

SEAHOUSES TOWN CENTRE HEALTH CHECK REPORT EXECUTIVE SUMMARY

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EXECUTIVE SUMMARY

- 45% of the floorspace in Seahouses was for retail.
- Shopper's perceptions of the range of retail provision was fairly positive – 45% thought that Seahouses offered a wide choice of shops.
- Shoppers would like to see improvements with more choice and variety was needed, specifically clothes and food shops.
- There was more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience retail.
- There was 6% vacant floorspace in Seahouses.
- 94% of shoppers interviewed found it very easy or fairly easy to travel into Seahouses town centre by car.
- 52% gave a poor or very poor rating for the availability of car parking spaces in Seahouses.
- Seahouses also has fairly good bus connectivity by the frequency and number of destinations reached from Seahouses.
- Just over half of respondents rated the quality and the regularity of the bus/rail services and the destinations served by public transport in Seahouses as good or very good.
- 27% of Seahouses residents shopped in Seahouses. 37% of expenditure was lost to Alnwick, 12% to Berwick-upon-Tweed and 11% to Newcastle upon Tyne.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.

- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Seahouses on shopper's overall perception of the town centre.