

## Maghull District Centre

### Description

Maghull district centre is located at the junction of Westway, the A59 and Liverpool Road North, in the east of Sefton Borough. Maghull has a good level of provision of convenience goods and service operators, reflecting its role as a distinct town centre with a relatively wide catchment. High levels of pedestrian activity were noted throughout the district centre at the time of our visit, and environmental quality was considered to be generally good.

### Status

District Centre (as defined by the Local Plan for Sefton, adopted April 2017)

### Photos



**Figure 1:** Surface level car parking around Central Square



**Figure 2:** The Morrisons foodstore and adjacent surface level car parking



**Figure 3:** Development opportunity at the junction of Westway and Liverpool Road North



**Figure 4:** The recently developed Home Bargains store

**Table 1: District Centre Floorspace Composition**

GOAD Category	Maghull District Centre Floorspace at 2011 (%)	Maghull District Centre Floorspace at 2015 (%)	Maghull District Centre Floorspace at 2020 (sq.m)	Maghull District Centre Floorspace at 2020 (%)	Floorspace UK Average at 2020 (%)
Convenience	21.3	19.1	2,802	16.8	15.4
Comparison	24.9	27.7	4,686	28.1	33.5
Retail Services	14.9	15.6	2,520	15.1	7
Leisure Services	17.8	14.8	2,240	13.4	25.6
Financial and Business Services	13.2	14.3	2,529	15.2	7.3
Miscellaneous	0.0	0.0	0	0.0	0
Vacant	8.8	8.5	1,876	11.3	10.6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>16,653</b>	<b>100</b>	<b>100</b>

Source: Composition of Maghull District Centre based on boundary as defined by Local Plan Policies Map and derived from Nexus Planning Survey of March 2020; historic data derived from Sefton Retail Strategy Review 2015 and Sefton Retail Strategy Review Update 2012; UK Average from Experian Goad Report February 2020

**Table 2: District Centre Unit Composition**

GOAD Category	Maghull District Centre Units at 2011 (%)	Maghull District Centre Units at 2015 (%)	Maghull District Centre Number of Units 2020	Maghull District Centre Units at 2020 (%)	Units UK Average at 2019 (%)
Convenience	13.6	7.7	8	9.2	9.2
Comparison	22.2	24.7	21	24.1	29.2
Retail Services	19.8	20.2	21	24.1	15.1
Leisure Services	17.3	15.7	14	16.1	24.5
Financial and Business Services	21.0	21.3	13	14.9	9.8
Miscellaneous	0.0	0.0	0	0.0	0
Vacant	6.2	10.1	10	11.5	11.9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>87</b>	<b>100</b>	<b>100</b>

Source: Composition of Maghull District Centre based on boundary as defined by Local Plan Policies Map and derived from Nexus Planning Survey of March 2020; historic data derived from Sefton Retail Strategy Review 2015 and Sefton Retail Strategy Review Update 2012; UK Average from Experian Goad Report February 2020

**Table 3: District Centre Facilities**

		Total
<b>Key Anchor Store</b>	Morrisons	23
<b>Other National Retailers</b>	02, Anytime Fitness, B&M Bargains, Barnardo's, Bon Marche, Boots, Card Factory, Co-operative Funeralcare, Costa, Domino's, Halifax, Hallmark, Home Bargains, Ladbrokes, Marie Curie, Post Office, Specsavers, Superdrug, Timpsons, TSB	
<b>Community Facilities</b>	A health centre and a police station	2

Source: Composition of Maghull District Centre derived from Nexus Planning Survey of November 2019

### Overall Composition

- There are eight convenience goods operators in Maghull which account for 2,802 sq.m of floorspace, or 16.8% of the total stock of retail floorspace.
- Morrisons is the largest convenience goods retailer and along with Central Square Shopping Centre, is a key anchor.
- A total of 21 comparison goods operators account for 4,686 sq.m of floorspace or 28.1% of the stock of retail floorspace in Maghull.
- There are 48 service operators in Maghull. These account for 7,289 sq.m of floorspace and equate to 43.7% of the total stock of floorspace.
- As at March 2020, vacant units account for 1,876 sq.m of floorspace in the district centre and equate to 11.3% of total floorspace. There are 10 vacant units in Maghull which represents 11.5% of all units in the centre.
- There has been little overall change in the overall composition of Maghull since the time of the 2015 survey, although the number of Financial and Business Service operators has declined significantly.
- Environmental quality and user safety were both considered to be good in Maghull, and contributed to a centre that appears to be performing relatively strongly.

### Convenience & Comparison

Convenience and comparison goods operators account for 7,488 sq.m of floorspace in Maghull, equating to 44.9% of total stock. There are 29 convenience and comparison goods operators, representing 33.3% of total units in the centre a figure which is lower than the 38.4% of units recorded nationally.

Maghull is anchored by a Morrisons foodstore to the south of Westway, in addition to which there are seven other convenience operators. These operators account for 2,802 sq.m. of floorspace, equating to 16.8% of total floorspace. Operators include bakers, butchers, convenience stores and a tobacconist.

The proportion of floorspace dedicated to convenience goods uses and the number of units occupied by convenience goods retailers is generally in line with the current national average and the provision is considered to be reflective of Maghull's role in meeting day to day retail and service needs.

There are 21 comparison operators in Maghull, which account for 4,686 sq.m of floorspace (equating to 28.1% of the total stock of floorspace). Operators include charity shops, gift shops, clothes shops, chemists and large household goods operators (B&M and Home Bargains).

The range of convenience goods operators in Maghull at the time of our survey is considered to be diverse, and the range of

comparison goods retailers is fairly typical for a district centre of Maghull's nature. There are also a number of national multiple retailers with a presence in Maghull, including B&M and Home Bargains, and also Boots, Bargain Booze, Lloyds Pharmacy and Londis.

