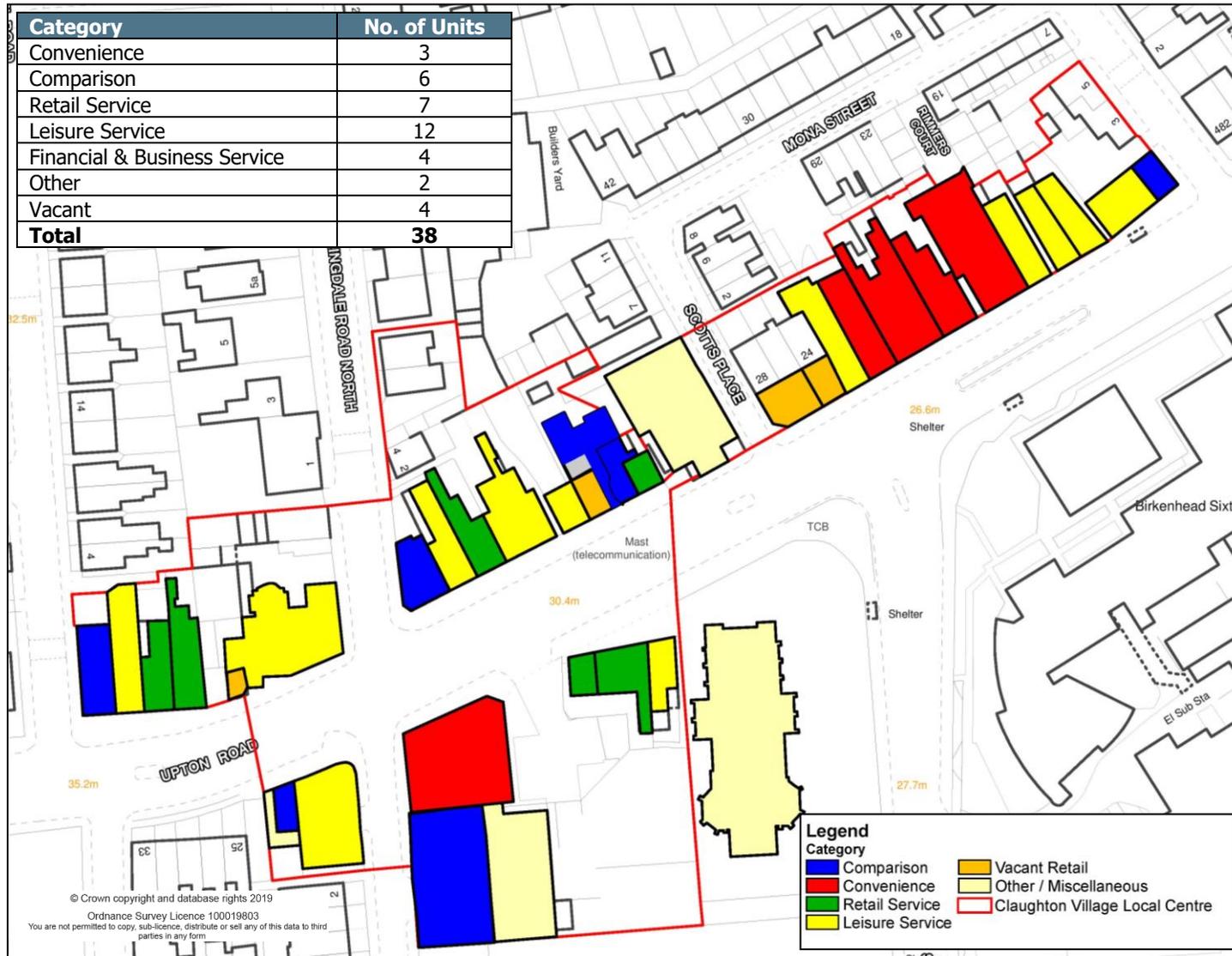


Cloughton Village Local Centre

Category	No. of Units
Convenience	3
Comparison	6
Retail Service	7
Leisure Service	12
Financial & Business Service	4
Other	2
Vacant	4
Total	38



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Cloughton Village Local Centre

Retailer/Leisure Representation

Cloughton Village is a compact linear local centre which serves a localised catchment. The centre includes two local convenience stores (McColls and Tesco Express), a large bakery, 3 charity stores, a pharmacy, a card & gift store (with a Post Office concession), a florist, 2 bookmakers, 5 take away outlets, 3 cafes, a village club, a public house/hotel, 4 hairdressers, a funeral directors, a beauty salon, an accountant, a professional care provider and a financial service. It is noted that 2 ATM's are present in the centre. A school and medical centre are also located adjacent to the centre. We consider the range of uses provided in the centre generally meets with the daily needs of its local catchment.

Pedestrian Activity

At the time of our visits, footfall was considered to be good. This appeared to be in part due to pupils from the adjacent Sixth Form College using the centre. The highest levels of footfall were monitored around the Tesco Express, Hurst's Bakery and the Post Office concession.

Vacancy Rate

The survey identified 4 vacant units, one of which was the former Barclays bank unit. The vacancies did not detract from the the vitality and viability of the centre.

Accessibility

Car parking is primarily provided on street with a small car park also located at the Tesco Express store. Bus stops are also located along Upton Road and Shrewsbury Road with reasonably frequent services to Birkenhead and West Kirby.

Environmental Quality

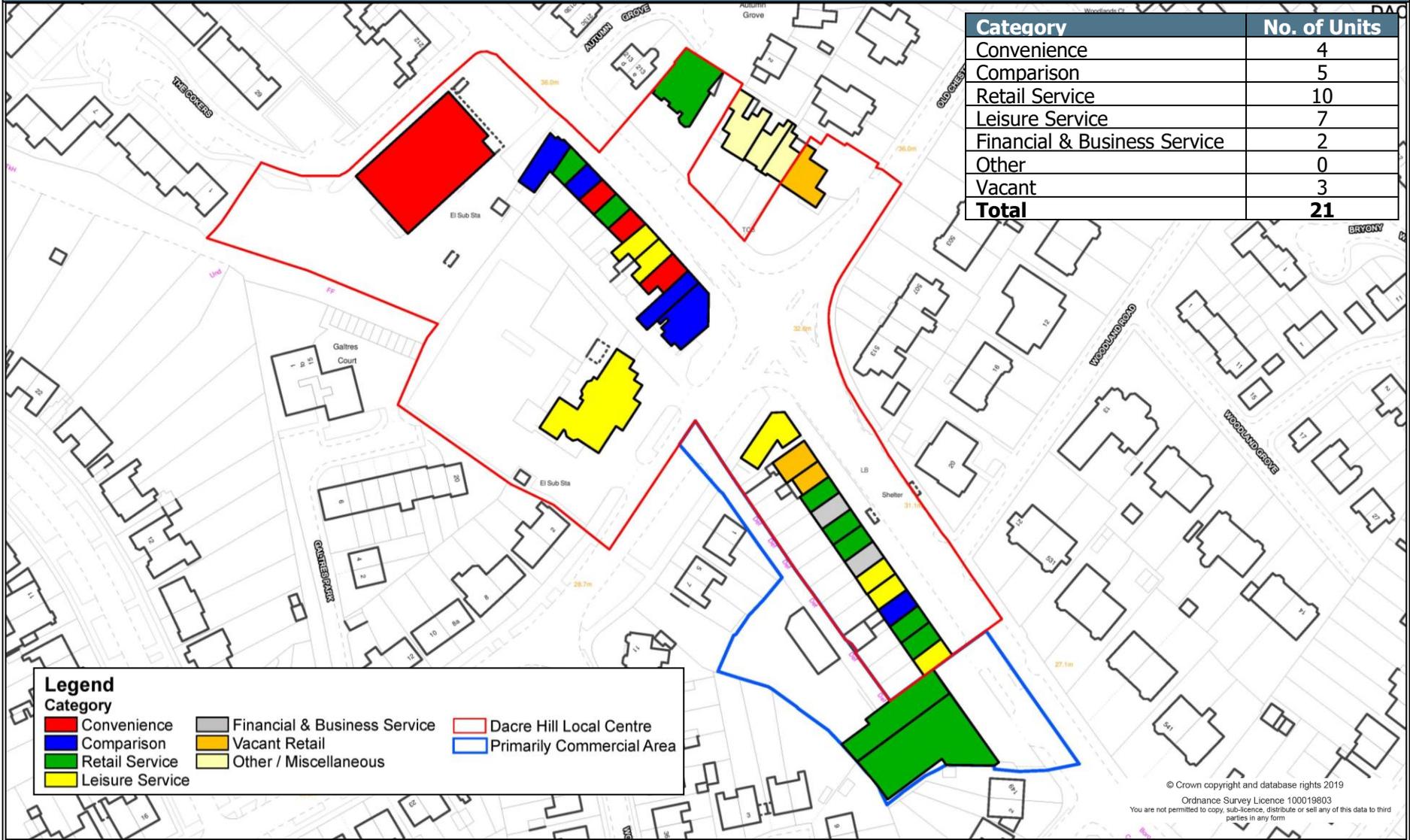
The environmental quality of the centre is considered to be reasonable but is impacted somewhat by through traffic on Upton Road. Shop fronts are generally well maintained and there was no evidence of litter, graffiti or disrepair.

Summary

A small centre serving a local catchment, Cloughton Village is considered to be in reasonably good health when considered against relevant vitality and viability indicators.

Having regard to our survey of the centre, we consider that the current boundary of the centre is appropriate and therefore do not recommend any changes.

Dacre Hill Local Centre



Legend

Category

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant Retail
- Other / Miscellaneous
- Dacre Hill Local Centre
- Primarily Commercial Area

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Dacre Hill Village Local Centre

Retailer/Leisure Representation

Dacre Hill is a compact centre serving a small localised catchment. The centre includes two local convenience stores (including a Tesco Metro), a large bakery, a vape shop, a hifi / audio store, a musical instrument supplier, a pharmacy, a carpet / flooring shop, a hardware store, 5 hair and beauty salons, a tattooist, a travel agent (Hayes), a car repair unit, a car wash, a funeral directors, 4 take away outlets, a bookmakers (Betfred), a restaurant, a public house, a specialist computing store and an electrical engineers.

Pedestrian Activity

At the time of visit, footfall was concentrated around the Tesco Metro. Lower levels of activity were observed in the southern part of the centre.

Vacancy Rate

The survey identified 3 vacant units, these were located close to the key intersection between Bebbington Road and Kings Lane.

Accessibility

The centre is served by a small public car park which is accessed via The Cokers. Tesco Express and the Kings Arms both have car parks however these are intended for patrons only. A limited number of on street parking spaces are also available on Bebbington Road.

The centre benefits from bus stops on both Bebbington road and Kings Lane providing services to Birkenhead, New Ferry, Bromborough and New Brighton. The centre is surrounded by residential uses and the streets were considered walkable. Pedestrian crossings are available, but these are restricted to being located around the main junction.

Environmental Quality

Despite being centred on the Bebbington Road/Kings Lane road intersection, the environmental quality of the centre is considered to be reasonable. The centre would however benefit from public realm improvements. Furthermore, the vacant unit on the road intersection (former photo processing unit) is in a reasonably prominent position and detracts from the environmental quality of the centre. Its reoccupation would benefit the environmental quality in this part of the centre.

Summary

Overall, Dacre Hill Local Centre demonstrates a reasonable level of vitality and viability. As a small centre, it serves a localised catchment area. A good range of services is provided but its environmental quality would benefit from public realm improvements.

The current extent of the local centre boundary is considered reasonable and therefore we recommend that no changes are made to the boundary.

