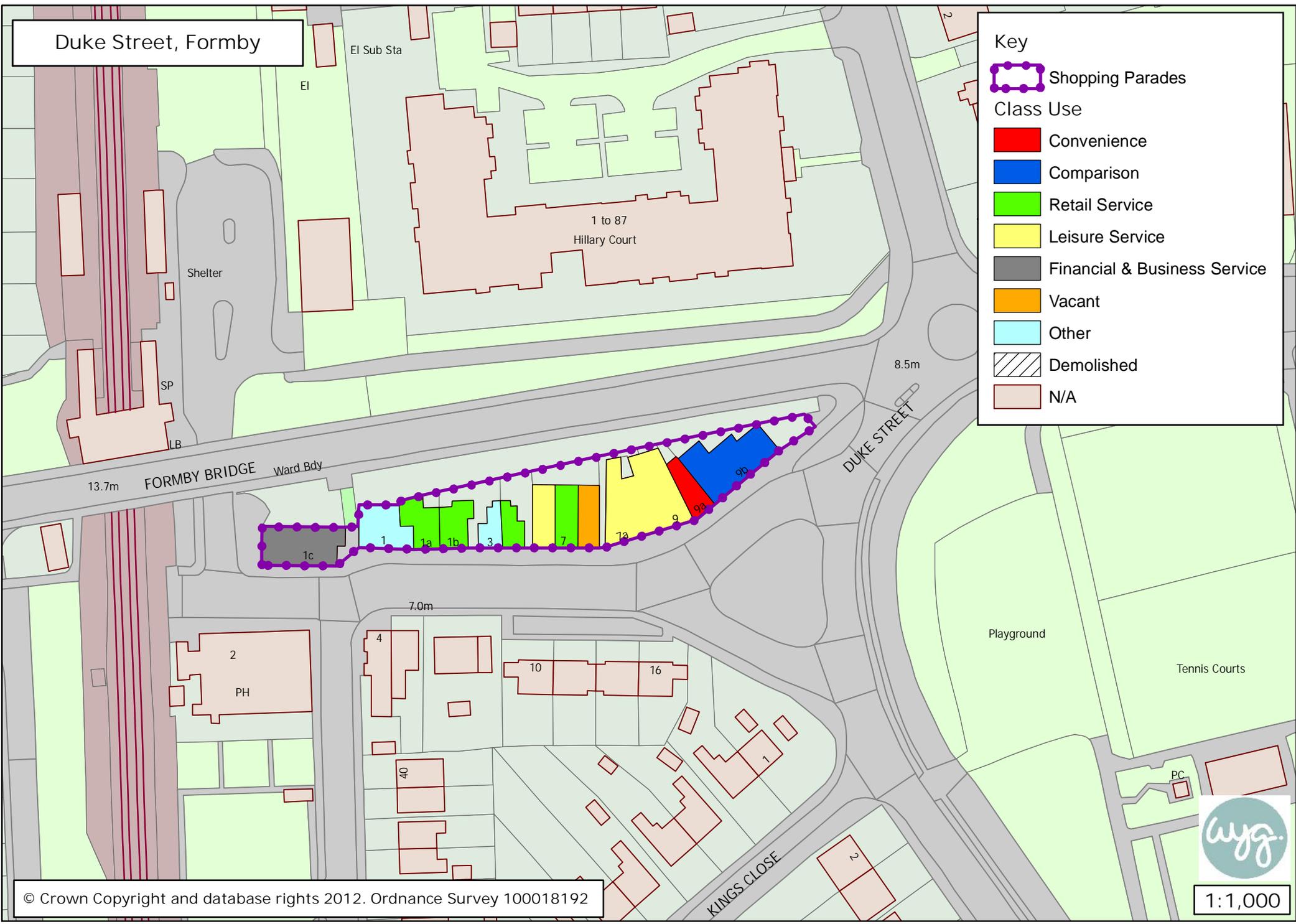
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Duke Street, Formby

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  Demolished
-  N/A



Shopping Parade Number 42: Harington Road, Formby

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre FP01 – Harington Road parade.

Centre Overview: The purpose-built linear parade is located approximately 1km to the north-west of Formby district centre. The parade appeared to be an important and well-used retail and service destination for local residents, with the two convenience units in particular, Spar and Martin's, likely to attract the greatest number of shoppers. In addition, the parade also contains a pharmacy, furniture retailer, electrical business, dry cleaners and two health and beauty salons. An ATM machine is located outside of the Spar unit. An off-street parking bay area is located to the front of the units.

Representation from National Retailers: There are two national operators namely Spar and Martin's, with a Post Office outlet also in the Martin's unit.

