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**BETTER POLICING, BALANCED SHOPPING AND MORE PARKING:  
CROSBY RESIDENTS SHARE THEIR VIEWS  
- Consultation Findings -**

A major consultation has seen more than 600 Crosby shoppers share their views on Crosby town centre's design, amenities and shopping offer.

The consultation was commissioned by local property developer Maghull Developments in association with the Crosby and Waterloo Business Village Partnership and has revealed some interesting insights into the local's 'wish list':

**Parking** - 49% of respondents were satisfied with the current parking provision, with 44% dissatisfied, demonstrating that parking is seen as a main issue in Crosby town centre. Just over half of the respondents who were dissatisfied with the current parking – stated they wanted more surface parking (54%).

Michael Hanlon, managing director of Maghull Developments comments: "Better car parking is undeniably vital to Crosby town centre's long term vitality and viability. The current system of 'pay and display' is clearly not the best solution for the town centre, restricting the time visitors and shoppers spend in the town. Moreover, the lack of sufficient and accessible car parking is potentially driving customers away from Crosby town centre and into other shopping areas.

"Accessibility is key to any location's competitiveness and Crosby's public desire for more parking is particularly interesting. Given the relative lack of surface parking – and the fact that in economic terms this is a relatively inefficient use of land – it was interesting to see that 45.3% of people thought that either underground or multi-storey car parking was the solution. That's an informed and enlightened response, particularly given that neither car-parking types are that common in suburban areas. Better parking provision, with a focus on free spaces, will entice more shoppers into the town centre and will be a real catalyst for growth and investment."

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**About making Crosby a better environment** - 73% thought enhanced food and leisure opportunities, creating a safer and more attractive place to be in the evening, would have a positive effect on the town centre.

Mike comments: “Crosby town centre’s pub and bar culture has prompted this desire for a ‘gentler’ night time economy. Better policing and more well-lit public areas will go a long way to improve the town’s evening environment and its ability to sustain a more up market café-culture. More restaurants, rather than bars was proffered as one solution but it’s clear that this is an issue which everyone should address together – from developers like us in relation to the town’s design and the operators we attract, to how traders and bars operate, how local law enforcement works and how residents use the town itself.”

**About shops and supermarkets** - A much more balanced high street, with a good blend of independent and high street shops ranked highly on Crosby’s wish list and 53% felt a larger food store would have a positive effect on Crosby, creating a more attractive and bustling retail offer.

Mike outlines: ““People like the range of shops in Crosby and the ‘villagey’ feel of the place, but there is a real desire to see both of these aspects improved. A more balanced high street is in demand with more quality specialist independent shops, national retailers and a larger anchor foodstore promising a big draw for shoppers. Keeping business local instead of losing it to surrounding areas such as Formby, has to be a priority here.

“A larger food store in particular would act as the anchor for other retailers to thrive because they drive consumer foot-fall. More importantly this would dramatically boost Crosby’s local economy and the public’s acceptance of this balance shows good sense.”

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**About residential neighbourhoods** - Crosby town centre is well connected to the surrounding neighbourhoods according to shoppers, thanks to a public transport system, which 72% of those asked were pleased with. An appetite for residential accommodation in the town centre was also identified.

“We hadn’t initially anticipated a huge appetite for residential accommodation in Crosby town centre, but two thirds of respondents acknowledge that providing quality residential accommodation will improve the town centre. Local people clearly realise that Crosby can benefit from town centre living in much the same way that Liverpool and other affluent suburbs such as Formby and Allerton have done in recent years.”

**About design and layout** - The current style of the town centre was not popular, with just 13.2% of respondents preferring the status quo. 81.7% of people want a change of style, though there was no common agreement on what this might be. The balance between ‘traditionalists’ (32.2%) and ‘modernists’ (29.9%) was relatively even, with a fifth of respondents happy to see ‘something different’ as long as this is better than the current design and layout.

Comments Mike: “We weren’t surprised that there was a lack of consensus on how the built environment should be and we got mixed responses, from those with concerns about losing the town’s identity to those embracing more modern design. That said, the general feeling is very encouraging and we’re delighted that upgrading the area is being viewed as very positive. Ultimately good judgement, good architects and a sensible dialogue with planners and local representatives will be how we get the right balance for an improved Crosby town centre.”

**In summary** - Mike concludes: “As the largest single private landlord in Crosby town centre, this whole process has given us a very valuable insight into local likes, dislikes and more importantly, needs, across a wide range of issues. There’s no doubt that this has given us lots of food for thought. We’ll now be using this ‘wish-list’ to work with the planning consultants we have instructed, to consider how we can assist in delivering an improved town centre which we can all be proud of for the next thirty years.



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“It is obvious from the consultation process that the public of Crosby and shoppers in the town centre recognise that change and regeneration is now needed.

“In broader terms, this exercise has raised other public issues which I hope the town’s decision makers and stakeholders can now work together to address. Better policing, cleaner streets and a more balanced and quality night time economy have the potential to make a real difference to Crosby’s long-term appeal.”

**ENDS**

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