Eastham Mill Park Drive Local Centre

Category	No. of Units
Convenience	3
Comparison	7
Retail Service	6
Leisure Service	6
Financial & Business Service	0
Other	2
Vacant	1
Total	21

Legend

Category	
Comparison	Vacant Retail
Convenience	Other / Miscellaneous
Retail Service	Eastham Mill Park Local Centre
Leisure Service	

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Eastham Mill Park Drive Local Centre

Retailer/Leisure Representation

The retail/leisure provision is located in two clusters, one on Mill Park Drive and the other on New Chester Road, which are separated by residential uses. The largest uses are the Thrifty's Convenience store and the Tesco Express store. Other uses include an additional convenience store, 5 take away outlets, 5 beauty salons/hairdressers, a tattooist, a florist, a pharmacy, a pet supply store, a cycle store, an angling centre, a hardware store and a charity shop. A Post Office is included as a concession inside Thrift's Store. Non-retail uses comprise a library/One stop shop and medical centre. These uses are considered to sufficiently meet the daily needs of residents and also attract users from a wider catchment due to the specialist nature of the comparison units.

Pedestrian Activity

Whilst the centre was relatively quiet, more pedestrian activity was noted on the Mill Park Drive part of the centre, particularly around Tesco, Thrifty's and the medical centre on Eastham Rake.

Vacancy Rate

A single vacant unit was observed, which was formerly the newsagents.

Accessibility

On street parking is located in both sections of the centre. Car parks are located opposite Thrifty's Store next to the Library and at the medical centre. Bus stops are located on Mill Park Drive and Eastham Rake, although services did not appear to be particularly regular. There is a bus stop on the A41 just to the north of the centre served by buses to Birkenhead, Liverpool and Chester.

Environmental Quality

Whilst on street parking does impact the centre's environmental quality, it is generally considered to be good with the centre observed to be clean with soft landscaping and planting present. The centre is adjacent to the Eastham Conservation Area boundary which contains several Listed Buildings which is an indication of a good environmental quality.

Summary

We consider the centre meets the daily convenience requirements of local residents. It has a good environmental quality and is considered accessible by car.

We do not consider that any changes are required to the current defined local centre boundary.

Greasby Local Centre

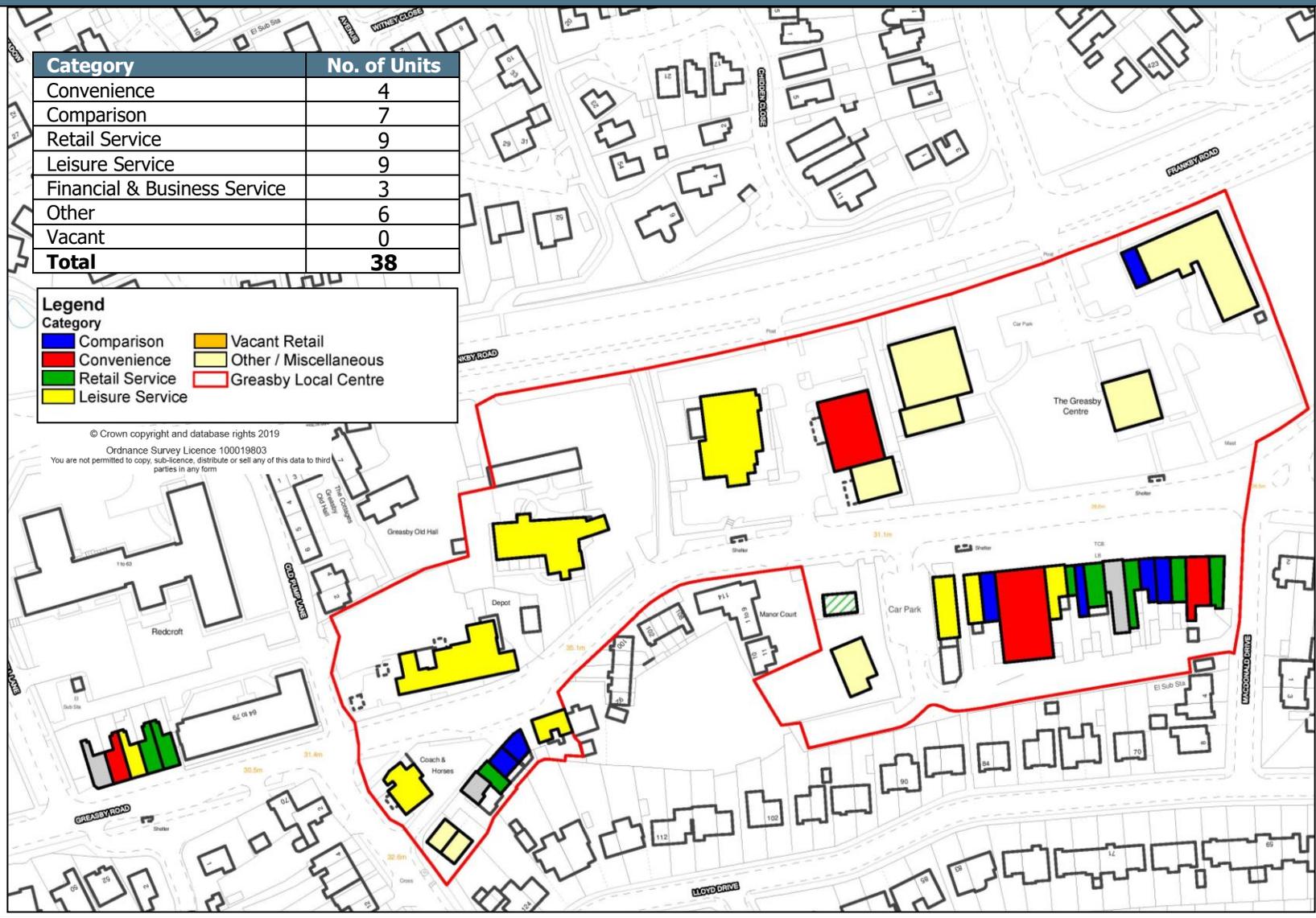
Category	No. of Units
Convenience	4
Comparison	7
Retail Service	9
Leisure Service	9
Financial & Business Service	3
Other	6
Vacant	0
Total	38

Legend

Category

- Comparison
- Convenience
- Retail Service
- Leisure Service
- Vacant Retail
- Other / Miscellaneous
- Greasby Local Centre

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Greasby Local Centre

Retailer/Leisure Representation

One of the larger local centres in Wirral, the centre is focused on Greasby Road. Uses present in the centre include a Sainsbury's Local store, a Co-op store, a local convenience store, a butchers, 2 pharmacies (one of which is a Boots pharmacy), a charity shop, a florist, a card/gift store, a hearing aid store, a kitchen supplier, a Post Office, a solicitor, 2 estate agents, 3 public houses, 3 take away outlets, 2 restaurants, a bookmakers, 4 hairdressers, 2 beauty salons, a dog groomer and an optician.

The local centre is considered to adequately cater for the daily needs of its local catchment. The centre also includes a community centre, library and a health centre which add to the centre's role and function.

Pedestrian Activity

Users were noted in the Greave Dunning beer garden and pedestrian activity hubs were noted at the Sainsbury's and Co-op stores.

Vacancy Rate

No vacant units were observed.

Accessibility

Car parking is primarily provided on-street with car parks (for patrons only) located at the public houses/Sainsburys Local and the health centre. Bus stops are located on Greasby Road with regular services to West Kirby and Liverpool and less regular services to Moreton and Chester. Pedestrian movement around the centre is considered to also be good.

Environmental Quality

The public houses are prominent buildings on the street scene, with the Greave Dunning being of a good architectural quality and traditional aesthetic. Some of the shopfronts appear tired and are in need of an update. The streets were considered to be in a good state of maintenance. The centre was litter free and no graffiti was present at the time of our visits.

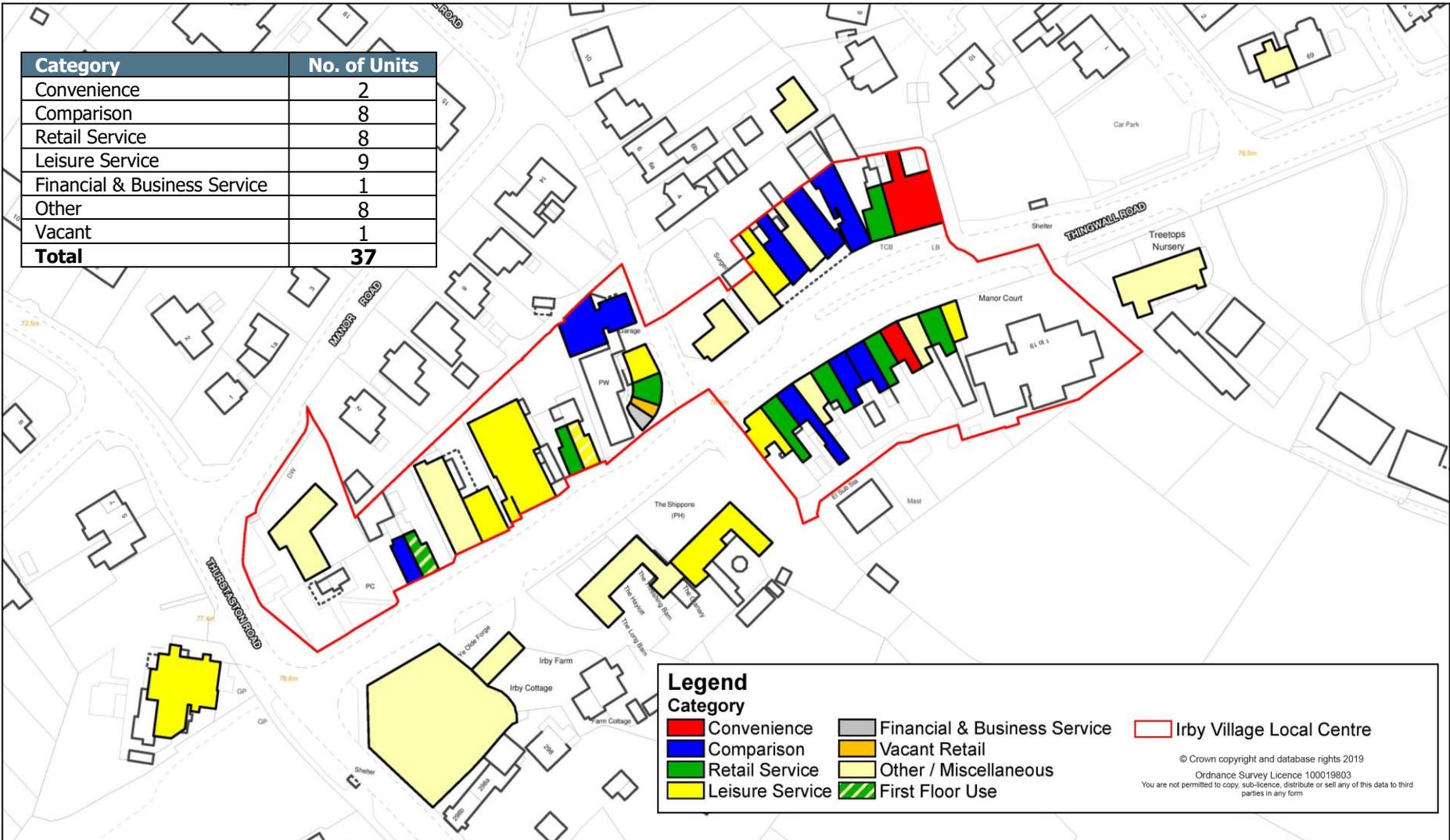
Summary

Greasby Local Centre is one of the larger local centres in Wirral and provides a good range of uses catering for the daily needs of its local catchment. We consider the centre displays good levels of vitality and viability.

The current extent of the local centre boundary is considered reasonable and therefore we recommend that no changes are made to the boundary.