Table 43: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Harington Road	UK *	Sq m	Harington Road	UK *
Convenience	2	22.2%	8.4%	238	30.4%	14.3%
Comparison	2	22.2%	33.4%	156	20.0%	37.0%
Retail Service	3	33.3%	13.2%	230	29.4%	7.0%
Leisure Service	0	0.0%	21.8%	0	0.0%	22.8%
Financial & Business Service	1	11.1%	10.9%	77	9.8%	8.4%
Vacant	1	11.1%	11.9%	82	10.5%	9.8%
Total	9	100%	100%	783	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Harington Road, Formby

Key

 Shopping Parades

Class Use

 Convenience

 Comparison

 Retail Service

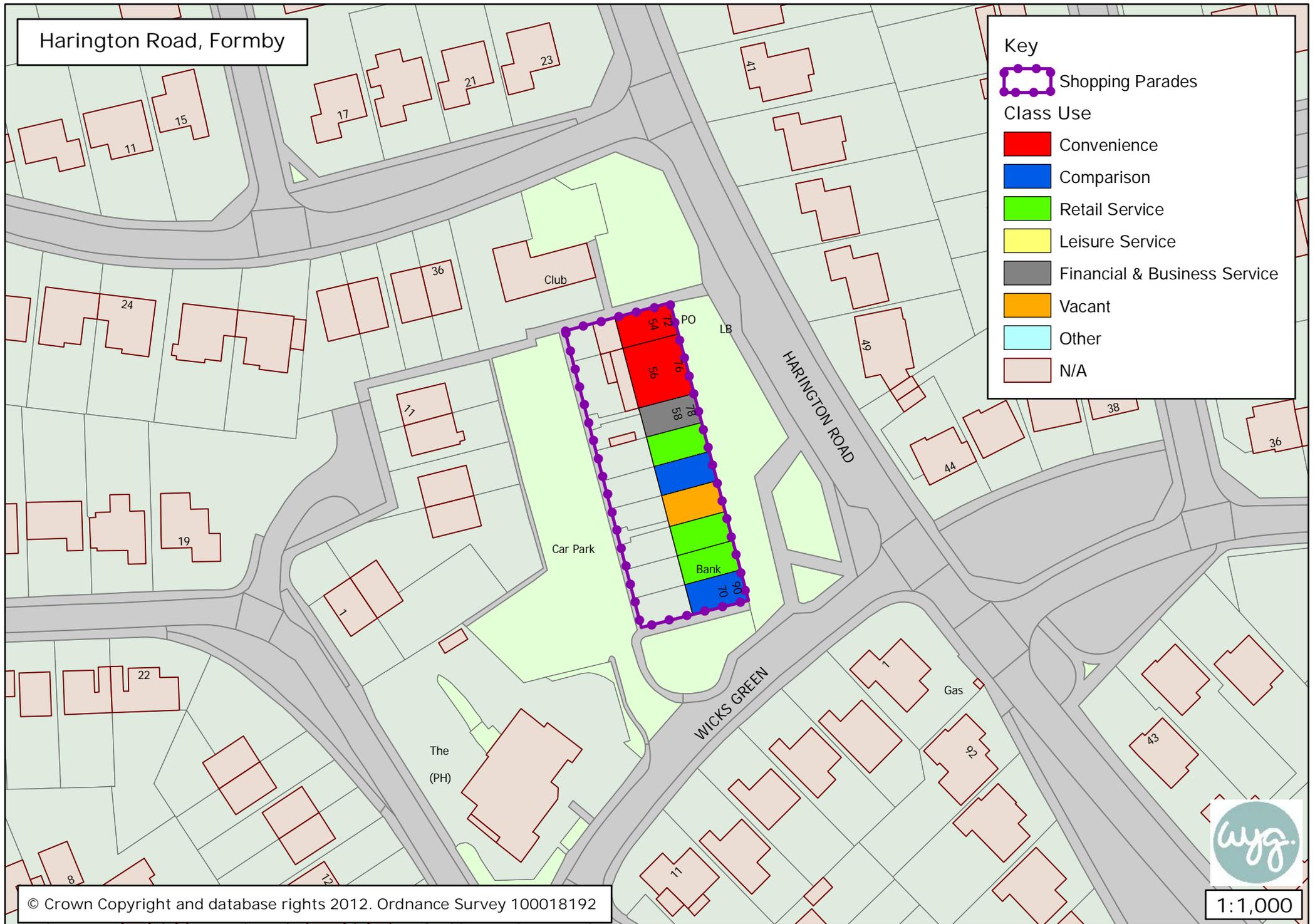
 Leisure Service

 Financial & Business Service

 Vacant

 Other

 N/A



Shopping Parade Number 43: Redgate, Formby

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre FP06 – Redgate parade.

