

SEATON DELAVAL TOWN CENTRE HEALTH CHECK REPORT EXECUTIVE SUMMARY

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EXECUTIVE SUMMARY

- 35% of the floorspace in Seaton Delaval was for retail.
- Shopper's perceptions of the range of retail was fairly positive - 34% thought that Seaton Delaval offered a wide choice of shops.
- Shopper's felt that more shops and choice of shops were needed, longer opening hours were required and there was a need for a supermarket in the town centre.
- The categories which have the 2nd highest amount of businesses are comparison retail and convenience retail each with 5 independent and 2 multiple chain premises.
- There was 13% of vacant floorspace in Seaton Delaval.
- 92% of shoppers interviewed found it easy to travel into the town centre by car.
- 74% of these shoppers felt that the parking in the town centre was either poor or very poor.
- Seaton Delaval also has good bus connectivity which is shown by the frequency and number of destinations reached from Seaton Delaval.
- 79% of the shoppers interviewed found it easy to travel into the town centre by bus.
- Just 1% of Seaton Delaval residents shopped in Seaton Delaval. 29% of expenditure was lost to Newcastle, with other notable leakage to the Metro Centre (19%), Silverlink (10%) and finally Cramlington (9%).

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 Seaton Delaval on shopper's overall perception of the town centre.