Centre – Irby Village Local Centre

Category	No. of Units
Convenience	2
Comparison	8
Retail Service	8
Leisure Service	9
Financial & Business Service	1
Other	8
Vacant	1
Total	37



Legend

Category

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant Retail
- Other / Miscellaneous
- First Floor Use
- Irby Village Local Centre

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Centre – Irby Village Local Centre

Retailer/Leisure Representation

Irby Village Local Centre is a linear centre focused along Thingwall Road. The centre includes a CTN unit, a McColls convenience store, a bathroom store, a car showroom, a pharmacy, a pet supply store, a charity shop, a florist, a card/gift store, a jewellers, 3 take away outlet, 2 public houses, a social club, a restaurant, a café, 4 hairdressers, 3 beauty salons, an electronic repair store and a dog groomers. A Post Office is included in McColls which contributes to the role and function of the centre. Non-retail uses include Irby Library, a nursery, a dental surgery and a veterinary surgery. These uses meet the daily needs of its local catchment.

Pedestrian Activity

The centre was observed to be generally quiet at the time of our visits with most footfall observed around the McColls store.

Vacancy Rate

Only one vacant units was present at the time of the survey. The unit (former barbers) is small but is located in a reasonably prominent position.

Accessibility

Parking provision is provided in a small car park is located off Roslin Road together with on-street parking on Thingwell Road and a small off-road layby parking area to the front of the pharmacy. Bus stops are located Thingwall Road which provide frequent services to Birkenhead, Liverpool and Heswall.

Environmental Quality

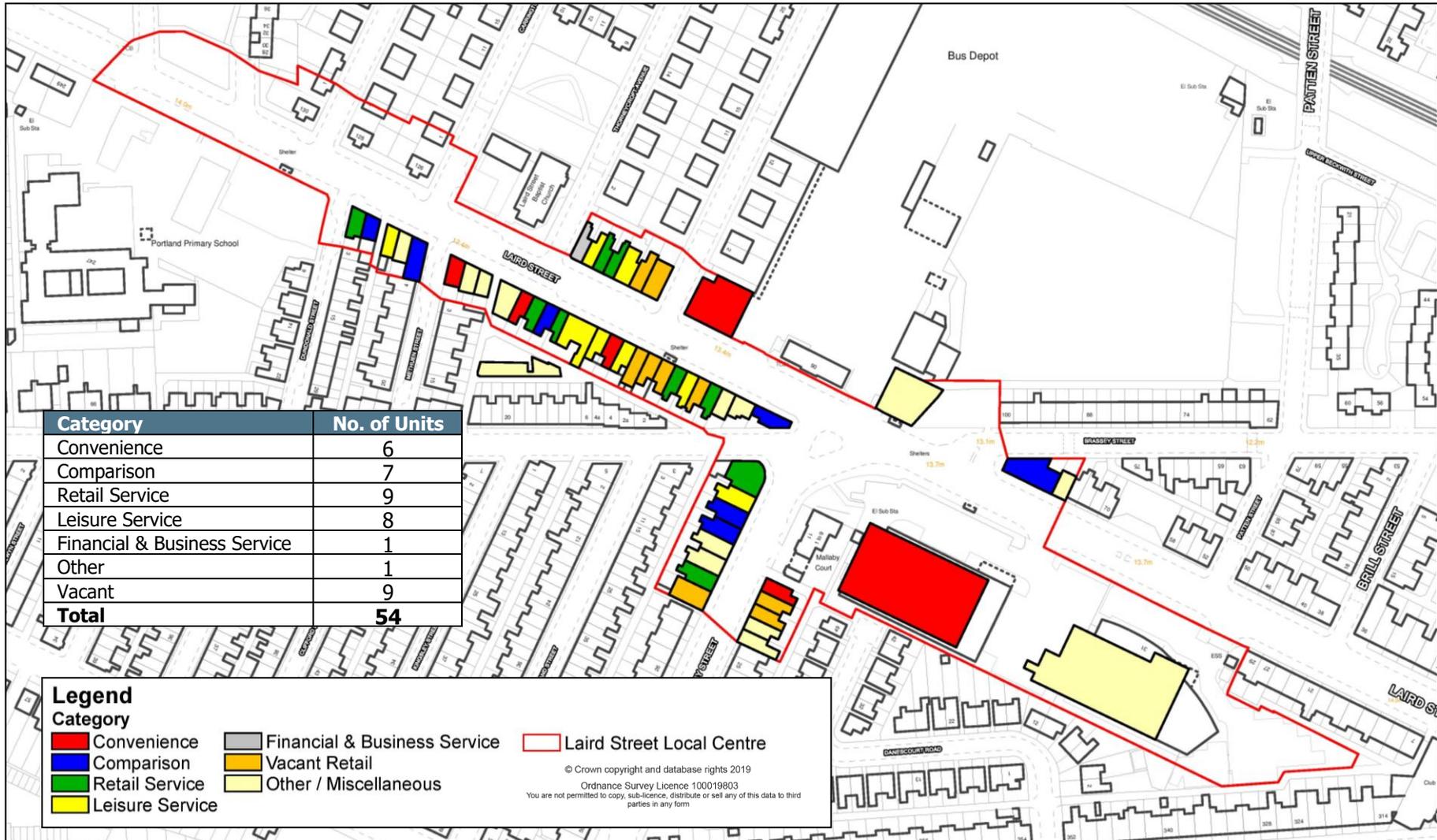
Generally, the environmental quality of the local centre is considered to be good and free from litter and graffiti. There are a number of semi mature trees within the centre which help soften the impact of through traffic along Thingwall Road. The buildings in the centre are generally well kept but there are a few which would benefit from repair/renovation.

Summary

When considered against relevant vitality and viability indicators Irby Village Local Centre is considered to be reasonably healthy centre providing a good level of retail/leisure provision for its catchment.

Having regard to our survey of the centre, we recommend that the centre boundary be extended to incorporate the Shiponns Pub and the Anchor Inn.

Laird Street Local Centre



Laird Street Local Centre

Retailer/Leisure Representation

Laird Street Local Centre provides some 54 retail and leisure units and is one of the larger local centres in Wirral. The centre is anchored by an Aldi foodstore. It also includes 3 convenience stores (including a Premier and McColls), 2 cake supplies shops, an interior furnishing store, a pet supplies store, a charity shop, 6 take away outlets, a café, a restaurant and 7 hairdressers/beauty salons.

In addition to the retail/commercial leisure units, the Peninsula Health Centre lies within the centre boundary. A number of vacant retail units on the north side of Laird Street west of Carrington Avenue were cleared in the last decade as part of the former housing market renewal initiative and replaced by housing.

Pedestrian Activity

The highest level of pedestrian activity was monitored in the vicinity of the Aldi store. Lower, although moderate levels of activity were observed in the western part of the centre.

Vacancy Rate

The centre contains a number of vacant retail and non-retail units, which we consider to be a key weakness. A concentration of vacant units are located at the junction of Laird Street/Plumber Drive and also on Mallaby Street.

Accessibility

On street parking bays are located in the centre, which were at a reasonable capacity. The Aldi foodstore has its own car park which was observed to be busy. Cycle parking is also located in the centre but not in use at the time of our visits. Bus stops are also located along Laird Street.

Environmental Quality

The centres environmental quality is reasonable. However, it is considered that the number of vacant units and the advertising boards on the northern side of Laird Street detract from the environmental quality of the centre.

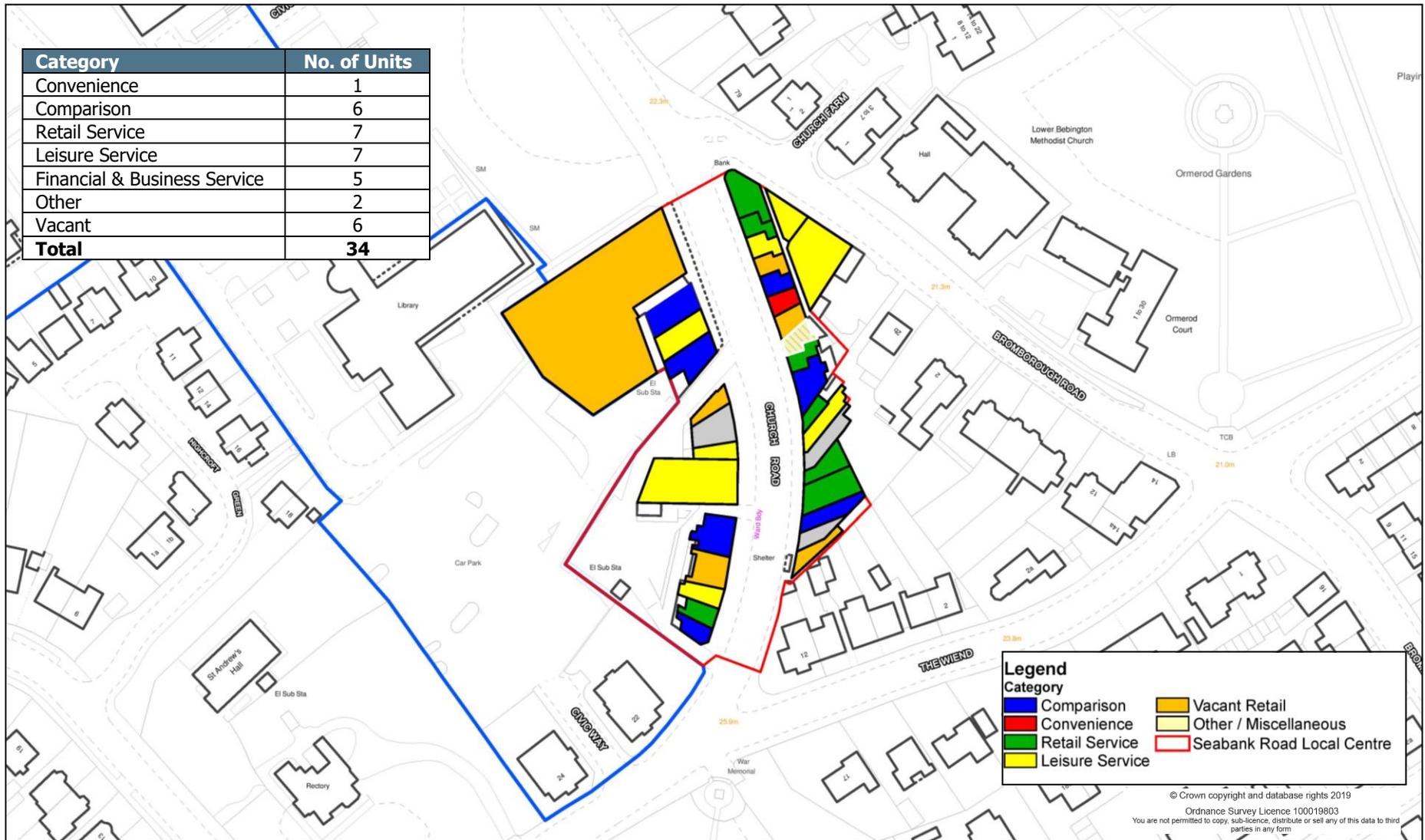
Summary

Laird Street Local Centre is considered to meet daily needs of its catchment. With the presence of an Aldi store in the centre, it provides a good convenience goods provision together with a reasonable range of other uses. However, whilst the overall environmental quality of the centre is considered to be reasonable, the vacant units and advertising boards detract from its environment.

We recommend curtailing the current defined local centre boundary to the north removing the residential properties on the north side of Laird Street, west of Carrington Avenue.

Lower Bebington Local Centre

Category	No. of Units
Convenience	1
Comparison	6
Retail Service	7
Leisure Service	7
Financial & Business Service	5
Other	2
Vacant	6
Total	34



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Lower Bebington Local Centre

Retailer/Leisure Representation

Lower Bebington Local Centre comprises of 34 retail and commercial leisure units. Uses include 5 cafes/restaurants, 6 hairdressers/beauty salons, 2 charity shops, 2 gift stores, 4 estate agents, a takeaway outlet, and a Boots pharmacy. Adjacent to the centre is Bebington Central Library and the Civic Medical Centre, which also attract users to the centre. The centre has recently seen the closure of its anchor Co-op store which has resulted in a weakening of its convenience offer and a large void in the centre.

Pedestrian Activity

Pedestrian activity within the centre was observed to be reasonably low at the time of our visits with the highest levels of footfall monitored in the vicinity of the Boots pharmacy.

