

Wirral Retail & Centres Study, 2019
Vitality & Viability Health Checks of District Centres

| Bromborough District Centre | | No. of Units | |
|--|---|------------------------------|---------------------|
|  <p style="text-align: center;">Photograph 1: High Street</p> |  <p style="text-align: center;">Photograph 2: Allport Lane</p> | Category | No. of Units |
| | | Convenience | 8 |
| | | Comparison | 15 |
| | | Retail Service | 24 |
| | | Leisure Service | 16 |
| | | Financial & Business Service | 16 |
| | | Other | 5 |
| | | Vacant | 8 |
| | | Total | 92 |
| Comments | | | |
| <p>Retailer/Leisure Representation</p> <p>Bromborough District Centre is focused on High Street, Bromborough Village Road, Allport Lane and The Precinct. Overall, the district centre provides 92 retail and service units. The main anchor stores in the centre include a large Matalan store, a large painting and decorators store (Bromborough Paints), and a Co-op foodstore. Other retail (convenience and comparison) uses include a bakery, a butchers, 2 pharmacies, a health food store, shoe repair/key cutting shop and 3 charity shops.</p> <p>In terms of services, the district centre is reasonably well provided for. In addition to 6 cafes/restaurants, the centre provides 2 travel agents, a Post Office, laundrette, 3 take away outlets, 4 banks/buildings societies and 5 estate agents. We note that the centre is particularly well provided for in terms of hairdressers/beauty salons (13) which should be carefully monitored going forward. Non-retail uses in the centre include a large civic hall, library and a doctors surgery.</p> <p>Overall, we consider that the composition/range of uses provided within the district centre to be good and are currently meeting the daily requirements of local residents.</p> <p>Pedestrian Activity</p> <p>At the time of our visits reasonable levels of pedestrian activity were observed in the centre, more so along Allport Lane. Clusters of activity were noted in the vicinity of the Co-op food store and the banks/building societies.</p> | | | |

Vacancy Rate

A total of 8 vacant units are currently vacant in the centre. These are located in The Precinct and along Allport Road. The vacant units in The Precinct detract from the environmental quality of this part of the centre. The vacant units on Allport Road are less prominent and given the greater level of activity in this part of the centre do not notably detract from the centres vitality and viability.

Accessibility

A large car park is located off Allport Road, which was operating below its capacity at the time of our visits. Additional parking, albeit customer parking, is available to the rear of the Co-op food store, Matalan and the Premier Inn/Royal Oak public house. On street parking is also available along most of the alignment of Allport Road, which was mostly in use at the time of our visits.

In terms of public transport, the centre contains several bus stops with regular services to Eastham Rake and Woodchurch, Liverpool, Birkenhead and Chester. A limited number of cycle parking spaces are also present in the centre.

Environmental Quality

The environmental quality of the centre is mixed with Allport Road providing a better-quality environment than that of Bromborough Village Road. On Allport Road, the centre has the look of a more traditional style high street, with clean streets, planting, street furniture and good condition shop fronts. There is also a small area of soft landscaping and recreational greenspace to the front of the Civic Centre.

In terms of Bromborough Village Road, whilst there are some areas of planting and soft landscaping, the buildings, including Matalan, are a significantly larger scale than those on Allport Road and do not interact as well with the street.

The 4 vacancies in The Precinct detract from the environmental quality of this part of the centre which some buildings at upper floor level in need of some cosmetic improvements.

Summary

Overall, Bromborough District Centre is a reasonably healthy district centre. The composition/range of uses are considered to be good and are currently meeting the daily requirements of local residents. The centre is accessible by public and private transport. However, the environmental quality of the centre is mixed with parts of the centre needing enhancement.

We do not consider that any changes are required to the extent of the district centre boundary.