Centre Overview: Redgate parade is located to the south-east of Formby district centre, with the linear self-contained commercial units comprising a convenience foodstore, florist, textiles centre, two take away units and two health and beauty salons. On-street car parking is provided to the front of the parade, with limited pedestrian activity noted on the day of the site visit. There are no ATM facilities located within the parade. There is an off-street parking bay which accommodates approximately 12 cars to the front of the parade.

Representation from National Retailers: There are no national operators in the Redgate parade.

Table 44: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Redgate	UK*	Sq m	Redgate	UK*
Convenience	1	14.3%	8.4%	255	39.0%	14.3%
Comparison	2	28.6%	33.4%	150	22.9%	37.0%
Retail Service	2	28.6%	13.2%	101	15.4%	7.0%
Leisure Service	2	28.6%	21.8%	148	22.7%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	7	100%	100%	654	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Redgate, Formby

Key

 Shopping Parades

Class Use

 Convenience

 Comparison

 Retail Service

 Leisure Service

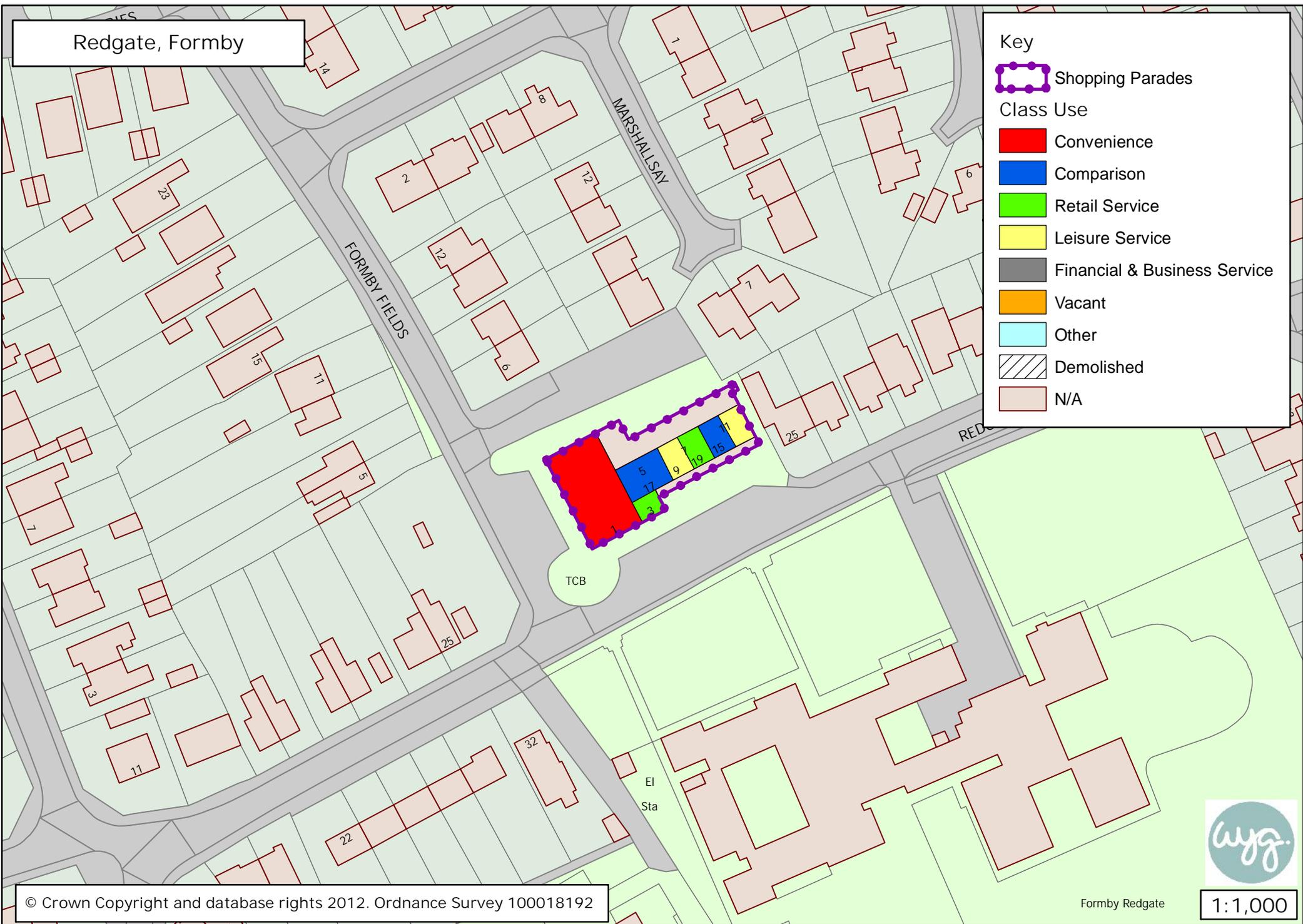
 Financial & Business Service

 Vacant

 Other

 Demolished

 N/A



Shopping Parade Number 44: Queens Road, Formby

Status: The parade was not identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004).