Vacancy Rate

6 vacant units were located in the local centre, the largest of which being the former Co-op food store. The vacancy rate in the centre (18%) is high.

Accessibility

The centre is served by Church Road Car Park which provides around 100 parking spaces. On street parking opportunities along Church Road are very limited. Bus stops are located along Church Road with regular services to New Brighton and hourly services to Liverpool. The centre also had pedestrian crossings to allow for safe movement from one side of the centre to the other.

Environmental Quality

The vacant units, in particular the former Co-op store, have a negative impact on the environmental quality of the centre. The streets are considered to be clean and in a good state of repair. However, the quality of the public realm would benefit from improvement.

Summary

Lower Bebington Local Centre displays reasonable levels of vitality and viability. However, the recent closure of the Co-op store has impacted on both the convenience offer of the centre and environmental quality of the centre. We would recommend that the Council engage with the landlord to help to bring forward the re-occupation of the former Co-op store.

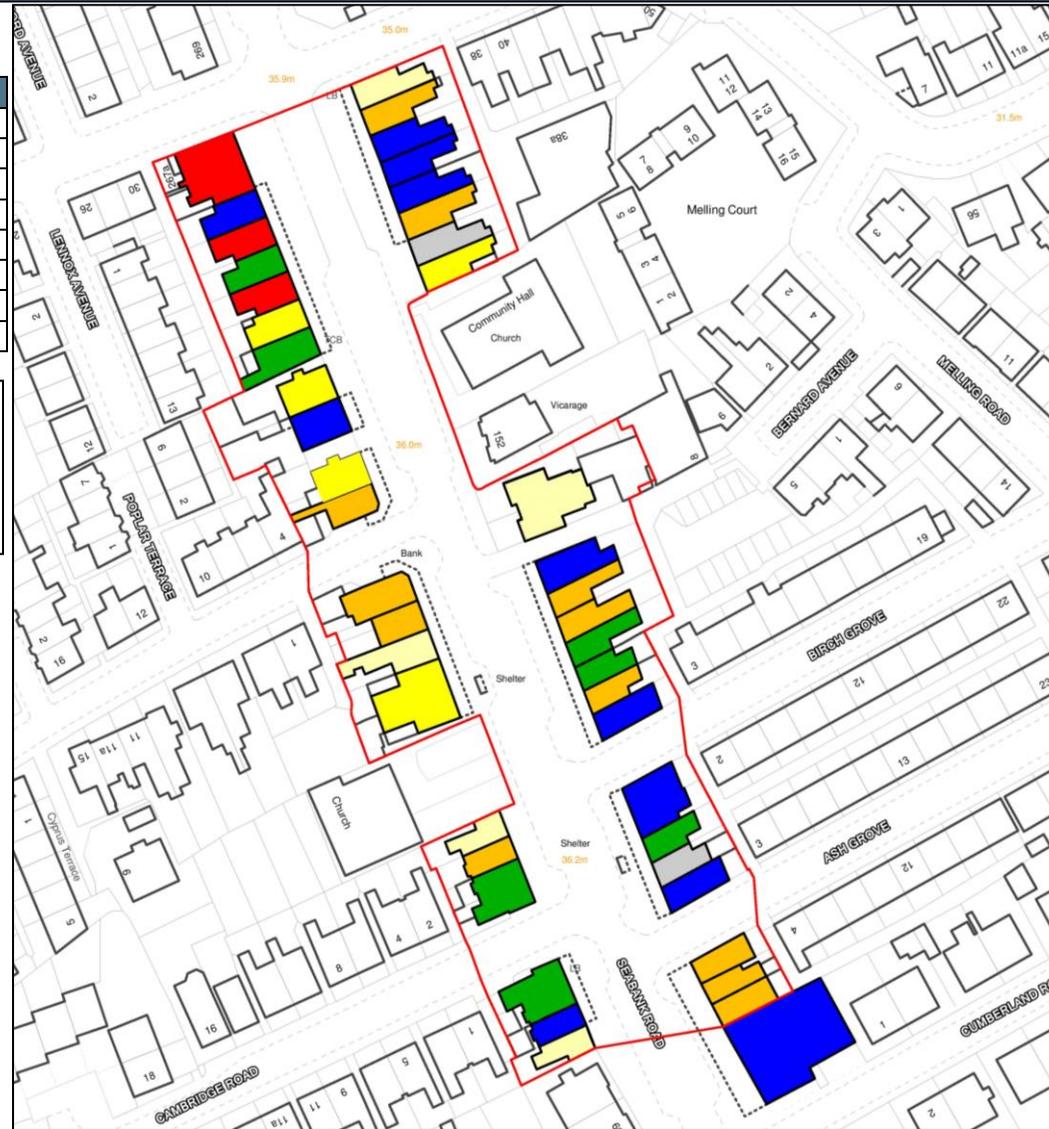
We consider that no changes are required to the current boundary of the local centre.

New Brighton (Seabank Road) Local Centre

Category	No. of Units
Convenience	3
Comparison	11
Retail Service	7
Leisure Service	5
Financial & Business Service	2
Other	0
Vacant	12
Total	40

Legend	
Category	
	Comparison
	Convenience
	Retail Service
	Leisure Service
	Vacant Retail
	Other / Miscellaneous
	Seabank Road Local Centre

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New Brighton (Seabank Road) Local Centre

Retailer/Leisure Representation

New Brighton (Seabank Road) Local Centre provides 41 retail and commercial leisure units. Retailers include a convenience store, a butcher, a greengrocer, 3 vintage/antiques stores, 2 gift stores, a hardware store and a discount furniture store. Service operators include 4 hairdressers/beauty salons, a Post Office, an electrical servicing/repair store, a photography studio, 3 take away outlets and 2 restaurants.

Overall, the retail and leisure provision is considered to currently meet the day to day needs of its local catchment.

Pedestrian Activity

Pedestrian activity was considered to be good at the time of our visits. The Post Office was noted to be a hub of activity, and users were noted using outdoor seating areas.

Vacancy Rate

The number of units vacant in the centre (12) was notable at the time of our visits. The number of vacant units represents 30% of the overall number of units which is considered to be high.

Accessibility

The pavement widths in the centre are generous with the majority of units providing undercover walkways/frontage. Vehicular parking is provided by on-street spaces which were observed to be well used at the time of our visits. Bus stops are located along Seabank Road with services to Birkenhead, Liverpool and New Brighton.

Environmental Quality

Visually, the centre is generally attractive with the canopies extending out over the pavements providing a pleasant environment. Several units were noted as utilising these canopies to interact with the street scene through means such as encouraging outdoor dining or by placing stock/goods outside. This helped to animate and add an interesting visual quality to the centre. However, the centre's environmental quality was partly marred by the vacant units.

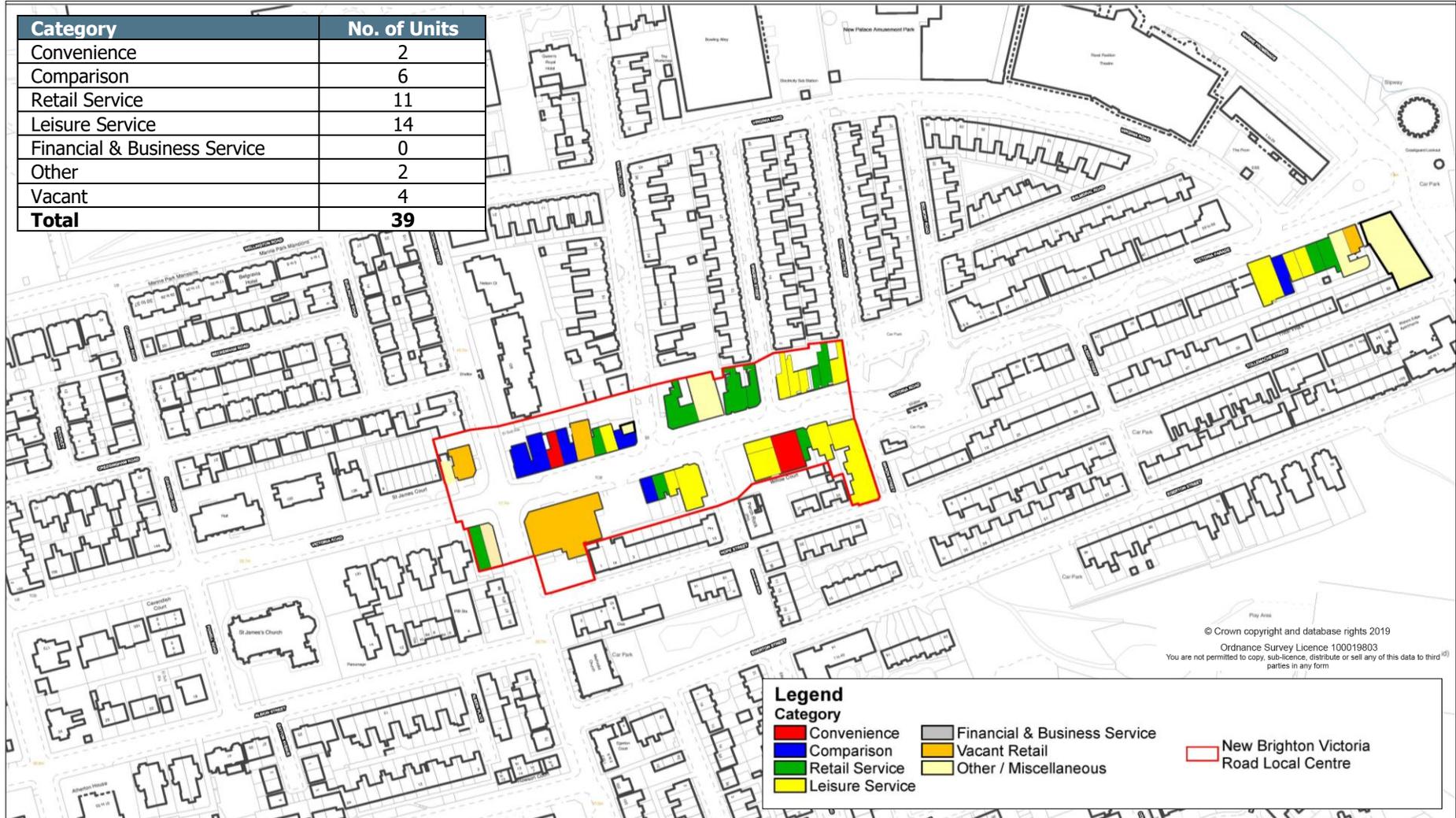
Summary

New Brighton (Seabank Road) Local Centre is a busy centre which meets the day to day retail and service needs of its local catchment area. The centre is generally attractive but would benefit from the re-occupation of its vacant units which currently detract from its vitality and viability.

We recommend that the extend of the Local Centre boundary remains unchanged.

New Brighton (Victoria Road) Local Centre

Category	No. of Units
Convenience	2
Comparison	6
Retail Service	11
Leisure Service	14
Financial & Business Service	0
Other	2
Vacant	4
Total	39



New Brighton (Victoria Road) Local Centre

Retailer/Leisure Representation

Victoria Road is a small local centre which contains an off licence, a greengrocer, a clothing store, a card store, an angling store, a gift shop, a specialist model/hobby shop with café included, 4 health and beauty salons, 3 hairdressers, a Post Office, an opticians, a tattooist, a training centre, 4 cafes, 4 public houses, 2 restaurants, 2 take away outlets, a bar and a bookmakers (Ladbrokes). The centre generally meets local residents' daily requirements and also some more niche requirements. Leisure uses on Victoria Road are considered to be good for its size and role which supports an evening economy. The centre originally extended the full length of Victoria Road but was contracted to its current size by the former Merseyside Development Corporation in the 1990s with the cleared shops replaced by housing. To the north of the centre on Marine Promenade is the Marine Point development, which includes a Morrisons superstore, cinema and food and drink outlets. Marine promenade also includes several traditional coastal resort uses and the Floral Pavilion Theatre.