Wirral Retail & Centres Study, 2019

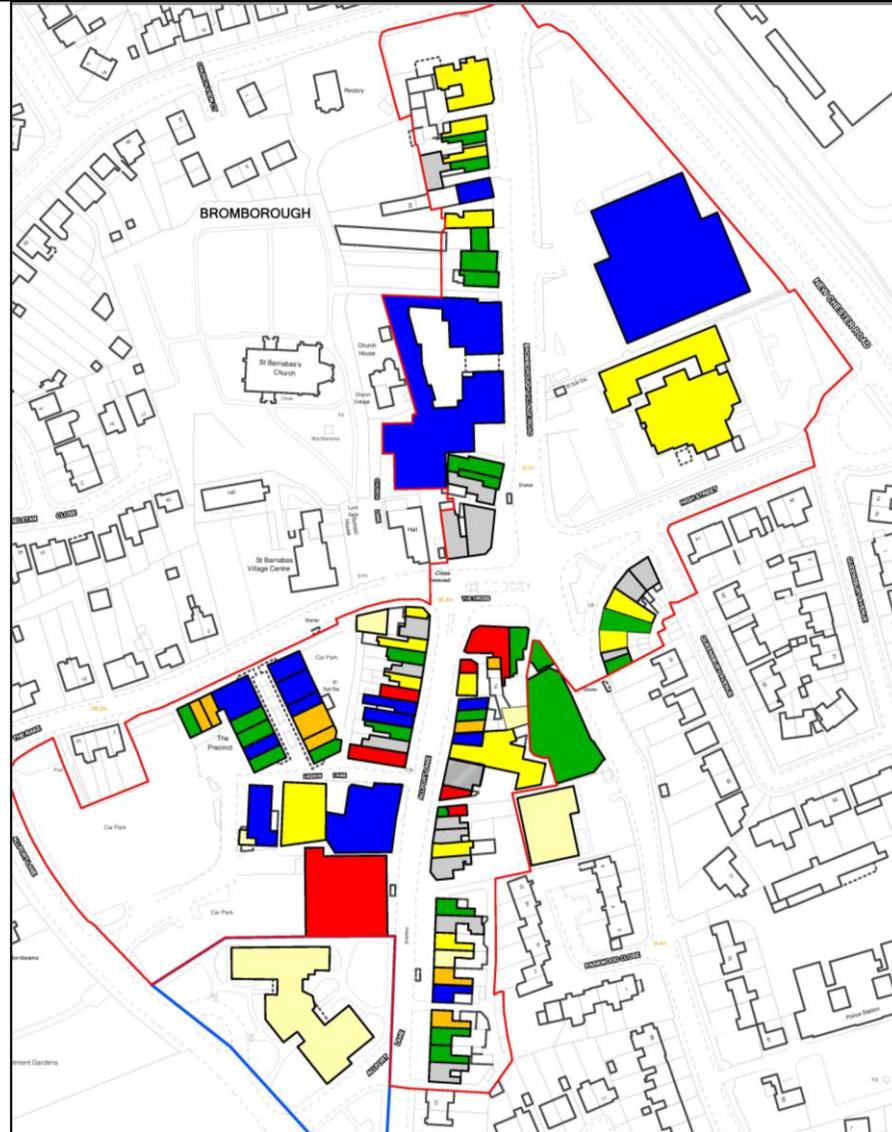
Vitality & Viability Health Checks of District Centres

Diversity of Uses

Legend

| Category | |
|---|---|
| ■ Comparison | ■ Financial & Business Services |
| ■ Convenience | ■ Other / Miscellaneous |
| ■ Retail Service | ■ First Floor Use |
| ■ Leisure Service | ■ Bromborough Village District Centre |
| ■ Vacant Retail | ■ Primarily Commercial Area |