Centre Overview: The parade is located to the south-west of Formby district centre, close to Parade No. 41: Duke Street. The four commercial units in the parade are situated either side of the junction at Foster Road and Queens Road. There is one convenience foodstore, an off-licence, charity shop and health and beauty salon within the parade, with a small area of off-street parking available to the front of the units. There are no ATM facilities located within the parade.

Representation from National Retailers: There is one national operator in the parade, namely the Lifestyle Express convenience store.

Table 45: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Queens Road	UK*	Sq m	Queens Road	UK*
Convenience	2	50.0%	8.4%	159	50.1%	14.3%
Comparison	1	25.0%	33.4%	86	27.1%	37.0%
Retail Service	1	25.0%	13.2%	72	22.7%	7.0%
Leisure Service	0	0.0%	21.8%	0	0.0%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	4	100%	100%	317	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Queens Road, Formby

Key



Shopping Parades

Class Use



Convenience



Comparison



Retail Service



Leisure Service



Financial & Business Service



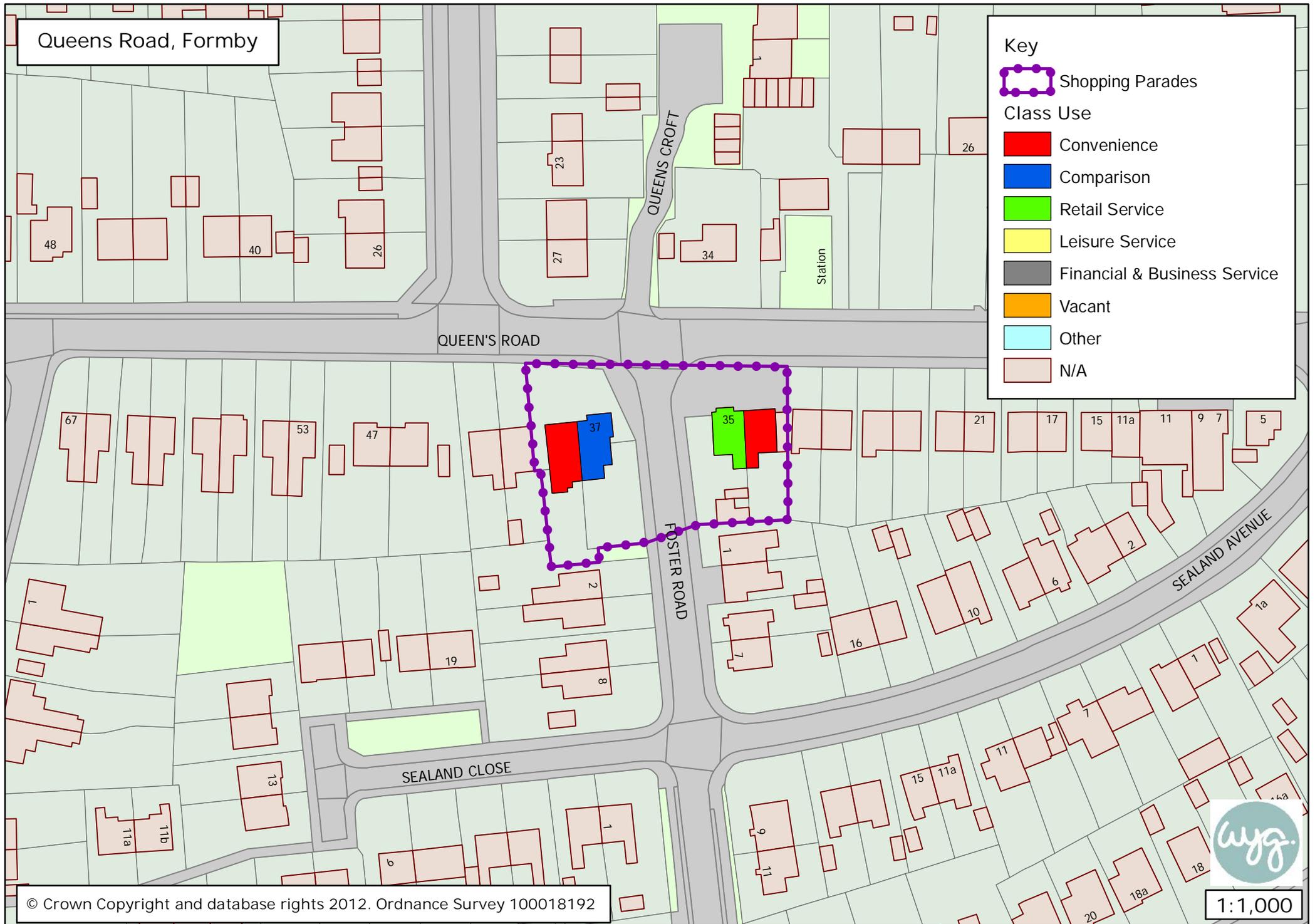
Vacant



Other



N/A



Shopping Parade Number 36: Ford Lane, Litherland

Status: The parade was not identified in the previous Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004).