Pedestrian Activity

At the time of our visits pedestrian activity was minimal in the centre. The activity which was observed generally were heading in an easterly direction towards the promenade.

Vacancy Rate

4 vacant units were observed in the centre, 3 of which are located in proximity to the junction of Victoria Road and Rowson Street. The large vacant unit (former Budgens store) on the corner of Victoria Road and Rowson Street has a negative impact on the centre's environmental quality. The re-occupation of this building would significantly benefit the local centre.

Accessibility

A small car park is available next to the former Budgens foodstore, additional areas of dedicated off street parking are located adjacent to the roundabout at Victoria Street, Belmont Road and Mason Street. On street parking is also available within the centre, which was noted as being near capacity. New Brighton Railway Station is located 300m to the west of the centre, with services to Liverpool and other locations on the Merseyrail network. It was noted that there are no bus stops within the centre, although there are several in the vicinity on Rowson Street with services to Birkenhead, Liverpool and other locations in the Borough.

Environmental Quality

Generally, the environmental quality is considered to be good. Victoria Road mostly comprises of 3 storey buildings with a number of mature trees present on the street. Several of the buildings have murals painted on them which, as we understand, have been commissioned by a local businessman and were targeted at specific buildings in need of cosmetic improvements. This creates a visually interesting and vibrant street scene which positively impacts the centre's environmental quality. We understand that additional measures of this nature are also planned for the centre in the near future.

Summary

Overall, we consider that New Brighton Local Centre displays reasonably good levels of vitality and viability. The centre generally meets local residents' daily requirements and its environmental quality and accessibility are considered to be good. Whilst the vacancy level is low, the re-occupation of the prominent former Budgens would significantly benefit the centre.

Given that Marine Point functions as a separate destination to the shops/services in New Brighton Victoria Road Local Centre and do not serve a local service role, we do not consider the centre boundary should include Marine Point. As such, having regard to our survey of the centre, we consider that the current boundary of the centre is appropriate and therefore do not recommend any changes.

New Ferry Local Centre

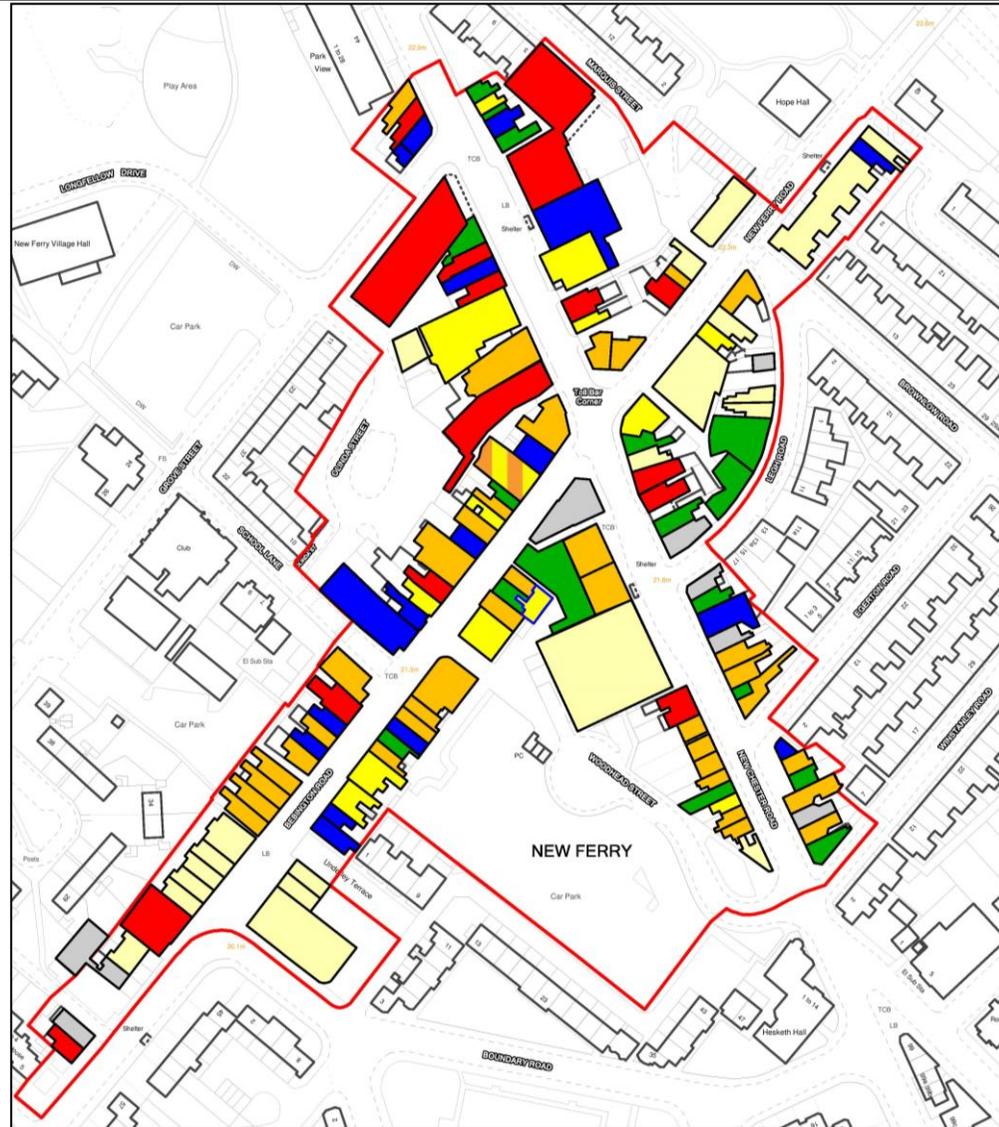
Category	No. of Units
Convenience	15
Comparison	17
Retail Service	18
Leisure Service	14
Financial & Business Service	8
Other	3
Vacant	37
Total	112

Legend

Category

Comparison	Vacant Retail
Convenience	Other / Miscellaneous
Retail Service	New Ferry Local Centre
Leisure Service	First Floor Use

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New Ferry Local Centre

New Ferry Local Centre is still recovering from a gas explosion in March 2017. The scars are still visible with a number of units having been demolished and cleared sites still present. Further demolition of a number of buildings in the centre is still to occur.

The Council is actively seeking to bring forward the regeneration/redevelopment of the local centre and has recently produced a Masterplan, with a view to securing outline planning permission for the 3 key development sites identified in the town centre. It has recently received a grant from the Liverpool City Region Mayoral Towns Fund which is intended to be used to establish a Community Land Trust to act as a catalyst for the regeneration of the local centre. The Council has also been successful in reaching the second stage of bidding for a share of the Government's Future High Streets fund. The Council has embarked on a strategic acquisitions programme of purchasing a number of key buildings and sites to facilitate future development activity. In the event that negotiations with building/landowners stall, the Council will seek to acquire all remaining sites using its compulsory purchase order (CPO) powers.

Retailer/Leisure Representation

Despite the gas explosion, in terms of number of units, New Ferry Local Centre remains the largest local centre in Wirral. The centre provides some 112 retail and commercial leisure units.

Convenience retailers include a surprising 5 butchers (including one with a bakery counter), 2 bakeries, 2 frozen foodstores (Iceland and Heron Foods) and 3 convenience stores. The convenience offer in the centre also benefits from a fortnightly Farmers Market which takes place at New Ferry Village Hall. The centre did provide a medium sized Co-op foodstore but this closed in 2016. However, an Aldi foodstore is located a short walk to the south on Bebington Road.

In terms of the comparison goods offer, provision includes 3 florists, 2 charity shops, 2 discount stores, a furniture store, a carpet store, a pharmacy (Rowlands), a party supplies store, a card store, a gift store, a jewellers, a clothing store and an electrical goods store.

Turning to services, New Ferry includes 11 hairdressers/beauty salons, 3 take away outlets, 4 restaurants/cafes, 3 public houses, 3 bookmakers, 2 pawnbrokers and 2 building suppliers.

Overall, for a local centre, the retail/leisure offer in New Ferry, whilst skewed towards a more discount/value offer, is considered to be reasonable. However, collectively, the number of bookmakers, pawnbrokers, and charity shops are notable and detract from the vitality and viability of the centre.

Pedestrian Activity

At the time of our visits the highest level of pedestrian activity was noted in the vicinity of the Iceland foodstore. Reasonable levels of footfall were also observed in the vicinity of New Chester Road/New Ferry Road junction. Lower levels of footfall were noted in the southern end of New Chester Road and northern end of Bebington Road.

Vacancy Rate

The local centre currently contains the highest number of vacant units of all local centres in Wirral. At the time of writing, the local centre contains 32 vacant units. A number of these units are vacant waiting potential demolition. However, even excluding these units the centre has a high vacancy level. Vacant units are notable throughout the centre with a particular concentration within the southern part of New Chester Road. There are currently two cleared sites in the vicinity of the gas explosion area (Bebington Road) awaiting potential redevelopment.

Accessibility

The centre is served by a large car park located off Woodhead Street and another car park adjacent to the centre off Grove Road. Both car parks were at less than 50% capacity at the time of our visits. A number of off-street car parking spaces are also located on the southern part of Bebington Road and a number of side roads close to the centre.

Bebington Road (from Boundary Road to New Chester Road) is pedestrianised which assists and helps prioritise pedestrian movement within the centre. Through traffic and the relatively narrow pavement widths on New Chester Road provides for a less friendly pedestrian environment. The centre is within walking distance of a good residential catchment area including parts of Port Sunlight which is located immediately to the south east of the local centre. Cycle parking in the centre is however limited and would benefit from improvement.

In terms of public transport, bus stops are located on New Chester Road and Bebington Road with regular services to Birkenhead, Liverpool, Chester, New Ferry and Eastham Rake. Bebington Railway Station is also located approximately 250m to the south on Bebington Road with regular services on the Merseyrail network.

Environmental Quality

Notwithstanding the impact of the gas explosion on the quality of the environment on Bebington Road, a number of the shop fronts of units that are occupied are in a poor state of repair and the public realm is in a relatively poor condition. In terms of New Chester Road, its environmental quality is impacted by through traffic and the number of vacant units present.

The overall level of environmental quality in the centre is considered to be poor and in need of enhancement.