© Crown copyright and database rights 2019
 Ordnance Survey Licence 100019803
 You are not permitted to copy, sub-licence, distribute or sell any of this data to third parties in any form



| Hoylake District Centre | | No. of Units | | | | | | | | | | | | | | | | | | | |
|--|--|---|--------------|--------------|-------------|----|------------|----|----------------|----|-----------------|----|------------------------------|----|-------|----|--------|----|--------------|------------|--|
|  <p>Photograph 1: Market Street & Alderley Road</p> |  <p>Photograph 2: Market Street</p> | <table border="1"> <thead> <tr> <th>Category</th> <th>No. of Units</th> </tr> </thead> <tbody> <tr> <td>Convenience</td> <td>13</td> </tr> <tr> <td>Comparison</td> <td>34</td> </tr> <tr> <td>Retail Service</td> <td>30</td> </tr> <tr> <td>Leisure Service</td> <td>38</td> </tr> <tr> <td>Financial & Business Service</td> <td>26</td> </tr> <tr> <td>Other</td> <td>11</td> </tr> <tr> <td>Vacant</td> <td>17</td> </tr> <tr> <td>Total</td> <td>169</td> </tr> </tbody> </table> | Category | No. of Units | Convenience | 13 | Comparison | 34 | Retail Service | 30 | Leisure Service | 38 | Financial & Business Service | 26 | Other | 11 | Vacant | 17 | Total | 169 | |
| | | Category | No. of Units | | | | | | | | | | | | | | | | | | |
| Convenience | 13 | | | | | | | | | | | | | | | | | | | | |
| Comparison | 34 | | | | | | | | | | | | | | | | | | | | |
| Retail Service | 30 | | | | | | | | | | | | | | | | | | | | |
| Leisure Service | 38 | | | | | | | | | | | | | | | | | | | | |
| Financial & Business Service | 26 | | | | | | | | | | | | | | | | | | | | |
| Other | 11 | | | | | | | | | | | | | | | | | | | | |
| Vacant | 17 | | | | | | | | | | | | | | | | | | | | |
| Total | 169 | | | | | | | | | | | | | | | | | | | | |
| <p>Comments</p> <p>Retailer/Leisure Representation</p> <p>Hoylake District Centre is a long linear centre focused along Market Street. It is the largest district centre in Wirral, containing some 169 units. 47 of these units are occupied by comparison and convenience retailers. Convenience uses include a Sainsbury's Local store and a Co-op store as well as a butchers, fishmonger and 2 health food stores, with comparison uses including a cycle store, carpet shop, 4 gift shops, bridalwear shop, 2 pharmacies, framers, pet supply store, a baby clothing/supply store and a boutique clothing shop.</p> <p>In terms of services, the centre provides a good number of hairdressers and beauty salons (10) as well as a launderette, dog groomers, Post Office and 4 natural therapy centres. A good provision (20) of restaurants and cafes are also provided in the centre together with 7 take away outlets and 3 bars/public houses which support a strong evening economy.</p> <p>Hoylake District Centre also contains a high proportion of financial services (including 6 accountants, 8 solicitors, 2 insurers and 4 estate agents). However, the centre does not provide any banks or buildings societies which is unusual given its size.</p> <p>Overall, with the exception of banking/building society services, the centre is considered to provide a good range of retail and service provision.</p> | | | | | | | | | | | | | | | | | | | | | |

Pedestrian Activity

Pedestrian levels were considered to be generally good at the time of our visits with the highest levels observed in the vicinity of the Sainsbury's Local store. Higher levels of footfall were monitored in the southern and central parts of the centre with lower levels observed in the northern part.

Vacancy Rate

There are 17 vacant units currently in the district centre. Whilst the centre has the highest number of vacant units of all three district centres in Wirral, they are well-scattered throughout the centre and therefore are not particularly prominent. Overall, it is considered that the vacant units did not detract from the centre's vitality and viability.

Accessibility

Parking in the district centre is primarily provided by way of on-street spaces along Market Street. On-street spaces were being well used and observed to be operating at near capacity at the time of our visits. The streets around the centre were generally residential in character and also appeared to be well used by visitors of the centre. A large surface level car park is located off Carr Lane but is not particularly well connected with the centre.