Centre Overview: The parade is located approximately 1km to the east of Crosby district centre and comprises a self-contained parade of shops on one side of Ford Lane. The site visit identified that there was only five commercial units in operation, comprising an off-licence, two take away units, a health and beauty salon and a Post Office. ATM facilities are available outside one of the take away units within the parade. A small parking bay area is provided to the front of the units, with the parade appearing quiet on the day of the site visit, with little pedestrian movement.

Representation from National Retailers: There is one national operator in the parade, namely the Post Office.

Table 37: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Ford Lane	UK*	Sq m	Ford Lane	UK*
Convenience	1	14.3%	8.4%	89	12.7%	14.3%
Comparison	0	0.0%	33.4%	0	0.0%	37.0%
Retail Service	2	28.6%	13.2%	245	35.1%	7.0%
Leisure Service	2	28.6%	21.8%	228	32.6%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	2	28.6%	11.9%	137	19.6%	9.8%
Total	7	100%	100%	700	100%	100%

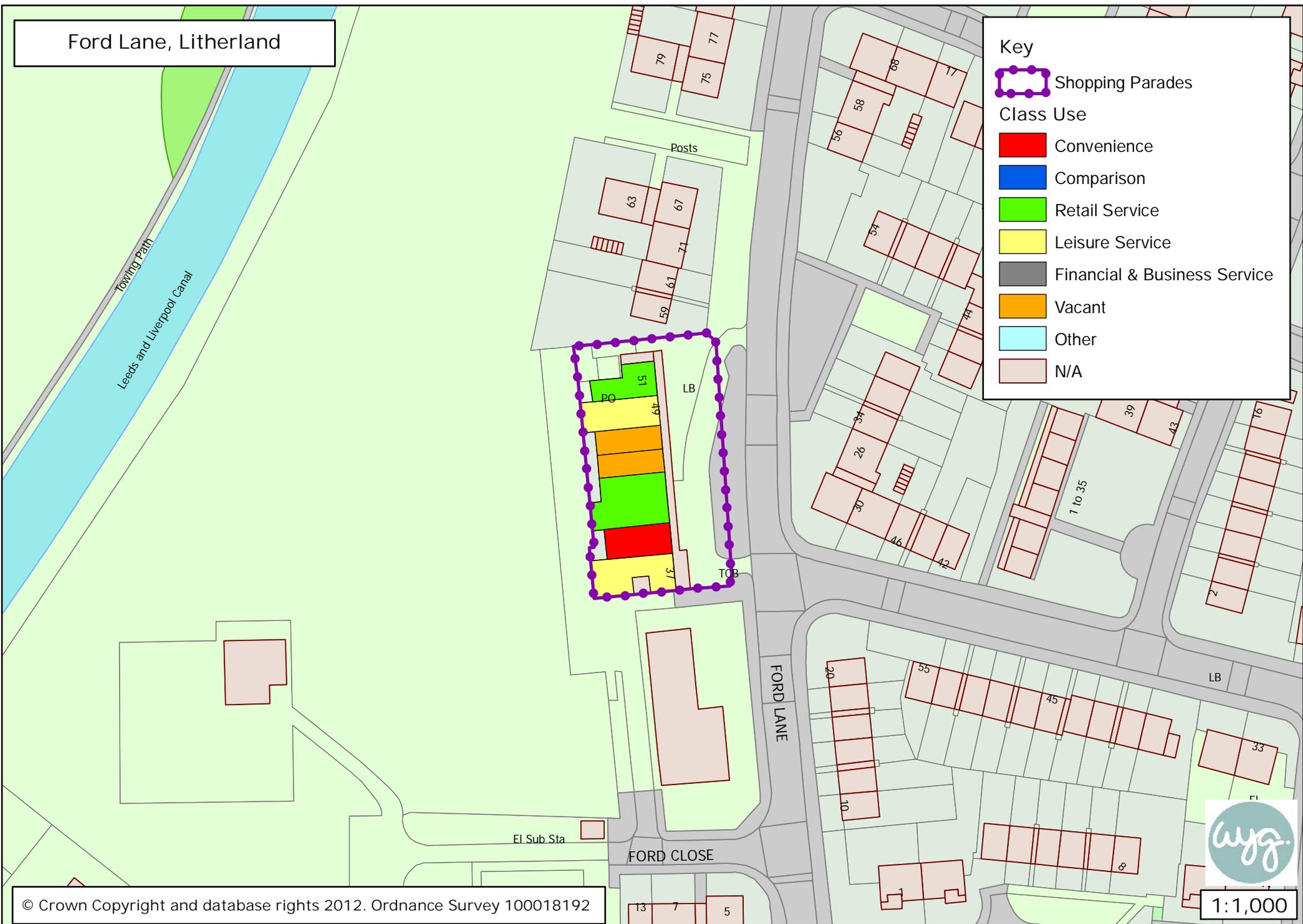
Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Ford Lane, Litherland