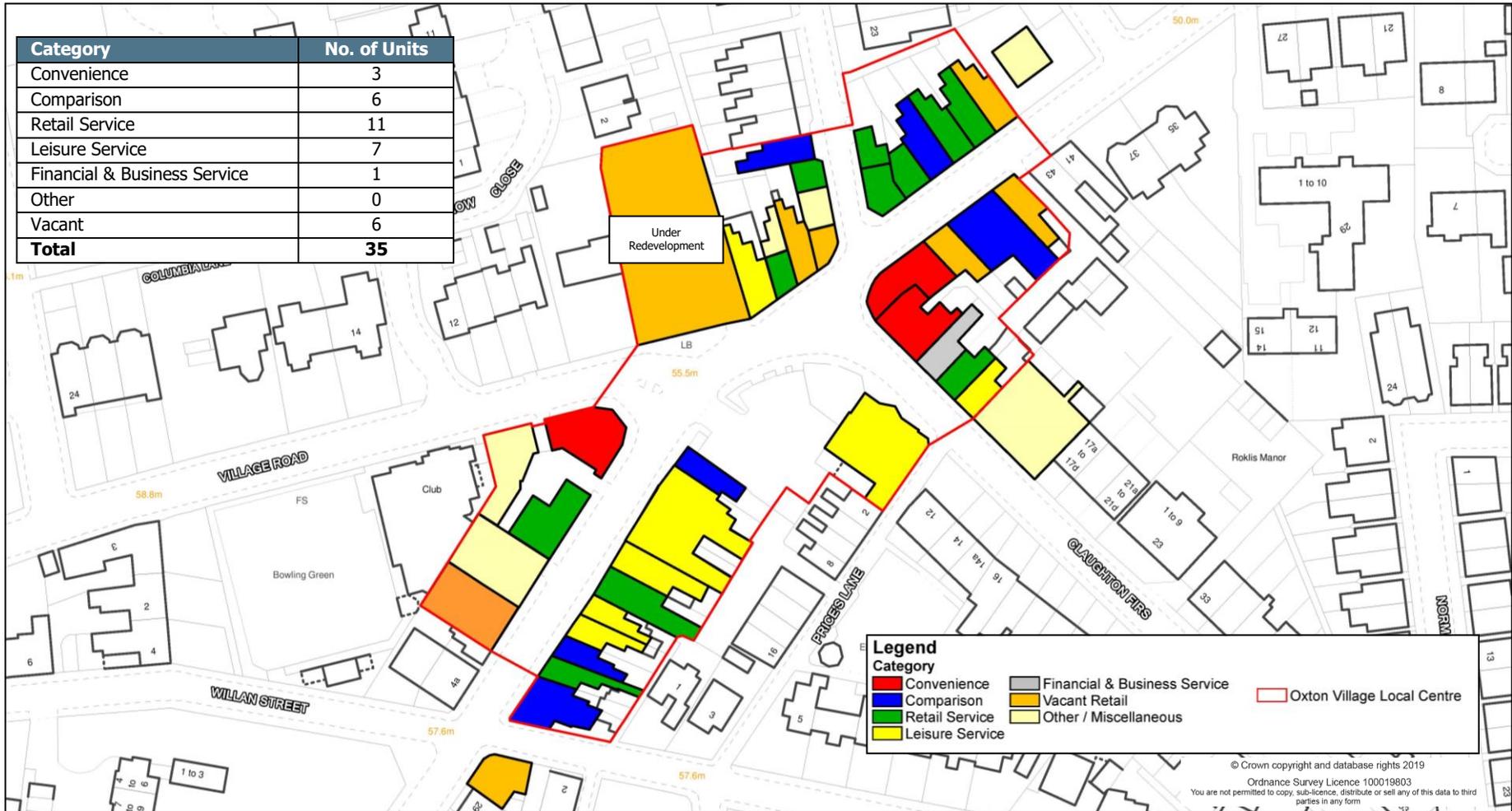
Summary

New Ferry Local Centre is the largest local centre in Wirral. Its retail/leisure offer, whilst skewed towards a more discount/value offer, is considered to be reasonable. However, the number of bookmakers, pawnbrokers, and charity shops detract from the centres vitality and viability. Whilst the centre is accessible by a variety of modes of travel, it currently suffers from a high number of vacant units and poor environmental quality.

The March 2017 gas explosion has clearly had an impact on the local centre and whilst a number of buildings have been demolished, there is still some work to be done. The Council is actively seeking to bring forward the regeneration/redevelopment of the local centre and has now produced a Masterplan in pursuance of its regeneration aspirations. The Masterplan will provide an opportunity to revitalise and repurpose the local centre. Given the number of vacant retail units, and the current retail economic climate, it is recommended that consideration be given to reduce the size of the centre and to consider potential options to bring forward residential led redevelopment. The Masterplan will also provide an opportunity to consider ways in which to improve the public realm and environment in the centre, which should in turn result in the centre being more attractive to potential retail/leisure operators.

Oxton Local Centre

Category	No. of Units
Convenience	3
Comparison	6
Retail Service	11
Leisure Service	7
Financial & Business Service	1
Other	0
Vacant	6
Total	35



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Oxton Local Centre

Retailer/Leisure Representation

For its size, Oxton Local Centre provides a good mix of retail and leisure services. In terms of retailers, it includes: 2 off licenses, a village store, a newsagent (with Post Office concession), 2 gift stores, a clothing store, a charity shop and an electronics store. Its retail offer is supported by a good service offer which includes 3 restaurants, 2 take away outlets, a bar, a café, 4 hairdressers, 2 holistic health stores and 2 beauty salons. In comparison to other local centres in Wirral, Oxton Local Centre is considered to have the strongest restaurant/cafe provision.

Pedestrian Activity

Good levels of pedestrian activity were observed in the centre at the time of our visit, with notable levels monitored in the vicinity of the post office. It is understood that in the summer months the Oxton Bar & Kitchen outside seating area is popular which contributes to the activity in the centre.

Vacancy Rate

At the time of the survey, 6 units were recorded as being vacant within the centre. Furthermore, a prominent site in the centre 'The Willows' is currently being redeveloped and once complete will provide 4 new retail units at ground floor level. We understand from the letting agents that the occupiers for these units are still to be secured.

Accessibility

The centre benefits from a number of on-street car parking spaces with the Oxton Bar & Kitchen serviced by its own private car park. The centre is easily accessible on foot and whilst pavement widths are relatively narrow in places this adds to the character of the centre.

There are no bus stops in the centre but there is cycle parking provision on Rose Mount.

Environmental Quality

The environmental quality of the centre is considered to be good. The aesthetic is that of a traditional and somewhat quaint high street, with high quality buildings. The centre is within the Oxton Conservation Area which protects and promotes a strong environmental quality. The streets are clean and well maintained and the occupied units are all in a good condition. The centre is litter and graffiti free with bins provided at appropriate locations within the centre.

Summary

Oxton is an attractive local centre. The centre provides a good mix of uses and is considered to meet the daily needs of its local catchment. It provides a strong restaurant/café provision and benefits from a good level of pedestrian activity. Overall, the centre is considered to display good levels of vitality and viability.

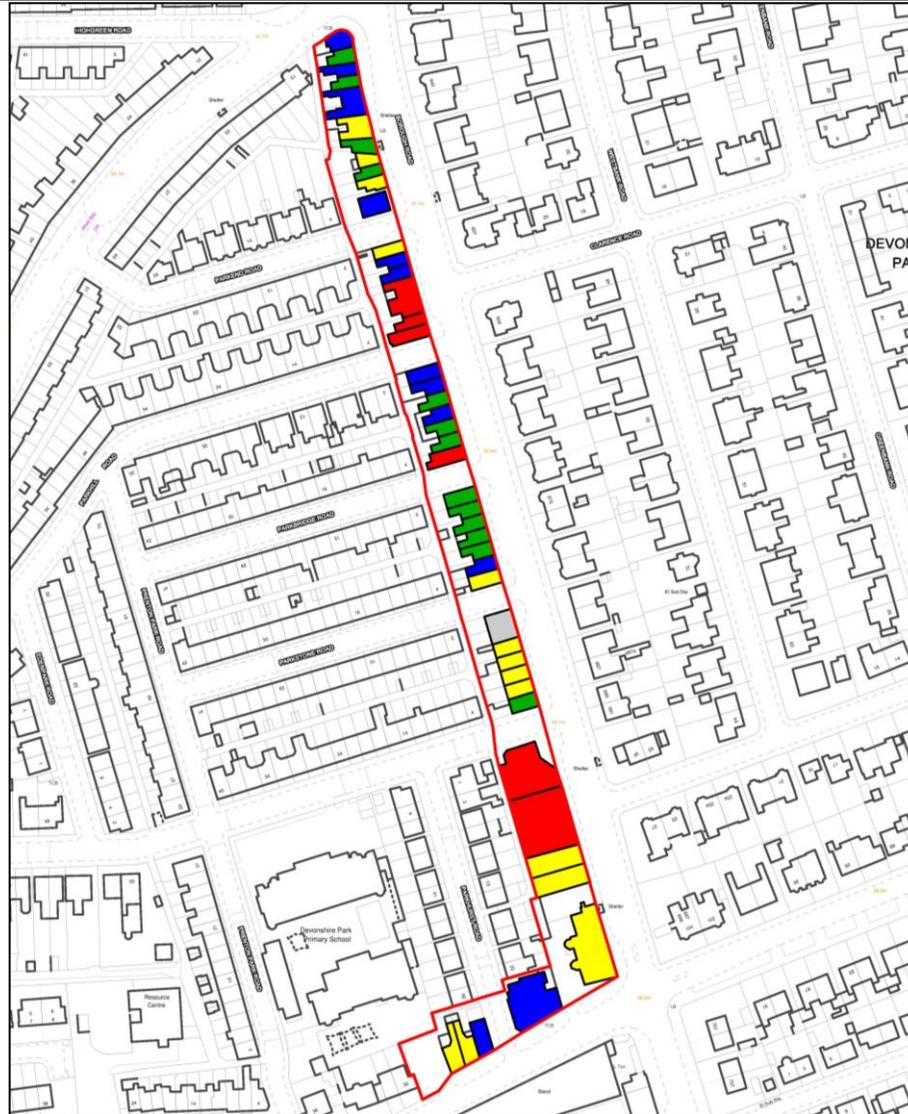
No changes are considered necessary to the current boundary of the local centre.

Prenton Park Local Centre

Category	No. of Units
Convenience	11
Comparison	6
Retail Service	13
Leisure Service	12
Financial & Business Service	1
Other	0
Vacant	1
Total	36

Legend	
Category	
■ Comparison	■ Vacant Retail
■ Convenience	■ Other / Miscellaneous
■ Retail Service	 Prenton - Borough Road Local Centre
■ Leisure Service	

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Prenton Park Local Centre

Retailer/Leisure Representation

Prenton Park is a linear centre which is focused on the western side of Borough Road from the A552 to the north, to Prenton Road West/ Tranmere Rovers Football Club (Prenton Park) to the south. The centre is anchored by Tesco Express and Iceland stores. Other retail provision includes a McColls convenience store, Bargain Booze, a confectioner, a bakery, 2 bathroom furniture suppliers, a furniture clearance store and a discount general store. The retail offer is complimented by a good service offer which includes 8 hairdressers/beauty salons, 3 restaurant/cafes, a public house, 2 bookmakers, 5 take away outlets and 2 launderettes/dry cleaners. In comparison to other local centres in Wirral, Prenton Park Local Centre provides a high number of national multiple retailers.

Pedestrian Activity

The highest levels of footfall were observed in the vicinity of the Tesco Express store with good levels also observed outside the McColls store. Generally, higher levels of footfall were observed in the southern part of the centre.

Vacancy Rate

There are currently no vacant units in the centre.

Accessibility

On street parking is provided along the length of Borough Road which was observed to be well used at the time of our visits. Additional on-street parking is also available on side streets.

Bus stops are located along Borough Road with services towards Liverpool, Birkenhead and New Ferry. A good number of cycle parking hoops are also provided within the centre at appropriate locations.

Environmental Quality

The environmental quality of the centre is considered to be reasonable. The shop front/properties are generally in a good condition however some shopfronts in the northern part of the centre would benefit from enhancement. Whilst bins are appropriately located in the centre, there was some evidence of litter at the time of our visits.