In terms of public transport, the centre benefits from Hoylake Railway Station which is located in the south eastern part of the centre. Bus stops are also located along Market Street with regular services to and from, amongst others, Birkenhead, West Kirby, Liverpool and Bromborough.

Environmental Quality

Hoylake's environmental quality was considered to be good, with buildings generally well maintained and in good condition. Several units had canopies onto the street which in some instances allowed for outdoor dining which animated the centre. The southern and central areas of the centre has seen recent improvements with new paving and planting, creating a strong environmental and visual quality. The northern area of the centre was somewhat weaker but is still considered to offer a reasonable level of environment quality.

Summary

Overall, we consider Hoylake to be a healthy district centre. With the exception of banking/building society services, the centre is considered to provide a good range of retail and service provision. Its uses cater to local and more niche needs and there is a strong representation of restaurants, supplemented with other uses, which support an evening economy. The environmental quality is considered to be good with parts of the centre recently having seen improvements.

In terms of the extent of the district centre boundary, we consider it should be extended to include to the south to include retail/service units in the cluster of buildings known as 'The Quadrant' between Albert Road and Carr Lane (currently designated as Primarily Commercial Area on the UDP Proposals Map).

Wirral Retail & Centres Study, 2019

Vitality & Viability Health Checks of District Centres

Diversity of Main District Centre Uses

| Legend | |
|---|-------------------------------|
| Category | |
|  | Comparison |
|  | Convenience |
|  | Other / Miscellaneous |
|  | Retail Service |
|  | Hoylake District Centre |
|  | Leisure Service |
|  | Financial & Business Services |
|  | Vacant Retail |
|  | First Floor Use |
|  | Primarily Commercial Area |

© Crown copyright and database rights 2019
Ordnance Survey Licence 100019803
You are not permitted to copy, sub-licence, distribute or sell any of this data to third parties in any form



Wirral Retail & Centres Study, 2019
Vitality & Viability Health Checks of District Centres

| Prenton (Woodchurch Road) | | No. of Units | | | | | | | | | | | | | | | | | | | |
|---|--|---|--------------|--------------|-------------|---|------------|----|----------------|----|-----------------|----|------------------------------|----|-------|---|--------|---|--------------|-----------|--|
|  <p>Photograph 1: Woodchurch Road & Storeton Road</p> |  <p>Photograph 2: Woodchurch Road</p> | <table border="1"> <thead> <tr> <th style="background-color: #2c4e64; color: white;">Category</th> <th style="background-color: #2c4e64; color: white;">No. of Units</th> </tr> </thead> <tbody> <tr> <td>Convenience</td> <td>4</td> </tr> <tr> <td>Comparison</td> <td>12</td> </tr> <tr> <td>Retail Service</td> <td>12</td> </tr> <tr> <td>Leisure Service</td> <td>13</td> </tr> <tr> <td>Financial & Business Service</td> <td>12</td> </tr> <tr> <td>Other</td> <td>2</td> </tr> <tr> <td>Vacant</td> <td>9</td> </tr> <tr> <td>Total</td> <td>64</td> </tr> </tbody> </table> | Category | No. of Units | Convenience | 4 | Comparison | 12 | Retail Service | 12 | Leisure Service | 13 | Financial & Business Service | 12 | Other | 2 | Vacant | 9 | Total | 64 | |
| | | Category | No. of Units | | | | | | | | | | | | | | | | | | |
| Convenience | 4 | | | | | | | | | | | | | | | | | | | | |
| Comparison | 12 | | | | | | | | | | | | | | | | | | | | |
| Retail Service | 12 | | | | | | | | | | | | | | | | | | | | |
| Leisure Service | 13 | | | | | | | | | | | | | | | | | | | | |
| Financial & Business Service | 12 | | | | | | | | | | | | | | | | | | | | |
| Other | 2 | | | | | | | | | | | | | | | | | | | | |
| Vacant | 9 | | | | | | | | | | | | | | | | | | | | |
| Total | 64 | | | | | | | | | | | | | | | | | | | | |
| Comments | | | | | | | | | | | | | | | | | | | | | |
| <p>Retailer/Leisure Representation</p> <p>Prenton (Woodchurch) District Centre is a linear centre containing 64 units, focused along Woodchurch Road (A552). In terms of A1 retail (convenience/comparison) provision, for its size and role, the district centre provides a good range of uses including: 2 foodstores (Sainsbury's and Aldi), a Farmfoods frozen food store, 3 charity shops, 2 DIY stores, a Home Bargains, a Boots, a card/gift store and a carpet/flooring supplier.</p> <p>The provision of services in the district centre is also considered to be reasonably good, with 4 hairdressers, 2 opticians, a travel agent, a beauty salon, 4 take away outlets, 6 restaurants/cafes and a bank (Lloyds Bank) present. It is also noted that there is currently a high number (8) of estate agents in the centre.</p> <p>Overall, we would consider the range of uses in Woodchurch Road to be good and in line with its size and role as a district centre. However, we would advise that the composition of the centre is monitored to make sure any potential further estate agent provision does not materially impact on the composition of the centre.</p> <p>Pedestrian Activity</p> <p>Reasonable levels of pedestrian activity were observed in the centre. Notable levels of activity were observed around Sainsbury's, Aldi and Home Bargains, with lower levels monitored in the remainder of the centre.</p> | | | | | | | | | | | | | | | | | | | | | |