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 45: Bridge Road, Litherland

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre BP10 – Bridge Road parade.

Centre Overview: Bridge Road parade is located to the east of Litherland and Seaforth local centres, with parade no. 28: Stanley Road/Linacre Road located to the south. The commercial units in the parade are located on both sides of Bridge Road (A567), close to the busy Princess Way roundabout. There is a high level of vacancies in the centre, with a limited provision of retail and service outlets. The parade serves a local need only and includes a chemist, florist, off-licence, take away unit, fitness centre, funeral service and three health and beauty salons. There are no ATM facilities located within the parade. There is a limited area of on-street parking on Bridge Road, with visitors to the Parade also able to park in the nearby residential areas.

Representation from National Retailers: There are no national operators in Bridge Road parade.

Table 46: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Bridge Road	UK *	Sq m	Bridge Road	UK *
Convenience	1	5.0%	8.4%	69	4.0%	14.3%
Comparison	3	15.0%	33.4%	237	13.6%	37.0%
Retail Service	4	20.0%	13.2%	312	17.9%	7.0%
Leisure Service	2	10.0%	21.8%	357	20.5%	22.8%
Financial & Business Service	2	10.0%	10.9%	189	10.8%	8.4%
Vacant	8	40.0%	11.9%	582	33.4%	9.8%
Total	20	100%	100%	1,745	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Bridge Road, Litherland

Key

-  Shopping Parades
- Class Use**
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Service
-  Financial & Business Service
-  Vacant
-  Other
-  N/A



Shopping Parade Number 46: Church Road, Litherland

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre BP05 – Church Road parade.

Centre Overview: The small parade is located approximately 1.5km to the north-east of Seaforth and Litherland local centres, close to parade no. 48: Sefton Road. The commercial units are located in a cluster at the junction of School Lane and Church Road, and comprise a newsagents, take away unit, health and beauty salon and housing office. There are no ATM facilities located within the parade. The site visit identified that there was limited on-street parking available in front of the commercial units.

Representation from National Retailers: There are no national operators in the Church Road parade.