### Services

There are 48 service operators in Maghull. These account for 7,289 sq.m of floorspace, or 43.8% of the total stock. Leisure service operators account for 2,240 sq.m of floorspace, or 13.4% of the total stock. These operators include hot-food takeaways, coffee shops, a betting office, a bar and a gym. There has been a slight increase in the number of leisure service operators in Maghull since the previous survey (and now account for 16.1% of total units compared to 15.7% at 2015) and the number of leisure service operators remains relatively diverse.

There are 21 retail service operators in Maghull, representing 2,520 sq.m of floorspace, which equates to 15.1% of the total floorspace. These operators include opticians, a funeral director, photo processor, a Post Office, hairdressers and a travel agent.

The financial and business service offer in Maghull includes 13 units, with operators including estate agents and banks. These units account for 2,529 sq.m of floorspace or 15.2% of the total stock of commercial floorspace. The financial and business service offer remains diverse.

Maghull's service offer is considered to be varied and diverse, and therefore suitable to serve the needs of local residents.

### Vacancies

Our survey found there to be a total of 10 vacant units, comprising 1,876 sq.m of vacant floorspace. This equates to 11.5% of all units and 11.3% of all floorspace. Whilst these units are generally concentrated around Central Square and Stafford Moreton Way, they do not currently detract significantly from the vitality or viability of this area.

By way of comparison, the previous 2015 health check identified that 8.5% of floorspace and 10.1% of units were vacant. Accordingly, there have been very minor changes in the intervening period, suggesting that the centre has remained competitive and an attractive destination for retailers, with a general 'churn' of operators.

### Miscellaneous

Within the boundary of Maghull district centre, there are relatively few community facilities; however, a health centre and a police station are accommodated within the centre.

**Pedestrian Flows**

Pedestrian flows in the centre are concentrated around Morrisons and in Central Square to the north of Westway. A significant number of linked trips across Westway, via the pedestrianised Moreton Way, were observed during Nexus Planning's site visit.

**Accessibility**Road Access

Maghull District Centre is bound to the east by the A59 Northway, which links Ormskirk and West Lancashire to central Liverpool. The A59 also links to the M57 and M58 at Switch Island, just to the south of the town. Liverpool city centre and Southport town centre are both approximately 30 minutes' drive to the south and north respectively.

The centre is intersected by Westway, which is a busy main road leading towards the A57. To the north of Westway is Central Square, a shopping parade which surrounds an area of free surface car parking. To the south of Westway is the Moreton Way shopping parade and associated Morrisons store, which is served by a car park access via Stafford Moreton Way off Liverpool Road North. To the south of Stafford Moreton Way is a standalone Home Bargains with its own dedicated customer car park.

Approximately 75 car parking spaces are available at Central Square on a short stay basis. Morrisons also provides approximately 160 spaces for its shoppers, also on a short stay basis. Whilst there is no on-street car parking in the centre, both surface car parks readily accessible, well located and of a good quality.

Public Transport: Rail

Maghull district centre is not directly served by rail, with the nearest station being the Maghull Mersey Rail station, located around 1.5 kilometres to the south east of Central Square. Regular services from the station link to central Liverpool and Ormskirk to the north.

Public Transport: Buses

Bus Services are accessible via laybys with associated stands on Westway and at stops on Liverpool Road North. Hourly daytime services link to Crosby, Kirkby and Waterloo. A regular service is provided into the evening to Aintree University Hospital and a full day and evening/late night service is available between Southport and Liverpool. The Maghull circular service links the district centre to Maghull train station. Bus service 133 provides direct access to Maghull North Rail station in approximately 10 minutes from Maghull district centre.

### Pedestrian and Disabled Access

The pedestrianised area along Moreton Way provides a good quality environment for pedestrians, as do the walkways around Central Square and along Westway. Pedestrian crossing points on Westway are conveniently located.

The area around Morrisons and Moreton Way and Central Square provides a good level of accessibility and safety for disabled visitors.

### **Perception of Safety**

The centre appears to offer high level of user safety during the day. However, the lack of footfall and natural surveillance along Moreton Way, linking Morrisons to Westway, is likely to off putting for pedestrians after dark and later in the evening.

According to the website UKCrimeStats the following crime rates were reported within a mile radius of Maghull District Centre over the past three years:

- 1,193 crimes (approximately 99 per month) between August 2019 and July 2020
- 1,091 crimes (approximately 91 per month) between August 2018 and July 2019
- 1,284 crimes (approximately 107 per month) between August 2017 and July 2018

### **Environmental Quality**

The environmental quality within the centre is generally good, with recent improvements to retail premises at Central Square. This has strengthened the overall attractiveness of the centre, and ensures that Maghull has an acceptable level of environmental quality for operators and visitors.

There is limited provision of street furniture or planting throughout the centre that would help to improve the environmental quality of the centre, and make it more useable as a destination. Equally the quality of some units, particularly on the southern end of Liverpool Road North and along Northway detract from the centre's overall quality.

### **Conclusion**

Maghull performs an important role and provides many facilities which help residents meet day to day needs, with the centre offering an appropriate range of convenience goods and service operators. The centre is anchored principally by the Morrisons foodstore, which draws residents into Maghull and encourages linked-trips with other operators.

The centre benefits from a generally good standard of environmental quality, albeit improvements could be made to the provision of street furniture and landscaping, along with improved

signage from the separate parts of the centre to encourage additional linked-trips.

The centre is therefore considered to be vital and viable.



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|---|---|
|  Comparison                    |  Leisure Service |
|  Convenience                   |  Retail Service  |
|  Financial & Business Services |  Vacant          |

# Maghull District Centre

Survey Date  
March 2020