Vacancy Rate

The centre contains 9 vacant units, representing 14% of the overall number of retail/service units. The 2 largest vacant units (Unit 4 and 5, 360 Woodchurch Road) are adjacent to one another and are located at the western end of the centre. These 2 units are reasonably prominent and detract from this part of the centre. The other units are small in size.

Accessibility

Sainsbury's and Aldi/Home Bargains have large free car parks and although have time restrictions (3 hours and 1.5 hours respectively), allow sufficient time for users to undertake a food shop and visit other shops/services in the centre. A smaller car park to the rear of Farmfoods also provides additional off-street parking for users of the store and centre. On street parking is available on both sides of Woodchurch Road and was well used at the time of our visits. Bus stops are located on Woodchurch Road which provide services to the surrounding residential areas and further afield to Birkenhead, Liverpool, Heswall, New Brighton, Seacombe and Eastham Rake. Cycle parking is also provided in the centre most notably at the western end.

In terms of accessibility by car, the centre benefits from being located on a key route for the Borough (A552). However, congestion at peak times impacts the ease of traffic movement in the centre. Whilst pedestrian crossings are located on Woodchurch Road, the A552 does still impact on pedestrian movement in the centre.

Environmental Quality

The environmental quality of the centre is somewhat marred by through traffic using Woodchurch Road (A552). The units on the southern side of the centre have the look of a traditional style 'high street', with terraced properties with ground floor retail uses. The northern side is more mixed, with a row of terraced properties and larger sized units. This mixture of sizes does create a more varied street scene. However, the larger units tend to have a more industrial aesthetic, in some instances with unsympathetic materials and in need of cosmetic interventions. The shop frontages in the terraced units are considered to be in a good condition although the condition of some of the first floors of the units would benefit from some repairs and improvements. The two large vacant units at 360 Woodchurch Road have a negative impact on the environmental quality of the western part of the centre. These 2 units are relatively large in size and leave a large blank frontage on the street. Finally, the centre would benefit from additional planting/vegetation to assist in softening the impact of the A552 which has a negative impact on the street scene.

Summary

Prenton District Centre is considered to be in reasonable health. The range of uses provided in the centre is considered to be good for its size and role. The centre benefits from two anchor foodstores which provide a good level of activity and vibrancy to the centre. The centre does however have a reasonably high vacancy level and both through traffic and the two vacant units in the western part of the centre detract from the centre's environmental quality.

We do not consider that any changes are required to the extent of the district centre boundary.

Diversity of Uses