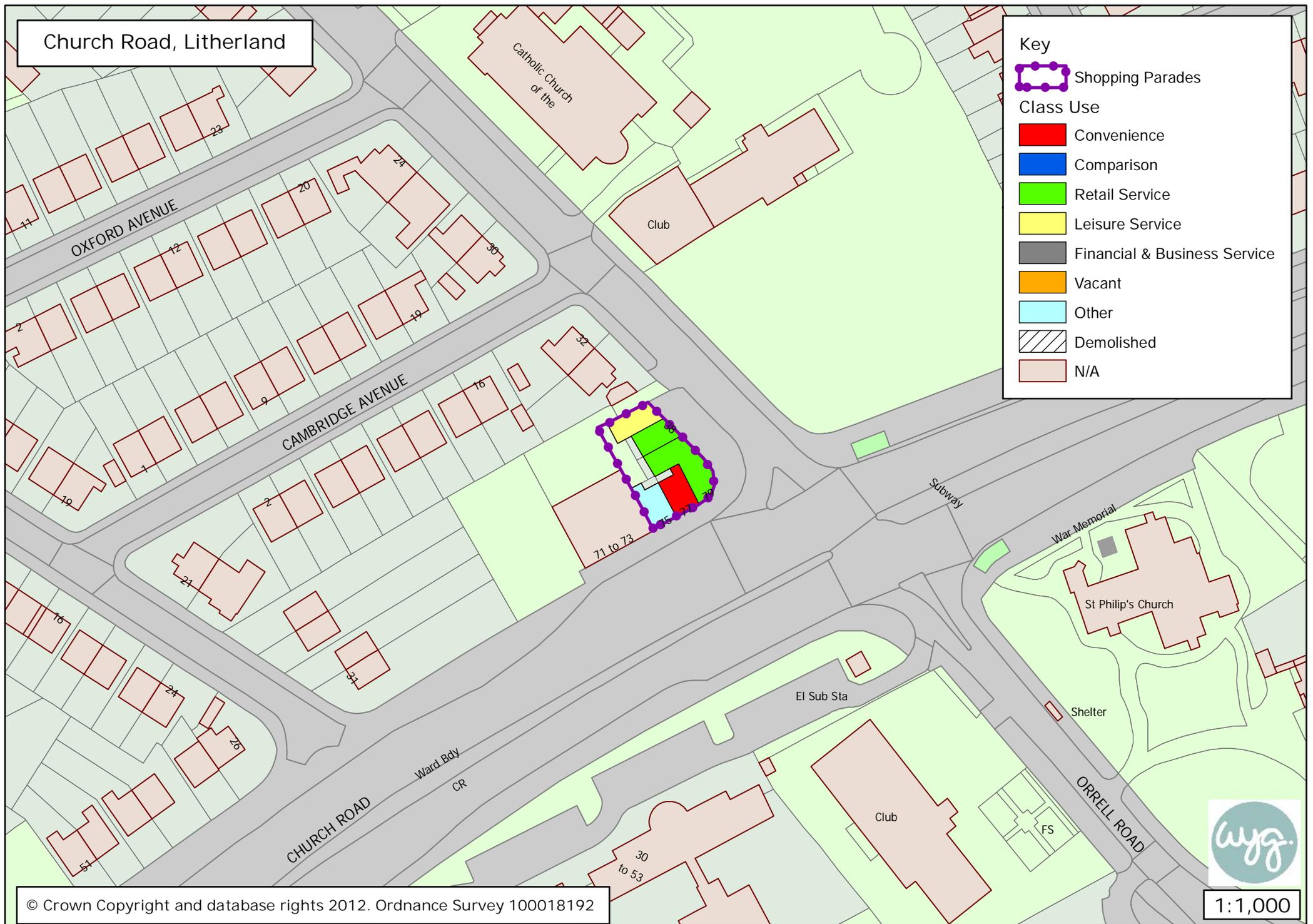
Table 47: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Church Road	UK *	Sq m	Church Road	UK *
Convenience	1	25.0%	8.4%	48	20.5%	14.3%
Comparison	0	0.0%	33.4%	0	0.0%	37.0%
Retail Service	2	50.0%	13.2%	138	59.0%	7.0%
Leisure Service	1	25.0%	21.8%	48	20.5%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	0	0.0%	11.9%	0	0.0%	9.8%
Total	4	100%	100%	234	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Church Road, Litherland



Shopping Parade Number 47: Kirkstone Road North, Litherland

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre BP06 – Kirkstone Road North parade.

Centre Overview: The parade is located approximately 2km to the north-east of Seaforth and Litherland local centres, with the commercial units located within two purpose-built linear facades opposite Kirkstone Park. The 15 commercial units within the parade include two convenience foodstores, a bakers, off-licence, variety store, blinds shop, café, take away unit, betting office and three health and beauty units. There is also an office and chiropody clinic, with no ATM facilities located within the parade. Off-street car parking bays are located in front of the units and these appeared to be well used on the day of the site visit. This may also be attributable to the close proximity of Kirkstone Park which is a popular leisure destination.

Representation from National Retailers: There is one national operator in the parade, namely William Hill.

Table 48: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Kirkstone Road North	UK*	Sq m	Kirkstone Road North	UK*
Convenience	4	26.7%	8.4%	423	26.0%	14.3%
Comparison	2	13.3%	33.4%	304	18.7%	37.0%
Retail Service	3	20.0%	13.2%	288	17.7%	7.0%
Leisure Service	3	20.0%	21.8%	296	18.2%	22.8%
Financial & Business Service	0	0.0%	10.9%	0	0.0%	8.4%
Vacant	3	20.0%	11.9%	314	19.3%	9.8%
Total	15	100%	100%	1,625	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011