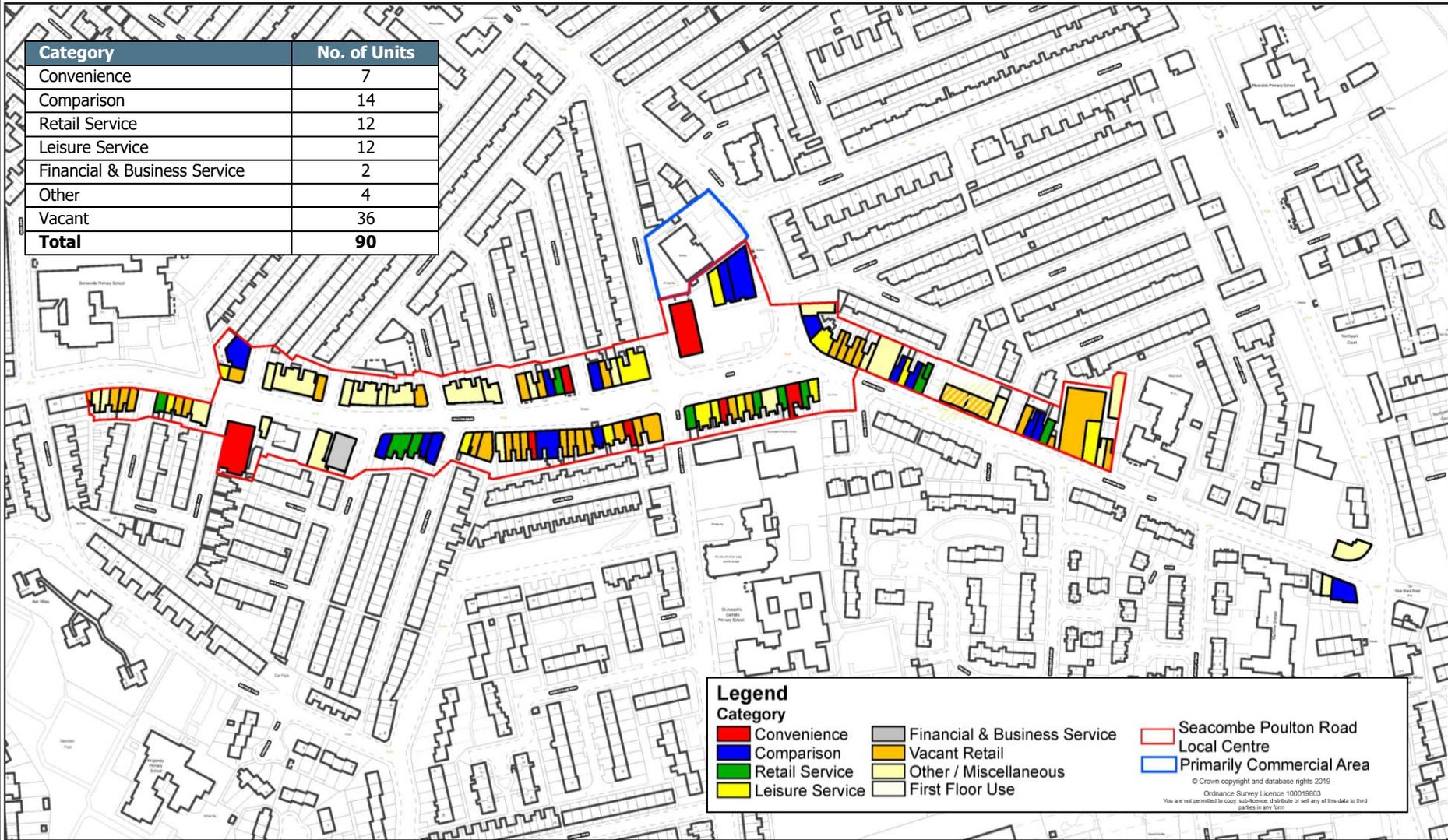
Summary

Prenton Park Local Centre is considered to be vital and viable. The centre contains no vacant units and for a local centre benefits from a good national multiple offering. A number of shop fronts, particularly in the northern part of the centre would however benefit from enhancement.

We recommend that no changes are made to the current designated local centre boundary.

Seacombe Local Centre

Category	No. of Units
Convenience	7
Comparison	14
Retail Service	12
Leisure Service	12
Financial & Business Service	2
Other	4
Vacant	36
Total	90



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Seacombe Local Centre

Retailer/Leisure Representation

Seacombe Local Centre is the third largest local centre in Wirral. The centre is focused along Borough Road and Poulton Road. Retail uses in the centre include a Tesco Metro store, 3 convenience stores/newsagents (including a Go Local), a bakery, an off license, 2 florists, 2 interior furnishing stores, 2 flooring stores and a pharmacy. In terms of services, the centre provides 6 hairdressers/beauty salons, a café, dog grooming salon and 6 take away outlets.

Seacombe provides a good range of retail and service uses. However, for its size the local centre does have limited restaurant/café provision.

Pedestrian Activity

The highest levels of pedestrian activity in the centre was observed in the vicinity of the Tesco Express store. The lowest levels were noted at the eastern end of Borough Road and western end of Poulton Road.

Vacancy Rate

Over a third of units in the local centre are currently vacant. Overall, some 36 units are currently vacant in the centre which, when compared to other local centres in Wirral, is the highest number.

Accessibility

The centre has a small car park at the junction of Borough Road and Poulton Road which was observed as being near capacity at the time of our visits. On street parking is also provided along Borough Road and Poulton Road which was also observed to be well used. Bus stops are located along Poulton Road with regular services to New Brighton, Liscard and Liverpool. Cycle parking is also provided throughout the majority of the centre.

Environmental Quality

The environmental quality of the centre is considered as being in need of enhancement. The vacant units and Poulton Road/Wheatland Lane road junction detract from the environmental quality of the centre. A number of shop fronts along Borough Road are poorly maintained and in need of repair, particularly the former Bingo Hall. Furthermore, there was noted to be some instances of litter along Poulton Road.

Summary

Whilst Seacombe offers a good range of retail and service uses for a local centre, it contains a large number of vacant units and provides a reasonably poor level of environmental quality. We recommend that the Council consider investigating mechanisms to improve the environmental quality of the centre and in turn encourage the re-occupation of vacant units.

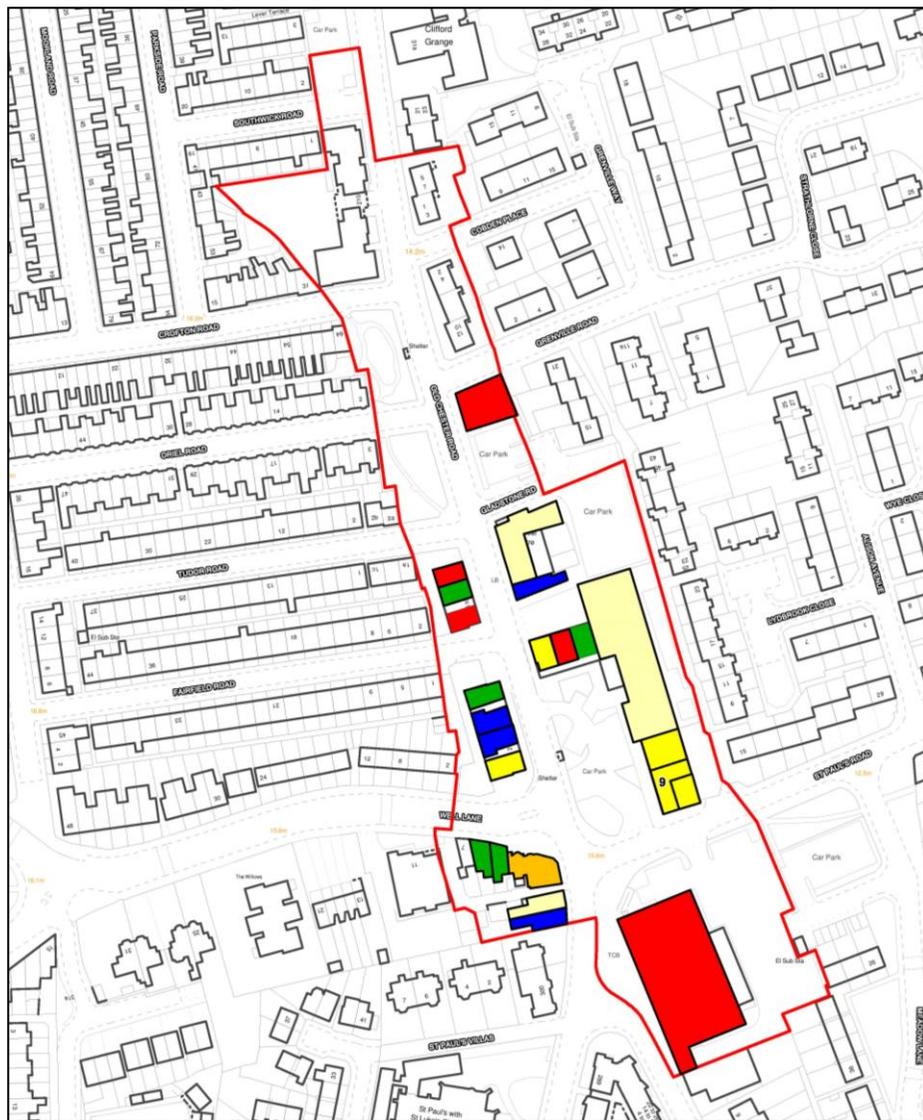
Given the size of the centre and the number of vacant units we also recommend that the Council consider reducing the extent of the local centre boundary to the west (at Northbrook Road) and east (Gladstone Road).

Centre – Tranmere Urban Village Village Local Centre

Category	No. of Units
Convenience	5
Comparison	4
Retail Service	5
Leisure Service	4
Financial & Business Service	0
Other	2
Vacant	1
Total	21

Legend	
Category	
■ Comparison	■ Vacant Retail
■ Convenience	■ Other / Miscellaneous
■ Retail Service	□ Tranmere Village Local Centre
■ Leisure Service	

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Centre – Tranmere Urban Village Village Local Centre

Retailer/Leisure Representation

Tranmere is a linear centre focused on Old Chester Road. The largest unit in the centre is the Lidl foodstore. Other uses included a McColls convenience store, a bakery, an off license, a discount Store, 2 pharmacies, a mobile repair store, a bed shop, 4 health and beauty clinics, 2 take aways, a café and Betfred. Non-retail units observed were the Rock Ferry Library and the Gladstone Medical centre. This diversity of uses is sufficient to meet the daily requirements of local residents.

Pedestrian Activity

This was concentrated around the Lidl foodstore. Activity was also noted around the Rock Ferry Centre precinct and car park.

Vacancy Rate

A single vacant unit was observed, the former Cock and Donkey public house.

Accessibility

On street parking is restricted, there is a small car park at the Rock Ferry Centre precinct and another larger car park off Gladstone Road. Bus stops are located on Old Chester Road with services to Birkenhead and New Brighton. Rock Ferry railway station is located approximately 600m to the south of the centre which we consider will influence journeys to and from the centre.

Environmental Quality

The environmental quality of the centre is considered to be strong. The area around the Rock Ferry precinct has soft landscaping and planting which enhances the centres visual amenity and environmental quality. The units in the centre are more modern in style indicating it is a new centre. There are also two pocket parks located in the northern area of the centre which provides recreation opportunities and soft landscaping which visually enhances the centre. Whilst this is a positive aspect to the centre, we consider it could be enhanced.

Summary

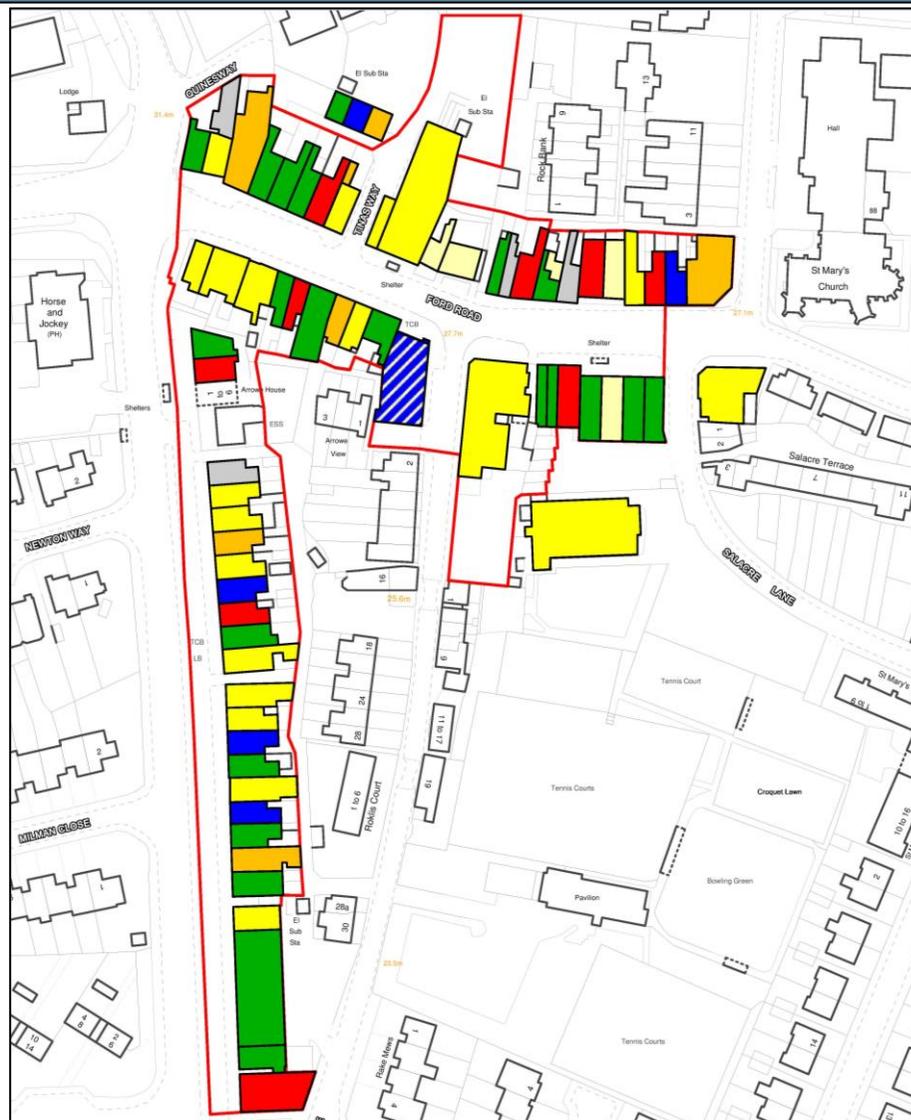
Tranmere is considered to have reasonable levels of viability and vitality. It caters to the daily needs of residents and some niche and specialist needs from beyond the immediate catchment. The centre has a high degree of accessibility and connectivity by private, bus and rail transport. The environmental quality is considered to be strong. We recommend the Council encourage the occupation of the former Cock and Donkey public house. The small pocket parks also present the opportunity for enhancement.