Kirkstone Road North, Litherland

Key

 Shopping Parades

Class Use

 Convenience

 Comparison

 Retail Service

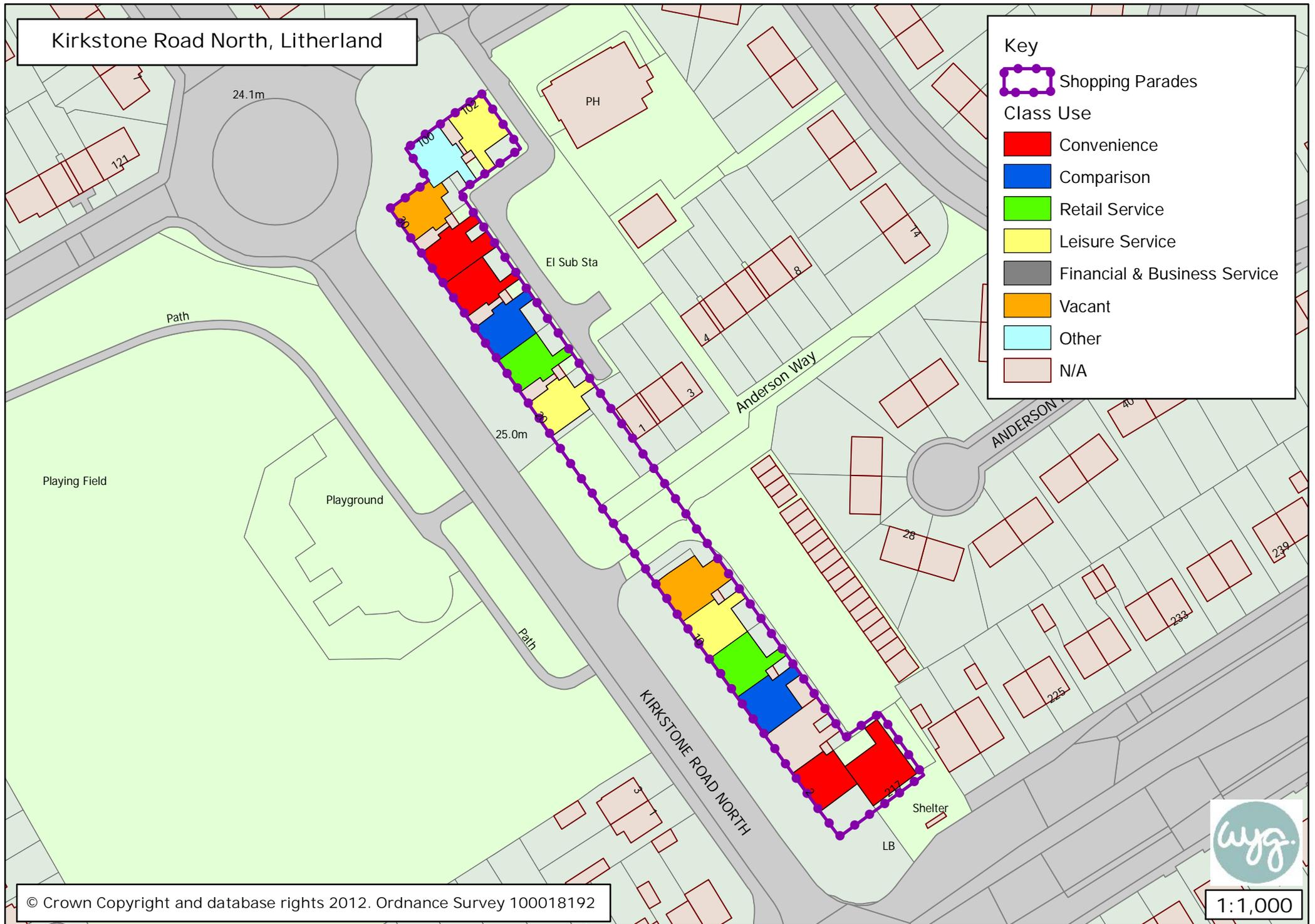
 Leisure Service

 Financial & Business Service

 Vacant

 Other

 N/A



Shopping Parade Number 48: Sefton Road (1), Litherland

Status: The parade was previously identified in the Sefton District Centres, Local Centres and Shopping Parades Study (White Young Green, March 2004) as being within Centre BP09 – Sefton Street parade.

Centre Overview: The parade is located close to Litherland and Seaforth local centres, with the commercial units in the centre on Sefton Street, Sefton Road and Hawthorne Road. There is a variety of uses in the parade, including two pharmacies, three take away units, four health and beauty outlets and a petrol filling station. An ATM machine is located outside the Nat West bank. In addition to the on-street parking bays close to the parade, there is also a large parking area along Sefton Road which appeared to be busy on the day of the site visit.

Representation from National Retailers: There are five national operators in Sefton Road (1) parade, namely; Boots, Nat West, Spar, Subway and William Hill.

Table 49: Diversity of Use and Floorspace Figures (August 2011)

	Number of Units			Floorspace Figures		
	Number	Sefton Road (1)	UK*	Sq m	Sefton Road (1)	UK*
Convenience	1	3.8%	8.4%	120	3.5%	14.3%
Comparison	6	23.1%	33.4%	484	14.2%	37.0%
Retail Service	7	26.9%	13.2%	1,132	33.2%	7.0%
Leisure Service	5	19.2%	21.8%	390	11.4%	22.8%
Financial & Business Service	2	7.7%	10.9%	321	9.4%	8.4%
Vacant	5	19.2%	11.9%	966	28.3%	9.8%
Total	26	100%	100%	3,414	100%	100%

Source: Site Visit, August 2011, * UK Average Figures – Goad August 2011