Upton Village Local Centre

Category	No. of Units
Convenience	9
Comparison	6
Retail Service	21
Leisure Service	20
Financial & Business Service	4
Other	3
Vacant	7
Total	70

Legend	
Category	
■ Comparison	■ Vacant Retail
■ Convenience	■ Other / Miscellaneous
■ Retail Service	▨ First Floor Use
■ Leisure Service	 Upton Village Local Centre

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Upton Village Local Centre

Retailer/Leisure Representation

Upton Village Local Centre provides some 70 retail and commercial leisure units. The centre is L shaped in form and is focused on Ford Road and Arrowe Park Road. Retail (convenience/comparison goods) uses occupy 15 units and include 3 bakers, a butchers, 2 convenience stores, a newsagent, an off license, a pharmacy (Boots), a florist and a charity shop. More than half of the uses in the centre are in service use including 13 hairdressers/beauty salons, 2 dry cleaners/laundrettes, 2 opticians, 5 restaurants/cafes, 2 bookmakers and 3 estate agents. It is noted that the centre also includes a high number (9) of take away outlets.

Pedestrian Activity

Reasonable levels of footfall were monitored during the time of our visits with the highest activity recorded in the vicinity of the Boots Pharmacy and the One Stop convenience store. The lowest levels were noted towards the eastern end of Ford Road.

Vacancy Rate

The centre currently contains 7 vacant units. The units are generally dispersed throughout the centre and are not considered to adversely impact on the centre's vitality and viability.

Accessibility

Bus stops are located on both Ford Road and Arrowe Park Road with frequent services to Birkenhead, Liverpool and West Kirby. Less frequent services were available to New Ferry, Moreton and Eastham Rake. Upton Railway Station is located approximately 1.2km to the east of the centre. In terms of access by car, parking is primarily provided via a good number of spaces on Arrowe Park Road and side roads of both Ford Road and Arrowe Park Road. A small car park providing circa 10 spaces is also located off Rake Lane to the south of the One Stop store. Generally, parking provision in the centre was well used at the time of our visits. Finally, in terms of cycle parking, hoops are located in the centre but were not particularly well used at the time of our visits.

Environmental Quality

The overall environmental quality of the centre is in need of enhancement. Whilst the majority of shop fronts are generally in good condition there are a number of shop fronts and upper floor levels of buildings would benefit from repair/improvement. Ford Road also has a noticeable impact on the quality of the environment in this part of the centre. The centre was litter and graffiti free with bins located throughout the centre.

Summary

Upton Village Local Centre is considered to display reasonable levels of vitality and viability. The centre provides a good retail/service offer (albeit a stronger service offer) which are considered to adequately meet the day to day needs of its local catchment. However, it's environmental quality would benefit from improvement and the number of take away outlets will need careful monitoring.

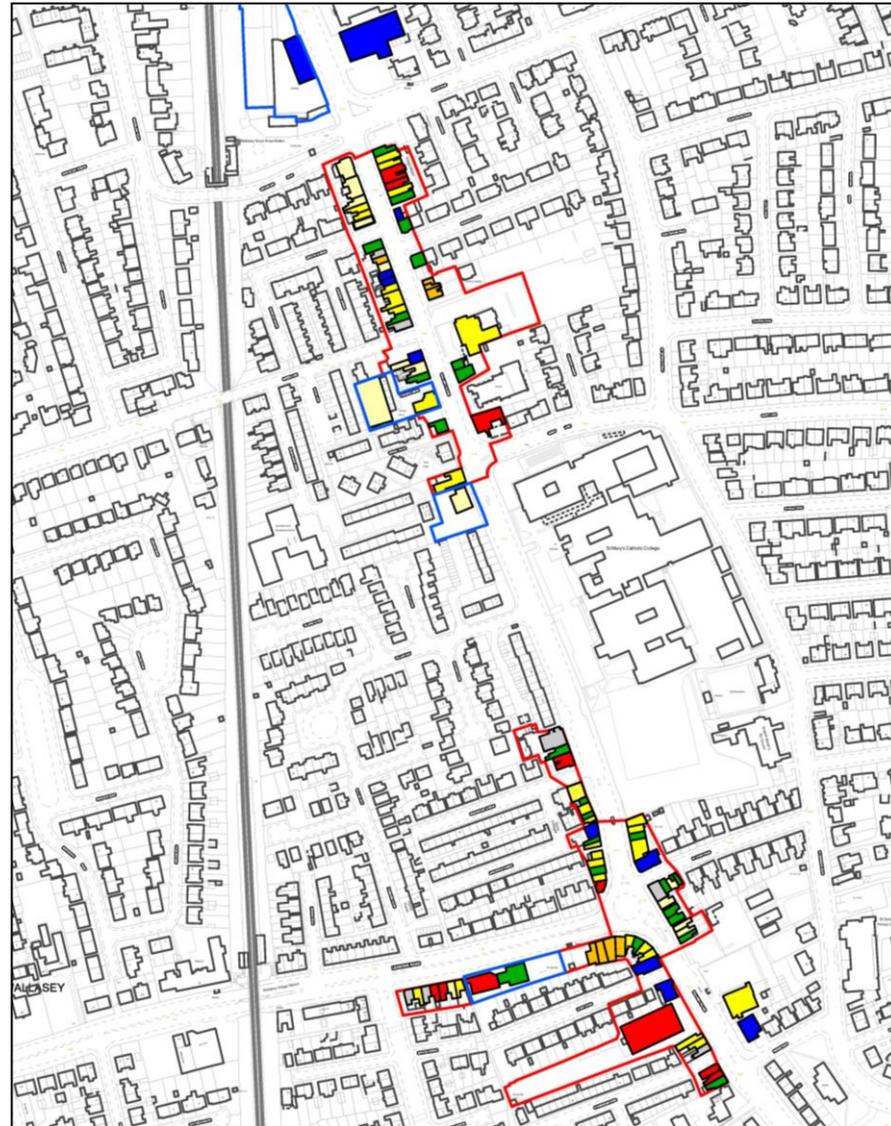
Whilst we consider the extent of the local centre boundary to be broadly acceptable, we recommend that land off Tinas Way (to the rear of Gravity Health Club) and the Eagle and Crown Pub private car park off Rake Lane are removed from being within the centre boundary. We also recommend that the centre be extended to include 137 Ford Road which is currently occupied by The Bank.

Wallasey Village Local Centre

Category	No. of Units
Convenience	9
Comparison	12
Retail Service	28
Leisure Service	29
Financial & Business Service	6
Other	8
Vacant	8
Total	100

Legend	
Category	
■ Comparison	■ Vacant Retail
■ Convenience	■ Other / Miscellaneous
■ Retail Service	■ Wallasey Village Local Centre
■ Leisure Service	■ Primarily Commerical Area
■ First Floor Use	

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Wallasey Village Local Centre

Retailer/Leisure Representation

Wallasey Village is one of the largest local centres in Wirral and forms two spatially separate areas. The northern area contains 42 units and is focused on Wallasey Village from Grove Road to Sandy Lane. The southern area contains 58 units and is focused on the roundabout at Wallasey Village and Leasowe Road. The two areas are approximately 200m apart and are separated by St Mary's Catholic College and residential uses.

Recorded uses in the centre include: 6 convenience stores (including a Co-op foodstore), 2 confectioners, a health foodstore, 2 car dealerships (2 units under the same operator), 2 craft/gift stores, a cycle shop, a florist, a pharmacy, an electrical supplies store, a pet supplies store, a carpet shop and a framers. Services in the centre comprise of 10 health and beauty salons, 9 hairdressers, 2 tattooists, a tattoo removal studio, an upholsterer, a Post Office, a petrol filling station (BP), a launderette, 15 take away outlets (including Subway), 5 cafes, 3 public houses, 2 restaurants, 2 bookmakers (Ladbroke's and William Hill), 2 gymnasiums, a surveyors, a specialist electronic/computer repair store, an accountant, a locksmiths, a specialist pawnbroker, a building contractor and a windows and door dealers. Non-retail uses observed were a dental surgery, a veterinary practice, a chiropodist, a tutors and a chiropractors.

These uses indicate that the centre provides for a range of key day-to-day and more specialised services. In terms of the distribution of uses, the southern section appears to contain more convenience, retail service and financial and business services than the northern section.

Pedestrian Activity

The highest levels of pedestrian activity were monitored in the southern area of the centre, in the vicinity of the Co-op foodstore. Reasonably good levels of footfall were observed in the vicinity of the Premier store and post office in the northern area of the centre. The lowest levels of pedestrian activity was observed on Leasowe Road.

Vacancy Rate

8 vacant units were observed in the centre. The vacant units are evenly distributed between both areas, although a reasonably prominent cluster is located at the roundabout between Wallasey Village and Leasowe Road in the southern area.

Accessibility

All large car parks in both sections of the centre are restricted to patrons of a specific use or unit, such as at the Co-op, the Lighthouse and Sheridan's. There is a car park falling outside of the boundary which is adjacent to Wallasey Grove Road Station, however this is intended to serve users of the station rather than the local centre. On street parking is available in the northern area of the centre.

In terms of public transport, the northern area of the centre is located adjacent to Wallasey Grove Road Railway Station. Wallasey village Railway Station is also located approximately 200m from the southern area of the centre. Both stations provide frequent services to Liverpool and New Brighton. A number of pedestrian crossings are located within the centre which assist pedestrian movement in the centre.

Environmental Quality

The centres environmental quality is considered to be reasonable. Whilst the shop fronts are generally well maintained and there is little evidence of graffiti or litter. The centres environmental quality is marred by through traffic on the A551/B5477 (Wallasey Village & Leasowe Road) and the vacant units located at the roundabout between Wallasey Village and Leasowe Road also detract from the environmental quality of this part of the centre.

Summary

Wallasey Village is one of the larger local centres in Wirral providing important local facilities for its catchment. Overall, the centre is considered to be in reasonably good health. We would recommend that the Council seek to assist in bringing forward the re-occupation of the prominent vacant units located on the roundabout between Wallasey Village and Leasowe Road and review what potential measures there are which could strengthen the visual and physical connectivity of the two areas, or least ensure there is no further erosion between them as a minimum.

In terms of the current centre boundary, we recommend that the southern part of the centre is extended to include Sheridans Bar and Restaurant and Barks Pets on the eastern side of Wallasey Village to its juncture with Perrin Road.